

# PITCH

# LOGO

**Business Plan**  
E-2 Visa Supporting  
Documentation  
Month 20XX

Sample  
XYZ Company

**Ms. Jane Doe**  
Chief Executive Officer  
[Xyzcompany@sampleemail.com](mailto:Xyzcompany@sampleemail.com)

**Sample Company XYZ**  
Address  
[www.samplewebsite.com](http://www.samplewebsite.com)  
(000) 000-0000

## Contents

1. Executive Summary .....	3
1.1 Location .....	4
1.2 Summary of Investment .....	5
2. Business and Product Description .....	6
2.1 Business Description .....	6
2.2 Service Categories .....	8
2.2.1 Learning Expedition .....	8
2.2.2 Agenda .....	9
2.2.3 Project Initiation .....	9
2.2.4 Project Development .....	10
2.2.5 Club Membership.....	10
3. Industry and Market Analysis .....	11
3.1 Industry Analysis .....	11
3.1.1 Management Consulting in the U.S. Industry .....	11
3.2 Market Analysis .....	14
3.2.1 Management Consulting in the U.S. Products and Services Segmentation .....	14
3.2.2 Management Consulting in the U.S. Major Markets .....	17
3.2.3 Management Consulting in the U.S. Business Locations .....	20
3.2.4 Location-based Market Analysis .....	21
3.2.5 Foreign Investment Market Overview for the state of Sample State .....	23
3.2.6 Company's Targets .....	25
4. Competition Analysis Table .....	26
4.1 Competitive Advantages .....	26
4.1.1 Established Relationships with Business Partners and Clients .....	27
4.1.2 Ms. Jane Doe's Expertise.....	28
4.1.3 Diversified Business Model .....	28
4.1.4 Attentive Client Care.....	29
5. Marketing and Competitive Features .....	30
5.1 Website and Digital Marketing.....	30
5.2 Social Media .....	30
5.3 Other Marketing Strategies.....	30
6. Key Management and Personnel.....	32
6.1 Chief Executive Officer: Ms. Jane Doe.....	32
6.2 Operational Assistant .....	33
6.3 Administrative Assistant.....	33
6.4 Project Coordinator .....	34
6.5 Personnel Plan.....	35
6.6 Personnel Summary .....	35
6.7 The Company's Internal Organizational Chart .....	36
7. Financials .....	37
7.1 Break-even Analysis .....	37
7.1.1 Break-even Analysis Table .....	37
7.1.2 Monthly Break-even Analysis for Year 1 .....	37
7.2 Sales Forecast .....	38
7.3 Profit and Loss .....	39
7.3.1 Profit and Loss Table .....	39
7.3.2 Profit and Loss Chart .....	39
7.4 The Company's Impact on the U.S. Economy.....	40
7.5 Balance Sheet .....	40
8. Conclusion .....	41

## 1. Executive Summary

XYZ Company(hereafter also referred to as the Company) will conduct business as an entrepreneurial representative of the Sample Country business community in the city of Sample City, Sample State, focusing on presenting, facilitating, and organizing a diversified range of market expansion projects, learning experiences, and events for various entrepreneurs and businesses operating within the Sample Country and U.S. markets. The Company will adopt segments of the business model of its successful Sample affiliate, located in Sample City.

The Company's office is located at Sample address.

XYZ Company was formed on Sample Date in the state of Sample State. Ms. Jane Doe, who will become the Company's Chief Executive Officer, owns 100% of XYZ Company, LLC.

XYZ Company, LLC's main objective will be to implement and streamline Ms. Jane Doe's versatile international experience and professional expertise in fields such as the Sample tech market, luxury branding, art and design, gastronomy, construction, transportation/mobility, open data, and digital performance to facilitate and organize projects and provide optimum market expansion and business development solutions to entrepreneurs and businesses operating in the U.S. and Sample Country. Throughout her extensive professional career, Ms. Jane Doe has developed a vast network of connections and professional relationships with prominent individuals and businesses both abroad and in the U.S. These connections will be used to setup and provide earning expedition and agenda segments of the Company's services and will significantly strengthen the Company's abilities to attract numerous clients.

XYZ Company will focus on targeting Sample City-based companies and entrepreneurs interested in investing and expanding their businesses into the Sample market, as well as Sample-based companies and entrepreneurs interested in extending business operations to the U.S. The Company will primarily target corporations, entrepreneurs, artisans, and private partnerships within Sample City, which represents one of the leading technology markets in the U.S.

In addition to employing Ms. Jane Doe as its Chief Executive Officer, XYZ Company will hire one Administrative Assistant and one Operational Assistant in Year 1, one Project Coordinator in Year 3, and one additional Project Coordinator in Year 5.

XYZ Company, LLC's payroll expenses are expected to start at \$XXX,XXX in Year 1 and increase to \$XXX,XXX in Year 5.

Under the executive direction of Ms. Jane Doe, the Company's sales are expected to rise from \$XXX,XXX in Year 1 to \$XXX,XXX by the end of Year 5.

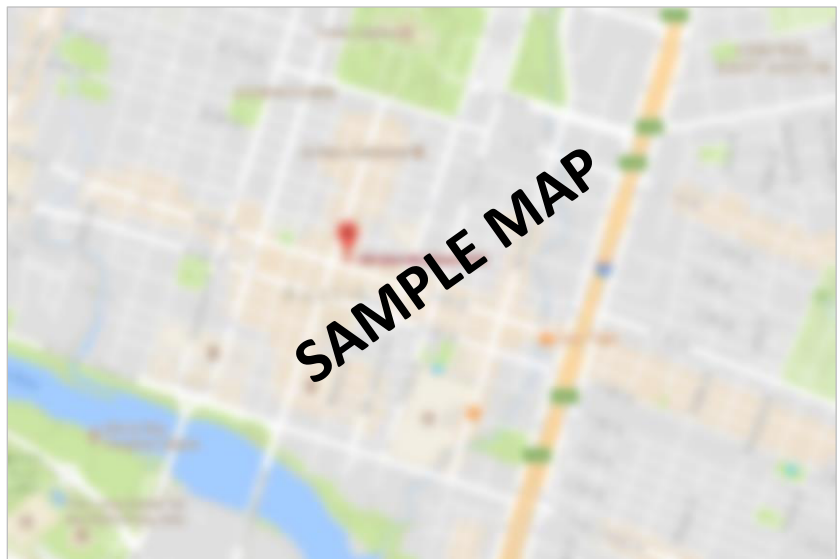
## 1.1 Location

XYZ Company, LLC's office is located in a lively area characterized by a high foot traffic at Sample Address.

In Month 20XX, XYZ Company signed a lease agreement with Sample Corporation, a multinational corporation that provides a global workplace, to rent the premises located at

Sample Address for a two-year period at a monthly rate of \$X,XXX.XX. The lease agreement includes an automatic renewal option unless terminated by either party.

The Company's office will be used for operational and administrative purposes and will operate Monday through Friday from 9:00 a.m. to 6:00 p.m. XYZ Company will address inquiries via telephone, email, the Company's website, and in person.





## 1.2 Summary of Investment

Ms. Jane Doe personally invested a total of \$XXX,XXX.XX into the Company. \$XXX,XXX.XX of the total investment came from Ms. Jane Doe's personal funds. Sample Company, which Ms. Jane Doe solely owns, spent \$XXX,XXX.XX for business expenses to establish XYZ Company, LLC. Therefore, the total investment amounts to \$ XXX,XXX.XX.

Source of funds:

<i>Personal Funds Invested by Ms. Jane Doe</i>	
<i>From Her Personal Account</i>	<i>\$XXX,XXX.XX</i>
<i>Business Expenses Paid by Sample</i>	<i>\$XXX,XXX.XX</i>
<b>Total Investment</b>	<b>\$XXX,XXX.XX</b>

<i>Expenses Made from the Applicant's Corporate Account:</i>	
<i>Professional Fees</i>	<i>\$XXX,XXX.XX</i>
<i>Equipment</i>	<i>\$XXX,XXX.XX</i>
<i>Premises</i>	<i>\$XXX,XXX.XX</i>
<b>Total Spent from E-2 Corporate Account</b>	<b>\$XXX,XXX.XX</b>

<b>Total of Funds Irrevocably Committed</b>	<b>\$XXX,XXX.XX</b>
---	---------------------

<b>Working Capital</b>	<b>\$XXX,XXX.XX</b>
------------------------	---------------------



## 2. Business and Product Description

### 2.1 Business Description

XYZ Company will conduct business as an entrepreneurial representation of the Sample business community in the city of Sample City, Sample State. The Company will specialize in presenting, facilitating, and organizing a diversified range of market expansion projects, learning experiences, and events for various entrepreneurs and businesses interested in expanding to the Sample market and vice versa. XYZ Company will adopt segments of the business model of Sample, the Company's affiliate located in Sample City and founded by Ms. Jane Doe.

