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**EXECUTIVE SUMMARY**

[Dico Staffing] is a niche staffing agency that caters to job seekers from different fields of specialization that are expected to fill the job market in the coming years. The company is driven to fill the gap in the market and provide services to professionals in the city of [Grand Rapids] who are underserved such as project managers, registered nurses, dieticians, teachers, and chemical engineers. Underserved professionals are those deserving of the job but are unemployed due to lack of job opportunities in the market. [Dico Staffing] Services expects to see these skilled workers in the market soon and, therefore, will focus its recruiting efforts on these niches.

The company understands the fierce competition in the [niche staffing] industry but it is also aware of the opportunity for higher margins of profitability that a [niche recruitment] agency could gain.

**COMPANY OVERVIEW**

**Mission Statement**

[Dico Staffing] mission is to provide employment opportunities to underserved professionals in [Grand Rapids] City and satisfy the need of employers for high-quality employees.

**Philosophy**

[Dico Staffing] commits to fulfill the needs of both the employers and job seekers. It seeks to provide employers with people who have the right skill sets.

**Vision**

[Dico Staffing] seeks to be the leading and most respected staffing service in [Grand Rapids] City.

**Outlook**

In [America], staffing services has placed more than [15 million] employees to work every year. The staffing industry is comprised of more than 20,000 firms and contributes $[150 billion] to the [US] economy. The staffing service is an essential industry that supports businesses and provides opportunities to deserving candidates. As the economy evolves, the staffing and recruiting industry is always present to provide vital support for businesses to prosper. Staffing jobs itself has increased [3]% year-to-year and the industry’s growth is said to outpace overall economic and employment growth.

**Type of Industry:** [Staffing Services/Workforce Solutions Industry]

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Terry D. Poulin]

**Start-Up Summary**

The cost of the start-up is $[90,000] which is to be funded by the owner. The money will be used for rent, supplies, marketing materials, business insurance, maintenance, and payroll.

|  |
| --- |
| **Start-Up Funding** |
| Start-Up Expenses | $40,000 |
| Start-Up Assets | $50,000 |
| **Total Funding Required** | **$90,000** |
|  |
| Assets |  |
| Non-Cash Assets from Start-Up | $20,000 |
| Cash Requirements from Start-up | $13,000 |
| Additional Cash Raised | $4,000 |
| Cash Balance on Starting Date | $13,000 |
| **Total Assets** | **$50,000** |
|  |
| Capital |  |
| Planned Investment |  |
| Owner | $90,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$90,000** |
| Loss at Start-Up (Start-Up Expenses) | -$40,000 |
| **Total Capital** | **$50,000** |
| Liabilities | $0 |
| **Total Capital and Liabilities** | **$50,000** |
|  |
| **Start-Up** |
| Requirements |  |
| Start-Up Expenses |  |
| Rent - 5 Months | $9,000 |
| Advertising | $2,000 |
| Legal Fees | $1,500 |
| Staff Training | $10,000 |
| Insurance | $4,000 |
| Other | $13,500 |
| **Total Start-Up Expenses** | **$40,000** |
|  |
| Start-Up Assets |  |
| Cash Required | $13,000 |
| Start-Up Inventory | $20,000 |
| Other Current Assets | $4,000 |
| Long-Term Assets | $13,000 |
| **Total Assets** | **$50,000** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$90,000** |

**Management Team:**

|  |  |  |
| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| [Jared D. Bourke] | Agency Director | Financial Management, People Management, Business Management, and Leadership |
| [Leslie C. Colvin] | Business Development Manager | Planning, Forecasting, Sales, and Lead Generation |
| [Irene C. Nicola] | Recruitment Manager | Communication, Recruitment, Organization, and Time Management |

**Short- and Long-Term Goals and Milestones:**

|  |  |
| --- | --- |
| **Short-Term Goals** | **Milestones** |
| Establish a strong and dependable team | Hired core management team last [November 25, 2018] |
| Have competent and skilled support staff | Training for supporting staff started last [December 1, 2018]. |
| **Long-Term Goals** | **Milestones** |
| Become an expert on the chosen niche  | Hired managers with more than ten years of experience in the industry and have them trained in a specialized market. |
| Acquire [5]% of the target market in the community within [3] years | Hired a highly-skilled business manager and formulated business and marketing strategy for the first fiscal year. |

**PRODUCTS AND SERVICES**

**Product/Service Description**

[Dico Staffing] provides jobs to underserved specialized professionals that greatly match their employer preferences. The same will be provided for clients who want high-caliber and highly-skilled workers for their businesses.

