Online Tutoring Business Plan

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# Executive Summary

[Name of business] is a new online tutoring business that will be established by founders [list names of founders]. The online tutoring business will focus on providing English tutoring to adult professionals.

Initially, [name of business] will be supported by a personal investment from each of the founders.

## Mission Statement

“[Business name] exists to [aim of business and gap in the market it will fill].”

## Distinctives

# Business Description

Legal Structure
[Business name] has been established as a Limited Liability Company in the state of [State name]. [Name] is the attorney of record.

## Launch

[Business name] will launch its website by advertising on social media platforms such as [list social media platforms that the business will have accounts on]. [Business name] will also set up an email marketing campaign.

Sources of Revenue
[Business name’s] primary source of revenue will be derived from providing online English lessons.

Operations & Management

## Leadership

**Owner –**

**Tutor –**

# Marketing

## Product/Service Description

## Target Market

## Promotional Outlets

* + 1. Social Media
		2. Loyalty Incentives (Discounts when purchasing multiple lessons)

## SWOT Analysis

* + 1. Strengths
		2. Weaknesses
		3. Opportunities
		4. Threats
		5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
|  |  |  |  |

#

# Competition

Other online tutoring businesses like [list competitors] provide a similar service, but [business name] differs because of [list how your online business stands out].

* [Competitor name] – Brief description.
* [Competitor name] – Brief description.
* [Competitor name] – Brief description.

# Financials

## Startup Expenses

## Sources of Funding

[Use our Sources and Uses spreadsheet to complete this section.](https://www.thesmbguide.com/statement-of-sources-and-uses-download-201908151.xlsx)

## Financial Operations

1. Hours of Operation
2. Staffing

## Revenue Projections

## Break Even Point

[Business name] will break even when it achieves sales of [$] per month.

Pro Forma Profit and Loss Statement

[Use our Pro Forma Profit and Loss spreadsheet to complete this section.](https://www.thesmbguide.com/pro-forma-profit-and-loss-statement-download-20190815.xlsx)

# Future Plans

You can use this section to describe any plans that you have for expansion once your online tutoring business has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring more staff
* Tutoring more subjects