

2015 Business Plan

DesignOne Concreting
October 2014



To provide our clients with the highest level of quality construction at a fair and competitive level of pricing.

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To the best of the knowledge of DesignOne Concreting its Advisors or Consultants, the information contained in this Sample Business Plan is correct. The aims, strategies, target, plans and projections referred to in this Sample Business Plan are based upon assumptions, which DesignOne Concreting consider reasonable, but any projections, plans, target, strategies are subject to variation.

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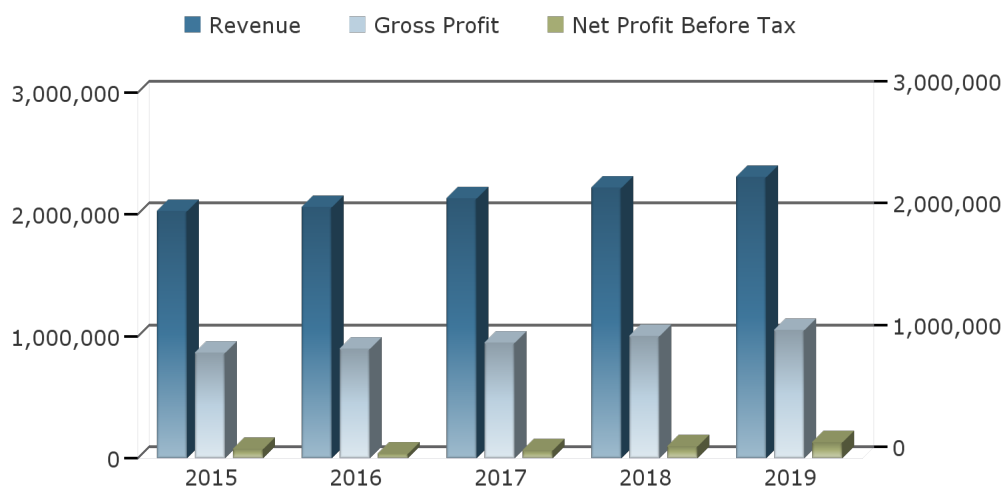
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1.0 Executive Summary

1.1 Revenue and Profit Highlights

At the formation of this business plan, DesignOne Concreting has projected a positive Net Profit Before Tax \$ 74,502.13 (3.67%) for the first projected year, a positive Net Profit Before Tax \$ 39,098.84 (1.9%) for projected year 2, a positive Net Profit Before Tax \$ 67,312.64 (3.15%) for projected year 3, a positive Net Profit Before Tax \$ 100,284.8 (4.52%) for projected year 4 and a positive Net Profit Before Tax \$ 129,023.61 (5.59%) for the 5th and final projected year.



1.2 Financial Projections

The below five year financial projections for DesignOne Concreting were calculated using a combination of an estimated number of units sold for each products and services for year 1. An estimated annual increase or decrease in unit sales for the following years, and the potential for a price increase or price decrease in the sale price of each unit sold, for each individual products and services line. The same calculations were used to estimate the annual costs of each item for DesignOne Concreting.

	28 Feb, 2015	28 Feb, 2016	28 Feb, 2017	28 Feb, 2018	28 Feb, 2019
	\$	\$	\$	\$	\$
Revenue	2,029,252	2,059,852	2,135,985	2,220,325	2,308,547
Cost of Goods	1,160,132	1,160,132	1,186,948	1,216,446	1,253,644
Gross Profit	869,120	899,720	949,037	1,003,879	1,054,903
Overheads	483,168	496,595	510,320	524,612	539,116
Key People Salary	300,000	357,600	365,003	372,607	380,416
Depreciation	10,000	5,000	5,000	5,000	5,000
EBIT	75,952	40,525	68,714	101,660	130,370
Interest Expense	1,450	1,426	1,401	1,375	1,347
Net Profit Before Tax	74,502	39,099	67,313	100,285	129,024
Taxes	0	11,730	20,194	30,085	38,707
Extra Ordinary Expense					
Net Income	74,502	27,369	47,119	70,199	90,317

1.3 Financial Ratios

The financial ratios have been included in the Executive Summary to give clarity toward the operational viability of DesignOne Concreting. All standard business financial ratios have been included, however some may not be appropriate and will be marked with an – to indicate no value.

