

**Executive Summary:**

HRSupport is a comprehensive human resources consulting company dedicated to providing personalized support and services to small and medium-sized enterprises (SMEs). Our mission is to go above and beyond in discovering, retaining, and nurturing both our employees and clients, delivering a truly enriching and personalized experience that surpasses all expectations. We aim to be the reference in the field of human resources, transforming the lives of entrepreneurs and shaping their organizations through our innovative services. Our unwavering commitment to excellence in human resources sets us as the definitive benchmark in the industry. We value and prioritize mutually beneficial and collaborative actions that elevate our collective team, fostering profitability and long-term success rather than individual gain.

**Company Overview:**

HRSupport is committed to offering a range of services designed to optimize human resources within organizations. We understand the challenges faced by SMEs in attracting, onboarding, and developing talent, as well as managing conflicts, implementing successful succession plans, and navigating complex disciplinary cases. Our expertise lies in providing customized HR solutions that enhance collaboration, productivity, and employee satisfaction. With our originally established home office located in Quebec in Canada, the organization is poised and ready for expansion into the United States. Our second location which serves as the home office for US operations is located in Deerfield Beach, Florida.

**Target Market:**

Our primary target market is small and medium-sized enterprises (SMEs) across various industries. We understand the unique challenges faced by these businesses and tailor our services to meet their specific HR needs. By focusing on SMEs, we aim to establish long-term partnerships and become their trusted HR advisor. Initial geographic target market to be South Florida, with further expansion into the entire state of Florida with eventual plans to grow regionally and then nationally.

**Marketing and Sales:**

We will employ a multi-faceted marketing approach, including online and offline strategies. Our marketing efforts will include a professional website, social media presence, industry events, partnerships with complimentary service providers, and targeted advertising. Additionally, we will leverage referrals and positive client testimonials to build credibility and trust. Our sales team will focus on building relationships, understanding client needs, and offering tailored HR solutions.

**Financial Projections:**

Our financial projections are based on conservative estimates and market research. We anticipate steady growth in revenue over the next three years, driven by an expanding client base and an increase in the demand for our specialized HR services. We will monitor our financial performance closely and adjust our strategies accordingly to ensure profitability and sustainable growth.

**Services:**

- a. Recruitment: Our innovative recruitment service aims to attract and retain top talent for your organization. We employ advanced techniques and strategies to identify and select candidates that align with your company's values and requirements.
- b. Onboarding of new employees: We offer a personalized onboarding service that transforms the transition of new employees into a memorable and engaging experience. By facilitating a smooth integration process, we ensure their successful assimilation within your organization.
- c. Conflict management: Our tailor-made conflict management solutions promote a healthy and positive work environment. We provide strategies to resolve tensions constructively, enhance collaboration, and improve cohesion within teams.
- d. Training and HR Consulting: We strengthen the skills of your teams through personalized HR training and consulting services. Our approach combines expertise, innovation, and pedagogy to develop human potential and optimize organizational performance.
- e. Succession planning: We identify, train, and prepare future leaders within your organization. Our strategic succession planning ensures a smooth transition and secures a bright future for your business.
- f. Disciplinary file support: We provide specialized support in complex and sensitive disciplinary cases. With attention to detail, we guide you towards a professional resolution of these delicate situations.
- g. Job profiles: We design accurate and attractive job profiles that reflect your organizational needs and attract the most suitable talent. Our aim is to ensure an optimal match between positions and candidates.
- h. Change management: Our customized change management strategies turn challenges into growth opportunities. We enable a smooth transition and sustainable alignment of your teams in response to market changes.

**Initial 120 Day Action Plan:****STAGE 1: GATHER INFORMATION**

1. Define offerings and programs - what is our WHY?
2. Identify and define target markets (geography and demographics, B2B profiles)
3. Competitor review - what are they saying & how are they promoting themselves
4. Understand "pain points" that we resolve (to become value proposition statements and content for marketing materials, advertising and promotions)

## STAGE 2: ESTABLISH FOUNDATION & BRANDING

1. Create company mission, vision, core values and value proposition statements
2. Determine best branding strategy (value or fear-based) & creative tone & style
3. Conduct naming research - company and programs (check TMs) - file?
4. Determine and create specific assets to promote program (print, online/digital)
5. Establish scripts to continually improve prospect/client interactions
6. Determine which tools and deliverables will be used and created to communicate with the public and establish a social media calendar with native content
7. Define sales process for promoting the program
8. Identify potential alliances to target for program launch and exchange referrals
9. Collect initial set of customers who are testimonials for launch (focus groups)
10. Do an initial SWOT analysis once foundation is complete to set up for success

## STAGE 3: LAUNCH

1. Formulate media plan of attack and include local news resources (Consider a launch event with ribbon cutting with media, chambers and government representatives)
2. Populate website, social media accounts, SEM/SEO and PPC and Google Adwords (include popular # research) - automate online lead capture
3. Create initial set of creative strategic online posts (social media) plus local advertising to announce new company to target market audiences
4. Create formal Press Release which includes customer quotes/endorsements

## STAGE 4: GROW

1. Identify and approach strategic "low hanging fruit" opportunities as company is introduced via different in-person and online networking events and business organizations/venues
2. Implement automation and efficient use of systems such as CRM to accelerate growth. Consider eNewsletter and new lead funnel tracking for converting
3. Include emotion-based selling techniques in advertising as well as facts & figures
4. Sharpen key messaging with call to actions that would be trackable/measurable (landing pages, drip campaigns, different phone numbers, etc) to determine cost per lead and program success.

### **Conclusion:**

HRSupport is poised to become the go-to HR consulting company for SMEs, offering personalized and innovative services that exceed client expectations. By focusing on finding, retaining, and developing every employee and customer, we will contribute to the success of entrepreneurs and positively transform the world of work. Together, let's propel the professional world to new horizons for a lasting and radiant impact.

### **For more information contact:**

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