

Candy box art studio business plan sample

[Business](#), [Marketing](#)



The Alhambra City has emerged as one of the fast growing, in terms of economic development, cities in the country. Particularly, the education field has been expanding tremendously, and it has been attracted the attention of various investors. However, still various gaps exist in the education business segment. Specifically, painting and crafting programs are not offered in many of the existing learning institutions within Alhambra. Besides, in the recent past most schools within the City cut off the art programs for students at certain levels, such as kindergartens, pre-schools, and elementary schools. Consequently, most students lacked the opportunity of learning art. In fact, parents have been forced to seek similar services in the neighboring towns for their kids. Therefore, there is an existing gap in this particular market segment, which is a great business opportunity if investors could establish such an institution.

Candy Box Art Studio is one of the upcoming institutions that have been established to fill the above mentioned gap in the education market. The institution intends to offer children and adult painting program on part time basis, specifically during the weekdays' afternoons and weekend. To ensure customer satisfaction, the institution has already hired highly qualified teachers to offer high quality services to its clients. The concept of the institution is to offer joyful and innovative teaching method to train children's abilities of communicating, self-direct learning, and critical and creative skills.

Following prior market surveys, it has been established no institutions have been created to offer similar services within the town. Therefore, there business is expected to be a hit during the early stages of implementation as

a result of lack of any significant competition. Once it is established, there is no doubt that other similar institutions will emerge within a short period of time. However, Candy Box Art Studio, being a market leader, will have established mechanisms of remaining ahead of competition, particularly through diversification of its services. Therefore, it is evident that this institution is going to have a considerable contribution to children and adults as well as the community at large.

The location of a business is an important factor, and this has been one of the factors that have been taken into consideration by the pioneers of Candy Box Art Studio. The institution will be located in Alhambra courtyard shopping center. This location was chosen after exploring various other locations, and it emerged at the most strategic. First, the courtyard shopping center has lots of parking spaces; hence it will be very convenient for driving to class, especially those attending weekdays' afternoon. Besides, it is surrounded by schools, residents as well as commercial retails. Besides, it is also a neighbor to other major cities, such as Pasadena, San Gabriel, and San Marion. As such, the business will be located close to a large market segment of its potential customers. Furthermore, the art studio is likely to grow very fast due to the support it is likely to get from the surrounding residents. Particularly, the annual income of the business is likely to increase at an increasing rate annually.

In conclusion, based on the above information, it is evident that Candy Box Art Studio will be a very important creation in the Alhambra City community. First, the business will be helpful in promoting the culture of the city through promoting art. Secondly, in the long-run, the business will facilitate

employment creation in the community through equipping the residents with skills for self-employment. Lastly, through social corporate responsibility strategies, the business will promote the well-being of the community, particularly through such activities as charities within the city.