



# Business Plan: Wideanchor Consulting

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## I. EXECUTIVE SUMMARY

Wideanchor Group Consulting is an IT consulting and staffing company providing innovative solutions to help businesses optimize their technology infrastructure, streamline operations, and enhance cybersecurity. We offer services in IT consulting, application development, cloud migration, data analytics, cybersecurity, and staffing solutions to various industries including government, finance, telecommunications, and media.

Our goal is to become a trusted partner for organizations looking for expert guidance and IT solutions. In the next three years, we aim to grow our client base across multiple sectors, particularly targeting industries such as financial services, healthcare, and government agencies. Our experienced professionals, flexible staffing solutions, and customized IT strategies set us apart from competitors.

We seek funding to expand our operations, enhance marketing efforts, and invest in new technology to serve our growing customer base. Our financial projections estimate profitability within the first two years of operations, with a solid client retention rate and recurring contracts.

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## II. COMPANY DESCRIPTION

- **Business Name:** Wideanchor Group Consulting
- **Founders:** [Names of the founders]
- **Type of Business:** IT consulting, staffing, and software services
- **SIC Code:** 541512 (Computer Systems Design and Related Services)

Wideanchor Group Consulting specializes in providing expert IT consulting services, staffing solutions, and software development tailored to the specific needs of businesses across various industries. Our mission is to help businesses harness the power of technology to achieve their strategic goals, enhance productivity, and improve operational efficiency. Our company values integrity, innovation, and customer-centric solutions.

- **Vision:** To become a leading provider of IT consulting and staffing services in the United States by offering high-quality, customized technology solutions.
  - **Goals:**
    1. Expand our client base by 50% within the next three years.
    2. Launch new services in cybersecurity and cloud computing.
    3. Develop strategic partnerships with cloud providers such as AWS and Microsoft Azure.
  - **Target Market:** We serve mid-to-large enterprises in industries including government, telecommunications, banking, media, and insurance.
  - **Legal Structure:** LLC
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## III. PRODUCTS & SERVICES

Wideanchor Group Consulting offers a comprehensive range of IT services designed to meet the diverse needs of businesses:



- **IT Consulting:** Helping businesses design strategic IT plans aligned with their objectives, focusing on infrastructure design, project management, and technology selection.
- **IT Staffing:** Offering flexible staffing solutions to help businesses find temporary or permanent IT professionals in roles such as software development, network administration, and project management.
- **Application Development:** Providing custom software development services using industry-standard processes to deliver high-quality solutions.
- **Cloud Computing:** Offering cloud strategy consulting, migration services, and cloud application development.
- **Data Analytics:** Delivering data analysis, visualization, and predictive analytics to help organizations make data-driven decisions.
- **Cybersecurity:** Assessing risks and implementing security measures to protect organizations from cyber threats.

#### Pricing Strategy Worksheet

| Pricing Strategy | Wideanchor Group Consulting   |
|------------------|---|
| Cost Plus        | Cost of services + 20% markup   |
| Value Based      | Pricing based on the high value of customized solutions and specialized services  |
| Other            | Flexible pricing for staffing services based on hourly or project-based contracts |

#### Benefits:

Our services solve common problems such as inefficient IT infrastructure, security vulnerabilities, and staffing shortages. Our unique selling proposition is the flexibility we offer with customized solutions and the breadth of expertise across multiple industries.

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## IV. MARKETING PLAN

- **Industry Attractiveness:**  
The IT consulting and staffing industry is growing, with an increasing demand for cloud computing, cybersecurity, and data analytics services. Companies are shifting toward more flexible staffing models to accommodate fluctuating project demands.
- **Barriers to Entry:**  
Barriers include competition from established IT consulting firms and the high cost of acquiring skilled IT professionals. We plan to overcome these barriers by leveraging our experienced recruiting team and offering competitive pricing and flexible solutions.
- **Target Customers:**  
Our primary customers include mid-to-large enterprises in industries such as financial services, healthcare, and government. We also target businesses in need of specialized IT services like cloud migration and cybersecurity.
- **Competition:**  
Competitors include major IT consulting firms and staffing agencies. Our competitive



advantage lies in our ability to offer a full range of services—consulting, staffing, and software development—while maintaining flexibility and customer focus.

