

**DREAM**

**2021**



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## 1.0 Business overview

### 1.1 Executive summary

Today, there is an increase in the number of children in the black community growing up in poverty and communities ravaged by violence. It is very hard for some families to meet the necessities such as food, clothing, and shelter. Youths living in poverty have lower self-esteem, higher absenteeism in school, or drop out of school altogether. Youths who drop out of school will most likely never escape the grip of poverty, creating a cycle of despair and hopelessness. But, just because they are unlucky to be born into the underserved community, they should not be deprived of access to quality education and mentorship that will make them useful to their community. This is why Frankie Leshawn Bell deemed it fit to establish a company that will help at-risk youths. This gave birth to DREAAM (Direct Responsibility of Educating African American Males).

DREAAM is an Alabama-based start-up non-profit organization that will focus on developing and preparing at-risk black males to be productive citizens in society through education, skill development, leadership development, and self-awareness. We seek to teach young men how to become innovative, productive, and responsible by providing quality mentoring, education, and social services to cater to their development.

The non-profit (DREAAM) will partner with **Dr. Bell's Student Success Enrichment Center**. A Student Success Center dba that focuses on mentoring young at-risk youth through leadership development, and facilitating academic success, through a research-based curriculum.

Through continuous improvement and enhancement of our potentials, we have succeeded in developing models that best identify youth's specific requirements and address them most effectively and efficiently. We believe that this represents our main competitive edge, and as such, we strive to constantly upgrade and fine-tune these methodologies to remain in line with

local and regional environments. We strive to create an educational relationship that is interesting to the student and allows them to grow at their own pace and see their capabilities within themselves.

The very heart of DREAAM is about accessibility and assessment. We provide unlimited support to the youths. From tutoring them for free to mentoring them on how they will be useful to the community and also helping them with their skills development.

The owner of DREAAM has appreciable professional experience in various related fields that are very instrumental to the continued success and operation of the company. With unmatched excellence in our service, DREAAM will provide youths with the best experience.

We plan to position the business to become one of the leading and most helpful organizations in Alabama. We are optimistic that this is surely achievable because we have done our research and feasibility studies and we are enthusiastic and confident that our location is just the right place to launch our business.

The company is founded and operated by Frankie Leshawn. She will be responsible for the day-to-day running of the organization. She will also be in charge of taking both the executive and administrative decisions for the company.

## **1.2 Mission statement**

Our mission is to teach young men how to become innovative, productive, and responsible by providing quality mentoring, education, and social services to cater to their development.

## **1.3 Vision**

Our vision is to be able to help a lot of serious black males, especially those who demonstrate financial need so that they can excel in their education and excel in life as a whole too.

## **1.4 Guiding Principles**

The following are the principles that guide DREAAM, not only collectively as a company but also as an individual associated with the company.

- We will be true to ourselves and our aspirations.
- We will plan for success and execute the plan.
- We will build enduring and meaningful relationships.
- We will communicate with clarity and professionalism.
- We will cultivate a winning culture.
- We will delight our clients by providing quality services through continuous innovation and creativity in line with the best global practices.

### **1.5 Business Objective**

- To create strategies to put adequate offline and online marketing efforts in a bit to maximize the company's potential.
- To provide free tutoring and mentoring for at-risk black youths who need them.
- To prepare at-risk black males to be productive citizens in society through education, skill development, leadership development, and self-awareness.
- Establish a strong and domineering presence in our location area in and beyond.
- To provide a solid foundation for the growth of our business,
- To secure the necessary funding to meet all requirements
- To maintain and expand our base
- To be globally recognized as the most active non-profits in the Educational and mentorship sector.

## 2.0 Overview

### 2.1 Description

DREAAM (Direct Responsibility of Educating African American Males) is a company established by Frankie Leshawn and located in the heart of Alabama. The company is a non-profit organization that renders help to at-risk black youths. Frankie Leshawn was able to identify the problems facing the less privileged black youths in terms of education and mentorship. She, therefore, deemed it fit to establish a company that will tutor and mentor them to make a virtue of the society.

All black males deserve an opportunity to receive supplemental education and support outside of the classroom, not just those who have a higher socioeconomic status. We aim to close the educational math gap disparity, lack of leadership development in black males, standardized test bias, changing the mindset how black men view the community, and how the community view black males, crucial life skill set, how to set goals of interest.

