

# **Business Plan - Smart Solutions**

*The best way of doing business*

☎ 0748 259 9454

@ [contact@ineedabusinessplan.co.uk](mailto:contact@ineedabusinessplan.co.uk)

*Designed for Self Employed, Micro Business and Small and Medium Enterprises*



## **ABOUT US**

*Smart Business Consulting Solutions LLP (SBCS) is a business consulting firm assisting companies and corporations in preparing professional business plans specifically and individually structured to their business needs. A commitment to excellence in meeting our clients' requirements is a commonly shared vision of everyone at SBCS.*

### **Vision & Mission**

*SBCS's Vision is to be recognized for our excellence as a business advisor.*

*SBCS's Mission is to consistently apply superior standards of performance, service excellence, and corporate integrity. In doing so we will exceed the expectations of our customers by providing effective business solutions.*

### **Company Overview**

*SBCS provides professional business consultancy services for clients in United Kingdom. The company was founded in 2011 and it is based in United Kingdom.*

*We have built our business on the foundation of integrity, professionalism, accuracy, knowledge, expertise and the commitment to assist our clients to success.*

*We are here to help you and we are able to offer you the necessary professionalism and commitment to ensure we afford you the best possible means of success.*

### **Meet our Team**

*We are experienced professionals committed to delivering superior service and guidance. We look forward to earning your confidence.*

*Albert Deak and Delia Deak are the founders of Smart Business Consulting Solutions LLP company and have steadily built the business since its inception in 2011. During that time they have guided the company to its leading position in business consulting sector and established its presence in the United Kingdom.*

*During his leadership of SBCS, Albert has provided with business advisory work for numerous private and public client companies. These clients have operated in many market sectors including infrastructure, technical consulting, alternative energy, etc.*

*Before establishing this business, Albert founded another company having the same object of activity and providing with the same professional services and he gained professional experience in this business sector since the year of 1995.*

**SMART BUSINESS CONSULTING SOLUTIONS LLP**

Registered in England and Wales No: OC368797.

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*Albert and Delia have worked almost exclusively in the business consulting sector for about 16 years of which the majority was spent with leading their own company providing professional business consultancy services. During that period they had various collaborations and partnerships worldwide.*

*Albert and Delia finished various professional trainings and courses in the field of management, marketing, business consulting, business and administration, banking, Business Plan preparation and others.*

*SBCS is the representative for Europe of a well reputed US based business consulting firm regarding the collaboration on **large projects** nationwide and worldwide thus offering a vast expertise in a broad array of markets and industries including the following:*

- *Aerospace & Defense*
- *Alternative Energy / Green Technologies*
- *Biotech & Pharmaceuticals*
- *Cloud, Mobile & Traditional Software*
- *Commercial Real Estate*
- *Consumer Products & Services*
- *Education & E-Learning*
- *Financial Services*
- *Insurance*
- *International / Cross-Border Businesses*
- *Internet & E-Commerce*
- *Hardware & Semiconductors*
- *Healthcare Services*
- *Manufacturing & Industrial*
- *Media & Entertainment*
- *Medical Devices*
- *Mobile Devices*
- *Networking*
- *Non-Profit Organizations*
- *Professional Services*
- *Residential Real Estate*
- *Restaurants, Bars & Other Food Service*
- *Software & Mobile Apps*
- *Telecommunications*

### ***Our US collaborator's services***

*Through our US based collaborator we can help you grow your business, raise capital, solve difficult problems, execute your strategies, and achieve greater success. A partial list of our US based collaborator's services includes the following:*

#### ***Business Planning, Strategy & Execution***

*Business plan consulting*

*Startup strategy and planning*

*Market research and analysis*

*Operations and process improvement*

*Presentations for investors, customers, and conferences*

*The Business Plan Makeover™*

*Immigration Visa Business Plans*

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**Financial Projections & Analysis**

*Financial projections, analysis, and strategy*  
*Pro-forma financials*  
*Capital formation strategy*  
*Financial risk analysis and management*

**Market Research & Analysis**

*Market research*  
*Industry research*  
*Competitor research*  
*Customer research*

**International Business Opportunities**

*International Marketing*  
*International Product Sourcing*  
*Entering the U.S. Market*  
*International Operations*  
*International Investments*

**Company Valuation Consulting**

*Startup valuations*  
*Merger / acquisition valuations*  
*FAS 141/142 valuations*

**Strategic Planning**

*Provides a guide for decisions and actions throughout the year*  
*Keeps goals, objectives and accountability in focus*  
*Aligns the efforts of your organization throughout the year*  
*Provides a new perspective on your business*

**Exit Planning**

*Design exit objectives*  
*Develop stand-alone systems to function in your absence*  
*Maximize cash flow and valuation*  
*Identify exit opportunities via acquisition by third party or transfer to insiders*  
*Plan for business continuity upon death or disability*  
*Wealth preservation, tax, and estate planning*

**Turnaround Consulting**

*Stabilize cash flow*  
*Manage expenses*  
*Refocus on profitable core business*  
*Renegotiate debt with creditors*



# Do you need a Business Plan?

Are you looking for a consulting firm to prepare your Business Plan for submission to the lenders or banks?

