



Advertising Agency

We believe in work that sells

Business Plan [YEAR]



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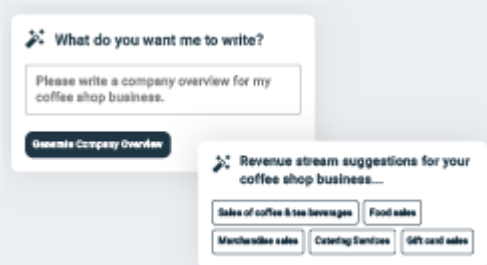
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1.

Executive Summary

Introduction

Mission Statement

Vision Statement

Financial Highlights



REMEMBER

Before you think about how to start an Advertising business, you must create a detailed Advertising Agency business plan. It will not only guide you in the initial phases of your startup but will also help you

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Introduction

Apex Advertising

Established in March 2018, Apex Advertising is a U.S based and world-class advertising agency that will be located in Los Angeles – California. We have been able to secure a standard and well – positioned office facility in a central business district in Inglewood

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Mission Statement

Apex Advertising

Our mission is to provide professional and highly creative result-oriented advertising services and other related advisory and consulting services that will assist businesses, individuals, and non-profit organizations in promoting their brands and reaching out to

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Vision Statement

Apex Advertising

Our vision is to establish a standard and world-class advertising agency whose services and brand will not only be accepted in the United States of America but also in other parts of the world.

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Financial Highlights

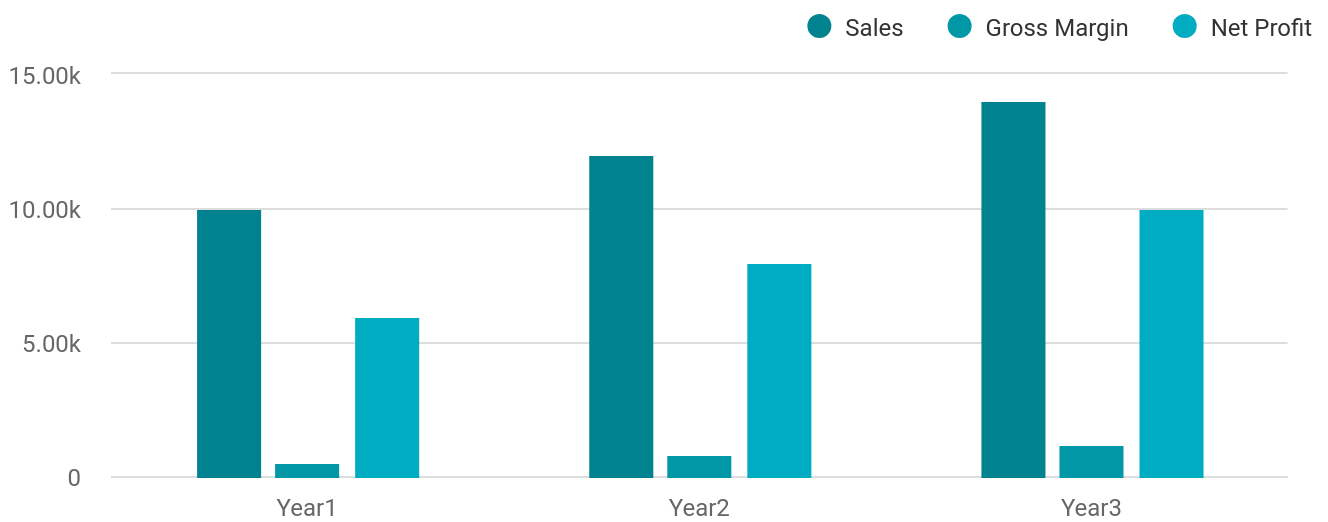
Apex Advertising

The company is seeking \$2.5 million of financing to fund the acquisition of Vihaan Advertising and its initial operations. This funding will cover the purchase of Vihaan Advertising, marketing, purchase of extra software, and hardware. Projected revenues for 199

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10,000	500	6,000
Year2	12,000	800	8,000
Year3	14,000	1,200	10,000

2.

Business Summary

Company Ownership

Startup Summary

Apex Advertising

Apex Advertising is a registered and licensed advertisement company located in Los Angeles – California, owned by Albert Finney. The business will be based on advertising and marketing small and large businesses in Los Angeles by traditional means of mass communication.

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Company Ownership

Apex Advertising

Apex Advertising is founded by Albert Finney and her friend and business partner for many years Lesly Henderson. They both graduated from the University of California, Berkeley with BA in Mass Communications and they have a combined experience that has allowed them to start this business.

