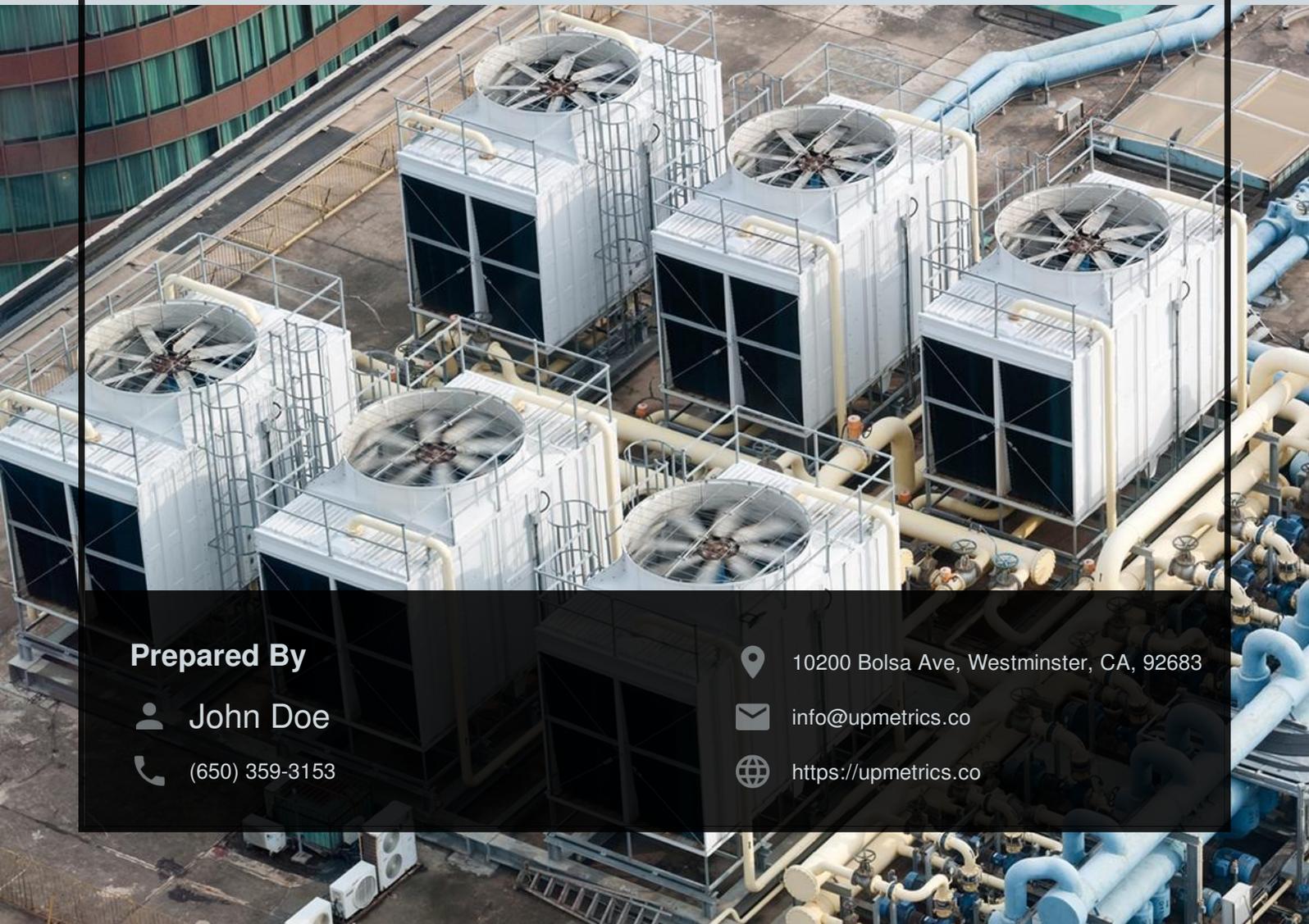




HVAC Business

BUSINESS PLAN

We'll keep you cool when it's hot



Prepared By

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1.