**Value Proposition**

Majority of the niched recruitment agencies in the city of [Grand Rapids] do not offer jobs for specialized professionals such as project managers, teachers, dietician, and registered nurses. The company fills this need and will provide jobs for these underserved workers.

**Pricing Strategy**

In order to give more value to the clients and employees, while still being profitable, the company will use cost-plus pricing strategy.

Formula:

Profit Margin = 1- (Expenses/Net Sales)

[Q Enterprises]

Profit Margin = 1 - ($189,000/$670,000)

 = 1-0.28

 = 0.72 or 72%

**EXECUTION**

**Marketing Plan**

[Dico Staffing’s] marketing plans involve strategies and techniques in attracting both the clients and candidates. Email, social media, and a website will be used for this purpose. Basically, the company will leverage the power of the internet and technological advancements to get ahold of potential customers.

**Market Research**

The demand for temporary or contract workers rose [33]% from [2014]. The most common contract positions for healthcare are occupational therapist, physical therapist, and registered nurse since the Affordable Care Act has increased the number of individuals who can seek medical care.

In [2016], the staffing and recruiting industry sales reached $[150 billion] in the [United States]. Globally, the industry generated $[428 billion] in [2016] and is projected to reach $[524 billion] in [2019].

Many companies in the United States depend on staffing agencies during busy seasons to help them get through their projects, acquire new clients, and grow their businesses. Furthermore, more and more companies are now paying a higher premium for highly-skilled and agile workforces.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| [Dico Staffing] | * Caters to a specialized underserved market
* Experienced core team
 | * Still lacks essential equipment and highly-skilled staff
 | * Growing industry for manpower agency
* Increasing demand for a skill-specific market
 | * Sudden changes in the job market
* New laws that limit the opportunity for larger profits
* Intense competition in the niche industry
 |
| [Tube Manpower Agency] | * Has a generalized market
* Has been in the business for [5] years
 | * Lesser opportunities from niched professions
 | * Spotting hiring trends faster than the competition
 | * Fierce competition in the staffing services industry
 |
| [Avender Manpower Sources] | * In an area with a large market that needs temporary jobs
 | * Small temporary staffing agency
* Less than 1 year of operation
 | * Increasing trend and growth for temporary staffing services industry
 | * Has to limit temporary staffing employment lest the company must provide insurance to all workers if they fill 50 or more temporary staffing positions
 |

**Marketing Strategy**

**[**Dico Staffing’s] marketing strategies involve utilizing modern methods and technologies. In attracting clients, the company will make use of email marketing, social media marketing, direct mail sales letters, and cold calling. Such methods seek to introduce the company to the businesses that are willing to consider the candidates.

As for attracting candidates, the company will also make use of email and social media as well as direct text messaging and the company’s website. The website will be designed in a way that it can be easily navigated by candidates and will be optimized to increase its web visibility.

The team has already started driving the marketing strategies forward and below are some of the activities they have undertaken:

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Website optimization | Commissioned an SEO specialist | January 3, 2019 | The website appears on top [five, first] page list across all search engines. |
| Email marketing | Has already devised a strategy for leads acquisition | January 20, 2019 | Increase conversion rate by [10]% at the end of the year. |

**Organizational Structure:**

****

**OPERATIONAL PLAN**

**Location and Facilities**

Provide a sketch or blueprint of the facility.

Provide photos or images of the location/facility.

**Tools and Equipment Checklist**

|  |  |
| --- | --- |
| **Software** | **Quantity** |
| Zoho Recruit | 3 |
| Microsoft Excel | 2 |
| **Hardware** | **Quantity** |
| Laptop | 5 |
| Chairs | 10 |
| Office Desks | 5 |

**IT Infrastructure**

The following table reflects [Q Enterprises’] IT infrastructure.

|  |  |  |
| --- | --- | --- |
| **Infrastructure** | **Existing (Y/N)** | **Description** |
| Website | N | The company will set up its own optimized website. |
| Telephone | Y | Allows staff to make cold calls to clients and candidates. |
| CCTV cameras | Y | Enhances the office’s security system. |
| Servers and storage | Y | Ensures the business is protected from loss of data |

**FINANCIAL PLAN**

**Assumptions**

The financial forecast is based on the current performance of the economy and the demands of skilled workers in the job market. The company will seek to provide the best quality services to jobseekers and give the clients the best employees who fit for their needs. The company’s expenses will be spent on office supplies and maintenance, rent, marketing materials, business insurance, and employee salary.

