



ABC COMPLETE SERVICES

Business Plan



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1. EXECUTIVE SUMMARY

ABC Complete Services strives to combine the highest quality design, and personal services with top-tier customer service and project management for any service and corporate management. With over 40 years of combined experience, the founders joined together to leverage their knowledge of design and service while placing an emphasis on the customer experience. The support team has a combined 100+ years of experience to help with the needs of any client, big or small.

The target audience for ABC Complete Services are businesses who strive to provide quality designs to their customers. Working with a staff as one team, our goal is to maximize the value of our customers' experience by ensuring they receive the highest quality services specifically tailored to them.

The design & service industry in the surrounding area is often associated with poor customer service experiences and antiquated technology resulting in services that are "good enough". ABC Complete Services strives to ensure the level of service provided exceeds the expectations of their clients, resulting in optimal customer satisfaction.

The initial approach of ABC will be to utilize existing relationships and industry reputation to gain additional clients and generate additional cash flow. As revenue allows, the mid-term goals are to hire additional employees and establish a more dominant market presence.

- **Capital Funding Request:** ABC Complete Services would need a \$100,000 line of credit for working cashflow capital.

2. COMPANY OVERVIEW

ABC Complete Services provides exceptional services and design. With over 25 years combined experience, the founders are focused on the quality of their services and interactions with their clients.

- **Company summary:** ABC Complete Services provides quality services and design. We also provide management services.
- **Mission statement:** Providing high quality solutions paired with superior customer service. We aim to perform at the highest level at all times.
- **Company history:** The founders both have extensive backgrounds working with large corporations. Their current employment has taken them across the globe and ultimately the decision was made to begin their own initiative seeking to provide the highest quality design and services combined with the best customer service in the industry.
- **Markets and services:** ABC customers are small to medium business owners and large corporations. We provide the design and staffing required for any services needed.
- **Operational structure:** Currently the business is run by the founders. As the business expands, they will need to hire staff to accommodate daily operations and management of services.
- **Financial goals:** ABC Complete Services has started with small design jobs and will require startup capital for operating expenses and purchases office equipment to provide their services effectively.

