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**EXECUTIVE SUMMARY:**

[Aegis Consultants] is a consulting firm that specializes in assisting small businesses to comply with health and safety measures in the workplace. [Aegis Consultants] is knowledgeable about the safety issues in different work environments and ensures that companies are compliant with [federal safety codes].

With approximately [4.1 million] US workers experiencing workplace injuries, the need for health and safety consulting businesses have become more significant as companies hire consultants to train employees, evaluate business procedures, and reinforce safety programs.

To gain a strong audience, [Aegis Consultants] has turned to lead-generating activities by focusing on targeted paid ads, site rankings, email marketing, as well as creating special events such as seminars and conferences.

**COMPANY OVERVIEW:**

**Mission Statement:** It is the mission of [Aegis Consultants] to support small businesses in complying with [federal, state, and local safety codes] for the safety of their employees and customers alike.

**Philosophy: [**Aegis Consultants] recognizes the importance of health and safety in the different business sectors and, thus, utilizes various strategies to ensure client satisfaction.

**Vision: [**Aegis Consultants] promises to provide unique approaches for different companies to ensure the quality and compatibility of the health and safety measures put in place.

**Outlook:** The [health and safety industry] has grown since [2017] and is expected to grow to [$7.3 billion] at a compound annual growth rate of [11.1%] by [2022] due to more stringent government regulations and the growing awareness on environmental health and safety standards for employees.

**Type of Industry: [**Professional, Scientific, and Technical Services]

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Beatrice Burch]

**Start-Up Summary**: [Aegis Consultants] will need [$50,000] to cover for its start-up costs. This amount shall be provided by the owner and will be used to cover operational expenses such as rent, training, and payroll.

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| **Start-Up Funding** |
| Start-Up Expenses | $35,000 |
| Start-Up Assets | $15,000 |
| **Total Funding Required** | **$50,000** |
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| Assets |  |
| Non-Cash Assets from Start-Up | $8,500 |
| Cash Requirements from Start-up | $2,000 |
| Additional Cash Raised | $3,000 |
| Cash Balance on Starting Date | $1,500 |
| **Total Assets** | **$15,000** |
|  |
| Capital |  |
| Planned Investment |  |
| Owner | $50,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$50,000** |
| Loss at Start-Up (Start-Up Expenses) | -$35,000 |
| **Total Capital** | **$15,000** |
| Liabilities | $0 |
| **Total Capital and Liabilities** | **$15,000** |
|  |
| **Start-Up** |
| Requirements |  |
| Start-Up Expenses |  |
| Rent - 3 Months | $6,000 |
| Advertising | $1,000 |
| Legal Fees | $1,000 |
| Staff Training | $15,000 |
| Insurance | $1,000 |
| Other | $11,000 |
| **Total Start-Up Expenses** | **$35,000** |
|  |
| Start-Up Assets |  |
| Cash Required | $5,000 |
| Start-Up Inventory | $2,000 |
| Other Current Assets | $3,000 |
| Long-Term Assets | $5,000 |
| **Total Assets** | **$15,000** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$50,000** |

**MANAGEMENT TEAM:**

|  |  |  |
| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| Beatrice Burch | Operations Manager | Leadership, Negotiation, Organization |
| Melissa Santiago | Marketing Manager | Teamwork, Attention To Detail, Communication |

**SHORT- AND LONG-TERM GOALS AND MILESTONES:**

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| --- | --- |
| **Short-Term Goals** | **Milestones** |
| Find a corporate office that will serve as company headquarters by December 15 | Found office space, leased for 6 months with the option to extend |
| Hire 7 health and safety consultants | Hired 3 consultants, 5 set for interviews |
| **Long-Term Goals** | **Milestones** |
| Grow company clientele to 150 in 5 years | Increase clientele by at least 15% every year |
| Expand the number of consultants to 25 within five years | Hire new consultants every year to expand the company and grow the business. |

**PRODUCTS AND SERVICES**

**Product/Service Description: [**Aegis Consultants] offers consulting services on health and safety for small businesses. These consulting services are customized per client to ensure that issues are addressed accordingly.

**Value Proposition: [**Aegis Consultants] offers customer-centric, customized services based on the needs of companies at lower prices compared to other firms.

**Pricing Strategy: [**Aegis Consultants] employs a customized pricing scheme that takes into account the necessary services and company size, among others.

**EXECUTION**

**Marketing Plan:** As a new [consulting firm], [Aegis Consultants] plans to penetrate the market by offering package projects at a discount during the first three months of operation and discounted additional services for repeat clients.

**Market Research:** Consulting firms are hired by companies depending on their needs. Aegis Consultants expects the bulk of its clientele to be made up of small and medium-sized businesses.



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| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| Aegis Consultants | Strong client communication skills | New in the industry | Expand health and safety campaigns to reach a larger audience | Inflation could negatively affect company funding for EHS consulting services |
| RT Consulting Firm | Strong relationship with large businesses and corporations | Limited workforce also limits the number of clients that it can accommodate | New technology such as safety analysis software can help make the most of the limited workforce | The increasing number of new health and safety consulting firms |
| Penn Health and Safety Consulting | Known health and safety consulting firm | Limited budget impedes firm growth | Government policies and sanctions increase the demand for health and safety consulting | Industry saturation dries up market demand |

**Marketing Strategy: [**Aegis Consultants] will utilize social media for its lead-generating activities, and as well as bidding, and special events to reach a wider audience.

