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**Business Plan** Australia 2024

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# 1. Executive Summary

OGV Group Australia operates from Perth, strategically located to access the key players in Australia’s energy sector. Perth’s proximity to vital oil, gas, and renewable energy projects gives the business a distinct geographical advantage, allowing it to effectively serve local clients while expanding internationally.

## Business Concept

OGV Group Australia provides a fully integrated marketing and business development platform specifically designed for the energy sector. With a diverse range of services—spanning digital marketing, print publications, event management, and business development—OGV helps energy companies increase visibility, build valuable networks, and drive growth in a competitive marketplace. Drawing from its success in the UK, OGV aims to replicate its proven business model in Australia.

Mission Statement  
To deliver tailored, results-driven marketing and business development solutions to energy sector companies, enabling them to achieve greater visibility, form lasting partnerships, and accelerate sustainable growth in both local and global markets.

Vision Statement  
To become the leading marketing and business development partner for energy sector companies in Australia, known for innovation, excellence, and delivering long-term value that drives both client success and global industry growth.

Product/Service Offering  
OGV Group Australia offers a comprehensive suite of services:

* **Print Publications**: Energy sector-specific publications distributed both digitally and in print.
* **Event Management**: Industry-specific events and expos that connect key players in the energy sector.
* **Business Development & Recruitment Services**: Helping energy companies grow their networks and find top talent.
* **Video Production & Design**: Professional services for creating video marketing campaigns and visual content.
* **Digital Marketing**: Content marketing, social media management, including SEO, and newsletters.

## Objectives

* **Short-Term Goals**:
  + Build a client base of 50 energy companies within the first 12 months.
  + Establish strategic partnerships with major energy sector associations and event organisers in Australia.
  + Achieve 15% market penetration within two years.
* **Long-Term Goals**:
  + Establish OGV as the leading marketing and business development partner for the energy sector in Australia within five years.
  + Expand into the broader Asia-Pacific market by leveraging event management and recruitment services.
  + Develop in-house technology platforms to manage events, client campaigns, and reporting.

## Financial Highlights

* **Projected Revenue**: $5M in year one, increasing to $12M by year three.
* **Profit Margins**: Expected to stabilise at 25% by year three.
* **Funding Requirements**: OGV seeks $1.5M in initial capital to support team expansion, technology investments, and market entry initiatives.

Value Proposition  
OGV Group Australia offers a unique, integrated marketing and business development platform specifically tailored to the energy sector. Unlike competitors who focus on a single channel, OGV provides a comprehensive approach, combining digital, print, and event management into a one-stop solution that enhances visibility, supports business growth, and builds valuable industry connections.

# 2. Business Description

## Industry Background

Australia’s energy sector is valued at over $80 billion, with significant activity in both traditional oil & gas and renewable energy investments. As the world shifts toward sustainable energy, Australian companies face increasing pressure to innovate and adapt. This creates opportunities for firms like OGV Group Australia to help energy companies navigate these challenges by providing marketing and business development solutions tailored to the sector's specific needs.

Business Model  
OGV generates revenue through a combination of:

* **Advertising**: Digital and print advertising in industry-specific publications.
* **Event Subletting**: Revenue from subletting exhibition spaces at energy sector expos.
* **Business Development & Recruitment Services**: Connecting energy companies with top-tier talent and helping firms build strategic partnerships.
* **Subscription Marketing Packages**: Monthly or annual packages for digital marketing services.
* **Custom Marketing Campaigns**: Tailored marketing services for larger enterprises.

OGV’s cost structure includes fixed costs, such as employee salaries and office rent, and variable costs tied to event management, content production, and marketing campaigns.

Company History  
OGV Group Australia was established in 2023 as an extension of OGV Group’s successful UK operations. The decision to enter the Australian market was driven by the sector's growth potential, particularly in renewable energy and LNG. OGV has already established relationships with UK-based energy firms operating in Australia, allowing for a strong market entry.

Legal Structure  
OGV Group Australia operates as a private limited company, offering flexibility in decision-making and limiting liabilities. This legal structure is ideal for securing investments and maintaining control over business strategy while allowing for scalability.

Market Opportunity  
The growing demand for marketing and business development solutions in Australia’s energy sector presents a significant market opportunity. As companies invest in new energy technologies and work to increase visibility in a competitive space, OGV is positioned to meet their needs with an integrated, industry-specific marketing platform.

