

Ruff Management Inc. Business Plan

Written by: [Tyler Ruff](#)

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Executive summary

The Ruff Management Inc venture is a unique opportunity for any investor to secure ownership of equity that has significant potential for growth in the next five years. The company is being formed to manage the management and operations planning for Blazed Labs LLC and RTM Transportation LLC. However, Ruff Management inc. will also add future businesses to their managed roster.

Company description

The company is at a very advantageous position to benefit from the engineering and development of its CEO, Tyler Ruff, who is himself a contributor to the Open Source community. Ruff Management Inc. will also leverage Open Source software, as one of its managed companies is a software development company (Blazed Labs LLC). In addition to software, Blazed Labs also specializes in publishing and telecommunications, which further increase the competitiveness advantage of its partnership with Ruff Management.

The second managed company is RTM Transportation LLC, which specializes in logistics shippings as well as customer transportation. The competitive advantage provided by partnering with a logistics company is tremendous. All members of either organization are passionate about their line of work and own a significant amount of their business.

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Market analysis

The market is currently in the midst of a recession, which provides a unique opportunity to “buy the dip” in terms of market-share. Thus, Ruff Management Inc. will take the opportunity to bring products and services to market. The company will maintain an agile profile to maximize investor security. Agility will not, however, come at the expense of quality of service.

Organization and management

Ruff Management Inc. will be formed as a C-CORP with the state of New Jersey. Tyler Ruff will be appointed as CEO of Ruff Management Inc. Robert Ruff will be appointed as the CFO of Ruff Management Inc. Matthew Ruff will be appointed as the COO of Ruff Management Inc. The company will manage and oversee the operations of its subsidiaries (Blazed Labs LLC and RTM Transportation LLC). The Ruff Management company will also publish financial statements and executive reports to ensure transparency between ourselves and the customer/investor.

To finish the 2022 year, the company will hold an IPO to sell off its 4,000 out of its total of 10,000 shares, this will intend to raise capital for the corporate offices, startup inventory, marketing, wages, and utilities.

Service or product line

The service offered by the company will be management and governance. Each subsidiary will receive a host of infrastructure allotments, along with its equity represented in the virtual Blazed World. Each company will have to abide by reporting requirements as set forth by the investor relations specs.

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Company stocks will be used to raise equity for business ventures, which must be approved by the company board of representatives and announced formally as a project.

Marketing and sales

The first campaign will be the “Coming to Market” marketing campaign, which includes initial corporate filings and IPO for stock equity. During this initial campaign, the company will also work to organize and optimize the business plans of its subsidiaries. This first campaign will last six months, ending at the end of January and beginning of February.

Sales initiatives will be outlined by managed companies, at the request of the Ruff Management company. Sales goals for the Ruff Management company will center around revenue goals.

Funding request

To limit liability, funding will only be sourced when needed. Funding must not be over-sourced. Funding will not be needed to come to market, as the current shareholders will cover the initial principal investments.

As funding need is identified, it will accrue until reaching a “critical point”, at which point a funding event will aim to raise the necessary funding.

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Financial projections

Statements for managed companies (Blazed Labs LLC and RTM Transportation LLC) have been included. The projected revenue for the Ruff Management Inc. company for the first year is less than 10 thousand dollars. We will work to double that revenue by the second year, and double that (forty thousand dollars) by the third year.

Appendix

Fig 1. Proposed Startup Expense Budget

| Num | Expense Type | Amount |
|-----|------------------------|--------------------|
| 1 | Offices | \$3.8mil |
| 2 | Inventory | \$12k |
| 3 | Marketing | \$1k |
| 4 | Wages (3-10 employees) | 180k-600k |
| 5 | Utillity | <i>Variable</i> |
| 6 | Insurance | \$1k annually |
| | Total | \$4 million |