XYZ Company, LLC's business will evolve by Ms. Jane Doe's ability to effectively apply and streamline her versatile international experience and professional expertise in fields such as the Sample tech market, luxury branding, art and design, gastronomy, construction, transportation/mobility, open data, and digital performance to facilitate and organize projects and provide optimum market expansion and business development solutions to entrepreneurs and companies interested in expanding their businesses between the U.S. and the Sample market. Throughout her career, Ms. Jane Doe has developed a vast network of connections and professional relationships with various prominent individuals and businesses abroad and in the U.S. Ms. Jane Doe's ties with various leading enterprises and well-respected professionals within their industry branches will be used to set up and provide learning expedition and agenda segments of the Company's services to interested corporations, entrepreneurs, artisans, and private partnerships in the U.S. and Sample Country.

XYZ Company, LLC's revenues will come from providing professional services that can be separated into the following categories: learning expedition, agenda, project initiation, project development, and club membership.

Ms. Jane Doe was a guest speaker in Sample City from Sample Date at Sample Conference, one of the world's well-known rendezvous for startups and innovation leaders. The conference hosted approximately XXX,XXX visitors, X,XXX startups, X,XXX investors, thousands of executives from around the world, and reputable speakers who shared their vision on the impact of digital technology on the world's economies and societies.



She will capably represent the Sample business movement in Sample City and lead XYZ Company, LLC's operational development. The Company will target corporations, entrepreneurs, artisans, and private partnerships interested in exploring their international expansion opportunities and investing in regions and markets within Ms. Jane Doe's expertise, which include the Sample market's tech- and innovation-dynamic cities of Sample City, Sample City 2, Sample City 3, Sample City 4, Sample City 5, and Sample City 6, as well as Sample City, the capital of Sample State and one of the leading technology cities in the U.S.

To effectively strengthen and supplement these development plans and establish a diversified range of projects and services, XYZ Company will place a substantial emphasis on conducting successful marketing campaigns, which will be an important contributor to the Company's success. These marketing campaigns will include website promotion, newsletters, digital marketing, networking and public relations activities, email marketing, commercial advertising features in a wide range of targeting- and market-related press releases, journals, magazines, and other publications with both local and national coverage, and active participation in various global ecosystems and market and tech innovation trade shows, conferences, and networking events.

The Company will offer numerous benefits, such as an opportunity to access market concepts and business strategies directly from entrepreneurs and executives who have successfully translated their expertise to develop leading enterprises within their industries and business branches.

The substantial background and professional experience of Ms. Jane Doe will be among the Company's many assets. As a well-respected international entrepreneur and a founder of Sample, a communication and PR services enterprise based in Sample City, Ms. Jane Doe is well-prepared to be a key contributor to the Company's success in the U.S. Ms. Jane Doe was at the helm of the Company's Sample affiliate for the previous three years, and led Sample's operational development and market growth from the start. Ms. Jane Doe's professional background spans more than XX years of collaboration on numerous projects for worldwide-known brands such as Brand 1, brand 2, Brand 3, and Brand 4. Her executive leadership and expertise will be indispensable for XYZ Company to effectively reach its operational and sales progression goals. As a long-standing executive, Ms. Jane Doe has developed a high level of leadership as well as the substantial managerial skills required to face and successfully resolve a variety of operational and business challenges. Ms. Jane Doe will be involved in all aspects of the Company's business and will manage all important activities and processes directly related to targeting clients, managing projects, and sales. The utilization of Ms. Jane Doe's professional experience and knowledge will be vitally important for the Company to reach its development goals.

## **2.2 Service Categories**

### **2.2.1 Learning Expedition**

XYZ Company will provide learning expedition services to corporations, entrepreneurs, artisans, and private partnerships interested in exploring their market opportunities in Sample Country or Sample City, Sample State. Within this service, the Company will plan and setup the learning content of the clients' trips and organize meetings and local market learning opportunities relevant to the clients' market expansion plans with leading experts, entrepreneurs, executives, and other professionals within their business branch. The Company's price per learning expedition mission will range between \$XXX,XXX and \$XXX,XXX, depending on the preparation scope, longevity, and complexity of the learning expedition services being provided.



### 2.2.2 Agenda

XYZ Company will provide agenda services to corporations, entrepreneurs, artisans, and private partnerships interested in exploring their market opportunities in Sample Country or Sample City, Sample State. Within this service, the Company will plan and set up meetings and market learning opportunities to clients based on their specific industry equivalent and market agenda. This service will enable clients to obtain detailed on-the-spot information concerning their specific market and local business eco-system. The range of the Company's agenda services will cover diversified business spheres from fashion, open data/open governance, city innovation, and tech to minor segments. The Company's price per agenda mission service will range between \$XXX,XXX and \$XXX,XXX, depending on the preparation scope, longevity, and complexity of the agenda services being provided.

### 2.2.3 Project Initiation

XYZ Company will provide project initiation services to corporations and other interested clients. Within this service, the Company will recognize and develop a concept as well as initiate project actions in local markets for clients that find an interest and decide to invest and expand into a new business territory. The Company's project initiation service will span from initial concept development to the arrangement and establishment of all pre-operations project processes in the local market. XYZ Company, LLC's price per project initiation project will range between \$XXX,XXX and \$XXX,XXX, depending on the scope of information and work needed to initiate the concept and establish the project as well as its longevity, complexity, and other relevant factors.

### 2.2.4 Project Development

XYZ Company will provide long-term project development for market implementation services to interested clients. Within this service, the Company will create and establish connections and a local market presence to clients, mainly Sample corporations, looking to invest and operationally expand to the city of Sample City. The Company's project development service will include developing relationships in the local market, providing project follow-up, and preparing and executing full-scope projects of local market development and implementation for businesses operating across a variety of industries and business spheres. XYZ Company, LLC's price per month for project development services will range from \$XX,XXX to \$XX,XXX and will depend on the operational scope, longevity, and complexity of each project.

### 2.2.5 Club Membership

XYZ Company will establish a non-profit XYZ Company club in Sample City, Sample State. This exclusive membership-only club will develop a network of active participants from both the U.S. and Sample Country, who will gather at a gala dinner and other annual events of the club. The purpose of the club will be to introduce its members to the local eco-system through and network. The Company's annual club membership fee will differ according to a prospective member's business profile and will range from \$XXX for small- and medium-sized corporations to \$X,XXX for large corporations and \$X,XXX for major partners.

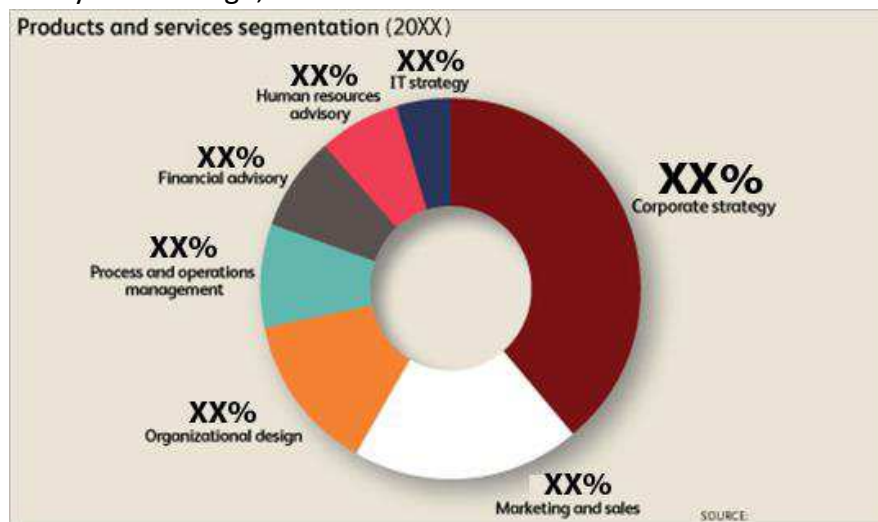


## 3. Industry and Market Analysis

### 3.1 Industry Analysis

#### 3.1.1 Management Consulting in the U.S. Industry

According to Source,<sup>1</sup> one of the world's leading publishers of business intelligence specializing in industry and procurement research, management consultants advise businesses, nonprofits, and public-sector agencies in the following areas: organizational design, human resources, corporate strategy, information technology strategy, marketing and sales, finances, and logistics. This industry excludes establishments providing day-to-day administrative services and establishments that are concentrated in recruitment, training, public relations, engineering design, computer systems design, and investment advice.