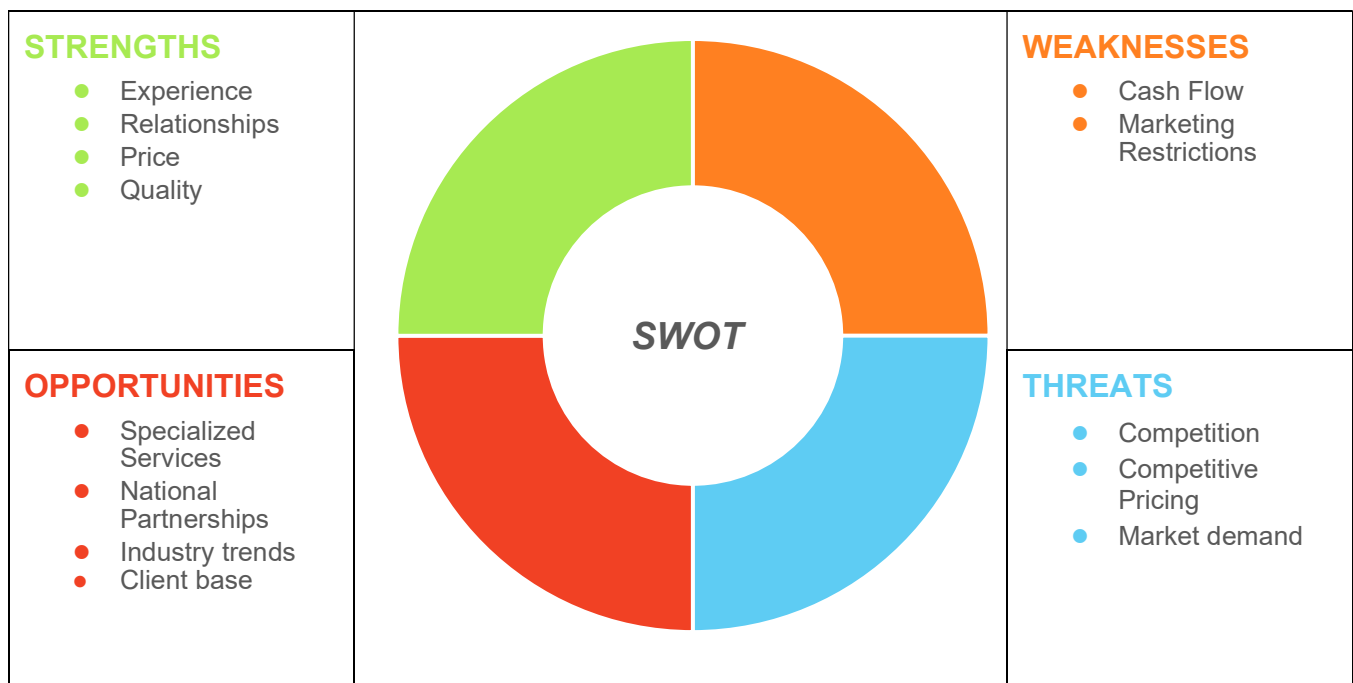
3. BUSINESS DESCRIPTION

- **Opportunity:** ABC Complete Services understands the requirement for our customers to be educated on the level of services utilized in their design. One of the most common frustrations with our industry is communication. The use of foreign or technical terms can be confusing to our clients, and they may not fully understand our vision of the end goal. We fully understand their need to visualize the end result and will work diligently to ensure they feel comfortable and included in the process.
- **Product overview:** We offer an array of services for any business need. Our contracts layout these services to include providing labor and support for any need. These products and services include Full Design Services, Consulting, and Custom Packages.
 - **Full Services**
 - Design
 - Management
 - Process Efficiency Review
 - Streamlining Processes
 - Consulting
 - Template Building
- **Key participants:** We have identified a few companies we have worked with such as Divvy out of northern Utah to partner with on projects. We also have developed relationships in our years of experience traveling all over the US. We have extensive relationships with vendors to acquire the processes required for any project.
- **Pricing:** ABC Complete Services strives to provide a competitive pricing model that will distinguish us from the competition relative to the services provided.

4. MARKET ANALYSIS

- **Industry type:** The corporate service industry is continuing to grow across the world. With the shift from working in-office to at home, a growing body of individuals and corporations are relying on outsourced services and software. Market demands and technology trends are driving this market to an expected value of \$212 billion in 2023.
- **Advantages:** Coming out of a global pandemic, companies have a larger drive to cut costs and improve processes. This demand continues to expand at a rapid rate.
- **Market segmentation:** With more companies moving towards outsourcing their needs, consultants are needing to carefully consider how they can contribute to the environment with powerful designs and to connect hybrid technologies and teams.
- **Competition:** There are four to five major competitors for ABC Complete Services locally. Most of these competitors have a large online presence and cannot provide customers with the level of care and service they require. ABC Complete Services places an emphasis on pairing the best solutions with the best service and care for our customers. We will not ever trade our integrity and service for a profit.

- **SWOT analysis:** ABC Complete Services has many years of experience in our industry. This, paired with the relationships we have built over the years, and providing quality services for a fair price will enhance our ability to strengthen our market presence. As we grow, the opportunities to provide specialized services, and national partnerships will solidify our brand. Building our client base with our current marketing restrictions due to employment with our competition can hinder our startup cash flow. Extremely competitive pricing will be our initial strategy for distinguishing ourselves from the competition.



5. OPERATING PLAN

- **Order fulfillment:** When needing to fulfill an order from our customers, we will rely on our founders to complete the analysis and tasks required for the project. We will hire employees with the technical skill set required to operate and manage the projects as needed. Our sales data and invoicing are conducted and stored in our preferred accounting software: QuickBooks Online.
- **Payment:** Our services require a consultation fee and contract that outlines the frequency and details of services. Some corporate or government customers may require us to provide terms for payment and those will be decided on a job-to-job basis.
- **Key employees and organization:** The skills that the founders bring to ABC Complete Services are critical. Being partners with shared ownership, their experience in production services is essential to success.
- **Facilities:** The business is currently home-based with the potential to rent shared office space as needed. There are options for temporary spaces in the area. As we grow, a permanent office space will be needed to effectively operate.

6. MARKETING AND SALES PLAN

- **Key messages:** Our utilization of cutting edge technology paired with exceptional customer service is our key message to potential customers.
- **Marketing activities:**
 - Seminars or business conferences
 - Word of mouth or fixed signage
 - Digital marketing such as social media, email marketing, SEO, or blogging
 - Provide limited free consultations
- **Sales strategy:** Our sales will rely heavily on word of mouth and reputation. We have already worked with many clients and established relationships we are confident will evolve into contracts with ABC Complete Services.

7. FINANCIAL PLAN

- **Projected start-up costs:** Our startup costs include attorney fees, accounting services, registration fees, and web hosting.

