



Rebox Consultants


B U S I N E S S P L A N

2020-21



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Executive Summary



REMEMBER

Before you think about how to start a social media management business, you must create a detailed social media management business plan. It will not only guide you in the initial phases of your startup but will also help you later on. You can also consult this social media management company's business plan so as to get an idea.

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TIP

Rebox Consultants is a U.S based and world-class social media marketing company. We have been able to secure a standard and well – positioned office facility in a central business district in Austin, Texas.

We are a social media marketing company that is set to compete in the highly competitive social media marketing industry not only in the United States market but also in the global market because our clientele base will

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The Business



TIP

Rebox Consultants is a social media management company based in Austin, Texas. The company will provide wide-ranging services for all major platforms including but not limited to Facebook, Instagram, Twitter, Pinterest, and YouTube.

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Management



TIP

Rebox Consultants is owned by Natalie Gordon, a digital marketing guru. Natalie will hire an experienced social media team of graphic designers, SEO specialists, and content writers. She will also work with freelance service providers located around the world.

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Customers



TIP

Rebox Consultants will provide social media management services to businesses located around the world, ranging from small startups to multinational corporations.

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Business Target



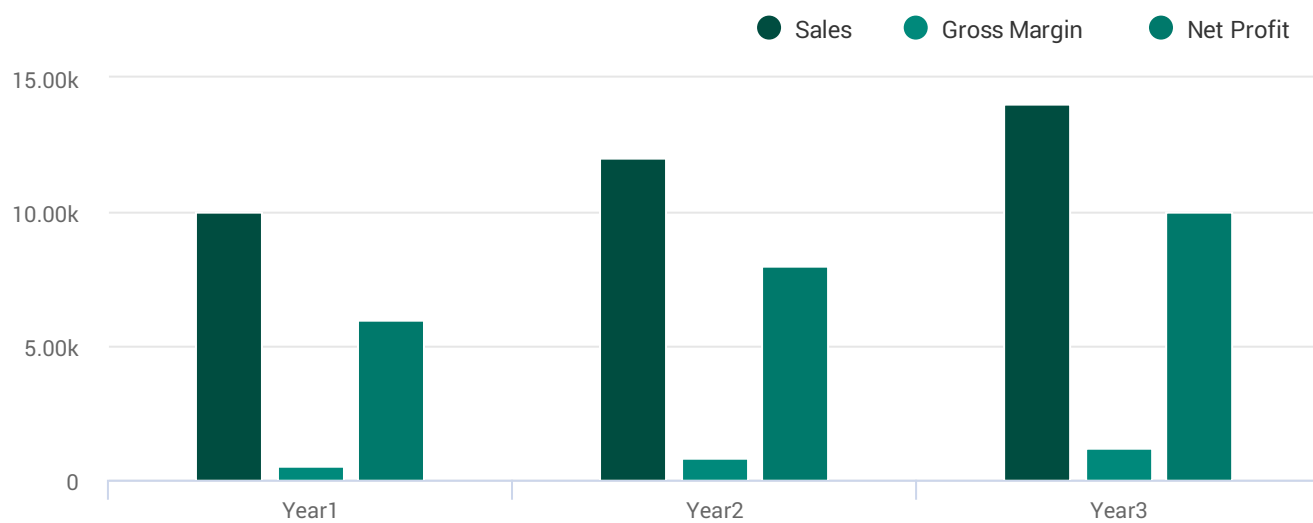
TIP

Our target is to become one of the top social media management group with the next 2-3 years. We also aim to achieve a net profit margin of \$10k per month by the end of the first year, \$15k per month by the end of the second year, and so on every year.

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

Company Summary

Company Owner



TIP

Rebox Consultants is owned by Natalie Gordon, a digital marketing guru. After completing her bachelor in Digital Advertising, Natalie worked with several marketing giants for more than 10 years. She served in a variety of positions ranging from technical to managerial.

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Why the business is being started?



