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**EXECUTIVE SUMMARY**

[Swift Web Solutions LLC] is a mid-sized web design and development company based in [Bethesda, Maryland]. The company particularly designs and develops e-commerce sites. The company considers small to medium-sized businesses as its target market.

[Swift Web Solutions LLC] plans to make itself more known to its target market through email marketing and flyer distribution. The company anticipates increments in the number of clients in the coming years with the growing demand for web design and development services.

**COMPANY OVERVIEW**

**Mission Statement:** [Swift Web Solutions LLC] helps companies set their brand and reputation in the market through premium quality web design and development services.

**Philosophy:** [Swift Web Solutions LLC] maintains respect, professionalism, and integrity in every single project handled.

**Vision:** [Swift Web Solutions LLC] envisions itself as one of the leading mid-sized web designers and developers in [Maryland].

**Outlook:** The priority of most small to medium-sized businesses is to retain customers, and this can be done by ensuring customer satisfaction every time they avail of their products or services. Following this context, the company anticipates clients from small to mid-sized companies that aim to leverage consumers’ intensive use of the internet now-a-days.

**Type of Industry:** Web Design and Development Industry

**Business Structure:** Limited Liability Company

**Ownership:** Limited Liability Company; [Ricky Rogers], [Nikita Morgan], [Laurence Thomas]

**Start-Up Summary**: [Swift Web Solutions LLC] has a total start-up cost of 200K USD. The company’s members generated the funds through contribution and business loan. The initial funds cover payments for rent, insurance, legal fees, and payroll.

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| **Start-Up Funding** |
| Start-Up Expenses | $101,200 |
| Start-Up Assets | $98,800 |
| **Total Funding Required** | **$200,000** |
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| Assets |
| Non-Cash Assets from Start-Up | $59,500 |
| Cash Requirements from Start-up | $8,000 |
| Additional Cash Raised | $29,300 |
| Cash Balance on Starting Date | $2,000 |
| **Total Assets** | **$98,800** |
|  |
| Capital |
| Planned Investment |  |
| Owners | $200,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$200,000** |
| Loss at Start-Up (Start-Up Expenses) | -$101,200 |
| **Total Capital** | **$98,800** |
| Liabilities | $0 |
| **Total Capital and Liabilities** | **$98,800** |
|  |
| **Start-Up** |
| Requirements |  |
| Start-Up Expenses |  |
| Rent - 6 Months | $21,200 |
| Advertising | $2,500 |
| Legal Fees | $1,500 |
| Staff Training | $4,000 |
| Insurance | $2,000 |
| Other | $70,000 |
| **Total Start-Up Expenses** | **$101,200** |
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| Start-Up Assets |
| Cash Required | $10,000 |
| Start-Up Inventory | $9,500 |
| Other Current Assets | $29,300 |
| Long-Term Assets | $50,000 |
| **Total Assets** | **$98,800** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$200,000** |

**Management Team:**

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| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| Nikita Morgan | Web Design Operations Manager | Leadership, Communication, Decision-Making, Team Management |
| Laurence Thomas | Web Development Operations Manager | Leadership, Problem-Solving, Communication, Planning |

**Short- and Long-Term Goals and Milestones:**

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| **Short-Term Goals** | **Milestones** |
| Hire talented web designers and developers | Evaluated 5 applicants last October 29, 2018. |
| -- | -- |
| **Long-Term Goals** | **Milestones** |
| Obtain projects from large businesses | Sent email to a few large retail establishments |
| -- | -- |

**PRODUCTS AND SERVICES**

**Product/Service Description:** [Swift Web Solutions LLC] uses responsive web design as an approach to designing web pages. The company also develops e-commerce websites for small and mid-sized commercial establishments who want to venture online.

**Value Proposition:** [Swift Web Solutions LLC] collaborates with clients to gain positive returns of investment through a user-friendly and well-designed website.

**Pricing Strategy:** [Swift Web Solutions LLC] uses competitive pricing to set a fee per hour for its services. The company charges its clients at $150 per hour for new types of web projects.

**EXECUTION**

**Marketing Plan:** [Swift Web Solutions LLC] targets small and mid-sized offices and businesses. The company plans to utilize traditional and online marketing strategies to promote its services to the identified target market.

**Market Research:** The web design and development industry is the fastest growing industry in the modern era. The demand for services from the industry continues to grow with the consumers’ consistent use of the internet and the businesses’ aim to satisfy them. A market survey reveals that web design and e-commerce site development are two of the most popular web services availed by small and mid-sized companies. 

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| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| Swift Web Solutions LLC | Uses responsive web design in designing and developing web pages and sites | Weak market presence | Growing demand for user-responsive web pages and sites | Established large companies have a greater market share  |
| MD Web Design Inc. | Known for its cost-efficient customer service | Outsourced technical team | Increasing demand for web design opens the chances of the company to expand | Marketing tactics that negatively affect the company’s reputation |
| Bethesda Web Development Corp. | One of the leading web development companies | Highly expensive charges | Outsourcing other department tasks to reliable partners may enhance cost-efficiency  | Governmental regulations may hinder the plans of the company to outsource |

**Marketing Strategy:** [Swift Web Solutions LLC] will use email marketing aggressively. The company will generate a list of potential clients and send a quote for its web design and website development service. The company will also distribute flyers to neighboring offices and establishments. The table below shows the actions being taken by the company to accomplish the aforementioned strategies.

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Email Marketing | List down small to mid-sized companies with a history of availing web design and development services | January 25, 2019 | The company receives replies from interested small and mid-sized companies. |
| Flyer Distribution | Layout a promotional flyer to be distributed to neighboring businesses | ASAP | The company gains customers from businesses near the office location. |
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**Organizational Structure:**

[Swift Web Solutions LLC] follows a divisional organizational structure with web design and web development separated into two teams. Two members assume managerial positions and oversee the day-to-day operations of each division. The employed web designers and developers take orders from their respective operations managers.

