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**EXECUTIVE SUMMARY:**

[Fly Box Enterprise] is a domestic air [freight logistics service]. Currently, the company caters only to the state of Alabama but is looking at expanding its reach to other nearby states. Fly Box Enterprise uses strategies such as influencer marketing, promotional videos, and online ads to grow its brand name. Looking at the steady growth in online shopping, the company sees a [35%] profit margin quarterly.

**COMPANY OVERVIEW:**

**Mission Statement:** [Fly Box Enterprise] aims to be the trusted brand in logistics.

**Philosophy:** [Fly Box Enterprise] values knowing the customer’s expectations and prides itself in meeting them.

**Vision:** [Fly Box Enterprise] aspires to be able to locally serve other states in the [USA].

**Outlook:** The online shopping craze has dramatically increased public interest in sending and receiving packages**.** In [Alabama] alone, studies show that more than [50%] of the populace already prefer shopping online rather than physically going to the store. This implies an increasing need for a stable and reliable logistics service.

**Type of Industry: [**Logistics Industry]

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Howard R. Pike]

**Start-Up Summary**: The start-up cost is [two million USD] to be provided by the company’s board of directors and to be used mainly for insurance, fuel and transportation, supplies, and legal fees.

|  |
| --- |
| **Start-Up Funding** |
| Start-Up Expenses | $1,500,000 |
| Start-Up Assets | $500,000 |
| **Total Funding Required** | **$2,000,000** |
|  |
| Assets |  |
| Non-Cash Assets from Start-Up | $100,000 |
| Cash Requirements from Start-up | $400,000 |
| Additional Cash Raised | $0 |
| Cash Balance on Starting Date | $0 |
| **Total Assets** | **$500,000** |
|  |
| Capital |  |
| Planned Investment |  |
| Owner | $2,000,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$2,000,000** |
| Loss at Start-Up (Start-Up Expenses) | -$1,500,000 |
| **Total Capital** | **$500,000** |
| Liabilities | $0 |
| **Total Capital and Liabilities** | **$500,000** |
|  |
| **Start-Up** |
| Requirements |  |
| Start-Up Expenses |  |
| Rent | $0 |
| Advertising | $0 |
| Legal Fees | $400,000 |
| Staff Training | $500,000 |
| Insurance | $600,000 |
| Other | $0 |
| **Total Start-Up Expenses** | **$1,500,000** |
|  |
| Start-Up Assets |  |
| Cash Required | $100,000 |
| Start-Up Inventory | $0 |
| Other Current Assets | $400,000 |
| Long-Term Assets | $0 |
| **Total Assets** | **$500,000** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$2,000,000** |

**MANAGEMENT TEAM:**

|  |  |  |
| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| Alvin Torada | Executive Manager | People Management, Teamwork, and Resilience |
| Apple Sakada | HR Manager | Communication, Onboarding, and People Skills |

**SHORT- AND LONG-TERM GOALS AND MILESTONES:**

|  |  |
| --- | --- |
| **Short-Term Goals** | **Milestones** |
| * Renovate inventory space
 | * Hire a freelance architect to draft the blueprint
 |
| * Create a promotional video content
 | * A few video production groups have been interviewed for the contractual job
 |
| **Long-Term Goals** | **Milestones** |
| * Open another branch in Tennessee by the 2nd quarter of 2022.
 | * The company has started to secure properties for its inventory warehouse and base of operations
 |

**PRODUCTS AND SERVICES**

**Product/Service Description:** [Fly Box Enterprise] offers storing and sending parcels to all the towns of Alabama, as well as door-to-door delivery. The company has a real-time tracking service on its website and offers various insurance packages for different types of parcels.

[Fly Box Enterprise] also has a main branch where customers may opt to temporarily store their packages before personally picking them up.

**Value Proposition:** [Fly Box Enterprise] operates seven days a week to ensure the speedy transfer of all parcels, making same-day deliveries possible. Beyond that, the company also offers package tracking via the company website, email, and even SMS.

**Pricing Strategy:** [Fly Box Enterprise] utilizes standard pricing. A definite price is set for a fixed distance.

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**EXECUTION**

**Marketing Plan:** [Fly Box Enterprise] aims to expand its reach to other states in the US. To attain this goal, the company plans to leverage promotional videos and influencer marketing since these two are very prominent strategies in today’s economic climate.

**Market Research:** The current trend in the [US] is all about same-day deliveries. This study highlights the importance of no-delay operations. A study in [2018] also reveals that the demographic that uses this type of service most often are as young as [18-years-old] and as old [80] years of age.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| Fly Box Enterprise | * Low fees relative to competitors
 | * Does not take into account customer preferences
 | * Logistics services for businesses and households will increase together with an industrializing city
 | * Customer satisfaction is an unidentifiable variable
 |
| Air Jets | * Worldwide delivery
* Flexible to changes
 | * Parcel security is an issue
 |  | * Due to the growing popularity of digital retailers, the competitive landscape is always in a state of flux
 |
| Flight Freight United | * Fast delivery
 | * Has yet to expand globally
 | * Growing interest in the industry means more rapid demand
 | * Other companies are offering faster services with better customer support
 |

**Marketing Strategy:** To penetrate the market successfully, [Fly Box Enterprise] builds on online content such as ads and promotional videos. A very concise tutorial video will also be uploaded on the company website to teach users how to use the service efficiently. This same video will also be used by the company’s list of curated influencers.

[Fly Box Enterprise] has also hired a new executive manager to oversee the marketing changes and spearhead the strategies mentioned above.

The company has kicked-off some activities.