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Startup Summary

Apex Advertising

Albert Finney and Lesly Henderson will invest equally in the company. They will also secure a long-term business loan. The following table and chart show the projected initial start-up costs of Apex Advertising.

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Startup



Category	Amount
Expenses	45,124
Assets	845,411
Investment	124,511
Loans	145,212

Startup Expenses	Amount
Legal	\$1,000
Stationery etc.	\$1,000
Brochures	\$1,000
Advertising	\$20,000
Expensed Computer Equipment/Software	\$10,000
Insurance	\$0
Rent	\$1,500
Research and Development	\$0
Other	\$0
TOTAL START-UP EXPENSES	\$34,500
Startup Assets	
Cash Required	\$155,500

Startup Expenses	Amount
Other Current Assets	\$10,000
Long-term Assets	\$0
TOTAL ASSETS	\$165,500
Total Requirements	\$200,000

3.

Products and Services

Services



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Before starting an Advertising Agency, you must take many things into consideration such as you must consider what types of advertising services will you be providing to your clients. Deciding your s

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Apex Advertising

The services offered by Apex Advertising cover an advertising project in its entirety, from the original concept to post-campaign evaluation. To adopt additional paths for advertisement besides traditional means Albert has decided to start a digital market

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Services



Printing innovative flyers and brochures



Designing appealing and unique billboards



Making related banners and flags



Making business cards and invitation cards



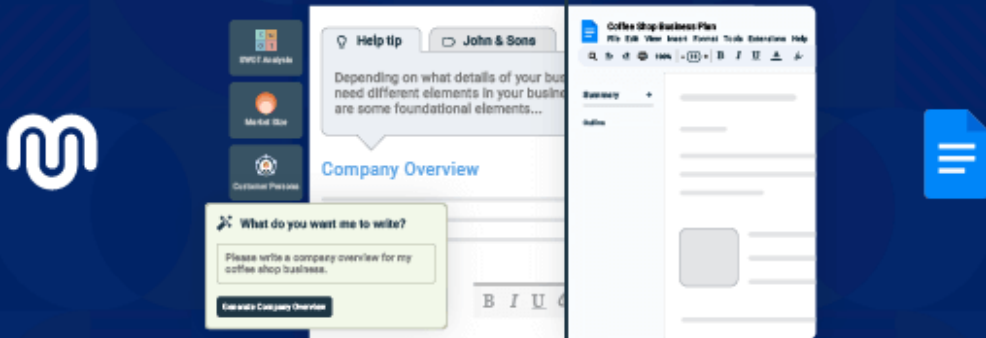
Advertising through social media sites, websites, and emails



Advertising using the technique of search engine optimization

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4.

Market Analysis

Market Segmentation

Business Target

Market Trends



REMEMBER

The most important component of an effective Advertising Agency business plan is its accurate market analysis. If you are starting on a smaller scale, you can do the market analysis yourself by taking help from a market research firm.

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Apex Advertising

The next important step you have to take if you are looking for how to start your own marketing agency is to do an accurate market analysis. You need to figure out what others in the same business are doing and what additional services you'll have to provide.

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Market Segmentation

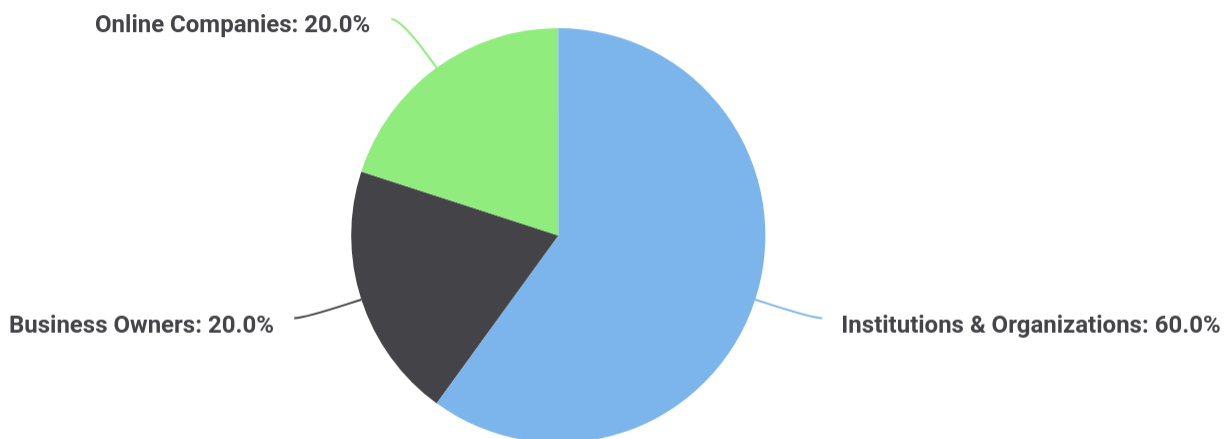
Apex Advertising

To know and focus on the demands of its customers, Apex Advertising has divided its customers into the following target groups. The detailed marketing segmentation of our target audience is as follows:

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Market Analysis



Financial Year

Units Sold

Institutions & Organizations

60

Financial Year

Units Sold

Business Owners

20

Online Companies

20

Apex Advertising

The biggest category of our customers will be the owners of small and large businesses based in Austin. They will avail of our services of designing billboards and printing brochures for them as well as the services of our experts to make their website SEO friendly.

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Business Owners

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Apex Advertising

Our second target group comprises various institutions and organizations located in Austin including public-sector organizations, schools, colleges and universities, political parties, sports organizations, and non-profit organizations. They will need our services.

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Institutions & Organizations

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Apex Advertising

Our third target group will be the online companies not just restricted to Austin but to anywhere in the United States. They will avail just our services of social media marketing, developing websites, and SEO their content.

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Online Companies

Start writing here..

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Institutions & Organizations	32%	11 433	13 344	16 553	18 745	20 545	13,43%
Business Owners	48%	22 334	32 344	43 665	52 544	66 432	10,00%
Online Companies	20%	12 867	14 433	15 999	17 565	19 131	15,32%

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Total	100%	46 634	60 121	76 217	88 854	106 108	9,54%

Business Target

Apex Advertising

We aim at extending our services to several cities through our online servicing. Our financial goals to be achieved over the course of three years are:


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Market Trends

Apex Advertising

The entrepreneurs when they are taking a startup, can't focus on each and everything by themselves and they want the services of some professional and trustee organization to do marketing work for their business. According to a report by IBISWorld

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5.

Strategy

Competitive Analysis

Sales Strategy



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After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those clients. Like marketing analysis, sales

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Apex Advertising

Apex Advertising's strategy is to utilize the extensive network of contacts both Albert and Lesly have with companies already sold on the value of email marketing. In addition, Promerit will use its internal expertise to launch an email marketing campaign directed

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Competitive Analysis

Apex Advertising

Our biggest competitive advantage is that our company will not only be making billboards and banners but in addition to these, we will be hiring IT Experts and Web Developers to advertise through digital media. Our skilled and experienced employees will make

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Sales Strategy

Apex Advertising

We'll ensure a 25% increase in our website traffic every month and a gradual increase in our means to convert that traffic to our customers.

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Apex Advertising

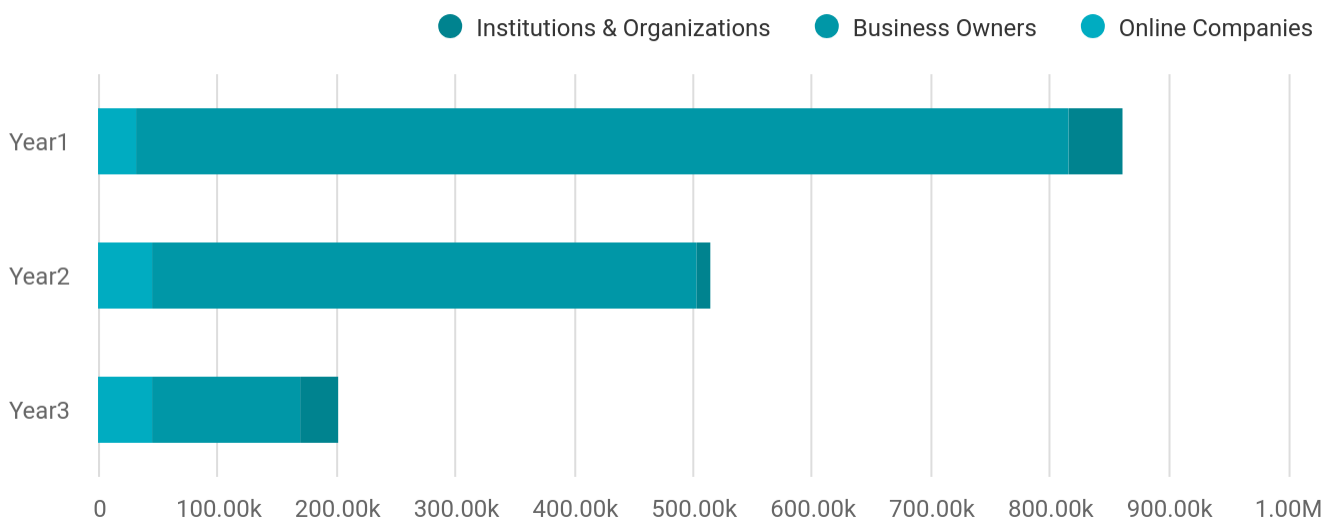
The following is the sales forecast for three years. We have no cost of sales, as all of our deliverables is electronic, and our labor costs are included in the Personnel table.

