

# How to Start a Security Company

By the [BizMove.com](http://BizMove.com) Team

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## 1. Determining the Feasibility of Your New Business

### A. Preliminary Analysis

This guide is a checklist for the owner/manager of a business enterprise or for one contemplating going into business for the first time. The questions concentrate on areas you must consider seriously to determine if your idea represents a real business opportunity and if

you can really know what you are getting into. You can use it to evaluate a completely new venture proposal or an apparent opportunity in your existing business.

Perhaps the most crucial problem you will face after expressing an interest in starting a new business or capitalizing on an apparent opportunity in your existing business will be determining the feasibility of your idea. Getting into the right business at the right time is simple advice, but advice that is extremely difficult to implement. The high failure rate of new businesses and products indicates that very few ideas result in successful business ventures, even when introduced by well established firm. Too many entrepreneurs strike out on a business venture so convinced of its merits that they fail to thoroughly evaluate its potential.

This checklist should be useful to you in evaluating a business idea. It is designed to help you screen out ideas that are likely to fail before you invest extensive time, money, and effort in them.

### **Preliminary Analysis**

A feasibility study involves gathering, analyzing and evaluating information with the purpose of answering the question: "Should I go into this business?" Answering this question involves first a preliminary assessment of both personal and project considerations.

### **General Personal Considerations**

The first seven questions ask you to do a little introspection. Are your personality characteristics such that you can both adapt to and enjoy business ownership/management?

1. Do you like to make your own decisions?
2. Do you enjoy competition?
3. Do you have will power and self-discipline?
4. Do you plan ahead?
5. Do you get things done on time?
6. Can you take advice from others?
7. Are you adaptable to changing conditions?

The next series of questions stress the physical, emotional, and financial strains of a new business.

8. Do you understand that owning your own business may entail working 12 to 16 hours a day, probably six days a week, and maybe on holidays?
9. Do you have the physical stamina to handle a business?
10. Do you have the emotional strength to withstand the strain?
11. Are you prepared to lower your standard of living for several months or years?

12. Are you prepared to loose your savings?

#### Specific Personal Considerations

1. Do you know which skills and areas of expertise are critical to the success of your project?
2. Do you have these skills?
3. Does your idea effectively utilize your own skills and abilities?
4. Can you find personnel that have the expertise you lack?
5. Do you know why you are considering this project?
6. Will your project effectively meet your career aspirations

The next three questions emphasize the point that very few people can claim expertise in all phases of a feasibility study. You should realize your personal limitations and seek appropriate assistance where necessary (i.e. marketing, legal, financial).

7. Do you have the ability to perform the feasibility study?
8. Do you have the time to perform the feasibility study?
9. Do you have the money to pay for the feasibility study done?

#### General Project Description

1. Briefly describe the business you want to enter.

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2. List the products and/or services you want to sell

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3. Describe who will use your products/services

---

4. Why would someone buy your product/service?

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5. What kind of location do you need in terms of type of neighborhood, traffic count, nearby firms, etc.?

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6. List your product/services suppliers.

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7. List your major competitors - those who sell or provide like products/services.

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8. List the labor and staff you require to provide your products/services. \_\_\_\_\_

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## **B. Requirements For Success**

To determine whether your idea meets the basic requirements for a successful new project, you must be able to answer at least one of the following questions with a "yes."

1. Does the product/service/business serve a presently unserved need?
2. Does the product/service/business serve an existing market in which demand exceeds supply?
3. Can the product/service/business successfully compete with an existing competition because of an "advantageous situation," such as better price, location, etc.?

### **Major Flaws**

A "Yes" response to questions such as the following would indicate that the idea has little chance for success.

1. Are there any causes (i.e., restrictions, monopolies, shortages) that make any of the required factors of production unavailable (i.e., unreasonable cost, scarce skills, energy, material, equipment, processes, technology, or personnel)?
2. Are capital requirements for entry or continuing operations excessive?
3. Is adequate financing hard to obtain?
4. Are there potential detrimental environmental effects?
5. Are there factors that prevent effective marketing?

## **C. Desired Income**

The following questions should remind you that you must seek both a return on your investment in your own business as well as a reasonable salary for the time you spend in operating that business.

1. How much income do you desire?

\_\_\_\_\_

2. Are you prepared to earn less income in the first 1-3 years?

\_\_\_\_\_

3. What minimum income do you require?

\_\_\_\_\_

4. What financial investment will be required for your business?

\_\_\_\_\_

5. How much could you earn by investing this money?

\_\_\_\_\_

6. How much could you earn by working for someone else?

\_\_\_\_\_

7. Add the amounts in 5 and 6. If this income is greater than what you can realistically expect from your business, are you prepared to forego this additional income just to be your own boss with the only prospects of more substantial profit/income in future years?

\_\_\_\_\_

8. What is the average return on investment for a business of your type? \_\_\_\_\_

#### **D. Preliminary Income Statement**

Besides return on investment, you need to know the income and expenses for your business. You show profit or loss and derive operating ratios on the income statement. Dollars are the (actual, estimated, or industry average) amounts for income and expense categories. Operating ratios are expressed as percentages of net sales and show relationships of expenses and net sales.

For instance 50,000 in net sales equals 100% of sales income (revenue). Net profit after taxes equals 3.14% of net sales. The hypothetical "X" industry average after tax net profit might be 5% in a given year for firms with 50,000 in net sales. First you estimate or forecast income (revenue) and expense dollars and ratios for your business. Then compare your estimated or actual performance with your industry average. Analyze differences to see why you are doing better or worse than the competition or why your venture does or doesn't look like it will float.

These basic financial statistics are generally available for most businesses from trade and industry associations, government agencies, universities and private companies and banks

Forecast your own income statement. Do not be influenced by industry figures. Your estimates must be as accurate as possible or else you will have a false impression.

1. What is the normal markup in this line of business. i.e., the dollar difference between the cost of goods sold and sales, expressed as a percentage of sales?

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2. What is the average cost of goods sold percentage of sales?

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3. What is the average inventory turnover, i.e., the number of times the average inventory is sold each year?

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4. What is the average gross profit as a percentage of sales?

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5. What are the average expenses as a percentage of sales?

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6. What is the average net profit as a percent of sales?

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7. Take the preceding figures and work backwards using a standard income statement format and determine the level of sales necessary to support your desired income level.

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8. From an objective, practical standpoint, is this level of sales, expenses and profit attainable?

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**ANY BUSINESS, INC.**  
Condensed Hypothetical Income Statement  
For year ending December 31

Item	Amount	Percent
Gross sales	773,888	
Less returns, allowances, and cash discounts	14,872	
Net sales	<hr/> 759,016	100.00
Cost of goods sold	589,392	77.65
Gross profit on sales	<hr/> 169,624	<hr/> 22.35
Selling expenses	41,916	5.52
Administrative expenses	28,010	3.69
General expenses	50,030	6.59
Financial expenses	5,248	0.69
Total expenses	<hr/> 125,204	<hr/> 16.50
Operating profit	44,220	5.85
Extraordinary expenses	1,200	0.16
Net profit before taxes	<hr/> 43,220	<hr/> 5.69
taxes	19,542	2.57
Net profit after taxes	<hr/> 23,678	<hr/> 3.12

### E. Market Analysis

The primary objective of a market analysis is to arrive at a realistic projection of sales. after answering the following questions you will be in a better positions to answer question eight immediately above.

#### Population

1. Define the geographical areas from which you can realistically expect to draw customers.

\_\_\_\_\_

2. What is the population of these areas?

\_\_\_\_\_

3. What do you know about the population growth trend in these areas? \_\_\_\_\_

4. What is the average family size?

\_\_\_\_\_

5. What is the age distribution?

---

6. What is the per capita income?

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7. What are the consumers' attitudes toward business like yours?

---

8. What do you know about consumer shopping and spending patterns relative to your type of business?

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9. Is the price of your product/service especially important to your target market?

---

10. Can you appeal to the entire market?

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11. If you appeal to only a market segment, is it large enough to be profitable?

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## **F. Competition**

1. Who are your major competitors?

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2. What are the major strengths of each?

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3. What are the major weaknesses of each?

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4. Are you familiar with the following factors concerning your competitors:

Price structure?

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Product lines (quality, breadth, width)?

---



Location?

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Promotional activities?

---

Sources of supply?

---

Image from a consumer's viewpoint?

---

5. Do you know of any new competitors?

---

6. Do you know of any competitor's plans for expansion?

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7. Have any firms of your type gone out of business lately?

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8. If so, why?

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9. Do you know the sales and market share of each competitor?

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10. Do you know whether the sales and market share of each competitor are increasing, decreasing, or stable?

---

11. Do you know the profit levels of each competitor?

---

12. Are your competitors' profits increasing, decreasing, or stable?

---

13. Can you compete with your competition?

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## **G. Sales**

1. Determine the total sales volume in your market area.

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2. How accurate do you think your forecast of total sales is?

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3. Did you base your forecast on concrete data?

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4. Is the estimated sales figure "normal" for your market area?

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5. Is the sales per square foot for your competitors above the normal average?

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6. Are there conditions, or trends, that could change your forecast of total sales?

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7. Do you expect to carry items in inventory from season to season, or do you plan to mark down products occasionally to eliminate inventories? If you do not carry over inventory, have you adequately considered the effect of mark-down in your pricing? (Your gross profits margin may be too low.)

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8. How do you plan to advertise and promote your product/service/business?

---

9. Forecast the share of the total market that you can realistically expect - as a dollar amount and as a percentage of your market.

---

10. Are you sure that you can create enough competitive advantages to achieve the market share in your forecast of the previous question?

---

11. Is your forecast of dollar sales greater than the sales amount needed to guarantee your desired or minimum income?

---

12. Have you been optimistic or pessimistic in your forecast of sales? \_\_\_\_\_

13. Do you need to hire an expert to refine the sales forecast?

\_\_\_\_\_

14. Are you willing to hire an expert to refine the sales forecast?

\_\_\_\_\_

## **H. Supply**

1. Can you make a list of every item of inventory and operating supplies needed?
2. Do you know the quantity, quality, technical specifications, and price ranges desired?
3. Do you know the name and location of each potential source of supply?
4. Do you know the price ranges available for each product from each supplier?
5. Do you know about the delivery schedules for each supplier?
6. Do you know the sales terms of each supplier?
7. Do you know the credit terms of each supplier?
8. Do you know the financial condition of each supplier?
9. Is there a risk of shortage for any critical materials or merchandise?
10. Are you aware of which supplies have an advantage relative to transportation costs?
11. Will the price available allow you to achieve an adequate markup?

## **I. Expenses**

1. Do you know what your expenses will be for: rent, wages, insurance, utilities, advertising, interest, etc?
2. Do you need to know which expenses are Direct, Indirect, or Fixed?
3. Do you know how much your overhead will be?
4. Do you know how much your selling expenses will be?

### **Miscellaneous**

1. Are you aware of the major risks associated with your product? Service Business?

2. Can you minimize any of these major risks?
3. Are there major risks beyond your control?
4. Can these risks bankrupt you? (fatal flaws)

#### **J. Venture Feasibility**

1. Are there any major questions remaining about your proposed venture?
2. Do the above questions arise because of a lack of data?
3. Do the above questions arise because of a lack of management skills?
4. Do the above questions arise because of a "fatal flaw" in your idea?
5. Can you obtain the additional data needed?

