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BUISNESS PLAN

BESS COMSULTING FIRM

BUISNESS DESCRIPTION

NATURE OF THE BUISNESS

Bess consulting will be formed as a consulting firm specializing in aviation engineering services. The firm would specialize in dimensional modeling and visualization to our clients. State of the art analysis and design tools will be integral part of the business plan. Implementation of a quality control and assurance program will provide a focus for production work.

STATEMENT OF THE FINANCE

 An initial investment was provided towards start-up costs. Of this, more than half is required for start-up expenses while the balance is to be placed in the company accounts as working capital. The firm will increase sakes to more than 10 million dollars in three years. The business plan provides the plan for improving our stakes , gross margin and profitability.

STATEMENT OF CONFIDENTIALITY OF REPORT

The business plan is to be seen by potential investors and business owner only.

BUISNESS SUMMARY

It will be formed as a consulting firm specializing in structural engineering services. A home office in Yellowknife, NT will be established the first year of operations to reduce start up costs. The founder of the firm is a professional engineer with eighteen years of progressive and responsible experience.

The firm will specialize in providing three dimensional modeling and visualization to our clients. State-of-the-art analysis and design tools will be an integral part of the business plan. Implementation of a quality control and assurance program will provide a focus for production work.

Bess consulting firm is a new company which provides professional engineering design services for clients which manage, maintain, and plan for residential, commercial, and industrial type aircrafts.

 Market Analysis Summary

Bess firm will focus on traditional Aviation and Aerospace contracts. The owner will usually contract the Architect Engineering to perform planning and design services. These design services include preparation of plans, specifications, and estimates.

Construction services may be limited to occasional field visits and certain contract administration requirements. Typically, these types of projects distribute total design fees amongst the professionals involved in accordance with the following guideline:

Architecture Design (65%).

Aircraft Design (10%).

Mechanical Design (15%).

Electrical Design (10%).

Our most important clients will be established architectural/engineering firms who require structural engineering services.

4.2.2 Competition and Buying Patterns

Pricing of projects and billing rates are surprisingly variable. In consulting at this level, it is easier to be priced too low than too high. Clients and potential clients expect to pay substantial fees for the best quality professional advice. The nature of the billing, however, is sensitive. Clients are much more likely to be offended when a job starts at $20K and ends up at $30K because of overruns, than if the same job started at $30K or even $35K.

Clients rarely compare consultants directly, looking for two, or more, possible providers of a proposed project or job. Usually they follow word-of-mouth recommendations and either go for the job or not, rather than selecting from a menu of possible providers.

The most important element of general competition, by far, is what it takes to keep clients for repeat business. It is worth making huge concessions in any single project to maintain a client relationship that brings the client back for future projects.

 Marketing Strategy

The sections which follow describe in more detail our positioning statement, pricing, and promotion strategy.

 Promotion Strategy

We will be using the Internet extensively in our sales promotion. Together with a well targeted direct mail and e-mail campaign, we will make all the major players in the marketplace aware of our presence.

We will focus our limited advertising budgets to promote community sponsored events. We will also offer technical services at discount rates to non-profit organizations.

When travelling to remote communities, we will contact the local principals in elementary and high schools offering them a speaker on structural engineering as a career choice.

Financial Plan

The financial plan which follows summarizes information regarding the following items:

Important Assumptions.

Key Financial Indicators.

Break-Even Analysis.

Projected Profit and Loss.

Projected Cash Flow.

Projected Balance Sheet.

Business Ratios.

The financial plan depends on important assumptions, most of which are shown in the following table as annual assumptions. The monthly assumptions are included in the appendix.

Some of the more important underlying assumptions are:

We assume a strong economy, without major recession.

We assume the creation of Nunavut will not dramatically change the delivery of engineering services.

Interest rates, tax rates, and personnel burdens are based on conservative assumptions.

GENERAL ASSUMPTIONS

YEAR 1 YEAR 2 YEAR 3

Plan Month 1 2 3

Current Interest Rate 10.00% 10.00% 10.00%

Long-term Interest Rate 10.00% 10.00% 10.00%

Tax Rate 30.00% 30.00% 30.00%

Other 0 0 0