

1.0 US Company Summary: HR Support USA – A Powerhouse for Comprehensive HR Solutions

Introduction:

In the realm of Human Resources (HR) management, HR Support USA stands out as an eminent and client-focused company. With roots firmly established in the United States, we are committed to delivering customized and comprehensive HR solutions to small to medium-sized businesses (SMBs). The driving force behind our operations is the pursuit of unlocking the hidden potential of these businesses, optimizing their human capital, and thereby accelerating productivity.

Our business model revolves around being the keystone in the construction of a vigorous, dynamic, and thriving workforce. We are the partners you need on your journey to build a highly effective team and a resilient, successful organization.

Our Mission:

Our mission at HR Support USA is straightforward yet powerful – we aim to attract, develop, and retain each employee and each client by offering an unparalleled, personalized experience that surpasses their expectations. We understand that the real strength of a business lies in its people. Through our people-centric approach, we aid businesses in building a robust team that is motivated, passionate, and efficient.

Our Vision:

Our vision is ambitious yet achievable. We aspire to be the No. 1 HR Consulting & Outsourcing Service Provider, offering world-class, comprehensive HR solutions that push the envelope in terms of innovation and excellence. We aim to democratize access to outstanding HR services, equipping businesses of all sizes with the tools, strategies, and insights necessary to stay competitive in the dynamic, rapidly evolving business landscape.

Our Principles:

Our guiding principles at HR Support USA are rooted in mutual respect, integrity, transparency, and inclusivity. These principles inform every decision we make and shape every action we take. We believe in a team-centric approach, where the collective triumphs over the individual, fostering an environment conducive to collaboration and driving optimal business performance.

Our Story:

Our journey began with the visionary outlook of our founder who recognized an underserved market segment - SMBs lacking access to high-quality, affordable HR services. Thus, HR Support USA was founded to bridge this gap and transform HR Management and People Operations within this sector.

Our vision was to offer SMBs access to the same level of business intelligence and expertise that seasoned HR professionals provide to large corporations, but at a price point that makes sense for them. Our definition of success extends beyond mere financial gains – it incorporates the holistic well-being of entrepreneurs and their teams.

Our driving force is to create workplaces that are advantageous for both people and business, fostering a climate that promotes happiness, satisfaction, and unity. We envision businesses that are profitable and scalable in a sustainable manner, where employees are the heart of the organization, and their satisfaction translates into business success.

A Deeper Look Into Our Services:

At HR Support USA, we operate based on three fundamental pillars – Attract, Retain, and Grow. Each of these pillars encapsulates a key phase in the employee lifecycle, crafted meticulously to ensure maximum value extraction at each stage.

Attract:

Attracting the right talent is a mission-critical task. To aid businesses in this process, we offer a suite of services that includes recruitment assistance, job description crafting, employment offer letters & contracts drafting, and employee handbook creation. Our objective is to align your employer branding with your ideal candidate persona, thus attracting the talent that fits seamlessly into your corporate culture and business goals.

Retain:

Retention is an integral part of the talent management process. To help businesses in this regard, we provide a wide range of services encompassing new hire orientation & onboarding, record-keeping for disciplinary actions, employee relations & conflict resolution, development of HR policies, and benefits administration. Our strategies aim to foster a work environment that nurtures and retains top talent, ensuring your business benefits from their expertise in the long run.

Grow:

Growth is the ultimate goal for any business. In pursuit of this goal, we offer comprehensive HR audits, action plans for improvement, succession planning, development of HR metrics, and HR consultations. Our growth-oriented services are designed to create an environment conducive to personal and professional development, thereby leading to organizational growth.

At HR Support USA, we firmly believe in the equation: Happy Employees + Happy Customers = Profitable Business. This equation encapsulates our business philosophy, guiding our operations, and driving our efforts to transform workplaces one business at a time. We invite you to join us on this journey towards building a happier, more productive workplace.

1.1 Company Ownership

HR Support is a 100% privately-owned company under the leadership of Cedric Leboeuf. His vision of providing premium HR services to emerging businesses has been the driving force behind the company's creation and growth.

