



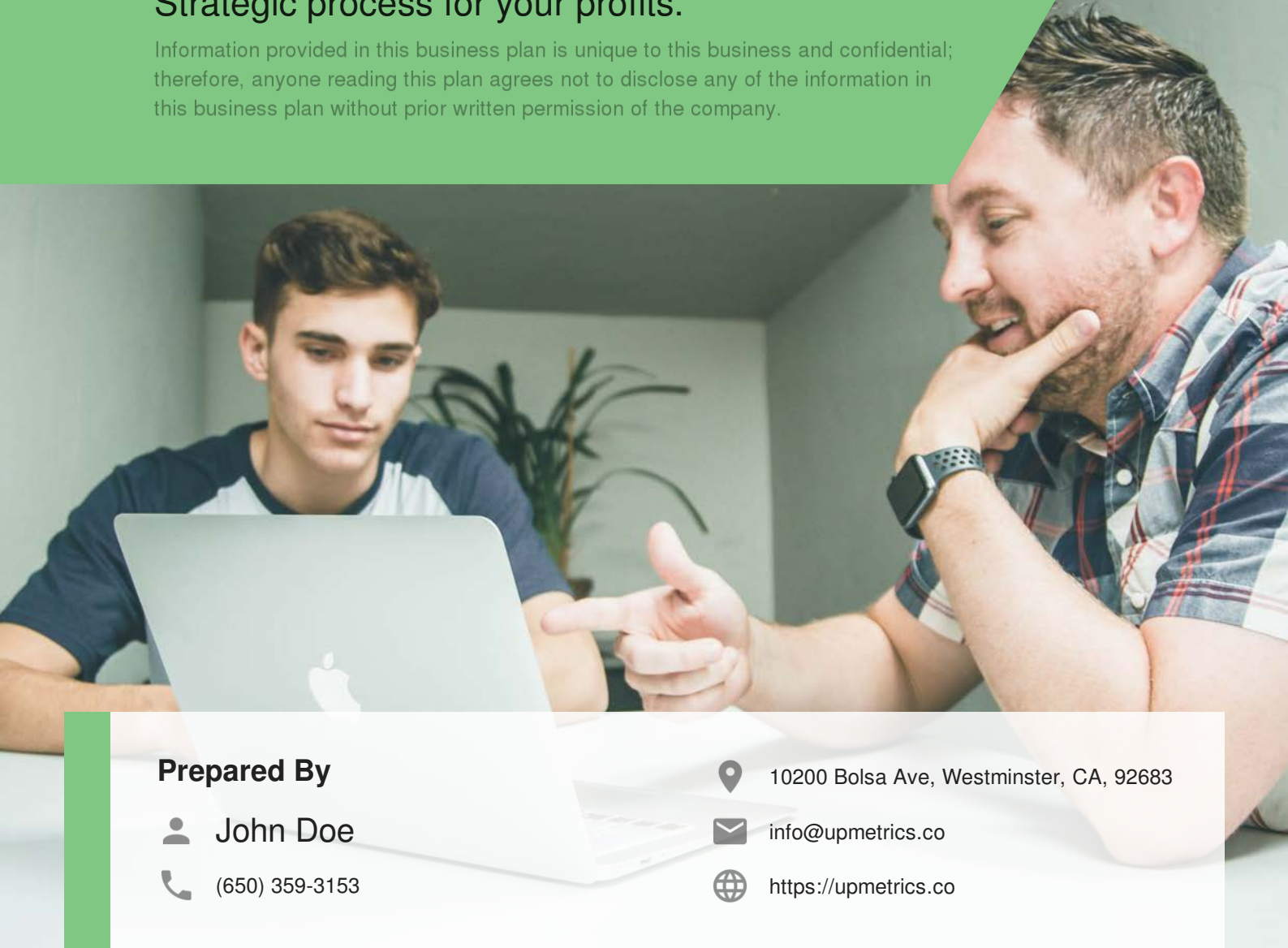
Consulting Business

Business Plan

[YEAR]


Strategic process for your profits.


