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**EXECUTIVE SUMMARY**

[Anthony Hunt] is a former marketing executive with [35] years of experience in the media and entertainment industry. He now mentors corporate executives and high-level managers and helps unlock their potential to achieve their personal goals and the goals of their company.

Hunt’s executive coaching company aims to expand its client base through networking, speaking engagements, and word of mouth.

**COMPANY OVERVIEW**

**Mission Statement**

[Anthony Hunt] mission is to help corporate executives and top-tier managers achieve peak performance.

**Philosophy:** [Anthony Hunt] believes that the success of its clients is also a success of the company.

**Vision**

[Anthony Hunt] vision is to become a trusted partner and support system of major corporations in the United States.

**Outlook**

As with many other industries, the executive/business coaching industry has experienced significant growth in the past five years. In fact, such growth is notably significant that the industry is expected to overtake the business consulting industry in ten years. The aging demographics have affected the demand as they continue to seek professional wisdom and knowledge to help them lead their respected institutions.

**Type of Industry:** Business Coaching Industry

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Anthony Hunt]

**Start-Up Summary**

The start-up cost worth $[20,000] is provided by the owner and will be used for office supplies, maintenance, advanced studies, payroll, and certification.

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| **Start-Up Funding** |
| Start-Up Expenses | $5,000 |
| Start-Up Assets | $15,000 |
| **Total Funding Required** | **$20,000** |
|  |
| **Assets** |  |
| Non-Cash Assets from Start-Up | $8,000 |
| Cash Requirements from Start-up | $2,500 |
| Additional Cash Raised | $2,000 |
| Cash Balance on Starting Date | $2,500 |
| **Total Assets** | **$15,000** |
|  |
| **Capital** |  |
| Planned Investment |  |
| Owner | $20,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$20,000** |
| Loss at Start-Up (Start-Up Expenses) | -$5,000 |
| **Total Capital** | **$15,000** |
| Liabilities | $0 |
| **Total Capital and Liabilities** | **$15,000** |
|  |
| **Start-Up** |
| **Requirements** |  |
| Start-Up Expenses |  |
| Supplies and Maintenance | $1,500 |
| Advertising | $1,000 |
| Legal Fees | $800 |
| Certification | $300 |
| Advanced Education | $500 |
| Other | $900 |
| **Total Start-Up Expenses** | **$5,000** |
|  |
| Start-Up Assets |  |
| Cash Required | $2,500 |
| Start-Up Inventory | $8,000 |
| Other Current Assets | $2,000 |
| Long-Term Assets | $2,500 |
| **Total Assets** | **$15,000** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$20,000** |

**PRODUCTS AND SERVICES**

**Product/Service Description**

[Anthony Hunt] offers professional assistance to business executives and top-tier managers to help them improve their performance, achieve their goals, and unlock their potential.

**Value Proposition**

[Anthony Hunt] brings all his marketing and leadership experience in each coaching session. His goal is to help his clients achieve their personal goals and the goals of the institutions they represent.

**Pricing Strategy**

[Anthony Hunt] charges his individual clients on a per-hour basis. For companies and organizations, he prices them based on the duration of the services rendered. His pricing strategy is value-driven so his rates are based on the value he brings to his customers.

**MARKETING ANALYSIS**

The business coaching industry in the United States is a $[12 billion] industry averaging [2.8]% annual growth rate for the past five years. There is currently no single entity that holds a commanding share in the market, and only [2-3]% of business coaches earn a six-figure income. However, there is plenty of opportunities for coaches as the business coaching industry continues to become popular among young entrepreneurs of today.

**Market Segmentation**

[Anthony Hunt] market is divided into two: short-term clients and long-term clients. Hunt’s approach to each segment is different but his marketing strategy for attracting both groups remains the same. Majority of his success will depend on referrals so he must constantly provide top-notch coaching services to his clients. Networking, speaking engagements, and being present in business events will also be his ways of increasing his client base.