	28 Feb, 2015	28 Feb, 2016	28 Feb, 2017	28 Feb, 2018	28 Feb, 2019
Profitability Measures					
Gross Profit Margin	16.9%	18.2%	18.2%	20.4%	21.6%
Cost of Goods%	57.2%	56.3%	56.3%	54.8%	54.3%
Overheads%	39.2%	42.1%	42.1%	41%	40.4%
Net Profit Before Tax%	3.7%	1.9%	1.9%	4.5%	5.6%
Growth Measures					
Revenue Growth%	1.9%	1.5%	1.5%	3.9%	4%
Gross Profit Growth%	14.1%	3.5%	3.5%	5.8%	5.1%
Net Profit Growth%	100%	-47.5%	-47.5%	49%	28.7%
Efficiency Measures					
Days Receivable	14	14	14	14	14
Inventory Days	7	7	7	7	7
Days Payable	14	14	14	14	14
Current Ratio	3.99	3.76	3.76	4.75	5.61
DebtRatio	.212	.255	.255	.296	.309

2.0 Business at a Glance

2.1 Overview Of Our Products and Services

The following table outlines the products and services that DesignOne Concreting offers our customers. We believe that these products and services give us the best method to generate revenue and sustainable profits.

Products and Services	Price
House Slab	\$17,000.00
Shed and tank concrete slabs	\$5,100.00
Carports	\$6,800.00
Driveways	\$2,328.00
Concrete Foundations	\$12,000.00
Retaining Walls	\$25,000.00
Multi Level Construction	\$500,000.00
Skate Parks	\$95,000.00
Foot Paths	\$15,000.00
Mining Works	\$12,000.00

2.2 What We Do

The business was originally established in order to create a high quality construction company as Simon Scott and James Scott were frustrated working within an industry where there were so many low quality companies doing work that was of very poor quality.

We undertake concrete pouring or other concrete work on construction projects which include foundation and paving concreting, general concreting and other concreting and construction for local householders, mid tiered developers and small mining companies.

2.3 Ownership

The current percentage of ownership held and those people who hold an ownership percentage within DesignOne Concreting is as follows:

Name	Ownership
Simon Scott	35%
James Scott	5%
Harry Scott	55%
Samantha John-Jones	5%

2.4 Our Mission

Our below mission statement guides the actions of DesignOne Concreting, spells out our overall goal, provide us with a clear path, and guides our decision-making - Our Mission is:

To provide our clients with the highest level of quality construction at a fair and competitive level of pricing.

2.5 Our Unique Selling Proposition

Differentiation is one of the most important strategic and tactical activities in which DesignOne Concreting constantly engages – Our Unique Selling Proposition therefore is:

We are working on a process to create a USP of "On time, on budget of its free". However we still need to change a number of internal processes to be able to meet this USP. Currently our USP is "The People You Can Trust".

2.6 History

2.6.1 Date Business Established

1/07/2013

2.6.2 Operating History

Any important historical achievements for DesignOne Concreting, those considered worthy of mention and / or which have been considered as milestones have been provided below:

First Building Purchase

We purchased our first building in October of 2001 for our office and storage of key equipment.

Open Second Office

Open a second office in Gladston to take advantage of the mining industry and changes in the growth of natural gas exports to China, expansion of the port facilities and construction work needed for associated housing.

First Contract From BHP

Received an ongoing contract with BHP re the construction of concrete housing facilities for migrant workers.

Purchase Of Competitor

We purchased one of our competitors (Float Concreting) who had developed a unique method of concreting. This gave us the ability to tender on jobs where the density of concrete must be normalised across the entire pour.

2.6.3 Important Goals

In order for DesignOne Concreting to achieve its stated revenue goals as defined in '1.1 Revenue And Profit Highlights' and '1.2 Financial Projections', the following key goals have been outlined.

