

## ABSTRACT

This project is focused on the business plan development of Bann Noo Kindergarten. This business plan is conducted to provide the direction and control for the new owners and management of the school to achieve their objectives. Based on the study, two main problems have been tracked. One is the declining number of students, and the other was the lack of maintenance.

The marketing research has been performed to analyze the industry, market and direct competitors. Then, the target group is set before the marketing plan and strategies have been developed. The marketing plan consisted of product strategies, pricing strategies, promotion and public relation strategies and sales strategies.

After that financial plan, which included the forecast of new students, the projection of income statements and cash flow, has been prepared. Then, the strategic plan, which emphasized the direction of organization in the future is developed.

However, after the plan has been implemented, there will be an evaluation of the plan, which focuses on comparing actual with the budget. Lastly, the contingency plan is prepared as a back up in case the business plan failed to reach target.