

Classic Business Plan Contents

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Top 20 Focus Questions and Possible Answers

1. What type of business do you have?
A: A school which provides innovative education in the Catholic tradition for Grades ___ thru ___.
2. What is the purpose of the business?
A: As a non-profit organization, it's intent is to provide each child with a nurturing and faith-filled environment, which promotes academic excellence and spiritual achievement in every aspect of the child's life.
A: To teach children in the Catholic faith and to teach them life skills, as well as provide an excellent education.
3. What is the key message or phrase to describe your business in one sentence?
A: An alternative to traditional schools (both diocesan and public) that tailors its interaction with students to meet their individual needs,
A: A small family, nurturing environment whose goal is to create a love of learning and living the Catholic faith.
A: A school full of love and kindness to the Lord and to all.
A: Customized education based on child's strengths and weaknesses.
4. What is the reason for starting your business?
A: To educate our children in a loving, Christian, family environment where they will grow and flourish, enjoy learning and love their Faith.
5. What are your products and/or services?
A: Education – physically, emotionally and spiritually; well-rounded and educated children.
A: Serve children who love to learn, who live their Faith and are academically prepared for high school/college.
6. Can you list three unique benefits of your product/service?
A: Small class size; faith-based environment; family oriented.
A: Individualized education; loving and mature Catholic teachers; nurturing environment.
7. Do you have data sheets, brochures, diagrams, sketches, photographs, videos, press releases or other documents about your product/services?
A: Brochure and advertising materials used to promote school; school's web site regularly updated with photographs and news of school events.
8. What is the product/service application?
A: School; education; small nurturing environment; individualized instruction.
9. What led you to develop the product/service?
A: Parents embracing their role as primary educators of their children.
A: Parents who cannot home school their children looking for alternative to diocesan and public schools that have become too large and cumbersome in their approach to meeting student's needs.
A: Desire to restore academic excellence in education in the Catholic tradition.
10. Is this product or service used in connection with other products/services?
A: It could be – could be working with another school as feeder school, for example.

11. Three possible objections to buying your product/service?
A: Limited facilities – no science lab, for example; no organized sports program; uncertain future of the school
12. When will the product be available?
A: (Planned opening date and grades offered)
A: (Future plans for adding grades/programs)
13. Who is the target audience?
A: Catholic families with children in grades ____ thru ____ looking for a small family, nurturing environment whose goal is to create a love of learning and living the Catholic faith.
A: Parents with children living in a commutable distance who are looking for a small school environment that focuses on education programs customized to their children's needs.
14. Who is the competition?
A: Christian schools; public and charter schools.
15. How is your product/service differentiated from that of the competition?
A: Faith-based; curriculum/program of study; small class sizes/individualized instruction; family environment.
16. What is the pricing of your product/service versus the competition?
A: Tuition affordable; tuition discounts for large families
17. Are you making special offers?
A: Tuition discounts for large families; scholarships
18. What plans do you have for advertising and promotion?
A: Advertise in local news media; Catholic Church bulletins and diocesan news media when possible; word of mouth.
A: Open house events
19. How will you finance company growth?
A: Tuition; grants; fundraising; direct mailings
20. Do you have the management team needed to achieve your goals?
A: A Board of Trustees has been formed to protect the vision/mission of the school and to set policy with regard to selection of staff, curriculum, admission and discipline.
A: Board of Trustees will hire school Head to administer the day-to-day operations of the school.