



# **BUSINESS PLAN**

## **RV PARK**

# Confidentiality Agreement

The undersigned reader of Company ABC Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of Company ABC.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm or damage to Company ABC.

Upon request this business plan document will be immediately returned to Company ABC.

This is a business plan. It does not imply an offer of any security.

Applicable Law

This contract shall be governed by the laws in the COUNTRY.

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Signature

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Printed Name



## Overview

There has been a drastic increase in the number of campers as well as Company ABC ownership in America over the past decade. X in particular is one of the most popular states for Company ABC owners and campers.

Located in X, Company ABC is a new Park and campground dedicated to meeting the needs of modern campers. Combining a wide array of high-quality services and amenities, Company ABC welcomes campers from all backgrounds to come and enjoy the natural beauty of X. Its dedication to high quality customer service and prime location makes Company ABC a strong contender



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## Executive Summary

Company ABC is an X park and campground located in X. This venture aims to provide a safe, clean, and welcoming environment for a diverse customer base seeking a unique getaway experience. Company ABC offers an extensive list of amenities including rental spaces, cabins, food truck rental spots, a restaurant, convenience store, vending machine, laundry facilities, drinks provision, as well as propane refill services. This comprehensive set of services and amenities allows Company ABC to attract a diverse range of customers regardless of their experience levels, needs, and expectations. This combination of services can accommodate both people seeking long-term rentals as well as short-term vacationers, first-time and seasoned vacationers, as well as individuals, families, and groups.

## Service Summary

Company ABC includes the following services:

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## Market Summary

The market for both Company ABC ownership and parks and campgrounds is growing steadily in the United States with X capturing a large share of this market. Broadly, the appeal for camping is becoming more universal and attracting more



diverse customers. Coupled with rising disposable income, low oil and gas prices, and X and camping being considered more cost effective than traditional hotel stays, the demand for X parks will by all indications continue to grow. However, in order for business in the market to stay lucrative they must pay close attention to the evolving needs and expectations of modern campers. Providing more comprehensive services and amenities such as full-service hookups and internet connectivity will be the key to ensuring customer satisfaction, retention, and sustained success.

### Three Year Objectives

Company ABC has identified the following three-year objectives:

- [Blurred text]
- [Blurred text]
- [Blurred text]
- [Blurred text]

### Keys to Success

Company ABC has identified the following keys to success:

- Achieving high levels of customer satisfactions which result in word-of-mouth recommendations and reviews which allow the business to develop a strong reputation and compete with existing establishments in a short period of time.
- Reinvesting profits into expansion to ensure that expansion plans can keep pace with customer demand especially during festival season.



- Incorporating customer feedback to revise and improve the services and amenities on offer.

## Financing Summary

Startup Expenses	
Fixed Expenses	
Cash on Hand	
<b>Total Startup Expenses</b>	
Startup Assets	
Fixed Assets (incl. RV Vehicles)	
<b>Total Requirements</b>	
Total	
Total Startup Expenses	
Total Startup Assets	
<b>Total Requirements</b>	

Post Financing Liabilities	
Liabilities and Capital	
Current Borrowing	
Long-Term Liabilities	
Accounts Payable	
Other Current Liabilities	
Post Financing Investments	
Planned Investment	
Owner	
Investor	
<b>Total Planned Investment</b>	
Post Financing Funding	
Total Liabilities	
Total Planned Investment	
<b>Total Funding</b>	



## About Company ABC

Put simply, Company ABC is an X-type park. However, in combining a wide variety of services and amenities, a reasonable pricing strategy, and a prime location, Company ABC is not just a holiday location but a holiday experience in and of itself.

### Products and Services

- Long and short-term RV rental spots that include access to essential infrastructure including fresh water, electricity, network access, and sewage disposal.
- Long and short-term cabin rentals for individuals and groups who do not have access to an RV but are still interested in the Company ABC experience.
- Long and short-term rental spots for food truck owners. This service benefits both the mobile business owners who are looking for a new customer base and offer a menu that complements the nature-based getaway that Company ABC houses, as well as the people staying at Company ABC who gain access to a regularly updating variety of food and drink options.
- A restaurant that caters to people seeking a different dining experience and options from those offered by the food truck court. Fresh, seasonal menu offerings such as crawfish are available.
- Propane refill services that allow the energy needs of customers to be met on-site rather than requiring off-site travel. Firewood is also provided.
- A drinks provision service aimed both at the customers and businesses. Customers can either purchase directly, or businesses such as the food trucks and restaurant can buy drinks in bulk, either for their own raw material needs or to further sell to customers.
- Vending machines and a convenience store providing basic RV and camping supplies.
- Laundry facilities including 3-4 manual, coin-operated washers and dryers.



