

**Your Company**

# **Business Plan**

**Your Name**



**2012**

## 1.0 Executive Summary

**YOUR COMPANY** is a start-up security corporation offering an extensive line of security and personal protection services. The firm consists of four principal officers with a combined industry experience of over 45 years. The company was formed to take advantage of the significant weakness and inadequacies in local, regional, and national security and protection companies in terms of professionalism, quality, and customer satisfaction.

**YOUR COMPANY** will be created as a Massachusetts S corporation based in Suffolk County. The firm will be owned and operated by its principal investors. Our primary office will be located in Boston, Massachusetts with satellite offices in Springfield, MA and Providence Rhode Island.

Our firm's primary target market will be the Boston Metro Region, with a focus market segment within our geographic market that will include residential/commercial facilities, personal protection for high profile, high risk, individuals, and security consulting and training services.

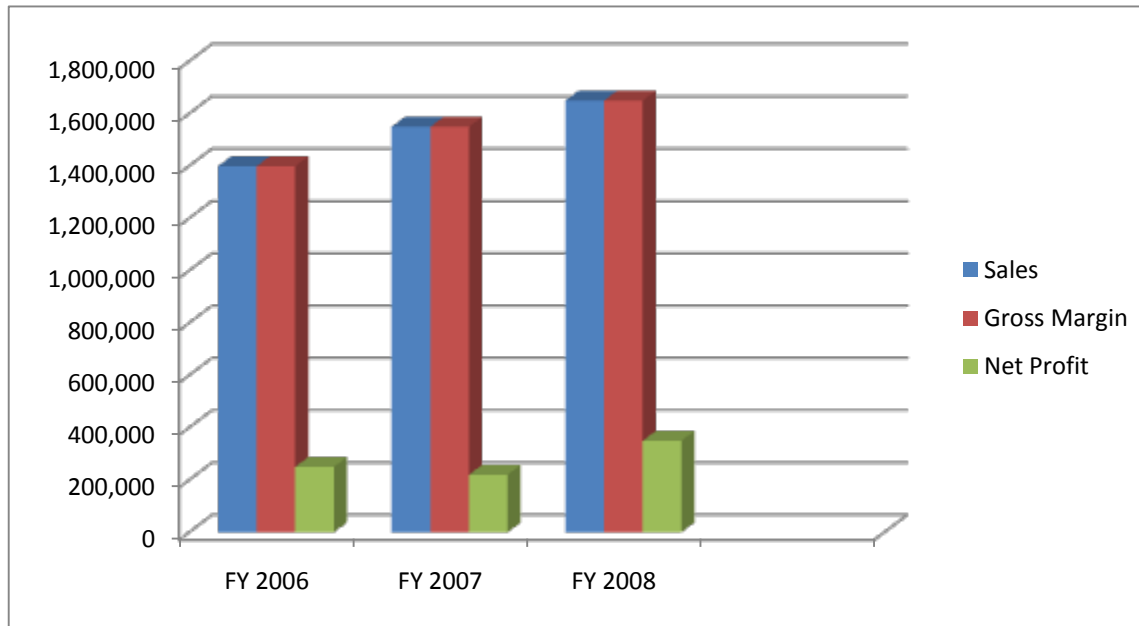
Industry competition comes in several forms, typically defined by firm size and scope of service line. Our most significant competition will be small to mid-sized agencies that operate in a narrow market of the Boston Metro Region. We have identified four competitors that are considered closely matched to our firm based on size and service line. However, none of the competitors analyzed in this business plan, or otherwise, offer the extensive line of services that our firm offers, nor are they client-centric in their market approach. **YOUR COMPANY** will capitalize on the significant weakness of our direct competitors to establish our firm as a market leader. There are also large, well known security firms such as DEF Securities, XYZ Inc., etc. These companies are generalist in nature and do not focus on a niche market. Furthermore, they tend to employ agents who have limited experience, suffer from high turnover rates, and are focused on servicing a high volume of clients. As a result, these larger competitors tend to take a "mass production" approach towards the industry and lack customer focus in their service delivery.

