

ENTREPRENUERSHIP WRITTEN EVENT

*Wyndmere Academy*



Monarch High School DECA

Monarch High School

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2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA Competitive Event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
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Alexa Fernandez  
Participant's Signature

\_\_\_\_\_  
Participant's Signature

\_\_\_\_\_  
Participant's Signature

Alexa Fernandez  
Print/Type Participant Name(s)

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Competitive Event Name/School/Chartered Association

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

Greg Kennedy  
Chapter Advisor's Name

Greg Kennedy  
Chapter Advisor's Signature

Greg.kennedy@browardschools.com  
Chapter Advisor's Email

Hole punch and place in front of the written entry. Do not count as a page.

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## I. Executive Summary

### Introduction:

Children are the future of humanity. As people we only want children to strive and grow as individuals. The first step in becoming a cultured individual is through education. Education begins at a child's pre-school and Wyndmere Academy devotes itself to creating a learning and growing environment unlike any other. The Academy strives to establish a nurturing, healthy, yet structured atmosphere where children are exposed to extracurricular activities in a facility guarded by state of the art security. The owner Alexa Fernandez has created this environment to appeal to the upper-class society surrounding the area as well as all the students enrolled at the academy.

### Products and Services:

Wyndmere Academy is unique in the fact that it offers state of the art security systems to ensure the safety of all students as well as employees. The parents will have an option to either have their children tracked or monitored by video. Being that the center will include a variety of activities and field trips this will allow parents to see where their children are at all times, and even see the child, through their smart phones or the computer. Additional classes that parents want to involve their children in include activities that will appeal to the upper-class society we are targeting.

### Organization:

Wyndmere Academy will operate as a sole proprietorship owned by Alexa Fernandez. She will be a hands-on owner also making herself the director of the facility. The organizational team will include an Administrative Assistant, which will be in charge of answering phones, sign in and sign out sheets and handling questions the parents may have. An Assistant Director will directly oversee all teachers and specialized instructors. The organic cook will create two fresh meals and two healthy snacks daily for the children who are on our meal plans. All employees will have detailed job descriptions that are expected to be followed, allowing the company to run smoothly and productively.

### Market Segment Analysis:

The location for our center will be the Riverstone Shoppes at Parkland. With 55% of the community of Parkland earns over \$100,000 a year and 10.59% of the population being between the ages 0-5, there is no doubt Wyndmere Academy will thrive in the area.

### Location:

The Academy will be located in the Riverstone Shoppes at Parkland. The up-scale plaza provides heavy traffic flow that is easily accessible for parents on their daily commutes. Currently, there are surrounding daycare centers, but none offering the classes or level of security that we do, making the competition inexistent.

### Request:

In order to begin the business, we are asking for a \$500,000 loan from Wells Fargo Bank to be paid back over a span of the first ten years. Along with the loan, I, the owner will contribute \$35,000 and my parents have offered \$75,000. Returning the Wells Fargo loan will be considered an expense starting month one. By the end of the first year, our net income will be \$987,920.





## II. Introduction

Children are the future. In our old years we rely on the children of the world to do the right things. We can only hope that we have been positive influences and have taught them enough so that when they have the power in society, they know what to do with it. The first five years of life is when a child learns the most and forms their personality. During these first five years, it is important to provide and create a healthy, safe, educational environment where the children are free to grow as future citizens and it all begins at their first school; preschool.

Coming from a childcare center that prepared me for school in ways others were not prepared, one can really appreciate the impact a childcare center has on a person. Creating a daycare center has always been my dream and WYNDMERE ACADEMY is my dream come true. WYNDMERE ACADEMY's primary objective is to help children grow in a comfortable environment unlike any other. We aim to teach each child how to become individuals in the world by providing them the special attention children need and crave. We hope supply our students with positive memories and experiences that they will never forget and help shape them to become the unique people they are meant to be. This being the mantra of daily life in the preschool, there is no doubt the children will thrive.

The Academy will serve children from ages two months to five years old. We will be unique in the fact that extracurricular activities will be included, for additional fees, such as Karate, Spanish, Dance, Equestrian classes or Art, that parents can choose to have their children involved in. Security will also be state of the art, provided by SDM Group, with constant



surveillance to oversee the safety of all students and employees at all times. Our organic chef will prepare healthy meals for the students, an element surrounding centers are not currently providing.

The quaint town of Parkland is located in Broward County, Florida. It is 3 miles Northeast of Coral Springs, Florida and 37 miles North of Miami. The city is part of the Fort Lauderdale metro area with a population of 165,521 residents



Parkland was established in the year 1963 and has grown rapidly in a short time. The population was less than 4,000 in the 1990s and has risen exponentially to about 24,404 within the past few decades. Parkland was initially framed in such a way that they would protect the environment-friendly spirit of the area. However, the city has grown in recent years. Parkland is situated in an ideal location where one can live a peaceful life, while having all the amenities of a city. The city has several social organizations and groups that arrange a wide range of cultural and recreational activities. Parkland's above average household income sets the tone for this affluent center. To ensure the success of WYNDMERE ACADEMY an advisory board will include the following people:

- Orlando Fernandez, Financial Advisor
- Dean Wilson, Head of SDM Security Group
- Caryl Nalven, Expert in Early Childhood Education
- Esther Rivera, Expert in Business Management
- Greg Kennedy, Head of MHS Marketing Department

These advisors will assist in many ways. Orlando Fernandez, having extensive knowledge on loans and financial planning will help with possible questions regarding any





financial aspect of the company. Dean Wilson will put all security measures in place to guarantee the safety of all students enrolled. Expert Caryl Nalven will help guide us in meeting all the requirements for a safe and nurturing childcare facility. Ms. Rivera knows the correct management tactics to assist with the company running smoothly and finally Greg Kennedy, my DECA advisor will help with WYNDMERE ACADEMY's marketing path.