Executive summary

Market Validation

Objectives

Mission statement

Keys to success

Financial Highlights



TIP

Illuminus is a limited liability company that will import heating, ventilation, and air-conditioning systems (HVAC) for its customers in Miami, Florida. The Company will import individual units under its own brand and manufactured in China, related supplies and materials, design individual HVAC projects for centralized cooling of residential and commercial projects.

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Market Validation



TIP

The US HVAC systems market size was valued at USD 15.16 billion in 2020. It is expected to expand at a compound annual growth rate (CAGR) of 6.0% from 2021 to 2028. Availability of high-efficiency equipment, extreme climate conditions, and growing construction activities are primary factors driving the country's HVAC (Heating, Ventilation, and Air Conditioning) market.

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Objectives



TIP

- To enhance customer service and after-sale services by establishing a representative office in Miami in 2022
- To build a market reputation for quality products and services during the forecast period.

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Short Term (1 -3 Years)

Start writing here...



TIP

- To expand by opening more satellite offices across the US towards the end of the forecast period.
- To hire 30 employees in the first year and grow to 200 employees in the fifth year.

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Long Term (3-5 years)

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Mission statement



TIP

Our mission is to provide quality design, installation, and service for Heating, Ventilation, and Air Conditioning (HVAC) equipment in both residential and light commercial markets and maintaining the highest level of design and engineering possible.

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Keys to success



Economies of Scope

Offering the right mix of indoor and outdoor technical and maintenance services will allow Illuminus to win large contracts and increase their revenue.



Expertise

Founders will indicate their history of providing related services, complete with endorsements of satisfied clientele, in order to generate brand equity for Illuminus.



Location

Illuminus will take advantage of the associated benefits, networking capabilities and the vast cluster of residential and commercial establishments offered by the region.



Price Advantage

Illuminus will import its products from China ensuring best possible price. Keeping a low margin, the company will ensure its products and services are offered at a market competitive price point.



Reputation

It is important for Illuminus to develop a reputation locally through the provision of high quality products and services that embody value-for-money and seasoned expertise.



Multi-Skilled Workforce

As Illuminus intends to service a wide variety of customers across multiple sectors and technicalities, the company needs to employ workers that carry suitable experience on flexible terms (so as to minimise fixed costs).