The company's founders have expansive industry experience. Each partner brings a specific area of expertise to the firm and together, these three owners create an extremely experienced and well-balanced team. They are founding **YOUR COMPANY** to formalize the security and personal protection services they offer and to bring a fresh perspective to the security and protection industry. **YOUR COMPANY** will be managed by its working partners and will hire key management personnel as is appropriate to their growth projections and marketing strategies.

**YOUR COMPANY** will be priced at the mid-to-upper range of what the market will bear. The pricing fits with the general positioning of our firm as providing high-level expertise. Sales estimates projects revenues of approximately \$1.4 million in the first year, and \$1.7 million by year 3. Our projections contained herein are authentic and will be used as the budget for business.

The firm estimates profits of approximately \$329,235 by year 3 with a net profit margin of 19.28%. The company does not anticipate the need to take on any debt, nor does it anticipate any cash flow problems arising.

## Highlights



### 1.1 Objectives

**YOUR COMPANY** objectives for the first three years of operation include:

- Establish our firm as the premier provider of security and protection services to our target market.
- Recruit and retain the most qualified security agents in the industry.
- Develop a service standard by which all industry firms will be measured.
- Capture a 10% market share.

## 1.2 Mission

Our mission is to provide our clientele with superior service that is in line with their ever changing security and protection needs. **YOUR COMPANY** recognizes that in order to achieve our mission we must:

- Recruit and retain the most qualified agents in the industry.
- Provide our agents with a continuing education program that employs the most current technology and protection techniques available.
- Continually monitor the national and international socio-political environment to develop our services in an efficient manner.

The success of our firm will only be measured by the level of peace of mind that our client's experience while under our protection.

## 1.3 Keys to success

The officers of **YOUR COMPANY** recognize that there are specific factors that determine the success or failure of a firm within the security and protection service industry. The factors that are key to our firm's success will be:

- Establishing **YOUR COMPANY** as a leader in the high-profile protection sector of the security industry. In order to earn this leadership position our firm's reputation must remain untarnished.
- Developing a network of agents and officers that will be available at a moment's notice to handle every assignment our clients offer.
- Generating new business leads through a referral program that includes our clients, our agents, and our strategic partners.
- Leveraging our expertise to continually improve upon our services.

## **2.0 Company Summary**

**YOUR COMPANY** is a start-up corporation consisting of four principal officers with a combined industry experience of 45 years. The company was formed to take advantage of the significant weaknesses and inadequacies in local, regional, and national security and protection companies in terms of professionalism, quality, and customer satisfaction. **YOUR COMPANY** is focused on providing security protection to high-profile individuals, including executives, dignitaries, and celebrities, protection of residential and commercial properties, and security consulting and training.

The company will be owned by Mr. John Doe, Mrs. Jane Doe, Mr. Rogers Jones and Mr. James Doe. The owners of the company will be investing significant amounts of their own capital into the company. At the time of this writing it is not anticipated that outside funding will be required to cover start-up costs and future growth.

**YOUR COMPANY** intends to use its existing contacts to develop strategic alliances and a comprehensive marketing program that will position their firm in a manner that their mission and objectives will be realized.

### **2.1 Company Ownership**

**YOUR COMPANY** is a privately owned S corporation based in Suffolk County, Massachusetts. It is owned and operated by John Doe, Jane Doe, Roger Jones, and James Doe. Each investor holds an equal ownership position in the firm.

### **2.2 Start-up Summary**

The company founders, John Doe, Jane, Doe, Roger Jones, and James Doe, will handle day-to-day operations of the business and will work collaboratively to ensure that this business venture is a success.

It is estimated that the start-up costs will be \$22,786 (including legal costs, equipment, and related expenses). The start-up costs are to be financed by the owners' personal funds.

