

**BUSINESS PLANS: GUIDELINES FOR DEVELOPMENT OF A BUSINESS PLAN FOR AN INSTITUTION UNDERGOING A CATEGORY 2 RELOCATION**

An institution undergoes a category 2 relocation when it moves more than 75 miles. Recognizing that some staff may change, facilities will be new, even new state requirements may control the operations of the institution, the Commission requires the institution to develop a business plan and submit this as part of its application for approval before the relocation takes place.

The business plan must include, but is not limited to the following:

1. An organizational chart which shows the job titles of individuals who will work at the new location. Reporting lines should be depicted clearly. Copies of all pertinent job descriptions for these individuals must be submitted with the plan.
2. A description of any reports that will be generated by the institution on a regularly scheduled basis (i.e. enrollment reports, students currently on probation, etc.).
3. A description of how student records from the former location will be maintained.
4. Enrollment projections at the new location.
5. A written financial plan which projects the revenues, expenditures and cash flow of the school at its new location. This plan must include all start up costs, i.e., building and equipment costs, staffing of new facility, as well as projected enrollments and laboratory revenues.
6. A budget for the new location for the coming eighteen-month period which demonstrates the resources being devoted to the new location and the source of these, and shows expected income and expenses, net cash flow, sources of income, and a balance sheet.
7. Financial statements for all institutions under the same ownership, or a combined financial statement which places the new location in the context of the overall financial picture of the owners.
8. A brief description of each educational program to be offered at the new location.
9. Describe other schools and cosmetology, electrology, massage or related programs in the area which are competing with the school at its new location.
10. Describe how continuous operations will be assured when the institution moves from its current location to the new location over 75 miles away.

## **Appendix #11A**

11. Submit copies of required state or local licenses for the new location or a description of the steps taken to obtain these.

The institution's business plan will be reviewed by the Executive Director of NACCAS. The Executive Director shall require the applicant to submit any additional information which the Commission will need in order to act on the application for a category 2 relocation.