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## **2. Starting Your Business Step by Step**

### **A. Things to Consider Before You Start**

This guide will walk you step by step through all the essential phases of starting a successful service business. To profit in a service based business, you need to consider the following questions: What business am I in? What services do I provide? Where is my market? Who will buy? Who is my competition? What is my sales strategy? What merchandising methods will I use? How much money is needed to operate my firm? How will I get the work done? What management controls are needed? How can they be carried out? When should I revise my plan? And many more.

No one can answer such questions for you. As the owner-manager you have to answer them and draw up your business plan. The pages of this guide are a combination of text and workspaces so you can write in the information you gather in developing your business plan - a logical progression from a commonsense starting point to a commonsense ending point.

It takes time and energy and patience to draw up a satisfactory business plan. Use this Guide to get your ideas and the supporting facts down on paper. And, above all, make changes in your plan on these pages as that plan unfolds and you see the need for changes.

Bear in mind that anything you leave out of the picture will create an additional cost, or drain on your money, when it crops up later on. If you leave out or ignore enough items, your business is headed for disaster.

Keep in mind too, that your final goal is to put your plan into action. More will be said about this near the end of this Guide.

### **What's in this for Me?**

You may be thinking: Why should I spend my time drawing up a business plan? What's in it for me? If you've never drawn up a plan, you are right in wanting to hear about the possible benefits before you do your work.

A business plan offers at least four benefits. You may find others as you make and use such a plan. The four are:

- (1) The first, and most important, benefit is that a plan gives you a path to follow. A plan makes the future what you want it to be. A plan with goals and action steps allows you to guide your business through turbulent economic seas and into harbors of your choice. The alternative is drifting into "any old port in a storm."
- (2) A plan makes it easy to let your banker in on the action. By reading, or hearing, the details of your plan he will have real insight into your situation if he is to lend you money.
- (3) A plan can be a communications tool when you need to orient sales personnel, suppliers, and others about your operations and goals.
- (4) A plan can help you develop as a manager. It can give you practice in thinking about competitive conditions, promotional opportunities, and situation that seem to be advantageous to your business. Such practice over a period of time can help increase an owner-manager's ability to make judgments.

### **Why am I in Business?**

Many enterprising people are drawn into starting their own business by the possibilities of making money and being their own boss. But the long hours, hard work, and responsibilities of being the boss quickly dispel and preconceived glamour.

Profit is the reward for satisfying consumer needs. But it must be worked for. Sometimes a new business might need two years before it shows a profit. So where, then, are reasons for having your own business?

Every business owner-manager will have his or her own individual reasons for being in business. For some, satisfaction come from serving their community. They take pride in serving their neighbors and giving them quality work which they stand behind. For others, their business offers them a chance to contribute to their employees' financial security.

There are as many rewards and reasons for being in business as there are business owners. Why are you in business?

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## **What business am I in?**

In making your business plan, the first question to consider is: What business am I really in. At the first reading this question may seem silly. "If there is one thing I know," you say to yourself, "it is what business I'm in." But hold on. Some owner-managers go broke and others waste their saving because they are confused about the business they are in.

The changeover of barbershops from cutting hair to styling hair is one example of thinking about what business you're really in.

Consider this example, also. Joe Riley had a small radio and TV store. He thought of his business as a retail store though he also serviced and repaired anything he sold. As his suburb grew, appliance stores emerged and cut heavily into his sales. However, there was an increased call for quality repair work.

When Mr. Riley considered his situation, he decided that he was in the repair business. As a result of thinking about what business he was really in, he profitably built up his repair business and has a contract to take care of the servicing and repair business for one of the appliance stores.

Decide what business you are in and write your answer in the following spaces. To help you decide, think of the answers to questions such as: What inventory of parts and materials must you keep on hand? What services do you offer? What services do people ask for that you do not offer? What is it you are trying to do better, more of, or differently from your competitors?

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## **How to Plan Your Marketing**

When you have decided what business you're in, you have made your first marketing decision. Now you are ready for other important considerations.

Successful marketing starts with the owner-manager. You have to know your service and the needs of your customers.

The narrative and work blocks that follow are designed to help you work out a marketing plan for your firm. The blocks are divided into three sections:

Section One - Determining the Sales Potential

Section Two - Attracting Customers

Section Three - Selling to Customers

### **Section One - Determining the Sales Potential**

In the service business, your sales potential will depend on the area you serve. That is, how many customers in this area will need your services? Will your customers be industrial, commercial, consumer, or all of these?

When picking a site to locate your business, consider the nature of your service. If you pick up and deliver, you will want a site where the travel time will be low and you may later install a radio dispatch system. Or, if the customer must come to your place of business, the site must be conveniently located and easy to find.

You must pick the site that offers the best possibilities of being profitable. The following questions will help you think through this problem.

In selecting an area to serve, consider the following:

Population and its growth potential

Income, age, occupation of population

Number of competitive services in and around your proposed location

Local ordinances and zoning regulations

Type of trading area (commercial, industrial, residential, seasonal)

For additional help in choosing an area, you might try the local chamber of commerce and the manufacturer and distributor of any equipment and supplies you will be using.

You will want to consider the next list of questions in picking the specific site for your business:

Will the customer come to your place of business?

How much space do you need?

Will you want to expand later on?

Do you need any special features required in lighting, heating, ventilation?

Is parking available?

Is public transportation available?

Is the location conducive to drop-in customers?

Will you pick up and deliver?

Will travel time be excessive?

Will you prorate travel time to service call?

Would a location close to an expressway or main artery cut down on travel time?

If you choose a remote location, will savings in rent off-set the inconvenience?

If you choose a remote location, will you have to pay as much as you save in rent for advertising to make your service known?

If you choose a remote location, will the customer be able to readily locate your business?

Will the supply of labor be adequate and the necessary skills available?

What are the zoning regulations of the area?

Will there be adequate fire and police protection?

Will crime insurance be needed and be available at a reasonable rate?

I plan to locate in \_\_\_\_\_ because:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is the area in which you plan to locate supported by a strong economic base? For example, are nearby industries working full time? Only part time? Did any industries go out of business in the past several months? Are new industries scheduled to open in the next several months?

Write your opinion of the area's economic base and your reason for that opinion here.:

\_\_\_\_\_  
\_\_\_\_\_

Will you build? \_\_\_\_\_ What are the terms of the loan or mortgage?

\_\_\_\_\_  
\_\_\_\_\_

Will you rent? \_\_\_\_\_ What are the terms of the lease?

\_\_\_\_\_  
\_\_\_\_\_

Is the building attractive? \_\_\_\_\_ In good repair? \_\_\_\_\_

Will it need remodeling? \_\_\_\_\_ Cost of remodeling? \_\_\_\_\_

What services does the landlord provide?

\_\_\_\_\_  
\_\_\_\_\_



What is the competition in the area you have picked?

The number of firms that handle my service \_\_\_\_\_

Does the area appear to be saturated? \_\_\_\_\_

How many of these firms look prosperous? \_\_\_\_\_

Do they have any apparent advantages over you? \_\_\_\_\_

How many look as though they're barely getting by? \_\_\_\_\_

How many similar services went out of business in the area last year? \_\_\_\_\_

Can you find out why they failed? \_\_\_\_\_

How many new services opened up in the last year? \_\_\_\_\_

How much do your competitors charge for your service? \_\_\_\_\_

Which firm or firms in the area will be your biggest competition? \_\_\_\_\_

List the reasons for your opinion here:

\_\_\_\_\_

\_\_\_\_\_

## **Section Two - Attracting Customers**

When you have a location in mind, you should work through another aspect of marketing. How will you attract customers to your business? How will you pull customers away from your competition?

It is working with this aspect of marketing that many service firms find competitive advantages. The ideas which they develop are as good and often better, than those which large companies develop with hired brains. The workblocks that follow are designed to help you think about image, pricing, customer service policies, and advertising.

### **Image**

Whether you like it or not, your service business is going to have an image. The way people think of your firm will be influenced by the way you conduct your business. If people come to your place of business for your service, the cleanliness of the floors, the manner in which they are treated, and the quality of your work will help form your image. If you take your service to the customer, the conduct of your employees will influence your image. Pleasant, prompt, courteous service before and after the sale will help make satisfied customers your best form of advertising.

Thus, you can control your image, Whatever image you seek to develop. It should be concrete enough to promote in your advertising. For example, "service with a smile" is an often used image.

Write out what image you want customers to have of your business.

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## **Pricing**

In setting prices for your service, there are four main elements you must consider:

- (1) Materials and supplies
- (2) Labor and operating expenses
- (3) Planned profit
- (4) Competition

Further along in this Guide you will have the opportunity to figure out the specifics of materials, supplies, labor, and operating expenses. From there you may want the assistance of your accountant in developing a price structure that will not only be fair to the customer, but also fair to yourself. This means that not only must you cover all expenses but also allow enough margin to pay yourself a salary.

One other thing to consider. Will you offer credit? \_\_\_\_\_ Most businesses use a credit card system. These credit costs have to come from somewhere. Plan for them. If you use a credit card system, what will it cost you? \_\_\_\_\_

Can you add to your prices to absorb this cost?

Some trade association have a schedule for service charges. It would be a good idea to check with the trade association for your line of business. Their figures will make a good yardstick to make sure your prices are competitive.

And, of course, your prices must be competitive. You've already found out your competitors' prices. Keep these in mind when you are working with your accountant. If you will not be able to make an adequate return, now is the time to find out.

## **Customer Service Policies**

Customers expect certain services or conveniences, for example, parking. These services may be free to the customer, but not to you. If you do provide parking, you either pay for your own lot or pick up your part of the cost of a lot which you share with other businesses. Since these conveniences will be an expense, plan for them.

List the services that your competitors provide to customers:

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Now list the services that you will provide your customers:

**Service / Estimated Cost**


## Planning Your Advertising Activities

In this section on attracting customers, advertising was saved until last because you have to have something to say before advertising can be effective. When you have an image, price range, and customers services, you are ready to tell prospective customers why they should use your services.

When the money you can spend on advertising is limited it is vital that your advertising be on target. Before you can think about how much money you can afford for advertising, take time to determine what jobs you want advertising to do for your business. The work blanks that follow should be helpful to your thinking.

The strong points about my service business are:

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My service business is different from my competition in the following ways:

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My advertising should tell customers and prospective customers the following facts about my business and services:

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When you have these facts in mind, you now need to determine who you are going to tell it to. Your advertising needs to be aimed at a target audience - those people who are most likely to use your services. In the space below, describe your customers in terms of age, sex, occupation, and whatever else is necessary depending on the nature of your business. This is your customer profile of "male and female automobile owners, 18 years old and above." Thus, for this repair business, anyone over 18 who owns a car is likely to need its service.

The customer profile for my business is

---

Now you are ready to think about the form your advertising should take and its cost. You are looking for the most effective means to tell your story to those most likely to use your service. Ask the local media (newspapers, radio and television, and the printers of direct mail pieces) for information about the services and the results they offer for your money.

How you spend advertising money is your decision, but don't fall into the trap that snares many advertisers. As one consultant describes this pitfall: It is amazing the way many managers consider themselves experts on advertising copy and media selection without any experience in these areas.

