

APRIL 2024

**QUILLCRAFT COPYWRITING AGENCY
BUSINESS PLAN**

Grace Richardson

President

QuillCraft Copywriting Agency

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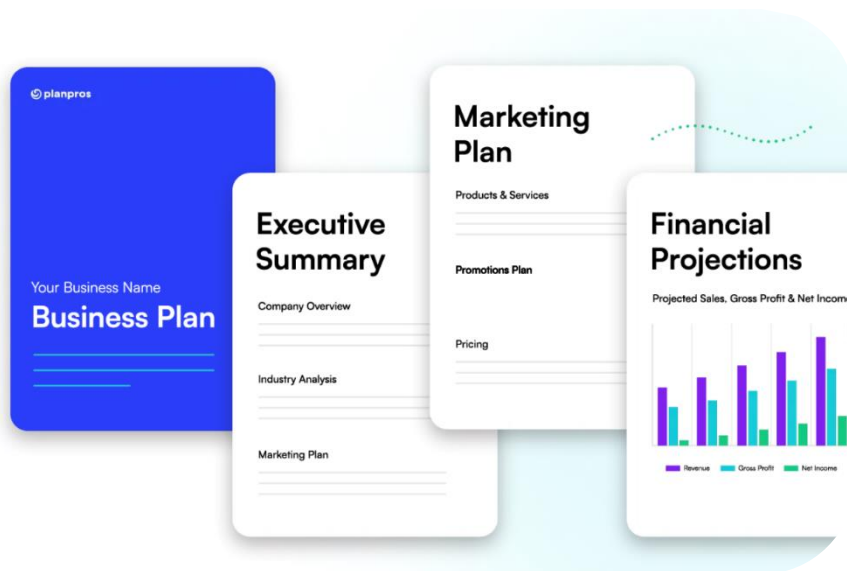
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I. Executive Summary

Company Overview

At QuillCraft Copywriting Agency, we are excited to introduce ourselves as a new venture based in Torrance, CA, aimed at elevating the local business landscape through our specialized copywriting services. Recognizing the gap in high-quality, local copywriting options, we are here to fill that void by offering a wide range of services including Website Content Creation, Email Marketing Campaigns, Social Media Content, SEO Content Writing, and Sales and Marketing Collateral. Our mission is to tailor our offerings to the unique needs of our clients, ensuring their business's digital presence and marketing efforts are second to none. With our roots deeply planted in the heart of Torrance, we are committed to serving our community by bringing top-notch copywriting services right to their doorstep.

Success Factors

Our confidence in the bright future of QuillCraft Copywriting Agency stems from a solid foundation laid by our founder's extensive experience and a series of strategic successes since our launch on January 3, 2024. Our unique position in the market is bolstered by our superior email marketing campaigns and a broader range of services than our competitors, setting us apart and propelling us forward. Early accomplishments include the development of our distinct logo, the establishment of a compelling brand name, and securing a prime location for our operations. These milestones, along with our commitment to excellence, position us for significant growth and success in the vibrant Torrance business community.

Industry Analysis

The Copywriting industry in the United States, currently valued at approximately \$2.5 billion, is on a steady growth trajectory, fueled by the increasing demand for high-quality content across various digital platforms. QuillCraft Copywriting Agency is perfectly aligned with the industry's shift towards personalized and targeted content, setting us up for success in a market ripe with opportunities. The surge in digital marketing and e-commerce has further amplified the need for professional copywriting services, a demand we are ready to meet with our customized content offerings. This promising industry landscape, combined with our focus on tailoring services to each client's specific needs, positions us favorably in the competitive copywriting arena.

Customer Analysis

Our target market includes a diverse range of local businesses in Torrance, CA, from startups seeking to carve out their niche to established companies aiming to strengthen their digital presence. We particularly focus on entrepreneurs and small business owners in the process of launching their ventures, offering them personalized copywriting packages to effectively communicate their value proposition. Additionally, we aim to serve professionals within the area looking to enhance their personal brands or professional portfolios with high-quality content. By catering to these specific needs, we ensure our services not only attract but also profoundly impact our clientele.