TIP

Natalie is a well-known figure in the world of marketing and is famous for designing innovative social media marketing strategies. Her passion for digital marketing is what led her to start her own business. Being highly experienced in this field, she knows how to start a social media management company and make it a success.

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How the business will be started?



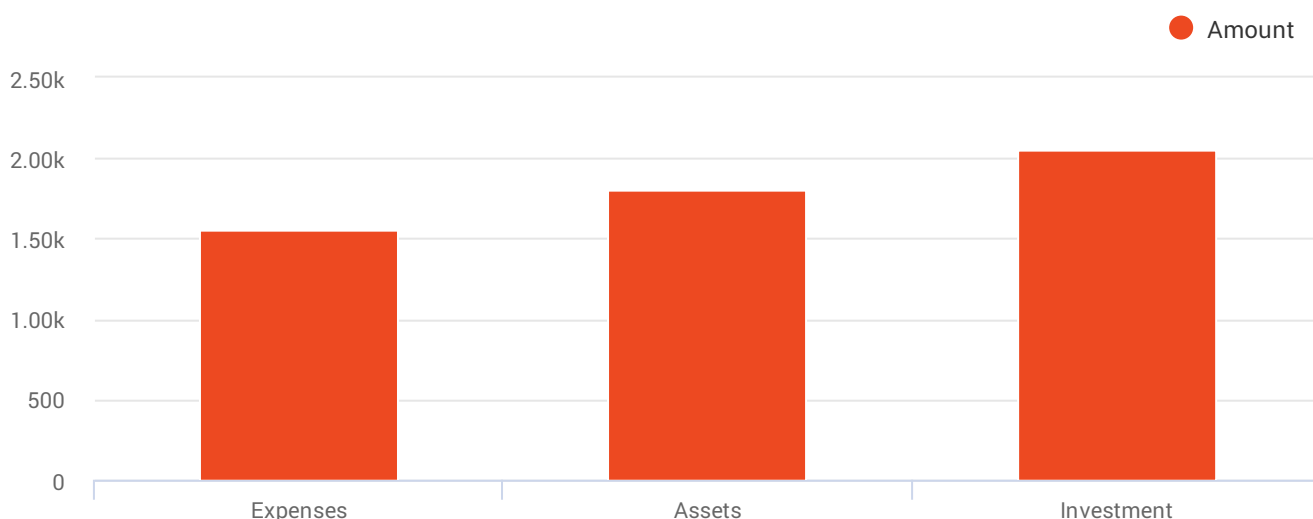
TIP

Rebox Consultants will be located in Austin, Texas. A working space that was previously in use by a Web Hosting firm will be acquired on lease. It will serve as our company headquarter, though our team will also be working remotely. Natalie will hire an experienced social media team, and will also work with freelance service providers around the world.

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Startup cost



Cost distribution

Amount

Expenses

1550

Assets

1800

Investment

2050

Startup Requirements

The detailed startup requirements are given below:

Start-up Expenses	Amount
Legal	\$55300
Consultants	\$0
Insurance	\$32750
Rent	\$32500
Research and Development	\$32750
Equipment Expense	\$32750
Signs	\$1250
TOTAL START-UP EXPENSES	\$187300
Start-up Assets	\$220875
Cash Required	\$332500
Start-up Inventory	\$32625
Other Current Assets	\$232500
Long-term Assets	\$235000

Start-up Expenses	Amount
TOTAL ASSETS	\$121875
Total Requirements	\$245000
START-UP FUNDING	
START-UP FUNDING	\$273125
Start-up Expenses to Fund	\$151875
Start-up Assets to Fund	\$123000
TOTAL FUNDING REQUIRED	\$0
Assets	\$23125
Non-cash Assets from Start-up	\$18750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$18750
Cash Balance on Starting Date	\$21875
TOTAL ASSETS	\$373125
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	\$620125
Planned Investment	\$620125
Investor 1	\$0
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$620125
The loss at Start-up (Start-up Expenses)	\$313125
TOTAL CAPITAL	\$251875
TOTAL CAPITAL AND LIABILITIES	\$251875
Total Funding	\$255000

