

**[Swift Digital]**

**Business Plan For Fiscal Year [2020]**

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**EXECUTIVE SUMMARY**

[Swift Digital] offers digital data handling and marketing for company websites and social media accounts. In order for any business to thrive in the current global market, it is now essential for them to have a strong identity and presence online and virtually engage with potential customers.

[Swift Digital] helps clients with their content marketing and web design needs. The company’s skilled team of professional content managers and web designers will provide clients with innovative and efficient solutions to boost their online traffic and establish their brands in the market.

**COMPANY OVERVIEW**

**Mission Statement**

[Swift Digital] aims to connect companies to their customers in the online world through efficient SEO solutions.

**Philosophy**

[Swift Digital] believes in applying creativity, simplicity, honesty, and efficiency to their work in order to achieve its goals of providing the best service to clients.

**Vision**

[Swift Digital] aspires to stay dynamic and relevant in the digital marketing age and establish itself as a formidable SEO company in the industry.

**Outlook**

The SEO industry is currently thriving and is foreseen to continue growing. This is due to the internet becoming a prime space for consumers and businesses to meet and engage with each other. The increasing number of users who go online to transact business is pushing businesses to improve their online visibility, making SEO service providers integral in conducting their business today and in the future.

**Type of Industry:** SEO Industry

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Peter Arbor]

**Start-Up Summary**

The start-up cost of [70K] USD will be provided by the owner, which will be used for salary, equipment, and other operations expenses.

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| **Start-Up Funding** |
| Start-Up Expenses | $40,000 |
| Start-Up Assets | $30,000 |
| **Total Funding Required** | **$70,000** |
|  |
| Assets |  |
| Non-Cash Assets from Start-Up | $18,000 |
| Cash Requirements from Start-up | $5,000 |
| Additional Cash Raised | $5,000 |
| Cash Balance on Starting Date | $2,000 |
| **Total Assets** | **$30,000** |
|  |
| Capital |  |
| Planned Investment |  |
| Owner | $70,000 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **Total Planned Investment** | **$70,000** |
| Loss at Start-Up (Start-Up Expenses) | -$30,000 |
| **Total Capital** | **$40,000** |
| Liabilities | $0 |
| **Total Capital and Liabilities** | **$40,000** |
|  |
| **Start-Up** |
| Requirements |  |
| Start-Up Expenses |  |
| Rent - 5 Months | $10,000 |
| Advertising | $5,000 |
| Legal Fees | $5,000 |
| Staff Training | $8,000 |
| Insurance | $12,000 |
| Other | $0 |
| **Total Start-Up Expenses** | **$40,000** |
|  |
| Start-Up Assets |  |
| Cash Required | $10,000 |
| Start-Up Inventory | $10,000 |
| Other Current Assets | $6,000 |
| Long-Term Assets | $4,000 |
| **Total Assets** | **$30,000** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$70,000** |

**Management Team**

|  |  |  |
| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| [Hank Timmons] | Project Manager | Teamwork, Organization, Critical Thinking, Communication, Client Management |
| [Sally Gergich] | Technical Director | Creativity, Teamwork, Leadership, Performance Management |

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

|  |  |
| --- | --- |
| **Short-Term Goals** | **Milestones** |
| Hire Project Manager  | Hired last [September 2018] |
| Hire Technical Director | Hired last [October 2018] |
| **Long-Term Goals** | **Milestones** |
| Hire Technical and Creative team members | Half of the team members were hired on [November 2018] |
| Regularly create content for the company’s social media accounts  | One member of the technical team will be assigned with the task  |

**PRODUCTS AND SERVICES**

**Product/Service Description**

[Swift Digital] provides SEO services to companies who are struggling to land their websites and contents at the top of the search page results. The company assists clients in creating or improving their existing sites by analyzing their current online visibility status and implementing optimization strategies.

**Value Proposition**

[Swift Digital] is known for its simple yet efficient SEO services that have greatly improved online traffic and visibility of the content and website of its clients. This high level of quality is [Swift Digital] trademark.