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Executive summary



TIP

Capital Consultancy Inc (CCI) will offer professional advice and support to a diverse range of clients in the UK who have corporate or public sector dealings across borders.

Supported by a team of top legal experts who are co

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Market Validation



TIP

As the company's expertise lies in consultancy services relating to business and relationship management overseas markets, the company will be classified within the Management Consulting industry in the US. The US management consulting market is worth around \$64.4 billion, making it the largest consultancy base in the world. Employing over 734,

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Objectives



TIP

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

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Short Term (1 -3 Years)

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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 develop long-term and strategic partnerships with our clients and help them to transform today's challenges into tomorrow's successes. And we are committed to meeting and exceeding the expectations in providing excellent service, unexpected quality, and outstanding value to our people, clients, and partners.

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Keys to success



Economies of Scope

CCI benefits from a global network of associates which includes a group of highly qualified personnel with relevant and transferable experience/knowhow.



Expertise

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



Location

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



Competent Team

CCI is supported by a dynamic and experienced team of professionals. Collectively, the experiences of the team members range from strategic level positions in government and non-governmental organisations to technical



Quality Service

The management team at CCI is experienced and capable of delivering bespoke solutions that are responsive to challenging market situations. They are committed to providing the best contract delivery terms at competitive prices.



Multi-Skilled Workforce

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

Financial Highlights



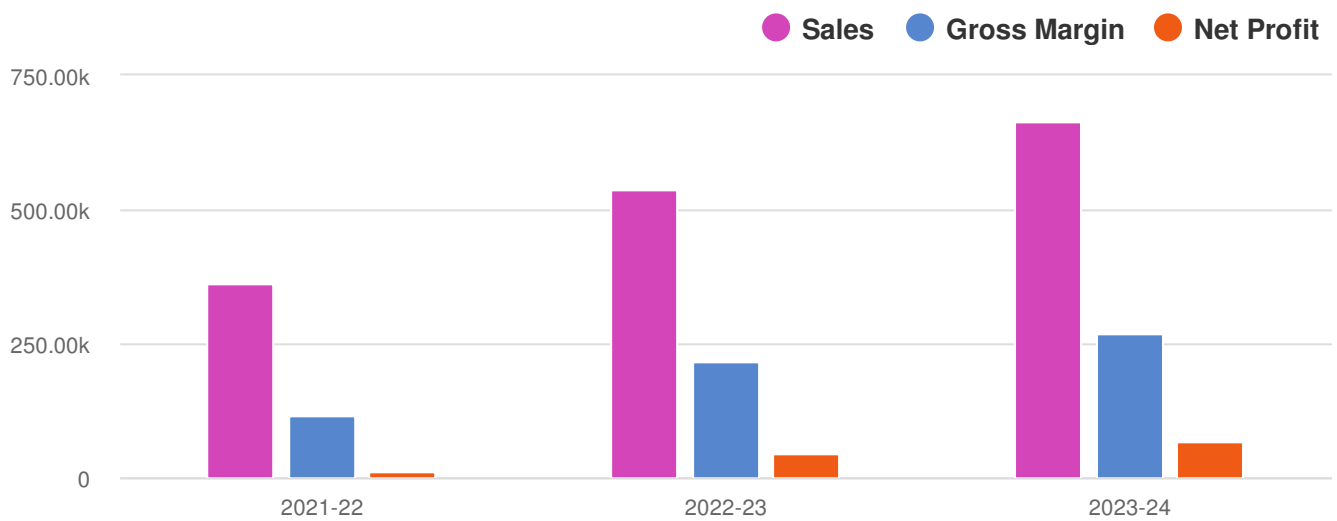
TIP

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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CCI - 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

Business overview



TIP

CCI consists of some of the country's top legal experts who are conversant in international legal and regulatory frameworks for international businesses operating in the country. The company prides itself in providing high-quality services in the areas of HR/Personnel Management, Legal, Contract/Sub-Contract Management, Government Services, Rese

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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 New York, 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 New York by the end of 2022.

