



# Harvey-Marion County CDDO

*Supporting increased independence, integration, inclusion, and productivity in individual homes and communities.*

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## **HMCDDO Affiliation**

### ***Business Plan Outline***

#### I. Summary

##### 1. Statement of Purpose

- a. What do you intend to do?
- b. What will make your services unique?
- c. What service niche do you intend to fill in the HMCDDO Service Area?

##### 2. Mission Statement

3. Initial projected number of people you intend to serve. Note, as a condition of affiliating with the HMCDDO your organization must commit to ensuring availability to serve all individuals who choose your agency for service (unless an exception has received prior approval). Your business plan should address how you plan to ensure capacity to serve all individuals who select your agency (i.e. outline a planned growth strategy).

#### II. Business

##### 1. Business Operation

- a. Office Hours
- b. Location – if providing Residential services (how many homes & where)
- c. Organizational structure – include organizational chart
- d. Job description(s) and staff responsibilities
- e. Emergency/crisis backup plan to include on-call availability as needed
- f. Profitability - include discussion related to how the business will weather the delay between opening for business and building up your customer/revenue base.
  1. Start Up Expenses
  2. Start Up Assets
  3. Anticipated Revenue Flow

##### 2. Market Analysis and Marketing Plan

- a. Who is the market? Will your agency's services be designed to serve a specific target population? Note, agencies cannot exclude individuals based on their disability but may offer specialized services for a population (examples include: vision impaired or medically fragile).

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### **Harvey-Marion County Community Developmental Disability Organization**

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- b. Who is the competition? Should include a thorough analysis of the number of other businesses offering the same services, whether there is currently a gap in services and/or how your business will differentiate itself from the competition.
    - c. Plan to make agency known in community (it is inappropriate to directly market to individuals with I/DD)
  3. The Management Staff
    - a. Qualifications – discuss education and prior experience working with individuals with disabilities.
    - b. Professional advisors – who have you received business advice from?
- III. The Financial Plan

Include your initial budget (anticipated revenue and expenditures)
- IV. Supporting Documents
  1. Resume
  2. Organizational policies (must include employee background check requirements and dispute resolution)
  3. List of documents listed on Provider Application
- V. Agency Directed Supportive Home Care

If you are proposing to provide agency directed Supportive Home Care include in your plan a description of how you will recruit, train, supervise, schedule, and evaluate your direct service employees. Describe how you will implement services within 60 days of referral, and your plan for providing backup coverage in the event the scheduled worker does not report for work.