We have visited thriving preschools in the area such as ABC Workshop, Coral Springs Montessori School and Camp Renegade, to observe the schools will help to shape a clearer image of the daycare center WYNDMERE ACADEMY will become.

### **III. Analysis of Business Situation**

#### **A. Self-Analysis**

Alexa Nicole Fernandez was born to be an entrepreneur. She is a senior that has challenged herself all the way through high school. This all began in middle school when she chose to join the International Baccalaureate Program. By eighth grade, she had already completed Algebra, Geometry and two years of a foreign language, which most high school students are still struggling to complete. She never took the easy route when it came to education, which is why she has undoubtedly earned her 4.4 GPA. At the age of fourteen, she already planned on starting her own babysitting endeavor, confident that her drive was children. Currently, she is completing the Early Childhood Program at Monarch High School, to maximize her education and expertise in the field. She plans to continue on this excelling track through college as well. This business plan is not only a project for her but also hopefully her future. She plans to double major in Early



Childhood Education and Business to make her dream of opening WYNDMERE ACADEMY come true.

Alexa discovered her passion for hospitality when she simultaneously held serving positions in two separate restaurants which validated her decision in opening up her own business. She has developed a strong sense of taking responsibility for her actions, and how to be independent while still accepting help when necessary. Seeing firsthand how the owners are involved with their companies has helped her to appreciate the true value of being a hands-on business owner. Seeing the relationships within the company has highlighted the importance of hiring the proper people who are committed to the business.

Being the product of a strongly entrepreneurial family, Alexa has had first-hand exposure to what it takes to effectively run a business. Alexa's goal setting, attention to details, and organizational skills all dub her as a qualified owner of WYNDMERE ACADEMY.

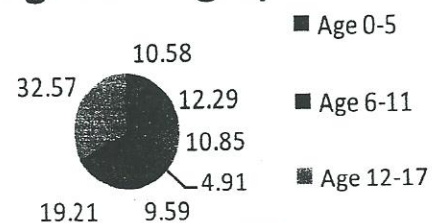
## B. Trading Area Analysis

### 1. General Data

Parkland's growing community makes it the perfect location for this venture. With a population of 10.58% for children between the ages of 0 and 5, this puts WYNDMERE ACADEMY's target population far above the national average of 8.84%.

55.17% of Parklands population earns an annual income of over \$100,000

### Age Demographics







putting the average median income per household is at \$126,228 compared to the U.S average of \$54,595. The city is surrounded by several miles of equestrian trails, which provide great opportunities for horse riding, as well as golf courses and theaters that emphasize the importance of varieties of activities that citizens should participate in.

	Parkland	United States
Under \$15,000	1.57%	12.37%
\$15,000-\$25,000	1.66%	10.53%
\$25,000-\$50,000	13.23%	26.25%
\$50,000-\$75,000	13.78%	20.14%
\$75,000-\$100,000	14.60%	12.41%
\$100,000-\$150,000	24.29%	11.27%
\$150,000-\$250,000	21.29%	5.01%
\$250,000-\$500,00	8.81%	1.86%
Above \$500,000	0.78%	0.16%

## 2. Competitive Data

Competitors in the area include well-known daycare centers such as ABC Workshop. Initially, getting people to break away from familiarity can be difficult but being that this would be the only center with high-scale activities, organically prepared meals and security; once the marketing programs are in place,





WYNDEMERE ACADEMY will sell itself. Coral Springs Montessori School is another competitor in the area. Montessori schools are greatly valued and allow the children to work at their own pace but WYNDEMERE ACADEMY is devoted to providing a more structured environment. We believe that it is important to set standards to be met. Standards will be realistic but if one is never challenged, one will never succeed.

Another well-known center in the area is Camp Renegade. The sole advantage Camp Renegade is that it offers after-school daycare for school-age children. The



**CAMP  
RENEGADE**

children are picked up at local elementary schools and brought over to the center for aftercare until the parents pick up the children after work. Once WYNDMERE ACADEMY establishes its initial clientele, we plan to make this feature available for our students and parents.

WYNDMERE ACADEMY has a sophisticated yet nurturing environment that surrounding daycare centers are not currently providing. The individuals of this upper class society aspire for their children to reach the same socio-economic status, along with achieving proper etiquette, to become the ideal citizen. The classes offered to the children are specific to these needs. Mothers of this environment want their daughters to look prim and proper; therefore will pay for the young girls to attend spa field trips. Fathers want their sons to play sophisticated sports such as tennis. Exposure to theatre will teach the importance of the arts and cultural diversity. These unique trips and classes are just the type of activities that will appeal to this upper class society we are aiming to capture within the Parkland community.





Safety is always a main goal of parents when looking for a center they can trust for their

children's care. The state of

the art security provided at

WYNDEMERE

ACADEMY will provide

just that and more. SDM Group is owned by a veteran in Security Cameras and Alarm systems.

