



HR Consultancy

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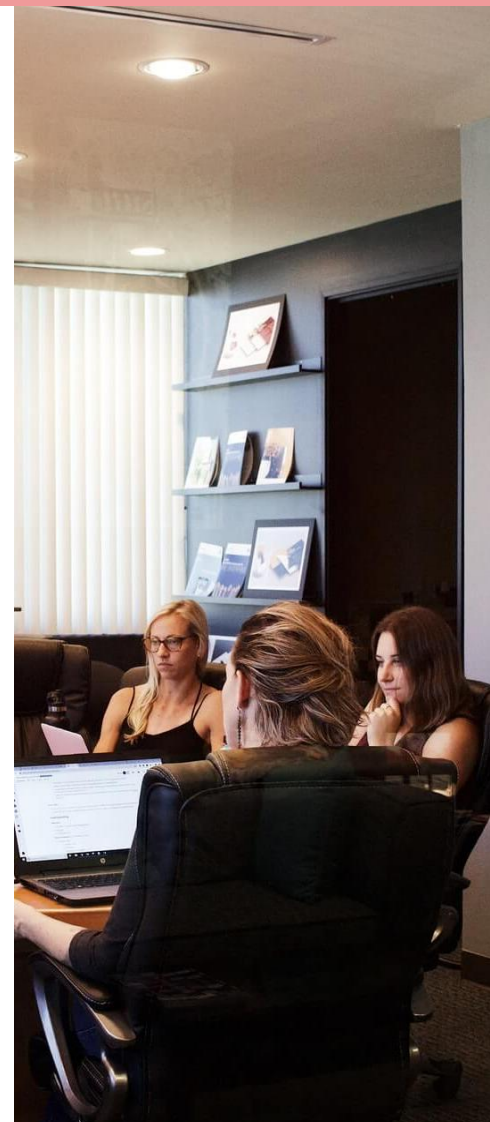
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Business Plan

[YEAR]

Prepared By

John Doe



Empowering business and the people who drive it

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Company

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1.

Executive Summary

Business Overview

Mission

Objectives

Success Factors

Financial Highlights



REMEMBER

Before you think about how to start a Human Resource Consulting services, you must create a detailed Human Resources Consulting business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Business Overview



TIP

Anderson Consultancy is a human resource consulting company located in Denver – Colorado. It has expertise in offering a wide range of HR products & services and is targeting the emerging company market in particular. Anderson Consultancy will offer the target market and the wider market the ability to outsource key HR functions while retaining control.

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Mission



TIP

Anderson Consultancy's mission is to provide a full portfolio of human resource consulting for emerging companies & provide superior career guidance to young people at the beginning of their career. We will share our experience in custom-built training programs targeting client needs. We exist to attract partner, and maintain clients. When we adhere to th

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Objectives



TIP

Our Key Objectives and reason for our existence are:

- To create a service-based company whose primary goal is to exceed customer's expectations.
- To develop a sustainable relationship with you

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Success Factors



TIP

The key to success is to provide a needed service at an affordable cost without compromising quality.