## **Business Model**

### **Rentals**

The primary revenue stream will be the rentals of RV hookup spots, food truck spots, and cabins. Different pricing strategies will be adopted for long and short-term campers and depending on whether bookings are made in peak or off season.

### **Sales**

The secondary revenue stream will be the on-site sale of drinks, propane refills, firewood provision, and basic camping and RV supplies. The propane refills will be a major source of income within this revenue stream, and supplement RV rental income, as their demand is based on RV traffic and energy consumption.



# Industry Overview

## Market Trends

A recent study by the XYZ1 indicates a dramatic increase in the number of campers as well as RV ownership in America over the past decade. In XYXY, following the addition of X million new camping household, over two-thirds of American households identify as ‘campers’ with almost half reporting going camping at three times in the past year. Furthermore, RV ownership has increased by X million between XYXY and XYXY. Valued at USD X billion in XYXY, the North American recreational vehicle market is forecasted to continue to grow and reach USD X billion by XYXY, indicating a CAGR of about X%.<sup>2</sup> The market size of the campground and RV park sector in the United States has also steadily grown, up from X billion US dollars in XYXY to X billion and X billion US dollars in XYXY and XYXY respectively.<sup>3</sup> A major determinant of the success of the RV and campground industry are travel trends – specifically domestic trips by US residents. Given that RV parks are considered cost-efficient alternatives to traditional vacations, a steady increase in RV sales, low projected oil and gas prices, and rising levels of disposable income, the frequency of these trips is expected to increase in XYXY and beyond, and as such poses a promising outlook for new ventures in the RV and campground industry.<sup>4</sup> As of XYXY, Texas claimed the most RV parks, with a total of X, the second highest share of RV sales with a USD X million share of the overall US market, and was listed as one of the X most popular states for RVers.<sup>5</sup>

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## Market Needs

The demographic and goals of campers are becoming more diverse. Broadly, campground availability and the amenities offered at campgrounds are key factors to the retention of RVers.<sup>6</sup> To keep pace with rising demand and remain a competitive option for modern campers, campgrounds and RV parks must address the following industry trends.<sup>7</sup>

- Increasing popularity amongst younger populations as well as the increasing popularity of ‘workcations’, remote work, and digital nomads, means that internet connectivity is no longer considered a luxury but rather a required amenity in the camping experience.
- With growing sustainability concerns, facilities that cater to electric vehicles and power consumption are increasingly sought after.
- Full-service hookups are one of the top ten amenities sought by campers (X%) making campground selections, yet this new campground report shows that only X% of public campsites and X% of private campsites have full-service hookups.
- During peak camping season X% of all campsites are booked, meaning it is difficult for RVers to find a campsite that meets their needs and difficult for campsites to keep track of and manage bookings. Using tools such as site optimization software and reservation lock fees can make the experience of navigating peak camping season more efficient for both campers and campground owners, saving time, generating profits, and ensuring higher customer satisfaction.



## **Market Opportunity**

### **Prime Location**

Located near a main road in X, Company ABC has several advantages based on its location. Texas captures a major share of the US market in terms of RV ownership and RV Parks. Customer demand for RVs and subsequently RV parks is projected to grow. Additionally, X is home to the XYZ which attracts many domestic tourist and offers a significant seasonal opportunity that can be capitalized on. Finally, its proximity to a main road makes Company ABC an experience that can be enjoyed not just by on-site guests but also members of the public looking for a single day outdoor recreational experience. Combining these advantages presents a significant market opportunity.

### **Services and Amenities**

Company ABC is unique in that it not only offers a wide range of services and amenities required by modern campers, it also offers the same amenities through multiple channels. For example, guests have multiple stay options based on their preferences and vehicle ownership status – they can either hook up their own RVs or stay in cabins and have an equally comfortable stay regardless of which option they choose. Additionally, multiple food options and dining experiences are available on site. Seasonal menu offerings and rotating food trucks not only offer a range of options that ensure campers with a wide variety of dietary needs and preferences are accommodated, furthermore there is also a sustained aspect of novelty and innovation.