Products



Rebox Consultants will provide wide-ranging social media management services for all major platforms including but not limited to Facebook, Instagram, Twitter, Pinterest, and YouTube. Our primary services, as highlighted by our social media consulting business plan, are as follows:

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Products and services



Advertising and branding services



Marketing consultation and advisory services



Blogging and specialty services



Social media profile management services

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Marketing Analysis



REMEMBER

Marketing analysis of your startup is an important part of your business plan as it indicates who your future customers will be and how you can attract them toward you. Owing to its nature, marketing analysis should be done well before you think about how to start an SMM business.

If you need help with marketing analysis of your own startup, you can find help from various SMM business plan template samples available online.

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Market Trends



TIP

According to IBIS World, the US advertising industry generates revenue of more than \$54.5 billion annually. A major part of this astronomical amount is contributed by the social media advertising industry. That's why any business in this niche can prove extremely beneficial for you, provided that you plan and execute it effectively.

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Marketing Segmentation



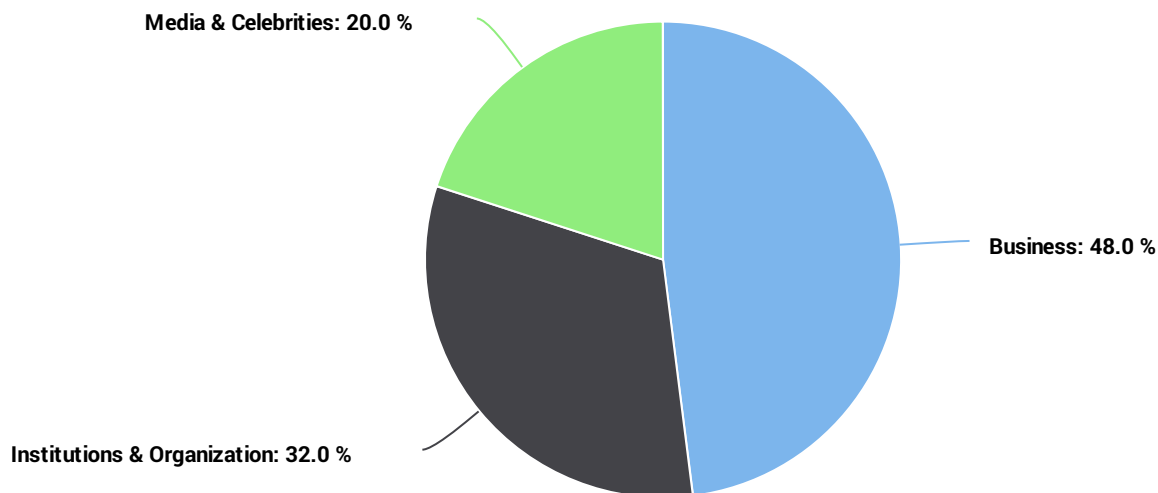
TIP

Rebox Consultants will provide social media management services to businesses located around the world. We will be serving companies ranging from small startups to multinational corporations. Our potential customers are divided into the following target groups.

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Marketing share



Segments	Market share
Business	48
Institutions & Organization	32
Media & Celebrities	20



TIP

The primary category of our customers will be the owners of both small and large businesses located across the globe. We will manage their social media profiles across all platforms such as their Facebook, Instagram, Twitter, Pinterest, and YouTube accounts. Our aim will be to provide excellent user interaction intended to boost sales and help these businesses grow.

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Businesses

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TIP

Our second target group will comprise of various institutions and organizations located around the world. We will provide social media management services to both public and private sector organizations such as schools, colleges and universities, political parties, sports organizations, and non-profit organizations.

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Institutions & Organizations

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TIP

Our third target group will be media groups such as magazines, newspapers, and digital media outlets. We will also manage the social media accounts of all kinds of celebrities including but not limited to actors, sportsperson, and politicians.