We create a Business Plan for your business.

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## Business Plan designed for Self Employed and Micro Business

Customized to your specific business

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|---|--|---|--|
|   | Basic                                    | Standard  | Advanced   |
| <b>Title Page</b>                                       |  |   |  |
| <b>Table of Contents</b>                                |  |   |  |
| <b>Summary</b>  |  |   |  |
| <i>Purpose of Plan – Executive Summary</i>              | ✓  | ✓   | ✓  |
| <i>Business Targets and Strategies</i>                  | ✗  | ✓   | ✓  |
| <b>Business Organization</b>                            |  |   |  |
| <b>The Marketing Plan</b>                               |  |   |  |
| <i>The Market</i>                                       | ✓  | ✓   | ✓  |
| <i>Industry and Market Trends</i>                       | ✗  | ✗   | ✓  |
| <i>Political and Legal</i>                              | ✗  | ✗   | ✓  |
| <i>Customer Analysis and Response</i>                   | ✗  | ✗   | ✓  |
| <i>Pricing</i>  | ✓  | ✓   | ✓  |
| <i>Marketing Strategies</i>                             | ✗  | ✓   | ✓  |
| <b>The Human Resources Plan</b>                         |  |   |  |
| <i>Employee Plan</i>                                    | ✗  | ✓   | ✓  |
| <i>Organization Chart</i>                               | ✓  | ✓   | ✓  |
| <i>Compensation and Benefits</i>                        | ✗  | ✗   | ✓  |
| <i>Labour and Training Goals</i>                        | ✓  | ✗   | ✓  |
| <b>The Production Plan</b>                              |  |   |  |
| <i>Land, Buildings and Facilities</i>                   | ✗  | ✓   | ✓  |
| <i>Equipment</i>  | ✓  | ✓   | ✓  |
| <i>Materials and Supplies</i>                           | ✓  | ✓   | ✓  |
| <i>Production Targets</i>                               | ✗  | ✗   | ✓  |
| <i>Production Strategies</i>                            | ✗  | ✓   | ✓  |
| <i>Herd Management/Production Schedule</i>              | ✗  | ✗   | ✓  |
| <b>The Financial Plan</b>                               |  |   |  |
| <i>Income Statement</i>                                 | ✓  | ✓   | ✓  |
| <i>Cash Flow Summary</i>                                | ✓  | ✓   | ✓  |
| <i>Projected Assets, Liabilities and Owner's Equity</i> | ✗  | ✓   | ✓  |
| <i>Capital Sales, Purchases</i>                         | ✗  | ✗   | ✓  |
| <i>Loan Summary</i>                                     | ✗  | ✓   | ✓  |
| <i>Financial Performance Indicators</i>                 | ✗  | ✗   | ✓  |
| <b>The Long-Range Plan</b>                              |  |   |  |
| <i>Financial Forecast Projections</i>                   | 12 months                                | 3 year  | 5 year   |
| <i>Excel Spread Sheet</i>                               | summary                                  | standard  | detailed   |
| <b>Business Plan Package</b>                            | <b>£256</b>                              | <b>£513</b>   | <b>£1,025</b>  |
| <i>The plan typically page:</i>                         | 10 - 12                                  | 12 - 25   | 25 - 45  |
| <i>Presentation:</i>                                    | good summary                             | details   | more details   |
| <i>Timescale:</i>                                       | 5 - 10 working days                      | 15 - 30 working days                                      | 30 – 45 working days   |
| <i>Suitable for:</i>                                    | - business idea<br>- starting a business | - start – up<br>- existing business<br>- loan application | - management<br>- loan application<br>- sale of the business |

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Quick

Inexpensive

Professional

Efficient

High Quality

## Information for our customers

**Basic Package** is designed for small start-ups, micro businesses and self-employed being focused on their goals, aspirations and vision and needing help with planning and a track to run on for true success.

*Notice: This package is not suitable for loan applications but it helps you to clarify your business ideas. However, when you wish to start your business you can upgrade to the Standard Package or Advanced Package in order to put your business ideas in practice.*

**Standard Package** is targeted at micro businesses, small sized businesses, self-employed being serious about their business, being focused on their goals and vision needing help with planning, strategy and a track to run on with financial reporting for true success.

*Notice: This package is suitable for bank loan applications, guiding you on how much funding you need for your start-up or existing business, it helps you to measure your progress in your business*

**Advanced Package** targets self-employed, micro businesses small and medium sized businesses needing a professional, polished business plan and financials (detailed Excel Spread Sheet) for borrowing money and requiring extra help with planning, strategy and financial reporting going into detail about the market, the industry, the management team, funding needs and forecasts.

*Notice: This package is suitable for those who are looking to borrow money, require venture capital or attract investors, need a professional business plan, financials and forecast in a format they expect and need help raising capital or finding an investor.*

The preparation of the Business Plan starts once our questionnaires have been completed and all the necessary information has been collected.

