

**1. EXECUTIVE SUMMARY**

The [SPECIFY THE FULL AND COMPLETE NAME OF THE COMPANY] (hereinafter to be referred to as the “Company”) shall be a technology consulting company. The Company shall offer an excellent and dependable, high-quality alternative to in-house resources for a market, business, and channel innovation on a global scale, to high-technology manufacturers.

**1.1 Objectives.** The objectives of the Company are to attain the following by Year 3: (i) sales of $[AMOUNT]; (ii) gross margin higher than [PERCENTAGE]; and (iii) a net profit more than [PERCENTAGE] of sales.

**1.2 Mission.** The Company shall offer a genuine alternative to in-house resources with the utmost level of practical experience and confidentiality. The Company shall likewise maintain a healthy financial balance, charging a high value for its services, and conveying a considerably higher value to its customers.

**1.3 Keys to Success.** The Company has developed three keys to success which are the following:

1.3.1 Perfection in satisfying the promise with absolute confidential data and reliable expertise.

1.3.2 Creating visibility to produce new business leads.

1.3.3 Utilizing from a solitary pool of aptitude into multiple revenue generation opportunities, such as retainer consultation, project consultation, market survey, and market research published reports.

**2. COMPANY SUMMARY**

**2.1 Company Summary.** The Company is a [SPECIFY TARGET STATE OR COUNTRY] [SPECIFY CATEGORY] [SPECIFY TYPE OF LEGAL ENTITY], providing high-level expertise in business and channel development, and consultation and marketing strategies of high technology products, on a global scale. The Company is owned by its principal investors and principal operators and has its initial office established in [SPECIFY TARGET LOCATION AND ADDRESS].

**2.2 Start-up Summary.** The Company has a total start-up expense of $[AMOUNT]. The start-up assets required by the Company include $[AMOUNT] in short-term assets and $[AMOUNT] in initial cash, which shall be used to handle the first few months of the Company’s business operations.

|  |  |
| --- | --- |
| **START-UP FUNDING** | |
| Start-Up Expenses to Fund | $ |
| Start-up Assets to Fund | $ |
| **Total Funding Required** | **$** |
| **Assets** | |
| Non-cash Assets from Start-up | $ |
| Cash Requirements from Start-up | $ |
| Additional Cash Raised | $ |
| Cash Balance on Starting Date | $ |
| **Total Assets** | **$** |
| **Liabilities and Capital** | |
| **Liabilities** | |
| Current Borrowing | $ |
| Long-Term Liabilities | $ |
| Accounts Payable (Outstanding Bills) | $ |
| Other Current Liabilities (interest-free) | $ |
| **Total Liabilities** | **$** |
| **Capital** | |
| **Planned Investment** | |
| Investor 1 | $ |
| Investor 2 | $ |
| Other | $ |
| Additional Investment Required | $ |
| **Total Planned Investment** | **$** |
| Loss at Start-Up (Start-up Expenses) | $ |
| **Total Capital** | **$** |
| **Total Capital And Liabilities** | **$** |
| **TOTAL FUNDING** | **$** |

|  |  |
| --- | --- |
| **START-UP** | |
| **Requirements** | |
| **Start-Up Expenses** | |
| Legal | $ |
| Stationery etc. | $ |
| Brochures | $ |
| Consultants | $ |
| Insurance | $ |
| Expensed equipment | $ |
| Other | $ |
| **Total Start-up Expenses** | **$** |
| **Start-up Assets** | |
| Cash Required | $ |
| Other Current Assets | $ |
| Long-term Assets | $ |
| **Total Assets** | **$** |
| **TOTAL REQUIREMENTS** | **$** |

**3. SERVICES**

**3.1 Service Description.** The following are specific services offered by the Company:

**3.1.1 Retainer consultation.** The Company shall represent a customer company as an expansion of its business advancement and market improvement capacities. The consultation shall begin with the complete understanding of the customer company's background, objectives, strengths, and weaknesses. Afterward, the Company shall represent the customer company in a confidential manner, filtering through new market improvements and new opportunities as may be fitting to the customer, which shall be done through initial discussion with the customer company regarding the possible partners, sellers, and channels.