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Media & Celebrities

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Market Analysis

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Businesses	48%	22 334	32 344	43 665	52 544	66 432	10,00%
Institutions & Organisations	32%	12 867	14 433	15 999	17 565	19 131	15,32%
Media & Celebrities	20%	11 433	13 344	16 553	18 745	20 545	13,43%
Total	100%	46 634	60 121	76 217	88 854	106 108	9,54%

Business Target



TIP

We aim to become one of the top social media management group with the next 2-3 years. Our other business targets are as follows:

- To balance the initial cost of the startup with earned profits by the end of the first year
- To achieve the net profit margin of \$10k per month by the end of the first year

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Product Pricing



TIP

After considering the market demands, we will be charging almost the same prices as charged by our leading competitors. But we will be offering several discounts to introduce our services.

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Strategy



REMEMBER

After you have identified your target audience, the next step is to attract them towards you and convert them into loyal customers. It can only be achieved using a brilliant sales strategy.

If you are looking to start your own venture, you can take help from this business plan for a social media management company or you can consult any other social media management business plan pdf available

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Competitive Analysis



TIP

Social media is undoubtedly the face of any business. No matter how good a business is, customers judge it from its social media content as well as the number of its social media followers. Moreover, it is also very important for all businesses, irrespective of their size and nature, to properly respond to the queries and complaints of their customers on social media in a timely manner. It won't be wrong to say that the success of any business now greatly

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Sales Strategy



TIP

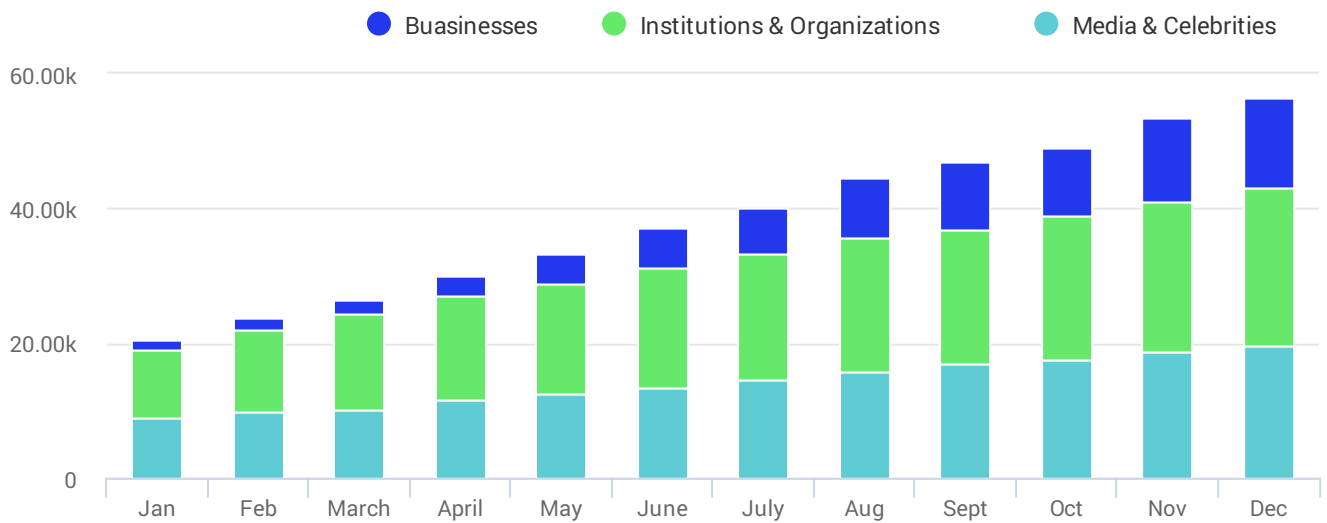
Here is how we will be converting our target audience into our customers.