1.2 Location

HR Support is strategically located at 1511 SE 12th Ct, Deerfield Beach, Florida 33441, USA. This location facilitates easy service delivery to our local and national clients.

1.3 Business Creation: HR Support USA - Propelling SMBs towards Greater Success

Foundation:

Recognizing an urgent market need, HR Support USA was founded to address the burgeoning demand for personalized, technology-enabled Human Resources (HR) services, along with an efficient solution to the widespread labor shortages. Our primary motive is to offer a strategic partnership for businesses seeking to fully utilize their human capital, enhance their operational efficiency, and drive growth.

Our inception was based on an evident gap in the market for cost-effective, expert-level HR services accessible to small to medium-sized businesses (SMBs). The majority of the existing HR service providers predominantly catered to large enterprises, leaving a significant service vacuum for SMBs. This is where HR Support USA found its niche and raison d'être.

Founder's Insight:

Our founder's rich experience in establishing and successfully scaling a chain of 11 dental clinics to a highly profitable exit of \$57 million serves as the bedrock of HR Support USA. Having managed a robust team of over 200 employees, our founder acknowledges HR as the 'secret weapon' that served as a catalyst for this remarkable business success.

A unique, people-centric approach was the strategic choice that propelled the clinics forward. The application of the success formula - Happy Employees + Happy Customers = Happy Business, was a critical driver that led to profitable business growth, achieving unanticipated levels of success. It was this strategic choice that not only resulted in scaling the business but also cultivated an exceptional workplace, bringing immense job satisfaction to over 200 employees.

HR Support USA - The Genesis:

Inspired by this experience and driven by the desire to share this 'secret weapon', HR Support USA was born. We aspire to help other businesses realize their potential and reach unprecedented heights by leveraging the same formula that worked wonders for our founder.

HR Support USA is not just another HR service provider; we are a strategic partner committed to shaping extraordinary workplaces. We strive to empower businesses by

offering comprehensive HR solutions that can foster a nurturing and productive environment, thereby contributing to your overall business success.

Our aim extends beyond just offering HR services - we aim to instill a culture of happiness and satisfaction that permeates every level of your organization. As we continue to grow, we remain steadfast in our mission to help businesses unlock their untapped potential. Let's join hands in creating extraordinary workplaces that resonate with positivity, productivity, and prosperity. Together, we can rewrite the rules of HR management and create workplaces where people love to work. This, in turn, will lead to happier customers, and eventually, a happier, more profitable business.

1.4 Investment Summary

The company is fully financed by owner, Cedric Leboeuf. The initial investment was utilized for office set-up, service portfolio creation, marketing, and essential staff recruitment.

1.5 Description, Nature of Business: Revolutionizing HR Practices

Business Proposition and Service Spectrum:

HR Support USA is a comprehensive Human Resources (HR) consulting firm that endeavors to revolutionize how businesses manage their most valuable asset - their human capital. Our primary service offering includes an extensive range of HR solutions that help businesses enhance their HR practices and procedures.

We see ourselves as a strategic ally to our clients, collaborating closely with them to design tailored HR strategies and action plans that are uniquely customized to their specific needs. This involves understanding their current HR landscape, assessing the performance gaps, identifying opportunities for improvement, and implementing strategic interventions that drive tangible outcomes.

Your Journey to Exceptional HR Management:

Navigating the complex terrain of HR management can be a daunting task. With HR Support USA by your side, we make this journey seamless and effortless. Our experts ensure that your HR functions are optimized to meet your business objectives, facilitate a positive workplace culture, and ensure regulatory compliance, among other things.

Effortless HR Guarantee:

Our unique "Done For You" model is specifically designed to take the weight of HR responsibilities off your shoulders. It allows businesses to focus on what they do best - innovation, business expansion, and customer satisfaction, while we manage their HR landscape effectively.

We have such profound confidence in our ability to transform your HR processes that we offer a marked improvement in HR efficiencies within the first 30 days of our partnership.

And if not, we offer a 100% refund, no questions asked. This risk-free approach underscores our commitment to our clients and our belief in our services.

24/7 HR Support:

In the realm of HR, unexpected issues can arise at any moment. We offer instant HR support, available 24/7, to ensure immediate resolution of any HR-related issues. Whether it's an employee dispute or a critical compliance question, our team is always on standby to provide expert guidance, ensuring smooth and uninterrupted business operations.