Special Services such as tracking devices and camera systems that can be pulled up on smart

phones to view the children will all be available for extras fees. Currently, there are no other

daycare centers that provide these services, giving WYNDMERE ACADEMY a unique edge

and providing parents peace of mind.

### **C. Market Segment Analysis**

The Parkland area is a strong area for the academy due to the natural demand increase in childcare facilities. Median household income in Parkland is 153.5% greater than the Florida average and 131.2% greater than the National average. This upper-income bracket will serve as the target market of Parkland that we are interested in focusing in on. WYNDMERE

ACADEMY would be the first high-scale daycare center in the area and with thousands of families earning well over the average amount a year, these families will be willing to pay extra to have their children actively participate in the community and grow as individuals.

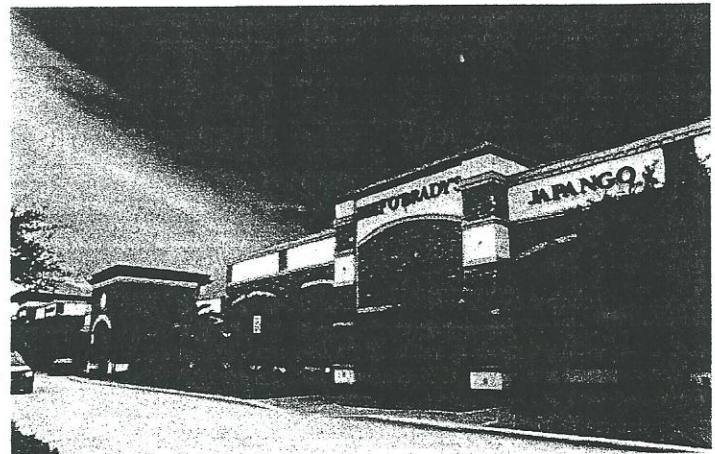
In interviewing several moms in the community, we found that many kids were put on a waiting list. Outside care for children being a necessity and a looming growing population, the need for additional centers in the area is increasing.



#### D. Analysis of Potential Location

We are aware that WYNDMERE ACADEMY's location will directly correlate to the success of the company, which is why when selecting a location, it was imperative that the location be in an area that had a significant amount of traffic flow. With the neighboring city of Boca Raton, also harboring a population with 40% earning an average income of over \$100,000, we wanted to choose a location that was easily accessible to that population as well.

WYNDEMERE ACADEMY will be located in the Riverstone Shoppes at Parkland. The Shoppes is a upscale plaza located in the very heart of Parkland on State Road 7 (U.S. 441) and Hillsboro



Boulevard. The total 15,000 sq. ft. for rental space meets Licensing standards for childcare facilities based upon the 2012 Florida Statutes for the projected 200-250 children enrolled. Large stores such as BJ's and Kohl's are conveniently located adjacent to the plaza providing frequent traffic activity in the surrounding area. Stay at home mothers can easily drop off their children and run errands nearby while working parents can easily access the main roads to reach the center without deviating from their usual morning and afternoon commutes. The members of nearby country clubs will also be attracted to this popular and trendy center. The Shoppes are within 7 miles of the most popular neighboring country clubs such as Parkland Golf and Country Club, as well as Boca West Country Club. The up-scale nature of WYNDMERE ACADEMY will attract the surrounding families of the area as well as reach out to the parents or





grandparents of country clubs nearby therefore increasing the overall traffic flow of one side of the city to the other.

#### **IV. Planned Operation of the Proposed Business**

Organization of a company is vital to its survival. It is imperative to have a set order and have detailed job description that each employee should carry out. Marketing and financial planning by the correct competent people is also imperative.

##### **A. Proposed Organization**

WYNDMERE ACADEMY will be a sole proprietorship. In order for Alexa's vision to come true, total control of the future of the company is needed and by being the sole owner, it will be possible. Other options such as Partnerships, Corporations, Limited Liability companies and Franchises all have more than one person in control. WYNDMERE ACADEMY is a completely new business for the area; we have fresh ideas, persistence and heart to succeed. Alexa is the sole owner, and will have the freedom to make the proper decisions to guarantee success of the company.

Leasing is the most realistic initial option. The Riverstone Shoppes at Parkland offer a 15,000 square foot area to be leased for \$20 per square foot per year. Initially leasing will leave more money available for re-modeling the interior to create all the needed rooms for the facility such as bathrooms, kitchen areas, playgrounds, naptime areas, etc. As the company grows, there is nearby space that can be added within the Shoppes. Having the facility at the Shoppes will also prove beneficial to the initial start-up of WYNDMERE ACADEMY. The complementary surrounding businesses serve as anchor points that will attract customers as well as appeal to our



customers. Our marketing team will ensure visibility from the major roads and provide business hours of 7 a.m. to 6 p.m. to positively correlate with the working hours of parents.

All personnel play key roles within a business and when working with young children, this is even more true. Every employee's job is an important one and it all starts at the top with the three main teams needed to run the business: Marketing, Managerial, and Financial.

