

Sample Preview Business Plan

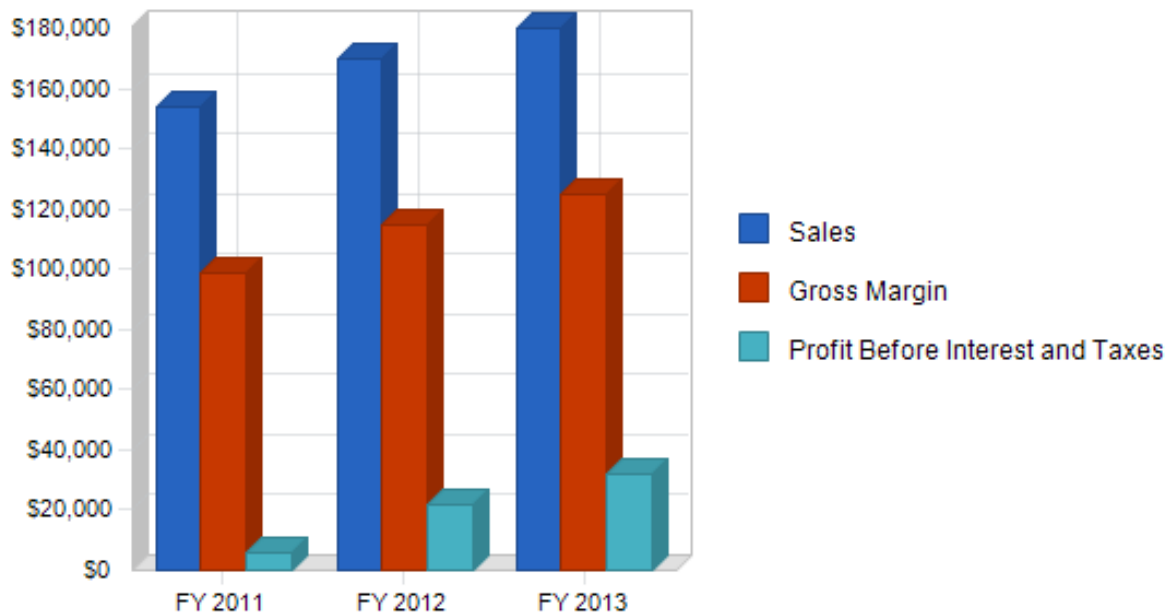
1.0 Executive Summary

Our company name is XYZ company, we are located in *(City name)*. We mainly perform _____ services for individuals and small business owners. The purpose of this plan is to inform interested investors on our future endeavours, and also to help the principal in implementing new procedures within the business.

Our projected sales and profits will be \$_____ and \$_____ respectively.

(Here you will include basic information about your business and reasons for having the plan, also show the financial aspects that will be the reasoning to have such a plan)

Highlights



1.1 Company Summary

XYZ Company is a Service Business located in Somewhere, USA. The Company is engaged in the service of_____, _____, and_____. The majority of the business will come from _____ services. The total market of _____ services in the targeted market area is approximately \$1.5 million. The share of this market channeled through accountants is directly proportional to level of income and employment.

(This can be a summary about your business, more detail will be added later. Describe your location, what your business offers and who receives your services)

4.2 Marketing Strategy

As mentioned in the previous section, it is important to the marketing strategy to develop an attractive image to the trade. This can be done in a number of ways:

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1. **Advertising.** Most professionals in the field interviewed suggested (*magazine A*) as the best place to advertise. (*Magazine B*) and (*magazine C*) are others. A quarter page ad in the regional edition runs \$1,080 for (*magazine B*), and the same for (*Magazine C*) runs \$700 for black and white. These two latter publications have directories. There is no charge for inclusion in the directories. In *Magazine A*, a color 1/4 page ad would run \$3,634 for three insertions if signed by December 1, 2007, which provides a 15% discount. This averages out to \$1,211 per insertion, even less for black and white.
2. **Join _____ Association.** The image of XYZ company would be elevated by joining _____. This would cost only \$____ for the first year. Advertising in the _____ directory is worth considering. The present directory which comes out once per year has a full page color ad for (Magazine D) and a full page black and white for (Magazine E), both of whom are mentioned in the competitive analysis section of this plan. A small black and white ad by (Magazine F) can also to be found.
3. **Advertising.** Development of a top quality logo and photography which can be used in ads, brochures, name cards, etc. Not counting printing costs, which relate to quantity and quality of paper chosen, the design costs for this would run about \$1,500. A day's photography would be an additional \$850-1,600.
4. **Participation in community events.** Another image-building marketing ploy is participating in community events. These community events are usually for the benefit of some charity event. This would require time and effort, but not much in the way of money.

Networking is also very useful. It is important, once the logo and artwork materials have been completed, for the owner to make a point of introducing herself to important players in the _____ world surrounding (city name). A good example is major clients, business owners, investors, etc. who often need to use the services of an _____.

(Here you will explain how will you position your business to open new deals, what media will you use, what services you will emphasize)