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Financial Highlights



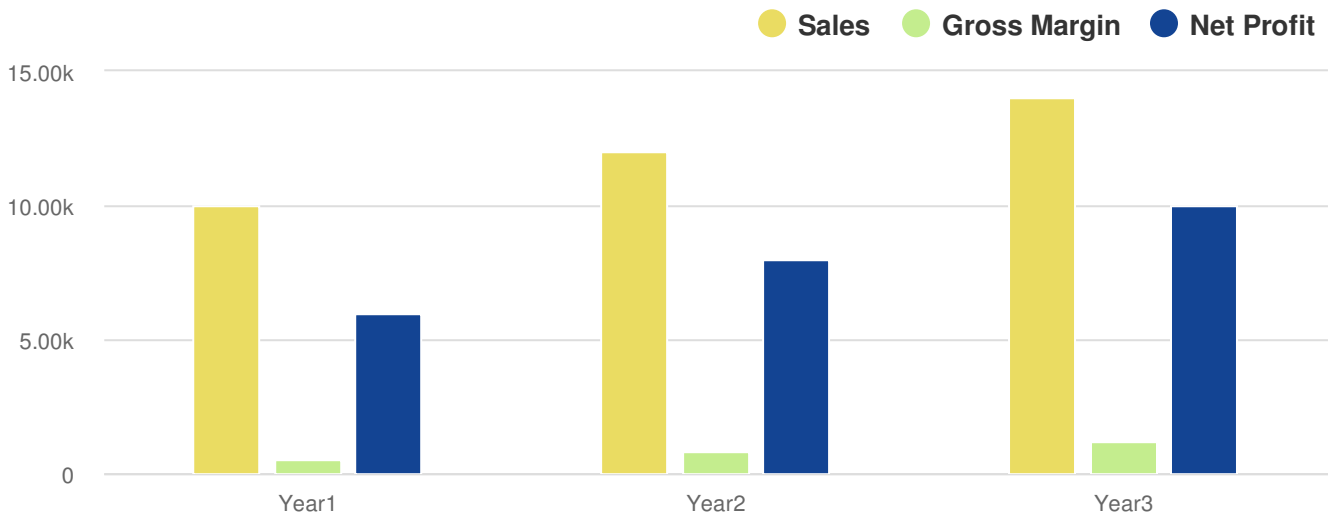
TIP

Julius Anderson, the founder, and the owner will be leveraging his past and current personal/professional relationships to generate business for Anderson Consultancy. Major will be the sole employee until month six when he will be hiring a human resource specialist/manager to help out with the consulting. Anderson Consultancy will show increasing profitab

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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

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenue	\$1,080,000	\$2,472,768	\$2,830,825	\$3,240,728	\$3,709,986
Total Expenses	\$962,000	\$1,539,107	\$1,719,742	\$1,901,321	\$2,112,641
EBITDA	\$118,000	\$933,661	\$1,111,082	\$1,339,407	\$1,597,344
Depreciation	\$25,600	\$25,600	\$25,600	\$25,600	\$25,600
EBIT	\$92,400	\$908,061	\$1,085,482	\$1,313,807	\$1,571,744
Interest	\$29,946	\$26,202	\$22,459	\$18,716	\$14,973
Pre Tax Income	\$62,455	\$881,858	\$1,063,023	\$1,295,091	\$1,556,772
Income Tax Expense	\$21,859	\$308,650	\$372,058	\$453,282	\$544,870
Net Income	\$40,595	\$573,208	\$690,965	\$841,809	\$1,011,902
Number of locations	1	1	1	1	1
Average clients/day	20	22	23	25	27
Number of orders	3,600	7,776	8,398	9,070	9,796

2.

Business Summary

Ownership

Startup Summary

Funding Required



TIP

Anderson Consultancy is a world-class recruitment consultancy firm that will be located in Denver – Colorado. We have been able to secure a standard office facility in a good business district in the heart of Denver – Colorado.

Anderson Consultancy is a client-focused and result

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Ownership



TIP

Anderson Consultancy is founded by Julius Anderson. Julius Anderson graduated from the University of California – Berkley (First Degree in Personnel Management), Brock School of Business at Stamford University (MBA). He is a Certified Recruiting Specialist (CRS), a Certified Personnel Consultant (CPC) amongst other certifications in Human Resources.

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Startup Summary



TIP

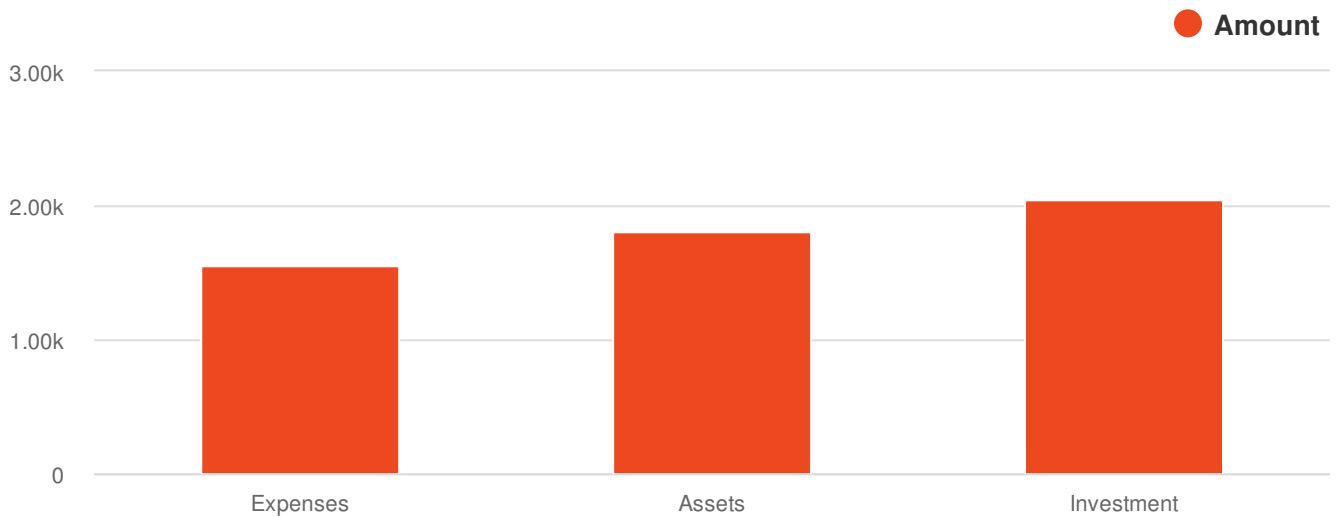
Anderson Consultancy will incur the following start-up expenses:

- Two desks, two chairs, and two lockable file cabinets.
- Two computer systems including a CD-RW, printer, and a third computer to serve as a server.

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Startup cost



Cost distribution	Amount
Expenses	1550
Assets	1800
Investment	2050

Funding Required

The detailed startup requirements and expenses are given in the table below.

STARTUP FUNDING	AMOUNT
Startup Expenses to Fund	\$1,150
Startup Assets to Fund	\$14,850
TOTAL FUNDING REQUIRED	\$16,000
Assets	
Non-cash Assets from Start-up	\$4,800
Cash Requirements from Start-up	\$10,050
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$10,050
TOTAL ASSETS	\$14,850
Liabilities and Capital	

STARTUP FUNDING	AMOUNT
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	
Planned Investment	
Major	\$16,000
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$16,000
Loss at Startup (Startup Expenses)	(\$1,150)
TOTAL CAPITAL	\$14,850
TOTAL CAPITAL AND LIABILITIES	\$14,850
Total Funding	\$16,000

3.

Products and Services



REMEMBER

Before starting a Human Resource(HR) Consulting business, you must take many things into consideration such as you must consider what types of consulting services will you be providing to your clients. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think

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TIP

Anderson Consultancy provides human resource consulting to emerging companies in the Portland/Vancouver market. Anderson Consultancy will charge a below-market rate and take stock options in the company. Anderson Consultancy will provide consulting for the following service areas:

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Products and services



Human resource management.



Organizational management.



Professional development.



Employee relations



Labor relations.



Benefits and compensation



HR policy and procedure.



Executive search



Sexual harassment



Position classification



Personnel management systems



Performance evaluations




Diversity



TIP

The pricing structure will either be an hourly rate or a per-project fee. These options will be settled on in negotiation with the client.

In general, Anderson Consultancy is willing to be as flexible as possible.

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4.

Market Analysis

Market Segmentation

Target Market Segment Strategy



REMEMBER

The most important component of an effective Human Resource Consulting business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Human Resource Consulting business plan sample or other Human Resource Consulting business plans available online.

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TIP

Emerging companies will be the target market for several reasons:

- They are in need of HR services as they are growing rapidly.
- They often do not have a large enough in-house solution as they are increasing in size.