**Target Market Segmentation Strategy**

Short-term coaching (6-18 months)

* Hunt will rely on his current and previous networks for attracting his initial clients.
* He will create awareness by presenting himself in seminars and by becoming a contributor to self-improvement columns in business publications.

Long-term coaching (19 months and up)

* [Anthony Hunt] will also increase his web presence by becoming active on social media specifically on platforms where business-minded people interact, such as Twitter, Linkedin, and Facebook.

**STRATEGY AND IMPLEMENTATION**

**Target Market Strategy**

[Anthony Hunt] strives to increase his number of clients to [200] by the end of the year. This will be done through consistent efforts in increasing his presence and reputation in the field of professional transformation and self-improvement.

**Competitive Edge**

[Anthony Hunt] uses his vast experience and knowledge in the world of business as an edge over his competitors. He also strives for continued learning and self-improvement, which will give him a consistent advantage in the field.

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| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| [Anthony Hunt] | Experienced professional in business coaching | Has yet to establish a strong reputation | The gradual loss of stigma for hiring executive coaches | Market is saturated with [17,500] active coaches |
| [Gregory Pierce Executive Coaching] | Certified and has the right tools for business coaching | Weak web presence | The growing interest of young professionals for self-growth and development | Untrained and incompetent coaches that may damage the reputation of the industry |
| [Martha Rogers Business Consultancy] | Healthy financial resources | Weak marketing strategies | Opportunity to invest in effective branding tactics because of the abundance of financial resources | Business consulting is predicted to be overtaken by business coaching  |

**Sales Strategy and Forecast**

The company targets the following monthly sales after continued efforts on networking and social media marketing:



**Marketing Strategy**

Initially, [Anthony Hunt] will focus on just a few marketing strategies. He will present himself during seminars as a speaker and talk about how to improve one’s leadership and business management skills. This way, he will not only increase his exposure but will also increase his credibility as a business expert and coach. Furthermore, he will apply as a regular contributor to well-known business publications, such as Inc., Fast Company, and Entrepreneur. Such exposure will earn him a notable recognition that hopefully will turn to a following of potential clients.

[Anthony Hunt] has already started some activities for his marketing strategies. Here are a few of the updates:

**Milestones**

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Speaking Engagements | Have spoken to two small business gatherings | December 5, 2019 | Have spoken to at least [25] events by the end of the year |
| Contribution in business publications | Awaiting response from four publications | April 4, 2019 | Have written five different business-related articles to five different publications by the end of the year |

**MANAGEMENT AND PERSONNEL**

[Anthony Hunt] is the CEO of the company. He currently has no associates and operates alone.

**FINANCIAL PLAN**

The financial plan includes the projected break-even analysis, profit and loss, balance sheet, and cash flow.

**Break-Even Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Fixed Costs** | **Average Price** | **Variable Costs** | **Contribution Margin** | **Break-Even Units** |
| $2,000.00 | $2,500.00 | $65.00 | $2,435.00 | 0.82 |
|  |
| **Fixed Costs** | **Amount** | **Variable Costs** | **Per Unit Amount** |
| Web services | 1,000 | Advertising | 15 |
| Hardware and software | 1,000 | Meal | 20 |
|  |  | Transportation | 30 |
|  |  |  |  |
|  |  |  |  |
| **Total** | **2,000** | **Total** | **65** |

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| **Fixed Costs** | **Variable Costs** |
| Business Lease - Rent | $1,000 |
| Insurance | $1,000 |
| **Total Fixed Costs** | **$2,000** |
|  |  |
| **Total Units Sold in 1 Month** | **10** |
|  |
| **Variable Costs (Total Units Sold/Cost per Unit)** | **Average Price** | **Variable Costs** |
| Advertising | $1 | $15 |
| Legal Fees | $1 | $20 |
| Staff Training | $0 | $30 |
| **Total Variable Cost (Per Unit)** | **$65** |
|  |
| **Break-Even** |  |
| **Selling Price Per Unit** | **$2,500.00** |
| Break-Even Point Per Unit [Fixed Costs/(Sales Price Per Unit - Variable Cost Per Unit)] | 2,000 |
| 2,435.00 |
|  |  |
| **Break-Even Point in Units** | **1** |
|  |  |
| **Contribution Margin (Selling Price - Total Variable Cost)** | **$2,435.00** |