*Responsibilities of the Initial Marketing Team:*

- Web Design
- Advertising
  - Ad in The Parklander Magazine
  - Ad in The South Florida Parenting Magazine
  - Business Cards
  - Direct Mailing to Homes within 5mi. radius

*Responsibilities of Financial Team:*

- Preparation of Financial Statements
  - Profit and Loss
  - Break Even
- Payment of Federal, State and Local Taxes
- Payroll

*Responsibilities of Managerial Team:*

- Director

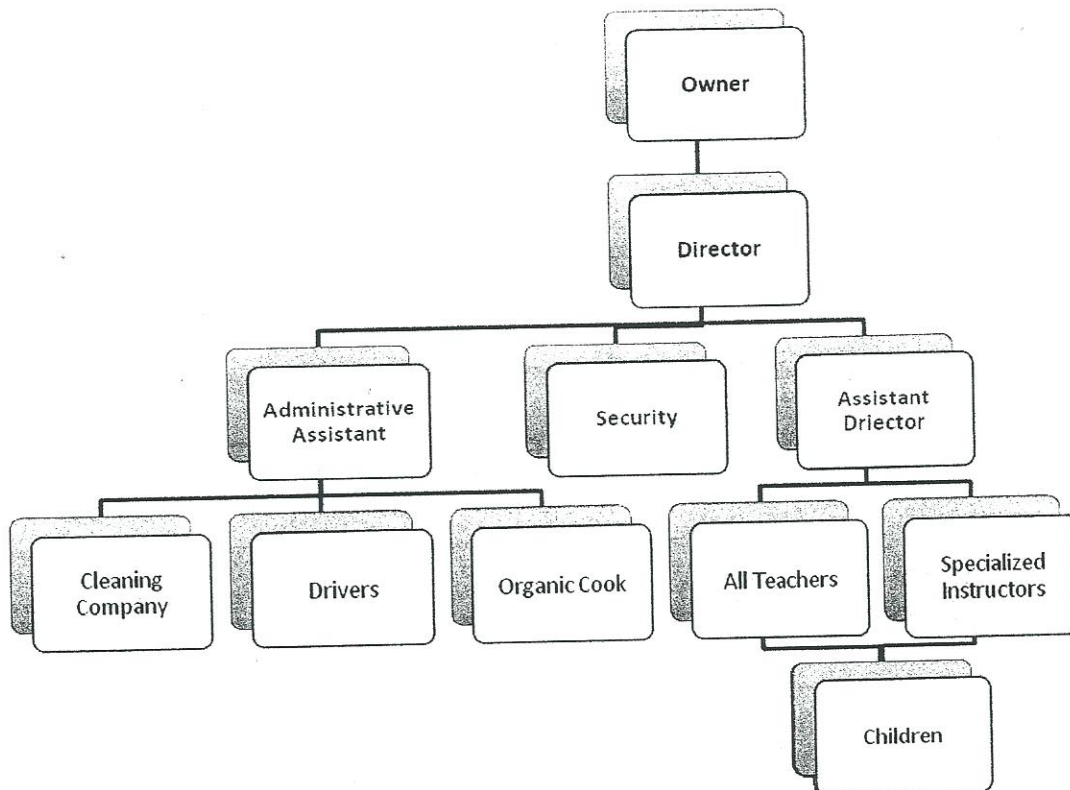




- Ensure Compliance of all State Regulations
  - Human Resources
  - Oversees all Operations of the Center and all Personnel
  - Oversees that all Security Measures are in Order.
- 
- Administrative Assistant
    - Handle the Phones
    - Sign In/ Sign Out Sheets
    - Deals with Parental Questions and Concerns
    - Oversees the Cook, Custodians, and Drivers.
    - Monitors Camera Systems
  - Administrative Director
    - Ensure all Teachers are up to date with Continuing Education
    - Annual Background Checks for Teachers
    - Drug Testing every Six Months for Teachers
    - Organization of Field Trips
    - Reviewing Lesson Plans



Organizational Flow Chart



**B. Proposed Services**

The average weekly price per child directly reflects the nearby socio-economic status of the city. The initial registration fee will be \$400 as well as mandatory proof of income. The average base fee per child a week will be \$300. This will include basic childcare without any





extracurricular options or other classes. From age one and up, our organic meal plan will become a mandatory part of weekly tuition. Our chef will create breakfast, lunch and two snacks throughout the day. The meals served will be prepared fresh with no preservatives, appealing to health-conscious parents meeting all FDA requirements. Vegan as well as gluten-free meals will also be an option for the children at an extra cost. This luxury will be available for a small fee of \$125/wk.

The first additional service will be the several security options we have to offer our families that will be put in place by SDM Security Group: Gold and Platinum Packages. The \$80/wk Gold security option will consist of tracking of the children. Being that this will be a very active program various weekly field trips will occur. Parents will be able to see where their children are at all times of the day. To go to the next level, the Platinum Seal security system will be offered. This is a completely fresh new idea that has never before been available to parents. SDM Group will place cameras in designated rooms that the parents will have access to through their smart phones for \$100/wk. The parents that choose this option will sign a waiver and all students whose parents want the option will be grouped together; providing parents not comfortable with their children on camera peace of mind.

After school programs will be an added aspect of WYNDEMERE ACADEMY. Our Certified Drivers will pick-up school-age children from nearby Elementary Schools and transport them to the academy for after school care. The extended hours of operation to 6 p.m. will allot the parents to have complete work schedules and worry-free care for their little ones. This accommodation will be available to all parents for \$170.00 per week.