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Market Segmentation



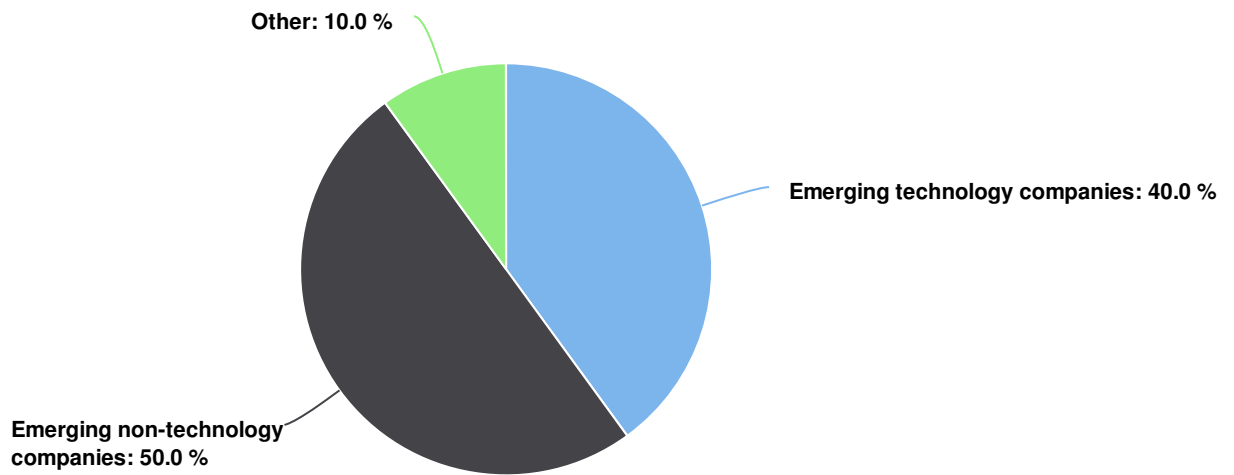
TIP

Anderson Consultancy market can be segmented into two different groups, emerging high-tech companies and emerging non-high tech companies. The emerging high-tech companies are going to be the larger of the two segments. Even with the Internet bubble bursting within the last year, there are still many different emerging high-tech companies proliferating.

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Marketing share



Segments	Market share
Emerging technology companies	40
Emerging non-technology companies	50
Other	10

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Emerging technology companies	10%	345	380	418	460	506	10.05%
Emerging non-technology companies	9%	225	245	267	291	317	8.95%
Other	0%	0	0	0	0	0	0.00%
Total	9.62%	570	625	685	751	823	9.62%

Target Market Segment Strategy



TIP

Anderson Consultancy's two markets will be primarily targeted through networking activities. Some networking will be conducted through the Denver Entrepreneur Association, an association that supports entrepreneurial ventures in the local area. This organization has monthly meetings that are in a round-table format, allowing members to socialize.

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5.

Strategy

Sales Strategy

Competitive Edge

Milestones



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those clients. Like marketing analysis, sales strategy is also an important component of a Human Resource Consulting business startup and must be properly planned before you think about sta

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TIP

Anderson Consultancy will use its competitive edge of compensation flexibility to attract emerging companies. This competitive advantage is especially valuable to emerge companies who are typically struggling to find enough capital to grow their business. Accepting stock options as compensation is useful because equity is one thing these companies

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Sales Strategy



TIP

As stated earlier, marketing and sales will be done primarily through networking. This means the bulk of the leads will have been developed through a personal/professional relationship that Major has developed either in his previous professional work or through his activities with the Denver Entrepreneurs Association and other similar associa

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TIP

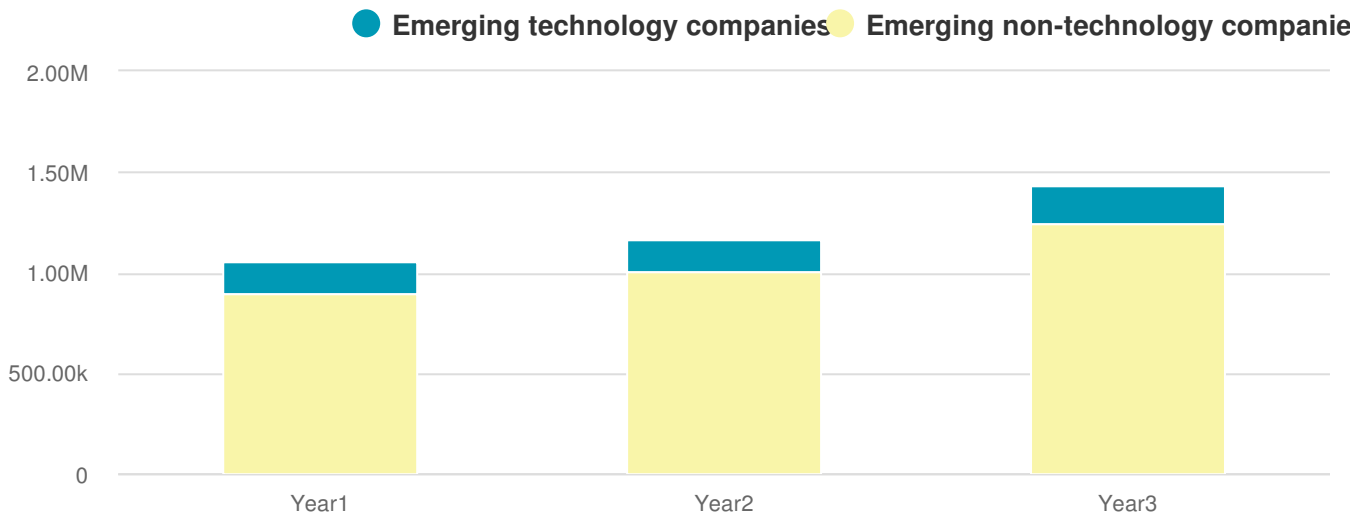
The first month will be used to set up the office. Additionally, during the first month, Major will be working hard on developing contracts. The second month will see some activity, but it will not be until month six when the business will be picking up at a higher rate. Sales will continue to grow through year three

