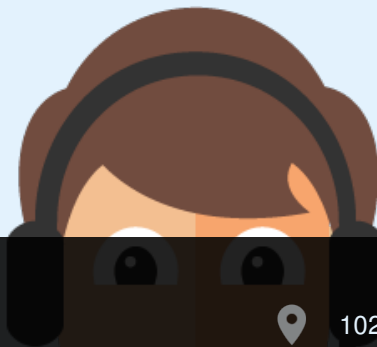


Biztalk Call Center

# BUSINESS PLAN

Adding Care through Calls



Prepared By



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# 1.

## Executive Summary

Mission Statement

Vision Statement

Customer Focus

Objectives

Financial Summary



#### REMEMBER

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

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#### TIP

Biztalk Calling Services, LLC is a one-stop, standard and licensed call center that is fully equipped with the latest technology in the telemarketing and call center industry. Our call center will be located in the heart of Woodbridge, Detroit - Michigan, U.S, and we are positioned to work for a wide range of clients ranging from religious organizations to political parties to co

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## Mission Statement



#### TIP

It is the mission of BCS to provide our clients with top-quality call center services 24 hours a day that provides the greatest chance of communicating with end customers. We do B2B and B2C services including both inbound and outbound calls. We have a dedicated and well-trained cadre of customer support specialists who are able to consistently provide excellent s

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## Vision Statement



#### TIP

Our vision is to become the number one call center agent in the whole of Detroit, Michigan within the first five years of starting the business.

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## Customer Focus



TIP

Biztalk's keys to long-term survivability and profitability are:

- Create long-term contracts that demand constant monitoring or on-call services.
- Keeping close contact with clients and establishing a well-fur

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## Objectives



TIP

The three-year goals for Biztalk Calling Services LLC (BCS) are:

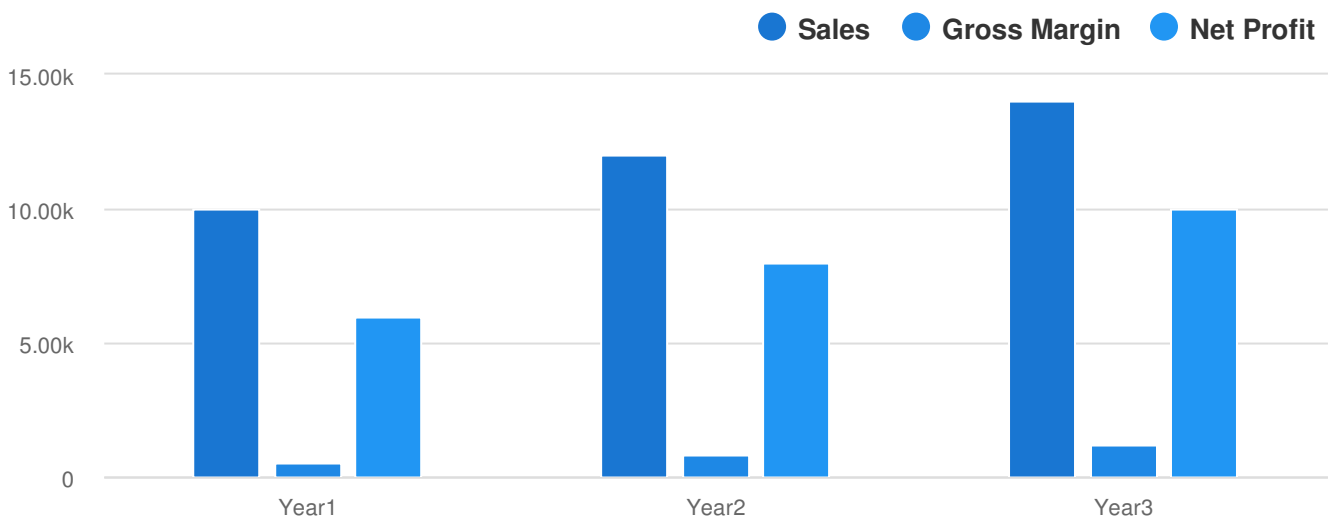
- Achieve break-even by year two.
- Establish long-term contracts with at least four clients.