Over the past five years, the Management Consulting Industry has been successful as stronger corporate profitability and increasing business expenditure resulted in higher demand for advisory services. The industry is estimated to grow at an annualized rate of XX.XX% to \$XXX.X billion over the five years to 20XX. This includes growth of XX.XX% in 20XX alone, as a result of rebounding corporate profit. The industry benefits from some countercyclical demand. When corporate profit rises, companies that have plans to expand, restructure, or engage in mergers and acquisitions often seek out consultants to aide in these processes. When corporate profit

---

<sup>1</sup> Source

falls, companies contract consultants to restructure operations or sales tactics to stem losses and remain competitive in difficult selling environments.

In recent years, demand for this industry has stemmed from a number of different sectors and services. Demand was strong from financial institutions and professional firms, such as private equity and asset management businesses, as they called on consultants to provide advice on globalizing business operations and investing in new businesses overseas. Healthcare companies have also been a boon to the industry, as changing regulation has prompted strategy realignment from consultants. Additionally, the ongoing transition toward digital technology has provided new opportunities for operators to assist businesses with software and technology.

### **Clients seek digital opportunities**

Skyrocketing demand for smartphones and mobile internet connections has helped boost demand for management consultants over the past five years. Although a number of businesses have cashed in on the rising importance of a digital presence, many firms have struggled to keep up with the rapidly changing landscape of online systems. Management consultants have benefited from providing custom computer application design and development services to businesses. Management consultants are increasingly working with IT professionals to help businesses understand the market and transform IT functions. According to Sample Company and the Interactive Advertising Bureau, the amount consumers are willing to pay for services has nearly doubled, which has primarily been due to the acceleration in consumer use of wireless technologies through smartphones and other devices.



## Industry consolidation

The Management Consulting Industry is largely fragmented, as a substantial proportion of the industry consists of small, non-employing firms. Over the past five years, the industry has remained this way, and no significant change in market concentration has occurred. However, larger industry players have continued to acquire smaller firms with interests in high-growth services, such as the purchase of Sample Company by Sample Corp. in 20XX to form Sample Brand. Nonetheless, the industry has continued to expand as strong profit margins and low barriers to entry encourage new entrants. Over the five years to 20XX, the number of industry enterprises is expected to grow at an annualized rate of XX.XX% to XXX,XXX. Similarly, rising industry demand is forecast to help industry employment expand an annualized XX.XX% to XX.X million individuals.

Year	Revenue \$ million	Growth %
20XX	XXX,XXX.X	XX.X
20XX	XXX,XXX.X	XX.X
20XX	XXX,XXX.X	XX.X
20XX	XXX,XXX.X	XX.X
20XX	XXX,XXX.X	XX.X
20XX	XXX,XXX.X	XX.X

Over the next five years, strong macroeconomic conditions are expected to help drive growth in the Management Consulting Industry. Rising corporate profit will increase business budgets and, therefore, increase spending on consulting services. Additionally, as businesses become increasingly confident in future conditions, companies are expected to increase the size of their workforces and expand investment in new facilities and operations. Investment in new capabilities will likely boost demand for process and operations management consulting, corporate strategy, and organizational design.

Furthermore, rapid IT developments will continue to be instrumental in developing new strategies, designs, and understanding an evolving U.S. market. Private sector investment in IT is expected to boom, and management consultants will likely pursue more solutions that incorporate computer systems. Moreover, major investment in life sciences and healthcare over the next five years will help drive growth for consultants who assist in merger and acquisition

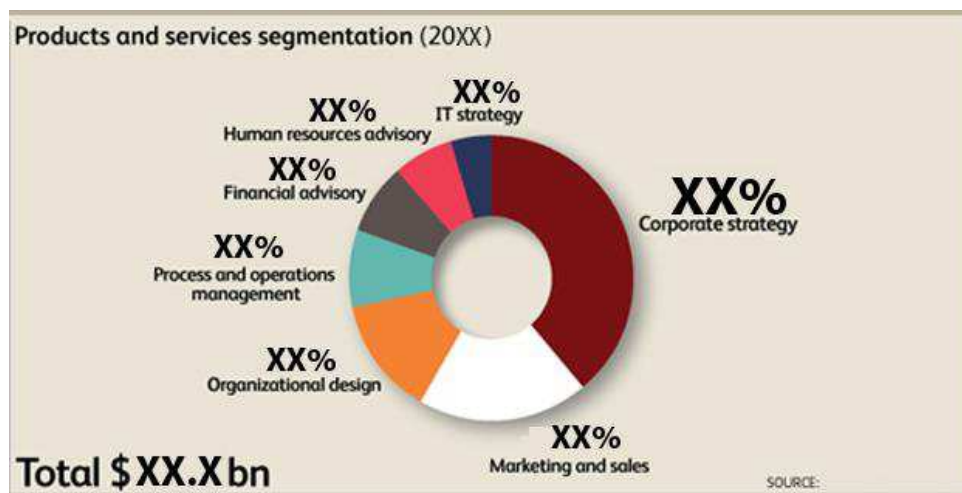
activity. Consequently, the Management Consulting Industry is projected to grow at an annualized rate of XX.XX% to \$XXX.X billion over the five years to 20XX. Major accounting and specialized prestigious consulting firms are expected to win the majority of contracts and drive industry revenue.

Management Consulting in the U.S. Industry Key Facts	
Annual Revenue 20XX	\$XXX.XX billion
Annual Revenue Growth Rate 20XX – 20XX	XX.XX%
Expected Annual Revenue Growth Rate 20XX – 20XX	XX.XX%
Annual Profit 20XX	\$XXX.XX billion
Profit Margin 20XX	XX.XX%
Active Businesses 20XX	XXX,XXX

## 3.2 Market Analysis

### 3.2.1 Management Consulting in the U.S. Products and Services

#### Segmentation



#### Corporate strategy

Corporate strategy services contribute an estimated XX.XX% to management consulting revenue. This service area includes strategic advice in the areas of general growth strategy, leadership development, performance improvement, mergers and acquisitions, and corporate portfolio design. In the area of leadership development, consultants view employee engagement as a potential source of competitive advantage. As online learning methodologies have reduced the cost of providing employee training, this service area has experienced growth. Over the past five years, this segment has grown as a proportion of revenue as companies hire consultants to develop new ideas and business plans.

**Marketing and sales**

Marketing and sales services contribute an estimated XX.XX% to management consulting in the areas of brand strategy and design, corporate identity, and image consulting. As companies have reconsidered existing marketing techniques in light of digital marketing opportunities, revenue from this segment has improved with the rise of digital technology over the past five years.

**Organizational design**

Organizational design services are estimated to account for XX.X% of management consulting revenue. As the name implies, organizational design involves reorganizing a company to change the way it operates. Such reorganization may involve providing advice to firms undergoing major changes, making a fresh and independent review of a company's overall business model, creating a strategy for global expansion, and evaluating underperforming business segments. As firms expand geographically, organizational design consulting offers solutions to integrate global operations. Demand for this service segment is cyclical and is expected to slightly increase as the economy continues to recover over the next five years.

**Process and operations management**

Process and operations management comprises a traditionally large service group in the Management Consulting Industry, and makes up an estimated XX.XX% of industry revenue. This service area includes process, physical distribution, and logistics consulting. Under the heading of logistics consulting, production scheduling and supply chain management form a consistent source of revenue for management consultants. Profit-motivated companies seek strategies to generate cost savings and increase operational efficiency, regardless of the macroeconomic climate. As a result, this service segment has performed well over the past five years.

**Human resources advisory**

Human resources advisory makes up an estimated XX.XX% of industry revenue and includes compensation and benefits consulting services, as well as hiring services and employee retention strategy. Compensation and benefits consulting involves designing the salary structure for an organization to efficiently incentivize workers and attract the best employees. It can also involve

structuring salary payments to maximize tax benefits for employees. Employee retention strategy includes designing programs around work-life balance and employee satisfaction. While this segment is often the purview of the HR Consulting Industry, this industry offers advisory in this capacity as a part of full-service consulting. Companies in the HR Consulting Industry offer this service as their primary offering, but industry operators can consult on human resources as a part of general corporate advisory.