#### Competitor Data Collection Plan

| Data Category         | Competitor A                           | Competitor B                    | Competitor C                       |
|-----------------------|--|---------------------------------|------------------------------------|
| Products              | IT consulting & staffing               | Software development & ITSM     | Cloud migration & cybersecurity    |
| Price                 | Mid-range                              | High-end                        | Low-cost                           |
| Features/Benefits     | Custom IT solutions, flexible services | Specialized in niche industries | Cost-effective, scalable solutions |
| Size/Profitability    | Large firm, highly profitable          | Medium firm, moderate profits   | Small firm, high growth potential  |
| Market Strategy       | Targeting large enterprises            | Targeting small businesses      | Targeting startups and SMBs        |
| Customer Satisfaction | High                                   | Moderate                        | High                               |
| Expansion Plans       | Global expansion                       | Regional growth                 | Domestic market focus              |

#### Competitive Analysis Worksheet

| Factor           | Wideanchor | Competitor A | Competitor B | Competitor C | Importance to Customers (1-5) |
|------------------|------------|--------------|--------------|--------------|-------------------------------|
| Product Quality  | Strength   | Strength     | Strength     | Weakness     | 5                             |
| Price            | Moderate   | High         | High         | Low          | 4                             |
| Customer Service | Strength   | Strength     | Moderate     | Weakness     | 5                             |
| Innovation       | Strength   | Moderate     | Weakness     | Strength     | 4                             |
| Expertise        | Strength   | Strength     | Strength     | Moderate     | 5                             |
| Reputation       | Moderate   | High         | Moderate     | Weakness     | 5                             |

#### SWOT Analysis

| Strengths                               | Weaknesses  |
|---|---|
| - Experienced team of IT professionals  | - Limited brand awareness in new markets            |
| - Customized solutions for clients      | - Smaller client base compared to large competitors |
| - Flexible staffing solutions           | - Need for more marketing and outreach              |
| Opportunities                           | Threats   |
| - Growing demand for cloud computing    | - Competition from large, established firms         |
| - Expansion into cybersecurity services | - Economic downturn affecting client budgets        |
| - Increased government IT contracts     | - Rapidly changing technology landscape             |



- **Positioning:**  
We position Wideanchor Group Consulting as a trusted, experienced, and flexible partner that offers customized IT solutions to help businesses achieve their technology goals.

## V. OPERATIONAL PLAN

1. **Production:**
  - Services will be delivered by a team of IT consultants, developers, and support staff. Software development and cloud services will be conducted using industry-standard tools and platforms (e.g., AWS, Microsoft Azure).
  - Quality control will be maintained through regular feedback from clients and internal performance reviews.
2. **Technology:**
  - Key technologies include cloud platforms (AWS, Azure), data analytics tools, and cybersecurity software. We will invest in advanced tools for monitoring and managing IT systems for our clients.
3. **Legal Environment:**
  - We will obtain necessary business licenses and ensure compliance with local and federal regulations.
  - Insurance will cover general liability, cybersecurity, and worker's compensation.
4. **Personnel:**
  - We will employ IT consultants, project managers, developers, and administrative staff. Freelancers and independent contractors may be used for specific projects.
  - Employee training will focus on the latest industry practices, certifications, and customer service.
5. **Suppliers:**
  - Our suppliers will include cloud service providers (AWS, Azure) and software licensing companies for development and cybersecurity tools.

