



Commission for Independent Education

Business Plan

Form CIE 605
Section 1005.31, Florida Statutes
Rule 6E-2.004, Florida Administrative Code
Effective July 2013

I. Instructions and Requirements

All institutions applying for a provisional license with the Commission for Independent Education are required to complete this form.

A. Submission Requirements

This form must be completed in its entirety and submitted to the Commission at the following address: 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400.

B. Purpose

The information submitted on this form shall be used by the Commission when evaluating the institution's Application for Provisional License.

C. Instructions

Complete this form by providing a detailed response to each section. If a section does not apply to your institution then please enter N/A.

Handwritten forms will not be accepted.

II. Business Plan Details

Institution Name:

Institution City:

Business Plan Prepared By (Name & Title):

1.0 Executive Summary.

Response:

1.1 Describe the institution's objective. Include the rationale for establishing the institution.

Response:

1.2 What is the institution's mission?

Response:

1.3 What are the keys to success for the institution?

Response:

1.4 Describe the organizational structure (e.g., Florida or foreign corporation, limited liability partnership, or out of state public institution) (for-profit or not-for-profit).

Response:

2.0 Facilities.

2.1 Describe the institutional facilities.

Response:

2.2 Describe the adequacy of the space for the programs offered.

Response:

3.0 Description of Programs.

3.1 Describe the types of programs to be offered.

Response:

4.0 Market Analysis Summary.

4.1 Describe the target market.

Response:

4.1.1 Describe the institution's target market segment strategy.

Response:

4.2 Describe the industry trends for the proposed programs.

Response:

4.3 Describe the market competition of the proposed programs.

Response:

4.4 Describe the competition's pricing for the proposed programs.

Response:

4.5 Describe the proposed advertising strategy and methods.

Response:

5.0 Strategy and Implementation Summary.

5.1 Define the institution's Strengths, Weaknesses, Opportunities, and Threats.

Response:

5.1.1 Strengths.

Response:

5.1.2 Weaknesses.

Response:

5.1.3 Opportunities.

Response:

5.1.4 Threats.

Response:

5.2 Describe the institution's competitive edge.

Response:

5.3 Describe the institution's marketing strategy.

Response:

5.4 Describe the institution's enrollment strategy.

Response:

5.4.1 What is the institution's enrollment forecast?

Response:

5.5 What are the institution's proposed milestones?

Response:

6.0 Web Plan Summary.

6.1 If applicable, describe the institution's proposed web based presence.

Response:

7.0 Accreditation.

7.1 Provide a summary if the institution is currently accredited or, if applicable, describe the plans to seek accreditation.

Response:

8.0 Board or Regulatory Agency Approval.

8.1 For programs requiring other board or regulatory agency approval, describe the plan and process for seeking this approval.

Response:

9.0 Faculty and Personnel Summary.

9.1 Describe the institution's faculty and personnel plan.

Response:

10.0 Capital Equipment and Supplies.

10.1 Describe the capital equipment and supplies needed to support the proposed programs.

Response:

11.0 Financial Plan.

11.1 Describe the sources, kinds, and amounts of current and anticipated financial resources.

Response:

11.2 Selected Financial Information.

Response:

11.2.1 What application fees will be charged?

Response:

11.2.2 What other fees/costs will be charged to the student?

Response:

11.2.3 What is the tuition fee by program or the cost per credit hour by program?

Response:

11.2.4 Describe the institution's revenue recognition method.

Response:

11.2.5 Describe the institution's policy for handling bad debt.

Response:

11.3 What are the estimated costs for capital equipment and supplies?

Response:

11.4 What are the estimated costs for capital expenditures?

Response:

11.5 Define and conduct a break-even analysis for the institution.

Response:

12.0 Teach-out Plan.

12.1 Describe the institution's plan to ensure proper teach-out of all students should the institution cease operations.

Response:

13.0 Business Continuity of Operations Plan.

13.1 Describe the institution's plan to ensure continuity of operations in the event of an emergency.

Response: