

# BUSINESS PLAN [YEAR]



## Excavation

We get you out in a pinch!



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# Table of Contents

---

<b>Executive Summary</b> .....	3
Mission Statement .....	4
Vision Statement .....	4
Financial Summary .....	5
3 Year profit forecast .....	5
Chart .....	5
<b>Company Summary</b> .....	6
Business Structure .....	7
Startup summary .....	7
Startup cost .....	7
Chart .....	7
<b>Products and services</b> .....	10
<b>Market Analysis</b> .....	12
Market Trends .....	13
Target Market .....	13
<b>SWOT Analysis</b> .....	14
<b>Strategy &amp; Implementations</b> .....	16
Advertising Strategy .....	17
Pricing Strategy .....	17
<b>Financial Plan</b> .....	18
Important Assumptions .....	19
Break-even Analysis .....	19
Projected Profit and Loss .....	20
Profit Yearly .....	21
Chart .....	21
Gross Margin Yearly .....	21
Chart .....	21
Projected Cash Flow .....	22
Projected Balance Sheet .....	24
Business Ratios .....	25

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# 1.

## Executive Summary

Mission Statement

Vision Statement

Financial Summary



#### REMEMBER

Before you think about how to start an Excavation services business, you must create a detailed Excavation services 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

Maxwell Excavation Contractors, LLC is a standard and registered excavation company that will be based in Detroit. We will provide essential services such as earthmoving, excavating, ground dewatering, land clearing, leveling, and grading, removing overburden, trench digging, foundation drilling, and drilling of shafts.

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## Mission Statement



#### TIP

Our mission is to ensure that we build an excavation company that will operate in the whole of the United States of America and Canada; a company that will boast of having some of the best and reliable earthmoving machine operators and truck drivers in the whole of the United States of America.

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## Vision Statement



#### TIP

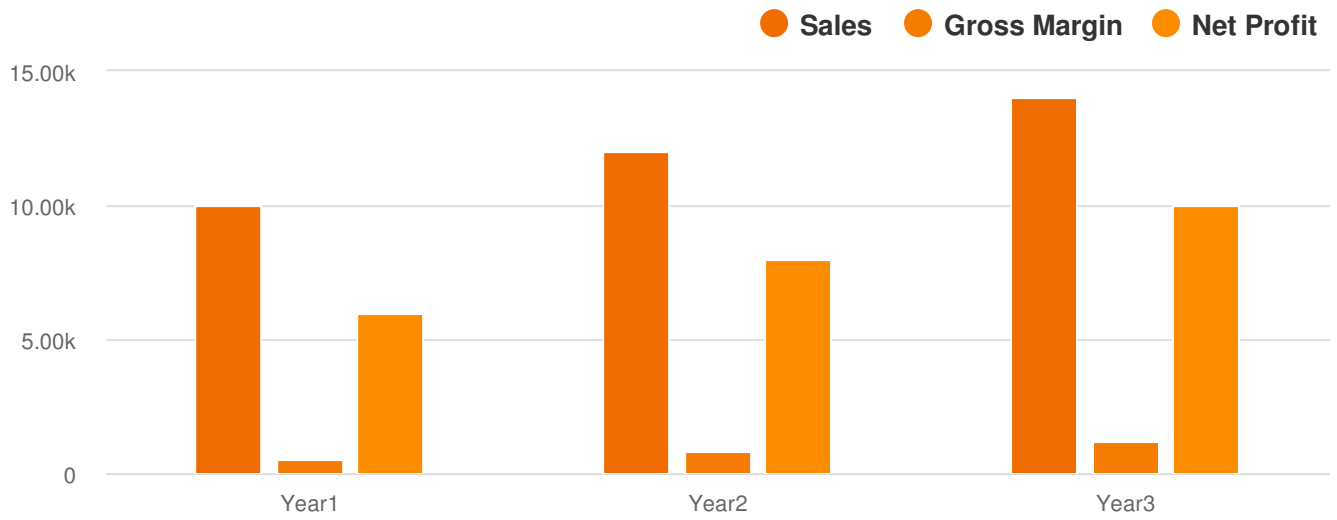
Our Vision is to become one of the preferred choices of players in the construction industry and other relevant industries when it comes to the demand for excavation services in the whole of the United States of America.

