

The Green Team

Business Plan

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Executive Summary

Objectives

Although the objective in the typical business venture is to obtain the highest possible ROI for the shareholders, as an extremely ecologically conscious group our main objective is to improve the lives of those who currently live on the planet, as well as the generations that will succeed us. These overarching objectives will be supporting by our underpinning objectives of: great service, great response times, and great foresight.

Mission:

Our mission is as simple as it is audacious; we seek to eventually become one of the foremost ecological consulting firms, eventually becoming a part of the greater global discourse on ecology the protection of the environment.

Key to Success

Great service, the first in the triad of greats, is the idea that as consultants, we treat every customer with a great respect for their heritage and process. In doing so, we hope that customers feel valued and that their experience with us is valuable and that they work with people who cared about helping their business, rather than projecting a sense of superiority, which can be an unfortunate hallmark of many in the consulting industry.

The second sub goal is the “great response times” goal. This means responding to inquiries, making necessary travels in a timely fashion. In the increasingly warmed world, we are fast approaching a situation where we may cause major damage to our environment, such that some areas in our world may cease to be livable any longer. As such, we need to work quickly to meet with and help put each client on the road to being either ecologically sustainable or even carbon neutral. In addition, this will further bolster our reputation as being very customer service oriented.

The final “great” is great foresight. In the modern era of an increasing ecologically conscious consumer base and of Global Warming, businesses can no longer afford to ignore their environmental impacts. In the coming years, Federal and State regulatory bodies will be enforcing ever more stringent laws concerning the production of carbon dioxide, hazardous waste, and other dangerous by-products of the current business paradigm. Similarly, consumers are beginning to express a preference for ecological sound products. Our team will be there to help any business navigate these fast changing times.

Company Summary

Company Ownership

In the current paradigm, the ownership model will be a Limited Liability Corporation. This solution is mindful of the fact that we are working in such a sensitive situation, that may open us up to lawsuits from a variety of groups, and it is important that we take steps to protect ourselves.

Company History or Start-Up Plan

This company is a startup. As such, we are currently limiting operations to our direct area of expertise, ecologically friendly computing and business office operations. Currently we are seeking funding to broaden

our areas of consulting into manufacturing and construction processes, and eventually recycling and waste management.

Company Locations and Facilities

Currently, the location of our company is in Denton, Texas, as we are currently students at the University of North Texas. However, we are beginning a search for office facilities in Dallas, Texas, one of the major cities in the United States and an area with many tech-based and tech-oriented companies that are our current specialty.

Services

Service Description

Our team which will eventually include, ecological analysts, climatologists, project managers, and environmental lawyers will be dispatched to review operations for a business and will create a report that determines what a business does well (ecologically speaking), and what it does poorly, while also conducting interviews to determine how aware of the ecological impact of the business the employees and managers are aware of. The team will then create an action plan to target key areas in the business process that have become particularly troublesome.

Competitive Description

Although this is a growing area, we are entering the market at a good time as, unlike nearly every other consulting field, there is currently no overwhelmingly dominant firm. The field is still a very open one.

Sales Literature

In the modern era of an increasing ecologically conscious consumer base and of Global Warming, businesses can no longer afford to ignore their environmental impacts. In the coming years, Federal and State regulatory bodies will be enforcing ever more stringent laws concerning the production of carbon dioxide, hazardous waste, and other dangerous by-products of the current business paradigm. Similarly, consumers are beginning to express a preference for ecological sound products. Many businesses have not adequately prepared themselves for this coming reality and are in danger of incurring fines and boycotts that will threaten or decrease profitability. Other businesses pride themselves on their ecologically friendly practices and in many cases receive boost in brand value and consumer's good will, but are struggling to maintain their principals while expanding operations. Whichever mindset a business finds itself confronted with, Green Team Consulting Group is ready to help. Our team of ecological analysts, climatologists, project managers, and environmental lawyers will be dispatched to review operations for a business and will create a report that determines what a business does well (ecologically speaking), and what it does poorly, while also conducting interviews to determine how aware of the ecological impact of the business the employees and managers are aware of. The team will then create an action plan to target key areas in the business process that have become particularly troublesome. Businesses seeking to become compliant will likely cost more as it will be more difficult and oftentimes a much longer term process. Businesses seeking to improve on their current successes will often be charged less, because, compliant businesses receiving our services will often require less time and effort.

