# Introduction

This document outlines the strategic business plan for the launch of Shoreline Swim Care, a private event lifeguard service. This document should be used to guide the visions of those contributing to the creation of the business, and contains sensitive financial budgets and plans that must be kept private and held within the company.

Shoreline Swim Care will be founded by CEO, Jake James, and his business partner, COO, John Itkoff. The company will be the first in Frisco, Texas, to provide certified lifeguard and pool monitoring services for customers hosting private events such as pool parties and corporate gatherings, and is estimated to launch on May 24, 2018. Mr. James and Mr. Itkoff are both certified lifeguards who have been sought after for public and private lifeguarding in Frisco. Under their direction, Shoreline Swim Care’s lifeguards will insure the safety of all guests, and provide peace of mind for its customers.

The business plan for Shoreline Swim Care includes the aspects below:

* Company Overview
* Service Description
* Industry and Marketplace Analysis
* Marketing Strategy
* Distribution and Sales Strategy
* Operations Plan
* Development Plan
* Financial Estimates

Shoreline Swim Care has researched these aspects, and incorporated its findings in the creation of this business plan to be used as a basis for which the company will make its key operational decisions and go-to-market strategy.

# Company Overview

Shoreline Swim Care is currently in the idea/concept business stage, and will launch on or before May 24, 2018. Prior to its launch, Shoreline Swim Care will be filed as a limited liability company for tax and liability reduction purposes.

Shoreline Swim Care will provide location-based lifeguarding and pool monitoring services that can be scheduled online. The company will be managed remotely. No physical office space is necessary. This virtual strategy is a growing trend among startups, and creates a sizable cost savings while allowing for more flexibility in the company’s hours of operation and ability to scale market reach.

The company’s lifeguards will be professional independent contractors, and paid a percentage of the company’s earnings for each booking that they service. Priority lifeguard requirements include American Red Cross certification in First Aid, CPR, and lifeguarding. Additionally, lifeguards must undergo a background check, interview with management, and have verifiable and positive work experience from at least one professional pool as a lifeguard (on and off stand).

# Service Description

Shoreline Swim Care will provide lifeguard and pool monitoring services for customers hosting private events such as pool parties and corporate gatherings. Shoreline Swim Care’s certified lifeguards will insure the safety of all guests, and provide peace of mind for its customers by explaining and enforcing swimming safety rules, closely monitoring all pool activity, and rescuing anyone who appears to be in danger or having trouble in the pool. All Shoreline Swim Care lifeguards will be American Red Cross certified in CPR, First Aid, and lifeguarding, and have prior work experience as a lifeguard. Customers will access the Shoreline Swim Care website to reserve a lifeguard(s), confirm event details, and pay for service. Payment can also be made through the company’s mobile app. Customer support will be available on email, phone, and online chat (during select hours).

# Industry and Marketing Analysis

Shoreline Swim Care is in the event industry. The target market for Shoreline Swim Care consists of parents of children under 10 years old who host parties at venues with swimming pools or lake access in and around Frisco, Texas.

The event types mostly likely to hire a private lifeguard include:

* Childrens’ Birthday Parties
* Youth Sports Team Parties
* Family Reunions
* 4th of July Parties
* Swimming Parties
* Corporate Morale Events

Shoreline Swim Care will initially target Frisco, Texas. Frisco is the ideal place to launch this company because of its high average household income, rapidly growing number of families, large percentage of homes with pools, hot climate, and the company owners’ familiarity with the area. The median income in Frisco is $123,055, and more than 170,922 residents live there. Although exact statistics could not be verified, our research shows that thousands of homes in Frisco and surrounding cities have swimming pools. According to USA.com, the average temperature of Frisco is 63.95 degrees Fahrenheit, and much higher than the national average of 54.45 degrees Fahrenheit. Frisco’s peak swimming season is May through August when average temperatures range from 76 to 87 degrees Fahrenheit making Frisco very attractive for swim events. Lastly, Mr. James and Mr. Itkoff live in Frisco and have worked as lifeguards for private and public pools.

Currently, Shoreline Swim Care does not have any local direct competitors. There are three leading national competitors listed below:

* Happy Swimmers USA
* AquaMobile
* Bearfoot

Shoreline Swim Care will aggressively push forward to obtain first mover advantages in Frisco, Texas. Its strengths will position it to compete nationally when the company reaches the scaling/growth business stage. Shoreline Swim Care’s challenges are common within this industry, and ones that practically all industry players must continuously work to address and counter.