Known as the "Fashion Capital," New York state is home to 2.1 million small businesses and 4 million small business employees, which is more than 50 percent of the private workforce. New York's econo

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Interior Operating Facilities



TIP

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

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Hours of Operation



TIP

CCI 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 consultations.

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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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Products & Services



TIP

The global marketplace is fraught with rising opportunities for investment, trade, and transit with some developing countries offering some of the most flexible investment laws in the world for any kind of foreign investment. The US on the other hand is a developed country with a trade and agriculture-based economy. The country is also one of the significant

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Visa and Government Relations



TIP

Understanding the intricacies of government policy and procedures, political priorities, and detailed knowledge of the people is central to operating in any country. CCI enables its clients to capitalize on the company's relationships with key audiences and influencers such as the overseas Embassy in the US as well as key agents in overseas markets to navigate

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Business and Investment Consulting Services



TIP

With proven expertise in the areas of agriculture, energy, mining, engineering, and telecommunications, CCI understands that achieving growth and return on investment requires not only hard assets but also soft enterprise. In the US, CCI aims to be a pioneer consulting firm specializing in trade relations with overseas markets facilitating partnership, investment

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Legal and Compliance Services



TIP

Compliance with statutory and regulatory requirements of countries is an essential part of running a hassle-free business. Navigating through the complicated legal system and regulatory culture of overseas markets can be challenging. CCI's legal services encompass a wide range of legal solutions for businesses and organisations in the US conducting

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Human Resources



TIP

CCI is proficient in providing human resource management services. With multiple years of experience in the area, CCI has a significant, in-house database of applicants, as well as access to most of the external resources that are available in the country. The company is experienced in conducting recruitment at local and national levels with procedu

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Market Analysis



TIP

In 2020, the consulting market size in the United States reached a value of 64.4 billion U.S. dollars. After experiencing continuous growth between 2015 and 2019, due to the impact of the coronavirus (COVID-19) pandemic, the consulting sector decreased by 12.5 per cent throughout 2020. Professionals working in the consulting sector provide advice in a

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Market segmentation



TIP

With a 93% share of the North American consulting industry, the US is the single largest market of the globe, between 5x to 10x larger than the UK and German consulting markets – Europe’s powerhouses – and more than 10x the size of the Australian advisory market. Not just in size, the US leads the pack analysts too describe the market as the most matur

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Market Trends



TIP

Over the past years, the North American advisory market has seen continued growth, on the back of a strong recovery from the financial crisis between 2008 and 2010, which traces its origins back to the US following the collapse of Lehman Brothers. In 2011 the industry was valued at \$82 billion, and in the subsequent years, the sector has seen annual grow

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Target market



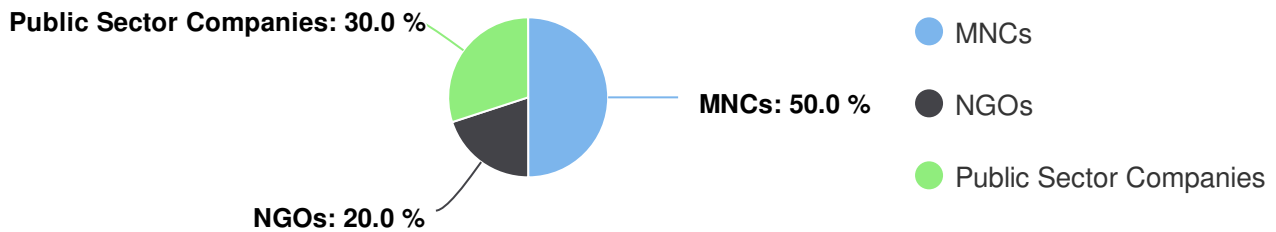
TIP

CCI is a consulting company specializing in business management services. The company's current activities range from providing government services such as work permits and visas to extending legal and compliance-related support services and other management and investment consulting and advisory services. The company's clients primarily include private businesses,

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CCI Market Distribution



Target Market	Share
MNCs	50
NGOs	20
Public Sector Companies	30

Competitive Advantage



Value Added Services

CCI will dedicate itself to the wellbeing 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. CCI will thus be able to secure and distribute services at market beating price points.