### Operational Expenses Overview (Year 1)

| Expense Category                | Amount   |
|---------------------------------|----------|
| Salaries (Consultants, Admin)   | \$40,000 |
| Office Rent                     | \$12,000 |
| Marketing                       | \$10,000 |
| Technology (software, licenses) | \$8,000  |
| Legal & Accounting              | \$5,000  |
| Miscellaneous                   | \$5,000  |

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### Marketing Expenses Strategy Chart

| Target Market 1 (Mid-large enterprises) | Target Market 2 (Startups) | Target Market 3 (Government Agencies) |
|---|----------------------------|---------------------------------------|
| One-Time Expenses                       |                            |                                       |



|   |                                     |  |
|---|-------------------------------------|--|
| <b>Website development: \$2,000</b>         | Digital ads: \$1,500                | Direct mail campaign: \$1,000                    |
| <b>Monthly/Annual Expenses</b>              |                                     |  |
| <b>Online ads: \$500/month</b>              | Social media: \$300/month           | Print ads in industry publications: \$2,000/year |
| <b>SEO optimization: \$1,200/year</b>       | Referral programs: \$500/year       | Networking events: \$1,500/year                  |
| <b>Labor Costs</b>                          |                                     |  |
| <b>Marketing team salary: \$3,000/month</b> | Social media manager: \$1,500/month | Public relations staff: \$4,000/month            |

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## VI. MANAGEMENT & ORGANIZATION

### 1. Management Team:

- Pradnya Daulatabad CEO, has over 15 years of experience in IT consulting and staffing.
- Rama Baswa, COO, has extensive experience in managing IT operations for Fortune 500 companies.

### 2. Gaps:

- We plan to hire a CFO to manage financial operations and an HR manager to handle the growing team's needs.

### 3. Advisors:

- Legal: Vipin Beniwal
- Accountant: Georgia Consultants LLC
- Mentor: PI Joy, with experience in growing IT consulting firms.

### Management Worksheet

| <b>Team Member</b>           | <b>Experience</b>   | <b>Skills</b>                                 |
|------------------------------|---|---|
| <b>[CEO Name]</b>            | 15+ years in IT consulting, led multiple large-scale projects | IT consulting, business strategy              |
| <b>[COO Name]</b>            | 10 years managing IT operations for Fortune 500 companies     | IT operations, project management             |
| <b>[CFO Name] (future)</b>   | (To be hired)   | Financial planning, budget management         |
| <b>[HR Manager] (future)</b> | (To be hired)   | Recruiting, employee relations, HR management |

4.

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## VII. Ongoing EXPENSES & CAPITALIZATION

- **Total Ongoing-Up Cash Needed: \$100,000**
  - Capital investments: \$30,000 (for computers, office setup, etc.)
  - Operating expenses: \$70,000 (marketing, salaries, insurance, etc.)



- **Financial Performance of Similar Businesses:**  
Based on market research, IT consulting firms of similar size generate \$500,000 to \$1 million in revenue within the first two years.
- **Overall Financial Attractiveness:**  
We project revenues of \$750,000 by the end of Year 3, with a profit margin of 25%.

#### Total Startup Cash Needed

| <b>Capital Investments</b>               | <b>Amount</b> |
|--|---------------|
| <b>Computer equipment</b>                | \$15,000      |
| <b>Office setup</b>                      | \$10,000      |
| <b>Initial inventory/software</b>        | \$5,000       |
| <b>Other equipment</b>                   | \$3,000       |
| <b>Operating Expenses</b>                |               |
| <b>Legal &amp; professional services</b> | \$8,000       |
| <b>Advertising &amp; promotions</b>      | \$10,000      |
| <b>Salaries &amp; wages</b>              | \$40,000      |
| <b>Payroll taxes</b>                     | \$5,000       |
| <b>Utilities</b>                         | \$3,000       |
| <b>Miscellaneous</b>                     | \$6,000       |

- **Total Cash Needed:** \$105,000

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## VIII. CONCLUSION

Wideanchor Group Consulting is well-positioned to succeed in the growing IT consulting and staffing market. With a focus on high-demand areas such as cloud computing and cybersecurity, we are confident in our ability to scale the business and achieve profitability within the first two years. Our experienced team, flexible service offerings, and client-centric approach give us a competitive advantage in a rapidly evolving industry.