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Sales Forecast

Start writing here..

Sales Yearly



Financial Year	Institutions & Organizat...	Business Owners	Online Companies
Year1	45,784	784,574	32,125
Year2	12,451	457,844	45,125
Year3	32,541	124,515	45,125

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

Sales Forecast	Year 1	Year 2	Year 3
Unit Sales			
Flyers & brochures	1 887 030	2 680 320	2 588 240
Billboards, banners & flags	802 370	815 430	823 540

Sales Forecast	Year 1	Year 2	Year 3
Business & invitation cards	539 320	770230	1 002 310
Digital advertising	265 450	322 390	393 320
TOTAL UNIT SALES	3 494 170	4 588 370	4 807 410
Unit Prices			
Flyers & brochures	\$140,00	\$150,00	\$160,00
Billboards, banners & flags	\$600,00	\$800,00	\$1 000,00
Business & invitation cards	\$700,00	\$800,00	\$900,00
Digital advertising	\$650,00	\$750,00	\$850,00
Sales			
Flyers & brochures	\$2 149 800	\$2 784 000	\$3 383 200
Billboards, banners & flags	\$120 050	\$194 500	\$268 500
Business & invitation cards	\$50 110	\$71 600	\$93 000
Digital advertising	\$139 350	\$194 600	\$249 850
TOTAL SALES			
Flyers & brochures	\$0,70	\$0,80	\$0,90
Billboards, banners & flags	\$0,40	\$0,45	\$0,50
Business & invitation cards	\$0,30	\$0,35	\$0,40
Digital advertising	\$3,00	\$3,50	\$4,00
Direct Cost of Sales			
Flyers & brochures	\$989 300	\$1 839 000	\$2 679 700
Billboards, banners & flags	\$66 600	\$119 900	\$173 200
Business & invitation cards	\$17 900	\$35 000	\$52 100
Digital advertising	\$19 400	\$67 600	\$115 800
Subtotal Direct Cost of Sales	\$1 294 100	\$1 699 400	\$2 104 700

6.

Management Plan

Personnel Plan

Average Salaries



REMEMBER

The management plan is also an important component of an advertising agency business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries.

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Personnel Plan

Apex Advertising

In addition to Albert and Lesly, there will be other staff members as follow:

- 1 Accountant to maintain financial and other records

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Average Salaries

Personnel	Year 1	Year 2	Year 3
Accountant	\$85 000	\$95 000	\$105 000
Receptionist	\$45 000	\$50 000	\$55 000
Graphic Artists	\$152 000	\$159 000	\$166 000
SEO Specialists	\$152 000	\$159 000	\$166 000
Web Developers	\$152 000	\$159 000	\$166 000
Technicians	\$145 000	\$152 000	\$159 000
General Assistants	\$50 000	\$55 000	\$60 000
Cleaner	\$42 000	\$45 000	\$48 000
Driver	\$42 000	\$45 000	\$48 000
Total Salaries	\$304 000	\$318 000	\$332 000

7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of an Advertising Agency Business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will

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Apex Advertising

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$892,440	\$1,847,412	\$2,756,250
Digital Marketing Services	\$192,000	\$217,392	\$342,560
Unit Sales	120	136	214
Unit Price	\$1,600	\$1,600	\$1,600
Social Media Advertising	\$580,440	\$1,500,580	\$2,250,430
Users	86	155	213
Recurring Charges	\$1,000	\$1,000	\$1,000
Brand Strategy Consulting	\$120,000	\$129,440	\$163,260
Unit Sales	60	65	82
Unit Price	\$2,000	\$2,000	\$2,000
Cost Of Sales	\$168,170.90	\$326,022.52	\$494,609.29
General Costs	\$168,170.90	\$326,022.52	\$494,609.29
Digital Marketing Costs	\$132,941.60	\$266,957.68	\$394,527.80
Software Subscriptions	\$8,000	\$8,320	\$8,652.80
Freelancer Fees	\$124,941.60	\$258,637.68	\$385,875
Advertising and Promotion Costs	\$35,229.30	\$59,064.84	\$100,081.49
Advertising Spend	\$23,875.68	\$42,877.45	\$77,001.95
Promotional Materials	\$11,353.62	\$16,187.39	\$23,079.54
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$724,269.10	\$1,521,389.48	\$2,261,640.71

