



Training and Certification

Apple Authorized Training Center Program

Business Planning Guide

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This Business Planning Guide is neither a contract nor an agreement. Rather, it's a framework designed to assist training centers with the preparation of a business plan for consideration as part of the application for the Apple Authorized Training Center (AATC) program. Please be prepared to answer these questions on your AATC conference call.

Overview

Executive Summary

- What's the reason you want to invest in an AATC location and sell Apple training and certification?
- What sales opportunity does an AATC location present?
- If you currently deliver training, what percentage of your business will be devoted to Apple?

Market Opportunity

Market Summary

- What's the reason for choosing the city, or greater metropolitan area you identified for your AATC?
- What market factors support your request to open an AATC?

Market Demographics

- What's the demographic profile of the area you plan to serve?
- What are the demographic trends for the area you plan to serve?
- How do the demographics support your request to open an AATC?

Competitive Landscape

- Are there competitors delivering training in the area identified for the AATC?
- How will your training center compete for customers?
- What reasons will customers choose to do business with you instead of a competitor?

Sales Opportunity

- What's the revenue potential for the AATC given competition, demographics, and market?
- What factors can you influence to help maximize the sales potential for the AATC?

- How do you plan to meet the course and exam minimums of three and five per quarter, respectively?
- What other manufacturer's training and certification do you plan to offer?

Marketing Plans

- How do you plan to publicize your offerings? Which of the following will your marketing plans include?
 - Online advertising
 - Press releases
 - Print advertising in industry publications
 - Presence on social networking sites
 - Paid keyword searches, mail campaigns
 - Industry events and trade shows.
- How will you market certification vs. training?
- How will you pursue repeat business from existing customers?
- What types of promotions or events do you plan to run to launch the AATC program?
- What benefits will you provide to customers? i.e. access to job listings, access to a private social networking site, discounts on additional classes or exams, merchandise giveaways or e-newsletters?
- Will you take part in any government-funded programs such as the GI Bill? Will you work with other entities that might fund training, such as unions or trade organizations?

Financial Information

Cost Estimate

- What's the total cost estimate to open the AATC? You do not have to reveal these figures to Apple, but should consider them when determining if your AATC has a viable business model.
 - Building improvements and design plan
 - Equipment, fixtures, and furniture
 - Lease/rent
 - Marketing, merchandising, signage
 - Staff, utilities, etc.

Forecasts

- What's the overall operational and revenue forecast for the first eight (8) quarters of operation? You do not have to reveal these figures to Apple, but should consider them when determining if your AATC has a viable business model.

- How many classes and exams are you forecasting your AATC will deliver in the first eight (8) quarters of operation?
- What will the breakdown of classes vs. exams be?
- Do you plan to include the costs of exams in your course tuition?

Timeline

- What are the key milestones for opening the AATC?
- What's the timeline for the key milestones necessary to open the AATC?

Branding

Mission Statement

- What statement or key characteristics describe how you plan to conduct business?

Training Center Brand

- What's your AATC name?
- How will your AATC name help brand your business (i.e., support your mission statement)?

Organizational Planning & Staffing

Biographies

- What are the biographies of the principals and key managers?

Staff

- How's the business structured organizationally?
- What are the key operational roles and which people are assigned to them?
- Will you hire staff trainers or engage freelancers?
- Will you hire a sales representative or PR person? Will you engage trainers to help fill classes?
- Who will staff the front desk and schedule classes?
- Will you hire interns?
- Who will proctor exams?

Operations

- How far in advance will you schedule classes?
- How will you answer customer inquiries and within what timeframe will answers be available?
- How often will you offer certification exam sessions ("Exam Days")?