# 3. Market Analysis

## Target Market

OGV Group Australia’s target market includes energy companies across the supply chain, ranging from startups and SMEs to large multinational corporations. The company also targets UK-based energy firms with operations in Australia. Customer personas include energy sector CEOs, marketing managers, and business development executives, all of whom are focused on increasing visibility and building networks.

Market Needs  
Energy companies require multi-channel marketing strategies to differentiate themselves in a crowded market, especially as they navigate the transition to renewable energy. There is a clear demand for integrated marketing solutions that combine digital, print, and in-person events, enabling companies to strengthen their brand presence, attract new clients, and build valuable partnerships.

Market Size and Growth  
Australia’s energy market is valued at over $80 billion, with projected growth of 6% annually. This growth is driven by investments in renewable energy, alongside sustained activity in traditional oil & gas projects. Marketing services in this sector are expected to grow in parallel, as energy companies increase their focus on visibility and business development in a competitive market.

Competitive Analysis  
OGV Group Australia competes with both generalist marketing agencies and digital marketing firms that offer piecemeal services. Most competitors focus on one area of marketing—either digital or event management—whereas OGV provides an integrated approach that covers the full spectrum of marketing and business development. By offering a comprehensive solution, OGV differentiates itself from local and international competitors.

## SWOT Analysis

* **Strengths**:
  1. Proven success in the UK market with energy sector clients.
  2. Integrated multi-channel service offering that covers digital, print, and events.
  3. Strong partnerships with energy industry stakeholders, both in the UK and Australia.
  4. Ability to offer tailored solutions for small, medium, and large energy companies.
* **Weaknesses**:
  1. Limited brand recognition in the Australian market due to its recent launch.
  2. High upfront costs associated with event management and print production.
  3. Initial dependence on UK-based resources for content and design support.
  4. Need for significant initial marketing investment to build awareness and credibility.
* **Opportunities**:
  1. The rise in renewable energy projects creates demand for targeted marketing services.
  2. Post-COVID recovery of the event industry presents opportunities for rapid growth in event management services.
  3. Expanding partnerships with industry associations to co-host events and increase visibility.
  4. Growth of the LNG sector in Australia and Asia-Pacific provides opportunities to attract multinational clients.
* **Threats**:
  1. Competitive pressure from local digital marketing agencies with established networks.
  2. Economic downturns or market volatility in the energy sector could impact marketing budgets.
  3. Changes in environmental regulations may affect clients’ ability to invest in marketing.
  4. Technological disruption could require constant investment to stay ahead of competitors in digital marketing.

Customer Insights  
Research indicates that energy executives are increasingly looking for marketing partners who can provide measurable ROI and multi-channel visibility. The ability to offer tailored, data-driven campaigns—while also providing networking opportunities through events—is highly valued in the sector.

# 4. Organisation and Management

## Organisational Structure

OGV Group Australia operates with a hierarchical structure led by Emma Davidson, the Managing Director. The organisation includes departments for digital marketing, print production, event management, and sales, supported by a cross-functional team in the UK.

## Management Team

* **Emma Davidson** (Managing Director): Brings extensive experience in leading energy-focused marketing initiatives.
* **UK Media and Design Team**: Supports Australian operations with content creation and design services.
* **Local Sales and Event Teams**: Focus on client acquisition and event management in Australia.

Advisory Board  
OGV’s advisory board consists of industry veterans from the energy and marketing sectors, providing strategic insights and guidance on market expansion and service development.

Human Resources Plan  
OGV plans to hire additional marketing specialists, event planners, and sales executives as it scales operations in Australia. The company will invest in professional development programs to keep its workforce skilled in the latest marketing technologies and industry trends.

Leadership Strategy  
OGV fosters a collaborative leadership approach, promoting innovation, accountability, and client-focused service. Cross-functional collaboration between teams ensures that client needs are met with comprehensive solutions that integrate digital, print, and event management capabilities.

# 5. Products or Services

## Product/Service Description

OGV Group Australia offers an integrated marketing and business development platform, with services that include:

1. **Print Publications**: Energy sector-specific publications distributed digitally and in print, aimed at increasing client visibility.
2. **Event Management**: Industry-specific expos and networking events designed to connect energy companies with key industry players and decision-makers.
3. **Business Development & Recruitment Services**: Providing recruitment solutions and helping companies establish valuable partnerships.
4. **Video Production & Design**: Producing high-quality video content and visual assets to enhance marketing efforts.
5. **Digital Marketing**: Offering SEO, content marketing, social media management, and newsletters to help companies reach their target audience.