The following blanks should be useful in determining what advertising is needed to sell your strong points to prospective customers.

Form of Advertising	Size of Audience	Frequency of Use	Cost of A Single Ad	Estimated Cost
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
			Total	_____

When you have a figure on what your advertising for the next 12 months will cost, check it against one of the operating ratios (expenses as a percentage of sales) which trade associations and other organizations gather. If your estimated cost for advertising is substantially higher than this average for your line of service, take a second look. No single expense item should be allowed to get way out of line if you want to make a profit. Your task in determining comes down to: How much can I afford to spend and still do the job that needs to be done?

### Section Three - Selling to Customers

To complete your work on marketing, you need to think about what you want to happen after you get a customer. Your goal is to provide your service, satisfy customers, and put money into the cash register.

One-time customers can't do the job. You need repeat customers to build a profitable annual sales volume. When someone returns for your service, it is probably because he was satisfied by his previous experience. Satisfied customers are the best form of advertising.

If you previously decided to work only for cash, take a hard look at your decision. Americans like to buy on credit. Often a credit card, or other system of credit and collections, is needed to attract and hold customers.

Based on this description and the dollar amount of business you indicated that you intend to do this year, fill in the following workblocks.

### **Fixtures and Equipment**

No matter whether or not customers will come to your place of business, there will be certain equipment and furniture you will need in your place of business which will allow you to perform your service.

### **Parts and Material**

You will probably need some kind of parts or material to provide your service.

I plan to buy parts and material from:

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Before you make any supply arrangements, examine the supplier's obsolescence policy. This can be a vital factor in service parts purchasing. You also look at the supplier's warranty policy.

Now that you have determined the parts and materials you'll need, you should think about the type of stock control system you'll use. A stock control system should enable you to determine what needs to be ordered on the basis of: (1) what is on hand, (2) what is on order, (3) what has been used. (Some trade associations and suppliers provide systems to members and customers.)

When you have decided on a system for stock control, estimate its cost. My system for stock control will cost me \_\_\_\_\_ for the first year.

### **Overhead**

List the overhead items which will be needed. Examples are: rent, utilities, office help, insurance, interest, telephone, postage, accountant, payroll taxes, and licenses or other local taxes. If you plan to hire others to help you manage, their salaries should be listed as overhead.

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### **Getting the Work Done**

An important step in setting up your business is to find and hire capable employees. Then you must train them to work together to get the job done. Obviously, organization is needed if your business is to produce what you expect it to produce, namely profits.

Organization is essential because you as the owner-manager cannot do all the work. As your organization grows, you have to delegate work, responsibility and authority. A helpful tool in getting this done is the organization chart. It shows at a glance who is responsible for the major activities of a business.

As an additional aid in determining both what needs to be done and who will do it, list each activity that is involved in your business. Next to the activity indicate who will do it. You may do this by name or some other designation such as "worker #1", Remember that a name may appear more than once.

### **Activity / Name**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

### **How Much Money Will You Need**

At this point, take some time to think about what your business plan means in terms of dollars. This section is designed to help you put your plan into dollars.

The first question concerns the source of dollars. After your initial capital investment, the major source of money is the sale of your services. What dollar volume of business do you expect to do in the next 12 months? \_\_\_\_\_

### **Expenses**

In connection with your annual dollar volume of business, you need to think about expenses. If, for example you plan to do 100,000 in business, what will it cost you to do this amount of servicing? And even more important, what will be left over as profit at the end of the year? Never lose sight of the fact that profit is your pay. Even if you pay yourself a salary for living expenses, your business must make a profit if it is to continue year after year and pay back the money you invested in it.

The following workblock is designed to help you make a quick estimate of your expenses. To use this formula, you need to get only one figure - the cost of sales figure for your line of business. If you don't have this operating ratio, check with your trade association.

	Expressed in percentage	Expressed in dollars	your percentage	your dollars
1. Sales	100	100,000	100	\$ _____
2. Cost of sales	-61.7	-61,700	_____	-\$ _____
3. Gross margin	38.3	38,300	_____	\$ _____

### Start-Up Costs

If you are starting a new business, list the following estimated start-up costs:

Fixtures and equipment	_____
Starting inventory	_____
Office supplies	_____
Decorating and remodeling	_____
Installation of equipment	_____
Deposits for utilities	_____
Legal and professional fees	_____
Licenses and permits	_____
Advertising for the opening	_____
Operating cash	_____
Owner's withdraw during prep-start-up time	_____
<b>Total</b>	_____

Whether you have the funds (savings) or borrow them, your new business will have to pay back these start-up costs. Keep this fact in mind as you work on the "Expenses" section, and on other financial aspects of your plan.

### Break Down Your Expenses

Your quick estimate of expenses provides a starting point. The next step is to break down your expenses so they can be handled over the 12 months. Use an "Expenses Worksheet" form to make up an expense budget.

### Matching Money and Expenses

A budget helps you to see the dollar amount of your expenses each month. Then from month to month the question is: Will sales bring in enough money to pay the firm's bills on time? The answer is "maybe not" or "I hope so" unless the owner-manager prepares for the "peaks and valleys" that are in many service operations.

A cash forecast is a management tool which can eliminate much of the anxiety that can plague you if your business goes through lean months. Use a worksheet, "Estimated Cash Forecast", or ask your accountant to use it to estimate the amounts of cash you expect to flow through your business during the next 12 months.

## **Is Additional Money needed?**

Suppose at this point you have determined that your business plan needs more money than can be generated by sales. What do you do?

What you do depends on the situation. For example, the need may be for bank credit to tide your business over during the lean months. This loan can be repaid during the fat sales months when expenses are far less than sales. Adequate working capital is necessary for success and survival.

Whether an owner-manager seeks to borrow money for only a month or so or on a long-term basis, the lender needs to know whether the store's financial position is strong or weak. Your lender will ask to see a current balance sheet.

Even if you don't need to borrow, use it, to draw the "picture" of your firm's financial condition. Moreover, if you don't need to borrow money, you may want to show your plan to the bank that handles your store's checking account. It is never too early to build good relations with your banker, to show that you are a manager who knows where you want to go rather than a store owner who hopes to make a success.

## **Control and Feedback**

To make your plan work you will need feedback. For example, the year-end profit and loss statement shows whether your business made a profit or loss for the past 12 months.

But you can't wait 12 months for the score. To keep your plan on target you need readings at frequent intervals. A profit and loss statement at the end of each month or at the end of each quarter is one type of frequent feedback. However, the income statement or profit and loss statement (P and L) may be more of a loss than a profit statement if you rely only on it. You must set up management controls which will help you to insure that the right things are being done from day to day and from week to week. In a new business, the record-keeping system should be set up before your business opens. After you're in business is too late. For one thing, you may be too busy to give a record-keeping system the proper attention.

The control system which you set up should give you information about: stock, sales, and disbursement. The simpler the system, the better. Its purpose is to give you current information. You are after facts with emphasis on trouble spots. Outside advisers, such as an accountant, can be helpful.

## **Stock Control**

The purpose of controlling parts and materials inventory is to provide maximum service to your customers and to see that parts and materials are not lost through pilferage, shrinkage, errors, or waste. Your aim should be to achieve a high turnover on your inventory. The fewer dollars you tie up in inventory, the better.

In a business, inventory control helps the owner-manager to offer customers efficient service. The control system should enable you to determine what needs to be ordered on the basis of: (1) what is on hand, (2) what is on order, and (3) what has been used.



In setting up inventory controls, keep in mind that the cost of the inventory is not your only cost. You will also have costs such as the cost of purchasing, the cost of keeping control records, and the cost of receiving and storing your inventory.

## **Sales**

In a small business, sales slips and cash register tapes give the owner-manager feedback at the end of each day. To keep on top of sales, you will need answers to questions such as: How many sales were made? What was the dollar amount? What credit terms were given to customers?

## **Disbursements**

Your manager controls should also give you information about the dollars your company pays out. In checking on your bills, you do not want to know what major items, such as paying bills on time to get the supplier's discount, are being handled according to your policies. Your review system will also give you the opportunity to make judgments on the use of funds. In this manner, you can be on top of emergencies as well as routine situations. Your system should also keep you aware that tax moneys such as payroll income tax deductions, are set aside and paid out at the proper time.

## **Break-Even Analysis**

Break-even analysis is a management control device because the break-even point shows how much you must sell under given conditions in order to just cover your costs with No profit and No loss.

Profit depends on sales volume, selling price, and costs. Break-even analysis helps you to estimate what a change in one or more of these factors will do to your profits. To figure a break-even point, fixed costs, such as rent, must be separated from variable costs, such as the cost of sales and the other items listed under "controllable expenses" on the expense worksheet, of this Guide.

The formula is:

Break-even point (in sales dollars) =

$$\frac{\text{Total fixed costs}}{1 - \frac{\text{.....Total variable costs}}{\text{.....Corresponding sales volume}}}$$

An example of the formula is: Bill Jackson plans to open a laundry. He estimates his fixed expenses at about \$9,000, the first year. He estimates his variable expenses at about \$700 for every \$1,000 of sales.

$$\text{BE point} = \frac{\$9,000}{1 - \frac{700}{1,000}} = \frac{\$9,000}{1 - .70} = \frac{\$9,000}{.30} = \$30,000$$

### Is Your Plan Workable?

Stop when you have worked out your break-even point. Whether the break-even point looks realistic or way off base, it is time to make sure that your plan is workable.

Take time to re-examine your plan before you back it with money. If the plan is not workable better to learn it now than to realize 6 months down the road that you are pouring money into a losing venture.

In reviewing your plan, look at the cost figures you drew up when you broke down your expenses for one year. If any of your cost items are too high or too low, change them. You can write your changes in the white spaces above or below your original entries on that worksheet. When you finish making your adjustments, you will have a Revised projected statement of sales and expenses for 12 months.

With your revised figures work out a revised break-even point. Whether the new break-even point looks good or bad, take one or more precaution. Show your plan to someone who has not been involved in working out the details.

Your banker, or other advisor outside of your business may see weaknesses that failed to appear as you pored over the details of your plan. They may put a finger on strong points which your plan should emphasize.

### Put Your Plan into Action

When your plan is as near on target as possible, you are ready to put it into action. Keep in mind that action is the difference between a plan and a dream. If a plan is not acted upon, it is of no more value than a pleasant dream that evaporates over the breakfast coffee.

A successful owner-manager does not stop after he has gathered information and drawn up a plan, as you have done in working through this Guide. He begins to use his plan.

At this point, look back over your plan. Look for things that must be done to put your plan into action.

What needs to be done will depend on your situation. For example, if your business plan calls for an increase in sales, one action to be done will be providing funds for this expansion.

Have you more money to put into this business?

Do you borrow from friends and relatives? From your bank? From your suppliers by arranging liberal commercial credit terms.

If you are starting a new business, one action step may be to get a loan for fixtures, employee salaries, and other expenses. Another action step will be to find and hire capable employees.

In the spaces that follow, list things that must be done to put your plan into action. Give each item a date so that it can be done at the appropriate time. To put my plan into action, I must do the following:

#### **Action / Completion Date**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

#### **Keeping Your Plan Up To Date**

Once you put your plan into action, look out for changes. They can cripple the best made business plan if the owner-manager lets them.

Stay on top of changing conditions and adjust your business plan accordingly.