START-UP COSTS				
ABC Complete Services		January 1, 2023		
COST ITEMS	MONTHS	COST/ MONTH	ONE-TIME COST	TOTAL COST
Advertising/Marketing	12	\$200		\$2,200
Employee Salaries*	10	\$5000		\$50,000
Employee Payroll Taxes and Benefits	10	\$382.50		\$3,825
Computer Equipment		\$0	\$3,408	\$3,408
Computer Software	12	\$0	\$15	\$180
Insurance		\$0	\$600	\$600
Bank Service Charges	12	\$50	\$5	\$605
Travel & Entertainment		\$0	\$250	\$250
Equipment		\$0	\$5,917	\$5,917
Business Licenses/Permits/Fees		\$0	\$100	\$100
Professional Services - Legal, Accounting	12	\$83.33	\$1,051	\$1,751
Cash-On-Hand (Working Capital)		\$0	\$1,000	\$1,000
Miscellaneous		\$0	\$2,000	\$2,000
ESTIMATED START-UP BUDGET				\$71,636
*Based on part-time employees. This may change once we hit our growth benchmark.				

ABC Complete Services

Business Plan

- **Projected profit and loss model:** The model below shows a sample of the projections we are forecasting for our first 12 months of operations.

REVENUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Service Revenue	\$386	\$393	\$250	\$263	\$250	\$3,750	\$20,000	\$5,000	\$5,366	\$15,000	\$25,000	\$10,000	\$85,658
Gross Sales	\$386	\$393	\$250	\$263	\$250	\$3,750	\$20,000	\$5,000	\$5,366	\$15,000	\$25,000	\$10,000	\$85,658
Software Subscriptions	\$19	\$20	\$13	\$13	\$13	\$188	\$1,000	\$250	\$268	\$750	\$1,250	\$500	\$4,283
Cost of Goods Sold	\$19	\$20	\$13	\$13	\$13	\$188	\$1,000	\$250	\$268	\$750	\$1,250	\$500	\$4,283
Gross Profit	\$367	\$373	\$238	\$249	\$238	\$3,563	\$19,000	\$4,750	\$5,098	\$14,250	\$23,750	\$9,500	\$81,375
EXPENSES													
Salaries & Wages	\$0	\$0	\$0	\$0	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$40,000
Employer Taxes	\$0	\$0	\$0	\$0	\$383	\$383	\$383	\$383	\$383	\$383	\$383	\$383	\$3,060
Marketing/Advertising	\$0	\$0	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,000
Rent Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$7,500
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$250	\$250	\$250	\$250	\$250	\$1,250
Internet/Phone	\$0	\$0	\$0	\$0	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$880
Website Expenses	\$0	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$330
Insurance	\$0	\$0	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$500
Travel & Entertainment	\$100	\$100	\$100	\$100	\$100	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$1,900
Legal/Accounting	\$735	\$483	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$2,048
Office Supplies	\$0	\$0	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$500
Bank Service Charges	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Miscellaneous Expense	\$0	\$0	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,000
Total Expenses	\$885	\$663	\$763	\$763	\$6,256	\$6,356	\$6,356	\$8,106	\$8,106	\$8,106	\$8,106	\$8,106	\$62,568
EBITDA	(\$518)	(\$290)	(\$526)	(\$514)	(\$6,018)	(\$2,793)	\$12,645	(\$3,356)	(\$3,008)	\$6,145	\$15,645	\$1,395	\$18,807
Depreciation	\$127	\$127	\$127	\$127	\$127	\$600	\$600	\$800	\$800	\$800	\$800	\$800	\$5,835
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$7,000
NET INCOME	(\$645)	(\$417)	(\$653)	(\$641)	(\$6,145)	(\$4,393)	\$11,045	(\$5,156)	(\$4,808)	\$4,345	\$13,845	(\$406)	\$5,972

- **Projected Profit & Loss Notes:**

- **Gross Sales:** These projections are based on contracts we are negotiating.
 - **Service Revenue:** Revenue from all services provided.
- **Cost of Goods Sold:** These projections are based on a percentage of our gross sales.
 - **Software Subscriptions:** This cost is directly related to Service Revenue. We project this will be 5% of our total sales revenue.
- **Expenses:**
 - **Salaries & Wages:** When we transition from our current employment to focus 100% of our time and recourses on ABC Complete Services, we will take a reasonable wage of \$4,000 each. As our revenue grows, our reasonable wage will also grow.
 - **Marketing/Advertising:** We will advertise mainly by word of mouth and past relationships and invest a small amount into social media marketing.
 - **Rent:** As we grow we will need a dedicated office space.
 - **Utilities:** We use our home for our office and will expense 7.5% of our utility costs to ABC Complete Services for this space.
 - **Internet/Phone:** We will expense 7.5% of our internet costs and allocate a monthly phone reimbursement for use of our cell phones for business purposes.
 - **Travel & Entertainment:** These projections are for mileage reimbursements and client meals.
- **EBITDA:** Earning Before Interest, Taxes, Depreciation, & Amortization
 - **Depreciation:** We expect these to increase as we purchase equipment needed to provide services.
 - **Interest Expense:** Interest on purchases and for projected loans.