- \$108,000 in Profits
- Open a 3rd Office In Sydney

2.7 What Makes Us Successful

As well as the achievement of our goals listed under '2.6.3 Important Goals', the following items are considered to be factors adding toward the ongoing success of DesignOne Concreting.

Gross Margin Of 42% Of Revenue

We need to maintain a greater than a 42% Gross Profit Margin for the business to be able to pay its overheads and make a profit.

Operational Expenses Less Than 39% Of Revenue

Our operational expenses need to be kept to a ratio of 39% of revenue or lower, for us to meet or exceed our profit goals of 2.0% of revenue.

Debtor Days, Creditor Days, Stock Days

to support cash flow expectations of the business - Debtor days needs to fall below 45 days, Creditor days increase to greater than 6 days and stock days to be less than 1.5 days. This area also needs to take into consideration Gross Margin and Expense Margin.

Revenue Via Price and Volume

During the next twelve months we need to improve our price by 2%. This will be achieved from reducing our discounting of 10% to be less than 8%. Volume of the last 12 months must be slightly exceeded so that our revenue exceeds \$2,031,000.

2.8 Capital Purchase

The following is an outline of any Capital Purchase Items needed by DesignOne Concreting over the next 5 years.

Capital Items - Via Cash	Value
General Concreting Equipment	5,000
 Capital Items - Debit Amount	 Value
Concrete Loader	25,000
	 30,000

2.9 Success Factors

The following is a list of key factors that DesignOne Concreting believes are important to the ongoing success of DesignOne Concreting.

Gross Margin Of 42% Of Revenue

We need to maintain a greater than a 42% Gross Profit Margin for the business to be able to pay its overheads and make a profit.

Operational Expenses Less Than 39% Of Revenue

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Revenue Via Price and Volume

During the next twelve months we need to improve our price by 2%. This will be achieved from reducing our discounting of 10% to be less than 8%. Volume of the last 12 months must be slightly exceeded so that our revenue exceeds \$2,031,000.

2.10 Intellectual Property

Intellectual property is a list of any confidential information/trade secrets, trade name(s), and trademark (s), also domain names, industrial designs and copyright and related rights, and any utility models and patents for inventions that DesignOne Concreting owns.

2.10.1 Registered Business

The business names that are registered and owned by DesignOne Concreting and / or by associated entities.

DesignOne Concreting PtyLtd

Main operating business for the Chermside facilities.

DesignOne Concreting (Gladstone)

Main operating business for the Gladstone facilities

DesignOneIP

Holder of all of the intellectual property rights of DesignOne concreting.

2.10.2 Domain Names

The domain names (URL's) that are registered and owned by DesignOne Concreting and / or by associated entities.

www.designoneconcretingaustralia.com

Builds credibility and is the main site for customers to visit.

www.designonechermside.com.au

Main site for the Chermside facility.

www.designonegladstone.com.au

Main site for the Gladstone facility.

www.yourconcreting.com.au

Lead generation for concrete driveways.

2.10.3 Trademarks And Patents

The business names that are registered and owned by DesignOne Concreting and / or by associated entities.

DesignOne

Main trademark of our trading logo.

YourConcreting

Logo for the domestic market place.

SpeedyConcreting

Logo for the lower end of the market place.

Air Extraction

Concrete air extraction, vibrating concrete to make it denser.

2.11 Premises, Plant And Equipment

2.11.1 Current Plant And Equipment

Detailing the current plant and equipment owned by DesignOne Concreting and the associated value.

Name Of Item	Value
Concrete pump mounted onto a 3 tone truck	29,000
Industrial concrete mixer	18,000
Three 4 x 4 commercial vehicles	75,000
2 large photocopier machines	5,000
Various concrete finishing equipment	2,294

2.12 Insurances

Insurances of the business are listed below:

- General Business Insurance
- Liability Insurance
- Vehicle Insurance

3.0 SWOT

The SWOT Analysis has been a useful technique for DesignOne Concreting to more clearly understanding our Strengths and Weaknesses, and for more clearly identifying both the Opportunities open to us and the potential. Threats we may face now and into the future.

