

## Special Spirit, Inc. – Strategic Plan

The MSMC Consulting Group was contracted by Special Spirit, Inc. to provide a strategic plan that will outline growth and sustainability of the organization within a five year business plan. The broad objective of the business plan is to maintain sustainable growth of the therapeutic horseback riding program. The organization's goal is to expand in riders, horses, volunteers, and additional services. The structure of the organization's business plan encompasses an overview of the industry analysis, general environment, products and services, strategy summary, marketing and sales strategy, and a financial plan. The environmental data was extrapolated from an analysis in conjunction with addressing the local environment of other competitors.

### **Project Description**

Develop a Business Plan

The organization is looking to develop a business plan to maintain sustainable growth of a therapeutic horseback riding program, presently in its infancy. For the next 1 to 3 years the organization hopes to see the program double-triple in size, specifically in riders, horses and volunteers. The project will be funded through government grants, local support from 2 yearly fundraisers, and finally, promotion through various media sources i.e., TV (CNN news features with Romi Dames), print (Equestrian News, SHPOA, News articles) and internet sites.

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