**3.1.2 Project consultation.** The project consultation services shall offer a customer company a new and effective approach to harness the Company’s specific characteristics and utilize the Company’s expertise and aptitude to tackle and solve particular issues, problems, as well as develop and implement plans and specific data. Project consultations shall be proposed and billed on a per-project and per-milestone basis.

**3.1.3 Market survey.** Market survey services are researches done through group studies. Group studies are bundled and published a complete study of a particular market, channel, or topic. Market survey services shall be available to selected customers at $[AMOUNT] per unit.

**3.2 Competitive Comparison.** The competition comes in several forms, such as the following:

3.2.1 The most noteworthy competitor is no consultation at all. Most companies nowadays choose to do business, channel and market research and development in-house through their own managers, as part of their regular business functions. The Company's key favorable position in rivalry with in-house development is that the Managers are already over-burden with obligations, they do not have enough time for extra duties in new business, channel and market research and development. Likewise, the Company can approach partners, sellers, and channels on a confidential basis, thereby gathering data and making initial contacts in ways that the Corporate Managers cannot.

3.2.2 The second kind of competitor are high-level prestige management consultation services, which are basically generalists who take their name-brand management consultation services into particular areas of specialty. However, the essential weakness of this competitor is their administrative structure that has the partners selling new jobs and inexperienced associates conveying the work. The Company can compete against them as specialists in the Company’s particular fields, and with the assurance that the Company’s customers shall have the expert individuals conveying the actual work.

3.2.3 The third kind of competitor are the global market survey companies, which publishes market surveys and forums. However, these companies cannot provide a high-level consultation service that the Company shall provide.

3.2.4 The fourth kind of competitor is the market-specific smaller houses.

3.2.5 Other kind of competition takes form as sales representation, brokerage, and deal catalysts. These are an ad-hoc business form that can only be characterized in detail by the particular nature of each individual case.

**4. MARKET ANALYSIS SUMMARY**

**4.1 Market Focus.** The Company shall focus on large and medium-sized high-technology manufacturers of computer hardware and software, services, and networking as the most important group of customers. Likewise, another important group of potential customers of the Company is the executive personnel in large corporations, such as the marketing managers, general managers, sales managers, who are charged with international focus and market or even specific channel focus.

**4.2 Market Segmentation**

**4.2.1 Large extensive maker companies.** The Company’s most imperative market segment is the large companies who are a vast high-technology manufacturer of computer hardware and software, services, and networking products. The Company shall provide these companies improvement functions that are preferred spun off over in-house management, market survey, and forums.

**4.2.2 Medium-sized development companies.** The Company shall offer an alluring improvement option tomedium-sized development companies that have constrained management and inability to address openings in new markets and segments, especially in programming, interactive media, and some related high-development fields.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **MARKET SEGMENTATION** | | | | | | | |
|  |  | **YEAR 1** | **YEAR 2** | **YEAR 3** | **YEAR 4** | **YEAR 5** |  |
| **Potential Customers** | **Growth** |  |  |  |  |  | **CAGR** |
| U.S. High Tech | % | 6,000 | 7,000 | 8,000 | 9,000 | 10,000 | % |
| European High Tech | % |  |  |  |  |  | % |
| Latin America | % |  |  |  |  |  | % |
| Other | % |  |  |  |  |  | % |
| Total | % |  |  |  |  |  | % |

**4.3 Target Market Segment Strategy.** The Company shall focus on a number of well-chosen high-tech manufacturing companies as the Company’s key potential customers.

**4.4 Service Business Analysis.** The business of consultation services has pummeled and muddled, with a great number of smaller counseling companies and individual specialists for each one of only a handful number of well-known companies. Participants of consultation services range from major global name-brand consultants to a countless number of individuals. The Company's major challenge shall be building itself as a real consulting company on a global scale, situated as a moderately risk-free corporate purchase.