We do not refund money as the business plans are personalised items and we start working on them immediately as soon as we get all the necessary information. Please check the list of what is included before you make the payment. However, if you want to upgrade to a different option after payment has been made you can pay the difference.

*Please note: We cannot guarantee that your business will gain funding using our professional business plan writing services, however we will try our best to ensure you have every chance of success.*

*Our commitment: We work under the strictest confidentiality.*

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## ***Procedures - main steps***

### ***Step 1 - Initial discussion towards understanding your needs.***

Contact Smart Business Consulting Solutions LLP for more information. A **free initial consultation** is available so that we can assess how we can assist your business. Usually you may call us between 09:00 - 17:00 from Monday to Friday, or you may contact us by e-mail, too.

### ***Step 2 -Price Quotation***

Issuing a price quotation according to the appropriate difficulty level package and customized to your specific business.

### ***Step 3 - Order a Business Plan or Business's review***

Reviewing your documentation, preparing a detailed evaluation and receiving the order for a Business Plan according to the difficulty level package.

### ***Step 4 - Signing Agreements***

You will need to sign a Consulting Agreement as well as a Business Plan Confidentiality Agreement with our company.

### ***Step 5 - Payment***

The payment may be made either by BACS or paying by card using a mobile secured card reader terminal that accepts all major cards. A 50% initial deposit is payable before starting the plan's preparation and the remaining 50% is payable on submission of the deliverables.

### ***Step 6 - Information Collection***

The purpose of both the Consulting Business Plan Questionnaire and the Consulting Financial Forecast Questionnaire is to provide a general framework for gathering the necessary data. They are generic questionnaires which might not be suitable in absolutely all the situations. All information you provide will remain confidential.

### ***Step 7 - Timescale***

In order to adhere to the proposed schedule, we assume that you will be available for telephone discussions or face to face meetings as necessary, and that you will respond to our e-mail messages, review drafts and provide us with requested data in a timely manner, too. Also we assume that the agreement will be signed and payments will be received in a timely manner.

### ***Step 8 - Preparation and execution of this Business Plan***

The business plan should represent an integral part of the management reflecting a business's goals and objectives taking the form of a written summary demonstrating an in-depth planning of how the business will manage its resources to meet its goals, how its progress will be measured forecasting in a realistic manner the market demand, customer base, competition, and economic conditions. The business plan should provide detailed explanations of actions that are proposed to accomplish the business's goals and the description should provide enough detail to demonstrate that the business has a reasonable chance for success, will operate in a safe and sound manner having the adequate capital to support the risk profile, too. Also the business plan should demonstrate a realistic assessment of risks taking into consideration the economic and competitive conditions on the market.

### ***Step 9 - Finalize all deliverables***

The Business Plan and any other additional documentation will be delivered in electronic format. We will provide you also with the necessary instructions regarding the recommended publication formats upon completion of the Business Plan.



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*By creating a realistic business plan you can secure finance and funding but also you can measure your business's success, too.*

*Thus the potential investors inclusively the banks might invest in your ideas, work with you or lend you the necessary money as a result of the strength of your business plan. Also the grant providers, the potential partners and anyone interested in buying your business will also need to see your business plan before making a decision.*

**Yes, I need a Business Plan!**

**We create a Business Plan for your business.**

*A business plan is a living document designed to help you monitor your business's performance. It always needs to be updated and changed as your business grows. Even if you use it in-house or for external finance, it should still reflect an objective and honest view of your business. Failing to do this might mean that you will have unrealistic expectations of what can be achieved.*

**Do you need a Business Plan for Starting a Business?**

*Don't be afraid of the business plan process. We are able to help you create a Business Plan built for success.*

*While a Business Plan for an existing business may have a special focus such as setting overall goals, reviewing specific operations, evaluating new products or services, assessing new technology in the industry, or some other specific purpose, a Business Plan for a startup business it's something completely new regarding its operation and its success. A Business Plan exposes a new business's strengths and weaknesses.*

**Do you need a Business Plan for Business Expansion?**

*Expanding your business is an exciting goal. It means it is ready to grow to the next level but a business often needs financial support to implement expansion ideas. A professional Business plan outlining the expansion details can get the funds needed to grow the business. Obviously, small businesses become big businesses through expansion and often business expansion occurs due to an increase in demand, an increase in efficiencies, new production lines, more diverse or international markets as well as the need to bring certain functions, such as logistics or manufacturing, in-house. Planning for business expansion is a strategic exercise which requires to identify exactly the needs for expansion. Then the business can stay focused on its needs and develop well defined estimates of the time and capital required to implement expansion efforts.*

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#### **Self-employment**

*The owner controls the investment, the means of production, distribution and income of a business operation, which is designed to return a profit.*

*Examples include manufacturing businesses, sales operations, retail stores, and franchises. The owner directs how the work is organized and managed.*

**Micro-business** = Less than 10 employees & turnover under £2 million



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