A Pricing Plan That Grows with You:

At HR Support USA, we firmly believe in delivering value that transcends the price tag. Our pricing model is designed to scale with you as your business grows, providing cost-effective HR support regardless of the size of your company.

For startups, our services start at a nominal fee of \$249 per month along with a setup fee of \$99. For larger corporations, our packages go up to \$13,898 per month with a setup fee of \$6,449. Each pricing tier provides a different level of service to cater to businesses at various stages of their lifecycle. The cost-effective pricing is accompanied by a guarantee of stellar service, ensuring that every dollar you invest with us results in enhanced HR efficiencies and improved overall business performance.

With HR Support USA, you are investing not just in an HR services provider, but in a long-term strategic partner who is dedicated to helping your business realize its full potential. We stand ready to assist you on your journey to exceptional HR management and unprecedented business success.

1.6 Services/Products: Comprehensive HR Solutions

Our service portfolio, designed to cater to the needs of businesses of all sizes, is strategically categorized into three major areas that we view as the cornerstones of a successful HR strategy: Attract, Retain, and Grow.

Attract: The Foundation of Effective Talent Acquisition

This category covers services that are crucial to attracting the best talent in the market. We understand the vital role that effective recruitment plays in the success of a business and have tailored services to facilitate this.

Recruitment: Our recruitment services are designed to streamline your hiring process, ensuring you attract and hire the most suitable candidates for your business. We leverage our industry insights, rigorous selection methods, and cutting-edge technology to deliver a seamless recruitment process that yields high-quality talent.

Job Descriptions: Crafting effective job descriptions is an art we've mastered. We provide detailed, concise, and engaging job descriptions that clearly define role expectations and attract the right candidates.

Employment Offer Letters & Contracts: Our team is skilled in creating legally sound offer letters and employment contracts that protect your interests while offering transparency to prospective employees.

Employee Handbook: A well-crafted employee handbook can set the tone for your company culture. Our team creates comprehensive and engaging handbooks that communicate your company's mission, vision, policies, and expectations effectively to new hires.

Retain: Preserving Your Valuable Human Capital

Retention is equally as important as acquisition. Our services under this category are geared towards creating a workplace environment that fosters employee loyalty and satisfaction.

New Hire Orientation & Onboarding: We design engaging orientation and onboarding programs that help new hires acclimate swiftly and seamlessly into your organization.

Record Keeping for Disciplinary Actions: Our expert team aids in implementing efficient record-keeping systems to track disciplinary actions, ensuring compliance and promoting transparency.

Employee Relations & Conflict Resolution: We provide guidance and intervention in managing employee relations, offering practical solutions for conflict resolution to foster a harmonious working environment.

Development of HR Policies: HR policies lay the foundation for how things are done in your organization. We assist in developing clear, comprehensive, and compliant policies that guide your team's actions and interactions.

Benefits Administration: Our team helps design and manage a competitive benefits program that enhances your value proposition as an employer.

Grow: Fueling Your Business Expansion

In the Grow category, our services are aimed at facilitating the growth and development of your human resources to drive your business forward.

Comprehensive HR Audits: We conduct thorough audits of your HR operations to identify gaps, assess compliance, and propose strategic recommendations for improvement.

Action Plan for Improvement: Based on the HR audit findings, we develop and help implement comprehensive action plans to address identified issues and optimize your HR practices.

Succession Planning: We assist in designing and executing robust succession plans to ensure leadership continuity and organizational resilience.

Development of HR Metrics: Our team devises meaningful HR metrics that offer valuable insights into your workforce's performance and inform strategic decision-making.

HR Consultation: We provide expert HR consultation services, offering tailored advice and strategic HR solutions that align with your business objectives.