**4.4.1 Competition and Buying Patterns.** The key component in purchase decisions made at the Company customer level is trust in the expert notoriety and unwavering quality of the consulting firm.

**4.4.2 Business Participants.** A few well-established global major names in management consulting firms are at the highest level of business participants of the Company. The vast majority of these counseling companies are made and framed as partnerships, associated together by interconnecting executives and sharing the name and corporate knowledge, and charge high rates for counseling while in the meantime keeping up generally high overhead structures and satisfaction structures in view of junior associates fulfilling and partners selling. Function-specific or market-specific consultants are at the middle level of business participants of the Company, which are a kind of consulting that is more minimal than contract skill provided by someone who, while briefly out of work, offers consulting services.

**4.4.3 Distributing a Service.** Consulting services are sold and acquired principally on a verbal premise, with connections and past experience being, by a wide margin, the essential factor.

**4.4.4 Main Competitors**

|  |  |  |
| --- | --- | --- |
| **Competitor** | **Qualities** | **Shortcomings** |
| 1. The high-level prestige management consulting firms | Established in international locations  Managed by owner-partners with a high level of presentation and comprehension of general business  Has advantageous notorieties which make the purchase of consulting a simple choice for an administrator, in spite of the high costs | General business knowledge does not substitute for the particular market, channel, and circulation skill of the Company, concentrating on high-technology markets and products only  Fees are extremely costly  The work is done by entry-level consultants |
| 2. The international market research company | Has international offices  Has particular market knowledge  Have permanent staff who create and develops market research data on a permanent basis  Have good relationships with potential client companies | Market numbers are not equivalent to promoting, not channel improvement nor market advancement  Cannot generally offer the same level of business understanding at a high level compared to the services offered by the Company |
| 3. Market-specific or function-specific experts | Expertise in the market or functional areas | Absence of capacity to spread past a specific concentration, or to transcend a particular concentration, to give actual management abilities, experience, mastery, and astuteness beyond the specifics |
| 4. Companies do in-house research and development | No incremental cost with the exception of travel  The general work is done by individuals who are totally capable  The planning is done by individuals who shall implement it | Most managers are frightfully overburdened already, unable to discover incremental assets in time and individuals to apply for incremental openings  There is a considerable measure of extra hazard in the market and direct advancement done in-house starting from the earliest stage  Retainer-based reception specialists can incredibly improve a company's scope and expand its situation into discussions that may somehow or another have never occurred |

**5. STRATEGY AND IMPLEMENTATION SUMMARY**

**5.1 Pricing Strategy.** The Company shall be priced in competition with the name-brand consultants. Consultation services shall be based on $[AMOUNT] per day for project consulting, $[AMOUNT] per day for market research, $[AMOUNT] per month and up for retainer consulting, while market research reports shall be priced at $[AMOUNT] per report.

**5.2 Sales Strategy.** The table underneath illustrates the sales forecast of the Company over a period of three (3) years.

|  |  |  |  |
| --- | --- | --- | --- |
| **SALES FORECAST** | | | |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| **Sales** | | | |
| Retainer Consulting | $ | $ | $ |
| Project Consulting | $ | $ | $ |
| Market Research | $ | $ | $ |
| Strategic Reports | $ | $ | $ |
| **TOTAL SALES** | **$** | **$** | **$** |
| **Direct Cost of Sales** | **Year 1** | **Year 2** | **Year 3** |
| Retainer Consulting | $ | $ | $ |
| Project Consulting | $ | $ | $ |
| Market Research | $ | $ | $ |
| Strategic Reports | $ | $ | $ |
| **Subtotal Direct Cost of Sales** | **$** | **$** | **$** |