Competitive Analysis

Our main competitors include WORD-OLOGY, Webstract Marketing, and Cagey Copywriter, each offering distinct services ranging from SEO content creation to comprehensive digital marketing solutions. QuillCraft Copywriting Agency sets itself apart with superior email marketing campaigns and a wider array of services, providing a more comprehensive solution for our clients. Our deep understanding of market dynamics and consumer behavior, coupled with our commitment to innovation and excellence in email marketing, positions us as a leader in the industry. This competitive edge, supported by our versatile service offerings, ensures our clients receive unparalleled value and effectiveness in meeting their copywriting needs.

Marketing Plan

QuillCraft Copywriting Agency offers a comprehensive array of copywriting services, from engaging Website Content Creation to impactful Email Marketing Campaigns and Social Media Content, all tailored to our clients' unique marketing strategies and brand voice. With competitive pricing for our high-quality services, we aim to be the preferred choice for businesses looking to enhance their digital marketing efforts. Our promotional strategy focuses on leveraging online marketing, SEO, PPC advertising, and community engagement through local events and workshops to build a strong brand presence. Additionally, our referral program is designed to incentivize satisfied customers to help expand our reach, ensuring a steady growth in our client base.

Operations Plan

QuillCraft Copywriting Agency is committed to excellence through efficient day-to-day operations, including proactive client communication, rigorous project management, and a steadfast focus on quality control. Our operational blueprint emphasizes team collaboration, continuous professional development, and effective financial management to support our growth objectives. Key milestones for

our near future include launching our business with a strong online presence, building a diverse portfolio, securing initial clients, and developing a referral program to foster organic growth. By achieving these goals, we aim to establish QuillCraft as a leading copywriting agency in Torrance, CA, and beyond.

Management Team

Under the experienced leadership of Grace Richardson, our President, QuillCraft Copywriting Agency is poised for success. Grace's extensive background in entrepreneurship and communication, combined with her track record of growing and managing successful copywriting ventures, provides the strategic direction and innovation needed to navigate the competitive landscape. Her commitment to excellence and passion for delivering impactful copy are the driving forces behind our agency, guiding our team towards achieving lasting success and setting new benchmarks in the copywriting industry.

Financial Plan

To achieve our ambitious growth goals, QuillCraft Copywriting Agency requires an initial funding of \$136,500. This investment will be allocated towards capital investments like location buildout, equipment, and initial operating expenses including staff salaries, marketing, and insurance. This financial plan is designed to lay the groundwork for our operations, enabling us to quickly establish a solid market presence, attract a broad client base, and set the stage for long-term profitability and success in the copywriting industry.

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$2,782,475	\$3,012,948	\$3,262,511	\$3,532,745	\$3,825,363
Direct Expenses	\$1,283,822	\$1,349,227	\$1,417,964	\$1,490,202	\$1,566,121
Gross Profit	\$1,498,652	\$1,663,720	\$1,844,547	\$2,042,542	\$2,259,241
Gross Profit (%)	53.9%	55.2%	56.5%	57.8%	59.1%
Other Expenses	\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
EBITDA	\$1,401,567	\$1,563,690	\$1,741,481	\$1,936,350	\$2,149,827
Depreciation	\$11,600	\$11,600	\$11,600	\$11,600	\$11,600
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650
Income Tax Expense	\$481,711	\$538,454	\$600,680	\$668,885	\$743,602
Net Income	\$894,606	\$999,986	\$1,115,550	\$1,242,215	\$1,380,975

II. Company Overview

QuillCraft Copywriting Agency is a new venture located right in the heart of Torrance, CA. As a local copywriting service, we pride ourselves on filling the void for high-quality copywriting services within the area. Our commitment to excellence and our deep understanding of the local market set us apart, ensuring that our clients receive the bespoke, impactful content they need to thrive.

At QuillCraft Copywriting Agency, our offerings are designed to meet a wide array of needs. From crafting compelling website content that captures your brand's voice and ethos, to designing targeted email marketing campaigns that drive results. We also specialize in creating engaging social media content, SEO content writing to boost your online visibility, and producing sales and marketing collateral that resonates with your audience. Our comprehensive suite of services ensures that your messaging not only reaches but also impacts your intended audience.

Located in Torrance, CA, QuillCraft Copywriting Agency is perfectly positioned to serve businesses within our community. Our deep understanding of the local market dynamics allows us to tailor our services to meet the unique needs of Torrance-based businesses, ensuring that our copywriting solutions are not just effective, but also relevant.