Unique Selling Proposition (USP)  
OGV’s USP is its ability to offer a fully integrated marketing solution that combines digital, print, and event-based strategies. By offering a holistic approach, OGV allows clients to manage all aspects of their marketing and business development from a single platform, ensuring consistency and measurable results.

Product Lifecycle  
OGV’s services are continuously refined to stay relevant to evolving industry needs. Updates to digital marketing strategies and event offerings are made regularly, while print publications are revised to reflect the latest industry trends.

Research and Development (R&D)  
OGV invests in R&D to stay ahead of industry trends. This includes developing advanced digital marketing tools, exploring AI-driven content optimisation, and refining event management capabilities to better serve its energy sector clients.

Product/Service Roadmap  
OGV plans to expand its event management services by launching additional energy-focused expos in Australia and the Asia-Pacific region. The roadmap also includes the development of an in-house marketing automation platform to enhance client campaign management.

# 6. Marketing and Sales Strategy

## Marketing Plan

OGV Group Australia will focus on a multi-channel marketing strategy that targets energy sector companies through digital, print, and event-based campaigns. The company will leverage its UK case studies to build credibility in Australia, while also creating targeted campaigns that highlight its unique value proposition of an integrated marketing platform. The plan includes:

1. **Digital Channels**:
   * SEO-optimised content and newsletters aimed at energy sector professionals.
   * Social media campaigns on LinkedIn, Instagram, and energy-specific forums to engage with key decision-makers.
   * Targeted email marketing campaigns to build awareness and drive lead generation.
2. **Print and Publications**:
   * Bi-monthly industry magazines and whitepapers distributed to Australian and global energy sector stakeholders.
   * Featuring thought leadership articles and case studies to showcase OGV’s expertise and build brand authority.
3. **Industry Events**:
   * Sponsorship of and participation in energy sector conferences and expos.
   * Hosting exclusive networking events for energy executives to provide an opportunity to experience OGV’s service offerings firsthand.
4. **Strategic Partnerships**:
   * Collaborations with energy industry associations in Australia and the UK to co-host webinars, conferences, and training sessions.

Sales Strategy  
OGV’s sales team will focus on direct outreach to potential clients, particularly energy companies seeking to expand their visibility and market share. The team will also leverage the company's participation in key industry events to build personal relationships with decision-makers.

Key sales strategies include:

* **Account-based Selling**: Targeting specific high-value energy companies with tailored marketing and business development solutions.
* **Long-Term Contracts**: Offering subscription-based services with the flexibility to customise digital and event marketing packages.
* **Sales Training**: Providing ongoing training to the sales team to ensure they are equipped with industry insights, market trends, and the latest digital marketing tools.

Pricing Strategy  
OGV will adopt a value-based pricing model with tiered packages to cater to small, medium, and large energy firms. Pricing will be competitive compared to standalone marketing agencies, but the value lies in OGV’s integrated approach. Pricing will be based on factors such as:

* Scope of services (digital marketing, print, event management).
* Length of the contract (discounts for long-term engagements).
* Customised campaigns (enterprise clients with tailored needs).

Advertising and Promotion  
OGV’s promotional efforts will include a mix of digital advertising, print media, and participation in key energy sector expos:

* **Digital Advertising**: Paid ads on LinkedIn and other energy-focused platforms.
* **Thought Leadership**: Publishing articles, case studies, and whitepapers in energy sector magazines and online publications.
* **Industry Sponsorships**: Partnering with industry events to increase brand visibility and demonstrate OGV’s expertise.

Customer Acquisition and Retention  
OGV will implement strategies to acquire new clients while retaining existing ones:

* **Acquisition**: Leveraging a strong inbound marketing strategy, networking at industry events, and direct outreach by the sales team.
* **Retention**: Offering high-touch client services, performance reporting, and regular feedback loops to ensure client satisfaction. OGV will also offer loyalty incentives, such as discounted rates for repeat clients or those who refer new customers.

# 7. Operational Plan

## Operational Workflow

OGV Group Australia's day-to-day operations will be centred around managing digital marketing campaigns, producing print media, coordinating industry events, and providing business development support to clients. Each client engagement will start with a detailed strategy session to understand their unique needs, followed by the execution of tailored marketing campaigns and event logistics.

The core operational workflow includes:

1. **Client Onboarding**: Strategy meetings, setting KPIs, and identifying marketing goals.
2. **Campaign Management**: Daily monitoring and optimisation of digital marketing efforts (SEO, social media, email campaigns).
3. **Content Production**: Coordination with the media and design teams to produce print materials and digital content.
4. **Event Management**: Planning and executing industry events, expos, and networking opportunities.
5. **Reporting**: Monthly performance reviews with clients, including detailed metrics on campaign success and ROI.

