

BUSINESS PLAN

ALLYSON TAPLEY- DANCE 4 THERAPY ARTIST
643 KAWEAH AVE. CLOVIS CA. 93619

January 23, 2018

Executive Summary

The Ownership

The company is structured as a sole proprietorship.

The Goals and Objectives

As a life-long dancer, a dance educator, and a mom to a child on the autism spectrum, I have witnessed first-hand the communication barriers and social set-backs of special needs children participating in classes outside the home. As a witness, it is shockingly noticeable how a child with autism will appear frustrated, and anxious in a classroom setting, and walls begin to rise as they continue to see and sense the world in a different lens. With my educational expertise, and perspective as a special needs mom, it is my mission to intertwine these two platforms and explore online dance education and support for parents with special needs children.

With the online movement radically expanding, the intertwining of being a mom to a child with autism, and as a dance educator has begun to come together like none other: Providing online connections and dance classes for parents and children with special needs.

The Product

The online biz/blog, Dance 4 Therapy, will provide blog posts directed towards dance therapy. Live videos, tutorials, and numerous amount of resources will be provided. The vision is to create a "Dance Therapy" E-Book, and design clothing to heighten awareness of dance for those with special needs.

The Target Market

*Parents of special needs children who want to provided another therapeutic element for their child through dance.

*Teachers that work with children with special needs or those who have Autism.

*Dance therapist and Expressive Arts Therapist.

Business Plan - ALLYSON TAPLEY- DANCE 4 THERAPY ARTIST

The Company

Business Sector

The company currently operates in the art, entertainment, and recreation sector.

Company Ownership Structure

The company is structured as a sole proprietorship.

Ownership Background

Allyson Tapley (owner):

Allyson Tapley

Graduate Student: Wayne State University

BA: Psychology Colorado Christian University

AA: Dance Fresno City College.

Organizational Timeline

*Online dance videos, tutorials, and resources will be launched in Summer 2018.

*E-Book launched Summer 2018

The Product

The Product

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Future Products

Online E-Book on "Dance Therapy", as well as a clothing line that promotes dance 4 therapy.

Marketing Plan

The Target Market

*Parents of special needs children who want to provided another therapeutic element for their child

through dance.

*Teachers that work with children with special needs or those who have Autism.

*Dance therapist and Expressive Arts Therapist.

Established Customers

At this point, "Dance 4 Therapy", has a large amount of subscribers and committed parents and teachers that have joined the Facebook private group.

Advertising

The main marketing strategy is offered through social media: Facebook, Instagram, and through emails.

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

Children with special needs, especially those on the autism spectrum, are known to struggle with communication and relating to other peers and people. Individuals with autism, have a tough time interacting with children their age and generally withdraw from their environment and in classroom settings. Although each child on the spectrum has different severities of autism, communication barriers and social set-backs are common amongst all who are diagnosed with Autism. Thankfully, the birth of technology-both mobile and computer devises, has helped children with special needs.

Children with special needs are able to take a dance tutorial, lesson, class, in the privacy of their home.

Takes stress of the parents, to not have to attend another class.

Provides a sense of community.

Weaknesses

Parents may not commit to an online dance course or lesson.

Not one-on-one training, or in a setting.

Away from other kids, and children with special needs often times need to learn the value of socializing.

Opportunities

As a dance teaching artist, I'm able to do what I love at home, while still caring for my three children.

The blog/online business idea has a potential of an enormous amount of growth.

Potential "Dance 4 Therapy", books, e-books. online courses, and other products.

Threats

Online/Blogs are growing daily.

It is a tough competition.

It is a tough niche (dance 4 therapy)

It is hard to get committed subscribers and customers.

Staffing

ALLYSON TAPLEY- DANCE 4 THERAPY ARTIST will continue to employ one full-time employee for the foreseeable future.