### **Financial advisory**

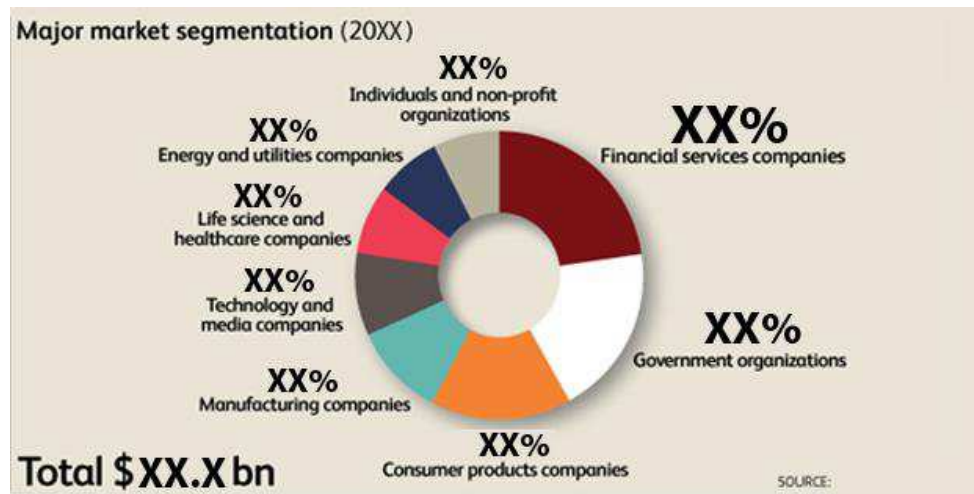
Financial advisory services contribute an estimated XX.XX% to management consulting revenue. Consulting firms engaged in financial advisory services provide finance and risk management executives (such as CFOs) with financial and economic analyses of the risks and uncertainties their companies are undergoing. These uncertainties include business and legal issues that result from changes in demand, public policy, financial conditions, competition, and the regulatory environment. Financial volatility increases the difficulty of providing solutions to these issues, and thus demand for financial advisory consulting. This service segment has been a growth area for the industry over the past five years.

### **IT strategy**

Information technology (IT) strategy services contribute an estimated XX.XX% to management consulting revenue. Although IT consulting is excluded from this industry, management consulting does include the following IT solutions: custom computer application design and development services; computer systems design, development, and integration services; and IT infrastructure management services. In some areas, management consulting firms directly compete with specialist consulting firms in the IT Consulting Industry. However, many clients have recognized that review of an organization's structure and technology is part of an integrated process. As a result, management consulting firms increasingly integrate IT strategy into their services, making this a growth area over the past five years. Additionally, similar to human resources consulting, this service is also offered by the IT Consulting Industry, but industry companies offer it as a part of full-service consulting.



## 3.2.2 Management Consulting in the U.S. Major Markets



The overwhelming majority of industry revenue is generated from the private sector. Financial services, consumer products companies, and manufacturing industries represent the largest private businesses. However, the industry also garners a significant proportion of revenue from government organizations, individuals, and nonprofit organizations. The markets for industry companies can vary drastically between operators. Some of the larger companies, such as Sample Company, offer services to clients in a variety of industries, while some smaller companies may specialize heavily and rely primarily on customers from a single industry or small spectrum within an individual sector.

XYZ Company will offer its services to businesses operating within all market segments presented in this section excluding financial services companies.

### Consumer products and manufacturing companies

The consumer products and manufacturing markets focus on the branding and logistics consulting segments because sales and shipping are significant factors in these fields. For example, typical customers in this market include manufacturers, wholesalers, retailers, and distributors in industries such as consumer products, apparel, automotive, and aviation and aerospace. In 20XX, the consumer products and manufacturing markets are expected to account for a combined XX.XX% of industry revenue. Higher U.S. industrial production and manufacturing activity has increased demand for management consultants, who offer expertise in streamlining the production process. In addition, the prospect of high economic growth in many emerging

economies over the next five years is leading to a rush by many consumer goods manufacturers to enter these developing markets. Management consulting firms will continue to assist in the growing production in South American and Asian markets, making consumer manufacturing a likely source of demand growth over the next five years.

### **Government organizations**

Government organizations are expected to account for XX.XX% of industry revenue in 20XX. Management consultants are hired by federal agencies to advise these organizations on methods to better administer grants, deliver benefits and entitlements to their employees, and provide necessary services to their citizenry. They also advise on public projects, such as infrastructure, and often advise on public-private partnership projects. Consultants may work for governments at the federal, state, and local levels. Within this segment, work from federal government agencies is expected to contribute XX.XX% of industry total revenue, while state government agencies are expected to contribute XX.XX%.

### **Technology, media, and telecommunications companies**

This segment is expected to account for XX.XX% of industry revenue in 20XX. Customers in this market segment seek management consultants to advise on business strategy in relation to the wide field of IT, including telecommunications and digital media. Telecommunications is a rapidly changing field that is strongly influenced by technological change. As many businesses increasingly focus their businesses online, many engage consultants to adjust their strategy to take advantage of digital opportunities. In recent years, digital technologies have proved a disruption to existing business processes, resulting in companies seeking expert advice in how to respond and take advantage of new technologies. For example, the introduction of big data, the introduction of voice over internet protocol, and opportunities in business-to-business telecommunications have all been issues considered by consultants in the past five years. Since digital disruption is accelerating, revenue from this market is expected to grow over the next five years.

**Individuals and nonprofit organizations**

This market segment is expected to make up for XX.XX% of industry revenue in 20XX. Besides government and private enterprise, management consultants also work for individuals, private endowments, institutions, and nonprofits. The prevalence of many cash-strapped state and municipal budgets, combined with debates about a smaller federal budget, have the potential to cut into this market's share of industry revenue over the next five years.

**Healthcare and life sciences sector**

This market segment is expected to account for XX.XX% of industry revenue in 20XX. The healthcare market, which is primarily composed of hospital management and pharmaceutical companies, uses the industry's logistics, human resources, and public relations services. Healthcare science and technology are rapidly expanding frontiers, even as economic and financial pressures reduce profit margins, intensify competition, and constrain the funds available for investment. This changing environment is encouraging healthcare companies to hire management consultants to aid in improving cost while maintaining standards in treating ill patients. This market is expected to grow over the next five years.

**Energy and resource companies**

Energy and resource companies also take advantage of management consultants and are estimated to account for XX.XX% of total revenue in 20XX. This includes oil drilling, gas extraction, and mining companies that use consultants to help develop corporate branding, navigate changing regulation, and direct investments. Over the past five years, energy and resource companies have fallen as a proportion of revenue, particularly as oil prices fall and reduce investment in new facilities.

## 3.2.3 Management Consulting in the U.S. Business Locations



The geographic distribution of establishments in this industry reflects the U.S. population distributions as well as the distribution of overall U.S. business activity, with increased consulting density in proximity to key demand markets, including financial service companies, large corporations, and government clients.

The Southeast contains the highest share of industry establishments, accounting for an expected XX.XX% of total industry establishments. In keeping with its large population, the Southeast produces the greatest share of industry revenue and employment.

The Mid-Atlantic region is strategically important for management consulting firms. The region accounts for an estimated XX.XX% of total industry establishments. However, consulting firms in



this region contribute a higher proportion to industry revenue. This region comprises the offices of some of the industry's largest players, which primarily serve high-profile clientele, many of whom are located in Sample City. Sample City ranks first among U.S. cities in terms of Fortune 500 corporations. Also within the Mid-Atlantic region is Sample City, Sample State, home to a majority of federal agencies. Consulting services in these two cities target the industry's largest- and highest-value corporate and institutional clients. Consequently, revenue per establishment in this region is higher than the national average, as is the average regional wage.

The West region accounts for an estimated XX.XX% of total industry establishments. Among states in this region, Sample State ranks first in establishment concentration with XX.XX%. With a large concentration of high-growth tech and finance firms located in the Sample City Area, Sample State produces the greatest share of management consulting revenue, establishments, and employment of any state.