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Sales Forecast

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Sales Yearly



Financial Year	Emerging technology companies	Emerging non-technology companies
Year1	158745	895665
Year2	164548	1004512
Year3	186541	1245587

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Emerging technology companies	\$41,500	\$78,455	\$92,541
Emerging non-technology companies	\$16,600	\$31,382	\$37,016
TOTAL SALES	\$58,100	\$109,837	\$129,557
Direct Cost of Sales	Year 1	Year 2	Year 3
Emerging technology companies	\$2,075	\$3,923	\$4,627
Emerging non-technology companies	\$830	\$1,569	\$1,851
Subtotal Direct Cost of Sales	\$2,905	\$5,492	\$6,478

Competitive Edge



TIP

Anderson Consultancy's competitive edge is its flexibility for compensation. Most of all other companies require compensation to be in the form of cash, for the cash is king. Anderson Consultancy is able to take stock options in lieu of some cash. While Anderson Consultancy needs some cash to float the business, it can take up to 75% of its fees in equity.

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Milestones

Anderson Consultancy will have several milestones early on:

- Business plan completion. This will be done as a road-map for the organization. This will be an indispensable tool for the ongoing performance and improvement of the company.
- Set up an office.
- Anderson Consultancy's first five customers.
- Profitability.

Milestone	Start Date	End Date	Budget	Manager
Business plan completion	1/1/2021	2/1/2021	\$0	ABC
Set up office	1/1/2021	2/1/2021	\$0	ABC
Anderson Consultancy's first five customers	1/1/2021	3/31/2021	\$0	ABC
Profitability	1/1/2021	*****	\$0	ABC
Totals			\$0	

6.

Web Plan Summary

Website Marketing Strategy

Development Requirements



TIP

The website will be used as a resource that prospective companies can view to gain more information about the company. In essence, it is Anderson Consultancy's brochure. On the site, there will be information about the management of the company and corresponding bios indicating all of their experience. Also on the website will be a list of pres

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Website Marketing Strategy



TIP

The marketing of the website will consist of submitting it to popular search engines. The website will be used more as an information tool that prospective companies can be sent to for more information about Anderson Consultancy as opposed to marketing the website in order for the website to develop new leads.

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Development Requirements



TIP

The development requirements will entail hiring an individual (preferably a student for cost-saving purposes) to develop and produce the site.

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7.

Management Plan

Personnel Plan



REMEMBER

Management plan is also an important component of a Human Resource Consulting business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries. So, make sure to duly consider it before thinking about how to start a Human Resource Consulting business. The management plan of Human

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TIP

Julius Anderson, the founder, and the owner received his undergraduate degree in marketing from the University of California – Berkeley. After completing college Major recognized that he would eventually need to go to graduate school but was not ready to yet.

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TIP

Major will work full time for Anderson Consultancy. By month six Major will have developed more work than he will be able to manage himself and he will hire an additional HR consultant to help him out. The employee will receive a straight salary and will have no future equity options in the client's companies. This employee will be given HR projects and will do

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Personnel Plan

PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Major	\$24,000	\$24,000	\$24,000
Full time employee	\$24,500	\$42,000	\$42,000
TOTAL PEOPLE	2	2	2
Total Payroll	\$48,500	\$66,000	\$66,000

8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a Human Resource Consulting business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be

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TIP

The following sections will outline important financial information. Please note that the stock options granted in lieu of compensation are not entered into the financial plan as they are not yet of value. Upon exercising the options there will be tax consequences (because one of the realizing events has occurred) as well as assets to be accounted for.