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| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $150,000.00 | $190,000.00 | $250,000.00 |
| Direct Cost of Sale | $50,000.00 | $80,000.00 | $120,000.00 |
| Other Cost of Sale | $2,500.00 | $3,000.00 | $4,000.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $97,500.00 | $107,000.00 | $126,000.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $52,500.00 | $83,000.00 | $124,000.00 |
| **Gross Margin % (Gross Profit/Sales)** | **35.00%** | **43.68%** | **49.60%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Advertising | $15,000.00 | $30,000.00 | $40,000.00 |
| Legal Fees | $8,000.00 | $9,000.00 | $10,000.00 |
| Utilities | $10,000.00 | $12,000.00 | $13,000.00 |
| Advanced Education | $10,000.00 | $20,000.00 | $30,000.00 |
| Maintenance & Supplies | $2,000.00 | $3,000.00 | $4,000.00 |
| **Total Operating Expenses** | **$45,000.00** | **$74,000.00** | **$97,000.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $52,500.00 | $33,000.00 | $29,000.00 |
| Depreciation | $1,500.00 | $2,000.00 | $3,000.00 |
| Interest Expense | $0.00 | $0.00 | $0.00 |
| Taxes Paid | $5,000.00 | $6,000.00 | $7,000.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$2,500.00** | **$3,000.00** | **$20,000.00** |

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| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $50,000.00 | $60,000.00 | $70,000.00 |
| Accounts Receivable | $15,000.00 | $15,000.00 | $15,000.00 |
| Inventory | $2,000.00 | $2,500.00 | $3,000.00 |
| Other Current Assets | $10,000.00 | $12,000.00 | $13,000.00 |
| Total Current Assets | **$77,000.00** | **$89,500.00** | **$101,000.00** |
|  |  |  |  |
| Long-Term Assets | $25,000.00 | $30,000.00 | $35,000.00 |
| Accumulated Depreciation | $5,000.00 | $6,000.00 | $7,000.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $20,000.00 | $24,000.00 | $28,000.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$97,000.00** | **$113,500.00** | **$129,000.00** |
|  |  |  |  |
| Accounts Payable | $15,000.00 | $20,000.00 | $25,000.00 |
| Notes Payable | $2,500.00 | $3,500.00 | $4,500.00 |
| Other | $2,000.00 | $3,000.00 | $4,000.00 |
| Total Liabilities | **$19,500.00** | **$26,500.00** | **$33,500.00** |
|  |  |  |  |
| Paid-in Capital | $15,000.00 | $25,000.00 | $30,000.00 |
| Retained Earnings | $80,000.00 | $100,000.00 | $120,000.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$77,500.00** | **$87,000.00** | **$95,500.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **25.16%** | **30.46%** | **35.08%** |

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| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $50,000.00 | $75,000.00 | $90,000.00 |
|  |  |  |  |
| **Sources of Cash** | $25,000.00 | $35,000.00 | $50,000.00 |
| Receivables | $9,000.00 | $12,000.00 | $13,000.00 |
| Sales | $25,000.00 | $50,000.00 | $90,000.00 |
| Others | $2,000.00 | $3,000.00 | $4,000.00 |
| **Total Cash** | $111,000.00 | $175,000.00 | $247,000.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Advertising | $15,000.00 | $30,000.00 | $40,000.00 |
| Legal Fees | $8,000.00 | $9,000.00 | $10,000.00 |
| Utilities | $10,000.00 | $12,000.00 | $13,000.00 |
| Advanced Education | $10,000.00 | $20,000.00 | $30,000.00 |
| Maintenance & Supplies | $2,000.00 | $3,000.00 | $4,000.00 |
| **Total Expenditures** | $45,000.00 | $74,000.00 | $97,000.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$66,000.00** | **$101,000.00** | **$150,000.00** |