The SWOT analysis has supported DesignOne Concreting has helped us carve a sustainable niche within our market.

3.1 Strengths

The Strengths of DesignOne Concreting are the assets and resources that provide us with a competitive advantage or benefit.

Strong Relationships

Our business has a strong relationship in the local community and normally wins jobs with only one quote.

Job Costing System

We have a good job costing system, and even though its a manual system, we normally know our break even point before we start the job.

Key People Long Time In The Industry

Our key people have been working in this industry for at least 15 years as an average. This allows us to maintain a healthy level of productivity.

3.2 Weaknesses

The current Weaknesses of DesignOne Concreting are the assets and resources that provide us with a competitive advantage or benefit. DesignOne Concreting which we consider are the deficiencies that compromise our ability to achieve our goals.

Pricing Strategy

We have been pricing at a loss to win the jobs.

Older Machinery

Some of our machinery is old and as such needs to be replaced before our maintenance costs increase, or worse, our productivity falls due to machinery breaking down on jobs.

Loss Of Key Person

Harry Scott is leaving the company and this will leave our business with less skills.

3.3 Risk Management Weaknesses

The following are those risk mitigation strategies DesignOne Concreting will employ to reduce the affect of any weaknesses.

Pricing Strategy

Reduce the level of discounting from 10% to 8% or less. Focus more on sales skills rather than discounting skills.

Keep records of list price to discounted price.

Older Machinery

Set a purchase schedule for new equipment and cost out future purchases. This must be in line with the right equipment for future job needs.

Loss Of Key Person

Up Skill other team members to spread the skill set across more people. This will support immediate needs, as well as make the company more robust in the future.

3.4 Opportunities

Opportunities for DesignOne Concreting are those favourable outcomes that currently are not yet being developed or taken advantage.

Mining Industry Heating Up (Certain Segments)

While the mining industry is reducing in a lot of areas, there is some key areas heating up and there is a healthy level of opportunity if we are able to move our operation closer.

Large Estate Approval

There is a large estate starting within 5 kilometres from our office and given our good name within this community we have a chance to win a lot of work.

3.5 Threats

The Threats to DesignOne Concreting are those events or outcomes that could potentially threaten the existence of DesignOne Concreting or may reduce its income or the value of our assets.

Bank Concerned With Cash Flow

The bank has contacted us regarding our cash flow and we need to discuss with them why they should not take away our overdraft.

Government Budget Cuts

Our government clients have had a budget cut and this will affect some of our government work over the coming 12 months.

New Competitor

There is a new competitor in the market and they are having an affect on our prices in the government market place.

3.6 Risk Management Threats

The following are those risk mitigation strategies DesignOne Concreting will employ to reduce the affect of any weaknesses.

Bank Concerned With Cash Flow

Remove discounting or lessen to a lower level. Monitor COGS %, Overhead %, Debtor Days, Creditor Days. Production of this business plan and associated financial information with KPI needed to grow cash flow.

Government Budget Cuts

Allocate sales to focus on gaining a higher percentage of the domestic market place. This needs to be undertaken as a matter of priority so we don't get into a tendering discounting war.

New Competitor

Undertake sales training, marketing changes to a higher quality market place, win more mining work.

4.0 Marketing Plan

Our marketing plan details our products and services, pricing and promotional activities as a broad brushed overview.

4.1 Marketing Focus

The main aim of marketing is to build a substantial brand throughout our geographic location so the business can fulfil its sales goals over the next five years. The business will be known as the premier supplier for our industry and as a result we will attract a higher quantity and quality of client.

4.2 Products, Service & Pricing

The following is a list of products and / or services groups that DesignOne Concreting sells to its customers. The list has been segmented into: (a) name of the product and / or service; and (b) the average price achieved for the product and / or service; and (c) a description of the product and / or service.

House Slab

\$17,000.00

Concrete slabs for new houses. Where we construct the concrete foundations for a new home and the rest of the home is constructed by a developer.