Financial Highlights



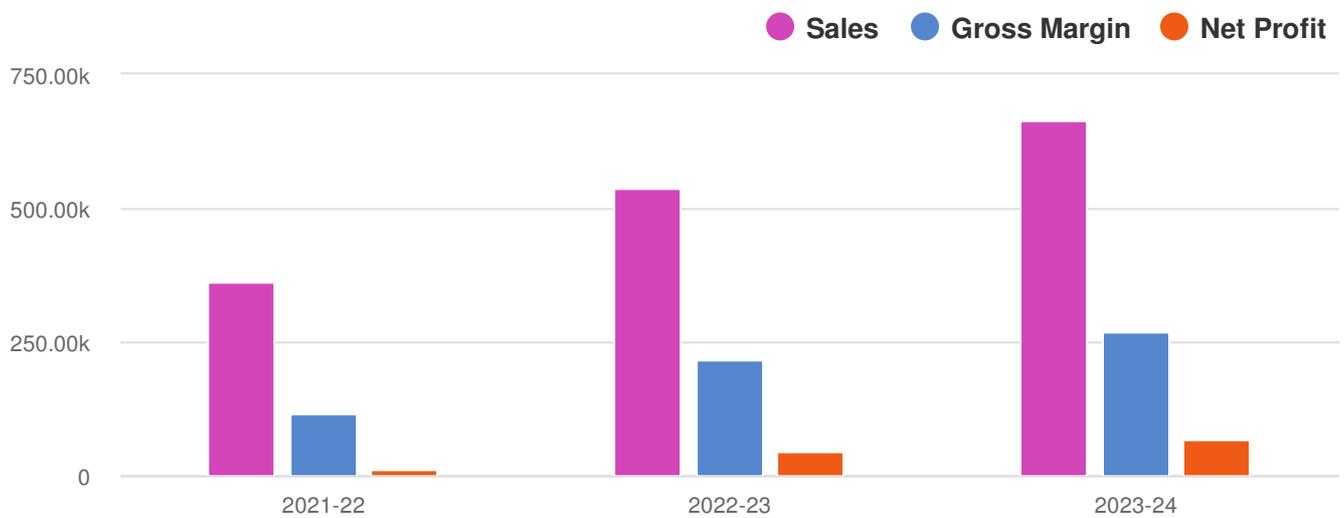
TIP

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the jewelry store in the US. The company expects to steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and quality products. Meanwhile, the company will establish a

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Illuminus - 3 Year Financial Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360723	114289	13038
2022-23	538041	216784	44360
2023-24	665012	269869	65638

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

Illuminus will provide a complete service portfolio to its clients related to the purchase, installation, and maintenance of HVAC units and systems in Florida. The Company will import branded HVAC products from the Chinese manufacturer and will wholesale the products to retailers and general contractors. In addition, the Company will also provide

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Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in Florida, it will also register with the local county. The business will be wholly owned and managed by the Founder Mr. Ashton, who will also be the principal investor of the business.

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Location



TIP

The company will establish a business in Florida by the end of 2022. The region is considered an epicenter for food innovation, design trends, and innovative developments in manufacturing.

Location is vital for Illuminus as it plans to cater to

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Interior Operating Facilities



TIP

The company will begin operations from rented office space at the heart of Miami's commercial hub. Initial investments in setting up the interior facilities, consumables, inventory, and showroom space will be set up. Additions to space will be made as the company expands operations.

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Hours of Operation



TIP

Illuminus will cater to walk-in as well as online customers, as such it will be required to stay open during business hours. The company envisions opening the office at 10 am and remain open till 7 pm to entertain walk-in prospects as well as fulfill online orders.

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Startup summary



TIP

A portion of the capital investment of \$50,000 will be utilized to finance a range of expenses incurred prior to the launch of the company as indicated in the table below. Accordingly, approximately \$11,500 will be spent on a range of start-up expenses (reflected in the top half of the below expense schedule) while an additional \$18,000 will be earmarked for ad

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3.

Products & Services

Heating, Ventilation, and Air Conditioning Products and Service

Range of Products

Customer Service

Heating, Ventilation, and Air Conditioning Products and Service



TIP

Vert Chanel Services Corp.'s primary service will be the sales, installation, and maintenance of new and the repair of existing HVAC systems. The product list includes professional "free match" systems for centralized cooling, mini splits for cooling of individual areas, RV air conditioning units, and HVAC units for windows. In addition, Vert will also sell mobile HVAC units and portable

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Range of Products



Air Conditioners

Price: **\$150 USD**

The company will offer a range of air conditioning options from split to single units. In addition, the options will also include energy-saving models and eco-friendly units.



Heat Pumps

Price: **\$150 USD**

For climates with moderate heating and cooling needs, heat pumps offer an energy-efficient alternative to furnaces and air conditioners.



Gas Furnaces

Price: **\$150 USD**

These high-efficiency condensing gas furnaces are perfect for replacing existing equipment or new installations.



Air Handlers

Price: **\$150 USD**

Air handlers work with your air conditioner, heat pump or boiler to circulate air evenly throughout your home.



Thermostat

Price: **\$150 USD**

Using a programmable thermostat, you can adjust the times you turn on the heating or air-conditioning according to a pre-set schedule.

Customer Service



TIP

Illuminus prides itself on the quality of service extended to its customers. As a part of good faith and to maintain a healthy and robust customer relationship, the company will cater to the client's specific needs even if it does not form a part of a package.

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4.

