




Accounting Firm

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Business Plan [YEAR]

Prepared By

 **John Doe**

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 info@example.com

 <http://www.example.com>

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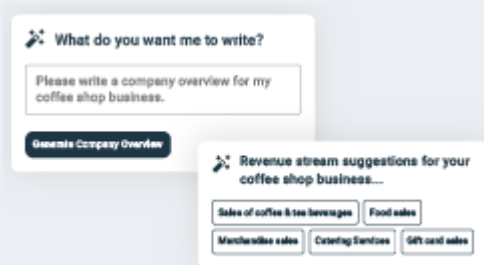
Sustainability and Expansion Strategy

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1.

Executive Summary

Product and Services

Vision Statement

Mission Statement

Five Zero

Five Zero Financial Consulting, LLC is a registered and licensed financial consulting firm with bias in accounting services and will be based in New York City – New York. The company will handle all aspects of accounting related services; services such as au

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Product and Services

Five Zero

Five Zero Financial Consulting, LLC is going to offer varieties of services within the scope of the financial consulting services industry in the United States of America. Our intention of starting our accounting services firm is to work with both smaller organization

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Vision Statement

Five Zero

Our vision is to build an accounting service firm brand that will become the number one choice for both smaller businesses and corporate clients in the whole of New York City – New York. Our vision reflects our values: integrity, service, excellence, and teamw


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Mission Statement

Five Zero

Our mission is to provide professional, reliable, and trusted accounting services that assist startups, corporate organizations, and non-profit organizations in handling their accounting cum financial related concern. We will position the business to become

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2.

Business Overview

Business Structure

Roles and Responsibilities

Business Structure

Five Zero

Normally we would have settled for two or three staff members, but as part of our plan to build a standard accounting services firm in New York City – New York, we have perfected plans to get it right from the beginning which is why we are going the extra mile

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Roles and Responsibilities

Five Zero

- Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and


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Chief Executive Office

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Five Zero

- Responsible for providing accounting advice to corporate clients
- Provides accounting advice to individuals and small businesses
- Responsible for handling accounts preparation

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Accounting and Tax Consultants

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Five Zero

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Designs job descriptions with KPI to drive performance management

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Admin and HR Manager

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Five Zero

- Identifies, priorities, and reaches out to new partners, and business opportunities at all.
- Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects: assure

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Marketing and Sales Executive

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Five Zero

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- creates reports from the information concerning the financial tr


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Accountant

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Five Zero

- Welcomes guests and clients by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with clients (e-mail, walk-in center, SM

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Client Service Executive / Front Desk Officer

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3.

SWOT Analysis

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Five Zero Financial Consulting, LLC engaged the services of a core professional in the area of business consulting and structuring to assist the firm in building a well-structured accounting services firm that can favorably compete in the highly competitive financial consulting industry.

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Strength

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 know we will attract loads of clients from the first day we open our door for business.

Weakness

As a new accounting services firm, it might take some time for our organization to break into the market and gain acceptance especially from corporate clients in the already saturated financial consulting services industry; that is perhaps our major weakness. So also, we may not have the required cash to give our business the kind of publicity we would have loved to.

Opportunity

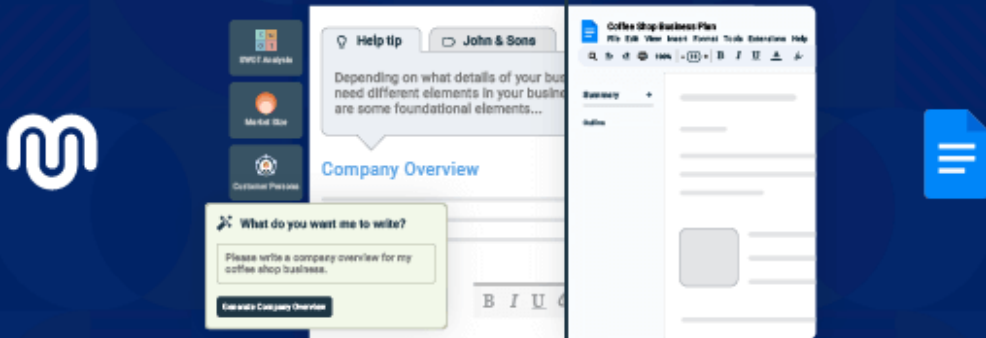
The opportunities in the financial consulting services industry are massive considering the number of mom and pop businesses, startups, and of course corporate organizations that can't afford to do without the services of accounting service providers. As a standard and well-positioned accounting service provider, we are ready to take advantage of any opportunity that comes our way.