Shed and tank concrete slabs

\$5,100.00

Carports

\$6,800.00

Driveways

\$2,328.00

Concrete Foundations

\$12,000.00

Retaining Walls

\$25,000.00

Multi Level Construction

\$500,000.00

Skate Parks

\$95,000.00

Foot Paths

\$15,000.00

Mining Works

\$12,000.00

4.3 Promotions Plan (New Clients)

DesignOne Concreting will use the following lead generation tactics to attract new clients and customers into the business:

- Advertise In Industry Newsletter
- Banners and Flags To Catch They Eye And Promote Your Business

4.4 Promotions Plan (Repeat Business)

DesignOne Concreting will use the following repeat business generation tactics to attract existing clients and customers back to the business:

The information within this sub-section of the business plan will be updated at a later date.

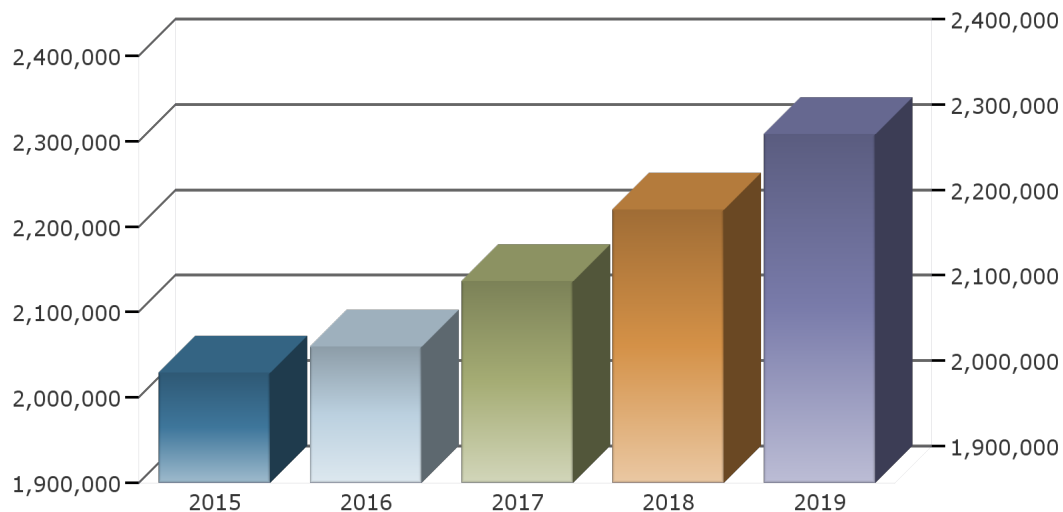
5.0 Sales Plan

5.1 Sales Highlights

Below is an overview of sales / revenue highlights for DesignOne Concreting . A fuller picture of our Financial Projections can be found within 6.0 Financial Projections.

5.1.1 Revenue

The following graph shows the projected revenue from sales for DesignOne Concreting over a projected five-year period.



5.1.2 Sales by Products and Services

The below graph depicts the projected products and services sold for the first projected year of sales.



5.2 Products and Services By Gross Sales Per Projected Year

The following is a list of products and services groups that DesignOne Concreting sells to its customers. The list has been segmented into: (a) name of the products and services; and (b) the total sales for each year.

	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
House Slab	612,000	642,600	706,860	777,546	855,301
Shed and tank concrete slabs	56,100	56,100	56,100	56,100	56,100
Carpports	136,000	136,000	136,000	136,000	136,000
Driveways	79,152	79,152	91,025	104,679	115,146
Concrete Foundations	144,000	144,000	144,000	144,000	144,000
Retaining Walls	150,000	150,000	150,000	150,000	150,000
Multi Level Construction	500,000	500,000	500,000	500,000	500,000
Skate Parks	190,000	190,000	190,000	190,000	190,000
Foot Paths	90,000	90,000	90,000	90,000	90,000
Mining Works	72,000	72,000	72,000	72,000	72,000

5.3 Employees Involved In Sales

Those people who hold a position within DesignOne Concreting where a percentage of their time is spent in the area of sales are listed below.