Sometimes the change is made within your company. For example, several of your employees quit their jobs. Sometimes the change is with customers: for example, their desires and tastes shift. Sometimes the change is technological as when raw materials are put on the market introducing the need for new processes and procedures.

In order to adjust your plan to account for such changes, an owner-manager must:

- (1) Be alert to the changes that come in your company, line of business, market, and customers.
- (2) Check your plan against these changes.
- (3) Determine what revisions, if any, are needed in your plan.

The method you use to keep your plan current so that your business can weather the forces of the market place is up to you. Read the trade papers and magazines for your line of business. Another suggestion concerns your time. Set some time - two hours, three hours, whatever is necessary-to review your plan periodically. Once each month, or every other month, go over your plan to see whether it needs adjusting. If revisions are needed, make them and put them into action.

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### **3. Complete Security Company Business Plan Template**

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## 1.0 Executive Summary

Company: [Company Name]

Contact: [Name]

Office Phone/Fax: XXX-XXX-XXXX

Cell Phone: XXX-XXX-XXXX

Address: [Address]

City, State, Zip [City, State ZIP]

Email: [\[Email Address\]](#)

### **Introduction**

The long-term goal of [Company Name] is to improve the quality of products, increase advertising of services and installations and hire additional employees. [Company Name] provides an effective local and regional support for customers through the exchange of resources and experiences. [Company Name] is expanding its exposure through effective marketing as well as introducing the area to market segments that have not yet discovered the Company.

### **Location**

[Company Name] is headquartered in Brooklyn, New York at [Name]'s residence. Upon receipt of grant funding, the Company will rent an office space.

### **The Company**

[Company Name] is an independent security systems services company. It was established in February 2002 as an LLP, but became an S-Corporation in March 2003. The owner of [Company Name] is [Name], who has 32 years of industry experience.

[Company Name] specializes in providing effective local and regional support for customers through the exchange of resources and experiences. Additionally, the Company provides customers with technologically advanced solutions and completes system integration.

### **Our Services**

[Company Name] provides independent security systems services that include the installation of four security cameras and eight security camera systems at commercial businesses.

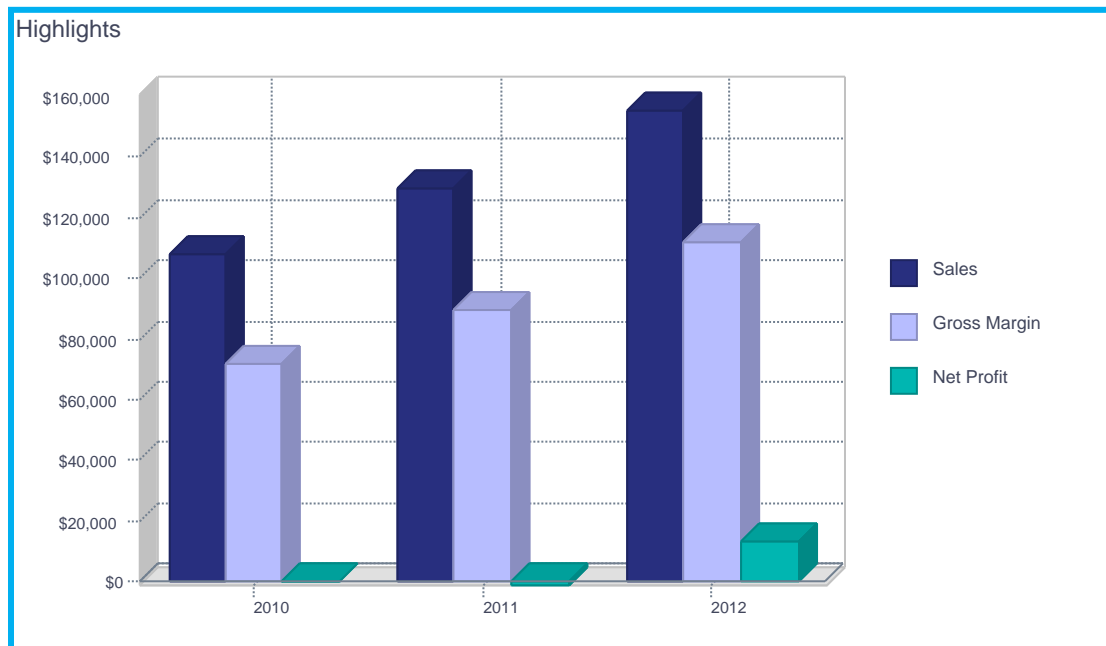
## The Market

[Company Name] caters to commercial clients in the New York, New Jersey and Connecticut area. [Company Name] will focus on the ability to complete any project with the required equipment by having all the necessary tools. [Company Name] would like to see a 15-20% increase in sales on a yearly basis.

## Financial Considerations

The current financial plan for [Company Name] is to obtain grant funding in the amount of \$600,000. The grant will be used to purchase rental space, computer and software, a company vehicle, tools, miscellaneous hardware/equipment and uniforms. Furthermore, the Company will hire additional employees, reduce debt, re-do website, do advertising/marketing and cover operating capital.

### Chart: Highlights



### 1.1 Objectives

[Company Name] has three main objectives:

- To improve the quality of products
- To increase advertising of services and installations



- Hire additional employees

### *1.2 Mission*

[Company Name] is an independent security systems integrator providing effective local and regional support for customers through the exchange of resources and experiences. [Company Name] will partner with you and your staff to ensure every project is managed with exceptional expertise and a commitment to customer satisfaction. The Company visits several trade shows in North America every year to present products and services, and to keep current in all that's going on in the world today regarding security of life and property.

### *1.3 Keys to Success*

[Company Name]'s keys to success are:

- Excellent customer service
- Competitive Pricing
- Reliability and fairness
- Diligence
- 32 years of industry experience

## 2.0 Company Summary

[Company Name] is headquartered in Brooklyn, New York

Contact: [Name]

Office Phone/Fax: XXX-XXX-XXXX

Cell Phone: XXX-XXX-XXXX

Address: [Address]

City, State, Zip [City, State ZIP]

Email: [\[Email Address\]](#)

[Company Name] is an independent security systems service company that specializes in providing effective local and regional support for customers through the exchange of resources and experiences. Additionally, the Company provides customers with technologically advanced solutions and completes system integration. [Company Name] was established in February 2002 as an LLP, but became an S-Corporation in March 2003. The owner of [Company Name] is [Name][Name] has 32 years of industry experience. He also has a strong background in the lock smith and alarms industry and belongs to the electrical union in the state of New York.

### 2.1 Company Ownership

[Company Name] is an S-Corporation. The owner of the Company is Mr. [Name], who established the independent security systems company in February 2002 as an LLP, but changed the Company to an S-Corporation in March 2003.

### 2.2 Company History

The following table and chart shows the past financials for [Company Name]

Sales for 2007, 2008, and 2009 were \$79,841, \$25,777 and \$13,409, respectively. Earnings for this period were \$39,894, (\$5,266) and (\$1,022).

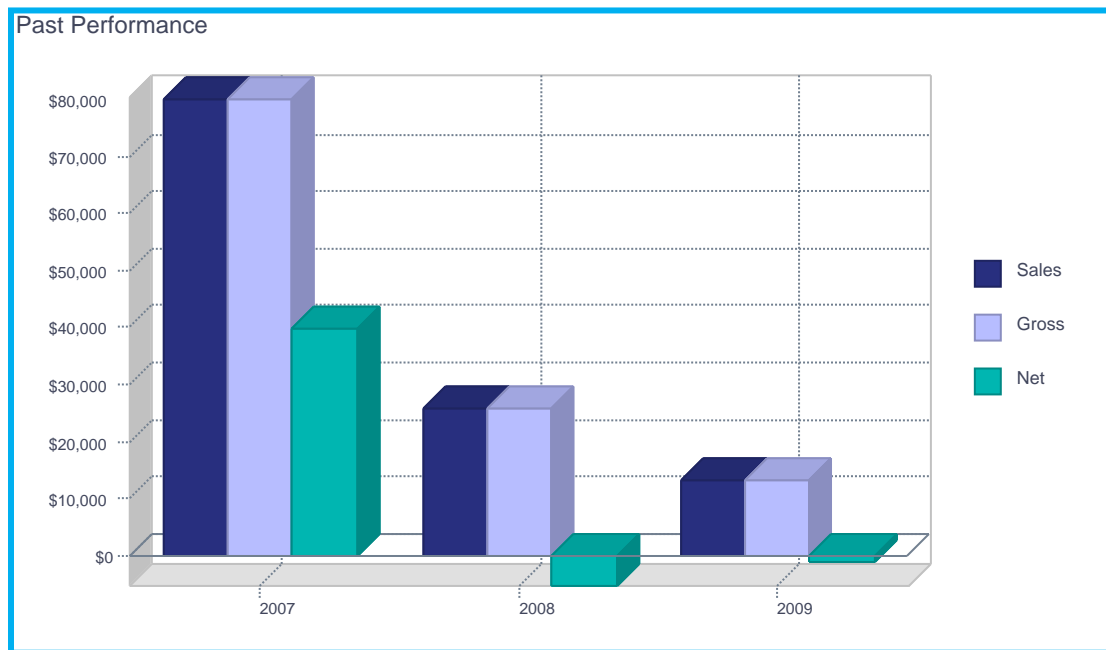
The Company's sales and earnings were affected by the bad economy, as well as the current owner ([Name]) splitting from his previous partner.

Table: Past Performance

<i>Past Performance</i>			
	2007	2008	2009
Sales	\$79,841	\$25,777	\$13,409
Gross Margin	\$79,841	\$25,777	\$13,409
Gross Margin %	100.00%	100.00%	100.00%
Operating Expenses	\$39,747	\$27,277	\$12,377
Balance Sheet			
	2007	2008	2009
Current Assets			
Cash	\$0	\$0	\$2,200
Accounts Receivable	\$0	\$0	\$10,350
Other Current Assets	\$0	\$0	\$0
Total Current Assets	\$0	\$0	\$12,550
Long-term Assets			
Long-term Assets	\$0	\$0	\$23,041
Accumulated Depreciation	\$0	\$0	\$6,105
Total Long-term Assets	\$0	\$0	\$16,936
Total Assets	\$0	\$0	\$29,486
Current Liabilities			
Accounts Payable	\$0	\$0	\$29,330

Current Borrowing	\$0	\$0	\$19,666
Other Current Liabilities (interest free)	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$48,996
Long-term Liabilities	\$0	\$0	\$59,111
Total Liabilities	\$0	\$0	\$108,107
Paid-in Capital	\$0	\$0	(\$60,000)
Retained Earnings	(\$39,894)	\$5,266	(\$17,599)
Earnings	\$39,894	(\$5,266)	(\$1,022)
Total Capital	\$0	\$0	(\$78,621)
Total Capital and Liabilities	\$0	\$0	\$29,486
Other Inputs			
<b>Payment Days</b>	<b>30</b>	<b>30</b>	<b>30</b>

Chart: Past Performance



### 3.0 Products and Services

[Company Name] provides independent security systems services. These services include:

- Installation of four security cameras for \$4500
- Installation of eight security cameras for \$7500

The Company has a superior technical expertise and a full array of support services. In a process unique among security system integrators, [Company Name] exclusive Tech group is comprised of head engineers and integration specialists that regularly shares design solutions, troubleshooting tips, and technology updates. It's a process that puts each of the Company's clients at the forefront of security knowledge.