**Pricing Strategy**

[Swift Digital] uses a combination of cost-plus and price bundling when offering its services. This combination best suits the company and is common in the industry.

Formula:

Profit Margin = 1- (Expenses/Net Sales)

[Swift Digital]

Profit Margin = 1 - ($114,000/$350,000)

 = 1-0.33

 = 0.67 or 67%

**EXECUTION**

**Marketing Plan**

[Swift Digital] aims to promote its brand to small local businesses, especially those that have operated for three years or less. It wants to use social media to reach the target market. Promotional videos and other content will be posted regularly to keep the accounts active. In addition to social media marketing, Swift Digital will also use traditional methods of contacting these businesses through cold emails.

**Market Research**

Due to the more prevalent use of the internet to transact business and social media as a means for data consumption, more businesses are demanding the services of an SEO company in order to boost their online visibility and stay relevant and profitable in the market. SEO companies are challenged to continuously find more creative and efficient ways to market their clients’ brand online.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| Swift Digital | * Proven quality service
* Specializes in brand building
 | * Still expanding; might not be able to give its full attention to some clients
 | * Many small and local businesses look for services that can help them build their brand
 | * Other companies with larger businesses as clients
 |
| Optimum | * Large SEO company
* Quality general SEO services
 | * Expensive pricing
 | * Most international companies look for SEO companies that can handle the scale of their brand
 | * Growing number of small businesses that prefer low price or price bundling for SEO services
 |
| Web Studios | * Specializes in niche SEO services
 | * Limited SEO services
 | * There are many niche businesses who prefer SEO that fit their specific brand needs
 | * Other companies who offer more SEO services
 |

**Marketing Strategy**

[Swift Digital] plans to regularly update its website and social media accounts with new content to continuously engage with its audience and reach out to more people who can be potential clients.

The company has also done its research to identify clients that will fit its target. The marketing teams have started building a client list and have sent cold emails to some companies on the list.

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Promotion Videos | The marketing team will create testimonial and promotional videos | May 2019 | The new content is up on the company website and various social media accounts. |
| Regular Content Updates | The marketing team will create a posting schedule | May 2019 | Steady growth of traffic and followers for the company website and social media accounts. |
| Cold Emails | Write templates for the emails to be sent out to potential clients | June 2019 | The cold emails are ready to be sent. |

**Organizational Structure**

The CEO is the head of the company’s operations. Under the CEO are the Project Manager, the Client Management Director, Technical Director, and Creatives Director.

The Project Manager oversees the different projects the company has and works with the Client Management Director who engages with prospective clients, promote the company’s services, and plan with them the different services that the company can do for them.

The Technical and Creatives directors and their team of web designers and content creators carry out the services and strategies that the clients need for their websites, social media accounts, etc.

**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** |
| Sony Vegas Pro | 1 |
| Heyspace | 1 |
| **Hardware** | **Quantity** |
| Desktop | 25 |
| Laptops | 10 |

**IT Infrastructure**

The following table reflects [Swift Digital] IT infrastructure.

|  |  |  |
| --- | --- | --- |
| **Infrastructure** | **Existing (Y/N)** | **Description** |
| Social Media | Y | The company has Twitter and Instagram accounts. |
| Website | N | Website is still in development. |
| Network speed | Y | Network is working properly and cause no delay in company operations. |
| Data Storage | N | Company data storage as of now is still limited. |

**FINANCIAL PLAN**

**Assumptions**

The financial plan is based on the results of a market research conducted regarding the performance of similar companies in the industry. The company will initially focus its efforts on advertising its brand. Most of the expenses will be concentrated on equipment and salary.

**Monthly Expense**

The chart shows the projected monthly expenses for [2019].



**Monthly Revenue**

The chart below depicts the projected monthly revenues for [2019].



**Business Financing**

The funding for the business mainly comes from a business loan of $[50,000] and the owner’s personal funds of $20,000. Majority of the funds will be used for salary, equipment, and other operations expense.