Beyond these core areas, we also offer a range of on-demand services, addressing specific HR needs that may arise as your business evolves:

Recruitment Services:

Under \$50,000

Fee: \$2,000

Monthly: \$167

Recruitment Services:

From \$50,000 to \$120,000

Fee: 10% of the annual salary

Recruitment Services:

Over \$120,000

Fee: 20% of the annual salary

International Recruitment:

Fee: \$12,000

Job Profile:

Fee: \$570

Monthly: \$47.50

Employment Contract:

Fee: \$190

Monthly: \$15.83

Employee Handbook:

Fee: \$3,040

Monthly: \$254

Onboarding of New Employees:

Fee: \$1,520

Monthly: \$127

Management of Disciplinary Records:

Fee: \$570

Monthly: \$47.50

HR Diagnosis:

Fee: \$190

Monthly: \$16

HR Action Plan:

Fee: \$190

Monthly: \$16

Conflict Resolution:

Fee: \$570

Monthly: \$47.50

Succession Plan:

Fee: \$570

Monthly: \$47.50

Development of Performance Indicators:

Fee: \$1,900

Monthly: \$159

Individual Consultation:

Available in a bank of hours

Fee: \$95

Monthly: \$7.91

Development of HR Policies:

Fee: \$570

Monthly: \$47.50

1.7 Targeted Customers

Our services primarily target small to medium-sized businesses. These organizations often lack resources for a dedicated HR department but nevertheless need the advantages of optimized HR practices.

1.8 Value Proposition

At HR Support USA, we understand the complexity and demands of human resource management, particularly for small and medium-sized enterprises (SMEs) that may not have the dedicated in-house personnel to handle such tasks. Our primary value proposition is a comprehensive, "Made for you" HR management solution, designed to alleviate the strain of HR functions from the shoulders of these businesses.

Customized HR Solutions: HR Support USA's 'Made for You' model signifies a commitment to tailored services. We recognize that every business has unique needs, challenges, and goals. Therefore, we place the individual needs of our clients at the center of our service design. In the initial phase, we conduct a thorough assessment of your current HR practices, identifying gaps and areas for improvement. We then craft a customized HR solution, from recruitment to policy design, tailor-made to fit your company culture, industry regulations, and specific business objectives.

HR Expertise at Your Disposal: We provide access to highly qualified and seasoned HR professionals. This essentially adds an entire HR department to your organization, without the corresponding overhead. Our team consists of individuals with vast experience in various

HR functions across multiple industries. Their expert knowledge enables us to navigate complex labor laws, implement best HR practices, and strategically utilize human capital for business growth.

Focus on Core Business Operations: Our comprehensive HR services allow businesses to offload their HR responsibilities to us, enabling them to focus on their core operations. This translates into more time and energy for strategic activities such as product development, marketing, sales, and customer service - elements that directly contribute to the growth and success of the business.

Guaranteed Improvement and Assurance: We are confident in the value we bring to our clients. As a testament to this, we promise significant improvements in HR efficiency within the first 30 days of engagement. If, for any reason, our clients do not see marked improvements or are not satisfied with our service, we offer a 100% refund, no questions asked.

Cost-Efficient Services: Our pricing models are designed to provide value that transcends the price tag. For startups to large corporations, we offer scalable pricing plans that grow with your business. This flexible and growth-minded approach to pricing enables us to provide premium HR services accessible to businesses of all sizes.

On-Demand HR Support: We provide 24/7 HR support to all our clients. No matter when an HR issue arises, our clients can rely on us for immediate resolution. This ensures smooth operations and peace of mind for our clients, knowing they have a dedicated HR support team available round the clock.

Our value proposition goes beyond mere HR services. It encapsulates a strategic partnership that seeks to transform the HR landscape within your organization, instilling best practices, fostering a healthy work environment, optimizing talent, and driving productivity - all aligned towards your business's overarching goals.

1.9 Anticipated Success

Our aim is to achieve \$515,000 in revenue in the first year. With a strategic plan in place, we expect to reach \$575,000 in our second year, followed by \$765,000 by the end of the third year. This steady growth rate will position us for long-term sustainability and success. While these projections are conservative, we are constantly seeking opportunities to surpass these targets through strategic partnerships, innovative marketing tactics, and expanding our market presence.

2.0 Market Analysis

As an HR service provider, we primarily focus on the HR services market in the United States, a dynamic and growing market shaped by various influencing factors.