### 3.2.4 Location-based Market Analysis

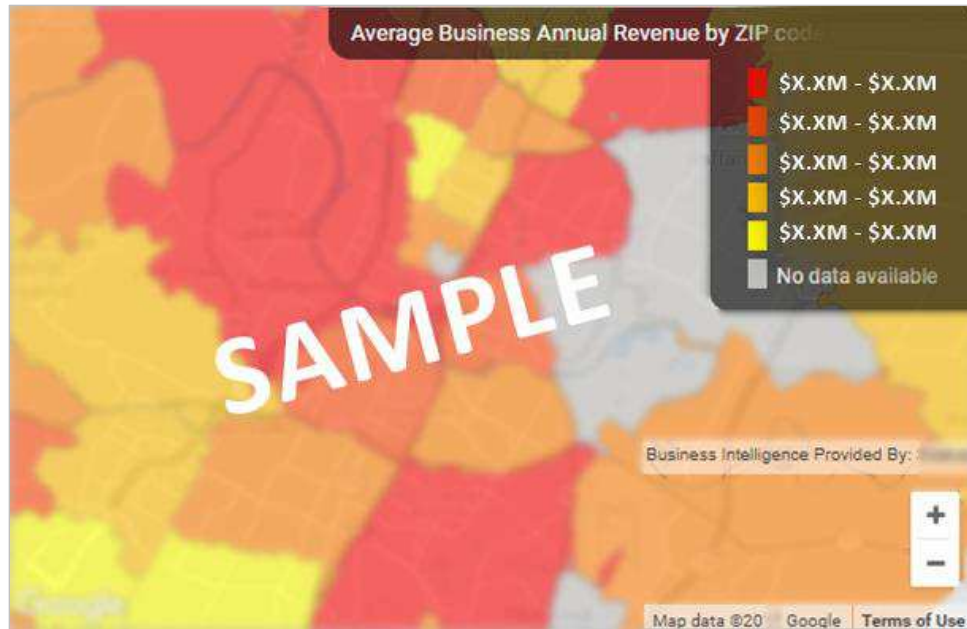
According to Source,<sup>2</sup> businesses in the Management Consulting Industry in the city of Sample City's Sample County in Sample State have higher revenues on average as compared to businesses in the same industry located nationwide. Further, it can be noted that Sample County's current average annual revenue per business in the industry is approximately \$XX,XXX,XXX, which is above the nation's average of \$XX,XXX,XXX and below the state of Sample State's average of \$XX,XXX,XXX.



Average annual revenues for management consultants in Sample County in Sample State range from \$XXX,XXX to \$XX,XXX,XXX, depending on the location. As portrayed in the following graph,

<sup>2</sup> Source

XYZ Company is located in Sample County's region where annual per business revenues are high and range from \$X,XXX,XXX to \$X,XXX,XXX. The Company's location indicates that XYZ Company will have an excellent opportunity to develop and establish a sizeable market share within the local market.



As mentioned above, the average per business revenue in Sample County ranges between \$XXX,XXX and \$X,XXX,XXX. As presented in the Profit and Loss section, the Company's sales are expected to increase from \$XXX,XXX in Year 1 to \$XXX,XXX in Year 5. Given the fact that the Company's sales projection falls within the range of the industry's averages, it can be considered realistic.

As portrayed in the following graph, competition in the Management Consulting Industry in Sample County is strong. Even though the Company will encounter competition, there is excellent opportunity for growth because the demand for management consultants is substantial.

A prime location, strong industry demands, highly knowledgeable services, and effective marketing



campaigns directed at niche markets will enable XYZ Company to grow and achieve a high profit margin despite competition.

### 3.2.5 Foreign Investment Market Overview for the State of Sample State

As the 10th largest economy in the world and home to more than 50 Fortune 500 companies, Sample State<sup>3</sup> combines a business-friendly climate, a highly skilled workforce, access to global markets, a first-class infrastructure, predictable regulations, and overall economic strength to provide a place where businesses can flourish.

Sample City, as the state's capital, is considered to be a major center for high tech as thousands of graduates each year from the engineering and computer science programs at the University of Sample State at Sample City provide a steady source of employees that help to fuel Sample City's technology and defense industry sectors. The region's rapid growth has led *SAMPLE* to rank the Sample City metropolitan area number one among all big cities for jobs for 20XX in their annual survey and *Wall Street Journal's* Sample Journal to rank the area number one for growing businesses. By 20XX, Sample City ranked No. XX on *SAMPLE* list of the Best Places for Business and Careers (directly below Sample City, No. XX on the list). Ever since, the city's emergence has continued at a high rate.

With XX million people, the second-largest civilian workforce in the U.S. and a strategic location in the center of the country, Sample State serves as a major logistical hub for easy access to markets across North America.

Sample State is a top global destination for foreign direct investment (FDI), with XX foreign trade zones and more than X,XXX foreign corporations with ongoing operations in the state—making up one of the most diverse populations in the country. The state is a top-ranked destination for foreign direct investment and has led the nation in exports for XX consecutive years. **Since Sample Date, more than half of FDI projects into Sample State originated from Western Europe, where major economies like the Sample Country, Sample Country, and Sample Country drove investment.**

---

<sup>3</sup> Source

From 20XX-20XX, there have been more than X,XXX FDI projects in Sample State, translating into the creation of more than \$XXX billion in capital investment.



The Sample region continues to be the top Sample State destination for inward FDI, landing XX% of the state's FDI projects over the past five years. Sample Region received XX%, followed by Sample City and Sample City 2 with XX% and XX%, respectively. The remainder of projects were distributed among more than two dozen other Sample State metro areas and rural communities.

**LEADING COUNTRIES FOR FOREIGN DIRECT INVESTMENT PROJECTS IN**

Country	Number of projects	Capex (in millions)	Jobs created	Companies
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX
Country	XX	X,XXX.XX	XX,XXX	XX

51% of FDI projects originate from Western Europe

Furthermore, for the third year in a row, Sample State surpassed Sample State 2 for high-tech exports. In 20XX, Sample State exported \$XX.X billion more in high-tech goods than Sample State. These statistics are expected to benefit XYZ Company, LLC's outlook for attracting clients and obtaining a wide range of project opportunities.



### 3.2.6 Company's Targets

**Corporations, entrepreneurs, artisans, and private partnerships** – XYZ Company will target corporations, entrepreneurs, artisans, and private partnerships interested in exploring their international expansion opportunities and investing in regions and markets within Ms. Jane Doe's expertise. These areas include the Sample market's tech- and innovation-dynamic cities of Sample City, Sample City 2, Sample City 3, Sample City 4, Sample City 5, and Sample City 6, as well as Sample City, the capital of Sample State and one of the fastest emerging tech cities in the U.S. To effectively attract its target segment, the Company will invest significant funds in marketing, which will represent an important driver of the Company's operational growth and success. The Company's marketing strategy will include website promotion, newsletter, digital marketing, networking and public relations activities, email marketing, commercial advertising features in a wide range of targeting- and market-related press releases, journals, magazines, and other publications with both local and national coverage, and active participation in various global ecosystems and market and tech innovation trade shows, conferences, and networking events. These marketing avenues will increase the Company's visibility, market reach, and business recognition within its targeted markets and will consequently encourage corporations, entrepreneurs, artisans, and private partnerships to acquire XYZ Company, LLC's services. Altogether, the Company's diversified and organic marketing activity combined with Ms. Jane Doe's experience and expertise in Sample and in Sample City are expected to generate strong market interest and upward growth from its earliest stages.



## 4. Competition Analysis Table

Competition Analysis	XYZ Company, LLC	Competitor 1	Competitor 2	Competitor 3
Nature	Facilitator and Organizer of Market Expansion Projects, Learning Experiences, and Events for Entrepreneurs and Businesses	Economic Development Strategists, Strategic Planning and Expansion Facilitators, and Project Implementation Services Providers	Private Investment and Economic Stimulation, Strategic Expansion and Development, and Project Implementation Services Providers	Professional Economics and Strategic Expansion Services Providers
Products/Services Offered	Learning Expedition, Agenda, Project Initiation, Project Development, and Club Membership	Economic Development, Project Research and Implementation, Marketing, and Organizational Expansion Assessment	Economic and Demographic Analysis, Strategic Planning, Industry Cluster, Target Industry, and Economic Impact Analysis	Economic Expansion and Impact Analysis, Project Research, Implementation, and Forecasting
Target Audience	Corporations, Entrepreneurs, Artisans, and Private Partnerships	Corporations, Entrepreneurs, and Partnerships	Corporations, Entrepreneurs, and Partnerships	Corporations, Entrepreneurs, and Partnerships
Level of Competitiveness				
Price Attractiveness	●●●	●●●	●●	●●
International Expertise	●●●	●	●●	●●
Pragmatic Approach	●●●	●●	●●●	●●
Competitive Advantages				
Established Relationships with Business Partners and Clients	✓			
Ms. Jane Doe's Expertise	✓			
Diversified Business Model	✓			
Attentive Client Care	✓			

XYZ Company, LLC's main competitors within Sample City, Sample State provide services with broad perspective, which encompasses non-traditional elements of economic development and market placement including talent recruiting, workforce studies, public policies assessments, global resources, and demographic analyses. A wide scope of services with various non-traditional elements of economic development and market placement can prove helpful but often do not produce relevant enough data to effectively resolve the specific issues a company

may need to detect within their specific market segment. However, these services do add to the pricing rates of XYZ Company, LLC's main regional competitors in Sample City, Sample State such as Competitor 2 and Competitor 3. In accordance, the Company will use a different approach and focus on the specific agenda of its future clients by connecting them with well-developed businesses and entrepreneurs who have already successfully resolved similar market or business challenges within the field and will be able to provide them with practical and applicable market expansion and business development solutions. The pricing rates within the Company's regional market depends on other factors such as the targeting differentiation of clients from small towns and major communities. As an example, Competitor 1, as one of local competitors established in 20XX with expanded targeting efforts to other smaller communities and cities outside Sample City, Sample State, maintains lower market pricing rates specifically due to its targeting of non-urban businesses and entrepreneurs.