	2024	2025	2026
Gross Margin (%)	81.16%	82.35%	82.05%
Operating Expense	\$700,575.67	\$804,195.83	\$927,509.60
Payroll Expense (Indirect Labor)	\$593,448	\$615,009.84	\$637,392
Management Team	\$200,160	\$209,318.40	\$218,900.76
Creative Director	\$115,200	\$120,960	\$127,008
Account Manager	\$84,960	\$88,358.40	\$91,892.76
Creative Team	\$289,800	\$298,494	\$307,448.88
Graphic Designer	\$165,600	\$170,568	\$175,685.04
Copywriter	\$124,200	\$127,926	\$131,763.84
Support Staff	\$103,488	\$107,197.44	\$111,042.36
Administrative Assistant	\$43,008	\$44,298.24	\$45,627.24
IT Support Specialist	\$60,480	\$62,899.20	\$65,415.12
General Expense	\$107,127.67	\$189,185.99	\$290,117.60
Office and Administrative Expenses	\$33,748.79	\$47,272.78	\$66,328.65
Office Rent	\$28,384	\$40,468.84	\$57,699.28
Utilities	\$5,364.79	\$6,803.94	\$8,629.37
Marketing and Advertising Expenses	\$60,539.22	\$120,955.83	\$189,147.72
Online Advertising	\$44,622	\$92,370.60	\$137,812.50
Print Advertising	\$15,917.22	\$28,585.23	\$51,335.22
Technology and Communication Expenses	\$12,839.66	\$20,957.38	\$34,641.23
Website Maintenance	\$7,162.84	\$12,863.55	\$23,101.43
Communication Tools	\$5,676.82	\$8,093.83	\$11,539.80
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$23,693.43	\$717,193.65	\$1,334,131.11
Additional Expense	\$12,838.93	\$10,904.77	\$8,851.31
Long Term Depreciation	\$7,692	\$7,692	\$7,692
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$16,001.43	\$709,501.65	\$1,326,439.11
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	\$10,854.50	\$706,288.88	\$1,325,279.80
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$881,585.50	\$1,141,123.12	\$1,430,970.20
Net Income	\$10,854.50	\$706,288.88	\$1,325,279.80
Net Income (%)	1.22%	38.23%	48.08%
Retained Earning Opening	\$0	(\$7,145.50)	\$681,143.38
Owner's Distribution	\$18,000	\$18,000	\$18,000
Retained Earning Closing	(\$7,145.50)	\$681,143.38	\$1,988,423.18

Projected Cash Flow

	2024	2025	2026
Cash Received	\$892,440	\$1,847,412	\$2,756,250

	2024	2025	2026
Cash Paid	\$873,893.50	\$1,133,431.12	\$1,423,278.20
COS & General Expenses	\$275,298.57	\$515,208.51	\$784,726.89
Salary & Wages	\$593,448	\$615,009.84	\$637,392
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$18,546.50	\$713,980.88	\$1,332,971.80
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
Net Cash From Investments	(\$35,000)	\$0	\$0
Amount Received	\$250,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$150,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$49,359.35	\$51,293.51	\$53,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$18,000	\$18,000	\$18,000
Net Cash From Financing	\$200,640.65	(\$51,293.51)	(\$53,347.12)
Summary			
Starting Cash	\$0	\$184,187.15	\$846,874.52

	2024	2025	2026
Cash In	\$1,142,440	\$1,847,412	\$2,756,250
Cash Out	\$958,252.85	\$1,184,724.63	\$1,476,625.32
Change in Cash	\$184,187.15	\$662,687.37	\$1,279,624.68
Ending Cash	\$184,187.15	\$846,874.52	\$2,126,499.20

Projected Balance Sheet

	2024	2025	2026
Assets	\$211,495.15	\$866,490.52	\$2,138,423.20
Current Assets	\$184,187.15	\$846,874.52	\$2,126,499.20
Cash	\$184,187.15	\$846,874.52	\$2,126,499.20
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$27,308	\$19,616	\$11,924
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$7,692)	(\$15,384)	(\$23,076)
Liabilities & Equity	\$211,495.16	\$866,490.52	\$2,138,423.18
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0

	2024	2025	2026
Long Term Debt	\$35,347.14	\$0	\$0
Equity	\$142,854.50	\$831,143.38	\$2,138,423.18
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$150,000	\$150,000	\$150,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$7,145.50)	\$681,143.38	\$1,988,423.18
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%

	Year 1	Year 2	Year 3	Industry Profile
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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