### 4.0 Market Analysis Summary

The security systems services industry in the US includes about 5,000 companies with combined annual revenue of about \$14 billion. Major companies include ADT Security Services and Protection One. The industry is concentrated: the 20 largest companies generate more than half of industry revenue. Companies in the security systems services industry sell, install, and monitor commercial and residential electronic security alarm systems.

Demand in this industry is driven partly by home sales, new home construction, and new commercial and office construction. The profitability of monitoring companies

depends on the volume of customers, as most costs are fixed. Large companies have advantages of scale in operating monitoring centers and in national advertising and brand recognition. Small companies often compete by selling customer contracts to the large monitoring companies, or reselling the monitoring companies' services, which they buy wholesale.

Major services within this industry are the sales, installation, and monitoring of electronic security systems. The industry consists of commercial and residential segments, each of which uses different types of equipment and monitoring. Most companies operate in only one segment. The commercial segment accounts for about 60 percent of industry revenue. The main components of a security system are door, window and motion sensors, control keypads, alarms, and communications modules. Commercial systems are installed by a large number of electrical contractors and security specialists. Commercial security systems are often integrated with fire alarm, access control, and closed-circuit television (CCTV) systems.

[Company Name]'s business plan focuses solely on commercial clients in New York, New Jersey and Connecticut. [Company Name] has the services necessary to flourish within these markets. By delivering superior customer service and having an outstanding reputation, [Company Name]'s potential is excellent.

4.1 Market Segmentation

[Company Name] will focus on the ability to complete any project with the required equipment by having all the necessary tools. [Company Name]'s market segmentation scheme is fairly straightforward, and focuses on the target market, commercial clients near in the New York, New Jersey and Connecticut area. These customers prefer certain quality of work and timeliness and its [Company Name]'s duty to deliver on their expectations.

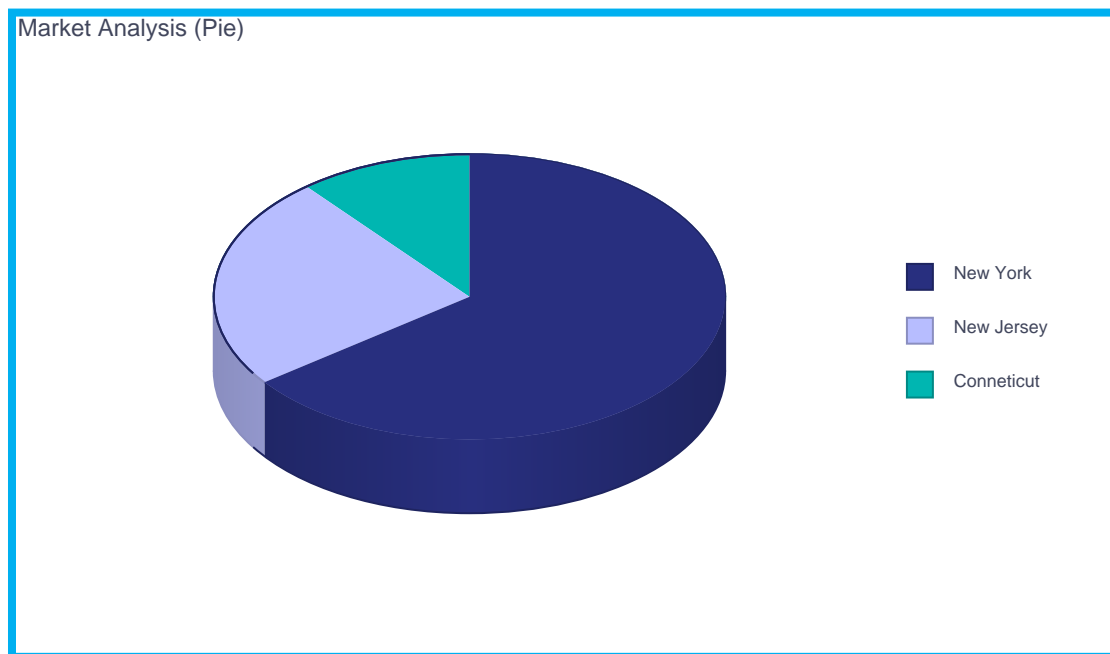
[Company Name] knows that there will always be a need for security system services companies. Customers within the security systems services industry want exceptional products and affordable service. [Company Name]'s customers appreciate the quality service that the Company offers, as well as the knowledgeable and experienced staff. These customers have the option to go elsewhere, but they understand that giving their business to [Company Name] is beneficial to them because the Company delivers the dedication that they desire.

Table: Market Analysis

Market Analysis							
		2010	2011	2012	2013	2014	
Potential	Growt						CAG

Customers	h						R
New York	3%	1,779,932	1,833,330	1,888,330	1,944,980	2,003,329	3.00%
New Jersey	3%	669,579	689,666	710,356	731,667	753,617	3.00%
Connecticut	3%	300,153	309,158	318,433	327,986	337,826	3.00%
<b>Total</b>	<b>3.00%</b>	<b>2,749,664</b>	<b>2,832,154</b>	<b>2,917,119</b>	<b>3,004,633</b>	<b>3,094,772</b>	<b>3.00%</b>

Chart: Market Analysis (Pie)



#### 4.2 Target Market Segment Strategy

[Company Name] caters to commercial clients in the New York, New Jersey and Connecticut area. [Company Name] knows how to meet the needs of its clients. The Company knows that satisfied customers aid the Company by referring its business to other clients who need the services.

Currently, [Company Name] serves the security systems services market segment. [Company Name] choice of target markets is based on an in-depth understanding of the

customer's needs. [Company Name] skills and capabilities will allow the Company to effectively compete and build on to its reputation within its area. Therefore, obtaining grant funding and developing a marketing strategy will improve the Company's profitability levels and aid them in building a strong customer base.

[Company Name] will utilize the following sales literature to reach its target market:

- online listings
- yellow pages
- trade directory/ trade shows



### 4.3 Service Business Analysis

The security systems services industry requires equipment that is very costly to purchase and install. Additionally the talents and integrity varies with each company.

As simple as it may be, [Company Name]'s method of executing exceptional customer service has an important effect on the bottom line: People want to give their business to those who appreciate it. Skillful use of advertising and strong communication will bring the business the Company desires.

#### 4.3.1 Competition and Buying Patterns

[Company Name]'s main competitors include high end security systems services companies such as ADT, ANTARCOM, INGERSOLL RAND, SBD, SSS, SST, Honeywell and GE (sales, service and design not installation). Additionally, [Company Name] also competes with smaller, local companies.

Although other companies offer the same services that [Company Name] does, they cannot compete with the Company's work ethics and impeccable customer service skills. [Company Name] will compete directly with these other companies by effectively meeting customer's needs. [Company Name]'s goal is to fulfill client's demands because it will aid the Company in generating future business. Furthermore, the owner plans to affiliate himself with engineers that will enhance the security systems company. If clients are happy, they will recommend the Company to others who need the service.

Having longevity in the security systems services market enables [Company Name] to effectively compete with other security systems companies. [Company Name] knows that image and visibility aids in getting its name out.

### 5.0 Web Plan Summary

[Company Name] is heavily entrenched in the internet. The Company's website is an opportunity to offer current information on service offerings, company background and announcements. The website is another method to generate steady business in its area.

[Company Name] plans to enhance their website to provide an Internet presence that will better represent it through digital images and text and serve to more effectively market the Company and expand its market.

The enhanced website will include:

- Pictures and video Statements/testimonials of satisfied customers  
Links to businesses who have given positive statements and referrals  
DIY Kits for sale
- Educational white papers
- Banner ads

### *5.1 Website Marketing Strategy*

[Company Name]'s website will be promoted on all of its marketing materials. The Company will advertise the site on its business cards as well as on other industry related publications and online ads.

[Company Name] plans to use email marketing campaigns for their outreach to current and prospective customers. Technology is available that incorporates video with email and offers very powerful, robust and dynamic features. Another benefit is in communicating through the use of streaming video embedded within the email. Management believes that the use of this technology will give the Business a strong competitive edge and outreach to the community.

[Company Name] is planning to incorporate an email drip campaign with video into its marketing efforts. This technology will more effectively market to its customer and potential customer base. It is cost effective (averaging about \$99 per month), especially when compared to the \$1,000's spent on print advertising, mailing and postage. The built-in analytics provide immediate feedback as to the campaigns effectiveness and who actually viewed the message. Auto responders with a specific message can be utilized as an immediate follow-up tool. Please visit [\[Website Address\]](#) for additional information.

This new email marketing campaign technology will serve to position [Company Name] to achieve and sustain name recognition in front of their current market within the local community. This type of marketing is cost effective and efficient. The first thing most of us do every day is check our email in-box.

Currently, management is unaware of any of its competitors incorporating the use of this technology within their operation.

### *5.2 Development Requirements*

[Company Name] has an attractive, simple and informative internet focused website. It is user friendly site from a dependable hosting company. The owner of [Company Name] will continue to keep the website current.

The development requirement for [Company Name]'s enhanced Internet presence and email campaign marketing system is easy and not complicated.

The Business will be able to create web pages that [Company Name]'s hosted web site simply points to. The created web pages are easily constructed with easy to use templates. Once an email address is entered into the system, they will receive [Company Name]'s standard welcome email and automatically receive periodic emails that can be constructed for specific marketing email drip campaigns.

## 6.0 Strategy and Implementation Summary

[Company Name] has clearly defined the target market and has differentiated the Company by offering a solid solution to fulfilling its customers' needs. Reasonable sales targets have been established with an implementation plan designed to ensure the goals set forth below are achieved.

### 6.1 SWOT Analysis

[Company Name] has a valuable inventory of strengths that will help it succeed. These strengths include: 32 years of business experience, outstanding reputation, excellent and stable staff and good referral relationships. Strengths are valuable, but it is also important to realize the weaknesses [Company Name] must address. The Company's weaknesses include: limited funds to handle expenses as well as grow the business to its potential and a lack of staff.

[Company Name]'s strengths will help it capitalize on emerging opportunities. These opportunities include, but are not limited to, a growing market with a significant percentage of the target market still not knowing the Company exists, as well as strategic alliances offering sources for referrals and joint marketing activities to extend the Company's reach. [Company Name]'s main threat involve the Company's lack of staff and how horrible it would be if something unexpected happened to Miguel, since he handles all the Company's services.

#### 6.1.1 Strengths

[Company Name] has much notable strength. These strengths include the Companies:

- 32 years of industry experience
- Outstanding reputation
- Excellent and stable staff, offering personalized customer service.
- Good referral relationships.

#### 6.1.2 Weaknesses

[Company Name]'s weaknesses include:

1. Limited cash flow to grow business to its potential as well as handle day to day functions
2. Lack of staff

#### 6.1.3 Opportunities

Opportunities for [Company Name] include:

Growing market with a significant percentage of our target market still not knowing we exist.

Strategic alliances offering sources for referrals and joint marketing activities to extend the Company's reach.

#### 6.1.4 Threats

Due to the Company's lack of staff, [Company Name]'s biggest threat would be something unexpected happening to Miguel, since he handles most of the Company's services.