**5.3 Milestones.** The table underneath illustrates the detailed milestones of the Company. The related budgets are incorporated with the costs expenses shown in the projected Profit and Loss statement.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **MILESTONES** | | | | | |
| **Milestone** | **Start Date** | **End Date** | **Budget** | **Manager** | **Department** |
| Business Plan | MM/DD/YY | MM/DD/YY | $ |  |  |
| Logo Design |  |  | $ |  |  |
| Retainer Contracts |  |  | $ |  |  |
| Stationary |  |  | $ |  |  |
| Brochures |  |  | $ |  |  |
| Financial backing presentation |  |  | $ |  |  |
| Initial mailing |  |  | $ |  |  |
| Office location |  |  | $ |  |  |
| Office Equipment |  |  | $ |  |  |
| Other |  |  | $ |  |  |
| **TOTAL** |  |  | **$** |  |  |

**6. MANAGEMENT SUMMARY**

**6.1 Organizational Structure.** The underlying administration group of the Company shall rely upon the founders themselves, with minimal back-up. As the Company develops, the Company shall take on additional consulting assistance, plus graphics, editorial, sales, as well as marketing services. The Company shall be managed by [TARGET OR ESTIMATED NUMBERS] working partners.

**6.2 Management Team.** The Company business requires an utmost level of international experience and ability, which implies that it shall not be effortlessly leverage able in the regular counseling company mode in which partners maintain the business and make deals, while associates satisfy the working arrangements. Partners shall essentially be engaged with the satisfaction of the core business recommendation, giving the skill to the clients.

**6.3 Personnel Plan.** The table underneath illustrates the Company’s detailed personnel plan. While the underlying personnel plan is as yet speculative, it shall be composed of (i) [TARGET OR ESTIMATED NUMBERS] partners, (ii) [TARGET OR ESTIMATED NUMBERS] consultants, (iii) [TARGET OR ESTIMATED NUMBERS] editorial person, (iv) [TARGET OR ESTIMATED NUMBERS] graphics person with good staff support, (v) [TARGET OR ESTIMATED NUMBERS] strong marketing person, (vi) an office manager, and (vii) a secretary. Afterward, the Company may hire more partners, specialists, and sales staff.

|  |  |  |  |
| --- | --- | --- | --- |
| **PERSONNEL PLAN** | | | |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| Partners | $ | $ | $ |
| Consultants | $ | $ | $ |
| Editorial/graphic | $ | $ | $ |
| VP Marketing | $ | $ | $ |
| Sales people | $ | $ | $ |
| Office Manager | $ | $ | $ |
| Secretarial | $ | $ | $ |
| **TOTAL PEOPLE** | 1 | 2 | 3 |
| **TOTAL PAYROLL** | **$** | **$** | **$** |

**7. FINANCIAL PLAN**

**7.1 Key Financial Assumptions.** The Company’s financial arrangements are based on moderate assessments and suppositions. The Company shall need to anticipate on initial investment to make the financials work. The table underneath condenses the Company’s key financial assumptions, in which the Company plan for (i) 30-day average collection days, (ii) invoice-based sales, (iii) net 30 basis expenses, and (iv) interest rates based on the present days.

|  |  |  |  |
| --- | --- | --- | --- |
| **GENERAL ASSUMPTIONS** | | | |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| Plan Month (no. of months) | 2 | 3 | 4 |
| Current Interest Rate | % | % | % |
| Long Term Interest rate | % | % | % |
| Tax Rate | % | % | % |
| Other | % | % | % |

**7.3 Break-even Analysis.** The table underneath illustrates the Break-even Analysis of the Company.

|  |  |
| --- | --- |
| **BREAK-EVEN ANALYSIS** | |
| Monthly Revenue Break-even | $ |
| **Assumptions:** | |
| Average Percent Variable Cost | % |
| Estimated Monthly Fixed Cost | $ |

**7.4 Projected Profit and Loss.** The table underneath illustrates the projected profit and loss of the Company for a period of three (3) years.