# Strategy and Implementation Summary

## Management Team



## Expansion Strategy

The services and amenities will expand over 2 stages. The first stage will include x RV rental spots alongside x food truck rental spots, the restaurant, drinks provision, and propane refill services. The second phase will add additional RV rental spots, x cabins, as well as firewood provision, the convenience store, vending machine, and laundry services.

## SWOT Analysis

### Strengths

- Located in a state with a growing domestic travel and demand for sites which cater to RVs, camping, and outdoor recreation.
- Located in a city which hosts the XYZ and attracts a substantial influx of seasonal domestic tourists - a sizeable proportion of whom require RV parks and use this opportunity to explore camping and outdoor recreation activities offered nearby.
- Offers a comprehensive set of services and amenities which creates the capacity to address the needs of a diverse set of guests.



- Located near a main road and so is accessible to both on site guests as well as the public thereby bolstering foot traffic, engagement, and revenues.

## **Weaknesses**

- As a new entrant into a sizeable and well-established state market – one of the largest in the US – it will take time for the business to establish itself, develop reputation, and stand out amongst its already established and evolving competitors, even against the backdrop of rising customer demand.
- A multiple phase or staggered land acquisition and amenities/service expansion approach, while financially feasible, runs the risk of not being able to keep pace with rapidly growing customer demand.

## **Opportunities**

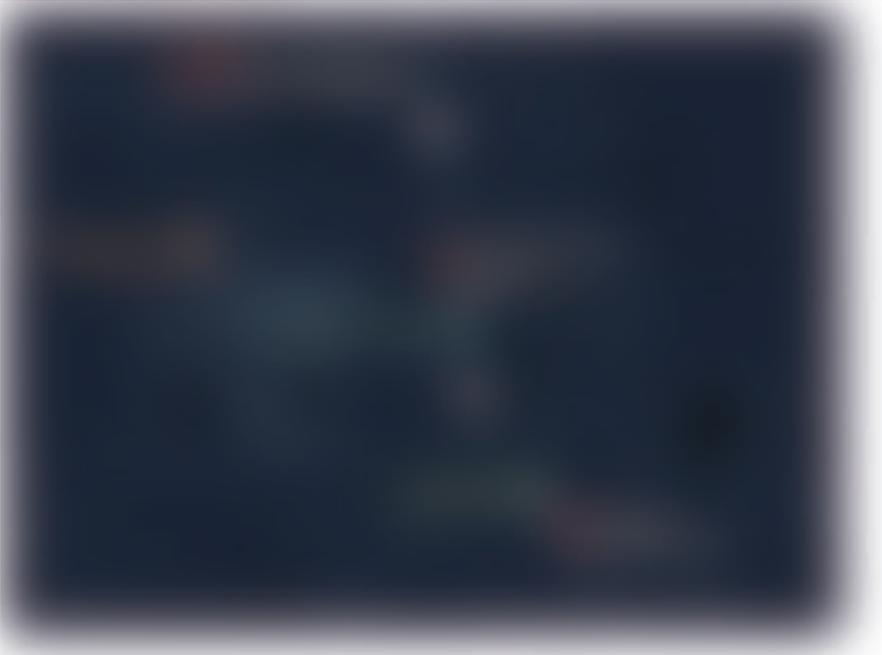
- Situated in both a national and state market which is characterized by favorable trends, high customer demand, and projected to grow.
- Has the capacity and option to iterate and expand services and amenities over time based on the needs and feedback of initial customers allowing the business to remain relevant and competitive.

## **Threats**

- Vulnerable to environmental shocks such as weather disasters especially against a backdrop of increasingly volatile and unpredictable climate conditions.
- Closely aligned with travel trends and thereby vulnerable to any forces which place restrictions on travel and mobility, for example shocks to global oil and gas prices and public health phenomena as most recently demonstrated by the COVID-19 pandemic.