Our unique position for success is no accident. The foundation of QuillCraft Copywriting Agency is built upon our founder's extensive experience in running a successful copywriting business. This, combined with our unparalleled email marketing campaigns and a broader spectrum of copywriting services, places us a step ahead of the competition. Our dedication to excellence and innovation is what drives us forward.

Since our founding on January 3, 2024, as a Sole Proprietorship, QuillCraft Copywriting Agency has achieved significant milestones. We have established a strong brand identity with the development of our logo and company name, and we have secured an ideal location for our operations. These accomplishments are just the beginning of our journey towards becoming the go-to copywriting service in Torrance, CA, and beyond.

III. Industry Analysis

The Copywriting industry in the United States is currently estimated to be worth over \$2.5 billion, with steady growth projected in the coming years. As businesses continue to prioritize their online presence and marketing efforts, the demand for high-quality copywriting services is expected to rise. This presents a significant opportunity for QuillCraft Copywriting Agency to establish itself as a key player in the market.

One of the key trends in the Copywriting industry is the increasing importance of content marketing. Companies are recognizing the value of engaging and informative content to attract and retain customers. This trend aligns well with QuillCraft's focus on providing compelling and tailored copywriting services to help businesses effectively communicate their message. As more businesses invest in content marketing, the demand for skilled copywriters is expected to grow, creating a favorable environment for QuillCraft's growth.

Additionally, the shift towards digital marketing and online advertising presents a promising outlook for QuillCraft Copywriting Agency. With more businesses looking to enhance their online presence and reach a wider audience, the need for impactful copywriting services will only continue to increase. By leveraging this trend and offering innovative and creative solutions, QuillCraft can position itself as a go-to resource for businesses in Torrance, CA and beyond seeking top-notch copywriting services.

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IV. Customer Analysis

Below is a description of our target customers and their core needs.

Target Customers

We will target local businesses in Torrance, CA, that are looking to enhance their brand presence and engage more effectively with their customer base through high-quality content. These businesses range from startups to established enterprises that understand the value of professional copywriting in today's digital marketplace. Our services will tailor specifically to their needs, helping them to stand out in a competitive landscape.

We will also focus on local residents who are entrepreneurs or professionals needing personalized branding materials, such as websites, blogs, or social media content. These individuals are often looking to establish or enhance their personal brand and online presence. By providing them with compelling copy that captures their unique voice and message, we will help them achieve their goals.

Additionally, we will target e-commerce businesses within and around Torrance, seeking to improve their product descriptions, ads, and online content to drive sales and improve customer engagement. The e-commerce sector is vast and competitive, and our expertise in creating persuasive and clear copy will be crucial for these businesses to differentiate themselves and boost their online visibility and conversion rates.

Customer Needs

QuillCraft Copywriting Agency can fulfill the critical need for high-quality copywriting services among the residents and businesses in the area. Clients expect engaging, persuasive, and effectively tailored content that resonates with their target audience, driving both engagement and conversions. This demand encompasses a wide range of services, from website content and blog posts to email marketing campaigns and social media content, all of which QuillCraft is equipped to provide.

In addition to delivering top-tier written content, customers also seek a partner who understands their unique business needs and can translate that into compelling copy. QuillCraft caters to this by offering personalized services, ensuring that each piece of content is not only well-written but also strategically aligned with the client's goals and brand voice. This level of customization is paramount for businesses looking to stand out in a crowded market.

Moreover, the fast-paced nature of today's digital world requires businesses to frequently update their content to stay relevant and maintain their audience's attention. QuillCraft addresses this need by

providing timely and efficient services, enabling clients to keep their content fresh and engaging. This adaptability and commitment to meeting tight deadlines are what businesses expect from a top-notch copywriting agency, making QuillCraft an invaluable partner for any entity looking to elevate its content strategy.

V. Competitive Analysis

Direct Competitors

QuillCraft Copywriting Agency's competitors include the following companies:

WORD-OLGY: This agency specializes in SEO content creation, branding, and marketing strategy. Their services are designed to enhance online visibility and drive engagement. Pricing is customized based on the scope of work, aiming to cater to both small and medium-sized businesses. WORD-OLGY primarily operates in the greater Los Angeles area, serving a diverse range of clients from tech startups to established retail businesses. Their key strength lies in their SEO expertise and ability to craft content that ranks well on search engines. However, their focus on SEO may sometimes overshadow the creative aspects of copywriting, which can be a drawback for clients looking for more narrative-driven content.