### 2.2 Keys to Success

In descending order of importance, the six critical keys to success for DREAAM are:

- ❖ **Marketing:** Marketing will be mainly by establishing a strong advertising campaign on various social media platforms, employing the service of social media influencers and in a traditional media vehicle; i.e., magazines, and spreading the word about our fine reputation by Word-of-mouth, advertising, promotions –one member can spread the word about DREAAM to friends and family.
- ❖ Intelligent, progressive, and aggressive marketing that identifies the company as a different kind of player, one that is sharper and smarter, and with a higher level of professionalism and operational standard that is beyond the norm in the target market.

❖ **Reputation:** Company's reputation will be built to ensure our continued relevance in the Non-profit industry while providing unique and high-quality 'not for services. We will provide superior service professionally.

### 2.3 Purpose of the business plan

This business plan is written to describe the business activities of DREAAM. The owner will seek to kick-start the business. This business plan also highlights our operational plan, vision and mission statements, business objectives, and long-term services.

### 2.4 Core Values

DREAAM is guided with the following principles, which will place us at the highest and most decorated pedestal in the industry. These principles do not only apply to some areas of business; they apply to all our dealings. At DREAAM, these principles apply to the general management such that we are always innovative, thus offering services that set for other Non-profit organizations;

- **Trust:** Our quality services will build the trust of our members in us and vice versa, such that they develop absolute confidence in our services. We will ensure that we are known and trusted to serve the best services.
- **Improvement:** We will promote tactics and practices that will earn us an impeccable image.
- **Community, pleasure, and passion for the Industry:** we will do our very best to impact the black community, knowing that we will stand the test of time if the community approves and support our organization.
- **Knowledge about Services:** we aim to continue to update our knowledge with the latest and most professional techniques and practices that comply with the international



industry standards by keenly following the trends in the Non-profit industry while learning from the best hands in the game.

- **A highly-trained team of professionals:** our company will be built around highly trained and experienced executives, tutors et al.

## **2.5 Director and Visionaries**

The company is established by Felix and Dr. Frankie Bell. Although both parts are responsible for the program, Dr. Bell will be in charge of day to day operations of DREAAM.

Dr. Bell is a graduate of Auburn University, Montgomery, where she received a Bachelor of Science Degree in Mathematics Education; she also holds a Master of Science Degree in Education from Troy University, with a primary focus on Administrative Leadership. She attended Auburn University in Auburn Alabama where she attained a Class AA certification in December 2010 and graduated in May of 2014 with her Doctorate of Philosophy in Educational Leadership (PhD). She will be responsible for the day-to-day running of the organization. Her responsibility is to oversee and decide what goes on in the business, which is in line with the stated goals and objectives. She will be in full operation devising all means and strategies, putting her entrepreneurship skills and experience in the business world to help DREAAM achieve its best standard.

### **3 Product and Service Description**

DREAAM is a start-up company that will operate in the non-profit sector. Hard as it may be to believe, the nonprofit sector contributes enormously to the American economy, providing 5.4 percent of the country's entire gross domestic product (GDP), the equivalent of about \$985.4 billion of output. In 2018, nonprofit organizations employed more than 12 million people, which was approximately 10 percent of America's workforce. The nonprofit sector employs 3 broad sectors, which are arts, humanities, and education.

DREAAM will mainly operate in the education sector accompanied by membership and skills development. The company will partner with Enrichment Center to offer quality non-profit services.

#### **Enrichment Center offers:**

- i. Student-driven, mentoring, learning center
- ii. ACT Prep tutoring
- iii. Leadership Development
- iv. Math Coaching
- v. Graduation Coaching
- vi. Math Tutoring
- vii. Soft Skills Development
- viii. Jobs Skill Development

At DREAAM, we offer programs that will expose our target market (young men) to opportunities that they may never be able to experience without our program. Those opportunities consist of

- a. College tours
- b. Financial literacy
- c. College Prep
- d. Standardized test practice
- e. Speakers from their field of interest
- f. Engaged in decision-making
- g. Goal setting
- h. Job skills

Our aim at DREAAM is to address the educational math gap disparity, lack of leadership development in black males, standardized test bias, changing the mindset how black men view the community, and how the community view black males.

### **3.1 Target Market**

Our target markets are the underserved black youths.