Location and Facilities  
OGV’s primary office is located in Perth, Western Australia, which provides proximity to energy sector clients and stakeholders. The Perth office is equipped with modern digital marketing tools, CRM systems, and event management software to handle client engagements efficiently. The office also serves as a hub for coordinating events across Australia.

Technology  
OGV will invest in cutting-edge marketing tools and technology to support its operations, including:

* **Marketing Automation**: AI-driven tools to help with campaign management, audience segmentation, and email marketing optimisation.
* **Analytics Platforms**: Tools that provide real-time insights into campaign performance, allowing OGV to adjust strategies as needed.
* **CRM System**: A robust customer relationship management system to track client interactions, manage sales pipelines, and monitor ongoing projects.
* **Event Management Software**: Custom event management platforms to handle registrations, sponsor coordination, and post-event analysis.

Supply Chain Management  
OGV will build relationships with local suppliers for its print publications and event management logistics. These include vendors for printing, event staging, and catering. OGV will prioritise working with environmentally friendly suppliers in line with its commitment to sustainability.

Operational Risks and Mitigations  
OGV has identified several potential risks and mitigation strategies:

* **Economic Downturn**: A downturn in the energy sector could reduce marketing budgets. OGV will mitigate this by diversifying its client base across oil & gas, renewables, and energy services.
* **Supply Chain Disruptions**: Delays in print production or event logistics could impact service delivery. OGV will develop contingency plans by working with multiple vendors.
* **Technological Changes**: Rapid changes in digital marketing technologies could require ongoing investment. OGV will regularly review its tech stack and allocate funds for technology upgrades.
* **Event Cancellations**: Unforeseen events, such as pandemics, could impact OGV’s event management services. OGV will invest in hybrid event platforms that offer both virtual and in-person experiences to mitigate risks.

# 8. Financial Plan

## Startup Costs

The startup costs for OGV Group Australia will total **$750,000**, covering all necessary investments to establish operations in the Australian market. These costs are funded entirely by the OGV UK business, eliminating the need for external investment. The detailed breakdown is as follows:

* **Technology Infrastructure**:
  + **$50,000** for marketing automation tools, customer relationship management (CRM) systems, and analytics platforms. These tools will be critical for managing client relationships, tracking campaign performance, and automating marketing efforts.
* **Team Expansion**:
  + **$300,000** allocated for hiring and training staff, including marketing specialists, event managers, and sales executives. This budget will ensure OGV has the human capital needed to deliver high-quality services to clients in Australia, with an emphasis on energy sector expertise.
* **Marketing and Advertising**:
  + **$60,000** for promotional efforts aimed at building brand awareness and attracting new clients in the Australian market. This will cover digital advertising (e.g., LinkedIn and Google Ads), print ads in industry publications, and sponsorship of key industry events.
* **Office Setup**:
  + **$30,000** for securing a serviced office in Perth, including the necessary equipment and infrastructure to support operations. This will provide OGV Australia with a physical presence and allow for smooth client interactions and team collaboration.
* **Event Management Costs**:
  + **$250,000** allocated for event staging, exhibition spaces, and logistics. This budget covers the costs of hosting industry expos and networking events, which are a core part of OGV’s value proposition to its energy sector clients.
* **Working Capital**:
  + **$60,000** reserved for contingencies and operational flexibility. This will allow OGV to manage unforeseen expenses and ensure smooth operations as the company establishes itself in the Australian market.

**Total Startup Costs**: **$750,000**

Financial Projections  
OGV Group Australia’s financial projections are based on the assumption of rapid client acquisition in the first 12 months, leveraging its UK success and tailored services for the Australian energy sector. Below are the key financial projections:

* **Revenue Projections**:
  + **Year 1**: $5M
  + **Year 2**: $8M
  + **Year 3**: $12M
* **Profit Margins**:
  + Year 1: 20%
  + Year 3: Stabilising at 25%
* **Expense Projections**:
  + **Year 1**: $4M (includes staff salaries, operational costs, and marketing expenses).
  + **Year 2**: $6M
  + **Year 3**: $9M

Break-Even Analysis  
OGV is expected to break even by the **end of year 1** due to strong demand for its services, particularly in event management and digital marketing for the energy sector. Key factors contributing to the break-even timeline include:

* The immediate launch of high-margin services such as event management and recruitment services.
* Steady client acquisition, particularly among energy companies seeking tailored marketing solutions.
* Cost-efficient operations, leveraging the established UK team for content and design support while growing the local team strategically.