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| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Email Marketing | Lead-generation, with email follow-through | March 30, 2019 | Positive responses from 60% of the leads |
| Seminars and Conferences | Host seminars or conferences to gain attention from potential businessmen | Every 2nd Saturday of the month | 50 participants during the first seminar, increasing the number every month |
| Bidding  | Participate in bidding activities | TBA | Win at least three bids in the first year of operation |

**ORGANIZATIONAL STRUCTURE:**



**OPERATIONAL PLAN:**

**Location and Facilities**

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**FINANCIAL PLAN**

**Assumptions**

The following financial forecast is based on the growing economy of [Portland, Pennsylvania], taking into account the needs of small and mid-sized companies. The company will focus its efforts on different marketing strategies to further finance its operating expenses, most of which will be spent on payroll, rent, and supplies.

**Monthly Expense**

The monthly expenses for [2019] are depicted below:



**Monthly Revenue**

The projected monthly revenue for [2019] is as follows:



**BUSINESS FINANCING**

The start-up cost of the business, which totals [$50,000], will be funded in full by the owner. This amount will be used for [rent, marketing, insurance, supplies, and maintenance].

**STATEMENTS**

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| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $170,000.00 | $250,000.00 | $325,000.00 |
| Direct Cost of Sale | $150,000.00 | $200,000.00 | $275,000.00 |
| Other Cost of Sale | $15,000.00 | $10,000.00 | $9,000.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $5,000.00 | $40,000.00 | $41,000.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $165,000.00 | $210,000.00 | $284,000.00 |
| **Gross Margin % (Gross Profit/Sales)** | **97.06%** | **84.00%** | **87.38%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Rent | $12,000.00 | $12,000.00 | $12,000.00 |
| Insurance | $1,000.00 | $1,000.00 | $1,000.00 |
| Utilities | $6,000.00 | $6,000.00 | $6,000.00 |
| Salary (Including Tax) | $70,000.00 | $75,000.00 | $80,000.00 |
| Maintenance & Supplies | $3,000.00 | $3,500.00 | $3,700.00 |
| **Total Operating Expenses** | **$92,000.00** | **$97,500.00** | **$102,700.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | -$87,000.00 | -$57,500.00 | -$61,700.00 |
| Depreciation | $4,000.00 | $4,000.00 | $4,000.00 |
| Interest Expense | $0.00 | $0.00 | $0.00 |
| Taxes Paid | $4,000.00 | $5,000.00 | $6,000.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$69,000.00** | **$107,500.00** | **$175,300.00** |

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| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $30,000.00 | $125,000.00 | $296,500.00 |
| Accounts Receivable | $7,000.00 | $5,000.00 | $7,500.00 |
| Inventory | $3,000.00 | $5,000.00 | $6,000.00 |
| Other Current Assets | $5,000.00 | $6,000.00 | $8,000.00 |
| **Total Current Assets** | **$45,000.00** | **$141,000.00** | **$318,000.00** |
|  |  |  |  |
| Long-Term Assets | $5,000.00 | $7,000.00 | $6,000.00 |
| Accumulated Depreciation | $3,000.00 | $2,500.00 | $2,000.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $2,000.00 | $4,500.00 | $4,000.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$47,000.00** | **$145,500.00** | **$322,000.00** |
|  |  |  |  |
| Accounts Payable | $10,000.00 | $12,000.00 | $13,000.00 |
| Notes Payable | $5,000.00 | $6,000.00 | $8,000.00 |
| Other | $3,500.00 | $7,000.00 | $5,000.00 |
| **Total Liabilities** | **$18,500.00** | **$25,000.00** | **$26,000.00** |
|  |  |  |  |
| Paid-in Capital | $5,000.00 | $5,000.00 | $5,000.00 |
| Retained Earnings | $170,000.00 | $250,000.00 | $325,000.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$28,500.00** | **$120,500.00** | **$296,000.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **64.91%** | **20.75%** | **8.78%** |

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| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $30,000.00 | $125,000.00 | $296,500.00 |
|  |  |  |  |
| **Sources of Cash** | $5,000.00 | $7,000.00 | $10,000.00 |
| Receivables | $7,000.00 | $5,000.00 | $7,500.00 |
| Sales | $170,000.00 | $250,000.00 | $325,000.00 |
| Others | $5,000.00 | $7,000.00 | $8,000.00 |
| **Total Cash** | $217,000.00 | $394,000.00 | $647,000.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Rent | $12,000.00 | $12,000.00 | $12,000.00 |
| Insurance | $1,000.00 | $1,000.00 | $1,000.00 |
| Utilities | $6,000.00 | $6,000.00 | $6,000.00 |
| Salary (Including Tax) | $70,000.00 | $75,000.00 | $80,000.00 |
| Maintenance & Supplies | $3,000.00 | $3,500.00 | $3,700.00 |
| **Total Expenditures** | $92,000.00 | $97,500.00 | $102,700.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$125,000.00** | **$296,500.00** | **$544,300.00** |