A large array of Extracurricular Activities will also be available for parents to involve their children in:

<u>Class Offered</u>	<u>Day</u>	<u>Price Per Week</u>
Ballet	Monday	\$50
Tap	Monday	\$50
Painting	Monday	\$30
Equestrian	Tuesday	\$60
Etiquette	Tuesday	\$40
Spanish	Wednesday	\$40
Karate	Wednesday	\$30
Piano	Wednesday	\$40
Yoga	Thursday	\$30
Tennis	Thursday	\$40

Fridays will be left open for all planned field trips:

- ❖ Theatre
- ❖ Organic Park Picnics/ Nature walks
- ❖ Zoo
- ❖ Museums





- ❖ Waterparks
- ❖ Aquarium
- ❖ Plaster Castle
- ❖ Swimming Center
- ❖ Mommy and Me Spa Days
- ❖ Daddy and Me Field Days
- ❖ Spa Visits

Additionally, we our facility may be rented for birthday parties as well as events for \$400 every two hours used.

We recognize that prices for WYNDMERE ACADEMY are higher than typical surrounding centers but this is completely justifiable by the exclusive services offered at our unique academy. Our highly trained personnel, state of the art facility, quality of classes and overall loving environment will eliminate competition.

### **C. Proposed Marketing Strategies**

An important aspect of our marketing strategies will be the website. When potential clients are exploring their options for childcare in the area, the first resource they go to is the Internet. Ana Lozano is a web designer we plan to include on our team to make our website easily accessible and appealing. She has worked for companies such as Victoria's Secret as well Clairol. Her expertise will provide us with just the online presence needed for WYNDMERE ACADEMY.



Social media is currently at its peak. This will be the first method we will use to put our academy on the market. Both a Facebook and a Twitter page will be made to promote ourselves. This method will be free of charge and will be easily accessed by our target audience being parents with children.

Brochures will be placed in neighboring country clubs and spas as well to attract the attention of potential parents looking for childcare services in the neighborhood. The typical members of country clubs belong to the upper-class society we aim to attract therefore the services offered for their children as well as themselves will be seen as extremely attractive.

Word of mouth will be another source of marketing we will rely on highly. This free valuable method is one that is also very important. People trust the opinion of their friends therefore if a mother or father recommends a certain center friends will most likely follow. To encourage parents to refer their friends we will offer a 10% discount for the children they have enrolled. Once the referred client comes we will also offer a free trial day to see if the parents and children are satisfied with the programs offered at WYNDMERE ACADEMY.

Finally direct mail twice a year to households within a five-mile radius will directly capture the attention of all families in the area.

#### **A. Planned Financing**

##### **A. Projected Income and Expenses**



Wyndmere Academy  
1. 2014 Projected Income

nse Report

	January-14	February-14	March-14	April-14	May-14	June-14	July-14	August-14	September-14	October-14	November-14	December-14	Annual
<b>Monthly Sales / Income</b>													
Infants	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00	115,200.00
Toddlers (Ages 1-2)	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	12,600.00	151,200.00
Toddlers (Ages 2-4)	23,400.00	23,400.00	23,400.00	23,400.00	23,400.00	23,400.00	23,400.00	23,400.00	23,400.00	23,400.00	23,400.00	23,400.00	280,800.00
Preschoolers (Ages 4-5)	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	18,000.00	216,000.00
After School Care	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	86,400.00
Annual Registration Fees	95,200.00	95,200.00	95,200.00	95,200.00	95,200.00	95,200.00	95,200.00	95,200.00	95,200.00	95,200.00	95,200.00	95,200.00	952,000.00
Food Program Payments	59,500.00	59,500.00	59,500.00	59,500.00	59,500.00	59,500.00	59,500.00	59,500.00	59,500.00	59,500.00	59,500.00	59,500.00	714,000.00
Language	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	38,400.00
Painting	5,160.00	5,160.00	5,160.00	5,160.00	5,160.00	5,160.00	5,160.00	5,160.00	5,160.00	5,160.00	5,160.00	5,160.00	61,920.00
Karate	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00	43,200.00
Ballet	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	86,400.00
Tap Dancing	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	86,400.00
Equestrian	4,800.00	4,800.00	4,800.00	4,800.00	4,800.00	4,800.00	4,800.00	4,800.00	4,800.00	4,800.00	4,800.00	4,800.00	57,600.00
Etiquette	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	38,400.00
Piano	5,600.00	5,600.00	5,600.00	5,600.00	5,600.00	5,600.00	5,600.00	5,600.00	5,600.00	5,600.00	5,600.00	5,600.00	67,200.00
Yoga	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00	21,600.00
Tennis	4,600.00	4,600.00	4,600.00	4,600.00	4,600.00	4,600.00	4,600.00	4,600.00	4,600.00	4,600.00	4,600.00	4,600.00	55,200.00
Birthday Services & Rental	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	72,000.00
Friday Field Trips	6,300.00	6,300.00	6,300.00	6,300.00	6,300.00	6,300.00	6,300.00	6,300.00	6,300.00	6,300.00	6,300.00	6,300.00	75,600.00
Gold Online Security Access	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	16,000.00	192,000.00
Platform Online Security Access	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	20,000.00	240,000.00
<b>Total Monthly Sales (Income)</b>	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 320,160.00	\$ 3,841,920.00
<b>Operational Expenses (A)</b>													
Advertising	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	60,000.00
Vehicle (Cab Firm)	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	14,400.00
Business Liability Insurance	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	4,800.00
Loan Payment	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	72,000.00
Office expenses	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	120,000.00
Children's supplies	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	60,000.00
Kitchen & Food	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	8,500.00	102,000.00
Toys	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	60,000.00
Field Trips	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	18,000.00
Rent / Lease payment	22,500.00	22,500.00	22,500.00	22,500.00	22,500.00	22,500.00	22,500.00	22,500.00	22,500.00	22,500.00	22,500.00	22,500.00	270,000.00
Utilities	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	78,000.00
Repairs	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00
Business Prop. Ins	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	4,800.00
Estimated Taxes	36,700.00	36,700.00	36,700.00	36,700.00	36,700.00	36,700.00	36,700.00	36,700.00	36,700.00	36,700.00	36,700.00	36,700.00	440,400.00
Security & Monitoring	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	54,000.00
Cleaning	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
<b>Operational Expenses</b>	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 113,500.00	\$ 1,362,000.00
<b>Administrative Expenses (B)</b>													
Infant Teachers (6)	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	150,000.00
Toddler Teachers (5)	10,400.00	10,400.00	10,400.00	10,400.00	10,400.00	10,400.00	10,400.00	10,400.00	10,400.00	10,400.00	10,400.00	10,400.00	124,800.00
Toddler Teachers (6)	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	150,000.00
Pre-School Teacher (3)	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	6,250.00	75,000.00
Administrative Assistant	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	2,700.00	32,400.00
Director / Owner Salary	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	150,000.00
Assistant Director	3,400.00	3,400.00	3,400.00	3,400.00	3,400.00	3,400.00	3,400.00	3,400.00	3,400.00	3,400.00	3,400.00	3,400.00	40,800.00
Organic Chef	3,750.00	3,750.00	3,750.00	3,750.00	3,750.00	3,750.00	3,750.00	3,750.00	3,750.00	3,750.00	3,750.00	3,750.00	45,000.00
Specialized Class Instructors	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	19,200.00
<b>Administrative Expenses</b>	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 65,600.00	\$ 787,200.00
<b>Total Monthly Expenses</b>	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 179,100.00	\$ 2,149,200.00
<b>Net Income (Profit)</b>	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 141,060.00	\$ 1,692,720.00

