

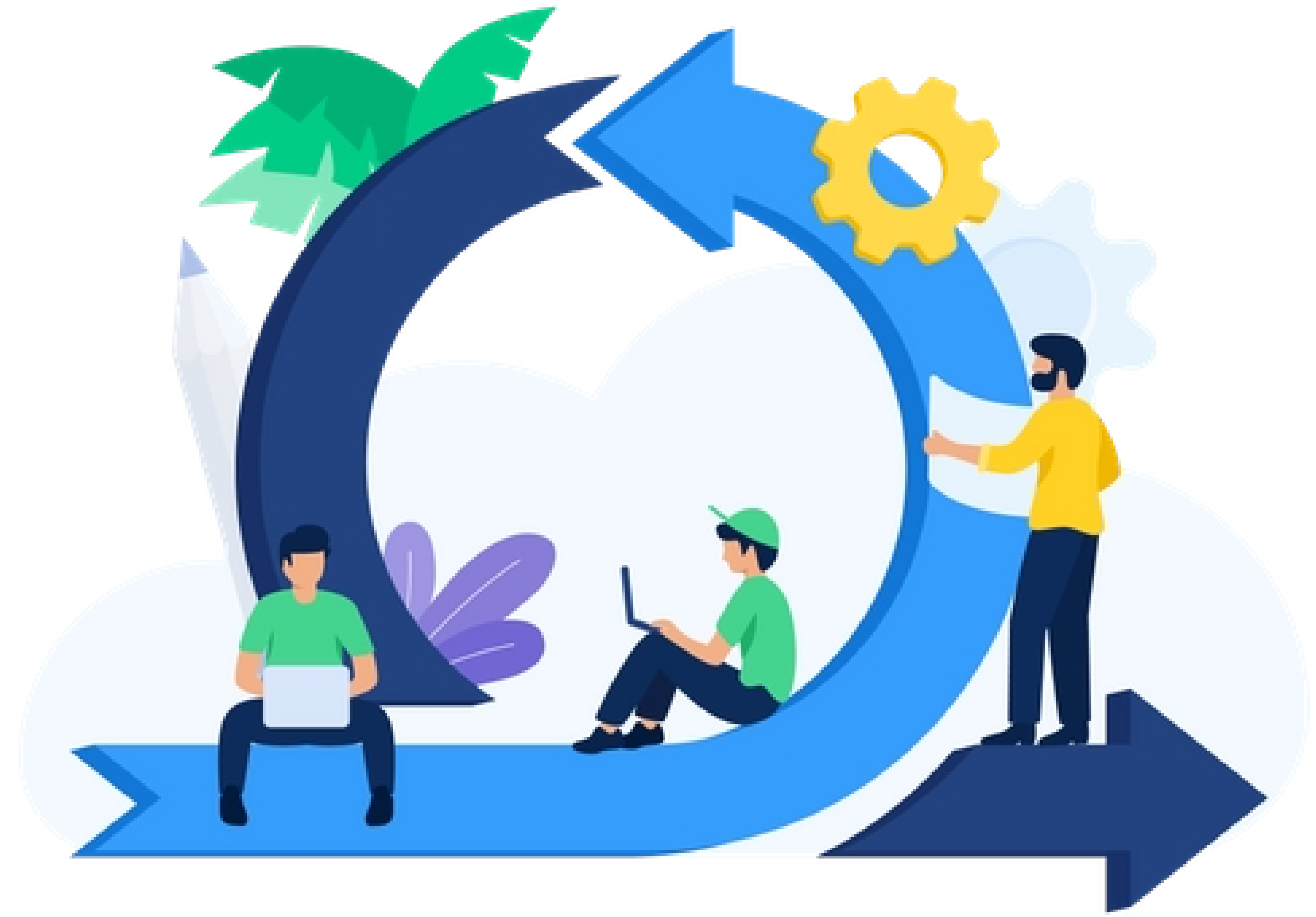
# Business Plan



# Available Education

## Business Plan

2025





## Executive Summary

Available Education offers application to Children youth who cannot study due to illness, family, road problems in the all over the world's schoolcollage market. The business has a strong market position and a coherent strategy. It has established clear steps to achieve its objective of getting 500k students and teachers, reduce the number of those who cannot study worldwide by 10% in the next five years.