Webstract Marketing: Webstract Marketing offers a comprehensive suite of digital marketing services, including copywriting, web design, and SEO. They position themselves as a one-stop-shop for online marketing needs, with pricing packages that accommodate businesses of varying sizes. The company generates significant revenue through its broad service offering, appealing to clients who prefer to consolidate their marketing efforts. Located in Southern California, they serve a national clientele, leveraging remote capabilities to reach businesses across the U.S. Their strengths include a versatile service offering and strong customer service. A potential weakness is their broad focus, which can dilute the specialized attention some clients may require for copywriting.

Cagey Copywriter: Cagey Copywriter is a boutique agency specializing in creative copywriting and content strategy. They pride themselves on crafting compelling narratives that connect brands with their target audience. Their pricing model is project-based, making it flexible for businesses of all sizes. The agency is based in the Los Angeles area but serves clients nationwide, focusing on industries such as entertainment, fashion, and lifestyle. Cagey Copywriter's key strength is their creative prowess and ability to produce unique, engaging content. However, their niche focus may limit their appeal to a broader market that requires more technical or SEO-driven content.

Competitive Advantages

At QuillCraft Copywriting Agency, we pride ourselves on offering unparalleled email marketing campaigns that set us apart from our competitors. Our team specializes in creating engaging, persuasive, and effective email content that not only captures the attention of your target audience but also converts prospects into loyal customers. We understand the intricacies of email marketing and

leverage this knowledge to deliver campaigns that are tailored to meet the specific needs and preferences of our clients' audiences. This commitment to excellence and customization in our email marketing efforts ensures that we consistently outperform our competition, providing our clients with a significant competitive advantage in their respective markets.

In addition to our superior email marketing services, we boast a broader range of copywriting services than our competitors. Our diverse offerings include website content creation, blog posts, SEO optimization, social media content, and much more. This expansive suite of services allows us to serve as a one-stop-shop for all our clients' copywriting needs, ensuring consistency and coherence across all platforms and mediums. Our expertise in various forms of copywriting not only enhances the versatility and adaptability of our agency but also enables us to provide comprehensive solutions that drive success and growth for businesses in Torrance, CA, and beyond. By entrusting your copywriting needs to us, you can expect a partnership that values innovation, quality, and tangible results.

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VI. Marketing Plan

Our marketing plan, included below, details our products/services, pricing and promotions plan.

Products, Services & Pricing

QuillCraft Copywriting Agency offers a comprehensive suite of services tailored to enhance the digital presence and marketing strategies of businesses. With a focus on quality and impact, their offerings cater to various needs, from website content creation to sales and marketing collateral. Their team of experienced writers and marketers employs a strategic approach to ensure that each piece of content not only resonates with the target audience but also aligns with the client's business objectives.

One of their primary services, Website Content Creation, is essential for businesses looking to establish or revamp their online presence. QuillCraft excels in crafting engaging, informative, and SEO-friendly content that not only attracts visitors but also converts them into customers. Clients can expect to invest approximately \$500 to \$1500 on this service, depending on the volume and complexity of the content required.

Email Marketing Campaigns are another crucial offering by QuillCraft. Recognizing the importance of direct communication, they create personalized, compelling email content designed to enhance customer engagement and drive sales. This service is priced from \$300 to \$800, varying with the campaign's scope and frequency.

Social Media Content creation is pivotal in today's digital age, and QuillCraft provides tailored content that amplifies brand voice across various platforms. This service enables businesses to maintain a consistent, engaging online presence. Depending on the content calendar's breadth, clients can anticipate costs ranging from \$250 to \$700 monthly.

SEO Content Writing is integral to improving online visibility. QuillCraft's SEO content writing services ensure that the client's website ranks higher in search engine results, bringing in more organic traffic. This strategic service is available for \$400 to \$1000, influenced by the content's depth and keyword competitiveness.

Lastly, Sales and Marketing Collateral offered by QuillCraft encompasses a wide range of materials, including brochures, flyers, and product descriptions, all designed to support sales efforts and enhance brand perception. Pricing for these services can range from \$200 to \$800, depending on the project's complexity and length.