Distribution Channels

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



Effective Marketing

CCI 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.

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 Capital Consultancy Inc. and is presented below.

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Strengths

- Spearheaded by extremely skilled Director of operations whose skills in international management sector are exceptional
- Rich pool of in-house expertise
- Large network of associates and partners internationally
- Core values of integrity, competence and innovations inspired loyalty and trust
- Deep relationships across key government agencies and commercial sector players.
- Affiliate contacts across the US, UAE, India, Turkey, Canada, and the USA
- Niche market operations
- Represents a lucrative emerging economy
- Maintain strong relationships with Government agencies both in the US and global markets

S

Weaknesses

- A new brand in the US will need time to establish its name and reputation
- Setting up regulatory compliance could take up to 6 months

W

Opportunities

- Leverage affiliate expertise to expand the offering
- Develop key partnerships with US-based consulting companies that have clients interested in overseas investment
- Leverage presence in the US to facilitate bidirectional investment by companies based overseas
- Expand the portfolio of services

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

Strategy & implementation



TIP

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

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Distribution Strategy



TIP

CCI value proposition relates to businesses operating predominantly in the charitable and public sectors. As such, network marketing is key to the company's awareness and brand-building activities. CCI will thus rely on its network of influential government and private sector officials to grow its business in the US. The company will draw on this t

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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 CCI 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

CCI's 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 private businesses, both local and international.

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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 further penetrate the market.

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Marketing Channels



Direct Mail Marketing

CCI 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 CCI's offering

Pricing strategy



TIP

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 project delivery techniques to maintain and offer services at a low price point.