Market Size and Growth Projections: According to a report by Allied Market Research, the US HR services market was valued at \$32.6 billion in 2021 and is projected to reach \$76.5

billion by 2031. This impressive growth trend represents a compound annual growth rate (CAGR) of approximately 8.7%, highlighting the rapidly growing demand for HR services within the country. These figures underscore the immense potential for our services in the market.

Industry Trends and Drivers: The HR services market's growth is driven by several industry trends and market drivers. Technological advancements, such as cloud computing, artificial intelligence, and big data analytics, are transforming HR processes, driving efficiency, and enabling more informed decision-making. Additionally, the evolving regulatory landscape around labor laws and workplace policies necessitate a higher degree of HR compliance, boosting demand for expert HR services. Furthermore, the growing recognition of the strategic importance of HR in driving business performance and employee engagement is contributing to the market's expansion.

Market Segments: The market can be segmented based on the size of the businesses served - namely, small, medium, and large businesses. While large corporations have traditionally been the main consumers of HR services, there's a growing trend of small to medium-sized enterprises (SMEs) seeking external HR support. This trend can be attributed to the increasing complexity of HR management and the desire among SMEs to focus on their core business operations.

Understanding the specific market dynamics in which we operate is an essential part of our business strategy. For HR Support USA, our initial focus will be on key Florida cities: Fort Lauderdale, Boca Raton, Pompano, and Delray. As a member of the Chamber of Commerce for Fort Lauderdale, Delray, and Boca Raton, we're primed to make a solid impact in these regions, leveraging our memberships to connect with potential clients and contribute to the local business community.

Initial Market Focus - Key Florida Cities

These cities represent a diverse and robust business ecosystem with a mix of small, medium, and large enterprises across various industries. Their vibrant economies, coupled with the proactive support for businesses from local Chambers of Commerce, make them attractive markets for our services.

Fort Lauderdale: Known for its extensive network of entrepreneurs and start-ups, Fort Lauderdale offers a significant opportunity for HR Support USA to establish a strong presence. As members of the Fort Lauderdale Chamber of Commerce, we will leverage networking events, seminars, and business expos to connect with potential clients and understand their specific HR needs.

Boca Raton: Boca Raton is home to numerous small and medium-sized enterprises (SMEs) across a variety of sectors. This diversity provides us with an ample opportunity to showcase our wide range of services. As members of the Boca Raton Chamber of Commerce, we'll take advantage of the opportunities provided by the chamber to connect with local businesses.

Pompano: With its growing business landscape, Pompano presents a significant potential for expansion. We'll prioritize outreach and networking within this city to ensure HR Support USA becomes a recognized name within the local business community.

Delray: Being a member of the Delray Chamber of Commerce provides us with a platform to engage with local businesses and entrepreneurs. We will make the most of this membership to offer our expertise, contribute to the community, and forge lasting relationships with potential clients.

The US HR services market, valued at \$32.6 billion in 2021, is expected to expand to \$76.5 billion by 2031 according to Allied Market Research. Our initial focus on these key Florida cities will position HR Support USA strategically within this booming industry.

Market Segmentation, Demographics, and Competitive Landscape

We have identified the primary market segment for our services as SMEs, which are increasingly recognizing the need for expert HR services. However, our value proposition is not restricted to these enterprises alone. We also offer services adaptable to larger corporations, providing scalability for businesses as they grow.

The customer demographic in these cities primarily consists of business owners, decision-makers, and management executives who value strategic HR management's crucial role. We aim to appeal to this demographic by offering a comprehensive range of services, from recruitment to HR compliance and policy development.

The competitive landscape in these cities is varied, with several HR service providers operating in the area. However, our unique value proposition, expertise, and dedication to delivering customized solutions set us apart from the competition.

Market Risks, Opportunities, and Strategy

Understanding the risks and opportunities in our target markets is key to our business strategy. The main risks include regulatory changes, data security concerns, and maintaining competitive pricing in the face of competition. However, we see these challenges as opportunities to demonstrate our expertise, stay ahead of the industry trends, and consistently deliver value to our clients.