Sourcing

As we are a consulting firm, the only sources we will need are own labor. The expertise in the various fields will be from our employees and our technological infrastructure (including the website) will be built by the three founders.

Technology

This business will be very heavily tech oriented. In observance with our ecologically standards, as far as is possible, we will leverage technology to reduce our carbon footprint. Using video conferencing and collaborative document software, as well as more time honored conventions, such as email, we will attempt to minimize both travel and paper usage. Our tech-based approach puts us in a good position to grow and to interact with customers in a very robust way, that keeps in mind our principals of ecological friendliness.

Future Products

We are seeking funding to broaden our areas of consulting into manufacturing and construction processes, and eventually recycling and waste management. While our early focus on energy consumption will be greatly helpful to the world, we eventually seek to help design a more balanced world that we will leave to the future generations.

Market Analysis

Market Segmentation

In the business world, the act of segmenting the market is very beneficial to the success of any business. A company needs to know the who, what, when, where, why and how for market segmentation.

Target Market Segment Strategy

Market Needs

As our primary need is to help the world become a better place for all while working with our customers, we need a strong market so that everything that is envisioned can be made a reality. The flow of the market will determine our progress to a degree. An example of this would be if a recession hits. If one were to hit then customers will not be willing to spend as much on important issues as they were before it hit.

Market Trends

As our company evolves, so shall our marketing trends. Trends are things that change with the course of time and because of such we shall always do our best at keeping up with the best way to effectively and efficiently help our customers.

Market Growth

Market growth is going to be vital. In order for us to grow as a company, the market needs to grow also. The market we will deal with will consist of businesses that are willing and wanting to pursue a more environmentally friendly future. If that group were to shrink, than so shall the company.

Industry Analysis

Industry Participants

There is a need for many people to participate in this world. Our company is devoted to helping make this world a better place and allowing businesses to do their thing while also being correct in doing so. We ask that you, the people, will help us make this statement a reality.

Distribution Patterns

Each of our service will be done directly with the customer themselves. This means that if a company hires us for service and help in another state, then we are going to another state. Starting off we would like to keep things as close to home base here in Texas as possible, but with time we would like to expand our borders. We'll find a way to get to them.

Factors of Competition

There will be competition for this company. Every new company will have some sort of competition when they first start out nowadays. With that being said we want to do our best in helping the customers and the world. If we can benefit from friendly competition, then so be it. That only makes both companies grow.

Main Competitors

If once we get created and find out that there is already a large company doing a similar thing, then they would probably be our main competitor. This would encourage us to try even harder in what we do and we hope that the larger company will do the same.

Strategy and Implementation

Strategy Pyramids

A strategy pyramid is tool businesses can use to achieve their strategic goals. Our main goal is to have our website reach out and be available to word, to improve the lives of those who currently live on the planet as stated in our objectives. At the bottom of the pyramid, we have our content. With content, we intend on creating content that's not only unique, but also interesting for those who browse the web. Above content is search engine optimization, we want recurring and new visitors to be able to reach our website easily. Lastly, above content is the usability of our website. Our strategy for usability is to create a website that's easy for users to use. The next level above usability is search engine optimization.

Value Proposition

Our team will find areas within a business that are operating poorly ecologically. The value this brings to the company is being "green". Due to becoming a more "green company", the business in question gains a better public relation and avoids both Federal and State regulatory laws. Being in compliance with these laws will save the company money, and inspire other companies to go "green" if we are successful.

Competitive Edge

We offer a service that is unique to the market currently. As stated in our competitive description, we are entering the market at a good time, with no other overwhelmingly dominant firm. Our website also offers unique content, and an easy to search and usable website.

Marketing Strategy

Positioning Statement

We want our website and services to reach out to ecologically conscious groups in general. Although, we welcome business with companies who strictly seek to avoid laws placed by the Federal and State government. For both ecologically conscious people and businesses, The Green Team will reduce our carbon footprint on the world. Our "green" consulting promises to eliminate Global Warming.

Pricing Strategy

As stated earlier, our mission is help reduce our carbon footprint, and leave the world in a better shape than it was before, so making a profit is the least of our worries or objective. To implement an effective pricing strategy that reflects our mission and objectives, we will work with a fixed pricing structure. This structure will be based on estimates of both fees and hourly wages.

