**EDCAR PRODUCTIONS (PVT) LIMITED**

**BUSINESS PLAN**

# EXECUTIVE SUMMARY

Provide Executive Summary

## MISSION STATEMENT

Providing affordably professional service

Keeping your property leased and occupied

Giving clients value for money

## KEYS TO SUCCESS

1. Key One Explanation
2. Key Two Explanation
3. Key Three Explanation

## Key Four Explanation

# COMPANY OVERVIEW

Provide Company Overview

# PRODUCTS / SERVICES

Summarize Business Offerings / Output:

Our services range from land acquisition, development to property management.

With our media department we offer constant update in print, image and video if needed. Out advertising team produces excellent work that attracts

We offer transportation services inbound and outbound.

We do periodical inspection for all properties under our management to ensure the image and standard of the property in maintained. Breakages will be reported to the owner with repair or replace recommendations.

Before any transactions are made to acquire land or property we do background checks on the property to ensure that the seller is the legal owner and that all paperwork is in order, no credits re attached to the property or legal issues pending. This is done by our lawyer.

## IV COST OF REAL ESTATE MANAGEMENT

We charge 12 % of the rental cost of the property for our services.

# MARKETING STRATEGY

Advertise on all social media platforms,

Approach prospective clients in all sectors.

Find land and property for development.

Print t-shirts and banners, etc

Sponsor community activities.

Be partners with businesses in other sectors

## MARKET SEGMENTATION

Marketing Segmentation Overview

## MARKET TARGETING

* + 1. Target Market One: Property Owners
    2. Target Market Two: Property seekers
    3. Target Market Three: Land seekers
    4. Target Market Four: Contractors
    5. Diaspora landlords, land seekers etc

# TEAM

Overview of Management and Staffing Structure and Efforts Employed to Build Out

## HEADCOUNT

# IMPLEMENTATION EXPENSE

One-Time Expenses, Fixed Assets, Etc.

## ASSET PURCHASES

# FINANCIAL PROJECTIONS

## PERFORMANCE MEASURES

## INCOME STATEMENTS

## BALANCE SHEETS

## CASH-FLOW STATEMENT

## PERFORMANCE MEASURES

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