

The Edge Performing Arts
A Competitive Dance Studio located in Roseville CA
945 Roseville Parkway Suite 140

Below is a detailed plan of all business operations including hours of operation, quantity of students/instructors, number of classes and different events that would potentially take place at the location. With this being said, the amount of classes/students is an educated estimate since this is a new business.

Hours of Operation:

Monday- Friday

4:00-9:30pm

Number of Classes:

- Classes will run 30-45 timeframes (Ballet classes are 1 hour long)
- Depending on student enrollment on average there will be 6-9 classes running per day
- Classes will offer different genres in dance such as, Lyrical, Jazz, Contemporary and Ballet

Number of Students:

- Each class will roughly have 10-12 kids per class
- Some classes will be smaller due to dancers not training in every style
- Dancers will be at the studio on average of 2-3 hours per day depending on age/levels

Number of Instructors:

- The studio will only have 1-2 instructors (including myself) for the first year or so. Once the studio expands in enrollment potentially another instructor will be added for the season.
- There will be no office staff, no third party cleaning as that will be taken care of by myself and another instructor.

Parents:

- Parents will be dropping off dancers and returning for pickup once the dancer is done. If a parent wants to watch occasionally benches will be placed outside the building for viewing purposes only. Benches won't stay out overnight and will only be put out at certain times while the business is in operating hours. All parents will be aware of this policy from the beginning of the season.

Different Events:

- The studio will offer Master Classes from guest choreographers across the country for the dancers to learn and receive more knowledge in the industry. Those classes will be offered during in studio and off studio hours such as, Saturday afternoons or Sunday afternoons depending on availability.
- Master Classes will be publicized one month prior and will happen 3-5 times a year.