Person	% In Sales
Simon Scott	30%
James Scott	85%
Harry Scott	2%
Samantha John-Jones	3%

5.4 Sales - Conversion Improvement

DesignOne Concreting will use the following sales conversion improvement tactics to convert initial enquiry into a sale:

The information within this sub-section of the business plan will be updated at a later date.

5.5 Sales - Average Value Sold Improvement

DesignOne Concreting will use the following methods to improve the average value sold to the customer at time of sale:

The information within this sub-section of the business plan will be updated at a later date.

6.0 Operations Plan

Our operational plan covers the key day-to-day processes that DesignOne Concreting performs which are integral to the ongoing operational success of our business. As well, the key milestones have been included which DesignOne Concreting believe are important.

6.1 Operation Focus

Operations will focus on the development of more robust systems to increase the capabilities and productivity of our team. We will systems the routine and humanise the exceptions so our customers experience a consistent level of service.

6.2 Milestones

The Milestones listed on this page are key to the success of the business, and although not an exhaustive list, the page gives a clear indication of the direction DesignOne Concreting needs to take.

\$108,000 in Profits

To turn a \$57,800 loss factor into a \$61,000 profit over the coming 12 months. This will be a total turnaround of around 118,800 for the 12 months. This will be achieved form a slight increase in revenue from a change in out discounting policy (10% down to 8% or less).

Start Date: 1/07/2014

Completion Date: 08 weeks

Open a 3rd Office In Sydney

Open a third office in the western suburbs of Sydney to take advantage of the predicted 5% - 10% growth in new housing developments.

Start Date: 1/07/2015

Completion Date: 02 years

6.3 Management Team

Key members of the management team, their duties, their unique qualities and education have been listed below.

Simon Scott (Director and CEO)

Their Duties:

Unique Qualities:

Education:

James Scott (Head Of Tender & Construction)

Their Duties:

Unique Qualities:

Education:

Harry Scott (CFO)

Their Duties:

Unique Qualities:

Education:

Samantha John-Jones (Accounts)

Their Duties:

Unique Qualities:

Education:

New General Manager (Management)

Their Duties:

Unique Qualities:

Education:

6.4 Board Members

Key members of the management team, their duties, their unique qualities and education have been listed below.

Simon Scott

Unique Qualities:

Education:

Harry Scott

Unique Qualities:

Education:

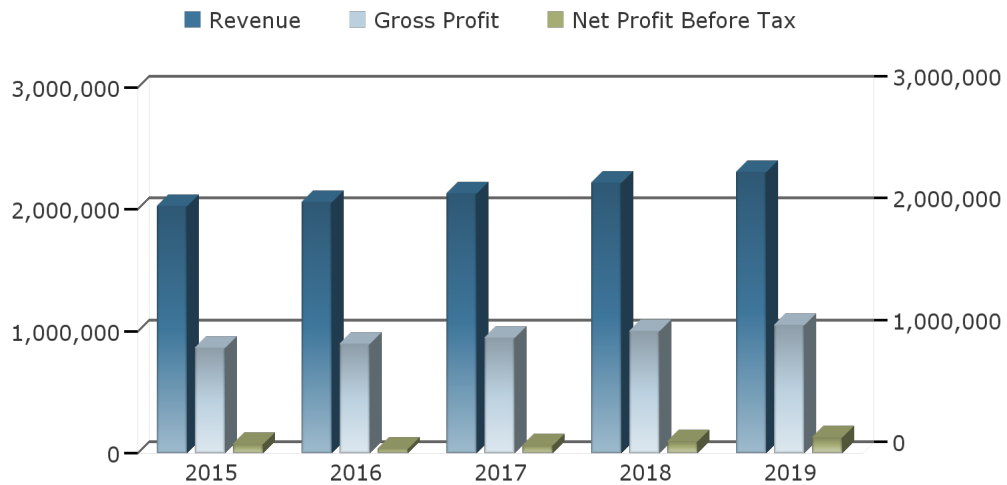
6.5 Management Focus

The focus of the management team over the next 12 months and beyond, is to build a stable, high quality team with capabilities in the areas of marketing, sales and client fulfilment. The key will be to find good quality prospective clients, convert those into paying client and then to build long-term business advisory relationships.