### **3.2 Risk Identification and Management**

As is expected, the company is not exempted from the generic risks faced by all other start-up organizations in the Non-profit sector. However, strategic steps will be taken to not only understand these likely challenges but also prepare to prevent or deal with them efficiently – like the scenario warrants. With the emergence of our company, possible risks will lie in areas having to do with the difficulty in obtaining substantial funding for stabilizing the business' growth, and

also, areas concerning the structuring of an innovative strategy to develop an effective marketing program that will satisfactorily suit the company's corporate image and reach its target audience.

Different strategies will be put in place to ascertain that the impact these risks pose to our organization is controlled and minimized. Some of such strategies include;

- Investing sufficient funds in the business and sourcing the best personnel crop, while also adopting effective strategies to promote the business and its overall services.
- Minimizing overhead costs, which increases the bottom-line profit.
- Building strategic and symbiotic partnerships with the necessary organizations.
- Providing customers with an efficient and effective feedback structure.

# 4.0 Market Analysis

## 4.1 Market Research Summary

The communities in which nonprofits operate have a significant influence on the extent to which organizations can achieve their missions. A complex network of beneficiaries, funders, competitors, and collaborators surround nonprofits and foster their success or facilitate their decline. Leadership has a responsibility to understand who the important actors are, how quickly changes in the market occur, and how volatility will impact the organization’s business model and long-term sustainability. The environment in which nonprofit organizations operate seems constantly in flux. Shifting political landscapes and funder priorities have led to calls for more collaboration and mergers, “collective impact,” and self-sustaining nonprofits. Add to this the changing needs of constituents and demographic shifts affecting both constituents and donors, and it is easy to see how nonprofit leadership can be overwhelmed when thinking about their community.



Nonprofit markets consist not only of constituents who benefit from programs, but also funders who pay for them. A holistic view of the market in which a nonprofit organization operates also needs to include the landscape of other for-profits, nonprofit and public organizations working side-by-side as well as those whose approaches differ and compete with the organization for resources, talents, and impact. Likewise, a mix of programs, their effectiveness, and their sustainability can be influenced by the availability of skilled labor and the political and social environment. A true market analysis needs to explore all of these influences at some level.

This session explores each aspect of the market in more detail and offers a framework to conduct a nonprofit market analysis. Board and staff together will be able to assess all elements collectively and paint a complete picture of the nonprofit's market. Then, using the internal assessment, board and staff members can engage in discussion and decision making about strategic priorities and how best to structure the operations of the organization to achieve impact and strengthen sustainability

#### **4.2 Competitor's Analysis**

DREAAM has recognized other companies offering the same services in the Non-profit sector as the main competitors.

Most of these organizations have established a reputation and positive service representation over the years. They have been in the industry before us and may be regarded as one of the leading organizations in our operation line. However, we have been able to identify that to choose between organizations, factors considered include:

- The reputation of the owner
- Quality of services
- Recommendation

- Social experience
- Testimonials

We have then taken all of these into the proper care. We have observed that the individual's satisfaction with his/her decision and with the service itself is mostly a function of the quality of service they experience during their patronage.

### **4.3 SWOT Analysis**

#### Strength

- Availability
- A highly credible and determined owner who is skilled and experienced in the relevant sector is important to the success of the company.
- We employ only competent and certified educator
- Being focused on the black community.
- We have plans for an online presence that helps us to capture more markets.

#### Weakness

- Start-up cost
- Problem with adopting the right practice that gives the best result

#### Opportunity

- Opportunity to operate an organization that stands for uniqueness and exceptionality
- Our location has a good population of our target audience
- Online Possibility which has a high chance for better business performance
- Opportunity to implement strategies and build company strength
- Opportunity to compete and secure a strong position in the market

## Threat

- Tax payment may get unnecessary high
- Possibility of imitation
- They need to grow rapidly over the next 2-5 years
- The necessity to secure substantial capital injections to foster growth

## 4.4 PESTEL Analysis

The PESTEL (Political, Economic, Social, Technological, Environmental, and Legal) Analysis helps DREAAM identify and understand factors that impact the macro environment of the organization. PESTEL analysis provides great detail about operating challenges will face in a prevalent macro environment other than competitive forces.