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Operational Plan



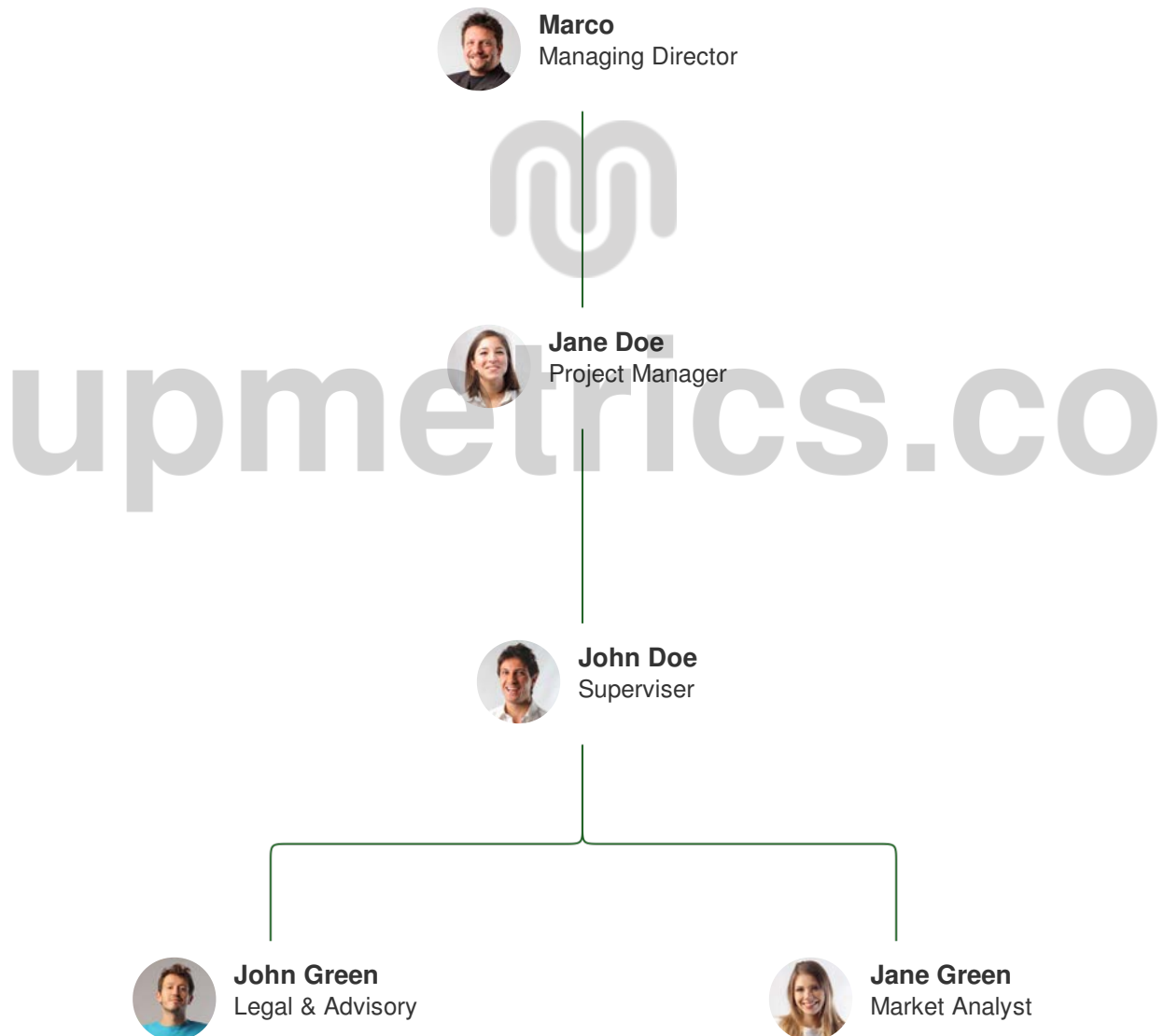
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The team will be headed by Managing Director Mr. Ashton who will also oversee project operations. Joining Mr. Ashton in the Management Team will be sales and marketing executives and an office manager.

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Organization chart



Management Team



TIP

Mr. Ashton will serve as the Managing Director of CCI. 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 management

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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
Maintenance Workers	1 of 20	10 days	121 days	100%
Supervisors	3 of 23	30 days	21 days	80%
Cleaners	4 of 15	158 days	127 days	0%
Project Managers	4 of 15	158 days	127 days	40%



JANE DOE

Project Manager- Jane@capitalconsulting.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.