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## Financial Summary

### 3 Year profit forecast





**TIP**

Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300
			<a href="#">Read More</a>

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# 2.

## Company Summary

Business Structure

Startup summary





TIP

Biztalk Calling Services will be a limited liability company registered in the state of Delaware for tax purposes. Its founder is Mr. John Moore, a former telemarketing head with Medfone, Inc. Mr. Gibbs has brought together a highly respected group of telemarketing and customer relations specialists who have a total of 35 years of combined experience with this industry.

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## Business Structure



TIP

The success of any business is to a larger extent dependent on the business structure of the organization and the people who occupy the available role. Biztalk Calling Services, LLC will build a solid business structure that can support the growth of our call center agency business. We will ensure that we hire competent hands to help us build the business of our dream.

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## Startup summary



TIP

The start-up assets required are shown in the tables below. This includes expenses and the cash needed to support operations until revenues reach an acceptable level. Most of the company's liabilities will come from outside private investors and management investment, however, we have obtained current borrowing from Bank of America Commercial Investments,

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## Startup cost



### Cost distribution

### Amount

<b>Expenses</b>	50000
-----------------	-------

<b>Assets</b>	80000
---------------	-------

<b>Investment</b>	35000
-------------------	-------

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
<b>TOTAL START-UP EXPENSES</b>	<b>\$247,500</b>
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

<b>Start-up Expenses</b>	<b>Amount</b>
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875

Start-up Expenses	Amount
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and services



**TIP**

Biztalk Calling Services, LLC is going to offer varieties of services within the scope of the telemarketing and call center industry in the United States of America. Our intention of starting our call center in Woodbridge – Detroit is to make profits from the telemarketing and call center industry and we will do all that is permitted by the law in the US to achieve our aim and business.

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**Providing telephone answering services**



**Providing contract or fee-basis telemarketing services**



**Providing wake up call services**



**Providing voice mailbox services**



**Providing telephone solicitation services**



**Providing message services**



**Providing customer service via call centers**



**Technical support services**



**Debt collection services**



**Related call center advisory and consultancy services**



**TIP**

BCS is not a telemarketing company; we do not create marketing campaigns for our clients. Experience has shown that many companies desire to create their own marketing campaign since they already have marketing personnel with extensive contact and experience in the industry. However, the costs of carrying out such a telemarketing campaign can be prohibitive, and

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# 4.

## Market Analysis

Market Trends

Market Segmentation



**REMEMBER**

The most important component of an effective Call Center business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Call Center business plan sample or other Call Center business plans available online.

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## Market Trends



**TIP**

The Telemarketing and Call Center industry is indeed witnessing steady growth over the years especially in countries such as the United States, China, India, the Philippines, and even in the united kingdom. Though some players in this industry would prefer to build their call centers in places where they can maximize profits; countries like India, China, and The Philippines re