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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

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# 2.

## Company Summary

Business Structure

Startup summary



TIP

Maxwell Excavation Contractors, LLC is a family business; it is owned by John Moore and his immediate family members. John Moore has a BSc in Business Administration and also a Diploma in Transport and Logistics Management with over 10 years of hands-on experience in the construction cum excavation contractor industry working for some of the leaders

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## Business Structure



TIP

At Maxwell Excavation Contractors, LLC, our business structure will be designed in such a way that it can accommodate but full – time employees and part-time/contract staff; those who just want to take some time off to generate additional incomes.

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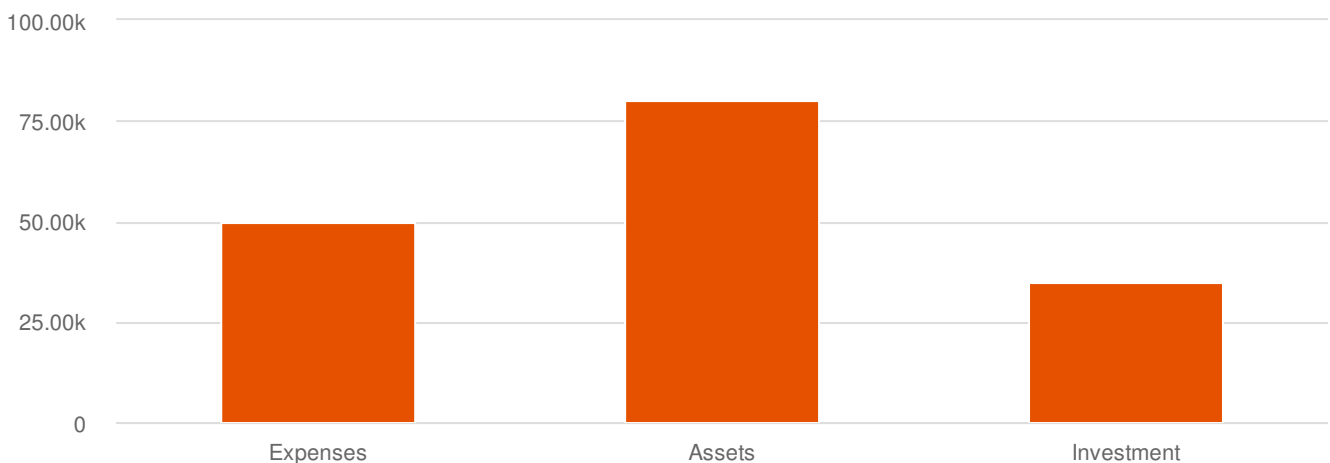
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## Startup summary

### Startup cost

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● Amount



#### Cost distribution

#### Amount

Expenses

50000

Assets

80000

Investment

35000



<b>Start-up Expenses</b>	<b>Amount</b>
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>TOTAL ASSETS</b>	<b>\$121,875</b>
Total Requirements	\$245,000
<b>START-UP FUNDING</b>	<b>\$0</b>
<b>START-UP FUNDING</b>	<b>\$273,125</b>
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
<b>TOTAL FUNDING REQUIRED</b>	<b>\$0</b>
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
<b>TOTAL ASSETS</b>	<b>\$0</b>
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0

<b>Start-up Expenses</b>	<b>Amount</b>
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
<b>TOTAL LIABILITIES</b>	<b>\$0</b>
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
<b>TOTAL PLANNED INVESTMENT</b>	<b>\$695,000</b>
Loss at Start-up (Start-up Expenses)	\$313,125
<b>TOTAL CAPITAL</b>	<b>\$221,875</b>
<b>TOTAL CAPITAL AND LIABILITIES</b>	<b>\$221,875</b>
Total Funding	\$265,000

# 3.

## Products and services



**TIP**

Maxwell Excavation Contractors, LLC is a company that looks forward to delivering excellent services in terms of helping our customers carry out excavation jobs in a professional manner from one destination to another destination. We want to be known as the excavation company that truly cares for its customers.

