

**TABLE OF CONTENTS**

Executive Summary **x**

Agency Profile **x**

Services **x**

Organizational Management **x**

Market Analysis Summary **x**

Strategy and Implementation Summary **x**

Financial Plan **x**

1. **Executive Summary**

[SPECIFY AGENCY NAME] provides customized marketing and advertising services in [SPECIFY AREA/STATE]. Primarily, the agency is an expert in providing digital and email marketing services to its clients. As of today, the agency has [SPECIFY NUMBER OF CLIENTS] clients.

The agency uses unique and original processes and procedures in dealing with its clients from the negotiation stage until the implementation and completion of the marketing plans.

The agency adheres to the following mission statement:

|  |
| --- |
| **MISSION STATEMENT** |
| [SPECIFY THE AGENCY MISSION STATEMENT] |

Furthermore, the purpose of this business plan is to make relevant adjustments and modifications to the business plan to suit the pressing needs of the agency.

1. **Agency Profile**

The agency is a company that creates, designs, tests, and formulates advertising and marketing programs to its clients. It also provides consultation and monitoring services to better serve the interests of its clients.

|  |  |
| --- | --- |
| **AGENCY PROFILE** | |
| Company Name |  |
| State of Registration |  |
| Type of Business |  |
| Business Theme |  |
| Ownership Structure |  |
| Principal Place Of Business |  |
| Operation Hours |  |
| Number of Operating Days |  |
| Head of The Marketing Team |  |
| Number of Employees (Marketing Team) |  |
| Other Relevant Information |  |

The agency’s ownership structure is provided below:

|  |
| --- |
| **[PROVIDE A DESCRIPTION OR A SCREENSHOT OF THE AGENCY’S OWNERSHIP STRUCTURE]** |

**Startup Summary**

The table below outlines the agency’s initial startup costs and requirements.

|  |  |
| --- | --- |
| **STARTUP SUMMARY** | |
| Expenses |  |
| Assets |  |
| **Total Funding Required** | **$ 0.00** |

|  |  |
| --- | --- |
| **ASSETS** | |
| Non-Cash Assets |  |
| Cash Balance |  |
| Cash Requirements |  |
| **TOTAL ASSETS** | **$ 0.00** |

|  |  |
| --- | --- |
| **LIABILITIES** | |
| Current Borrowings |  |
| Accounts Payables |  |
| Long-Term Liabilities |  |
| Others |  |
| **TOTAL LIABILITIES** | **$ 0.00** |

|  |  |
| --- | --- |
| **CAPITAL** | |
| Debt |  |
| Equity |  |
| Trading |  |
| **TOTAL CAPITAL** | **$ 0.00** |

|  |  |
| --- | --- |
| **EXPENSES** | |
| Insurance |  |
| Rent |  |
| Research and Development |  |
| **TOTAL EXPENSES** | **$ 0.00** |

1. **Services**

The agency offers diversified marketing and advertising services to its clients. The table below showcases the list of services offered by the agency and their corresponding description.

|  |  |
| --- | --- |
| **SERVICES** | **DESCRIPTION** |
| Digital Marketing Services |  |
| Email Marketing Services |  |
| Search Engine Optimization |  |
| Email List Management |  |
| Marketing Campaigns |  |
| Social Media Marketing |  |
| Website Design and Hosting |  |
| Print Design and Production |  |

1. **Organizational Management**

The management of the agency adheres to the principle that the success of its business operations is greatly affected by the efficacy of its personnel and management plan. The personnel plan of the agency is provided below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **POSITIONS** | **TYPE OF EMPLOYEE** | **REQUIRED CREDENTIALS** | **EXPECTED SALARY** | | |
|  | | | **YEAR A** | **YEAR B** | **YEAR C** |
| POSITION A | REGULAR | [SPECIFY REQUIRED CREDENTIALS] |  |  |  |
| POSITION B | CASUAL |  |  |  |  |
| POSITION C | PROJECT-BASED |  |  |  |  |
| **TOTAL NUMBER OF REQUIRED PERSONNEL** | | | **00** | | |
| **TOTAL PAYROLL** | | | **$ 0.00** | | |

1. **Market Analysis Summary**

Recently, there are major developments in the field of marketing. Many companies are exerting more efforts in the marketing and showcasing of their products and services through the virtual world. This is because the platform is simple, accessible, easy, and caters to a wide audience.