Threat

Some of the threats that we are likely going to face as an accounting service firm operating in the United States are unfavorable government policies, the arrival of a competitor within our location of operations, and global economic downturn which usually affects purchasing/spending power. There is hardly anything we can do as regards these threats other than to be optimistic that things will continue to work for our good.

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Market Analysis

Market Trends

Target Market

Competitive Advantage

Market Trends

Five Zero

The financial consulting services industry is indeed a very large industry and of course, it is one industry that works for businesses across different industries. If you are conversant with the trend in the financial consulting services industry, you will agree that l

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Target Market

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The demographic and psychographic composition of those who need the services of accounting services providers cuts across both small businesses and large corporations.

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Competitive Advantage

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The level of competition in the financial consulting services industry depends largely on the location of the business and of course the niche of your financial consulting services. If you can successfully create a unique brand identity for your accounting s

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5.

Sales And Marketing Strategy

Sources of Income

Sales Forecast

Pricing Strategy

Five Zero

We are mindful of the fact that there are stiffer competitions amongst accounting service firms and other related financial consulting service providers in the United States of America; hence we have been able to hire some of the best business developers to ha


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Sources of Income

Five Zero

Five Zero Financial Consulting, LLC is established with the aim of maximizing profits in the financial consulting industry and we are going to go all the way to ensure that we do all it takes to attract clients on a regular basis and sign 'retainer – ship' with mos


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Sales Forecast

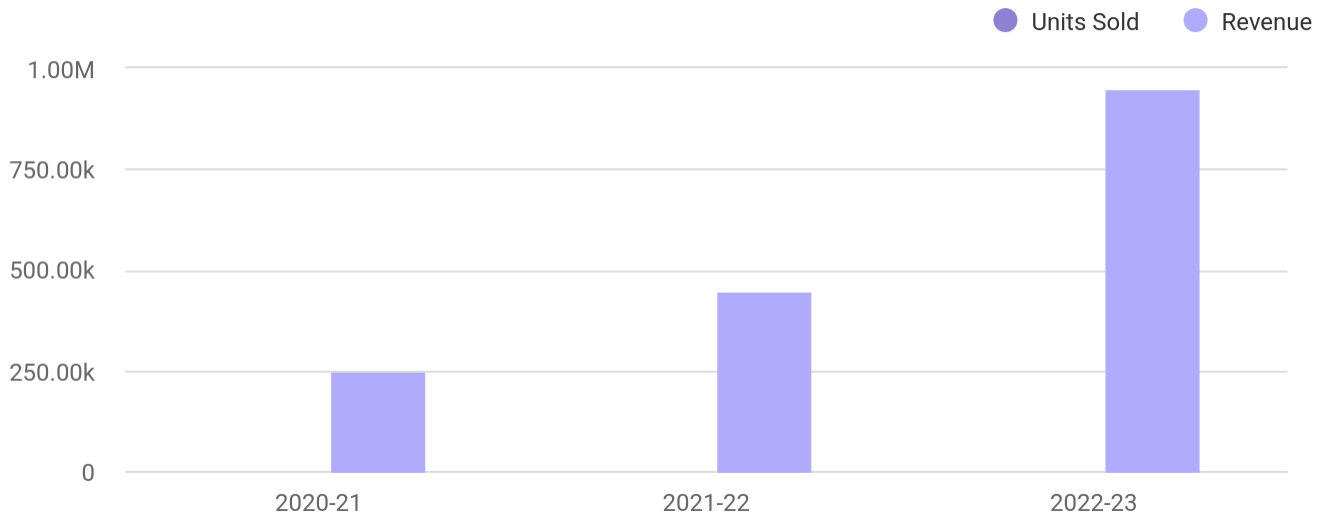
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One thing is certain, there would always be a mom and pop shops, startups, NGOs, and corporate organizations that would need the services of professional accounting services firms.

