

An example of a business plan for a hypothetical company

[Business](#), [Company](#)



Its founders are former marketers of consulting services, personal computers, and market research, all in international markets. They are founding Progressive Consulting to formalize the consulting services they offer.

1. 2 Mission Progressive Consulting offers high-tech manufacturers a reliable, high quality alternative to in-house resources for business development, market development, and channel development on an international scale. A true alternative to in house resources offers a very high level of practical experience, know how, contacts, and confidentiality.

Clients must know that working with Progressive Consulting Is a more professional, less risky way to develop new areas even than working completely In house with their own lance, charging a high value for its services, and delivering an even higher value to its clients. Initial focus will be development in the European and Latin American markets, or for European clients in the United States market.

1 . 3 Keys to Success

*Excellence in fulfilling the promise completely confidential, reliable, trustworthy expertise and information. *Developing visibility to generate new business leads. Leveraging from a single pool of expertise into multiple revenue generation opportunities: retainer consulting, project consulting, market research, and market research published reports.

2. O Company Summary Progressive Consulting is a new company providing high-level expertise in international high-tech business development, channel development, distribution strategies, and marketing of high tech products. It will focus initially on providing two kinds of international triangles: *Providing United States clients with development for European and Latin American markets. Providing European clients with development for the United States

and Latin America as it grows it will take on people and consulting work in related markets, such as the rest of Latin America, and the Far East, and similar markets. As ND representation positions to create percentage holdings in product results. 2. 1 Company Ownership Progressive Consulting will be created as a California C corporation based in Los Angeles County, owned by its principal investors and principal operators.

As of this writing it has not been chartered yet and is still considering alternatives of legal formation. 2. 2 Startup Summary Total start up expense (including legal costs, logo design, stationery and related expenses) come to \$73, 000. Start up assets required include \$3, 000 in short term assets (office furniture, etc.) and \$1, 000, 000 in initial cash to anode the first few months of consulting operations as sales and accounts receivable play through the cash flow. The details are included in the table.