Promotion Strategy

To promote the services that we offer, we will use advertising and public relations. In regard to advertising, we use social media as our main driver of pulling new customers in, retaining old and current customers. With social media, we will have a method that is easy to reach out and persuade potential customers. Another benefit of using social media is it has virtually no cost. If we do not pull enough customers, we will result in using paid advertising on certain websites that relate to our cause.

Marketing Programs

For our marketing program we will create a way to prospect for new customers, retain those existing customers, and reconnect with old customers. To effectively utilize this program, we will have to know our product, price, placement, promotion, and people.

Sales Strategy

Sales Forecast

We see a slow start in making actual sales after our business officially starts up. We predict that we will double the amount of customers after 6 months. We rely on that our quality of service will speak for itself and give us a great reputation. This reputation will lead our team's information being passed on to other companies, thereby giving us more customers to work with.

Sales Programs

As stated above, we expect to have double the amount of customers after 6 months. To do this, we have created our website to reach out more to customers. This website is built to direct sales and enhance customer service.

Milestones

Currently, our milestones are laid out on a daily basis in our Microsoft Project file. These milestones will help lead us in the right direction, and stay on track. The milestones range from how we plan to build the

website, building a prototype, to deploying the actual website. We will add more milestones as we approach later points in our business.

Management Summary

Organizational Structure

The Green Team was started by Daniel Ridge; who's vision is to leave the world in a better place when he's gone. Daniel hold a Bachelor's in Business Computer Information Systems from the University of North Texas. He has worked for several years doing web development, consulting, and management. In his years of doing consulting, he met Jonathan Perry and Keith Trice who both hold a degree in an Information Technology related field. Inspired by Daniel's message, both Jonathan and Keith now both work directly under Daniel. Currently, Jonathan is in charge of database development and design, and also marketing analysis. Keith currently is in charge of maintaining the website, and is in charge of sales.

Management Team

Daniel Ridge is currently the head manager at The Green Team. As stated before, Daniel has served a total of 10 years in various management positions. His vast experience will lead The Green Team in the right direction. Daniel's responsibilities include managing the staff, developing a marketing strategy, and performing other managerial duties.

Management Team Gaps

Currently, there are no gaps within the management team.

Personnel Plan

We plan on keeping salary between Daniel, Jonathan, and Keith the same for now and for the future. Each of us have agreed on about \$60,000 a year, enough to keep us going financially. Keeping the environment in good shape will pay for itself over time.

Financial Plan

Important Assumptions

As a new company there will be several assumptions as we develop. On the financial side of this there are ones such as people assuming that our company exists for money. That would be wrong. We want to hear all of the assumptions that people think of us. This will only help us grow.

Key Financial Indicators

We will heavily be watching any and all of our finances. The last thing that we want is for our company's money to go to waste in the wrong areas or be lost. We shall look at how the market is behaving along with its people. Paying attention to your surroundings is very important to survival and as a new company we will do just that. We will listen, watch and act accordingly.

Break-even Analysis

At the end of our company we will say that we broke even if we were able to make a significant better difference for our customers and the world. If we are able to breakeven at the end of the year then our mission was a success.

Projected Profit and Loss

We expect this company to take off because we believe that there is a need for it in our world. Businesses are in need of economical help and we are willing to do just that. We do expect a profit at the start of the company, but we are aware that most businesses are at a loss for the first few years of their life as they are getting established.

Projected Cash Flow

Once the company gets up and running we will fully post our projected cash flow. Until then there will be a preliminary one that will be shown soon. We do not plan to operate any different from a regular company; that means that we will use all money correctly and where it is needed the most.

Projected Balance Sheet

Our balance sheet will be created once we actually start dealing with customers and operations are moving forward. Until then our balance sheet is empty. A projected balance sheet will be coming soon so that you may get a better understanding of how money will be used.

Business Ratios

Our business ratio will be posted once we start operations. Until then we ask of you to fully believe in us and what we do. As this is a startup everything will take some time to become fully available. Please be patient with us as we have every intention to repay what we borrow or use.

Long-Term Plan

In short, our company's business plan is to break even in the end. We are not doing this for the money. We are doing this for a better tomorrow for everyone. That is our long-term financial plan.