Available Education has set targets that they are committed about achieving. Next year the business will achieve sales of 1000 $\mu$ . Sales will grow by 15 percent each year to reach the figure of 1000 $\mu$ 0 at the end of the period. By the final year of this plan the business will have a net loss of 1000 $\mu$ -1756. A loss is not unusual in this type of business where the focus is on longer term development. Given the growth in sales and strong fundamentals the business has great pontential.





## The Market

Available Education intends to target Children youth who cannot study due to illness, family, road problems with its application . This market represents a good opportunity for the business to capitalise on its high quality, valuable patent, chance of free accessing to global study environment, freedom, reliability advantage. This will provide a strong market position from which to develop the business.

Available Education faces some competition, as would be expected in this attractive market.

- *Sabina and Aytac* is the main competitor. It has some strengths, but its critical weakness is its little experince in startups. This will restrict its capacity to compete.

- *Amil* also has a weakness that diminishes its effectiveness in the market. In this case the weakness is its worthless sollutions.

- *Haciaga* is also a potential competitor, but again it has an exploitable weakness. In this case the weakness is its participating in projects lack of less.

Available Education will be able to exploit the weaknesses of its competitors to gain market position.

In summary, the high demand for the Available Education offer and the weaknesses identified in its main competitors provide an attractive market opportunity.





## The Strategy

Available Education has the objective of getting 500k students and teachers, reduce the number of those who cannot study worldwide by 10% over the next five years. The management team has identified key steps to achieve the five year objective and exploit the identified opportunities. These will be systematically implemented over the period.

- Step 1: to be able to recognize an idea thanks to children who are eager to learn online education
- Step 2: parents to support their children's education in a safe environment
- Step 3: big increase in the enthusiasm for teaching in an external learning environment in the global world.
- Step 4: lack of tuition fees
- Step 5: Encourage children with educational games



The selection and sequence of these actions has been carefully chosen to produce the full potential of the business opportunity and ensure that the targets are achieved. The management team will continuously monitor the business performance against the targets and make necessary adjustments. At all times the focus will be on achieving the key objectives.

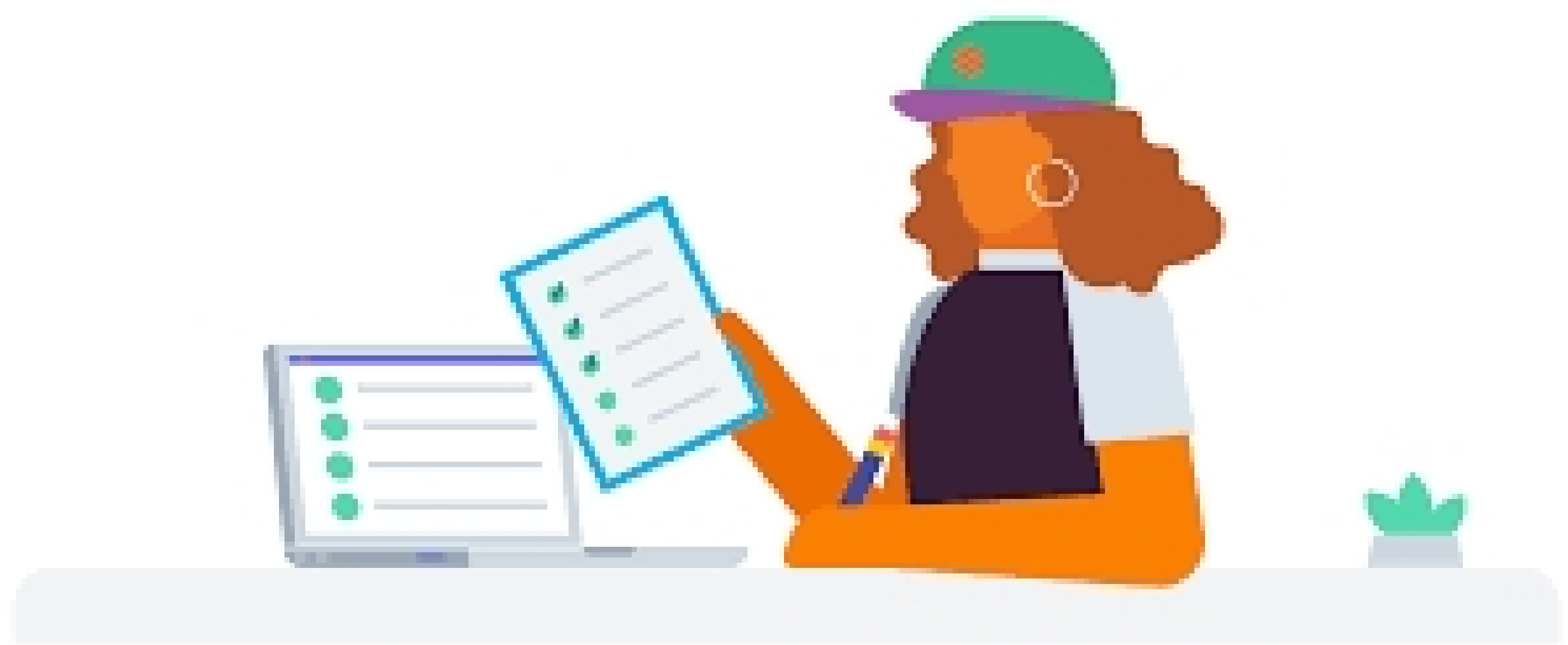
In summary, Available Education has clearly identified opportunities and a systematic plan with clearly articulated stages to achieve its five year objectives.