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## Market Segmentation

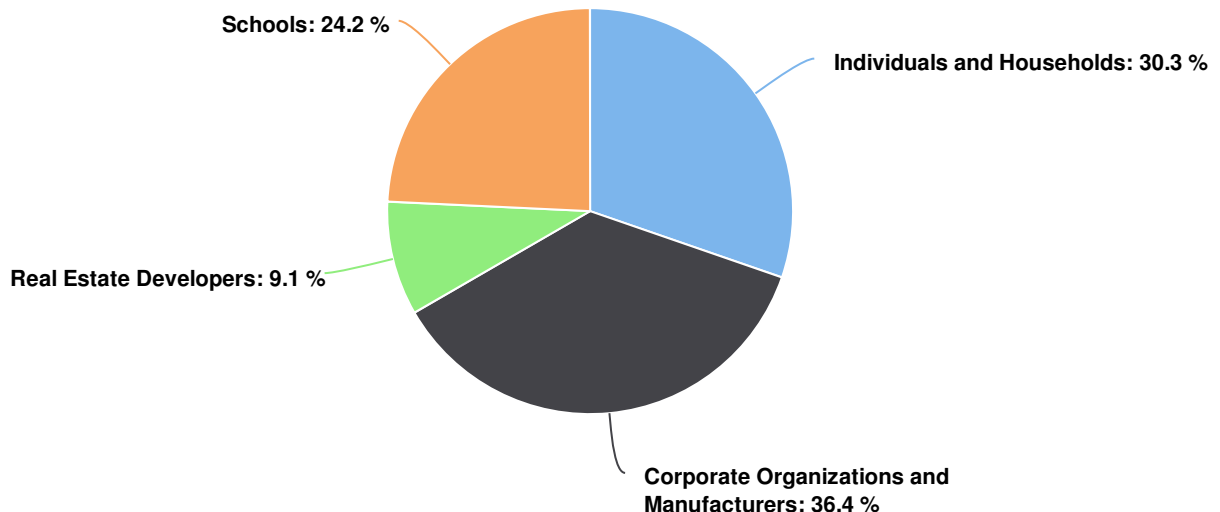


**TIP**

Given the increasing popularity of the call center industry, Biztalk Calling Services understands the value of coming up with sustainable marketing strategies to acquire a larger market share. Being the second-largest city in the United States, Detroit is a business hub with many corporations looking for quality call center services to support their business operations. Be

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TIP

Corporate organizations rely on an infrastructure that allows seamless communication to achieve various business objectives. For this reason, every corporate entity needs a robust and flexible call center service that has the capability to accommodate business needs. With high costs associated with setting up, running, and maintaining call centers, businesses now p

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## Corporate Organizations

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TIP

One of the main services offered by Biztalk Calling Services is marketing and lead generation. Call centers play a major role in advertising and brand awareness which attracts marketing agencies intending to roll out advertising campaigns for various products and services. Thanks to investing in sophisticated and cutting-edge technologies, the call center has inv

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## Advertising and Marketing Agencies

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TIP

Political parties have been identified as a potential customer group to reach out to in this call center business plan sample. Political parties often conduct fundraising and campaigns which need a professional call center facility to handle all communication aspects on behalf of a client. Political parties always run elaborate campaigns in order to create awareness and outshine

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## Political Parties

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TIP

With many religious organizations operating in Detroit, the demand for call centers is high as religious establishments are always in need of call centers to support various organization functions. Just like political parties, religious organizations engage in numerous fundraising and campaigns.

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## Religious Organizations

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# 5.

## SWOT Analysis



TIP

We are aware of the importance of knowing our areas of strength and weaknesses, and we have gone to a good length to make that known.

Biztalk Calling Services, LLC engaged the services of a core professional in the area of call center consulting and business structuring to assist the [Read More](#)

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## Strengths

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Our core strength lies in our service offerings, the power of our team, and the state-of-the-art call center equipment and software applications that we have. We have a team that can go all the way to give our clients value for their money. We are well-positioned in the heart of Woodbridge, Detroit and we know we will attract loads of clients from the first day we open our call center for business.



## Weaknesses

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As a new call center in Detroit, it might take some time for our organization to break into the market and attract some well-established corporate clients; that is perhaps our major weakness. Another weakness is that we may not have the required cash to pump into the promotion of our business the way we would want to.



## Opportunities

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The opportunities in the telemarketing and call center industry are massive especially in Detroit, and we are ready to take advantage of any opportunity that comes our way.



## Threats

---

Technology and the internet which of course is a major tool for the advancement and gains achieved in the telemarketing and call center industry can also pose a threat to the industry. The truth is that with the advancement of technology, it is now easier for organizations to leverage software applications to conduct their telemarketing, market research, and communicate with their clients.



# 6.

## Strategy & Implementations

Sales Strategy

Advertising Strategy

Sales Forecast



#### REMEMBER

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 customers. Like marketing analysis, sales strategy is also an important component of a Call Center business startup and must be properly planned before you think about starting your own Call Center business.

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## Sales Strategy



#### TIP

Biztalk's management will be focusing on leveraging its employee's established reputations and contacts in the telemarketing industry to generate contracts. Both Mr. Gibbs and Mr. Hannover have been in the industry for many years and experience shows that many of their existing clients will still wish to work with them despite having to establish a new contract with BCS. We

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## Advertising Strategy



#### TIP

We have been able to work with brand and publicity specialists to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to take the telemarketing and call center industry by storm which is why we have made provisions for effective publicity and advertisement of our call center agents.