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

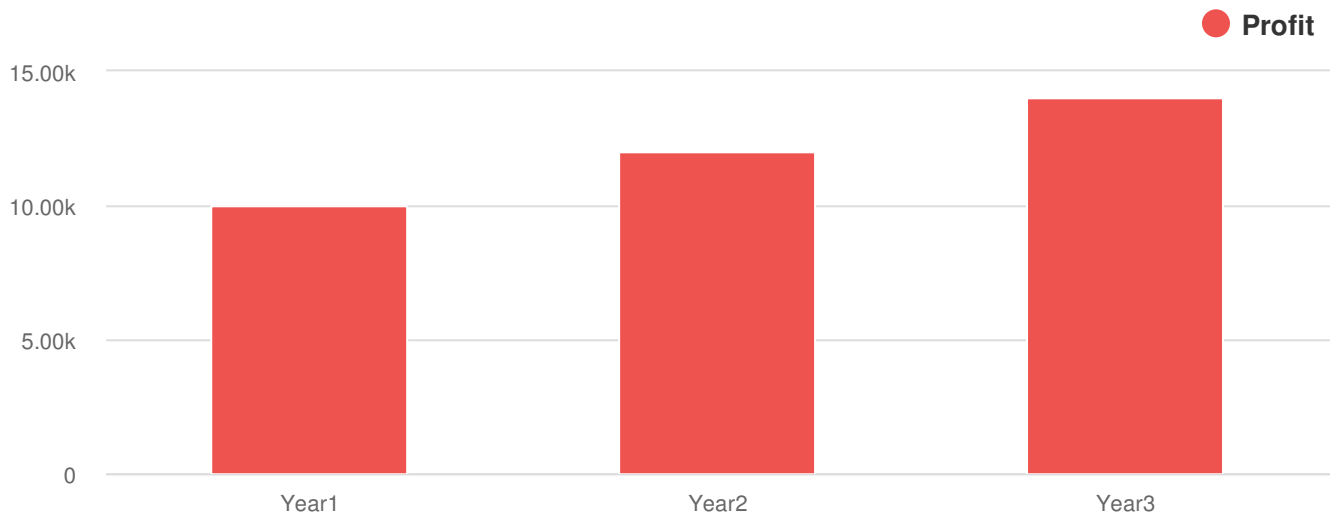
Brake-even Analysis

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

Projected Profit and Loss

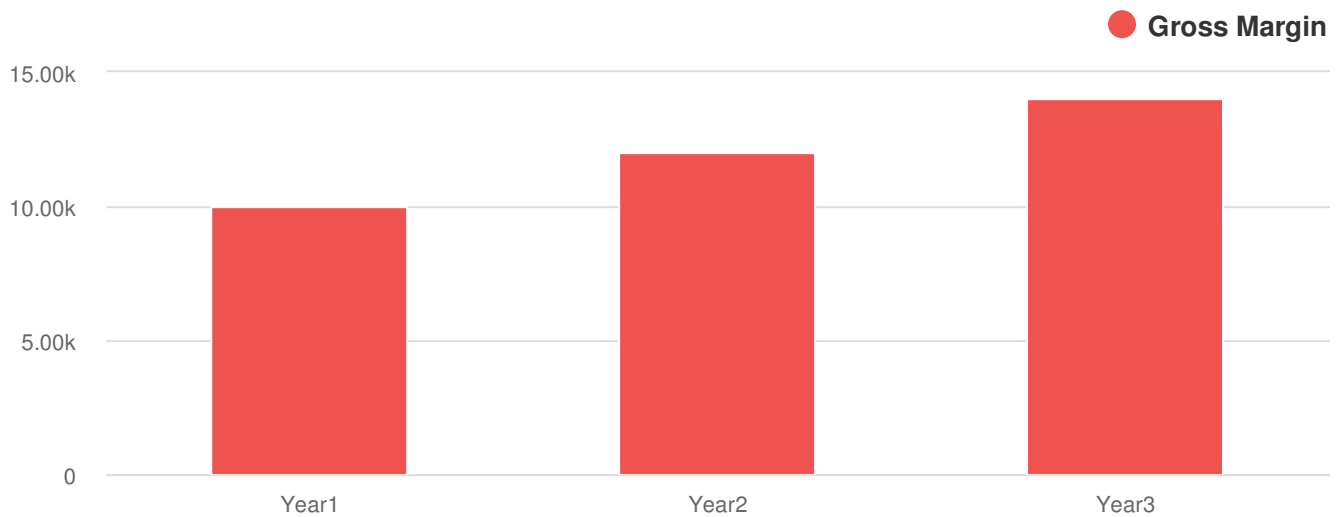
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales 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.

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- 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