|  |  |  |  |
| --- | --- | --- | --- |
| **PROJECTED PROFIT AND LOSS** | | | |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| Sales | $ | $ | $ |
| Direct Cost of Sales | $ | $ | $ |
| Other Cost of Sales | $ | $ | $ |
| **Total Cost of Sales** | **$** | **$** | **$** |
| Gross Margin | $ | $ | $ |
| Gross Margin % | % | % | % |
| Expenses | $ | $ | $ |
| Payroll | $ | $ | $ |
| Marketing/Promotion | $ | $ | $ |
| Depreciation | $ | $ | $ |
| Leased Equipment | $ | $ | $ |
| Utilities | $ | $ | $ |
| Insurance | $ | $ | $ |
| Rent | $ | $ | $ |
| Payroll Taxes | $ | $ | $ |
| Other | $ | $ | $ |
| Total Operating Expenses | $ | $ | $ |
| Profit Before Interest and Taxes | $ | $ | $ |
| EBITDA | $ | $ | $ |
| Interest Expense | $ | $ | $ |
| Taxes Incurred | $ | $ | $ |
| Net Profit | $ | $ | $ |
| Net Profit/Sales | % | % | % |

**7.5 Projected Cash Flow.** Cash flow projections are critical to the Company’s success. The table underneath illustrates the Company’s monthly cash flow over a period of three (3) years.

|  |  |  |  |
| --- | --- | --- | --- |
| **PROJECTED CASH FLOW** | | | |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| **Cash Received** | | | |
| **Cash from Operations** | | | |
| Cash Sales | $ | $ | $ |
| Cash from Receivables | $ | $ | $ |
| **Subtotal Cash From Operations** | $ | $ | $ |
| **Additional Cash Received** | | | |
| Sales Tax, VAT, HST/GST Received | $ | $ | $ |
| New Current Borrowing | $ | $ | $ |
| New Other Liabilities (interest-free) | $ | $ | $ |
| New Long-term Liabilities | $ | $ | $ |
| Sales of Other Current Assets | $ | $ | $ |
| Sales of Long-term Assets | $ | $ | $ |
| New Investment Received | $ | $ | $ |
| **Subtotal Cash Received** | **$** | **$** | **$** |
| **Expenditures** | **Year 1** | **Year 2** | **Year 3** |
| **Expenditures from Operations** | | | |
| Cash Spending | $ | $ | $ |
| Bill Payments | $ | $ | $ |
| **Subtotal Spent on Operations** | **$** | **$** | **$** |
| **Additional Cash Spent** | | | |
| Sales Tax, VAT, HST/GST Paid Out | $ | $ | $ |
| Principal Repayment of Current Borrowing | $ | $ | $ |
| Other Liabilities Principal Repayment | $ | $ | $ |
| Long-term Liabilities | $ | $ | $ |
| Purchase Other Current Assets | $ | $ | $ |
| Purchase Long-term Assets | $ | $ | $ |
| Dividends | $ | $ | $ |
| **Subtotal Cash Spent** | **$** | **$** | **$** |
| Net Cash Flow | $ | $ | $ |
| Cash Balance | $ | $ | $ |

**7.6 Projected Balance Sheet.** The table underneath illustrates the healthy growth of net worth, and strong financial position of the Company over a period of three (3) years.