In summary, QuillCraft Copywriting Agency presents a versatile and comprehensive portfolio of services that cater to the evolving needs of businesses looking to strengthen their marketing efforts. With competitive pricing and a focus on delivering high-quality, impactful content, they are poised to

become a valuable partner for businesses in various industries.

Promotions Plan

At QuillCraft Copywriting Agency, we understand the importance of standing out in a competitive market, especially in a vibrant place like Torrance, CA. To attract and retain customers, we will utilize an array of promotional methods, focusing heavily on online marketing while also incorporating traditional and innovative strategies to ensure a well-rounded approach.

Online marketing will be at the forefront of our promotional efforts. We will leverage search engine optimization (SEO) to ensure that our website ranks highly in search results, making it easier for potential clients to find us. Additionally, we will engage in targeted social media marketing across platforms such as Instagram, LinkedIn, and Facebook, where we will share valuable content, interact with our audience, and showcase our portfolio of work. Pay-per-click (PPC) advertising will also play a crucial role in driving immediate traffic to our website, allowing us to reach potential clients actively searching for copywriting services.

Email marketing will be another key component of our strategy. By building a subscription list, we will keep our clients and prospects updated with the latest news, services, and offers from QuillCraft Copywriting Agency. This approach not only helps in nurturing leads but also in building a loyal customer base.

Understanding the power of networking, we will also participate in local business events and workshops in Torrance, CA. This face-to-face interaction allows us to build strong relationships within the community, enhancing our local presence and reputation.

To further elevate our visibility, we will collaborate with other businesses and agencies through partnership marketing. This will enable us to tap into new customer bases and benefit from the synergies of complementary services.

Lastly, we will encourage our satisfied clients to spread the word about our services through a referral program. Positive word-of-mouth is invaluable, and incentivizing our clients to share their experiences will help us grow our client base organically.

By employing these promotional methods, we expect to effectively attract customers, build our brand, and establish QuillCraft Copywriting Agency as a leading provider of copywriting services in Torrance, CA, and beyond.

VII. Operations Plan

Our Operations Plan details:

1. The key day-to-day processes that our business performs to serve our customers
2. The key business milestones that our company expects to accomplish as we grow

Key Operational Processes

To ensure the success of QuillCraft Copywriting Agency, there are several key day-to-day operational processes that we will perform.

- **Client Interaction:**

- Respond to client inquiries promptly to maintain high customer satisfaction.
- Conduct initial consultations with new clients to understand their needs and expectations.
- Maintain ongoing communication with existing clients to ensure their content needs are being met and to foster strong, long-term relationships.

- **Content Creation:**

- Research industry-specific topics to create informed and engaging content that meets client specifications.
- Write, edit, and proofread copy to ensure it is of the highest quality, free of errors, and aligns with the client's brand voice and objectives.
- Utilize SEO best practices in writing to enhance content visibility and effectiveness online.

- **Project Management:**

- Assign projects to copywriters based on their expertise and workload to ensure timely delivery of content.
- Track project progress using project management software to meet deadlines and keep clients updated.
- Review completed projects before delivery to ensure they meet the client's requirements and quality standards.

- **Marketing and Business Development:**

- Engage in continuous marketing efforts, including social media marketing, content marketing, and networking, to attract new clients.
- Analyze market trends and competitor strategies to identify new opportunities for growth and improvement.
- Request feedback from clients to improve services and increase customer satisfaction.

- **Financial Management:**

- Monitor and manage the agency's finances, including invoicing, billing, and budgeting, to maintain healthy cash flow and profitability.

- Set competitive pricing structures for services offered, ensuring they are attractive to clients while sustaining the agency's financial goals.
- Prepare financial reports to review the agency's financial performance and inform strategic decisions.
- **Staff Management and Development:**
 - Recruit, train, and manage copywriters and support staff to maintain a skilled and motivated team.
 - Conduct regular performance reviews and provide feedback to staff to support their professional growth and ensure high-quality work.
 - Organize team meetings to discuss operational updates, share knowledge, and foster a collaborative work environment.
- **Compliance and Quality Assurance:**
 - Stay updated on legal and regulatory requirements affecting the copywriting business to ensure compliance.
 - Implement quality control processes to consistently deliver error-free, high-quality content that meets or exceeds client expectations.