By focusing on these Florida cities, HR Support USA is setting the stage for its successful entry into the US HR services market. Leveraging our Chamber of Commerce memberships, we'll focus on building strong relationships with local businesses, demonstrating our expertise, and delivering outstanding HR services that support businesses' growth and success. This focused approach will be our springboard to a broader market presence in the future.

3.0 Strategy and Implementation

Strategic Partnerships

Our approach towards strategic partnerships aims to create a robust and diverse network of organizations that align with our goals and objectives. We plan to engage with lawyers, CPAs, and other professional service providers who can serve as invaluable resources and referral sources. This mutually beneficial relationship allows us to leverage each other's client base to expand our reach. We will carefully vet each potential partner to ensure that their values and work ethic match ours, to guarantee consistent quality service for our clients.

Aggressive Marketing and Sales

An aggressive marketing and sales strategy is a vital component of our business plan. We will use a combination of methods, such as cold calling and networking, to create a pool of potential clients. Our marketing approach focuses on showcasing our unique value proposition and our team's extensive expertise in the field. This involves building a strong online presence, engaging in direct outreach initiatives, attending industry events and networking functions, and employing targeted advertising campaigns.

Sales Representative Robin Bell-McCoy MBA, PMP, OCM, with her impressive background and significant experience in HR, will lead the charge in attracting new customers. She will leverage her knowledge of contemporary sales methodologies and CRM tools to track, monitor, and deliver exceptional sales results.

Operational Excellence

Operational excellence underpins all our business strategies. Our aim is to provide an unparalleled customer experience through efficient, reliable, and high-quality services. We will consistently review and refine our processes to ensure they are streamlined, effective, and add value to our clients.

Head of Human Resources Consulting Services, Maria F. Perez-Marom, will play a crucial role in delivering and maintaining operational excellence. She will ensure that we attract and retain the best talent, foster a productive work environment, and provide top-tier HR consulting services to our clients. Her wealth of experience in multiple business environments and geographies equips her to effectively manage complex business units and deliver impactful HR strategies.

In conclusion, our strategy relies on strategic partnerships, aggressive marketing and sales, and operational excellence. We believe that by focusing on these three pillars, we can achieve our business objectives and secure a firm position in the market.

4.0 Management and Staff

4.1 Executive Leadership (Background and Qualifications of Investors)

HR Support USA is under the capable leadership of founder and CEO, Cedric Leboeuf, whose extensive experience and proven record of accomplishment add significant value to our organization. Cedric's impressive portfolio includes establishing and expanding a

network of dental clinics in Canada, which resulted in a lucrative exit valued at more than 50 million \$, largely due to his astute HR strategies. His principle, "Happy Employees + Happy Customers = Happy Business," forms the basis of HR Support USA's mission.

In the words of Cedric:

"HR was my secret ingredient in past business achievements. HR Support USA was founded with the aim of assisting other enterprises in realizing their potential through exceptional HR management."

Our management team is made up of seasoned professionals, each providing distinct HR insights and knowledge that contributes greatly to the smooth running of our operations.

The leader of our Human Resources Consulting Services, Maria F. Perez-Marom, serves as our Global Head of People Operations. Maria, with her decade-long HR experience spanning various sectors and continents, offers invaluable wisdom and expertise. Proficient in English and Spanish, Maria is adept at fostering efficient work settings and facilitating the success of employees and businesses alike. As a certified Lominger Voices 360° Coach and Facilitator, she is reputed for enhancing HR services and restructuring talent management systems. Her strong dedication to diversity, equity, inclusion, and belonging is the cornerstone of our corporate culture and the quality of service we provide to our clients.

4.2 Personnel Plan

4.2 Personnel Plan (Year 1 to Year 5)

Year 1		
Position	Number of employees	Annual Salary
Global Head of People Operations	1	\$120,000
Sales Representative	2	\$70,000 each (+3% commission)
HR Consultants	2	\$60,000 each
Inside Sales Representatives	1	\$45,000
Year 2		
Position	Number of employees	Annual Salary
Global Head of People Operations	1	\$126,000
Sales Representative	2	\$73,500 each (+3% commission)
HR Consultants	4	\$63,000 each
Inside Sales Representatives	2	\$47,250 each
Administrative Assistant	1	\$35,000
Year 3		
Position	Number of Employees	Annual Salary
Global Head of People Operations	1	\$132,300
Sales Representative	3	\$77,175 each (+3% commission)
HR Consultants	6	\$66,150 each
Inside Sales Representatives	3	\$49,613 each
Administrative Assistant	2	\$36,750 each
Year 4		
Position	Number of Employees	Annual Salary
Global Head of People Operations	1	\$138,915
Sales Representative	4	\$81,034 each (+3% commission)
HR Consultants	8	\$69,457 each