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### **Earthmoving**

Excavation work, land clearing  
(Residential Building)



### **Foundation Digging**



### **Trenching contractor**



### **No building construction excavation**



### **Ground dewatering**



### **Land clearing**



### **Leveling and grading**



### **Removing overburden**



### **Trench digging**



### **Foundation drilling**



### **Drilling of shafts**

# 4.

## Market Analysis

Market Trends

Target Market



**REMEMBER**

The most important component of an effective Excavation services 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 Excavation services business plan sample or other Excavation services business plans available online.

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## Market Trends



**TIP**

The market trends as it involves the Excavation Contractors industry especially in the United States of America and Canada are indeed dynamic and at the same time highly competitive and challenging. But one thing is certain, once an excavation company can gain credibility, it will be much easier for the company to secure permanent deals/contracts with big-time c

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## Target Market



**TIP**

Our target market is basically construction companies and of course the government of the United States of America and Canada. We cover both short distances (interstates) and long-distance (intrastates). We are in business to move stuff and anyone who has the stuff to move within the United States or from the United States to Canada can contact us.

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# 5.

## SWOT Analysis



TIP

Our intention of starting Maxwell Excavation Contractors, LLC in Detroit with operations center around construction sites in and around South Dakota, Detroit, Southern Illinois; St Louis, Missouri; Southeast Missouri; Evansville, IN; Nashville, Tennessee; Memphis, Western Kentucky, Tennessee and Chicago land areas et al is to test run the business for a period of 2 to 4 years

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## Strengths

Our core strength lies in the power of our team; our workforce. We have a team that can go all the way to give our clients value for their money; a team that is trained and equipped to pay attention to details and to deliver excellent jobs. We are well-positioned and we have standard and reliable earthmoving machines and tippers (trucks). We know we will attract loads of clients from the first day we open our door for business.

S

## Weaknesses

Our weakness could be lack of finance, high debt burden, cost structure, lack of scale compared to our peers who have already gained ground in the construction industry.

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## Opportunities

The opportunities that are available to us as an excavation company operating both in the United States of America and Canada are the online market, new services, new technology, and of course the opening of new markets within our target locations.

O

## Threats

Some of the threats that we are likely going to face are mature markets, a bad economy (economy downturn), stiff competition, volatile costs, and rising fuel prices. Basically, just like any other business, one of the major threats that we are likely going to face is an economic downturn.

It is a fact that the economic downturn affects purchasing/spending power. Another threat that may likely confront us is the arrival of an excavation company in the same location where ours is located. unfavorable government policies can also pose a major threat to businesses such as ours.

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# 6.

## Strategy & Implementations

Advertising Strategy

Pricing Strategy



### 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 an Excavation services business startup and must be properly planned before you think about starting your business.

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## Advertising Strategy



### TIP

Despite the fact that our excavation company will be well located, we will still go ahead to intensify publicity for the business. We are going to explore all available means to promote our business.

Maxwell Excavation Contractors, LLC has a long term advertising strategy. To unlock help try Upmetrics!

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## Pricing Strategy



### TIP

Maxwell Excavation Contractors, LLC has a lease arrangement with various companies, and the company's pricing is based on miles per thousands of tons of materials transported. We have perfected our plans to charge competitive rates since we have minimal full-time overhead compared to our competition in the industry.

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# 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 Excavation services 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.

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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 Excavation services 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