### 6.2 *Competitive Edge*

[Company Name] has a strong competitive edge over its competitors because the Company offers so many security system services. By building a business based on satisfying clients, [Company Name] simultaneously build defenses against competition. The Company will continue to help clients understand what it offers them and why they need it.

### 6.3 *Marketing Strategy*

[Company Name] marketing strategy involves word-of-mouth advertising as well as placing local ads online or in the newspaper to reach all the potential clients that it can. Additionally, the Company will do email marketing campaigns, invest in radio ads and engage in mail marketing techniques. The Company's goal is to provide exceptional service to its customers. [Company Name] knows what each customer needs and aims to satisfy them.

Currently, [Company Name] has an advantage because the owner, Miguel Hernandez is a superior business man that has excellent work ethics, customer service and communication skills. The owner also offers in-depth knowledge of the security system services industry. [Company Name]'s quality of work and level of integrity helps the Company build a strong reputation within its community.

### 6.4 *Sales Strategy*

The owner of [Company Name] has excellent customer relation skills and work ethics; these skills will be useful in making customers comfortable in trusting the Company to provide their security systems services. Keeping customers happy is an implicit part of building a relationship that will encourage repeat business and gain new customers.

[Company Name] is providing the confirmation that its clients need to help the Company become one of their preferred security systems services companies. Additionally, [Company Name] will advertise in the local phone directory, online ads and use word-of-mouth marketing techniques to gain customers in the area.

#### 6.4.1 Sales Forecast

The chart and table below show [Company Name]'s projected Sales Forecast. Annual projections for three years are shown here, with first year monthly figures in the appendix.

[Company Name]'s sales forecast include:

- Security Systems Services

The 2010, 2011 and 2012 sales forecast for [Company Name]'s are \$107,979, \$129,575 and \$155,490. During the years 2011 and 2012 the Company will see a 20% annual increase.

Table: Sales Forecast

<i>Sales Forecast</i>			
	2010	2011	2012
Sales			
Security Systems Services	\$107,979	\$129,575	\$155,490
Total Sales	\$107,979	\$129,575	\$155,490
Direct Cost of Sales	2010	2011	2012
Security Systems Services	\$36,090	\$39,699	\$43,669
<b>Subtotal Direct Cost of Sales</b>	<b>\$36,090</b>	<b>\$39,699</b>	<b>\$43,669</b>

Chart: Sales Monthly

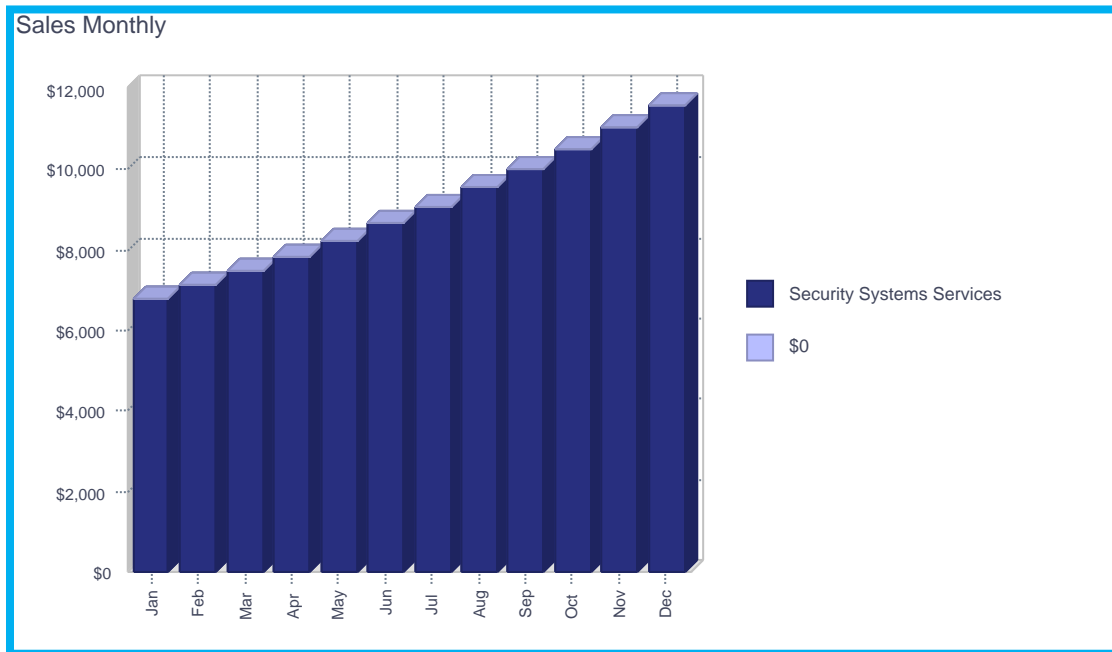
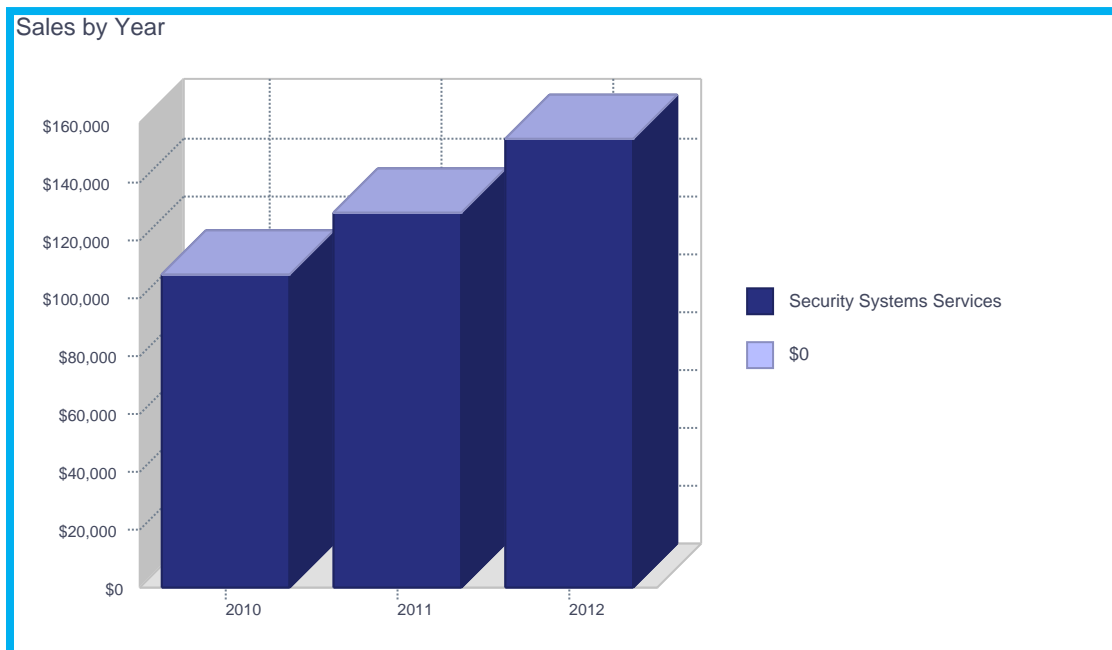


Chart: Sales by Year





## 6.5 Milestones

In order to achieve the growth and marketing goals that have been outline in this business plan, [Company Name] has deadlines to meet and ideas to implement. Some of these are outlined below:

- Obtain grant funding in the amount of \$600,000 to improve business
- Purchase Rental Space
- Purchase Computer and Software
- Purchase Company Vehicle
- Hire Additional Employees
- Reduce debt
- Purchase Tools
- Purchase Miscellaneous Hardware/Equipment
- Re-do Website
- Purchase Uniforms
- Do Advertising/ Marketing
- Cover Operating Capital

Table: Milestones

<i>Milestones</i>					
Milestone	Start Date	End Date	Budget	Manager	Department
Purchase Rental Space	10/1/2010	10/1/2011	\$100,000	Miguel Hernandez	Administrative
Purchase Computer and Software	10/1/2010	10/1/2011	\$80,000	Miguel Hernandez	Operations
Purchase Company Vehicle	10/1/2010	10/1/2011	\$40,000	Miguel Hernandez	Administrative
Hire Additional	10/1/2010	10/1/2011	\$50,000	Miguel	Human

Employees				Hernandez	Resources
Reduce debt	10/1/2010	10/1/2011	\$150,000	Miguel Hernandez	Financial
Purchase Tools	10/1/2010	10/1/2011	\$30,000	Miguel Hernandez	Operations
Purchase Miscellaneous Hardware/Equipment	10/1/2010	10/1/2011	\$30,000	Miguel Hernandez	Operations
Re-do Website	10/1/2010	10/1/2011	\$10,000	Miguel Hernandez	Administrative
Purchase Uniforms	10/1/2010	10/1/2011	\$10,000	Miguel Hernandez	Administrative
Do Advertising/Marketing	10/1/2010	10/1/2011	\$40,000	Miguel Hernandez	Marketing
Operating Capital	10/1/2010	10/1/2011	\$60,000	Miguel Hernandez	Administrative
<b>Totals</b>	<b>\$600,000</b>				

## 7.0 Management Summary

The owner of [Company Name] has over 30 years of experience in the security systems services industry and has extensive knowledge of this market. [Name] has impeccable managerial skills as well as a strong managerial background.

### 7.1 Personnel Plan

The table below contains the details of our personnel plan. The detailed monthly personnel plan for the first year is included in the appendix.

[Name] is the owner of [Company Name]. The Company is a security system services business. Currently, [Company Name] consists of the owner, who will handle all of the lead operational duties as well as the administrative duties. Upon receipt of the grant money, the Company will hire additional employees who will serve as technicians/installers.

Table: Personnel

<i>Personnel Plan</i>			
	2010	2011	2012
Technicians	\$12,501	\$50,000	\$51,500
Total People	2	2	2
<b>Total Payroll</b>	<b>\$12,501</b>	<b>\$50,000</b>	<b>\$51,500</b>

## 8.0 Financial Plan

The current financial plan for [Company Name] is to obtain grant funding in the amount of \$600,000. The grant will be used to purchase rental space, computer and software, a company vehicle, tools, miscellaneous hardware/equipment and uniforms. Furthermore, the Company will hire additional employees, reduce debt, re-do website, do advertising/marketing and cover operating capital.

The following sections of this plan will serve to describe [Company Name]'s financial plan in more detail:

- General Assumptions
- Break-even Analysis
- Profit and Loss
- Cash Flow
- Balance

### 8.1 Important Assumptions

The table below presents the assumptions used in the financial calculations of this business plan.

The average percent variable cost is estimated to be 33%. The estimated monthly fixed cost is \$5,517.