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No. of clients v/s Revenue Chart



Financial Year	Units Sold	Revenue
2020-21	1,550	250,000
2021-22	1,800	450,000
2022-23	2,050	950,000

Pricing Strategy

Five Zero

Hourly billing for financial consulting services is a long-time tradition in the industry. However, for some types of financial consultancy services, flat fees make more sense because they allow clients to better predict consultancy costs. As a result of this, F

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Five Zero

The payment policy adopted by Five Zero Financial Consulting, LLC is all-inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and

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Payment Options

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6.

Publicity and Advertising Strategy

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We have been able to work with our brand and publicity consultants 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 financial consulting services industry by

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7.

Financial Plan

Financial Projections and Costing

Generating Funds/Startup Capital

Projected Cash Flow

Projected Balance Sheet

Projected Profit & Loss

Financial Projections and Costing

Five Zero

Starting an accounting services firm can be cost-effective; this is so because, on the average, you are not expected to acquire expensive machines and equipment.

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Generating Funds/Startup Capital

Five Zero

Five Zero Financial Consulting, LLC is a business that will be owned and managed by Rowland Pence and his business partner Stanford Darlington. They are the sole financial of the firm, but may likely welcome partners later which is why they decided to restrict

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Projected Cash Flow

Cash Flow

	2024	2025	2026
Cash Received	\$1,487,528.57	\$3,392,715.80	\$6,024,674.22
Cash Paid	\$1,511,849.14	\$1,612,916.10	\$1,742,485.02
COS & General Expenses	\$127,782.34	\$200,906.86	\$302,012.73
Salary & Wages	\$1,378,050	\$1,408,236	\$1,439,104.80
Interest	\$6,016.82	\$3,773.25	\$1,367.48
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$24,320.57)	\$1,779,799.70	\$4,282,189.20

	2024	2025	2026
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
Net Cash From Investments	(\$35,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$51,035.72	\$43,279.28	\$45,685.02
Loan Capital	\$31,035.70	\$33,279.27	\$35,685.03
Dividends & Distributions	\$20,000	\$10,000	\$10,000
Net Cash From Financing	\$98,964.28	(\$43,279.28)	(\$45,685.02)
Summary			
Starting Cash	\$0	\$39,643.71	\$1,776,164.13
Cash In	\$1,637,528.57	\$3,392,715.80	\$6,024,674.22
Cash Out	\$1,597,884.86	\$1,656,195.38	\$1,788,170.04
Change in Cash	\$39,643.71	\$1,736,520.42	\$4,236,504.18
Ending Cash	\$39,643.71	\$1,776,164.13	\$6,012,668.31

Projected Balance Sheet

Balance Sheet

	2024	2025	2026
Assets	\$66,795.71	\$1,795,468.13	\$6,024,124.31
Current Assets	\$39,643.71	\$1,776,164.13	\$6,012,668.31
Cash	\$39,643.71	\$1,776,164.13	\$6,012,668.31
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$27,152	\$19,304	\$11,456
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$7,848)	(\$15,696)	(\$23,544)
Liabilities & Equity	\$66,795.72	\$1,795,468.15	\$6,024,124.33
Liabilities	\$68,964.29	\$35,685.02	\$0
Current Liabilities	\$33,279.27	\$35,685.02	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,279.27	\$35,685.02	\$0
Long Term Liabilities	\$35,685.02	\$0	\$0
Long Term Debt	\$35,685.02	\$0	\$0
Equity	(\$2,168.57)	\$1,759,783.13	\$6,024,124.33
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0

	2024	2025	2026
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$52,168.57)	\$1,709,783.13	\$5,974,124.33
Check	\$0	\$0	\$0

Projected Profit & Loss

Profit & Loss

	2024	2025	2026
Revenue	\$1,487,528.57	\$3,392,715.80	\$6,024,674.22
Tax Preparation Services	\$477,528	\$857,574	\$1,540,066.50
Unit Sales	3,184	5,717	10,267
Unit Price	\$150	\$150	\$150
Accounting and Bookkeeping	\$934,871.60	\$2,414,858	\$4,292,029.60
Users	1,282	2,834	4,830
Recurring Charges	\$80	\$80	\$80
Consultancy Services	\$75,128.97	\$120,283.80	\$192,578.12
Cost Of Sales	\$40,312.94	\$69,370.74	\$109,343.32
General Costs	\$40,312.94	\$69,370.74	\$109,343.32
Office Supplies and Software	\$20,875.29	\$40,047.15	\$66,489.14
Office Supplies	\$6,000	\$6,120	\$6,242.40
Accounting Software Subscription	\$14,875.29	\$33,927.15	\$60,246.74
Professional Services and Utilities	\$19,437.65	\$29,323.59	\$42,854.18