## **4.1 Competitive Advantages**

### **4.1.1 Established Relationships with Business Partners and Clients**

XYZ Company has already established business relationships with numerous prominent individuals and businesses both in the U.S. and in Sample Country. The Company has also formed a networking team that will complement XYZ Company, LLC's learning expedition and agenda services. It consists of respected individuals from various industries and markets and originating from diversified professional and business backgrounds such as Brand 1, Brand 2, Brand 3, and Brand 4. In addition, XYZ Company is in the process of negotiating project initiation and project development services with several U.S. and Sample organizations and businesses, which are expected to be finalized in the near future. These factors suggest that the Company, led by Ms. Jane Doe, will encounter expedited growth in the early stages of its operational development in the U.S. market.

### **4.1.2 Ms. Jane Doe's Expertise**

Since 20XX, Ms. Jane Doe has accelerated her professional career through diversified responsibilities and experiences in varied business environments across two continents. She has developed her professional knowledge and skills both in the U.S. and Europe, as well as managed many projects and subordinate personnel throughout her professional career. While she attended various conferences in the U.S. as the CEO of Sample, she was able to develop a network and gain knowledge on U.S. business norms. During this period, Ms. Jane Doe gained valuable skills in the areas of high-tech, luxury branding, art and design, gastronomy, construction, transportation/mobility, open data, and digital performance among others. Her professional and managerial experience will provide a decisive advantage for establishing and conducting business in the U.S.

### **4.1.3 Diversified Business Model**

In order to minimize revenue risks during the Company's early entry in the U.S. market, XYZ Company will establish diversified revenue streams by providing three different types of services to various Sample- and U.S.-based enterprises and entrepreneurs. This diversified approach will enable the Company to gain early financial stability from different revenue sources, increase its cash flow and profit, and realize a tangible business return through increased partnership opportunities. Furthermore, by diversifying its business to expedition/agenda-related, project-related, and club membership service segments, the Company will be able to create more viable business strategies and objectives as well as dedicate more time to budgetary planning and market analyses to create plans for advanced positioning in the market.



#### 4.1.4 Attentive Client Care

XYZ Company will provide attentive client service, which will include website, email, telephone, and personal assistance. In addition, the Company's professionals, led by Ms. Jane Doe, will emphasize direct relationships and attentive dialogue with its clients. They will provide extensive consultations, recommendations, and other relevant advice concerning the clients' various service needs and preferences. With direct and attentive relationships, the Company's representatives will earn clients' trust and establish a significant market advantage through mutual business loyalty. Attentive relationships will resonate with the Company's clients and will consequently create a returning client base and a strong potential for further client referrals. This business practice will also benefit XYZ Company, LLC's future online reviews, which are an important aspect of potential growth for the Company's online brand image and business recognition both in the U.S. and internationally.





## 5. Marketing and Competitive Features

### 5.1 Website and Digital Marketing

XYZ Company will maintain a fully designed website at [www.SampleWebsite.com](http://www.SampleWebsite.com). The Company's website is currently in the process of professional development review and will be accessible in the near future. XYZ Company, LLC's website will be used as an online catalog of the Company's services. On the website, visitors will be able to access information about the Company and its mission, location, contact information, and a visual presentation and description of the Company's services, professionals, and partners.

XYZ Company will devote a significant portion of its budget to digital marketing in order to drive traffic to the Company's website. Digital marketing primarily focuses on Google AdWords keyword advertising campaigns and the display network. In addition to directly bringing visitors to the website, the digital marketing campaigns will also build brand awareness by displaying the Company's logo and ads on the Google display network and, therefore, numerous websites where visitors may be interested in the Company's services. Conducting successful digital marketing campaigns will be one of beneficial growth-and-development factors for the Company.

### 5.2 Social Media

XYZ Company will expand its marketing efforts by developing social media outlets such as Facebook, Twitter, LinkedIn, and Instagram.

An ever-expanding social media presence is considered beneficial in the modern business environment because it builds brand recognition and helps obtain clients. Social media participation will help XYZ Company promote its business, strengthen its PR activities, and build recognition and credibility.

### 5.3 Other Marketing Strategies

XYZ Company will employ various marketing efforts in order to effectively develop and grow its client base. In addition to the Company's website, digital marketing, and social media, these techniques will include a newsletter feature, networking and public relations activities, email marketing, commercial advertising features in a wide range of targeting- and market-related

press releases, journals, magazines, and other publications with both local and national coverage, and active participation in various global business ecosystems and market and tech innovation trade shows, conferences, and networking events. These techniques will be used to target prospective clients both in the U.S. and in Sample Country.

XYZ Company plans to establish new partnerships and present its business and services through some of the most recognized trade shows, conferences, and networking events relevant to the Company's targeted industries and business segments. Toward this end, the Company's future Chief Executive Officer, Ms. Jane Doe, attended multiple trade show events in the U.S. and internationally such as the Sample Conference held in Sample City, Sample State, from Sample Date to Sample Date, Sample tech conference held in Sample City from Sample Date to Sample Date, and BPI Sample Conference held in Sample City on Sample Date. In addition, Ms. Jane Doe will attend multiple upcoming trade shows including the Sample conferences and festival that will be held in Sample City, Sample State, from Sample Date to Sample Date.

Ms. Jane Doe was also a guest speaker in Sample City from Sample Date at Sample Conference, one of the world's well-known rendezvous for startups and innovation leaders.

The conference hosted approximately XXX,XXX visitors, X,XXX startups, X,XXX investors, thousands of executives from around the world, and reputable speakers who shared their vision on the impact of digital technology on the world's economies and societies. The leading speakers at Sample Conference included names such as Mr. John Doe, CEO of Sample Company, Mr. John Doe 2, Chairman and CEO of Brand 2, and Mr. John Doe 3, Chairman and CEO of Sample Group.

The Company will also use Ms. Jane Doe's extensive network of international business connections to present its services to various start-ups, entrepreneurs, and well-established businesses both in the U.S. and in Sample Country.

The Company's intense marketing and other targeted efforts, coupled with the advantageous service solutions supported by Ms. Jane Doe's experience and expertise in various fields within the Sample and Sample City's market, will create strong market interest, repeat business opportunities, and will generate growth.

## 6. Key Management and Personnel

### 6.1 Chief Executive Officer: Ms. Jane Doe

Ms. Jane Doe will be XYZ Company, LLC's Chief Executive Officer upon obtaining her visa approval. Her in-depth knowledge of the international expansion processes and related technological, marketing, and strategic market trends, along with her extensive professional background and experience in various fields such as high-tech, luxury branding, art and design, gastronomy, construction, transportation/mobility, open data, and digital performance, will make her a valuable asset to the Company.

Ms. Jane Doe will be responsible for developing and monitoring the Company's entire base of operations. She will directly supervise the Company's personnel and oversee its client and other business relationships. Ms. Jane Doe will direct and coordinate the Company's financial activities as well as monitor XYZ Company, LLC's revenues and profits from learning expedition, agenda, project initiation, project development, and club membership sales. She will plan, develop, and market additional service-accompanying features and innovations, to prospective clients in each of the Company's first five years of operational development. Ms. Jane Doe will implement the Company's business strategies, sales, targeting, and market expansion plans and procedures as well as establish clear and comprehensive goals based on the Company's mission. She will plan and organize the Company's projects and service processes as well as establish, coordinate, and maintain XYZ Company, LLC's business relationships with clients, networks, and business partners. Ms. Jane Doe will continuously evaluate the Company's sales success rate as well as track changing industry and market trends in order to develop and adapt the Company's policies and procedures. Ms. Jane Doe will direct and coordinate business activities concerned with pricing. Ms. Jane Doe will attend relevant meetings as well as trade shows, conferences, and networking events concerning targeted industries and business segments to attract new potential clients and business partners. She will be directly responsible for the Company's client satisfaction ratings and will have the authority to hire and dismiss personnel and make final decisions regarding all aspects of operations. Ms. Jane Doe will also interview and hire new employees.

