[Your business name] — Business Plan

Dance studio in [Your city] · Startup plan

Executive summary

[Your business name] is a new dance studio in [Your city] offering children's ballet, jazz, tap and hip hop classes; competitive and pre-professional training; adult beginner and fitness dance classes; and summer camps, birthday parties and private lessons. The model is term-based classes with monthly tuition billed automatically, a sprung-floor studio families come back to every week, and growth through the recital, camps and word of mouth in the lobby.

Startup budget: $52,700 across 10 items, with funding still to be decided.

Twelve months from now, success looks like this: [What success looks like twelve months from now]

Products and services

[Your business name]'s core service is children's ballet, jazz, tap and hip hop classes. Classes run on a term schedule with monthly tuition, teachers are paid per class, and the year builds to a recital, with summer camps and private lessons filling the quiet months.

- Children's ballet, jazz, tap and hip hop classes
- Competitive and pre-professional training
- Adult beginner and fitness dance classes
- Summer camps, birthday parties and private lessons

Market analysis

The customers are parents enrolling a child in a first class, families with a dancer who wants to compete or train seriously, adults who want a fun beginner or fitness class, and schools and groups booking camps, parties and workshops.

- Parents enrolling a child in a first dance class and hoping it sticks
- Families with a dancer who wants to compete or train seriously
- Adults who want a beginner or fitness class that's fun and not a gym
- Schools, community groups and parents booking camps, parties and workshops

Marketing strategy

Most customers will find [Your business name] on Google and through word of mouth — searching for dance classes near them, or hearing from a parent in the school pickup line. Reviews on the Google Business Profile, class clips and recital photos on social media, flyers through schools and preschools, and a website with the schedule and online registration turn that into enrolled students.

- Google Business Profile and Google Maps — “dance classes near me” and “ballet for kids” plus your city
- Word of mouth and referrals from parents in the lobby and at the recital
- Instagram, TikTok and Facebook — class clips, recital photos and student wins
- Schools, preschools, community centers and youth sports clubs that share your flyer
- A website with your class schedule, pricing, teacher bios and online registration

Operations plan

The owner teaches, runs the front desk and manages enrollment in year one, hires teachers per class as the schedule fills, bills tuition monthly through studio software, and plans the recital, costumes and summer camp a season ahead.

- A leased space with a sprung floor, marley, mirrors, barres, a sound system and a lobby where parents wait
- A term-based class schedule with monthly tuition billed automatically and a registration fee once a year
- Studio-management software for enrollment, attendance, billing and parent messaging
- Teachers paid per class, background-checked and covered by your insurance
- A recital, a costume schedule and a summer camp planned a season ahead so revenue doesn't stop in June

Startup costs

What it will take to open the doors, with funding still to be decided.

Startup costs

ITEM	AMOUNT
Lease deposit and first months' rent on a studio space	$12,500
Sprung floor and marley for one or two studios	$12,000
Build-out: walls, lobby, changing room, lighting and paint	$8,500
Mirrors, barres, sound system and a front-desk setup	$6,500
Working capital (first two months)	$10,000
Liability, professional and abuse-and-molestation insurance (first year)	$1,300
Opening marketing: open house, flyers, signage and launch ads	$1,250
Business registration, occupancy certificate and music licensing (first year)	$650
Website with online registration and Google Business Profile	$0
Studio-management, billing and scheduling software (first year)	$0
Total	**$52,700**

Typical range to start a dance studio in the US: $20,400–$88,000. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website with online registration and Google Business Profile: Your Zarla plan includes the website with your class schedule and an online registration form and walks you through your Google Business Profile — a designer typically charges $1,500 or more to build one. Studio-management, billing and scheduling software (first year): Your Zarla plan includes class registration, bookings, invoicing and family contact management with the website — you may still want attendance and recital tools.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a dance studio in the US. The floor, the fit-out and the lease are the startup bet; rent is the fixed cost every month, so enrollment past break-even is what decides the margin.

Typical monthly operating costs for a dance studio: $2,430–$17,225 a month, before the owner's own pay.

Add a monthly sales target and the plan will show how long it takes to recover the startup budget.

Typical monthly operating costs

COST	TYPICAL RANGE
Rent, utilities and cleaning	$2,000–$7,000
Teachers paid per class and front-desk staff (once you hire)	$0–$8,000
Insurance	$50–$175
Studio-management, billing and scheduling software (included with Zarla)	$0–$200
Music licensing, streaming and recital royalties	$30–$150
Marketing, social content and open-house events	$150–$800
Studio supplies, cleaning, props and lobby extras	$100–$500
Phone, internet, card processing and bookkeeping	$100–$400

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every dance studio plan should say out loud what can go wrong. For [Your business name], the real risks are:

- Rent is due from day one and enrollment takes a full term or more to build — most families sign up in the fall, so the opening date decides the first year
- Revenue drops in summer unless camps and intensives fill the gap
- A key teacher leaving can take a class — or a competition team — with them
- Injury and child-safety incidents carry real liability, and one bad story travels through the parent network fast
- Nearby studios, school programs and gyms compete for the same families and the same after-school hours

Licenses, permits and insurance

What [Your business name] needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- Business license and certificate of occupancy — From your city or county in most of the US; a studio is an assembly use, so the space needs an occupancy inspection, exits and often a sprinkler check before you open.
- Music licensing — Playing recorded music in classes and at recitals is a public performance under U.S. copyright law — most studios buy annual licenses from ASCAP, BMI and SESAC, or use a licensed dance-studio music service.
- Insurance — General liability for injuries, professional liability for instruction, and abuse-and-molestation coverage that landlords and parents increasingly expect; workers' compensation is required in nearly every state once teachers are employees.
- Background checks and child-safety rules — Many states require or expect background checks for adults working with minors, and some require reporting training; a written child-safety policy is worth having everywhere.
- Business registration and EIN — Most studios form an LLC; register a DBA if the studio trades under another name.
- Sales tax on merchandise — Tuition is untaxed in most states, but dancewear, costumes and recital tickets often are — check your state before the first sale.

Milestones: the next 30 days

The first month's to-do list for [Your business name], in order:

- Register the business, get an EIN and shortlist three spaces with the ceiling height and parking you need
- Price a sprung floor and marley for the first studio, new and used
- Buy liability and abuse-and-molestation coverage and write a child-safety policy
- Set the class schedule, tuition and registration fee, and set up studio-management software
- Set up a free Google Business Profile and put your website live
- Hire and background-check two teachers paid per class
- Run a free open house week and offer a first-month discount to the first forty families
- Visit five preschools, schools and community centers with a flyer and a class demo

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Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection that shows the enrollment ramp and the summer dip
- The lease or letter of intent, and quotes for the floor, mirrors and build-out
- Pre-registrations or waitlist sign-ups with expected monthly tuition
- Proof of insurance, your business registration and your certificate of occupancy plan
- Your credit report and anything you can offer as collateral

Template: replace every [bracketed] line and every estimate with your own figures. Written with Zarla's free business plan generator — zarla.com/business-plan-generator writes it from five questions.