# Competitive Comparison



## Competitor 1



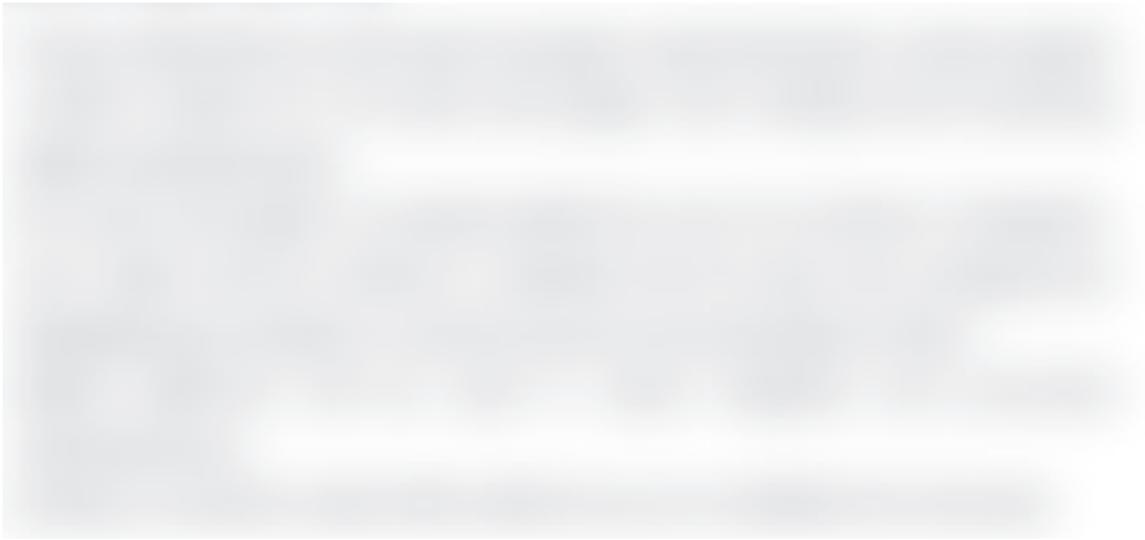
## Competitor 2



# Marketing Plan and Promotion Strategy

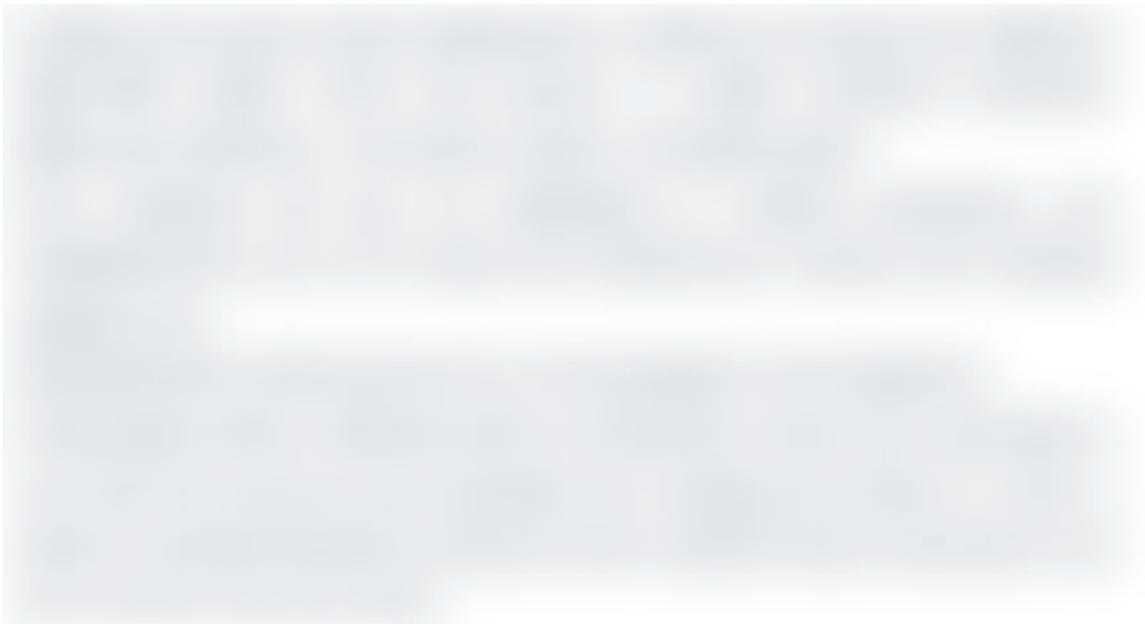
## Social Media and Digital Marketing

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## In-Person Marketing

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# Financial Forecasts

## Use of Funds

Startup Assets	
Cash on Hand	
Fixed Assets	
<b>Total Startup Assets</b>	

Startup Expenses	
Salaries	
Material	
Legal Expenses	
Design Expenses	
Consulting	
Other Expenses	
<b>Total Startup Expenses</b>	