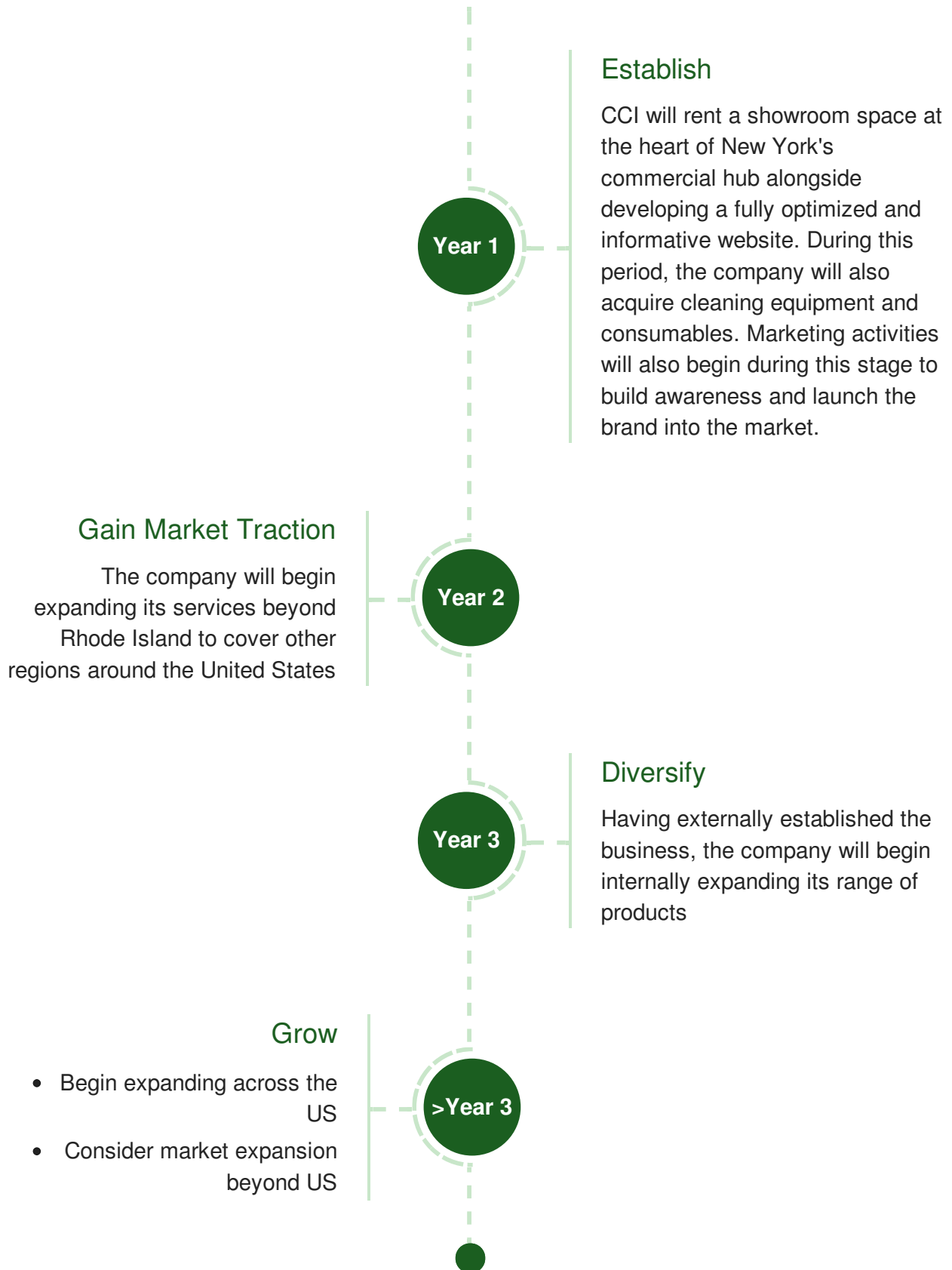
JOHN DOE

Supervisor- John@capitalconsulting.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

CAPITAL CONSULTANCY INC



Financial plan



REMEMBER

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

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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