### Political Factors

Political factors play a significant role in determining the factors that can impact our company long-term activity in the market. As a start-up company, we are exposed to different types of political environment and political system risks. To achieve success is to diversify the systematic risks of the political environment. DREAAM will closely analyze the following factors before entering or investing in a certain market;

- Stability of Government
- Entry mode regulation
- Taxation – tax rates and incentives

### Economic Factors

DREAAM can use the country's economic factors such as growth rate, inflation, and industry's economic indicators such as industry growth rate, consumer spending, etc. to forecast its growth trajectory Economic factors that DREAAM considers while conducting PESTEL analysis are;



- Fiscal policies are less tight
- Inflation rates are minimal and subdued

### Social Factors

Society's culture and way of doing things impact the culture of an organization. Shared beliefs and attitudes of the population play a great role in how we develop targeted and customized marketing messages to the people in Alabama. The social factors we analyzed for DREAAM are;

- Population demographic
- Population growth
- Cultural barriers

### Technological Factors

Technology is fast disrupting various industries across the board. At DREAAM, we didn't just conduct the technical analysis of the industries but also the speed at which these technologies disrupt that industry. Slow speed will give more time while the fast speed of technological disruption may give a company little time to cope and be profitable. Our technology analysis involves understanding the following impacts;

- Innovation
- Basic infrastructure level
- Internet infrastructure and penetration
- Research and Development (R&D) activity

### Environmental Factors

At DREAAM, we carefully evaluate the environmental standards that are required to operate in our market. Some of the environmental factors that we consider beforehand are;

- Environmental policies
- Corporate Social Responsibility

### Legal Factor

In some places or cities, the legal framework and institutions are not robust enough to protect the intellectual property rights of an organization DREAAM carefully evaluates these laws as it can lead to theft of the organization's secret source thus the overall competitive edge. Some of the legal factors that DREAAM considers are;

- Employment laws
- Workers Protection Laws
- Anti-trust laws

## 5 Strategy and Implementation Plan

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The following are the marketing strategies that would be adopted by DREAM:

- Leveraging digital marketing to the maxim – content marketing, and visual communication of our services on the internet
- We will also create a YouTube channel to communicate our services to our target audience.
- Leverage digital marketing platforms such as using Social media like Facebook, Twitter, Instagram, etc. – we will create pages on these social media channels and flood them with creativity and stories.
- Create Advertisement targeting on Social media.

### 5.1 Marketing Strategy

OFFLINE		ONLINE	
<ul style="list-style-type: none"> <li>• Partnership and network</li> <li>• Word of Mouth Marketing</li> <li>• Print Media</li> </ul>		<ul style="list-style-type: none"> <li>• Website Development</li> <li>• Social Media Marketing</li> <li>• Email Marketing</li> <li>• Blogging</li> <li>• Ads</li> </ul>	
<p><b>ACTION:</b> Partnership and Networking</p> <p><b>TIMEFRAME:</b> This should always be.</p>			
CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS	
<ul style="list-style-type: none"> <li>• Networking</li> </ul>	<ul style="list-style-type: none"> <li>• Build and maintain a sustainable relationship capacity.</li> <li>• Increase network on social media.</li> </ul>	<ul style="list-style-type: none"> <li>• Reach more target market</li> <li>• Creating more appropriate services.</li> <li>• Achieving genuinely earned</li> </ul>	

		organizational reputation and greater credibility.
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**ACTION:** Online Presence  
**TIMEFRAME:** This should be done within the first four (4) weeks of plan execution.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
Website Social Media Accounts	<ul style="list-style-type: none"> <li>• Develop an optimized company website with state-of-the-art features and thought-provoking.</li> <li>• Creating and engagement on Social Media platforms - Facebook, Instagram, Twitter, YouTube, etc.</li> <li>• Listing on online directories and listings such as Google My Business, VConnect, Finelib, etc.</li> <li>• Build an email list.</li> </ul>	<ul style="list-style-type: none"> <li>• Build a stronger brand.</li> <li>• Increase credibility.</li> <li>• Brand visibility.</li> <li>• Increase communication and interaction.</li> <li>• Boost website traffic.</li> <li>• Faster word of mouth.</li> </ul>

**ACTION:** Content Creation  
**TIMEFRAME:** This should be done at least twice a week

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media Accounts</li> <li>• Listings and Directories</li> </ul>	<ul style="list-style-type: none"> <li>• Creative use of keywords that match our service offering.</li> <li>• Regular update of contents.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase brand awareness.</li> <li>• Improved brand loyalty.</li> <li>• Higher conversion</li> </ul>