Ms. Jane Doe's educational background and professional experience will play a vital role in the successful management of the Company.

In 20XX, Ms. Jane Doe earned a bachelor's degree in International Marketing and Communication from the Sample Business School, one of the leading Sample institutions of higher learning specializing in business and management.

As a part of the international exchange program, from 20XX to 20XX, Ms. Jane Doe also studied international marketing and management at the Sample University.

Since Sample Date, Ms. Jane Doe has worked as Chief Executive Officer and Concept and Project Development Consultant at Sample, in Sample City. In the past eight years at Sample, Ms. Jane Doe created concepts and executed successful projects for numerous enterprises, corporations, conglomerates, magazine publishers, and other organizations ranging from Brand 1, Brand 2, Brand 3, Brand 4, Brand 5, Brand 6, to Brand 7 and Brand 8.

## **6.2 Operational Assistant**

XYZ Company will hire one Operational Assistant in Year 1. This employee will be responsible for assisting Ms. Jane Doe in directing and coordinating the Company's service activities in the U.S. market. The Operational Assistant will be responsible for maintaining the Company's internal operational processes. The Operational Assistant will manage the Company's club memberships, update website content, and access and examine clients' service complaints and address and resolve service issues when needed. This employee will be responsible for consulting and seeking the advice of the Company's Chief Executive Officer, Ms. Jane Doe, when resolving more than minor or technical services issues. Furthermore, the Operational Assistant will also be responsible for maintaining communication with clients and business partners as well as performing services analyses, compiling or creating project and operation reports, and presenting the information to the Company's Chief Executive Officer, Ms. Jane Doe.

## **6.3 Administrative Assistant**

XYZ Company will hire one Administrative Assistant in Year 1. The Administrative Assistant will be primarily responsible to complete administrative tasks at the Company's offices. This employee will answer telephone calls, provide information to callers, transfer calls to appropriate



parties, create and maintain databases, record information, and update paperwork. The Administrative Assistant will also operate office equipment, maintain scheduling and event calendars, maintain communication with business associates, monitor contracts and its rules and regulations processing, complete various forms in accordance with the Company's procedures, and make copies of correspondence and other printed material, among other responsibilities.

## **6.4 Project Coordinators**

XYZ Company will hire one Project Coordinator in Year 3 and another Project Coordinator in Year 5. These employees will assist the Company's Chief Executive Officer, Ms. Jane Doe, in acquisitions, planning, delivery, completion, and after-sales processes for each of XYZ Company, LLC's project initiation and project development service projects. The Project Coordinators will coordinate numerous tasks at different project stages as well as make sure that all service objectives are completed on time and within budget. These employees will be responsible for preparing sales listing kits and liaising with prospective vendors and clients. The Project Coordinators will implement various project tasks as well as handle varied general administrative duties concerning the Company's projects. The Project Coordinators will also perform occasional project processing inspections and handle disputes and settlements with third parties. The Project Coordinators will work closely with, and directly report to, XYZ Company, LLC's Chief Executive Officer, Ms. Jane Doe.

## 6.5 Personnel Plan

<b>Designated Salary per Position</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Chief Executive Officer: Ms. Jane Doe	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Operational Assistant	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Administrative Assistant	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Project Coordinators	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX

<b>Number of Employees per Position</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Chief Executive Officer: Ms. Jane Doe	XX	XX	XX	XX	XX
Operational Assistant	XX	XX	XX	XX	XX
Administrative Assistant	XX	XX	XX	XX	XX
Project Coordinators	XX	XX	XX	XX	XX
<b>Total Employees</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>

<b>Personnel Plan</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Chief Executive Officer: Ms. Jane Doe	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Operational Assistant	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Administrative Assistant	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Project Coordinators	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Total Employees</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>
<b>Total Payroll Expenses</b>	<b>\$XXX,XXX.XX</b>	<b>\$XXX,XXX.XX</b>	<b>\$XXX,XXX.XX</b>	<b>\$XXX,XXX.XX</b>	<b>\$XXX,XXX.XX</b>



## 6.6 Personnel Summary

The Company will reach a total headcount of 5 employees in Year 5. The Company expects its payroll expenses to increase from \$xxx,xxx.xx in Year 1 to \$xxx,xxx.xx in Year 5.

Period	Hiring Plan
Year 1	<ul style="list-style-type: none"> <li>Chief Executive Officer: Ms. Jane Doe</li> <li>One Administrative Assistant</li> <li>One Operational Assistant</li> </ul>
Year 2	<ul style="list-style-type: none"> <li>-</li> </ul>
Year 3	<ul style="list-style-type: none"> <li>One Project Coordinator</li> </ul>
Year 4	<ul style="list-style-type: none"> <li>-</li> </ul>
Year 5	<ul style="list-style-type: none"> <li>One Project Coordinator</li> </ul>

## 6.7 The Company's Internal Organizational Chart

XYZ Company, LLC's internal organizational chart - Year 5



## 7. Financials

### 7.1 Break-even Analysis

#### 7.1.1 Break-even Analysis Table

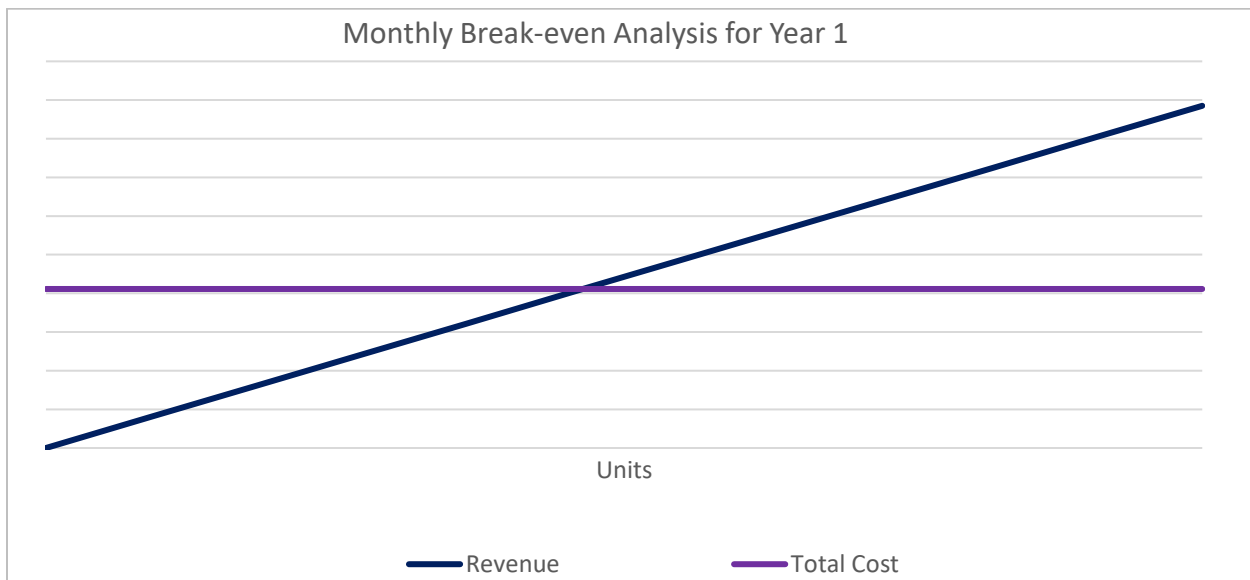
<i>Break-even Analysis</i>	
Monthly Units Break-even	XX
Monthly Revenue Break-even	\$XXX,XXX.XX
<i>Assumptions:</i>	
Average Per-Unit Revenue	\$XXX,XXX.XX
Estimated Monthly Fixed Cost	\$XXX,XXX.XX

In Year 1, the daily break-even point is \$XXX,XXX.XX.

In Year 1, the break-even point of \$XXX,XXX.XX per month represents an average of X services provided per month.

The Company will employ various strategies directed at attracting and retaining clients. The Company is expected to promptly reach its break-even point in each period.

#### 7.1.2 Monthly Break-even Analysis for Year 1



The break-even point refers to the revenues needed to cover the Company's total amount of fixed and variable expenses during a specified period of time.



In Year 1, as demonstrated in the graphic above, the Company's monthly break-even point of \$xxx,xxx.xx represents an average of X services provided per month. Every additional service sold after the break-even point will increase the profit of the business.