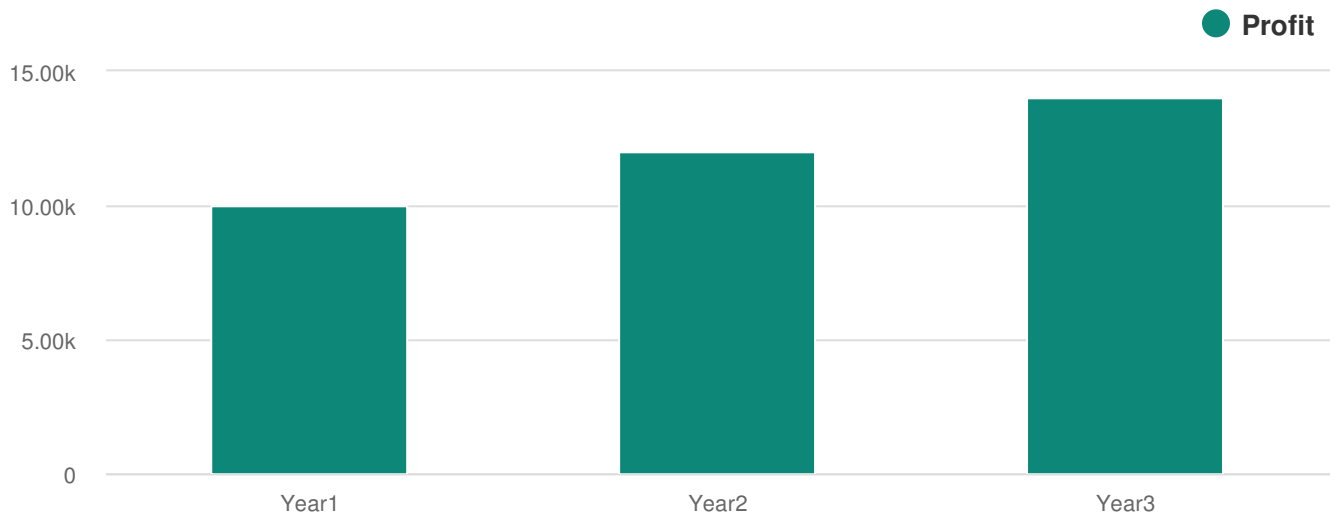
Brake-even Analysis

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
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

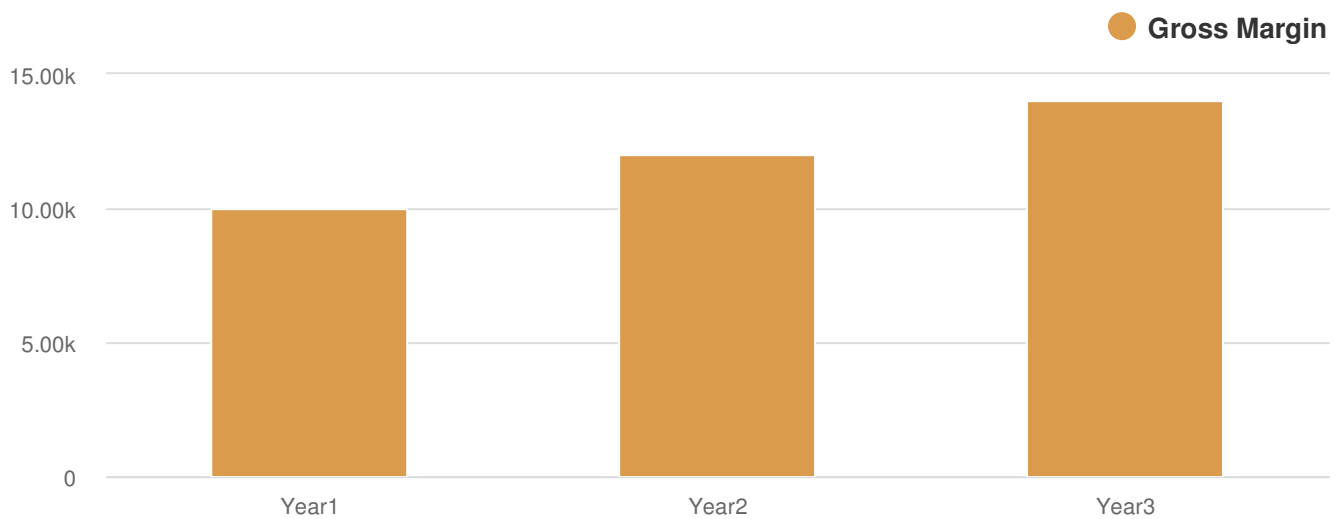
Profit

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.

Join over 100k+ entrepreneurs who have used Upmetrics to create their business plans.

Start writing your business plan today