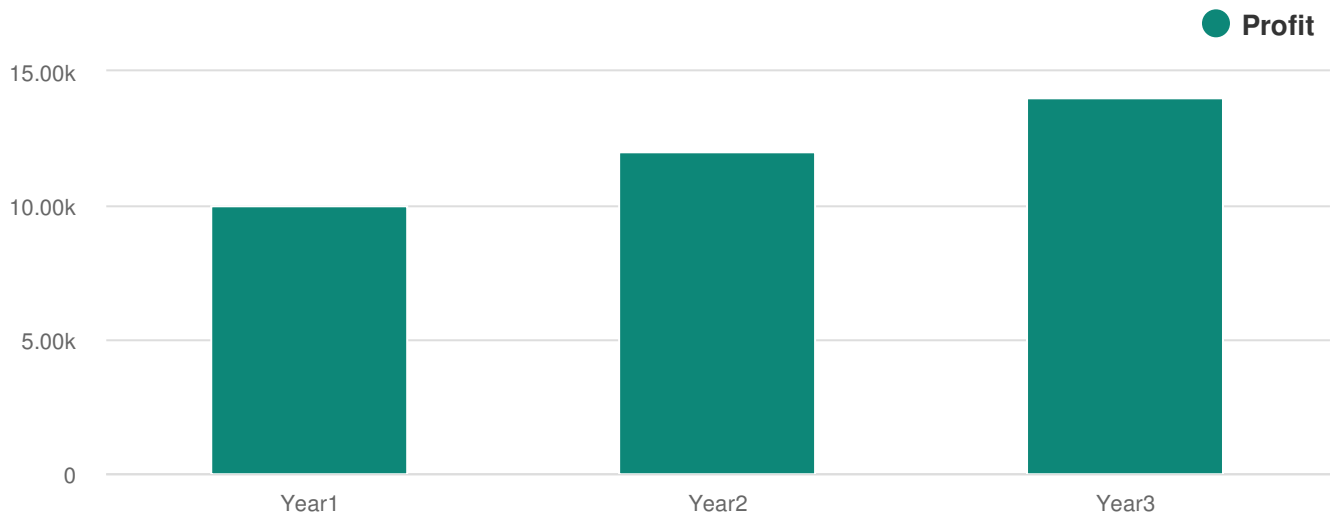
## Brake-even Analysis

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

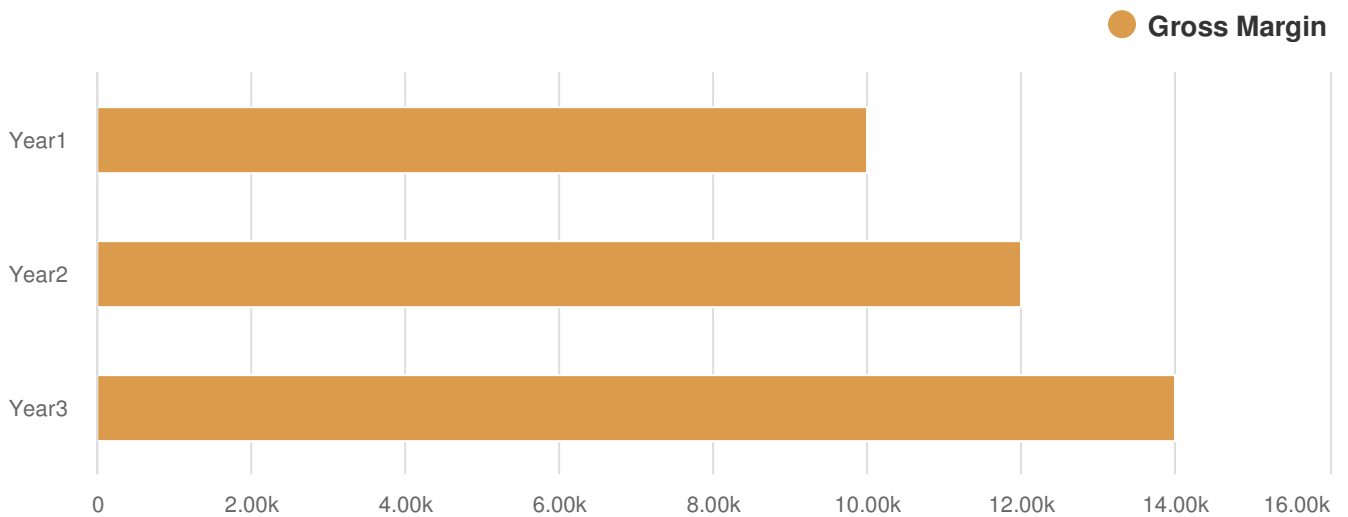
	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$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 Received</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Cash Balance</b>	\$21 823	\$22 381	\$28 239



## 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>
Long-term Assets			
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>
Long-term Liabilities	\$0	\$0	\$0
<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.

	Year 1	Year 2	Year 3	Industry Profile
<b>Activity Ratios</b>				
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.

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