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## Sales Forecast

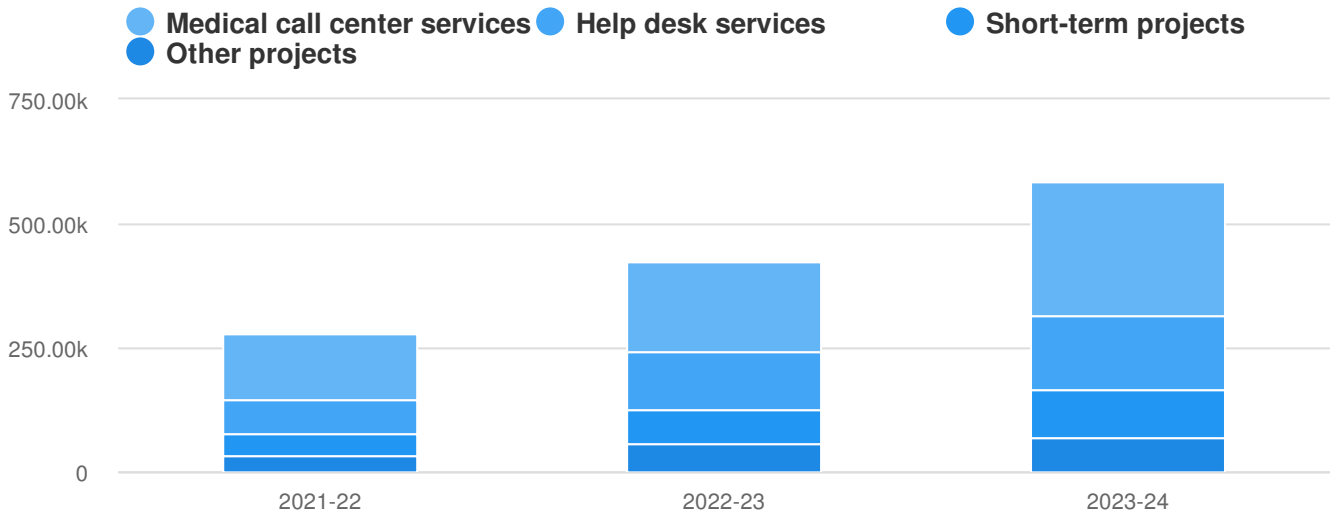


#### TIP

Sales are based on the various contract projects we anticipate acquiring in the various market segments. Revenues are based on average costs per project/contract based on estimated time and complexity of contract plus an undisclosed profit margin. The company does not have any significant direct costs of sales.

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Financial Year	Medical call cent...	Help desk services	Short-term proje...	Other projects
<b>2021-22</b>	132000	69000	43500	33500
<b>2022-23</b>	180000	120000	65000	58000
<b>2023-24</b>	270000	150000	96000	69000

# 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 the Call Center 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 be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for starting a Call Center.

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### TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Call Center business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial

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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