Market Analysis

Market segmentation

Market Trends

Target market



TIP

According to IBISWorld, one of the world's leading publishers of business intelligence specializing in Industry and procurement research, this industry distributes pipe, valves and fittings, plumbing fixtures, hydronic and heating, ventilation, and air-conditioning equipment. Wholesalers in the industry purchase products directly from manufacturers and

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Market segmentation



TIP

The cooling segment held the largest revenue share in 2020, accounting for over 50% of the overall revenue. The cooling segment comprises air conditioning units, including room air conditioners, unitary air conditioners, cooling towers, split and packaged systems, and portable units. Window air conditioning systems are available at a lower cost than

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Market Trends



TIP

The market is expected to witness an increase in sales with the availability of tax credit and rebate programs as well as other monetary benefits associated with the purchase of energy-efficient systems. Governments at various levels, namely Federation and state governments have established standards to improve HVAC systems' operation. The government

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Target market



TIP

As a new entrant to the HVAC cohort of the US, Illuminus will follow a phased approach in engaging its primary target market. The company will initially focus on winning small- to medium-scale commercial and residential projects in and about Miami. The objective is to build a reputation for flexibility, on-time completion, and competitive pricing, and this will be

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Illuminus Market Distribution



Target Market	Share
Residential Clients	60
Commercial Clients	40

Competitive Advantage



Value Added Services

Illuminus will dedicate itself to the requirements of its customers. The company will extend specific client focused services based on their requirement.



Price

The company will consciously maintain a low margin for its services which allows it to control prices. Illuminus will thus be able to secure and distribute services at market beating price points.



Distribution Channels

Illuminus will distribute its products through both B2B as well as B2C channels.



Effective Marketing

Illuminus will dedicate time and effort towards networking and gaining valuable insight into the prevailing market trends in the US which will allow the company to optimise its marketing strategies and effectively penetrate the market on launch.

5.

SWOT analysis



TIP

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for Illuminus and is presented below.

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Strengths

- Extensive experience of the Founders (more than 25 years)
- Prime business location in Miami amidst a growing construction/residential market
- Lean organizational structure
- Offers specialized technical and maintenance services with a focus on quality
- Experience-backed ability to take on larger projects

S

Weaknesses

- Is new and hence unknown in the market
- Distance between company location and projects may reduce efficiencies
- A drop in specialized skills availability in Miami (e.g. engineering, construction & property, etc.) may affect Illuminus' hiring plan
- Material purchase costs have risen over the years (e.g. wires, switches, etc.)

W

Opportunities

- To expand reach across the US (e.g. by appointing remote teams, opening additional offices in other major cities, etc.)
- To expand services based on the founder's vast experience
- To continue to offer flexible ABC-pricing, avoiding fixed costs, to win more client patronage

O

Threats

- Low barriers to entry; increasing competition
- Customers defaults
- Slow economic growth in the future could stagnate the construction market in the US
- Further restrictions in buy-to-let could affect demand

T

6.

Strategy & implementation

Distribution Strategy
Positioning Statement
Sales strategy
Pricing strategy



TIP

The objectives for the company's early sales and marketing initiatives will be to generate awareness of Illuminus as a new player in the market and to educate potential customers about its portfolio of products and services. Over time, as the company becomes more established and develops a strong reputation, the marketing emphasis will shift to include more of a focus on the company's

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Distribution Strategy



TIP

The company will reach its customer through both online and offline channels. Illuminus's comprehensive website will accept orders online and deliver them to the customer's doorstep. Customers will also have an option to physically visit the company's showroom to browse and place orders for their HVAC systems.

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Marketing and Promotion Programs



www

Website

Launch an engaging and attractive website that is a source of promotional materials



Feedback

Create a healthy feedback loop to gauge shifting trends and align services to meet demand



Email

Compiling attractive market materials which feature service portfolio of Illuminus to be sent as e-mail blasts to prospects



Video

Crafting YouTube videos to provide a sneak-peek into the company's activities and projects carried out

Positioning Statement



TIP

Illuminus' marketing objective is to position its services as specialized, affordable, and flexible to cater to any type of setting. The company will facilitate both B2B business as well as a B2C business, targeting building owners, construction contractors, and consulting firms.