Inside Sales Representatives	4	\$52,094 each
Administrative Assistant	2	\$38,588 each
Marketing Specialist	1	\$55,000
Year 5		
Position	Number of Employees	Annual Salary
Global Head of People Operations	1	\$145,861
Sales Representative	4	\$85,085 each (+3% commission)
HR Consultants	10	\$72,930 each
Inside Sales Representatives	5	\$54,699 each
Administrative Assistant	2	\$40,517 each
Marketing Specialist	2	\$57,750 each

Our personnel plan aims to balance our operational needs with prudent financial management, ensuring the sustainability and competitiveness of our services. Here's our anticipated staffing plan:

Our hiring strategy prioritizes attracting and retaining experienced professionals who are passionate about delivering high-quality HR services. Through continuous professional development opportunities, competitive remuneration, and a positive work culture, we aim to build a committed and high-performing team.

This personnel plan is formulated to ensure that as we grow, we remain equipped to serve our clients effectively while managing costs, ensuring a positive trajectory for profitability.

5.1 Unit Sales & Profit Summary

Assuming a 20% profit margin and a 20% increase in revenue year over year, our revised unit sales & profit summary would be:

Year	Revenue	Expenses	Profit
Year 1	\$515,000	\$475,000	\$40,000
Year 2	\$575,000	\$485,000	\$90,000
Year 3	\$765,000	\$625,000	\$140,000
Year 4	\$1,015,000	\$845,000	\$170,000
Year 5	\$1,315,000	\$1,110,000	\$205,000

5.2 Profit and Loss Forecast

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$515,000	\$575,000	\$765,000	\$1,015,000	\$1,315,000
Cost of Goods Sold	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
Gross Profit	\$475,000	\$535,000	\$725,000	\$975,000	\$1,275,000
Operating Expenses					
- Payroll	\$425,000	\$447,250	\$566,763	\$727,311	\$944,789
- Marketing	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
- Utilities	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
- Other (Licenses, Insurance, etc.)	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Net Income	\$40,000	\$90,000	\$140,000	\$170,000	\$205,000

5.3 Cash Flow Forecast

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Inflow	\$515,000	\$575,000	\$765,000	\$1,015,000	\$1,315,000
Cash Outflow					
- Payroll	\$425,000	\$447,250	\$566,763	\$727,311	\$944,789
- Marketing	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
- Utilities	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
- Other	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
- Cost of Goods Sold	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
Net Cash Flow	\$40,000	\$90,000	\$140,000	\$170,000	\$205,000

5.4 Balance Sheet Forecast

	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
- Cash	\$220,000	\$310,000	\$450,000	\$620,000	\$825,000
- Accounts Receivable	\$30,000	\$36,000	\$43,200	\$51,840	\$62,208
- Office Equipment	\$50,000	\$45,000	\$40,500	\$36,450	\$32,805
- Software	\$25,000	\$27,500	\$30,250	\$33,275	\$36,603
Total Assets	\$325,000	\$418,500	\$564,950	\$741,565	\$956,616
Liabilities					
- Accounts Payable	\$25,000	\$30,000	\$36,000	\$43,200	\$51,840
- Short-term Loans	\$20,000	\$24,000	\$28,800	\$34,560	\$41,472
- Accrued Expenses	\$25,000	\$30,000	\$36,000	\$43,200	\$51,840
Total Liabilities	\$70,000	\$84,000	\$100,800	\$121,960	\$145,152
Owners' Equity					
- Owner's Investment	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000
- Retained Earnings	\$175,000	\$254,500	\$384,150	\$539,605	\$731,464
Total Owners' Equity	\$255,000	\$334,500	\$464,150	\$619,605	\$811,464