



# GENERAL SERVICES MARKETING PLAN

*Investor Opportunity*



## OUR BIG IDEA

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet eu mi quis lacinia. Ut fermentum a magna ut eleifend. Integer convallis suscipit ante eu varius. Morbi a purus dolor. Suspendisse sit amet ipsum finibus justo viverra blandit.*



# INDUSTRY OUTLOOK

**10**

*Lorem  
ipsum dolor  
sit amet*

**\$30M**

*Lorem  
ipsum dolor  
sit amet*

**85%**

*Lorem  
ipsum dolor  
sit amet*

**\$200,000**

*Lorem  
ipsum dolor  
sit amet*

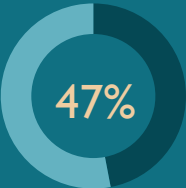
**10%**

*Lorem  
ipsum dolor  
sit amet*

**SUCCESS**

# THE MARKET: Lorem ipsum dolor sit amet

Lorem ipsum dolor



Customer 1

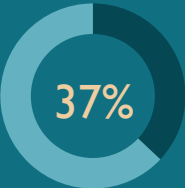


Customer 2

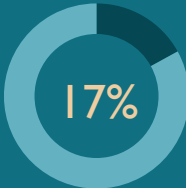


Customer 3

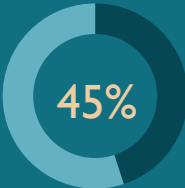
Lorem ipsum dolor



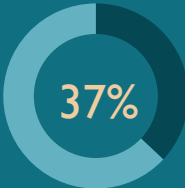
Customer 4



Customer 5



Customer 6



Customer 7

| CUSTOMERS  | GROWTH | YR1     | YR2     | YR3     |
|------------|--------|---------|---------|---------|
| Customer 1 | 2%     | \$15000 | \$15300 | \$15606 |
| Customer 2 | 5%     | \$25000 | \$26250 | \$27563 |
| Customer 3 | 5%     | \$20000 | \$21000 | \$22050 |
| Customer 4 | 1%     | \$5000  | \$5050  | \$5101  |
| Customer 5 | 1%     | \$5000  | \$5050  | \$5101  |
| TOTAL      | 2.8%   | \$70000 | \$72650 | \$75420 |

## SERVICES WE OFFER

- ✓ Lorem ipsum dolor
- ✓ Lorem ipsum dolor
- ✓ Lorem ipsum dolor







## OUR SPECIALIZED OFFERINGS

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- ✓ Lorem ipsum dolor sit amet, consectetur
- ✓ Etiam aliquet eu mi quis lacinia
- ✓ Suspendisse sit amet ipsum finibus justo

# BUSINESS MODEL

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## General Services

- *Lorem ipsum dolor sit amet, consectetur adipiscing elit.*
- *Etiam aliquet eu mi quis lacinia.*
- *Ut fermentum a magna ut eleifend.*
- *Integer convallis suscipit ante eu varius. Morbi a purus dolor.*

## Cultivate Referral Sources

- *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet eu mi quis lacinia.*
- *Ut fermentum a magna ut eleifend. Integer convallis suscipit ante eu varius. Morbi a purus dolor. Suspendisse sit amet ipsum finibus justo viverra blandit.*
- *Ut congue quis tortor eget sodales. Nulla a erat eget nunc hendrerit ultrices eu.*

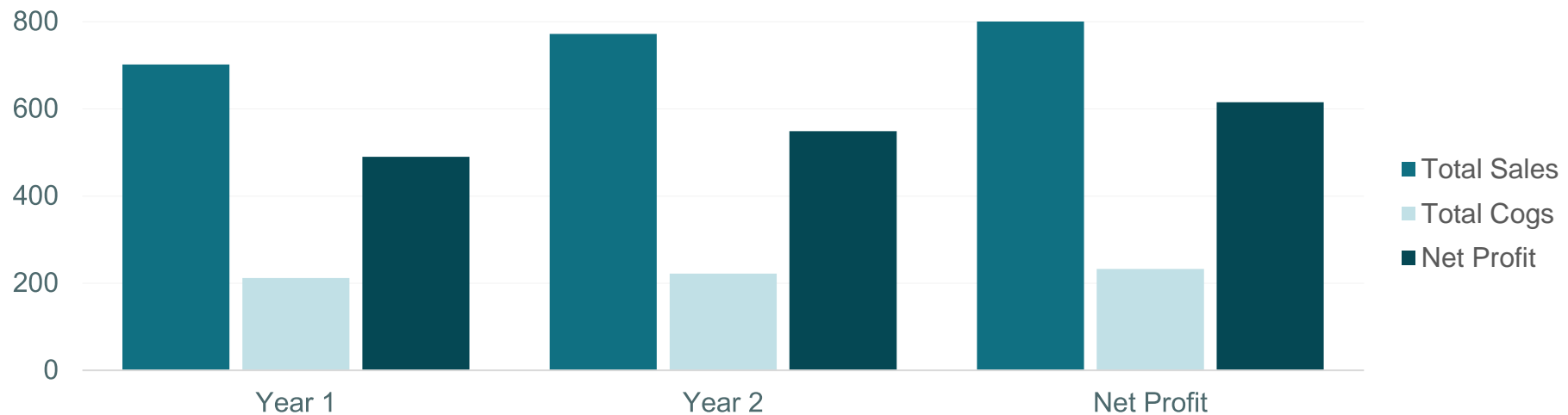
## Become an Expert

- *Lorem ipsum dolor sit amet, consectetur adipiscing elit.*
- *Etiam aliquet eu mi quis lacinia.*
- *Ut fermentum a magna ut eleifend.*
- *Integer convallis suscipit ante eu varius. Morbi a purus dolor.*