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Sales strategy



TIP

The company will leverage its existing client network and expand its client base by extending sampling and after-sales services. Employing social media advertising campaigns, e-mail marketing strategies, networking through community clusters, and creating awareness by articles and publications in popular industry media will allow the company to fur

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Marketing Channels



Direct Mail Marketing

Illuminus will mail professionally designed materials with its value proposition to these companies and provide quotes for its services.



Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



Google Ad Campaigns

The advertising will target specific keywords relevant to Illuminus's offering

Pricing strategy



TIP

For HVAC products, the company will ensure it imports its product from China at low input costs in order to offer the benefit of lower prices to its customers in the US. For its maintenance services, the company will price its services based on the number of hours spent on the service. Ensuring low direct input costs, the company will optimize its sourcing and pr

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7.

Operational Plan

Management Team

Personnel Plan

Milestones



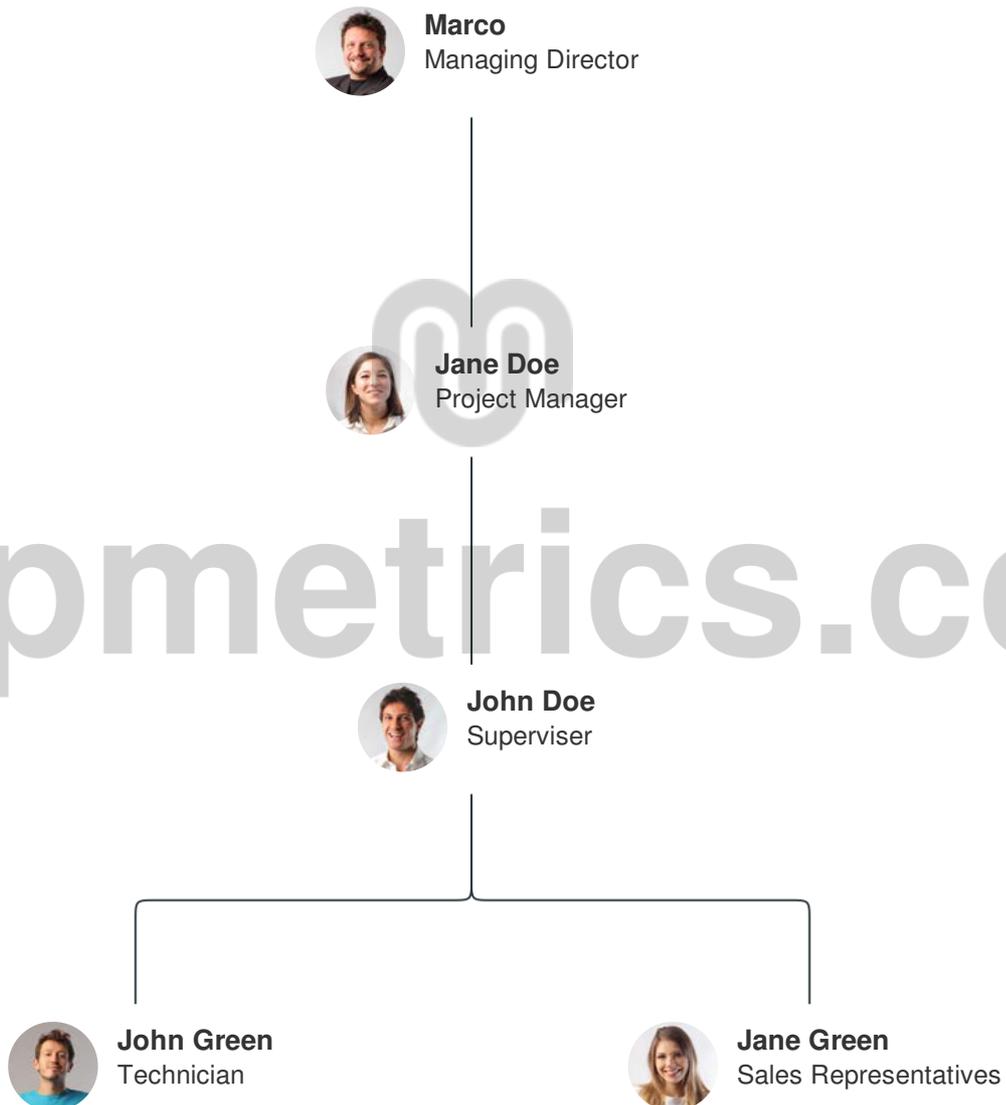
TIP

The team will be headed by Managing Director Mr. Ashton who will also oversee project operations. Joining Mr. Ashton in the Management Team will be sales and marketing executives and an office manager.

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Organization chart



Management Team



TIP

Mr. Ashton will serve as the Managing Director of Illuminus. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for aesthetic companies across America. His ability to multi-task and expertly weave through operational pitfalls equips him with exceptional

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Personnel Plan



TIP

The company plans to create five full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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Hiring plan

8

Filled

3

Hired

1

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Project Manager	1 of 20	10 days	121 days	100%
Supervisors	3 of 23	30 days	21 days	80%
Technician	4 of 15	158 days	127 days	0%
Sales Representatives	4 of 15	158 days	127 days	40%



JANE DOE

Project Manager- Jane@illuminus.com

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.