Milestones

QuillCraft Copywriting Agency expects to complete the following milestones in the coming months in order to ensure its success:

- **Launch Our Copywriting Business:** Establish a solid foundation by setting up the necessary business structure, registering the business in Torrance, CA, and creating a strong online presence through a professional website and social media channels.
- **Build a Diverse Portfolio:** Quickly gather a range of writing samples across various industries to showcase our ability to handle a multitude of copywriting needs. This will help in attracting a wider range of clients.
- **Secure Initial Clients:** Focus on local networking, attending business events, and leveraging online platforms to secure our first batch of clients. Offering introductory rates or packages might be a strategic move to entice clients to try our services.
- **Develop a Referral Program:** Implement a referral program to encourage satisfied clients to refer new business to us. Word-of-mouth will be a critical driver of growth for a service-based business like ours.
- **Hire Additional Writers:** As revenue begins to grow, hire additional talented writers to increase our capacity for taking on more work and diversifying our service offerings. This will include both full-time and freelance writers to maintain flexibility.
- **Establish Recurring Revenue Streams:** Aim to secure contracts that provide a steady stream of work, such as ongoing content creation, blog posts, or social media management. This will help

in achieving more predictable revenue.

- **Reach \$15,000/Month in Revenue:** This is a crucial financial milestone. Achieving this level of monthly revenue will indicate that the business model is viable and that there is sufficient demand for our services.
- **Invest in Marketing and Sales:** With proof of concept achieved at \$15,000/month in revenue, reinvest a portion of the profits into more aggressive marketing and sales efforts to further grow the business.
- **Optimize Operational Efficiency:** Continuously seek ways to improve our operations, whether through better project management tools, more efficient client onboarding processes, or more effective writer training programs.
- **Expand Services Offered:** Based on client feedback and market demand, consider expanding our services to include related offerings such as digital marketing, SEO optimization, or graphic design to become a one-stop-shop for content creation needs. Achieving these milestones will not only mitigate risks but also position QuillCraft Copywriting Agency for long-term success in the competitive copywriting market.

VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

QuillCraft Copywriting Agency management team, which includes the following members, has the experience and expertise to successfully execute on our business plan:

Grace Richardson, President

With a proven track record of success, **Grace Richardson** brings a wealth of experience to QuillCraft Copywriting Agency. Her background is marked by a successful stint running a copywriting business, where she honed her skills in strategic business development, client management, and crafting compelling copy that drives results. Grace's ability to lead teams, coupled with her deep understanding of the copywriting industry, makes her an invaluable asset to QuillCraft. Her leadership is characterized by a keen eye for emerging market trends and an unwavering commitment to quality, positioning QuillCraft for lasting success under her guidance.

IX. Financial Plan

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$2,782,475	\$3,012,948	\$3,262,511	\$3,532,745	\$3,825,363
Direct Expenses	\$1,283,822	\$1,349,227	\$1,417,964	\$1,490,202	\$1,566,121
Gross Profit	\$1,498,652	\$1,663,720	\$1,844,547	\$2,042,542	\$2,259,241
Gross Profit (%)	53.9%	55.2%	56.5%	57.8%	59.1%
Other Expenses	\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
EBITDA	\$1,401,567	\$1,563,690	\$1,741,481	\$1,936,350	\$2,149,827
Depreciation	\$11,600	\$11,600	\$11,600	\$11,600	\$11,600
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650
Income Tax Expense	\$481,711	\$538,454	\$600,680	\$668,885	\$743,602
Net Income	\$894,606	\$999,986	\$1,115,550	\$1,242,215	\$1,380,975