## 7.2 Sales Forecast

Sales Forecast	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Unit Sales</b>					
Learning Expedition (Per Mission)	XXX	XXX	XXX	XXX	XXX
Agenda (Per Mission)	XXX	XXX	XXX	XXX	XXX
Project Initiation (Per Project)	XXX	XXX	XXX	XXX	XXX
Project Development (Per Month)	XXX	XXX	XXX	XXX	XXX
Club Membership - Small/Medium Corporations (Per Membership)	XXX	XXX	XXX	XXX	XXX
Club Membership - Large Corporations (Per Membership)	XXX	XXX	XXX	XXX	XXX
Club Membership - Major Partners (Per Membership)	XXX	XXX	XXX	XXX	XXX
<b>Total Unit Sales</b>	XXX	XXX	XXX	XXX	XXX
<b>Unit Prices</b>					
Learning Expedition (Per Mission)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Agenda (Per Mission)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Project Initiation (Per Project)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Project Development (Per Month)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Club Membership - Small/Medium Corporations (Per Membership)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Club Membership - Large Corporations (Per Membership)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Club Membership - Major Partners (Per Membership)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Sales</b>					
Learning Expedition (Per Mission)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Agenda (Per Mission)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Project Initiation (Per Project)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Project Development (Per Month)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Club Membership - Small/Medium Corporations (Per Membership)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Club Membership - Large Corporations (Per Membership)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Club Membership - Major Partners (Per Membership)	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Total Sales</b>	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Direct Unit Costs</b>					
Learning Expedition (Per Mission)	\$0	\$0	\$0	\$0	\$0
Agenda (Per Mission)	\$0	\$0	\$0	\$0	\$0
Project Initiation (Per Project)	\$0	\$0	\$0	\$0	\$0
Project Development (Per Month)	\$0	\$0	\$0	\$0	\$0
Club Membership - Small/Medium Corporations (Per Membership)	\$0	\$0	\$0	\$0	\$0
Club Membership - Large Corporations (Per Membership)	\$0	\$0	\$0	\$0	\$0
Club Membership - Major Partners (Per Membership)	\$0	\$0	\$0	\$0	\$0
<b>Direct Cost of Sales</b>					
Learning Expedition (Per Mission)	\$0	\$0	\$0	\$0	\$0
Agenda (Per Mission)	\$0	\$0	\$0	\$0	\$0
Project Initiation (Per Project)	\$0	\$0	\$0	\$0	\$0
Project Development (Per Month)	\$0	\$0	\$0	\$0	\$0
Club Membership - Small/Medium Corporations (Per Membership)	\$0	\$0	\$0	\$0	\$0
Club Membership - Large Corporations (Per Membership)	\$0	\$0	\$0	\$0	\$0
Club Membership - Major Partners (Per Membership)	\$0	\$0	\$0	\$0	\$0
<b>Subtotal Direct Cost of Sales</b>	\$0	\$0	\$0	\$0	\$0

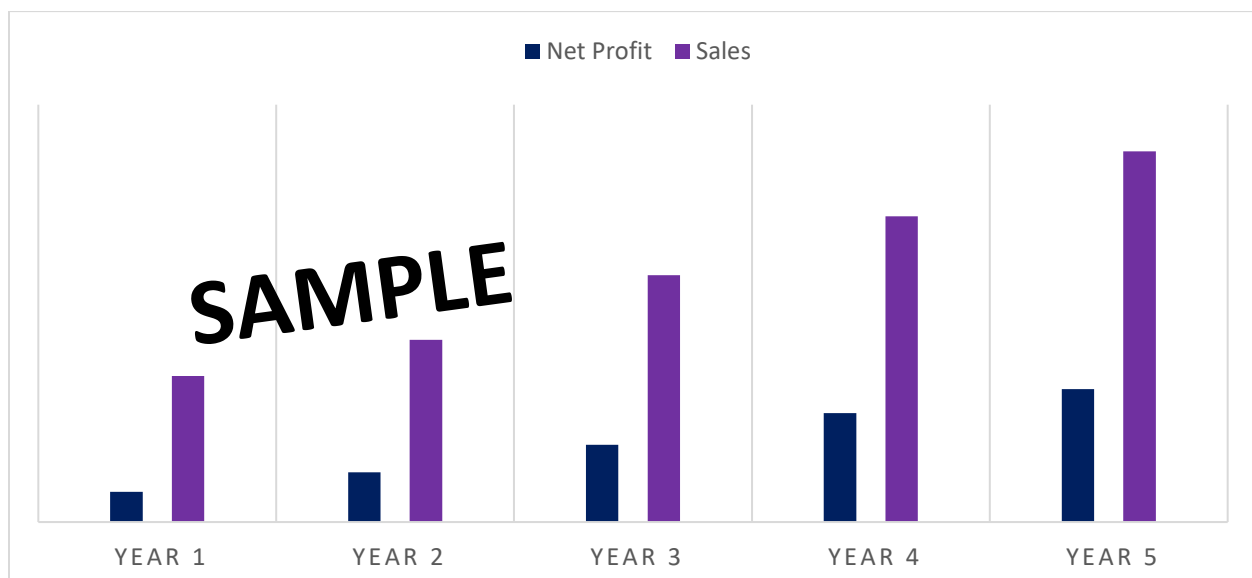
XYZ Company will not encounter any direct costs for providing its services and club memberships.

## 7.3 Profit and Loss

### 7.3.1 Profit and Loss Table

Pro Forma Profit and Loss	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Sales</b>	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Gross Margin	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Gross Margin %	XX.XX%	XX.XX%	XX.XX%	XX.XX%	XX.XX%
<b>Operating Expenses</b>					
Payroll	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Marketing/Public Relations	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Depreciation	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Rent	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Utilities	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Maintenance	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Insurance	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
High-tech Equipment and Accessories	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Club-related Expenses	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Payroll Taxes	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Professional Fees	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Other	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Total Operating Expenses</b>	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Profit Before Interest and Taxes	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
EBITDA	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Taxes Incurred	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Net Profit</b>	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Net Profit/Sales</b>	XX.XX%	XX.XX%	XX.XX%	XX.XX%	XX.XX%

### 7.3.2 Profit and Loss Chart



## 7.4 The Company's Impact on the U.S. Economy



The Company will make a positive impact on the U.S. economy. The Company's net profit, as well as its payroll expenses will increase, thus increasing total taxes paid. The chart below shows the increase in both net income and payroll taxes through the years. Payroll taxes are expected to start at \$XXX,XXX.XX in Year 1 and reach \$XXX,XXX.XX in Year 5. Net income taxes are expected to rise from \$XXX,XXX.XX in Year 1 to \$XXX,XXX.XX in Year 5. The Company is expected to pay a total of \$XXX,XXX.XX in taxes in Year 1, increasing to \$XXX,XXX.XX by the end of Year 5.

## 7.5 Balance Sheet

<i>Pro Forma Balance Sheet</i>	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Year 4</i>	<i>Year 5</i>
<b>Assets</b>					
<b>Current Assets</b>					
Cash and Other Current Assets	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Total Current Assets</b>	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Long-term Assets</b>					
Long-term Assets	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Accumulated Depreciation	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Total Long-term Assets</b>	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Total Assets</b>	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Capital</b>					
Paid-in Capital	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Retained Earnings	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
Earnings	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Total Capital</b>	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX
<b>Net Worth</b>	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX	\$XXX,XXX.XX

## 8. Conclusion

XYZ Company will conduct business as an entrepreneurial representative of the Sample business community in the city of Sample City, Sample State. The Company will focus on presenting, facilitating, and organizing a diversified range of market expansion projects, learning experiences, and events for various entrepreneurs and businesses operating within the Sample and U.S. markets.

XYZ Company, LLC's office is located at Sample Address. The Company was formed on Sample Date in the state of Sample State. Ms. Jane Doe, who will become XYZ Company, LLC's Chief Executive Officer, owns 100% of the Company.

XYZ Company will focus on utilizing and streamlining Ms. Jane Doe's versatile international experience and professional expertise in fields such as the Sample tech market, luxury branding, art and design, gastronomy, construction, transportation/mobility, open data, and digital performance to facilitate and organize projects and provide optimum market expansion and business development solutions to entrepreneurs and businesses operating in the U.S. and Sample Country.

XYZ Company will conduct business within the Management Consulting in the U.S. Industry. This industry is currently on the rise, with forecasts indicating stable and gradual growth in each of the next five years.

Under the managerial direction of Ms. Jane Doe, XYZ Company, LLC's sales are expected to rise from \$ XXX,XXX.XX in Year 1 to \$ XXX,XXX.XX by the end of Year 5.