# SALES FORECAST

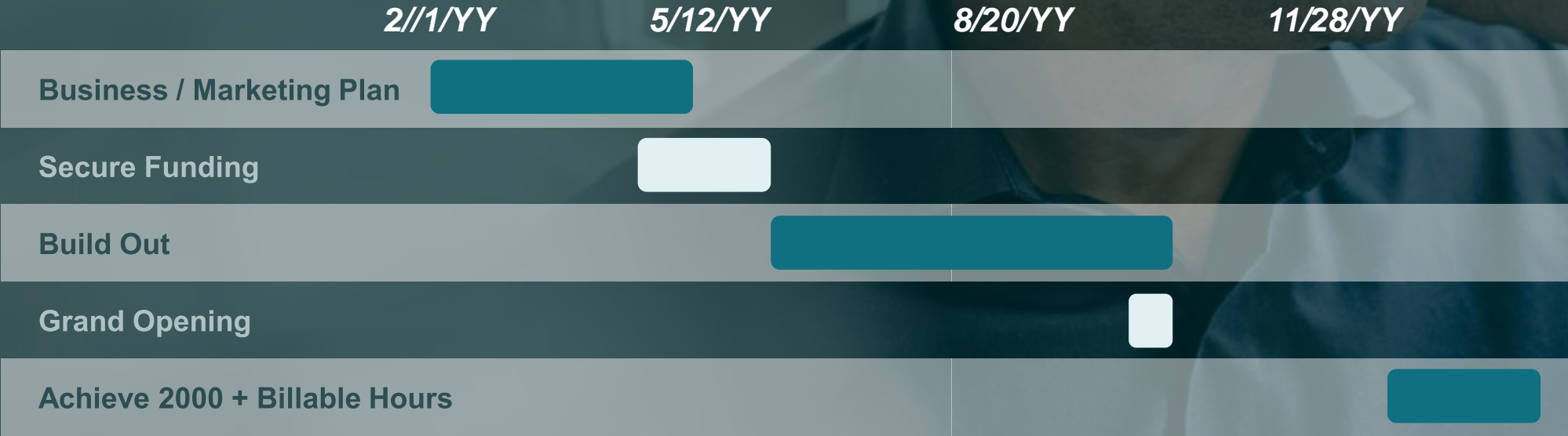
| 3 YEAR SALES SUMMARY | YR1       | YR2       | YR3       |
|----------------------|-----------|-----------|-----------|
| Total Sales          | \$702,000 | \$400,000 | \$500,000 |
| Total Cogs           | \$212,000 | \$222,600 | \$233,730 |
| NET PROFIT           | \$490,000 | \$549,600 | \$615,690 |

## Annual Income & Gross Profit





# KEY TIMELINE GOAL



# THE TEAM

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August Bergquist  
*Manager*



Victoria Lindqvist  
*Owner*



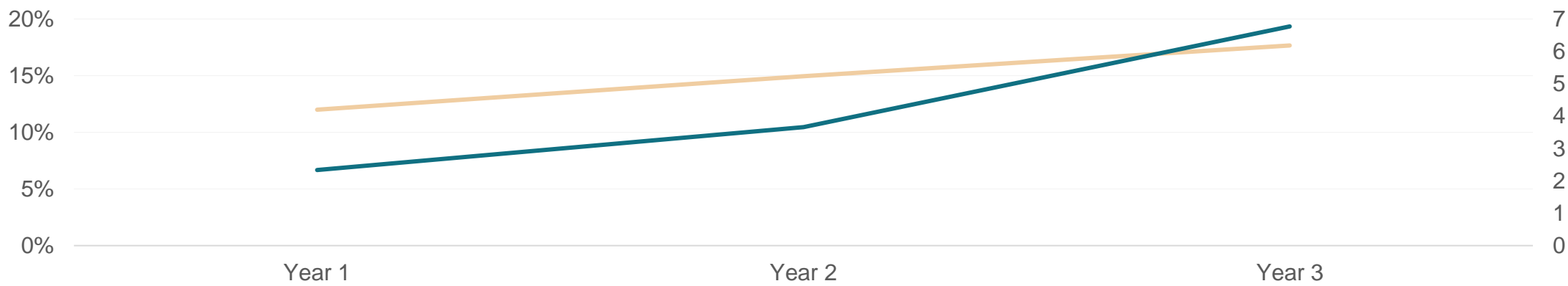
Allan Matson  
*Key employee*

# BUSINESS RATIOS

| FINANCIAL RATIOS      | YR1    | YR2    | YR3    |
|-----------------------|--------|--------|--------|
| Profit Margin         | 12.07% | 14.95% | 17.66% |
| Assets to Liabilities | 2.83   | 4.24   | 7.44   |
| Equity to Liabilities | 1.83   | 3.24   | 6.44   |
| Assets to Equity      | 1.55   | 1.31   | 1.16   |