Shoreline Swim Care’s Strengths:

* Lifeguards have the preferred American Red Cross certification in lifeguarding, CPR, and first aid
* Lifeguards have work experience (on and off stand) at professional pool establishments working with local parents and children
* Lifeguards are local with deep knowledge of the Frisco target market
* Aggressive pricing. $40 USD per hour vs. $50-$55 charged by national competitors

Shoreline Swim Care’s Challenges:

* Seasonal business. Company owners will explore opportunities to diversify the company’s service offering with swimming lessons and pool care
* Possible high turnover with independent contractors. Company owners will explore tactics to boost employee loyalty such as higher compensation for repeat bookings from customer requests

# Marketing Strategy

The first marketing effort for Shoreline Swim Care will be the ISM research showcase where Mr. James will market directly to potential customers through one on one conversation. Also, company branded business cards and beach balls will be given to potential customers to help raise brand awareness.

Shoreline Swim Care will also create and display flyers around select youth sports centers, parks, restaurants, private schools, play spaces, gyms, and swim schools in Frisco that service thousands of local families. Examples venues include:

* Fieldhouse USA
* Warren Sports Complex
* Frisco Football League
* Bacchus Park
* Phillips Park
* MyGym
* Play Street Museum Frisco
* LA Fitness
* Emler Swim School
* Main Event

Shoreline Swim Care will also create a social media campaign on the leading platforms including:

* Facebook
* Twitter
* Instagram
* LinkedIn

In addition to the above marketing strategies, all employees of Shoreline Swim Care are in frequent direct contact with the company’s target market; therefore, business can be marketed through word of mouth through each employee connection and during each booking.

# Sales Strategy

Shoreline Swim Care has a direct to customer approach to sales. This leverages the local word of mouth referrals and gives a platform to begin targeting social media outreach initiatives.

Private lifeguarding services provided by Shoreline Swim Care will be scheduled through its website, shorelineswimcare.com. Service transactions will be paid for on location by credit or debit card through Shoreline’s website or mobile app. Lifeguards will be able to pick up the available events that are scheduled by customers through the Shoreline website.

# Operations Plan

Hours in the field as a private lifeguard for Shoreline Swim Care are very flexible; however, operating the business is a 24/7 endeavor. The company will provide an around the clock reservation platform and customer support during select hours. Since private lifeguarding is a seasonal business, the company will recruit additional lifeguards for seasonal employment from May through September.

Key roles for daily operation are listed below. The founding partners will divide and perform the responsibilities of each key role until the company is established with enough cash flow to afford staffing. We project year two.

* Management
  + Hire lifeguards and other employees
  + Communicate with customer base
  + Create and maintain website
  + Perform general management of company
  + Determine key performance indicators for company, and measure success
* Financial
  + Track sales
  + Plan budgets
  + Manage P&L
  + Pay employees
  + File taxes
* Marketing
  + Drive brand awareness
  + Plan and execute marketing campaigns
  + Determine marketing goals, and measure campaign performance
* Administrative
  + Address emails and phone calls
  + Order inventory
  + Distribute flyers and other printed marketing material

# Development Plan

Shoreline Swim Care will be ready for the market by May 24, 2018. This date is significant because it marks the ISM Final Presentation Night. Before Shoreline Swim Care can launch, these tasks must be completed.

* Shoreline must file with the State of Texas and form a LLC.
* A logo must be designed.
* The domain, shorelineswimcare.com, must be purchased.
* The website must be designed.
* Original marketing material must be created.
* The business must be marketed to its target audience.
* Shoreline Swim Care must have started creating a network of customers.
* Lifeguard recruitment.
* Lifeguards must be employed as independent contractors.

After these tasks are completed, Shoreline Swim Care will be ready for launch.

# Financial Plan

There are many fixed and variable costs that must be taken into consideration upon creation of a sales strategy.

Fixed costs:

* Logo design
* Website design
* Domain purchase
* Apparel for lifeguards
* Car Signage
* Beach balls for Research Showcase

Variable costs:

* Website updates
* Advertising the website
* Additional marketing
* Owner’s salaries
* COO’s salaries
* Secretary salaries
* Providing training

Balancing costs and revenue is key to the success of any distribution and sales strategy.

Startup Costs:

* Website Development and Hosting ($96 per year)
* Logo Design ($250)
* Business License for DBA filing ($25)
* Liability Insurance ($250)
* Independent Contractor Compensation ($20 per client)
* 15 Shoreline Branded T-Shirts ($182.70)
* 150 Shoreline Branded Beach Balls ($171.64)
* 4 Shoreline Branded Car Magnets ($63.74)
* 25 Shoreline Branded visors ($224.50)
* 250 Leave Behinds ($99.00)

Revenue:

* Customers are charged $40 an hour for each party.
* An estimated 270 parties will amass in $10,800
* $4,037 of the $10,800 will be profited by the company
* $5,400 of this will go towards employee payroll
* $1,362.58 will be invested in marketing the company

Break-even Analysis:

In order to break even on its investment, Shoreline Swim Care will need to host 69 pool parties with an average of 3 hours.