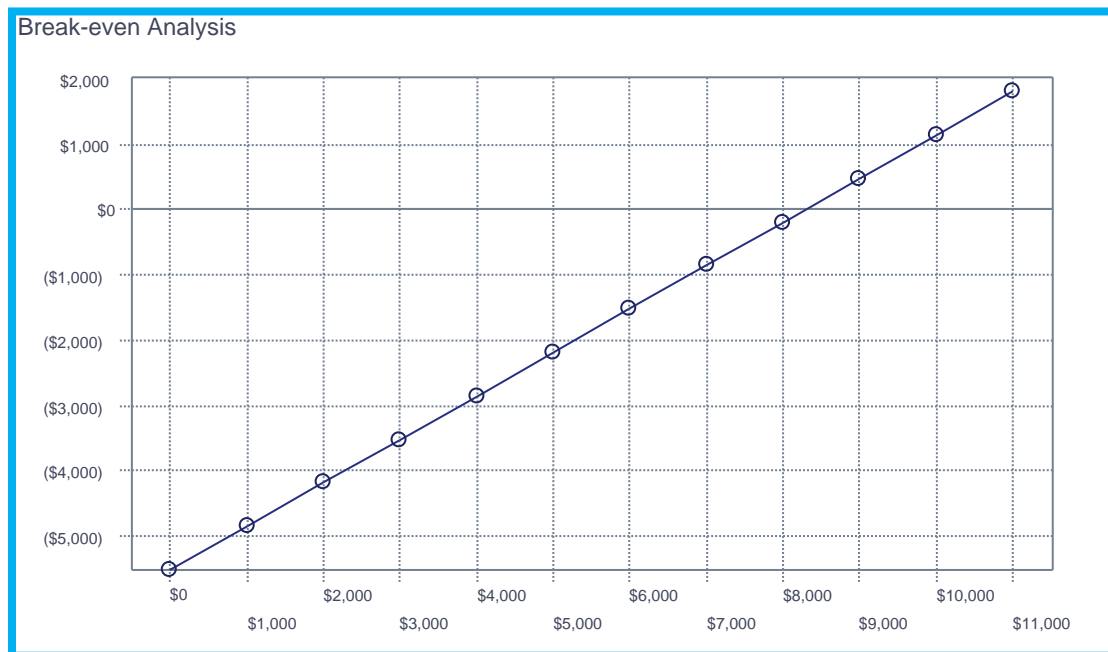
### 8.2 Break-even Analysis

For our break-even analysis, the monthly revenue needed to break-even is \$8,287. The break-even analysis has been calculated on the "burn rate" of The Company. [Company Name] feels that this gives the investor a more accurate picture of the actual risk of the venture.

Table: Break-even Analysis

<i>Break-even Analysis</i>	
Monthly Revenue Break-even	\$8,287
Assumptions:	
Average Percent Variable Cost	33%
<b>Estimated Monthly Fixed Cost</b>	<b>\$5,517</b>

Chart: Break-even Analysis



### 8.3 Projected Profit and Loss

[Company Name]'s Pro Forma Profit and Loss statement was constructed from a conservative point-of-view, and is based in large part on past performance.

The sales for 2010, 2011 and 2012 are \$107,979, \$129,575 and \$155,490, respectively. The net profit for the same period is \$247, (\$1,185) and \$13,341, respectively. The percentages of the net profit sales for this period are 0.23%, -0.91% and 8.58%, respectively.

Once the Company receives grant funding to add the new assets, the depreciation of the new fixed assets will be over a 5 year period. The aggregated amount of miscellaneous expenses is 10% of the total sales.

The net profit is decreased slightly in 2011 due to a full year of payroll.

Table: Profit and Loss

Pro Forma Profit and Loss			
	2010	2011	2012
Sales	\$107,979	\$129,575	\$155,490
Direct Cost of Sales	\$36,090	\$39,699	\$43,669

Other Costs of Sales	\$0		
Total Cost of Sales	\$36,090	\$39,699	\$43,669
Gross Margin	\$71,889	\$89,876	\$111,821
Gross Margin %	66.58%	69.36%	71.92%
Expenses			
Payroll	\$12,501	\$50,000	\$51,500
Marketing/Promotion	\$40,000	\$0	\$0
Depreciation	\$5,000	\$30,000	\$30,000
Insurance	\$2,544	\$2,544	\$2,544
Payroll Taxes	\$750	\$3,000	\$3,090
Accounting	\$1,800	\$1,800	\$1,800
Other	\$3,609	\$3,717	\$3,829
Total Operating Expenses	\$66,204	\$91,061	\$92,763
Profit Before Interest and Taxes	\$5,685	(\$1,185)	\$19,058
EBITDA	\$10,685	\$28,815	\$49,058
Interest Expense	\$5,331	\$0	\$0
Taxes Incurred	\$106	\$0	\$5,717
Net Profit	\$247	(\$1,185)	\$13,341
<b>Net Profit/Sales</b>	<b>0.23%</b>	<b>-0.91%</b>	<b>8.58%</b>