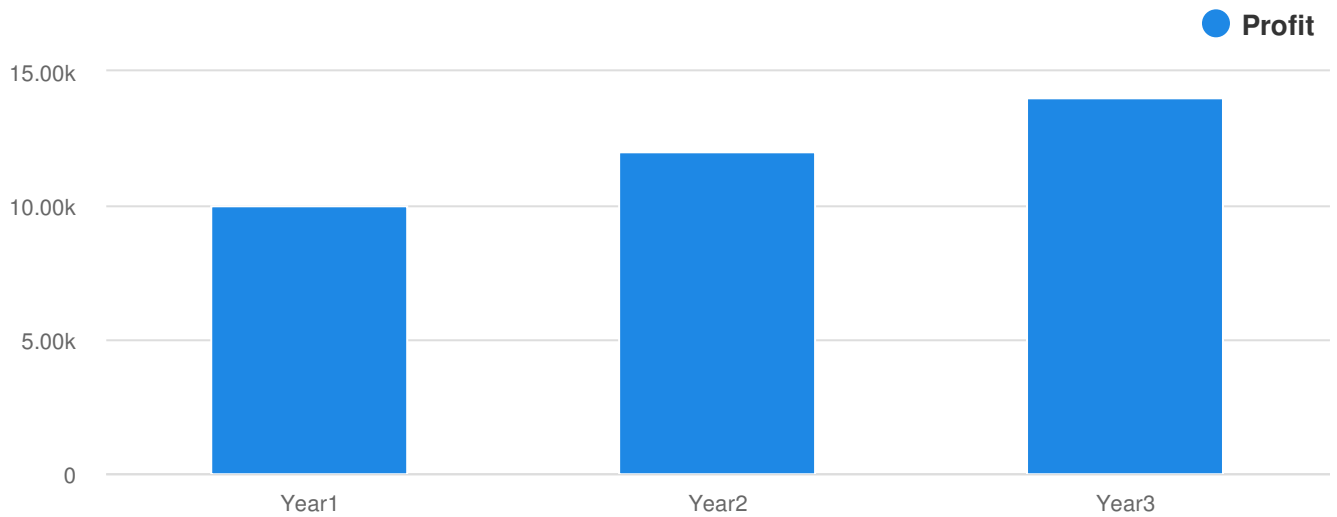
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410



## Projected Profit and Loss

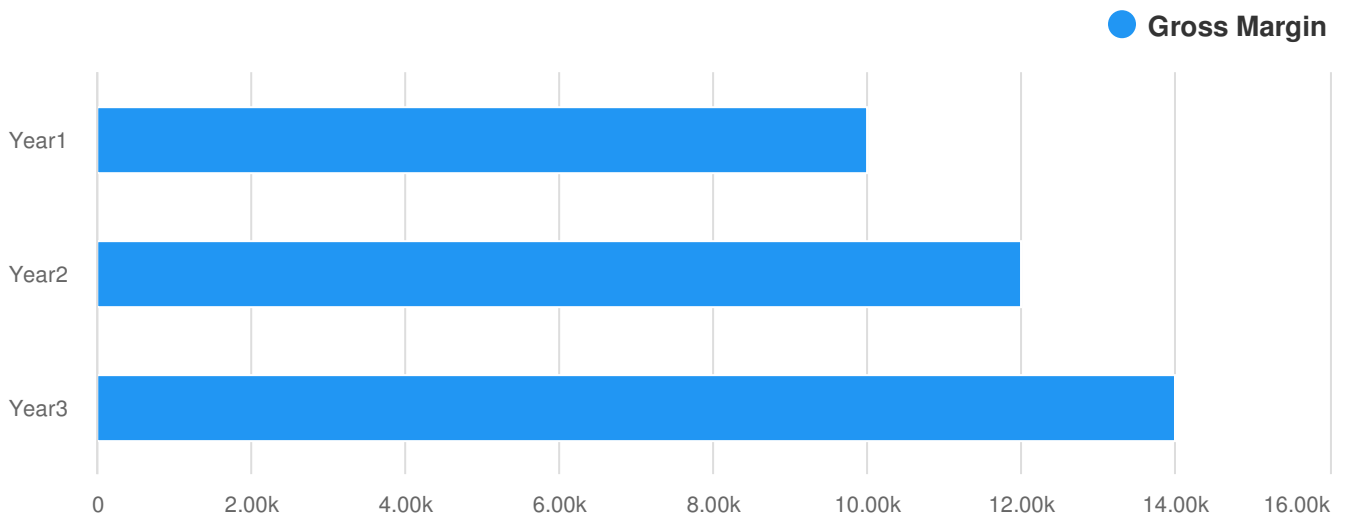
	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>
<b>Cash Balance</b>	<b>\$21 823</b>	<b>\$22 381</b>	<b>\$28 239</b>

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
<b>Long-term Assets</b>			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
<b>Long-term Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
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%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
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%
<b>Main Ratios</b>				
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%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
<b>Activity Ratios</b>				

	Year 1	Year 2	Year 3	Industry Profile
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.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
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.