7.0 Financial Plan

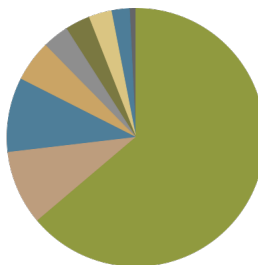
7.1 Revenue And Profit Highlights

At the formation of this business plan, DesignOne Concreting has projected a positive Net Profit Before Tax \$ 74,502.13 (3.67%) for the first projected year, a positive Net Profit Before Tax \$ 39,098.84 (1.9%) for projected year 2, a positive Net Profit Before Tax \$ 67,312.64 (3.15%) for projected year 3, a positive Net Profit Before Tax \$ 100,284.8 (4.52%) for projected year 4 and a positive Net Profit Before Tax \$ 129,023.61 (5.59%) for the 5th and final projected year.



7.2 Projected Overheads

The below graph depicts the overhead expenses, of up to 15 expense areas, for the business and does not include any Cost Of Goods Sold.



- Accounting Fees
- Electricity
- Equipment Rental
- Fuel
- Marketing
- Phone And Internet
- Printing
- Rent
- Wages (Other)

7.3 Financial Ratios

The financial ratios have been included in the Executive Summary to give clarity toward the operational viability of DesignOne Concreting. All standard business financial ratios have been included, however some may not be appropriate and will be marked with an – to indicate no value.

	28 Feb, 2015	28 Feb, 2016	28 Feb, 2017	28 Feb, 2018	28 Feb, 2019
Profitability Measures					
Gross Profit Margin	16.9%	18.2%	18.2%	20.4%	21.6%
Cost of Goods%	57.2%	56.3%	56.3%	54.8%	54.3%
Overheads%	39.2%	42.1%	42.1%	41%	40.4%
Net Profit Before Tax%	3.7%	1.9%	1.9%	4.5%	5.6%
Growth Measures					
Revenue Growth%	1.9%	1.5%	1.5%	3.9%	4%
Gross Profit Growth%	14.1%	3.5%	3.5%	5.8%	5.1%
Net Profit Growth%	100%	-47.5%	-47.5%	49%	28.7%
Efficiency Measures					
Days Receivable	14	14	14	14	14
Inventory Days	7	7	7	7	7
Days Payable	14	14	14	14	14
Current Ratio	3.99	3.76	3.76	4.75	5.61
DebtRatio	.212	.255	.255	.296	.309

7.4 Financial Outcomes

To improve cash flow in areas of price increase, or more exactly - reduction of the need to discount, a reduction in Cost of Goods as a percentage of revenue, overheads reduction as a percentage of revenue.

As well, a change in our policies toward debtors so we get a greater portion of cash in advance plus improving supplier relations so we get the ability to increase money outstanding..

7.5 Funding Requirements

The following is a list of funding requirements that DesignOne Concreting believes are important to the ongoing success of DesignOne Concreting.

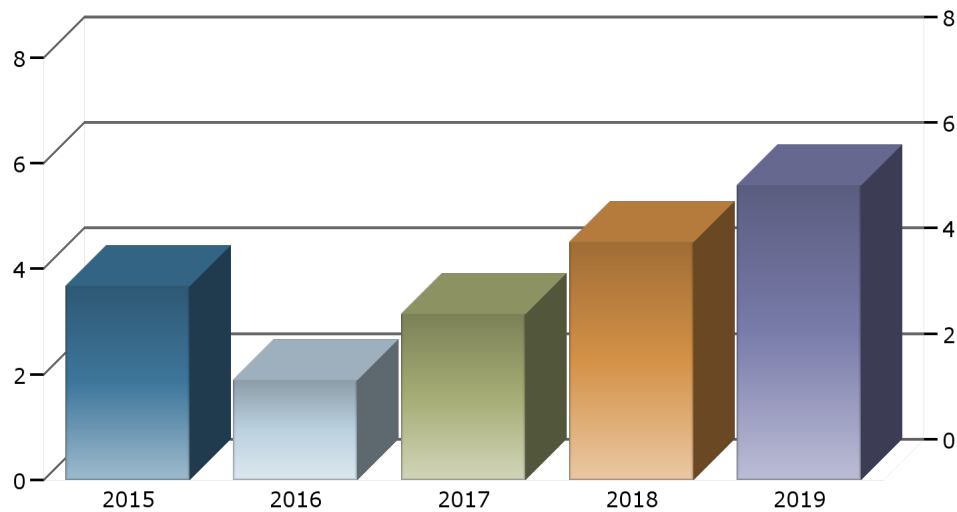
Requirement	Amount
General Operational Funds	120,000