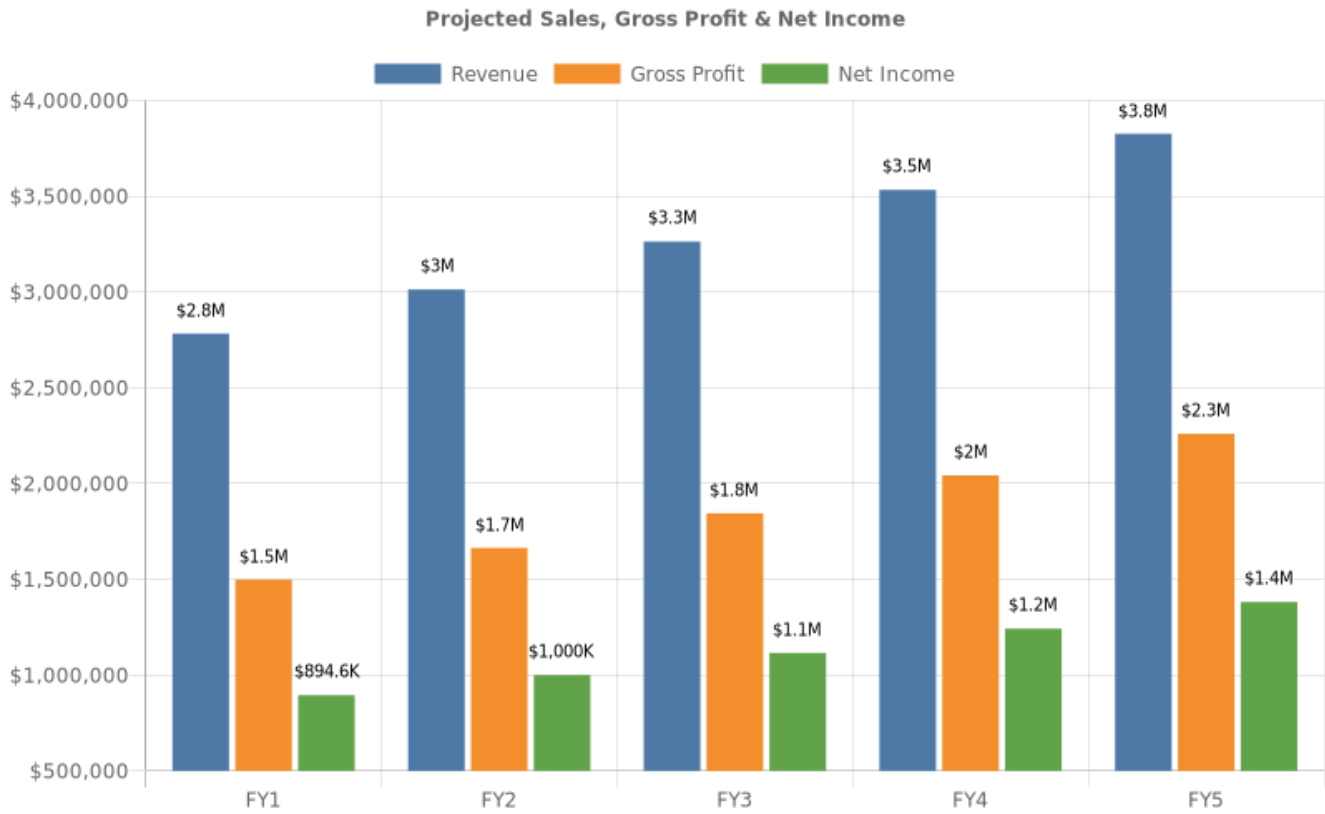
Funding Requirements/Use of Funds

To accomplish our growth goals, QuillCraft Copywriting Agency needs \$136,500 in funding. Key uses of this funding will be as follows:

Capital Investments	
Location Buildout	\$40,000
Furniture	\$5,000
Equipment (Printers, Fax, etc.)	\$3,000
Computers and Software	\$10,000

Non Capital Investments	
Working Capital	\$20,000
Initial Rent/Lease (3 months)	\$9,000
Staff Salaries (First 3 Months)	\$30,000
Initial Marketing and Advertising	\$15,000
Supplies	\$2,000
Insurance	\$2,500