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Fig 2. Startup Inventory

- 6 Workspaces
- 6-10 Jobs

| Num | Item | QTY | Unit Price | Total Price |
|-----|-----------------------------------|-----|------------|-------------|
| 1 | Dell OptiPlex 9010 i7 | 3 | \$298.98 | \$896.94 |
| 2 | Cisco CP-7970G Charcoal IP Phone | 10 | \$50.97 | \$509.70 |
| 3 | Dell PowerEdge R320 1TB/4GB | 2 | \$205.95 | \$411.90 |
| 4 | HP ProLiant DL360p 146GB/8GB | 2 | \$229.96 | \$459.92 |
| 5 | NavePoint 42U Server Rack Cabinet | 1 | \$1,481.07 | \$1,481.07 |
| 6 | Netgear JFS524 24-Port Switch | 2 | \$40.95 | \$81.90 |
| 7 | Cisco 2921 3-Port Router | 1 | \$59.50 | \$59.50 |
| 8 | Lenovo ThinkStation E31 i7 | 1 | \$196.98 | \$196.98 |
| 9 | HP EliteDisplay E233 23" Monitor | 6 | \$169.99 | \$1,019.94 |
| 10 | Dell Precision 3431 i7 | 2 | \$496.98 | \$993.96 |
| 11 | Dell Sonicwall TZ300 VPN Firewall | 1 | \$181.97 | \$181.97 |
| 12 | Cisco SF100D-05 (5-Port) Switch | 3 | \$15.00 | \$45.00 |
| 13 | Two Person Computer Desk | 1 | \$195.99 | \$195.99 |
| 14 | Enprise L-Shaped Desk | 2 | \$157.99 | \$315.98 |
| 15 | Unikito L-Shaped Desk | 1 | \$199.99 | \$199.99 |
| 16 | Furmax Office Chair (Set of 2) | 3 | \$109.99 | \$329.97 |

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|----|-------------------------------------|----|----------|--------------------|
| 17 | Tecware Phantom Mech Keyboard | 10 | \$45.99 | \$459.90 |
| 18 | Galactic Wireless Mouse (Custom) | 25 | \$25.99 | \$649.75 |
| 19 | Antimicrobial Mouse Pad (Custom) | 50 | \$13.81 | \$690.50 |
| 20 | Carhartt Workwear Pocket Uniform | 10 | \$38.51 | \$385.10 |
| 21 | Plastic Signs (Custom) | 5 | \$16.00 | \$80.00 |
| 22 | Restroom Signs | 2 | \$22.88 | \$45.76 |
| 23 | Jetson Flash Drive 4GB (Custom) | 50 | \$10.36 | \$518.00 |
| 24 | Lorell Steel File Cabinet 2-Drawer | 2 | \$96.44 | \$192.88 |
| 25 | Brother PT-E110 Labeling Tool | 1 | \$51.49 | \$51.49 |
| 26 | Devoko Office Guest Desk Chair | 6 | \$109.99 | \$659.94 |
| 27 | Luxor LP42-B AV Cart (3-Shelf) | 1 | \$95.97 | \$95.97 |
| 28 | Rubbermaid Commercial Wet Floor | 3 | \$45.99 | \$137.97 |
| 29 | Marshal Classic Container (Waste) | 2 | \$261.06 | \$522.12 |
| 30 | ComplyRight Labor Law Poster Kit | 1 | \$82.99 | \$82.99 |
| 31 | Monster Power Strip Surge Protector | 3 | \$74.99 | \$224.97 |
| 32 | Furinno Simplistic Study Table | 2 | \$35.27 | \$70.54 |
| | Total | | | \$11,863.49 |

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Fig 3. Utilities Overview

| Num | Utility Type | Estimated Cost |
|-----|--------------|----------------|
| 1 | Internet | \$150/monthly |
| | | |

Fig 4. Financial Statements

- 2022 Balance Sheet
 - 2022 Income Statement
 - 2022 Cash Flow Statement
 - 2022 Change(s) in Equity
 - 2022 Notes to Financial Statements
 - [View Financial Statements](#)
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