| LIQUIDITY RATIOS | YR1  | YR2  | YR3  |
|------------------|------|------|------|
| ACID Test        | 2.34 | 3.66 | 6.67 |
| Cash to Assets   | 0.83 | 0.86 | 0.90 |

## Success Ratios





# MAJOR COMPETITORS



## Heading 1

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet eu mi quis lacinia. Ut fermentum a magna ut eleifend.*



## Heading 2

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet eu mi quis lacinia. Ut fermentum a magna ut eleifend. Integer convallis suscipit ante eu varius. Morbi a purus dolor.*



## Heading 3

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet eu mi quis lacinia. Ut fermentum a magna ut eleifend. Integer convallis suscipit ante eu varius. Morbi a purus dolor.*

# REQUIRED FUNDING

*OTHER INVESTMENT*  
**\$55,000 - 21%**

*DEBT INVESTOR*  
**\$100,000 - 39%**

*BANK*  
**\$50,000 - 20%**

*OWNER EQUITY*  
**\$50,000 - 20%**



# USE OF FUNDS: Fixed Startup Expenses

MISCELLANEOUS COSTS

\$8%

WEBSITE DEVELOPMENT

\$2%

WORKING CAPITAL

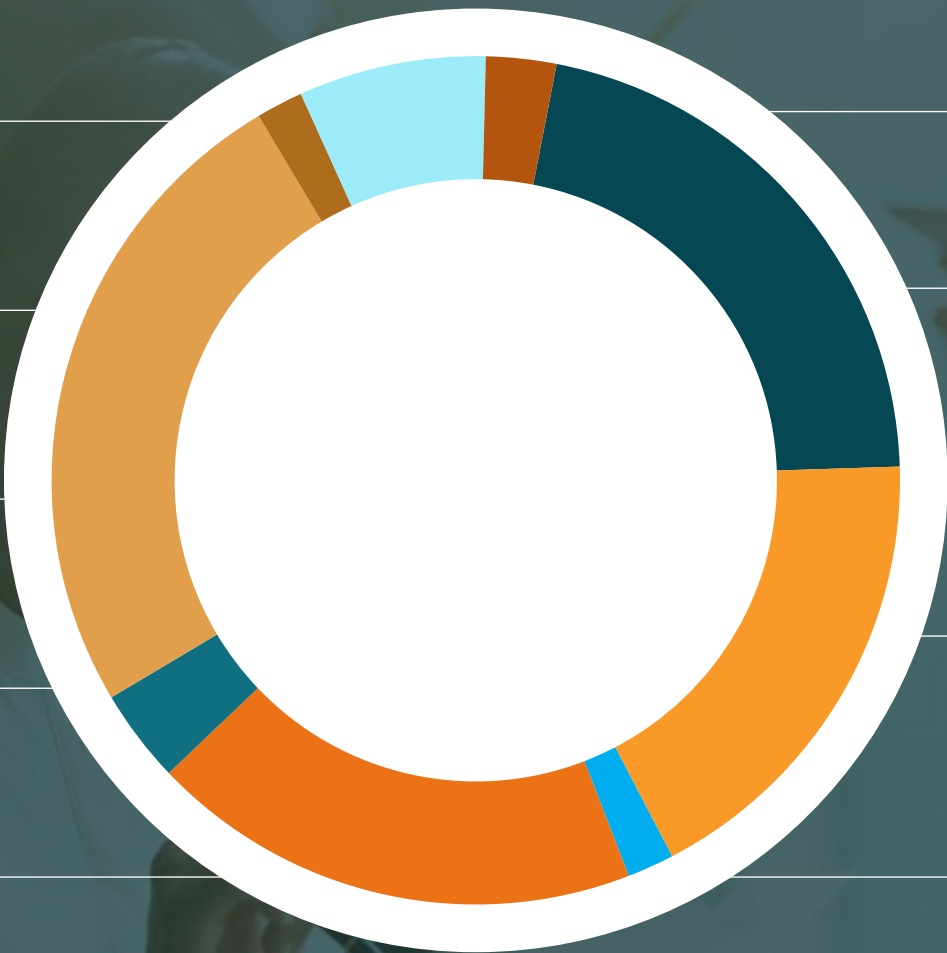
28%

MARKETING

4%

EQUIPMENT

X%



INITIAL LEASE PAYMENT

3%

LEASE DEPOSIT

1%

FF&E

24%

IMPROVEMENTS

20%

PROFESSIONAL  
BUSINESS INSURANCE

2%



# THANK YOU!

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