Revenue Model  
OGV’s revenue model is based on multiple income streams, allowing for diversification and consistent cash flow:

* **Advertising Sales**: Digital and print advertising in OGV’s industry-specific publications.
* **Event Management Fees**: Revenue generated from subletting exhibition spaces and organising industry expos.
* **Recruitment Services**: Fees for connecting energy companies with top-tier talent through OGV’s business development and recruitment platform.
* **Subscription-Based Marketing Packages**: Monthly or annual packages for digital marketing services, with tiered pricing to cater to companies of varying sizes.
* **Custom Campaigns**: Tailored marketing and event management campaigns for large enterprises seeking specific outcomes and strategic partnerships.

Exit Strategy  
While there is no immediate need for external investment, OGV may explore acquisition opportunities by larger marketing or event management firms as it grows. Alternatively, strategic partnerships with energy sector consultancies or global marketing firms could lead to a partial or full buyout. OGV could also pursue an initial public offering (IPO) after achieving significant market share and establishing itself as a leader in energy sector marketing

## Summary of the Financial Plan

OGV Group Australia's financial plan is designed to ensure sustainable growth and rapid market penetration in the Australian energy sector. By securing $750,000 in startup funding from the UK parent company, OGV will be able to invest in key areas such as technology infrastructure, team expansion, marketing, and event management without the need for external capital. The focus on building a profitable revenue model, combined with the company's established track record in the UK, positions OGV for long-term success in Australia.

# 9. Appendix

The appendix provides supplementary information that supports the overall business plan, offering insights into the management team, relevant legal documents, product imagery, and additional market research data that further validate OGV Group Australia's strategy and financial projections.

Resumes  
Detailed resumes of key members of the OGV Group Australia team, highlighting their relevant experience in the energy sector, marketing, event management, and business development. This includes:

* **Emma Davidson (Managing Director)**: A marketing veteran with over 15 years of experience in the energy sector. Emma has led OGV Group’s international expansion efforts, with a strong track record of building successful marketing campaigns and establishing strategic partnerships.
* **UK Media and Design Team**: A team of experienced content creators and designers who will support OGV Australia’s operations by providing high-quality, industry-specific content. This team has already been instrumental in OGV’s UK success and will continue to assist in the Australian market.
* **Local Sales and Event Teams**: Profiles of the Australian-based sales and event teams, who bring expertise in managing client relationships, organising industry events, and driving customer acquisition within the energy sector.

Legal Documents  
The following legal documents are included to support the formal structure of the business and its operations in Australia:

* **Incorporation Papers**: Documentation outlining the legal status of OGV Group Australia as a private limited company.
* **Partnership Agreements**: Agreements with UK-based and Australian energy sector associations and event organisers.
* **Service Contracts**: Standard service agreements used for client engagements, outlining the terms of service for digital marketing, event management, and business development offerings.

Product Pictures  
High-quality images of OGV’s key products and services, showcasing:

* OGV’s energy sector-specific print publications, both in digital and print formats.
* Event management services, including images from OGV’s UK-based expos and networking events, which serve as examples of the types of events OGV Australia will organise.
* Video production and design services, demonstrating past client projects and case studies from the UK market.

Additional Information  
This section includes supplementary data and research relevant to the business plan:

* **Australian Energy Market Research**: Reports detailing the current and projected growth of Australia’s energy sector, focusing on renewable energy investments, LNG projects, and traditional oil & gas. This research supports the market analysis and growth projections outlined earlier in the business plan.
* **Case Studies**: Case studies from OGV’s UK operations, showcasing the measurable success of marketing campaigns, event management efforts, and business development initiatives for energy sector clients. These case studies demonstrate OGV’s ability to deliver significant ROI for its clients and provide a solid foundation for the company’s entry into the Australian market.

Market Research Data  
Key findings from recent surveys and industry reports, supporting OGV’s decision to enter the Australian market and highlighting the demand for integrated marketing services:

* **Energy Sector Growth Projections**: Data showing a projected 6% annual growth rate in Australia’s energy sector, driven by renewable energy projects and sustained activity in the oil & gas sector.
* **Marketing Spend in the Energy Sector**: Insights into how companies in the energy sector are allocating marketing budgets, with an increasing focus on digital marketing and event-driven business development.
* **Industry Needs**: Research indicating that energy companies are looking for marketing partners who can offer multi-channel visibility, measurable ROI, and strong industry connections.