	2024	2025	2026
Legal and Consulting Fees	\$12,000	\$12,360	\$12,730.80
Utilities	\$7,437.65	\$16,963.59	\$30,123.38
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,447,215.63	\$3,323,345.06	\$5,915,330.90
Gross Margin (%)	97.29%	97.96%	98.19%
Operating Expense	\$1,465,519.40	\$1,539,772.12	\$1,631,774.21
Payroll Expense (Indirect Labor)	\$1,378,050	\$1,408,236	\$1,439,104.80
Management Team	\$262,500	\$270,375	\$278,486.28
Managing Partner	\$150,000	\$154,500	\$159,135
Financial Manager	\$112,500	\$115,875	\$119,351.28
Accountants	\$1,022,400	\$1,042,848	\$1,063,705.20
Senior Accountant	\$417,600	\$425,952	\$434,470.80
Junior Accountant	\$604,800	\$616,896	\$629,234.40
Support Staff	\$93,150	\$95,013	\$96,913.32
Office Administrator	\$51,750	\$52,785	\$53,840.76
Receptionist	\$41,400	\$42,228	\$43,072.56
General Expense	\$87,469.40	\$131,536.12	\$192,669.41
Office Expenses	\$43,437.65	\$53,683.59	\$68,264.40
Rent	\$36,000	\$36,720	\$38,141.02
Utilities	\$7,437.65	\$16,963.59	\$30,123.38
Marketing and Advertising	\$26,875.29	\$46,287.15	\$72,977.54

	2024	2025	2026
Digital Marketing	\$12,000	\$12,360	\$12,730.80
Print Advertising	\$14,875.29	\$33,927.15	\$60,246.74
Professional Services	\$17,156.46	\$31,565.38	\$51,427.47
Legal Services	\$6,000	\$6,120	\$6,242.40
IT Support	\$11,156.46	\$25,445.38	\$45,185.07
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$18,303.77)	\$1,783,572.94	\$4,283,556.69
Additional Expense	\$13,864.80	\$11,621.24	\$9,215.49
Long Term Depreciation	\$7,848	\$7,848	\$7,848
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$26,151.77)	\$1,775,724.94	\$4,275,708.69
Interest Expense	\$6,016.82	\$3,773.25	\$1,367.48
EBT	(\$32,168.57)	\$1,771,951.70	\$4,274,341.20
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,519,697.14	\$1,620,764.10	\$1,750,333.02
Net Income	(\$32,168.57)	\$1,771,951.70	\$4,274,341.20
Net Income (%)	(2.16%)	52.23%	70.95%
Retained Earning Opening	\$0	(\$52,168.57)	\$1,709,783.13

	2024	2025	2026
Owner's Distribution	\$20,000	\$10,000	\$10,000
Retained Earning Closing	(\$52,168.57)	\$1,709,783.13	\$5,974,124.33

Upmetrics vs Financial Spreadsheets

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The image compares the Upmetrics software interface with a traditional spreadsheet. On the left, the Upmetrics interface is shown with a sidebar containing 'Profit & Loss', 'Sales & Costs', and 'Cash Flow' options. The main area displays a 'Financial Plan' with a 'Profit & Loss' table for 2023-24 and 2024-25. Below the table is a form asking 'What price will you charge for each unit?' with a 'Constant Amount' button set to '\$ 40 Per Unit'. On the right, a spreadsheet interface is shown with a complex formula in cell A1: '=PER(C2:R2)'. The spreadsheet grid is visible with columns A through E and rows 1 through 17.

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8.

Sustainability and Expansion Strategy

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The future of a business lies in the number of loyal customers that have the capacity and competence of the employees, their investment strategy, and the business structure. If all of these factors are missing from a business (company), then it won't be successful.

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