Chart: Profit Monthly

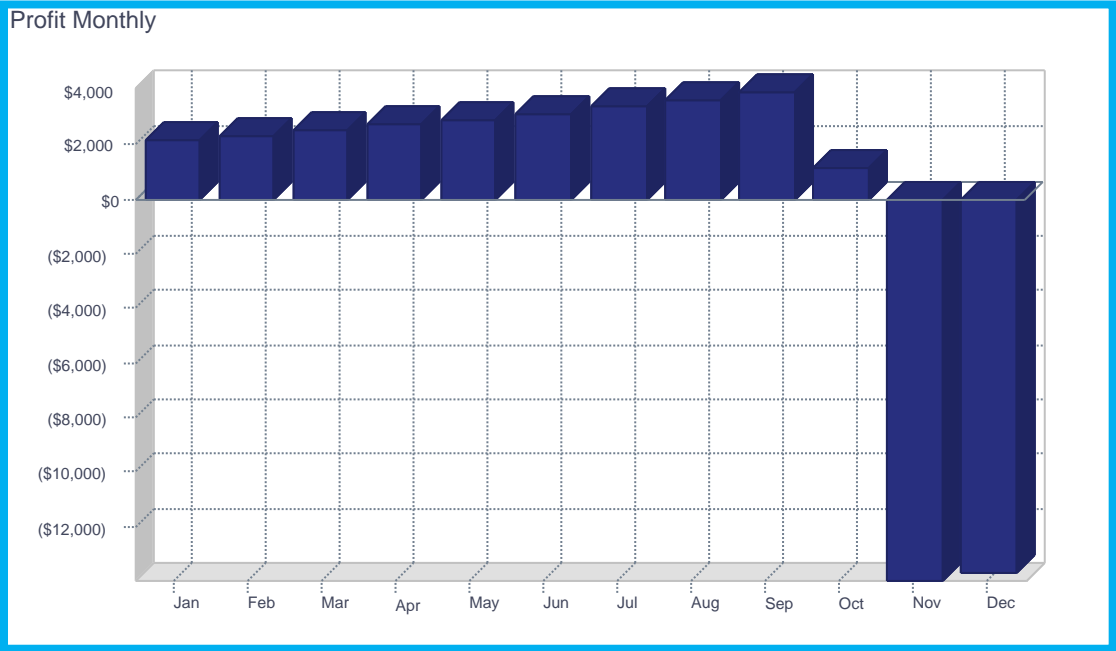


Chart: Profit Yearly

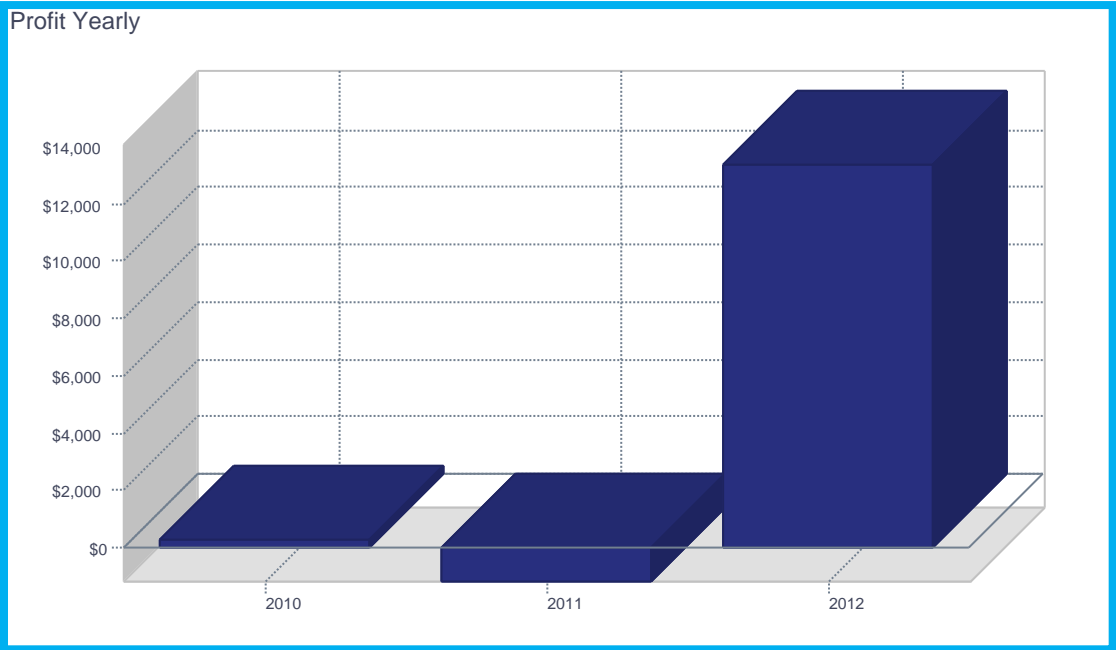


Chart: Gross Margin Monthly

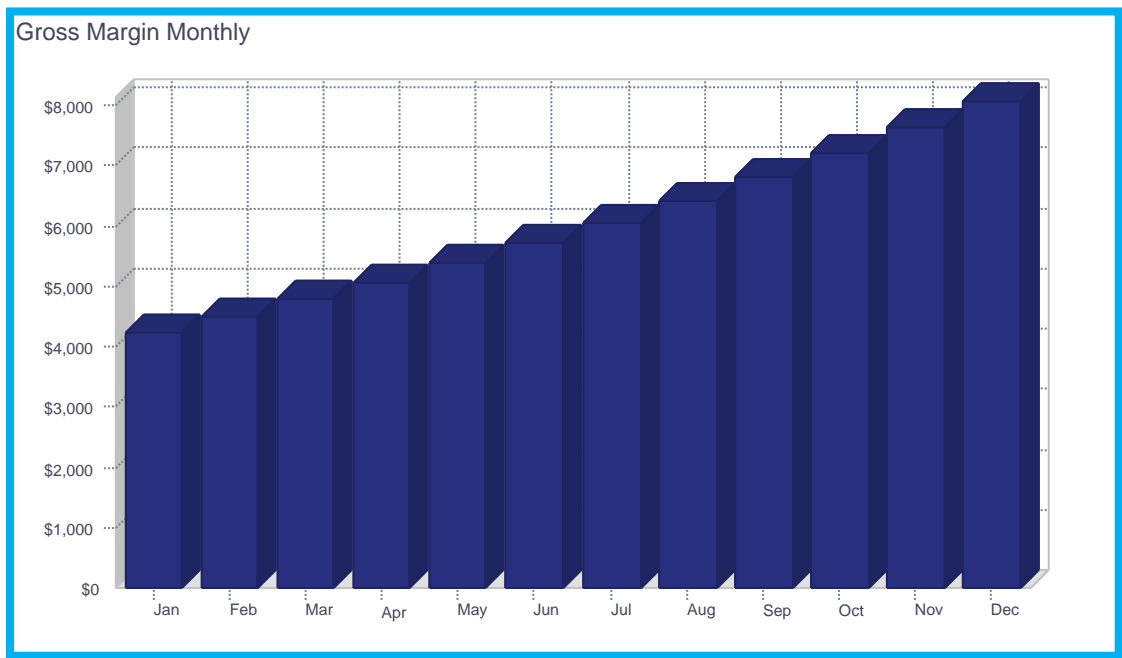
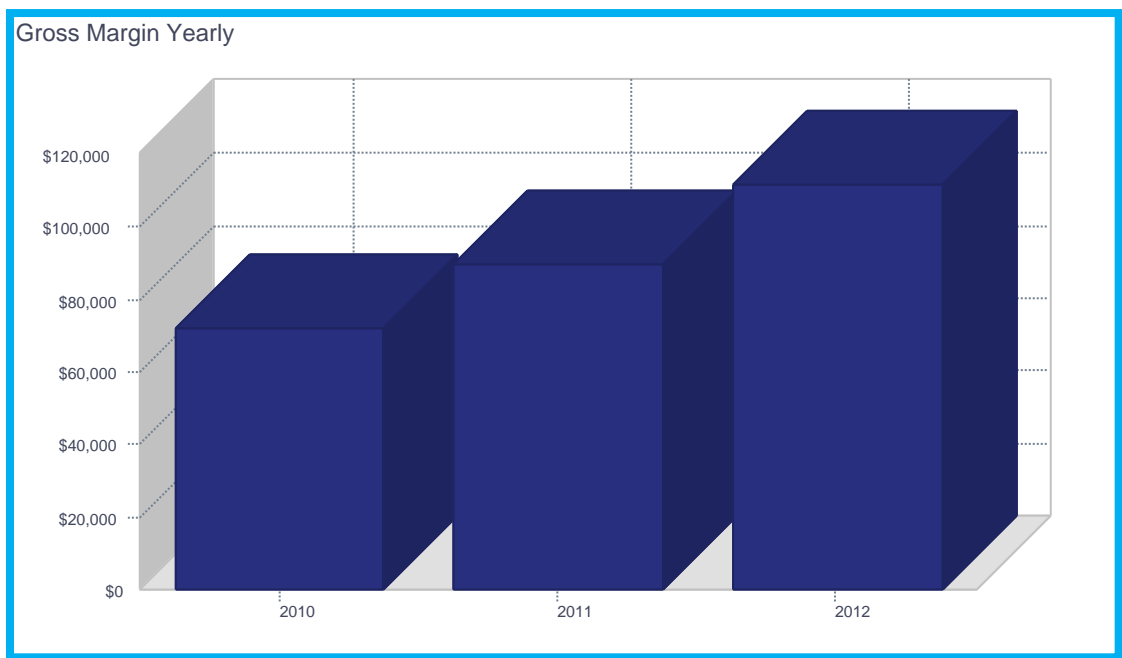


Chart: Gross Margin Yearly





#### 8.4 Projected Cash Flow

[Company Name] has applied for a grant of \$600,000. In 2010, the Company forecasts that it'll receive the funding in the month of October. During this period, it'll use \$40,000 to purchase a company vehicle, \$30,000 to purchase miscellaneous hardware/equipment and \$80,000 to purchase computer/software. These purchases are reflected in the purchase of long-term assets. Additionally, the Company will use \$30,000 to purchase tools and \$10,000 to purchase company uniforms.

Upon receipt of grant funding, the [Company Name] will allocate \$150,000 towards debt reduction.

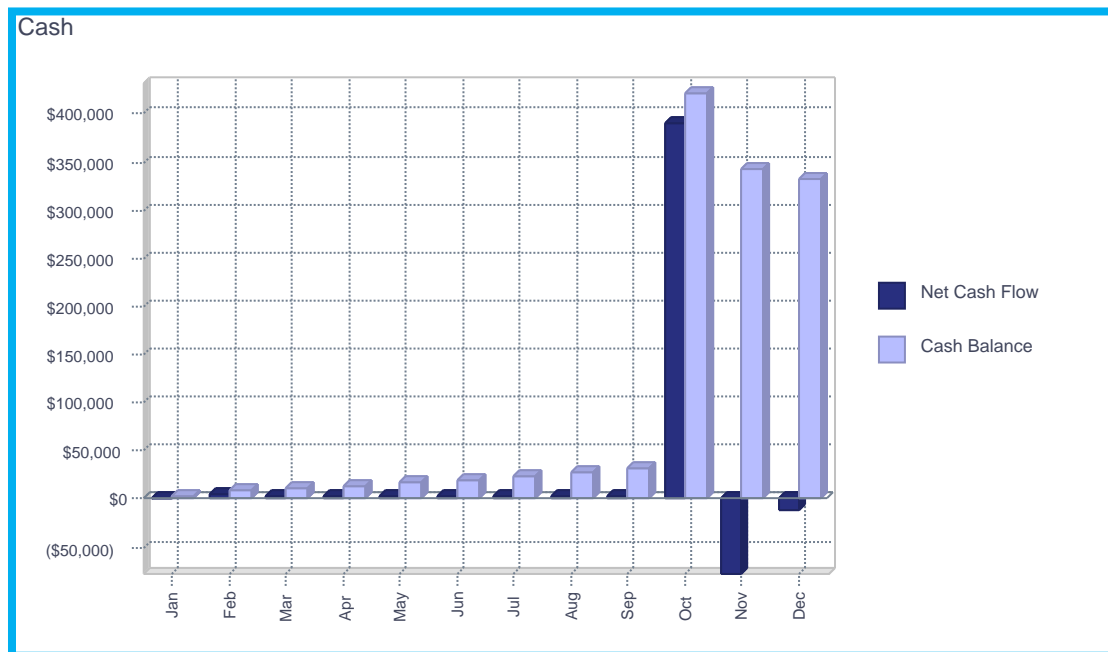
The following table displays [Company Name]'s cash flow and the chart illustrates monthly cash flow in the first year. Monthly cash flow projections are also included in the appendix

Table: Cash Flow

<i>Pro Forma Cash Flow</i>			
	2010	2011	2012
Cash Received			
Cash from Operations			
Cash Sales	\$80,984	\$97,181	\$116,617
Cash from Receivables	\$31,774	\$31,280	\$37,535
Subtotal Cash from Operations	\$112,758	\$128,461	\$154,153
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$20,000	\$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	\$600,000	\$0	\$0
Subtotal Cash Received	\$732,758	\$128,461	\$154,153
Expenditures	2010	2011	2012
Expenditures from Operations			
Cash Spending	\$12,501	\$50,000	\$51,500
Bill Payments	\$101,561	\$64,588	\$59,836
Subtotal Spent on Operations	\$114,062	\$114,588	\$111,336
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$39,666	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$59,111	\$0	\$0
Purchase Other Current Assets	\$40,000	\$0	\$0
Purchase Long-term Assets	\$150,000	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$402,839	\$114,588	\$111,336
Net Cash Flow	\$329,919	\$13,873	\$42,816
<b>Cash Balance</b>	<b>\$332,119</b>	<b>\$345,992</b>	<b>\$388,808</b>

Chart: Cash



### 8.5 Projected Balance Sheet

[Company Name] net worth is \$521,626, \$520,441 and \$533,782, for 2010, 2011, and 2012, respectively.

Table: Balance Sheet

<i>Pro Forma Balance Sheet</i>			
	2010	2011	2012
Assets			
Current Assets			
Cash	\$332,119	\$345,992	\$388,808
Accounts Receivable	\$5,571	\$6,685	\$8,022
Other Current Assets	\$40,000	\$40,000	\$40,000
Total Current Assets	\$377,690	\$392,677	\$436,830
Long-term Assets			

Long-term Assets	\$173,041	\$173,041	\$173,041
Accumulated Depreciation	\$11,105	\$41,105	\$71,105
Total Long-term Assets	\$161,936	\$131,936	\$101,936
Total Assets	\$539,626	\$524,613	\$538,766

Table: Balance Sheet (Continued)

Liabilities and Capital	2010	2011	2012
Current Liabilities			
Accounts Payable	\$17,999	\$4,172	\$4,985
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
Subtotal Current Liabilities	\$17,999	\$4,172	\$4,985
Long-term Liabilities	\$0	\$0	\$0
Total Liabilities	\$17,999	\$4,172	\$4,985
Paid-in Capital	\$540,000	\$540,000	\$540,000
Retained Earnings	(\$18,621)	(\$18,374)	(\$19,559)
Earnings	\$247	(\$1,185)	\$13,341
Total Capital	\$521,626	\$520,441	\$533,782
Total Liabilities and Capital	\$539,626	\$524,613	\$538,766
<b>Net Worth</b>	<b>\$521,626</b>	<b>\$520,441</b>	<b>\$533,782</b>

### 8.6 Business Ratios

The table below presents the projected business ratios from the security systems services markets as a reference.

Table: Ratios

<i>Ratio Analysis</i>				
	2010	2011	2012	Industry Profile
Sales Growth	705.27%	20.00%	20.00%	5.02%
Percent of Total Assets				
Accounts Receivable	1.03%	1.27%	1.49%	14.34%
Other Current Assets	7.41%	7.62%	7.42%	53.58%
Total Current Assets	69.99%	74.85%	81.08%	70.11%
Long-term Assets	30.01%	25.15%	18.92%	29.89%
Total Assets	100.00%	100.00%	100.00%	100.00%
Current Liabilities	3.34%	0.80%	0.93%	37.94%
Long-term Liabilities	0.00%	0.00%	0.00%	54.53%
Total Liabilities	3.34%	0.80%	0.93%	92.47%
Net Worth	96.66%	99.20%	99.07%	7.53%
Percent of Sales				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	66.58%	69.36%	71.92%	59.56%
Selling, General & Administrative Expenses	66.35%	70.28%	63.34%	28.35%
Advertising Expenses	37.04%	0.00%	0.00%	1.21%
Profit Before Interest and Taxes	5.26%	-0.91%	12.26%	8.19%

Main Ratios				
Current	20.98	94.12	87.63	1.24
Quick	20.98	94.12	87.63	1.18
Total Debt to Total Assets	3.34%	0.80%	0.93%	92.47%
Pre-tax Return on Net Worth	0.07%	-0.23%	3.57%	696.34%
Pre-tax Return on Assets	0.07%	-0.23%	3.54%	52.41%
Additional Ratios	2010	2011	2012	
Net Profit Margin	0.23%	-0.91%	8.58%	n.a
Return on Equity	0.05%	-0.23%	2.50%	n.a
Activity Ratios				
Accounts Receivable Turnover	4.85	4.85	4.85	n.a
Collection Days	62	69	69	n.a
Accounts Payable Turnover	5.01	12.17	12.17	n.a
Payment Days	36	80	28	n.a
Total Asset Turnover	0.20	0.25	0.29	n.a
Debt Ratios				
Debt to Net Worth	0.03	0.01	0.01	n.a
Current Liab. to Liab.	1.00	1.00	1.00	n.a
Liquidity Ratios				
Net Working Capital	\$359,690	\$388,505	\$431,846	n.a
Interest Coverage	1.07	0.00	0.00	n.a

Additional Ratios				
Assets to Sales	5.00	4.05	3.46	n.a
Current Debt/Total Assets	3%	1%	1%	n.a
Acid Test	20.67	92.52	86.02	n.a
Sales/Net Worth	0.21	0.25	0.29	n.a
<b>Dividend Payout</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>n.a</b>

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