Financial Projections



5 Year Annual Income Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
Revenues						
	Revenues	\$2,782,475	\$3,012,948	\$3,262,511	\$3,532,745	\$3,825,363
Total Revenues		\$2,782,475	\$3,012,948	\$3,262,511	\$3,532,745	\$3,825,363
Direct Costs						
	Direct Costs	\$1,283,822	\$1,349,227	\$1,417,964	\$1,490,202	\$1,566,121
Total Direct Costs		\$1,283,822	\$1,349,227	\$1,417,964	\$1,490,202	\$1,566,121
GROSS PROFIT		\$1,498,652	\$1,663,720	\$1,844,547	\$2,042,542	\$2,259,241
GROSS PROFIT %		53.9%	55.2%	56.5%	57.8%	59.1%
Other Expenses						
	Salaries	\$72,814	\$75,023	\$77,299	\$79,644	\$82,060
	Marketing Expenses	\$6,067	\$6,251	\$6,441	\$6,637	\$6,838
	Rent/Utility Expenses	\$6,067	\$6,251	\$6,441	\$6,637	\$6,838
	Other Expenses	\$12,135	\$12,503	\$12,883	\$13,274	\$13,676
Total Other Expenses		\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
EBITDA		\$1,401,567	\$1,563,690	\$1,741,481	\$1,936,350	\$2,149,827
	Depreciation	\$11,600	\$11,600	\$11,600	\$11,600	\$11,600
	Amortization	\$0	\$0	\$0	\$0	\$0
EBIT		\$1,389,967	\$1,552,090	\$1,729,881	\$1,924,750	\$2,138,227
	Interest Expense	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650
PRETAX INCOME		\$1,376,317	\$1,538,440	\$1,716,231	\$1,911,100	\$2,124,577
	Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Taxable Income	\$1,376,317	\$1,538,440	\$1,716,231	\$1,911,100	\$2,124,577
	Income Tax Expense	\$481,711	\$538,454	\$600,680	\$668,885	\$743,602
NET INCOME		\$894,606	\$999,986	\$1,115,550	\$1,242,215	\$1,380,975
	Net Profit Margin (%)	32.2%	33.2%	34.2%	35.2%	36.1%

5 Year Annual Balance Sheet

		FY 1	FY 2	FY 3	FY 4	FY 5
ASSETS						
	Cash	\$863,036	\$1,860,640	\$2,972,460	\$4,215,895	\$5,454,180
	Other Current Assets	\$238,837	\$258,620	\$280,042	\$294,395	\$318,780
	Total Current Assets	\$1,101,874	\$2,119,261	\$3,252,502	\$4,510,290	\$5,772,961
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Acc Amortization	\$0	\$0	\$0	\$0	\$0
	Net Intangibles	\$0	\$0	\$0	\$0	\$0
	Fixed Assets	\$58,000	\$58,000	\$58,000	\$58,000	\$58,000
	Accum Depreciation	\$11,600	\$23,200	\$34,800	\$46,400	\$58,000
	Net fixed assets	\$46,400	\$34,800	\$23,200	\$11,600	\$0
	Preliminary Exp	\$0	\$0	\$0	\$0	\$0
TOTAL ASSETS		\$1,148,274	\$2,154,061	\$3,275,702	\$4,521,890	\$5,772,961
LIABILITIES & EQUITY						
	Current Liabilities	\$117,168	\$122,968	\$129,059	\$133,032	\$139,628
	Debt outstanding	\$136,500	\$136,500	\$136,500	\$136,500	\$0
	Total Liabilities	\$253,668	\$259,468	\$265,559	\$269,532	\$139,628
	Share Capital	\$0	\$0	\$0	\$0	\$0
	Retained earnings	\$894,606	\$1,894,592	\$3,010,142	\$4,252,357	\$5,633,333
	Total Equity	\$894,606	\$1,894,592	\$3,010,142	\$4,252,357	\$5,633,333
TOTAL LIABILITIES & EQUITY		\$1,148,274	\$2,154,061	\$3,275,702	\$4,521,890	\$5,772,961

5 Year Annual Cash Flow Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
CASH FLOW FROM OPERATIONS						
	Net Income (Loss)	\$894,606	\$999,986	\$1,115,550	\$1,242,215	\$1,380,975
	Change in Working Capital	(\$121,669)	(\$13,982)	(\$15,330)	(\$10,380)	(\$17,789)
	Plus Depreciation	\$11,600	\$11,600	\$11,600	\$11,600	\$11,600
	Plus Amortization	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Operations	\$784,536	\$997,603	\$1,111,819	\$1,243,434	\$1,374,785
CASH FLOW FROM INVESTMENTS						
	Fixed Assets	(\$58,000)	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Investments	(\$58,000)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING						
	Cash from Equity	\$0	\$0	\$0	\$0	\$0
	Cash from Debt financing	\$136,500	\$0	\$0	\$0	(\$136,500)
	Net Cash Flow from Financing	\$136,500	\$0	\$0	\$0	(\$136,500)
	Net Cash Flow	\$863,036	\$997,603	\$1,111,819	\$1,243,434	\$1,238,285
	Cash at Beginning of Period	\$0	\$863,036	\$1,860,640	\$2,972,460	\$4,215,895
		\$863,036	\$1,860,640	\$2,972,460	\$4,215,895	\$5,454,180

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