|  |  |  |  |
| --- | --- | --- | --- |
| **PROJECTED BALANCE SHEET** | | | |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| **Assets** | | | |
| **Current Assets** | | | |
| Cash | $ | $ | $ |
| Accounts Receivable | $ | $ | $ |
| Other Current Assets | $ | $ | $ |
| **Total Current Assets** | **$** | **$** | **$** |
| **Long-term Assets** | | | |
| Long-term Assets | $ | $ | $ |
| Accumulated Depreciation | $ | $ | $ |
| **Total Long-term Assets** | **$** | **$** | **$** |
| **TOTAL ASSETS** | **$** | **$** | **$** |
| **Liabilities and Capital** | **Year 1** | **Year 2** | **Year 3** |
| **Current Liabilities** | | | |
| Accounts Payable | $ | $ | $ |
| Current Borrowing | $ | $ | $ |
| Other Current Liabilities | $ | $ | $ |
| **Subtotal Current Liabilities** | **$** | **$** | **$** |
| Long-term Liabilities | $ | $ | $ |
| **TOTAL LIABILITIES** | **$** | **$** | **$** |
| Paid-in Capital | $ | $ | $ |
| Retained Earnings | $ | $ | $ |
| Earnings | $ | $ | $ |
| **TOTAL CAPITAL** | **$** | **$** | **$** |
| **TOTAL LIABILITIES AND CAPITAL** | **$** | **$** | **$** |
| **Net Worth** | **$** | **$** | **$** |

**7.7 Business Ratios.** The accompanying table shows the Company's anticipated business proportions, for which the Company hope to keep up a sound proportion for gainfulness, hazard, and return.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **RATIO ANALYSIS** | | | | |
|  | **YEAR 1** | **YEAR 2** | **YEAR 3** | **INDUSTRY PROFILE** |
| Sales Growth | % | % | % | % |
| **Percent of Total Assets** | | | | |
| Accounts Receivable | % | % | % | % |
| Other Current Assets | % | % | % | % |
| Total Current Assets | % | % | % | % |
| Long-term Assets | % | % | % | % |
| **Total Assets** | **%** | **%** | **%** | **%** |
| Current Liabilities | % | % | % | % |
| Long-term Liabilities | % | % | % | % |
| Total Liabilities | % | % | % | % |
| **Net Worth** | **%** | **%** | **%** | **%** |
| **Percent of Sales** | | | | |
| Sales | % | % | % | % |
| Gross Margin | % | % | % | % |
| Selling, General and Administrative Expenses | % | % | % | % |
| Advertising Expenses | % | % | % | % |
| Profit Before Interest and Taxes | % | % | % | % |
| **Main Ratios** | | | | |
| Current | 1.00 | 1.00 | 1.00 | 1.00 |
| Quick | 1.00 | 1.00 | 1.00 | 1.00 |
| Total Debt to Total Assets | % | % | % | % |
| Pre-tax Return on Net Worth | % | % | % | % |
| Pre-tax Return on Asset | 1.00 | 1.00 | 1.00 | 1.00 |
| **Additional Ratios** | **Year 1** | **Year 2** | **Year 3** |  |
| Net Profit Margin | % | % | % | N.A. |
| Return on Equity | % | % | % | N.A. |
| **Activity Ratios** | | | | |
| Accounts Receivable Turnover | 1.00 | 1.00 | 1.00 | N.A. |
| Collection Days | 1.00 | 1.00 | 1.00 | N.A. |
| Accounts Payable Turnover | 1.00 | 1.00 | 1.00 | N.A. |
| Payment Days | 1 | 2 | 3 | N.A. |
| Total Asset Turnover | 1.00 | 1.00 | 1.00 | N.A. |
| **Debt Ratios** | | | | |
| Debt to Net Worth | 1.00 | 1.00 | 1.00 | N.A. |
| Current Liability to Liability | 1.00 | 1.00 | 1.00 | N.A. |
| **Liquidity Ratios** | | | | |
| Net Working Capital | $ | $ | $ | N.A. |
| Interest Coverage | 1.00 | 1.00 | 1.00 | N.A. |
| **Additional Ratios** | | | | |
| Assets to Sales | 1.00 | 1.00 | 1.00 | N.A. |
| Current Debt/Total Assets | % | % | % | N.A. |
| Acid Test | 1.00 | 1.00 | 1.00 | N.A. |
| Sales/Net Worth | 1.00 | 1.00 | 1.00 | N.A. |
| Dividend Payout | 1.00 | 1.00 | 1.00 | N.A. |