**Statements**

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| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $500,000.00 | $550,000.00 | $690,000.00 |
| Direct Cost of Sale | $350,000.00 | $400,000.00 | $510,000.00 |
| Other Cost of Sale | $10,000.00 | $14,000.00 | $16,000.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $140,000.00 | $136,000.00 | $164,000.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $360,000.00 | $414,000.00 | $526,000.00 |
| **Gross Margin % (Gross Profit/Sales)** | **72.00%** | **75.27%** | **76.23%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Rent | $24,000.00 | $24,000.00 | $24,000.00 |
| Insurance | $12,000.00 | $12,000.00 | $15,000.00 |
| Utilities | $15,000.00 | $16,000.00 | $17,000.00 |
| Salary (Including Tax) | $55,000.00 | $60,000.00 | $65,000.00 |
| Maintenance & Supplies | $8,000.00 | $8,500.00 | $9,000.00 |
| **Total Operating Expenses** | **$114,000.00** | **$120,500.00** | **$130,000.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $26,000.00 | $15,500.00 | $34,000.00 |
| Depreciation | $5,000.00 | $6,000.00 | $7,500.00 |
| Interest Expense | $0.00 | $0.00 | $0.00 |
| Taxes Paid | $10,000.00 | $15,000.00 | $16,000.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$236,000.00** | **$278,500.00** | **$380,000.00** |

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| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $85,000.00 | $90,000.00 | $100,000.00 |
| Accounts Receivable | $10,000.00 | $15,000.00 | $20,000.00 |
| Inventory | $15,000.00 | $15,000.00 | $16,000.00 |
| Other Current Assets | $5,000.00 | $6,000.00 | $8,000.00 |
| **Total Current Assets** | **$115,000.00** | **$126,000.00** | **$144,000.00** |
|  |  |  |  |
| Long-Term Assets | $15,000.00 | $10,000.00 | $13,500.00 |
| Accumulated Depreciation | $2,500.00 | $3,000.00 | $2,900.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $12,500.00 | $7,000.00 | $10,600.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$127,500.00** | **$133,000.00** | **$154,600.00** |
|  |  |  |  |
| Accounts Payable | $30,000.00 | $27,000.00 | $25,000.00 |
| Notes Payable | $5,000.00 | $6,000.00 | $7,500.00 |
| Other | $2,000.00 | $5,000.00 | $6,000.00 |
| **Total Liabilities** | **$37,000.00** | **$38,000.00** | **$38,500.00** |
|  |  |  |  |
| Paid-in Capital | $20,000.00 | $15,000.00 | $10,000.00 |
| Retained Earnings | $300,000.00 | $320,000.00 | $400,000.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$90,500.00** | **$95,000.00** | **$116,100.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **40.88%** | **40.00%** | **33.16%** |

|  |
| --- |
| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $45,000.00 | $52,000.00 | $60,000.00 |
|  |  |  |  |
| **Sources of Cash** | $23,000.00 | $25,000.00 | $29,000.00 |
| Receivables | $7,500.00 | $9,000.00 | $11,000.00 |
| Sales | $32,000.00 | $31,000.00 | $44,000.00 |
| Others | $5,000.00 | $6,500.00 | $8,000.00 |
| **Total Cash** | $112,500.00 | $123,500.00 | $152,000.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Rent | $24,000.00 | $24,000.00 | $24,000.00 |
| Insurance | $12,000.00 | $12,000.00 | $15,000.00 |
| Utilities | $15,000.00 | $16,000.00 | $17,000.00 |
| Salary (Including Tax) | $55,000.00 | $60,000.00 | $65,000.00 |
| Maintenance & Supplies | $8,000.00 | $8,500.00 | $9,000.00 |
| **Total Expenditures** | $114,000.00 | $120,500.00 | $130,000.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **-$1,500.00** | **$3,000.00** | **$22,000.00** |