Total Requirements	
Total Startup Expenses	
Total Startup Assets	
<b>Total Requirements</b>	

Startup Liabilities	
Liabilities and Capital	
Current Borrowing	
Long-Term Liabilities	
Accounts Payable	
Other Current Liabilities	

Startup Investments	
Planned Investment	
<b>Total Planned Investment</b>	

Startup Funding	
Total Liabilities	
Total Planned Investment	
<b>Total Funding</b>	

## Financial Highlights

	Financial Highlights (\$000)																
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue																	
Gross Margin																	
Operating Expense																	
EBITDA																	
EBIT																	
Gross Margin/Revenue																	
EBITDA/Revenue																	
EBIT/Revenue																	
Net Cash Flow																	
Cash Balance - Ending																	



## Financial Indicators

Financial Indicators			
	Year 1	Year 2	Year 3
Profitability %'s:			
Gross Margin			
Net Profit Margin			
EBIT to Revenue			
Return on Assets			



## Revenue Forecast

Revenue Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue Forecast</b>					
Rentals (RV & Cabins)					
Food Truck Rentals					
Propane Sells					
Restaurant Sales					
<b>Total Revenue</b>					
<b>Direct Cost of Revenue</b>					
Rentals (RV & Cabins)					
Food Truck Rentals					
Propane Sells					
Restaurant Sales					
<b>Subtotal Cost of Revenue</b>					

Year 1 Revenue Monthly





# Projected Profit and Loss

Pro Forma Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Rentals (RV &amp; Cabins)</b>					
Food Truck Rentals					
Propane Sells					
Restaurant Sales					
<b>Revenue</b>					
Subtotal Cost of Revenue					
Total Cost of Revenue					
Gross Margin					
Gross Margin/Revenue					
<b>Expenses</b>					
Supplies					
Registrations					
Wages and Payroll					
Telephone, Internet, and Software					
Advertising					
Logistics					
Accounting and Legal					
Insurance					
Utilities					
Repair & Maintenance					
Outside Services					
<b>Total Operating Expenses</b>					
<b>Net Operating Income</b>					
NOI/Revenue					



# Projected Cash Flow

Pro Forma Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Beginning Cash Balance					
Cash Inflows					
Income from Sales					
Accounts Receivable					
<b>Total Cash Inflows</b>					
Cash Outflows					
Investing Activities					
New Fixed Assets Purchases					
Inventory Addition to Bal. Sheet					
Cost of Sales					
Operating Activities					
Fixed Business Expenses					
Taxes					
Financing Activities					
Loan Payments					
Line of Credit Interest					
Line of Credit Repayments					
Dividends Paid					
<b>Total Cash Outflows</b>					
Cash Flow					
Operating Cash Balance					
Ending Cash Balance					



## Projected Balance Sheet

Pro Forma Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Assets</b>					
<b>Current Assets</b>					
Cash					
Other Current Assets					
<b>Total Current Assets</b>					
<b>Long-term Assets</b>					
Long-term Assets					
Accumulated Depreciation					
<b>Total Long-term Assets</b>					
<b>Total Assets</b>					
<b>Liabilities and Capital</b>					
<b>Current Liabilities</b>					
Accounts Payable					
Current Borrowing					
Other Current Liabilities					
<b>Subtotal Current Liabilities</b>					
<b>Long-term Liabilities</b>					
<b>Total Liabilities</b>					
Common Stock					
Retained Earnings					
<b>Total Capital</b>					
<b>Total Liabilities and Capital</b>					

## Sensitivity Analysis

Best Case Scenario (Revenue Increase by 15%)					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Cost of Goods Sold					
Gross Profit					
Gross Profit/Revenue					
Operating Expenses					
EBIT					
EBIT/Revenue					

Worst Case Scenario (Revenue Decrease by 15%)					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Cost of Goods Sold					
Gross Profit					
Gross Profit/Revenue					
Operating Expenses					
Wages & Payroll					
EBIT					
EBIT/Revenue					