		<p>rate.</p> <ul style="list-style-type: none"> <li>• Better visibility through organic searches on search engines.</li> <li>• Increased traffic on the website.</li> </ul>
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**ACTION:** Email Campaigns  
**TIMEFRAME:** This should begin after the first month of marketing plan execution.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Across contact points.</li> </ul>	<ul style="list-style-type: none"> <li>• Gathering database and emails of website visitors and customers.</li> <li>• Develop intriguing and progress updates.</li> <li>• Integrating social sharing buttons into emails</li> </ul>	<ul style="list-style-type: none"> <li>• Better participation.</li> <li>• Improved engagement.</li> <li>• Boost support.</li> <li>• Reinforced credibility.</li> </ul>

**ACTION:** Google Ads; Social Media Ads; Online Reviews.  
**TIMEFRAME:** This should be done quarterly and be continuously reviewed.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Google page.</li> <li>• Social Media Accounts.</li> <li>• Other Web pages, as suggested by Google.</li> </ul>	<ul style="list-style-type: none"> <li>• Setting up a Google Ads account/grants.</li> <li>• Creating Ads (Video, Image, or text).</li> <li>• Post Ads on platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Build strong brand awareness.</li> <li>• Increased engagement.</li> </ul>

**ACTION:** Word of Mouth/Referral  
**TIMEFRAME:** This should be done continuously and subject to review at least quarterly in a year

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
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<ul style="list-style-type: none"> <li>• Online.</li> </ul>	<ul style="list-style-type: none"> <li>• Craft a compelling narrative</li> </ul>	<ul style="list-style-type: none"> <li>• Increase brand awareness and reputation.</li> <li>• Increase marketing reach.</li> <li>• Improved brand exposure.</li> </ul>
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## Growth Plan

Activity	Description	Time line	Strategies	Target Market
Service Development	<ul style="list-style-type: none"> <li>• Initial funding</li> <li>• Acquire the required license to operate</li> <li>• Operate on a lean model.</li> </ul>	Year 1	<ul style="list-style-type: none"> <li>• Get all the necessary equipment and supplies to kick-start the business.</li> <li>• Conduct effective marketing strategies.</li> <li>• Improve online presence.</li> <li>• Develop a well-optimized and localized website.</li> <li>• Obtain the needed license.</li> </ul>	Underserved Black youths

<b>Service Expansion</b>	<ul style="list-style-type: none"> <li>• Improve the quality and delivery of service.</li> <li>• Improve efficiency by employing more people.</li> </ul>	Year 2	<ul style="list-style-type: none"> <li>• Improve existing processes.</li> <li>• Recruit more experienced and qualified staff.</li> <li>• Gain a remarkable market presence through aggressive marketing strategies.</li> </ul>	Black Youths
<b>Diversification</b>	<ul style="list-style-type: none"> <li>• Maintain a positive cash flow for expansion and growth.</li> </ul>	Year 3 – UP	<ul style="list-style-type: none"> <li>• Conduct market research to determine the market needs.</li> </ul>	

## 5.2 Promotion Strategy

Our promotion strategy will be based primarily on informing potential targets of our existence and making the right information available to our target market. Our company intends to utilize an aggressive promotional campaign to introduce its services to the market. The intention will be to take advantage of several media sources in announcing the services and enforce awareness of our existence.

## 5.3 Contingency Planning

Difficulties and risks:

- Problems are generating visibility.
- Providing enough capital to kick-start the business.

## **6. Management Structure**

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At DREAAM, we clearly understand the importance of a well-structured organization; this is why we will source, vet, and hire the best possible hands in the educational sector. Our team will consist of Retired and Active teachers, Students for Local Universities, Business owners, Social Workers, and community leaders. Leading and heading our team will be the owner and founder



of the business, Frankie Leshawn. As owner and Chief Executive Officer, she will be tasked with various roles and responsibilities. Some of these include;

- Creates, communicates and implements the organization's vision, mission, and overall direction – i.e., leading the development and implementation of the overall organization's strategy.
- Employee hiring, training, and firing
- Responsible for signing relevant documents in the name of the organization
- Responsible for providing direction for the company
- Organizing meetings with different bodies regarding the business
- Cross-checking the effectiveness of marketing plan
- Preparing materials relating to the organization's activity
- Heading the management team of the business
- Periodically evaluates performance and develops action plans