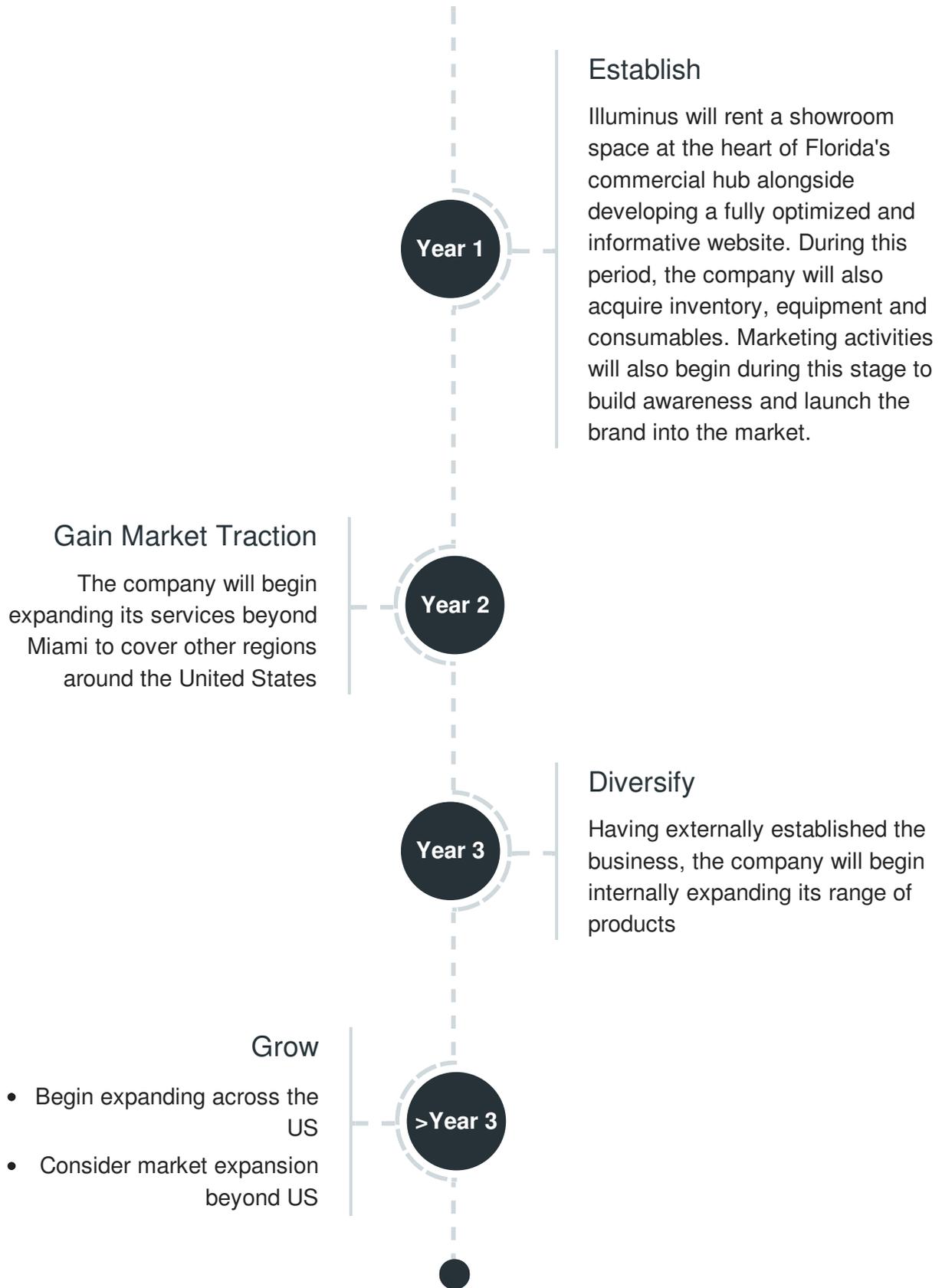
JOHN DOE

Supervisor- John@illuminus.com

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required

Milestones

ILLUMINUS



8.

Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own HVAC business, make sure you pay special attention to your financial plan. Your financial plan should include how well you manage your incomes and