**Notes & Explanations:**  
 (a) Infant income computed at 24 infants @ 400 per week (b) toddler income ages 1-2 computed at 16 toddlers @ 100 per week (c) toddler income ages 2-4 computed at 78 toddlers at 100 per week  
 (d) preschooler income computed at 60 preschoolers @ 300 per week (e) aftercare income computed at 40 students @ 180 per week (f) registration fee calculated at 138 total students at 400 annually  
 (g) food program computed at 50% of total students @ 135 per week (h) language class income computed at 20% total students from ages 4 & 5 groups at 40 per week  
 (i) karate income computed at 20% of students ages 3 through aftercare @ 10 per week (j) ballet / tap income computed at 20% ages 3 through aftercare @ 50 per week  
 (k) painting income computed at 20% of students ages 2 through aftercare @ 10 per week (l) equitation income computed at 20% of students ages 4-5 @ 40 per week  
 (m) piano income computed at 20% of students ages 3 through aftercare @ 40 per week (n) yoga income computed at 20% of students ages 4 through aftercare @ 30 per week (o) tennis income computed at 20% of students ages 4 through aftercare @ 40 per week  
 (p) field trips income computed at 15% of students ages 4 & 5 @ 30 per week (q) birthday income computed at 4 events every month @ 400 per birthday (r) loan payment of \$500,000 loan computed at \$2000 per month for 24 months duration at 8% interest  
 (s) taxes were estimated at 30% based on total net income for the year paid quarterly to IRS (t) after school care was expected to end for summer months July - August @ zero income and services resume in September beginning of school year  
 (u) Wyndmere Academy is expected to begin a Summer Camp Program in 2015 or 2016 as an extension to the After Care Program

2. Projected Cash Flow For First Year of Wyndmere Academy

Cash Flow

	2012
<i>Net Income</i>	<b>\$ 987,920.00</b>
<i>Wells Fargo Bank Loan</i>	500,000.00
<i>Owners Paid In Capital</i>	35,000.00
<i>Investors Paid In Capital</i>	75,000.00
<b><i>Net Cash at 2012 Year End</i></b>	<b>\$ 1,599,932.00</b>







#### 4. Projected Balance Sheet End For First Year of Wyndmere Academy

<b>Assets</b>		<b>Dec-12</b>
Wells Fargo Checking		1,500.00
<b>Total Assets</b>	<b>\$</b>	<b>1,500.00</b>
<b>Liabilities</b>		
Wells Fargo Loan		500,000.00
Shareholder Investments		110,000.00
<b>Total Liabilities</b>	<b>\$</b>	<b>610,000.00</b>
<b>Equity</b>		
Assets		1,500.00
Liabilities		610,000.00
<b>Total Equity</b>	<b>\$</b>	<b>(608,500.00)</b>