## Conclusion

Available Education has a coherent plan for future success. It is well positioned to target Children youth who cannot study due to illness, family, road problems. The management team have provided a clear objective of getting 500k students and teachers, reduce the number of those who cannot study worldwide by 10% in the five year period. The financial targets have been shown to be realistic given the strengths of the business and its strategic position. The management team is committed to achieve the strategic goals. They have a clear plan of strategic stages to realise the potential of the business and generate healthy returns for all stakeholders.



## Appendix

### A. Assumptions

The following assumptions were made in developing this plan.

1. 1000m sales in the first year. This level of sales is realistic given previous experience and the turnover of similar firms within the sector.
2. 15 percent annual growth in sales. This level of sales growth is achievable given the attractiveness of the market and the coherent strategic plans of the management team.
3. 40 percent cost of sales. This cost of sales percentage is in line with the sector average. The cost of sales percentage is expected to remain stable during the period of the plan.
4. 1000m-1200 expenses in the first year. This level of overhead expense is in line with similar size businesses within the sector.
5. 10 percent annual growth in expenses. This expense growth takes into account changes in overhead as the firm develops.
6. days customer days credit. This is in line with industry terms of trade and should be competitive.
7. days supplier credit. This is realistic given the terms normally offered by suppliers.
8. The cash flow forecast assumes that receivables and payables are settled before the next period.





9. The cash flow does not take into account the acquisition of fixed assets from cash generated.

10. 1000m equity cash injection. This equity is confirmed to be available and ready to be invested in the business.

11. Equity cash injections are assumed to be made at the start of the plan.

12. These figures take into account inflation.

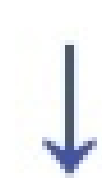
13. These figures are realistic given the current market situation and expected trends.

14. While a conservative approach has been taken to projections and an attempt to factor in risks, like all predictions there is the potential of unexpected factors.

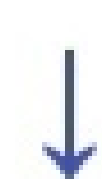
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## AVAILABLE EDUCATION

**Offer**  
*Application*



**Customers**  
*Children youth who cannot study due to illness,  
family, road problems*



**FIVE YEAR TARGETS ↗**  
*Objective - Getting 500k students and teachers,  
reduce the number of those who cannot study  
worldwide by 10%*



**Competitive Advantage**  
*High quality, valuable patent, chance  
of free accessing to global study  
environment, freedom, reliability*



**Management Team**  
*Sabina (i was create an idea, and i made  
businnes plan)  
Aytach ( was make presentation)*