expenses you will recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business on a large scale.

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Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also 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

Break-even Analysis

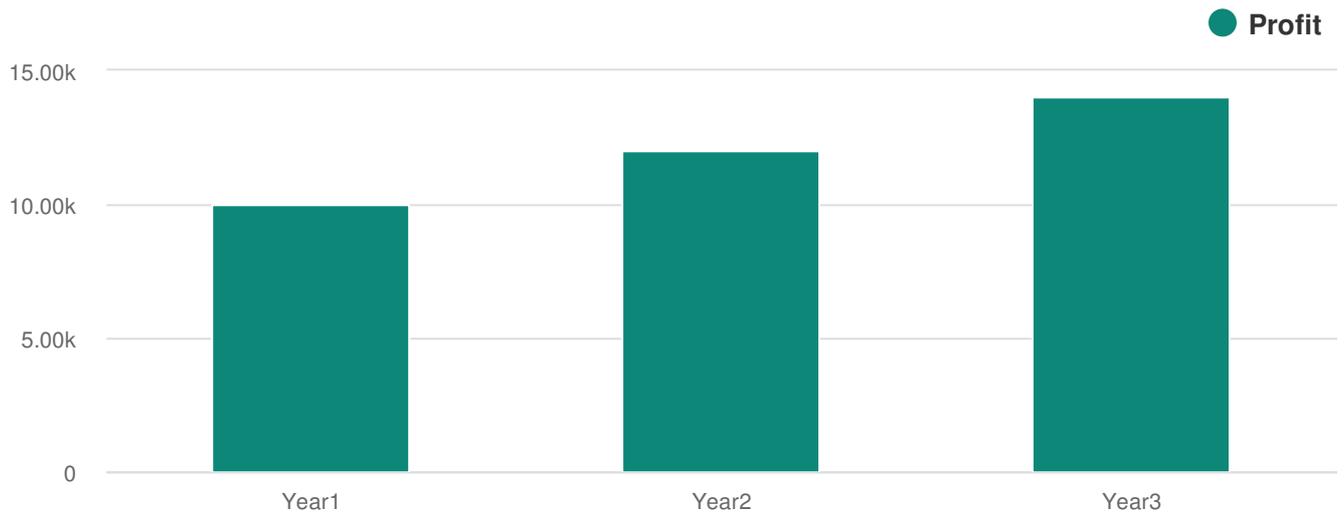
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0