- We will advertise our services through all platforms, especially by social media
- We will offer a 20% discount on our services for the first three months of our launch

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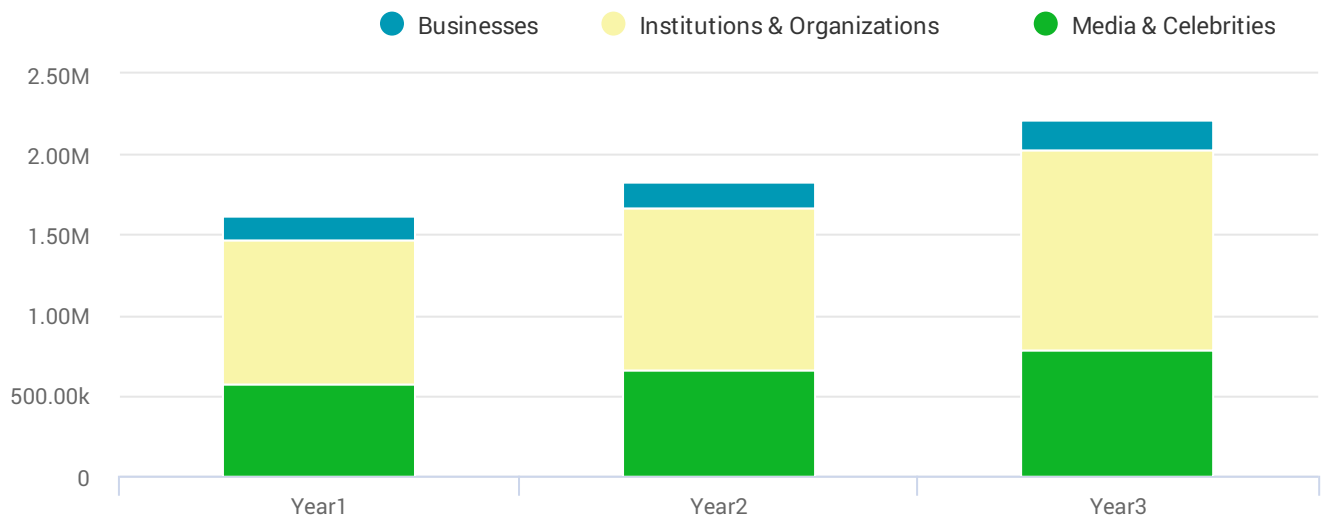
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Sales Monthly



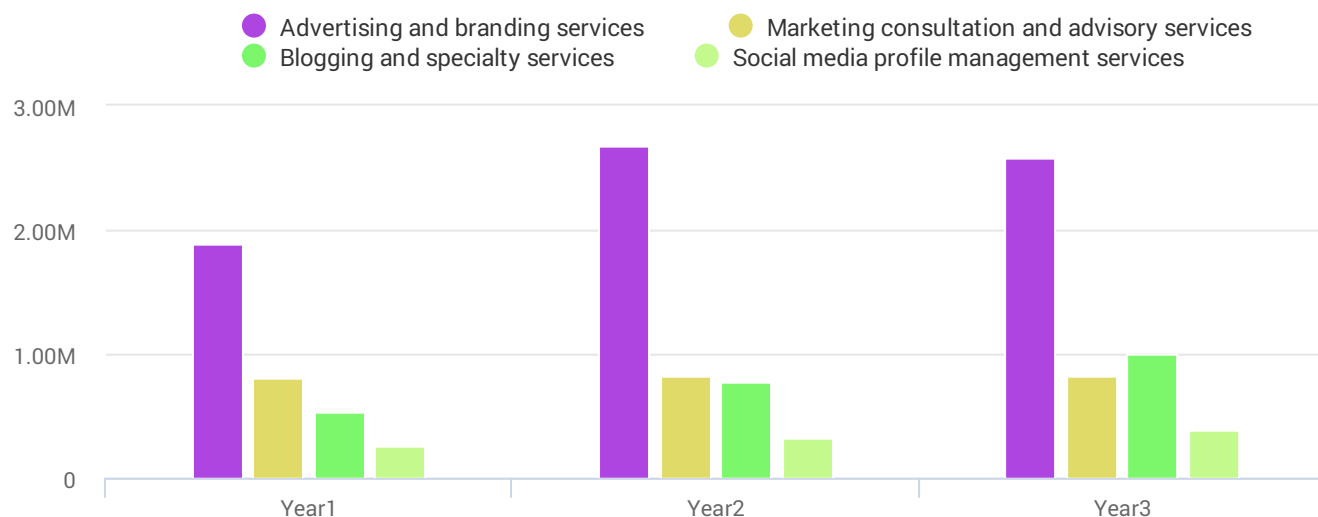
Month	Buusinesses	Institutions & Organizat...	Media & Celebrities
Jan	1550	10000	8956
Feb	1800	12000	9845
March	2050	14000	10245
April	3050	15457	11452
May	4500	16457	12345
June	5740	17845	13457
July	6874	18652	14569
Aug	8956	19874	15654
Sept	9854	20145	16784
Oct	10000	21457	17564
Nov	12457	22356	18654
Dec	13547	23458	19541