**Monthly Expense**

The chart depicts [Dico Staffing’s] projected monthly expenses for [2019].



**Monthly Revenue**

The chart shows [Dico Staffing’s] projected monthly revenues for [2019].



 **Business Financing**

The business’ funds come from the business owner worth $[90,000]. Majority of the expenses will be spent on rent, salaries, insurance, permits, supplies, and maintenance.

**Statements**

|  |
| --- |
| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $670,000.00 | $750,000.00 | $810,000.00 |
| Direct Cost of Sale | $220,000.00 | $270,000.00 | $300,000.00 |
| Other Cost of Sale | $20,000.00 | $20,000.00 | $20,000.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $430,000.00 | $460,000.00 | $490,000.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $240,000.00 | $290,000.00 | $320,000.00 |
| **Gross Margin % (Gross Profit/Sales)** | **35.82%** | **38.67%** | **39.51%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Rent | $40,000.00 | $40,000.00 | $40,000.00 |
| Insurance | $9,000.00 | $11,000.00 | $13,000.00 |
| Utilities | $15,000.00 | $15,000.00 | $15,000.00 |
| Salary (Including Tax) | $120,000.00 | $120,000.00 | $120,000.00 |
| Maintenance & Supplies | $5,000.00 | $5,000.00 | $5,000.00 |
| **Total Operating Expenses** | **$189,000.00** | **$191,000.00** | **$193,000.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $241,000.00 | $269,000.00 | $297,000.00 |
| Depreciation | $3,000.00 | $3,000.00 | $3,000.00 |
| Interest Expense | $0.00 | $0.00 | $0.00 |
| Taxes Paid | $5,000.00 | $7,000.00 | $9,000.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$46,000.00** | **$92,000.00** | **$118,000.00** |

|  |
| --- |
| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $140,000.00 | $160,000.00 | $180,000.00 |
| Accounts Receivable | $15,000.00 | $15,000.00 | $16,000.00 |
| Inventory | $10,000.00 | $10,000.00 | $11,000.00 |
| Other Current Assets | $10,000.00 | $14,000.00 | $17,000.00 |
| Total Current Assets | **$175,000.00** | **$199,000.00** | **$224,000.00** |
|  |  |  |  |
| Long-Term Assets | $15,000.00 | $15,000.00 | $15,000.00 |
| Accumulated Depreciation | $3,000.00 | $3,000.00 | $3,000.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $12,000.00 | $12,000.00 | $12,000.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$187,000.00** | **$211,000.00** | **$236,000.00** |
|  |  |  |  |
| Accounts Payable | $35,000.00 | $40,000.00 | $50,000.00 |
| Notes Payable | $10,000.00 | $14,000.00 | $18,000.00 |
| Other | $5,000.00 | $6,000.00 | $8,000.00 |
| Total Liabilities | **$50,000.00** | **$60,000.00** | **$76,000.00** |
|  |  |  |  |
| Paid-in Capital | $10,000.00 | $20,000.00 | $30,000.00 |
| Retained Earnings | $240,000.00 | $290,000.00 | $320,000.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$137,000.00** | **$151,000.00** | **$160,000.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **36.50%** | **39.74%** | **47.50%** |

|  |
| --- |
| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $140,000.00 | $160,000.00 | $180,000.00 |
|  |  |  |  |
| **Sources of Cash** | $25,000.00 | $26,000.00 | $27,000.00 |
| Receivables | $15,000.00 | $15,000.00 | $16,000.00 |
| Sales | $50,000.00 | $55,000.00 | $60,000.00 |
| Others | $10,000.00 | $12,000.00 | $14,000.00 |
| **Total Cash** | $240,000.00 | $268,000.00 | $297,000.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Rent | $40,000.00 | $40,000.00 | $40,000.00 |
| Insurance | $9,000.00 | $11,000.00 | $13,000.00 |
| Utilities | $15,000.00 | $15,000.00 | $15,000.00 |
| Salary (Including Tax) | $120,000.00 | $120,000.00 | $120,000.00 |
| Maintenance & Supplies | $5,000.00 | $5,000.00 | $5,000.00 |
| **Total Expenditures** | $189,000.00 | $191,000.00 | $193,000.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$51,000.00** | **$77,000.00** | **$104,000.00** |