**Table 2.2: Start-up**

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Start-up

Requirements

Start-up Expenses

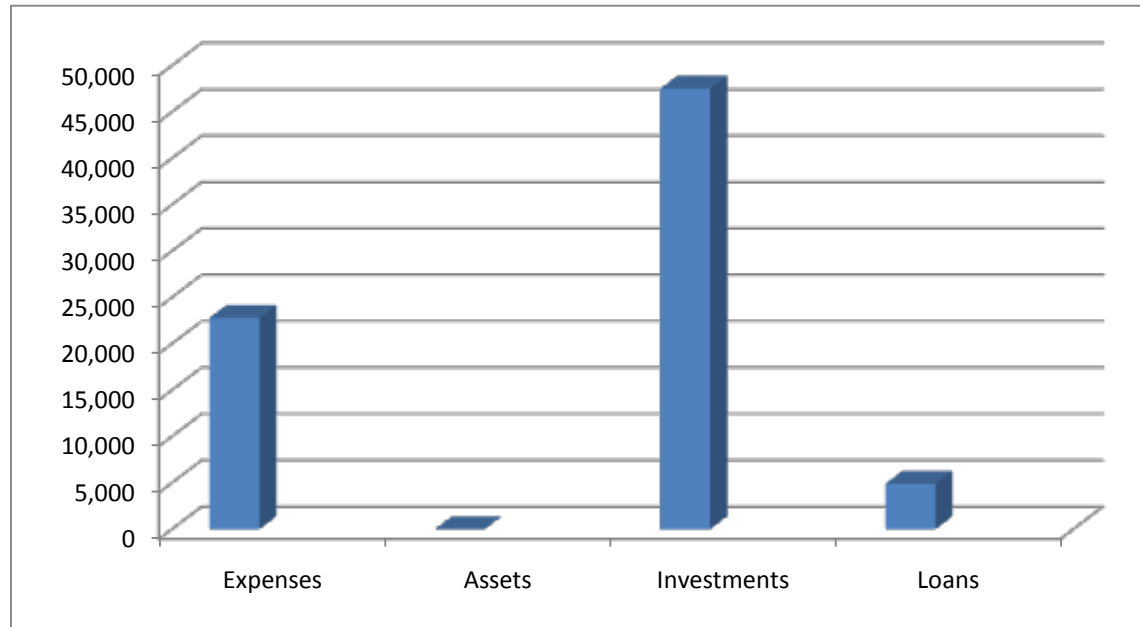
Legal	\$1,077
Stationery	\$2,384
Insurance	\$1,750
Rent	\$908
Consultants	\$1,100
Expensed Equipment	\$2,051
Licensing Fees	\$650
Graphic Design	\$2,500
Website Design & Hosting	\$2,800
Advertising	\$350
Communications	\$658
Field equipment & Uniforms	\$6,540
Total Start-up Expenses	\$22,768

Start-up Assets	\$0
Cash Required	\$0
Other Current Assets	\$0
Long-term Assets	\$0
Total Assets	\$0

Total Requirements	\$22,768
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**Start-up**



### 3.0 Services

**YOUR COMPANY** provides a variety of security and personal protection services including personal protection services to high-profile individuals, including executives, dignitaries, and celebrities, residential/commercial facilities protection, and security training and consulting services. The firm's complete service line is described below:

**Executive Protection:** The executive protection service provides our high-profile clients and their families with personal protection services to insure their peace of mind. We offer a broad spectrum of protective services which will ultimately allow our clients the ability to conduct their business without worrying about threats of personal assault, kidnapping and terrorist attacks. All of our agents are highly trained operatives. Each agent is put through an extensive background check to assure that our client is always under the supervision of a qualified individual. Our agents must be in prime physical condition and have military and/or law enforcement training specific to their functional role within **YOUR COMPANY**. We realize that our client's needs differ and as a result we have developed a comprehensive approach that will effectively meet the client's demands. The executive protection services include the following:

- Discrete Bodyguard Service- Our undercover agents provide superior protection without being intrusive to our client's activities. These "plain clothes" agents are able to blend in with the client's environment to allow the client and their guests to feel a sense of security without the typical "guard" presence that most agencies provide.