



+1 Overseas Study Agency

Business Plan

Summer 2025

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About

The +1 Overseas Study Agency empowers students in smaller cities of China to access global educational opportunities. We aim to offer elite study-abroad consulting at affordable rates, bridging the gap between major city agencies and underserved local markets.



Foundations

Founded out of personal experience and observation, +1 aims to support high school and college students with personalized guidance, leveraging both global education insights and local understanding. Our goal is to become the go-to agency for overseas education services in our region.



Target Market & Product Description

Our target customers are students from Nantong and nearby areas. Despite being outside major metropolitan hubs, these students are highly motivated and represent a strong market segment.

****SWOT Analysis****

- Strengths: Local insight, affordable pricing, elite service
- Weaknesses: Smaller initial client base
- Opportunities: Rapidly growing study-abroad demand
- Threats: Competition from national brands

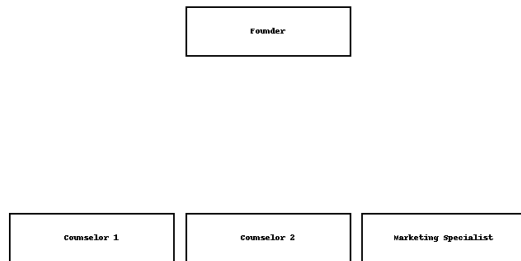
****Competitor Analysis****

+1 stands apart from Beijing/Shanghai-based agencies by offering personalized services without big-city prices.



Management & Organizational Structure

Founder-led team with 2 counselors and 1 marketing specialist. Leadership emphasizes transparency, efficiency, and mentorship. We aim to grow sustainably by expanding both team and overseas partnerships.



Marketing & Sales

Our marketing will focus on local and digital outreach:

- WeChat and Douyin campaigns
- High school and college campus events
- Word-of-mouth and alumni referrals

Our service is elite and priced reasonably, which gives us a competitive edge.

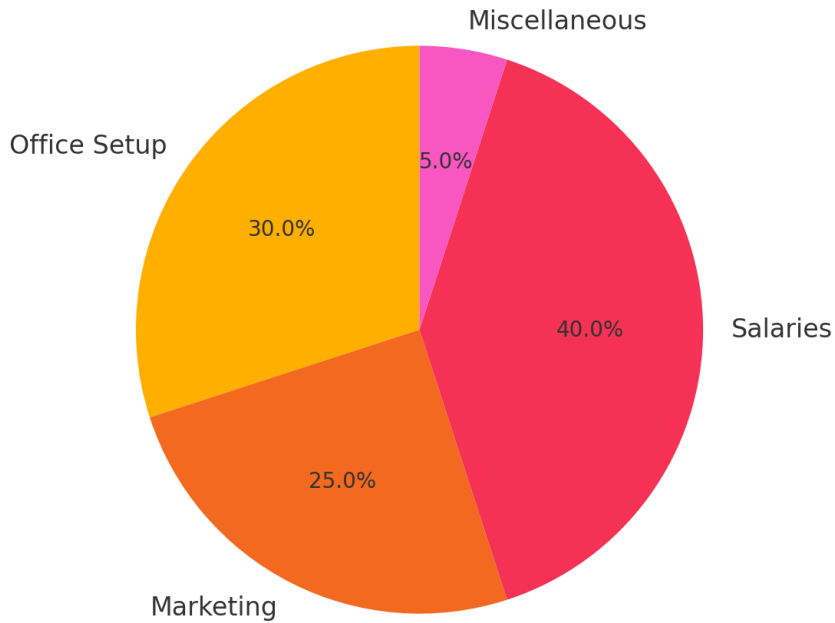


Financial Overview

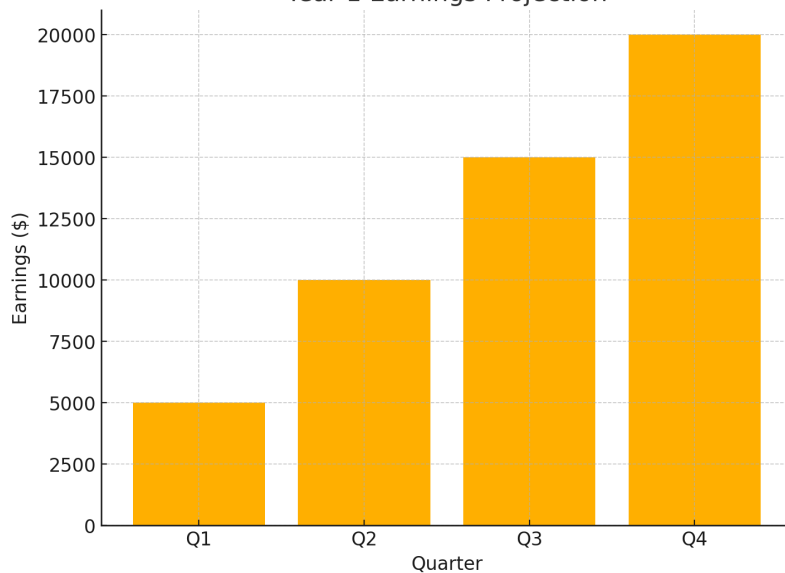
Startup costs are estimated at \$10,000. We are seeking \$5,000 to launch marketing and office operations.

Projected growth is healthy, with profitability expected by the end of Year 1.

Startup Cost Breakdown



Year 1 Earnings Projection



Looking Ahead

With strong demand, local understanding, and a lean structure, +1 Overseas Study Agency is positioned for growth and positive social impact. We look forward to shaping future global citizens.