Sales Yearly



Financial Year	Businesses	Institutions & Organizat...	Media & Celebrities
Year1	158745	895665	568654
Year2	164548	1004512	658457
Year3	186541	1245587	784512

Sales Forecast



Financial Year	Advertising and br...	Marketing consult...	Blogging and spec...	Social media profi...
Year1	1887030	802370	539320	265450
Year2	2680320	815430	770230	322390
Year3	2588240	823540	1002310	393320

Personnel plan



REMEMBER

You will need to hire a highly trained staff for starting a social media management business due to the intensity of competition in this niche. It must be done before you think about other aspects of how to set up a social media management business so that you can train them adequately.

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Company Staff



TIP

Natalie will manage the business herself and will be hiring the following people on a contract basis.

- 1 Accountant to handle finances
- 1 Receptionist to attend to customers in Austin's main office
- 4 Graphic Artists to handle all designing work

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Average Salary of Employees

Personnel Plan	Year 1	Year 2	Year 3
Accountant	\$85 000	\$95 000	\$105 000
Receptionist	\$50 000	\$55 000	\$60 000
Graphic Artists	\$187 000	\$194 000	\$201 000
SEO Specialists	\$150 000	\$155 000	\$165 000
Content Writers	\$145 000	\$152 000	\$159 000
Assistants	\$85 000	\$95 000	\$105 000
Total Salaries	\$295 000	\$307 000	\$324 000

Financial Plan



REMEMBER

The success of a business heavily depends on its financial plan because it helps you take all major decisions about your startup. A good financial plan must include all expenses of your startup as well as the forecasted profits so that you can know the growth rate of your business.

If you want to make a financial plan for your social media marketing management business, it is better for you to [our financial planning tool](#). It can

