
Driving School Business Plan

Executive Summary

- Overview of the driving school (name, location, services offered).
- Mission to provide safe and professional driving training.
- Financial summary (initial investment, fees, expected ROI).

Mission Statement

- Promote road safety through quality driving education.

Vision Statement

- To be the leading driving school in the region with a reputation for safety and excellence.

Goals and Objectives

- Short-term: Launch courses and build a student base.
- Long-term: Expand into multiple locations or online training.

Business Overview

1. Services

- Basic driving lessons, advanced courses, defensive driving, and license assistance.

2. Target Audience

- Teens, adults, and corporate clients.

3. Facility

- Location of classrooms, vehicles, and test tracks.

Market Analysis

- Local demand for driving schools.
- Competitor offerings and differentiation.

Marketing and Sales Plan

- Advertise through schools, social media, and local events.
- Offer promotions and package discounts.

Operational Plan

- Vehicle acquisition and maintenance.
- Instructor hiring and training.
- Daily operations and scheduling.

Financial Plan

- Investment in vehicles, facilities, and insurance.
- Revenue streams: lesson fees, certification programs.
- Financial projections and risk management.