	Year 1	Year 2	Year 3
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
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
EBITDA	\$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
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

Profit

Year1

10000

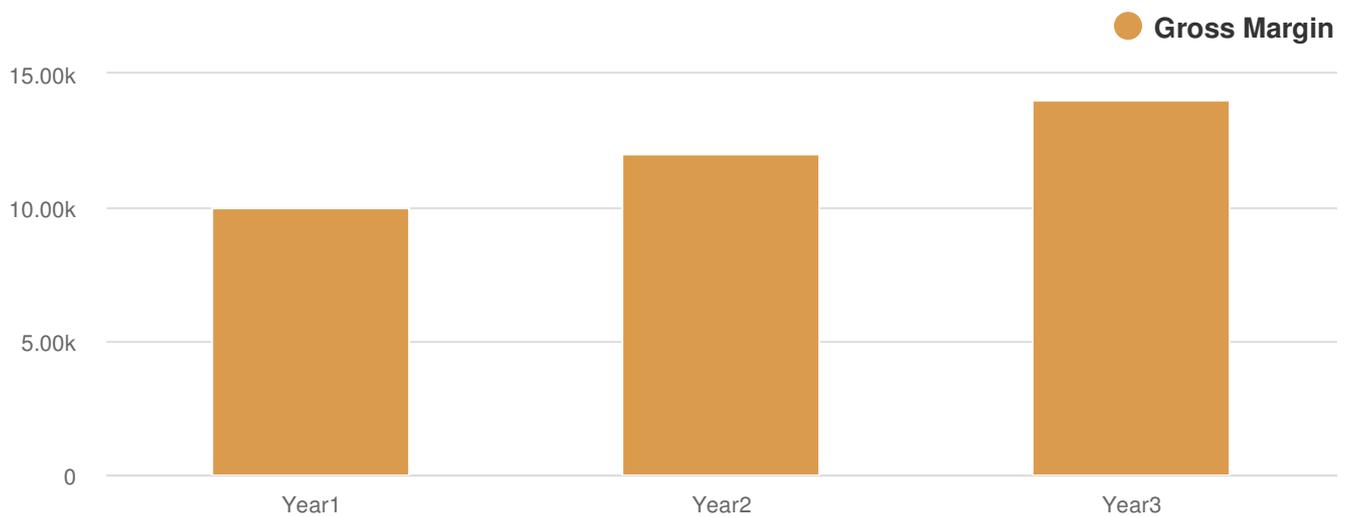
Year2

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
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
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
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
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
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

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

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%
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.

	Year 1	Year 2	Year 3	Industry profile
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.
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.

Want to make it more presentable?

Want help tips on each section?

You'll save time and can write your professional business plan effectively and faster with Upmetrics' business plan software.

- Every feature you need to convert your great business idea into a reality.
- Write your plan easily and faster without any hassles.
- Structure your idea and create stunning pitches that awe your investors.
- Get access to Upmetrics software, invite your team members and start writing your business plan.

1. Get tried and tested tips

Upmetrics business plan builder gives you everything you need to stay in sync and guides you on every step of your business plan writing.

2. Write an interactive plan

Use our business plan sections - competitive Analysis, comparison tables, SWOT Analysis, charts, timelines, milestones, etc to create a visually impactful business plan.

3. Stunning business plan cover pages

Upmetrics business plan builder comes with beautifully designed cover pages. Choose professional, creative cover pages to make your business plan stand out.

4. Financial forecasting

With Upmetrics you don't have to worry about navigating complex spreadsheets. Just input your numbers and we'll provide you with well-structured financial reports that you and your investors understand.

5. Share easily with anyone

Upmetrics plans are easily shareable in pdf and word documents. And if either doesn't work, you can share it with a quick link too and track the reader's activity!

6. Real-time and Collaborative

Invite your team members to initiate conversations, discuss ideas and strategies in real-time, share respective feedback, and write your business plan.

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