**OPERATIONAL PLAN**

**Location and Facilities**

[Swift Web Solutions LLC] operates in a [1,060 square foot] office space in [7910 wood Mont Ave 7, Bethesda, MD 20814, USA]. The company adopts an open office layout for web designers and developers. There are separate offices for the managers and a soundproof conference room for executive meetings.

 **Tools and Equipment Checklist**

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| --- | --- |
| **Software** | **Quantity** |
| Adobe Dreamweaver | **3** |
| Accounting Software | **1** |
| **Hardware** | **Quantity** |
| Computers | **10** |
| Business Phones | **5** |

**IT Infrastructure**

The table below presents the IT infrastructure of [Swift Web Solutions LLC].

|  |  |  |
| --- | --- | --- |
| **Infrastructure** | **Existing (Y/N)** | **Description** |
| Secured Network | Y | The company uses VLAN for traffic. |
| Irregular Data Backup | N | The company has continuous and consistent data backup and storage. |
| Network Security | Y | A firewall protects and secures the network. |
| -- | -- | -- |

**FINANCIAL PLAN**

**Assumptions**

[Swift Web Solutions LLC] refers to market trends and past performance of the company when preparing its projected financial statements. The financial assumptions are as follows:

* The company projects an increase of [42%] in sales in the next three years.
* The business loan follows an interest rate of [2.5%]. Compensation tax equals to [10%] of the gross compensation amount.
* There is an expected [5%] inflation by [2021].

**Monthly Expense**

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**Monthly Revenue**

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**Business Financing**

The members of [Swift Web Solutions LLC] contributed equally to generate about [45%] of the [200K USD] initial operating funds. The remaining [55%] came from a business loan jointly acquired by the members amounting to [110K USD] payable within three years.

**Statements**

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| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $385,000.00 | $546,700.00 | $776,314.00 |
| Direct Cost of Sale | $134,750.00 | $191,345.00 | $271,709.90 |
| Other Cost of Sale | $1,500.00 | $1,500.00 | $1,575.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $248,750.00 | $353,855.00 | $503,029.10 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $136,250.00 | $192,845.00 | $273,284.90 |
| **Gross Margin % (Gross Profit/Sales)** | **35.39%** | **35.27%** | **35.20%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Rent | $42,400.00 | $42,400.00 | $42,400.00 |
| Insurance | $8,000.00 | $8,000.00 | $8,000.00 |
| Utilities | $6,500.00 | $6,500.00 | $6,825.00 |
| Salary (Including Tax) | $60,000.00 | $60,000.00 | $60,000.00 |
| Maintenance & Supplies | $3,500.00 | $3,500.00 | $3,675.00 |
| **Total Operating Expenses** | **$120,400.00** | **$120,400.00** | **$120,900.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $128,350.00 | $233,455.00 | $382,129.10 |
| Depreciation | $500.00 | $500.00 | $500.00 |
| Interest Expense | $2,750.00 | $2,750.00 | $2,750.00 |
| Taxes Paid | $6,000.00 | $6,000.00 | $6,000.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$7,100.00** | **$63,695.00** | **$143,634.90** |

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| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $7,600.00 | $52,800.00 | $164,754.00 |
| Accounts Receivable | $45,000.00 | $63,900.00 | $90,738.00 |
| Inventory | $25,000.00 | $26,250.00 | $27,562.50 |
| Other Current Assets | $42,500.00 | $42,000.00 | $42,000.00 |
| **Total Current Assets** | **$120,100.00** | **$184,950.00** | **$325,054.50** |
|  |  |  |  |
| Long-Term Assets | $95,000.00 | $95,000.00 | $95,000.00 |
| Accumulated Depreciation | $500.00 | $1,000.00 | $1,500.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $94,500.00 | $94,000.00 | $93,500.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$214,600.00** | **$278,950.00** | **$418,554.50** |
|  |  |  |  |
| Accounts Payable | $90,000.00 | $70,000.00 | $50,000.00 |
| Notes Payable | $6,500.00 | $7,150.00 | $7,865.00 |
| Other | $1,000.00 | $1,000.00 | $1,000.00 |
| **Total Liabilities** | **$97,500.00** | **$78,150.00** | **$58,865.00** |
|  |  |  |  |
| Paid-in Capital | $110,000.00 | $130,000.00 | $150,000.00 |
| Retained Earnings | $7,100.00 | $70,795.00 | $214,429.90 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$117,100.00** | **$200,800.00** | **$359,689.50** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **83.26%** | **38.92%** | **16.37%** |

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| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $10,000.00 | $7,600.00 | $52,800.00 |
|  |  |  |  |
| **Sources of Cash** | $4,000.00 | $4,800.00 | $5,760.00 |
| Receivables | $45,000.00 | $63,900.00 | $90,738.00 |
| Sales | $65,000.00 | $92,300.00 | $131,066.00 |
| Others | $4,000.00 | $4,600.00 | $5,290.00 |
| **Total Cash** | $128,000.00 | $173,200.00 | $285,654.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Rent | $42,400.00 | $42,400.00 | $42,400.00 |
| Insurance | $8,000.00 | $8,000.00 | $8,000.00 |
| Utilities | $6,500.00 | $6,500.00 | $6,825.00 |
| Salary (Including Tax) | $60,000.00 | $60,000.00 | $60,000.00 |
| Maintenance & Supplies | $3,500.00 | $3,500.00 | $3,675.00 |
| **Total Expenditures** | $120,400.00 | $120,400.00 | $120,900.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$7,600.00** | **$52,800.00** | **$164,754.00** |