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Influencer Marketing | * The designated team has refined the list of interested influencers to be able to choose the suitable ones.
 | January 1, 2019 | The selected influencers will have their videos sponsored by the company provided that they spread the company’s brand name with a positive tone to their audiences. |
| Video tutorials | * The managers are currently evaluating a video production team.
 | January 3, 2019 | The video will be uploaded on the company website and distributed to various influencers. |

**Organizational Structure:**

[Fly Box Enterprise] is headed by the [CEO], [Howard R. Pike], who manages the company together with eight board of directors. The company also has eight supervisors, a dedicated HR personnel and a marketing specialist, two front desk clerks, and [25] couriers.

**OPERATIONAL PLAN:**

**Location and Facilities**

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 **Tools and Equipment Checklist**

|  |  |
| --- | --- |
| **Software** | **Quantity** |
| QR Code - Tracking | 1 |
| RFID Tags with CMMS (Computerized maintenance management systems) | 1 |
| **Hardware** | **Quantity** |
| Vehicles | 30 |

**IT Infrastructure**

The following table reflects [Fly Box Enterprise]’s IT infrastructure.

|  |  |  |
| --- | --- | --- |
| **Infrastructure** | **Existing (Y/N)** | **Description** |
| Small server | Y | The company has a server to coordinate all inventory stats and trackers. |
| Professional-Grade Cabling | Y | Fly Box Enterprise has outfitted all its network and computer cabling with professional-grade cables and sleeves to ensure that no technical malfunction and service disruption will occur. |

**FINANCIAL PLAN**

**Assumptions**

The financial forecast is based on the trends in the logistics industry and its available funds. The company will focus much of its services on e-commerce. Most of its expenses will be on payroll, transportation and maintenance, legal fees, and insurance.

**Monthly Expense**

The chart shows the projected monthly expense for [2019].



**Monthly Revenue**

The chart shows the projected monthly revenue for [2019].



**BUSINESS FINANCING**

The total start-up cost, [2M USD], will be provided by [Howard R. Pike] and the board of directors. The most significant expenses will be on facilities, transportation and maintenance, salaries, and legal fees.

**STATEMENTS**

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| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $400,000.00 | $400,000.00 | $450,000.00 |
| Direct Cost of Sale | $158,000.00 | $300,000.00 | $190,500.00 |
| Other Cost of Sale | $0.00 | $0.00 | $0.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $242,000.00 | $100,000.00 | $259,500.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $158,000.00 | $300,000.00 | $190,500.00 |
| **Gross Margin % (Gross Profit/Sales)** | **39.50%** | **75.00%** | **42.33%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Rent | $0.00 | $0.00 | $0.00 |
| Insurance | $5,000.00 | $5,000.00 | $5,000.00 |
| Utilities | $100,000.00 | $100,000.00 | $100,000.00 |
| Salary (Including Tax) | $30,000.00 | $40,000.00 | $50,000.00 |
| Maintenance & Supplies | $9,000.00 | $99,000.00 | $9,000.00 |
| **Total Operating Expenses** | **$144,000.00** | **$244,000.00** | **$164,000.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $98,000.00 | -$144,000.00 | $95,500.00 |
| Depreciation | $4,000.00 | $4,000.00 | $4,000.00 |
| Interest Expense | $0.00 | $0.00 | $0.00 |
| Taxes Paid | $4,000.00 | $5,000.00 | $6,000.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$10,000.00** | **$51,000.00** | **$20,500.00** |

|  |
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| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $300,000.00 | $165,000.00 | $40,000.00 |
| Accounts Receivable | $310,000.00 | $200,000.00 | $300,000.00 |
| Inventory | $0.00 | $0.00 | $0.00 |
| Other Current Assets | $0.00 | $0.00 | $0.00 |
| **Total Current Assets** | **$610,000.00** | **$365,000.00** | **$340,000.00** |
|  |  |  |  |
| Long-Term Assets | $3,000.00 | $4,000.00 | $9,000.00 |
| Accumulated Depreciation | $0.00 | $0.00 | $0.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $3,000.00 | $4,000.00 | $9,000.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$613,000.00** | **$369,000.00** | **$349,000.00** |
|  |  |  |  |
| Accounts Payable | $40,000.00 | $30,000.00 | $15,000.00 |
| Notes Payable | $5,000.00 | $0.00 | $9,000.00 |
| Other | $9,000.00 | $3,000.00 | $69,000.00 |
| **Total Liabilities** | **$54,000.00** | **$33,000.00** | **$93,000.00** |
|  |  |  |  |
| Paid-in Capital | $0.00 | $0.00 | $0.00 |
| Retained Earnings | $300,000.00 | $120,000.00 | $100,000.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$559,000.00** | **$336,000.00** | **$256,000.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **9.66%** | **9.82%** | **36.33%** |

|  |
| --- |
| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $100,000.00 | $150,000.00 | $160,000.00 |
|  |  |  |  |
| **Sources of Cash** | $15,000.00 | $18,000.00 | $15,000.00 |
| Receivables | $10,000.00 | $12,000.00 | $30,000.00 |
| Sales | $30,000.00 | $25,000.00 | $35,000.00 |
| Others | $5,000.00 | $7,000.00 | $8,000.00 |
| **Total Cash** | $160,000.00 | $212,000.00 | $248,000.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Rent | $0.00 | $0.00 | $0.00 |
| Insurance | $3,000.00 | $4,000.00 | $9,000.00 |
| Utilities | $20,000.00 | $10,000.00 | $26,000.00 |
| Salary (Including Tax) | $49,000.00 | $80,000.00 | $30,000.00 |
| Maintenance & Supplies | $3,000.00 | $60,000.00 | $6,700.00 |
| **Total Expenditures** | $75,000.00 | $154,000.00 | $71,700.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$85,000.00** | **$58,000.00** | **$176,300.00** |