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Important Assumptions

	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

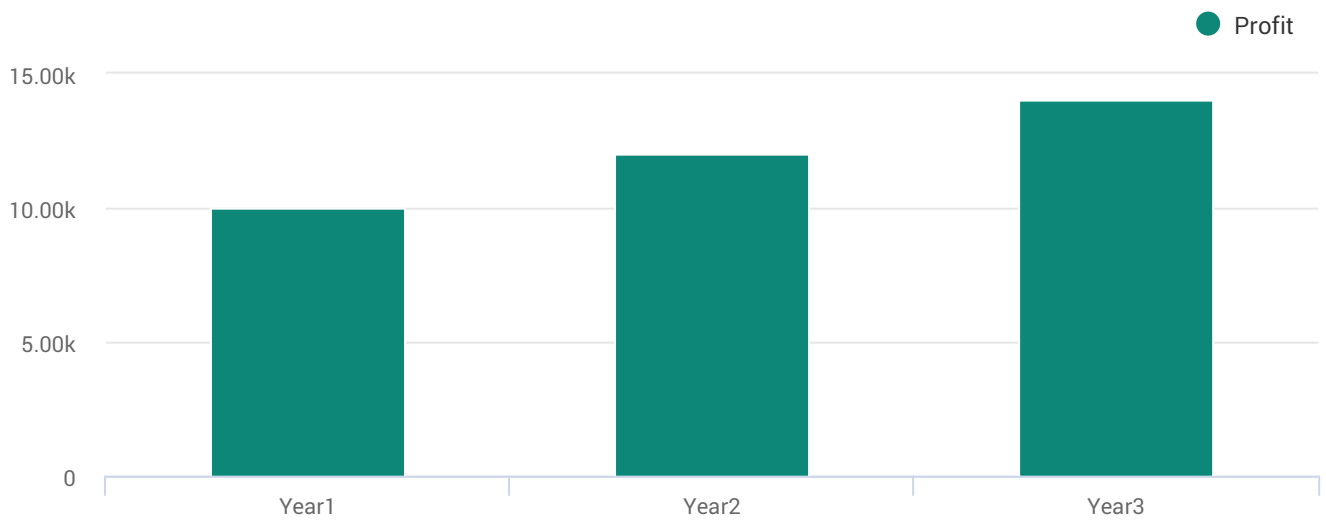
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	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
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593

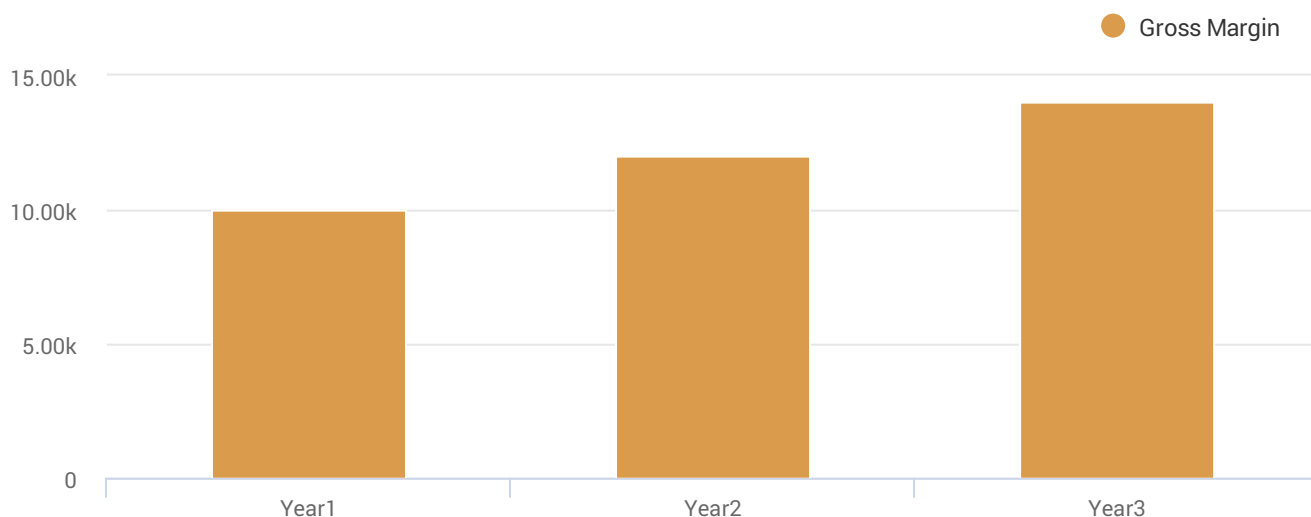
	Year 1	Year 2	Year 3
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
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

Cash Received	Year 1	Year 2	Year 3
Expenditures	Year 1	Year 2	Year 3
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 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
Liabilities and Capital	Year 1	Year 2	Year 3
Current Liabilities			

Assets	Year 1	Year 2	Year 3
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%

	Year 1	Year 2	Year 3	Industry Profile
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	Year 1	Year 2	Year 3	
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.
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.