5. 2014 Projected Three Year Income Plan

	2014	2015	2016
<b>Monthly Sales ( Income )</b>			
Infants	115,200.00	120,960.00	127,008.00
Toddlers ( Ages 1-2 )	151,200.00	158,760.00	166,698.00
Toddlers ( Ages 2- 4 )	280,800.00	294,840.00	309,582.00
Preschoolers ( Age 5 )	216,000.00	226,800.00	238,140.00
After School Care	64,800.00	68,040.00	71,442.00
Annual Registration Fees	95,200.00	99,960.00	104,958.00
Food Program Payments	714,000.00	749,700.00	787,185.00
Languages	38,400.00	40,320.00	42,336.00
Painting	61,920.00	65,016.00	68,266.80
Karate	43,200.00	45,360.00	47,628.00
Ballet	86,400.00	90,720.00	95,256.00
Tap Dancing	86,400.00	90,720.00	95,256.00
Equestrian	57,600.00	60,480.00	63,504.00
Etiquette	38,400.00	40,320.00	42,336.00
Piano	67,200.00	70,560.00	74,088.00
Yoga	21,600.00	22,680.00	23,814.00
Tennis	55,200.00	57,960.00	60,858.00
Birthday Services & Rental	72,000.00	75,600.00	79,380.00
Friday Field Trips	75,600.00	79,380.00	83,349.00
Gold Online Security Access	192,000.00	201,600.00	211,680.00
Platinum Online Security Access	240,000.00	252,000.00	264,600.00
Camp Wyndmere ( Summer Program )	0.00	0.00	160,000.00
Camp Wyndmere Registration Fees	0.00	0.00	25,000.00
<b>Total Monthly Sales (Income)</b>	<b>\$ 2,773,120.00</b>	<b>\$ 2,911,776.00</b>	<b>\$ 3,242,364.80</b>
<b>Operational Expenses (A)</b>			
Advertising	10,600.00	10,600.00	10,600.00
Vehicle (Cab Firm)	14,400.00	14,400.00	14,400.00
Business Liability Insurance	4,800.00	4,800.00	4,800.00
Loan Payment	72,000.00	72,000.00	72,000.00
Office expenses	32,000.00	32,000.00	32,000.00
Children's supplies	16,000.00	16,000.00	16,000.00
Kitchen & Food	19,500.00	19,500.00	19,500.00
Toys	7,750.00	7,750.00	7,750.00
Field Trips	18,000.00	18,000.00	18,000.00
Rent / Lease payment	270,000.00	270,000.00	270,000.00
Utilities	78,000.00	78,000.00	78,000.00
Repairs	1,200.00	1,200.00	1,200.00
Business Prop Ins	4,800.00	4,800.00	4,800.00
Estimated Taxes	440,400.00	440,400.00	440,400.00
Security & Monitoring	6,150.00	6,150.00	6,150.00
Cleaning	2,400.00	2,400.00	2,400.00
<b>Operational Expenses</b>	<b>\$ 998,000.00</b>	<b>\$ 998,000.00</b>	<b>\$ 998,000.00</b>
<b>Administrative Expenses (B)</b>			
Infant Teachers (6)	150,000.00	150,000.00	154,500.00
Toddler Teachers (5)	124,800.00	124,800.00	128,544.00
Toddler Teachers (6)	150,000.00	150,000.00	154,500.00
Pre-School Teacher (3)	75,000.00	75,000.00	77,250.00
Administrative Assistant	32,400.00	32,400.00	33,400.00
Director ( Owner Salary )	150,000.00	154,500.00	170,000.00
Assistant Director	40,800.00	42,000.00	43,260.00
Organic Chef	45,000.00	46,500.00	47,900.00
Specialized Class Instructors	19,200.00	19,200.00	19,800.00
<b>Administrative Expenses</b>	<b>\$ 787,200.00</b>	<b>\$ 794,400.00</b>	<b>\$ 829,154.00</b>
<b>Total Monthly Expenses</b>	<b>\$ 1,785,200.00</b>	<b>\$ 1,792,400.00</b>	<b>\$ 1,827,154.00</b>
<b>Net Income ( Profit )</b>	<b>\$ 987,920.00</b>	<b>\$ 1,119,376.00</b>	<b>\$ 1,415,210.80</b>

**Notes & Explanations**

(a) we estimated income at a 5% increase in student class enrollments / participation for 2015 and 2016 respectively (b) In 2015 salary increases were 3% for director/owner, asst director and chef. (c) in 2016 salary increases were 10% for director/owner and 3% for all other employees respectively. (d) we estimated that all expenses would remain the same and did not decrease these in order to create a conservative estimate. These costs may change accordingly. (e) summer camp operations began June 15th through August 1st 2016 . We estimated 100 new students would enroll during the summer vacation at \$200 per week for 8 weeks. (f) summer camp registration income was computed at \$250 per student





## **B. Proposed Plan to Meet Capital Needs**

### **1. Repayment Plans**

When asking for a \$500,000 loan from Wells Fargo Bank, we are prepared to pay an 8% interest rate; the current standard rate for most loans. Our plan of action for paying back the loan is to pay \$6,000 a month, including interest. Being that we expect a large net profit, this amount will be considered a monthly expense beginning month one. The loan will be completely paid off in ten years.

### **2. Plan to Repay borrowed funds or Provide Return on Investment to Equity**

#### **Funds**

My parents have loaned me \$75,000 from personal savings. They do not expect any say in business operations and have not given a time limit for which the money should be returned. Repaying the Wells Fargo Bank loan as fast as possible is our number one priority, which is why paying back the \$75,000 loan will begin in the fourth year. We will set apart \$5,000 a month until the gift is returned.