1. **Target Market and Segmentation**

The agency is primarily targeting the following customers:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TARGET MARKET ANALYSIS** | | | | |
|  | **BRIEF DESCRIPTION** | **INTERESTS AND PREFERENCES** | **SOCIOECONOMIC STATUS** | **OTHERS RELEVANT FACTORS** |
| PROSPECTS |  | | | |
| LARGE-SCALE COMPANIES |  | | | |
| INVESTORS AND INFLUENCES |  | | | |
|  |  | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **CUSTOMER PROFILE** | | | |
| **CLASSIFICATION** | **INTERESTS** | **BEHAVIORAL PATTERNS** | **RISKS** |
|  |  |  |  |

1. **Market Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **MARKET ANALYSIS** | | | | |
| **CLIENTS** | **GROWTH** | **YEAR A** | **YEAR B** | **YEAR C** |
|  |  |  |  |  |

1. **Strategy and Implementation Summary**
2. **Marketing Strategies**

To gradually and progressively increase the clients of the agency, the following marketing strategies and techniques will be adopted and implemented.

|  |  |
| --- | --- |
| **MARKETING STRATEGIES** | **DESCRIPTION** |
| Networking |  |
| Digital and Social Media Marketing |  |
| Targeted Customer Acquisition |  |
| Client Recommendations and Referrals |  |

1. **Sales Strategies**

The table below shows and outlines the sales forecast of the agency for the following years: [SPECIFY YEARS].

|  |  |  |  |
| --- | --- | --- | --- |
| **SALES FORECAST** | | | |
| **CLIENTS** | **YEAR A** | **YEAR B** | **YEAR C** |
| TARGET CLIENT A | $ 0.00 | $ 0.00 | $ 0.00 |
| TARGET CLIENT B |  |  |  |
| TARGET CLIENT C |  |  |  |

In line with the foregoing, the following sales strategies will be adopted and applied by the agency.

|  |  |
| --- | --- |
| **SALES STRATEGIES** | **DESCRIPTION** |
| [SPECIFY SALES STRATEGIES] |  |

1. **Financial Plan**

1. **Projected Cash Flow**

The following table projects and presents the projected cash flow for [SPECIFY NUMBER OF YEARS].

|  |  |  |  |
| --- | --- | --- | --- |
| **CASH FLOW PROJECTIONS** | | | |
|  | **YEAR A** | **YEAR B** | **YEAR C** |
| Total Cash Sales |  |  |  |
| Total Cash from Operations |  |  |  |
| **Total Cash Received** | **$ 0.00** | **$ 0.00** | **$ 0.00** |

1. **Projected Balance Sheet**

The following table presents the projected balance sheet for [SPECIFY NUMBER OF YEARS].

|  |  |  |  |
| --- | --- | --- | --- |
| **Balance Sheet Forecast** | **YEAR A** | **YEAR B** | **YEAR C** |
| Current Assets |  |  |  |
| Fixed Assets |  |  |  |
| Total Assets |  |  |  |
| Short-Term Liabilities |  |  |  |
| Long-Term Liabilities |  |  |  |
| **Total Liabilities** | **$ 0.00** | | |
| **Net Assets: $ 0.00** | | | |

1. **Break-Even Analysis**

|  |  |
| --- | --- |
| **BREAK-EVEN ANALYSIS** | |
| Monthly Revenue Break-Even |  |
| **Assumptions:** |  |

1. **Projected Profit and Loss**

The following table presents the projected profit and loss for [SPECIFY NUMBER OF YEARS].

|  |  |  |  |
| --- | --- | --- | --- |
| **P AND L FORECAST** | **YEAR A** | **YEAR B** | **YEAR C** |
| SALES |  |  |  |
| GROSS PROFIT |  |  |  |
| EXPENSES |  |  |  |
| **NET PROFIT** | **$ 0.00** | | |



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The text inside the brackets which is highlighted is meant to be edited with your text. This is the way you can edit the document as given below:

**To Edit Text:**

1. Point the mouse where you want to edit and delete the sample text and then you can add your text.
2. You can change the size, font & color of the text in the Main Tab: Home



**To Edit Table:**

1. Point the mouse in the table where you want to edit and delete the sample text and then you can add your text.
2. You can adjust the row & column size of the table in the Main Tab: Layout



**To Edit Chart:**

1. Select the chart which is going to edit and then
2. In Main tab: Design -> Edit Data
3. It will open the excel sheet where you can edit the values of the chart

