



1. **Executive Summary:**

- Our residential youth drug and alcohol treatment facility New Beginnings, located in Hooper, Utah, aims to provide comprehensive care and support for adolescents struggling with substance abuse issues.
- With a focus on evidence-based therapies, holistic approaches, and family involvement, we seek to address the root causes of addiction and empower young individuals to lead healthy, fulfilling lives.
- Our unique selling proposition lies in our specialized programs tailored to the needs of youth, our experienced multidisciplinary team, and our commitment to long-term recovery outcomes.

2. **Business Description:**

- **Mission:** To provide a safe, supportive environment where adolescents can overcome addiction, heal from past trauma, and build the skills necessary for a successful recovery journey.
- **Services Offered:** Residential treatment programs, individual and group therapy, family counseling, life skills training, academic support, recreational activities, and aftercare planning.
- **Target Demographic:** Adolescents aged 13 to 18 struggling with drug and alcohol addiction, primarily referred by families, schools, juvenile justice system, and healthcare providers across Utah.

3. **Market Analysis:**

- Utah faces significant challenges with youth substance abuse, with rates of alcohol and drug use among adolescents above the national average.
- There is a growing demand for residential treatment facilities catering specifically to the needs of youth, driven by increased awareness, changing societal attitudes, and a focus on early intervention.

4. **Target Market:**

- Adolescents experiencing substance abuse issues, including alcohol, marijuana, opioids, and stimulants.
- Referral sources include parents, guardians, school counselors, juvenile courts, pediatricians, and mental health professionals.



5. Services Offered:

- Individualized treatment plans based on comprehensive assessments.
- Evidence-based therapies such as Cognitive Behavioral Therapy (CBT), Dialectical Behavior Therapy (DBT), and Motivational Interviewing (MI).
- Family therapy sessions address family dynamics and support system recovery.
- Educational support to ensure academic progress during treatment.
- Recreational activities to promote physical health and social engagement.

6. Operational Plan:

- Staffing: Recruit a team of licensed therapists, counselors, medical professionals, educators, and support staff dedicated to providing compassionate care.
- Licensing and Accreditation: Obtain necessary licenses and accreditations to ensure compliance with state regulations and industry standards. (Psychiatric Specialty Hospital-Utah Health and Human Services)
- Facility Management: Implement policies and procedures for safety, security, and cleanliness of the residential facility.
- Admissions Process: Develop a streamlined admissions process, including intake assessments, medical screenings, and treatment planning.

7. Marketing Strategy:

- Establish partnerships with local schools, healthcare providers, community organizations, and juvenile justice programs to generate referrals.
- Develop a strong online presence through a professional website, social media platforms, and educational content.
- Host informational sessions, workshops, and community events to raise awareness about youth substance abuse and available treatment options.

8. Risk Management:

- Identify potential risks such as regulatory changes, staff turnover, client relapse, and financial instability.



- Develop strategies to mitigate risks, including contingency plans, staff training, quality assurance measures, and diversified revenue streams.
- Maintain comprehensive insurance coverage to protect against liability and unforeseen events.