## **VI. Conclusion**



We are confident that WYNDMERE ACADEMY will be a successful business venture from the start. Our location at Riverstone Shoppes at Parkland is an excellent location. The affluent community of Parkland has very high expectations from the business and services provided in their community. These families expect to be catered to with the highest degree of professionalism





and the highest quality of services. This is our niche as well as a need for an additional center in the community. WYNDMERE ACADEMY's course curriculum will cater exactly to these family's needs. In addition, our competition does not provide such diverse choices. Our state of the art interactive security monitoring for the safety of the children as well as employees is ground breaking. This concept is totally new to our industry and only WYNDMERE will provide such a service. WYNDMERE will stand apart and be a pillar of education in the community leaving no doubt that we will thrive and be successful for years to come.

We are requesting a loan of \$500,000 from Wells Fargo plus the individual and parental contributions to create a total of \$610,000. This amount will cover start-up costs including:

- ❖ Creating the 13-14 Rooms Necessary
- ❖ Furniture and Decoration
- ❖ Preparing the Kitchen
- ❖ Purchasing Supplies for the Children (Crayons, Books, Etc.)
- ❖ Computers
- ❖ Security System

"Children are likely to live up to what you believe of them."- Lady Bird Johnson, former U.S. First Lady. As a population, we are responsible for guiding our children. We have the power to shape how they see themselves and how they see the world. WYNDMERE ACADEMY will not only serve as a business venture, but a home where the children can feel proud of their social and academic accomplishments.



## VII. Bibliography

<http://www.sharythur.com/RiverstoneShoppes.pdf>

<http://www.bestplaces.net/economy/city/florida/parkland>

<http://www.clrsearch.com/Parkland-Demographics/FL/>

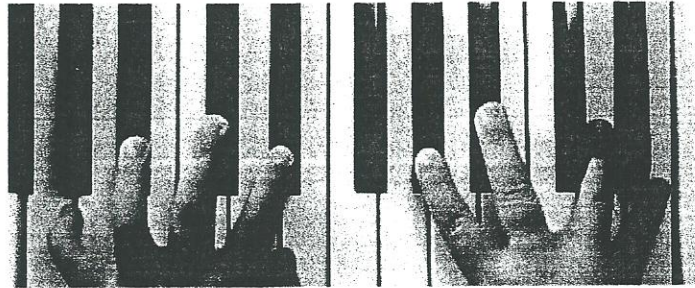
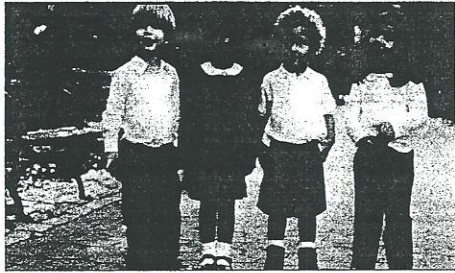
<http://www.dcf.state.fl.us/programs/childcare/laws.shtml>

Interview with Dean Wilson, Head of SDM Security Group

Marketing Essentials textbook- Ch. 33, Ch. 35, Ch. 36



### VIII. Appendix







## SDM Group Security & Data Management



Making IT Happen

613 SW 1st Avenue,

Pompano Beach, FL 33060

(800) 418-0840

Wyndmere Academy,

Day cares consist of fun and positive atmospheres. With security cameras and a surveillance DVR recorder in place, day care owners are able to monitor the children and recognize if anything is amiss. Simple things such as children wandering off or getting injured are issues to be spotted as well as the larger issues such as abduction. Old footage can be reviewed at any time to play past events and bring light to any situation. Security cameras are used to keep us safe in stores and out in the street, so it only makes sense that they be used in your day care center.

### Remote Surveillance to Monitor Children at Daycare

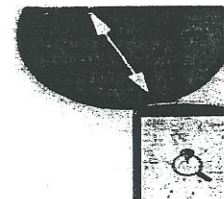
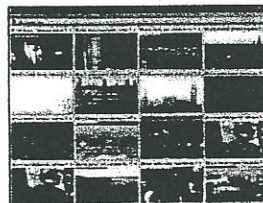
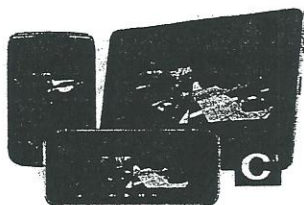
Easily one of the most important advances in surveillance systems is the advent of remote DVR viewer technology that allows people to view / monitor live video camera feeds from outside of the day care facility, using a network or Internet connection. For day cares center, and parents, this is incredibly important. CCTV cameras are available that allow parents to log in remotely to check on their children. The option of having parents login remotely, using a DVR viewer application, allows the day care to offer this special service to parents. This is completely unseen in the area. It gives parents the peace of mind of physically seeing your child and knowing that they are safe.

### Remote Surveillance Provides Security

Remote surveillance systems also allow owners and managers to monitor activities at a day care facility, and ensure employee safety. Crime near the center will be deterred with the surveillance system in place. If an event does occur, the police can be notified within seconds. Remote viewing technology means that parents and owners can be the eyes in the sky at a daycare center protecting the safety of all children and workers.

### Child Tracker Safety Device Systems

While parents may not opt for multi-camera CCTV accessibility, there are also Tracker Device Systems for parents. A child may wear the device as a pendant, wristband, or as a belt clip allowing 24/7/365 Monitoring and Emergency Response System



Sincerely,

Dean Wilson  
President



WYNDMERE ACADEMY

*Alexa Fernandez*  
Director

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