7.6 Exit Strategy

We will sell our company in the public markets via an initial public offering. Our management team and owners will remain in place for a period of 3 years. We will sell some stock after the 3 years and our company will continue to operate much as it has in the past.

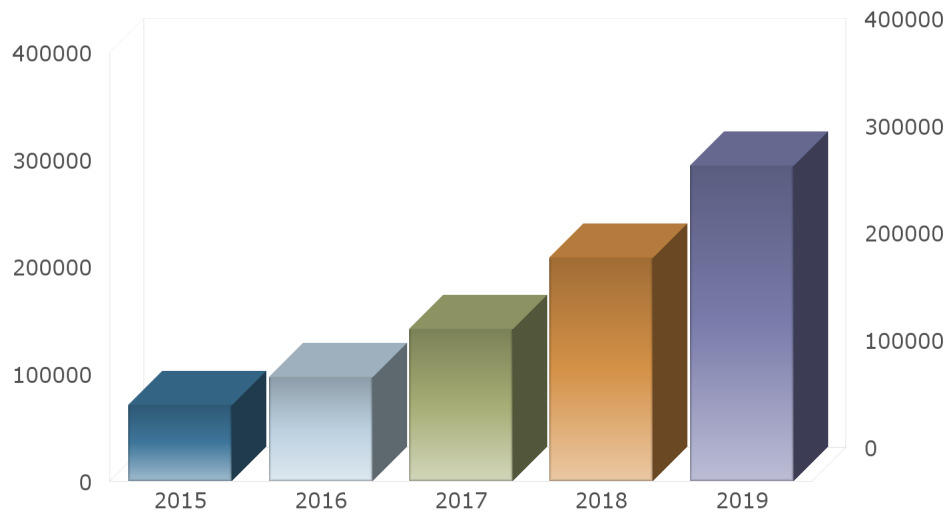
7.7 Profit and Loss

Statement Date	28 Feb, 2015	28 Feb, 2016	28 Feb, 2017	28 Feb, 2018	28 Feb, 2019
Period Length	12 Months	12 Months	12 Months	12 Months	12 Months
Currency	\$	\$	\$	\$	\$
	Projection Budget	Projection Budget	Projection Budget	Projection Budget	Projection Budget
Revenue	2,029,252	2,059,852	2,135,985	2,220,325	2,308,547
Cost of Goods	1,160,132	1,160,132	1,186,948	1,216,446	1,253,644
Gross Profit	869,120	899,720	949,037	1,003,879	1,054,903
Overheads	483,168	496,595	510,320	524,612	539,116
Key People Salary	300,000	357,600	365,003	372,607	380,416
Depreciation	10,000	5,000	5,000	5,000	5,000
EBIT	75,952	40,525	68,714	101,660	130,370
Interest Expense	1,450	1,426	1,401	1,375	1,347
Net Profit Before Tax	74,502	39,099	67,313	100,285	129,024
Taxes	0	11,730	20,194	30,085	38,707
Extra Ordinary Expense					
Net Income	74,502	27,369	47,119	70,199	90,317
Dividends	3,725	1,368	2,356	3,510	4,516
Adjustments					
Retained Earnings	70,777	26,001	44,763	66,689	85,801



7.8 Balance Sheet

Statement Date	28 Feb, 2015	28 Feb, 2016	28 Feb, 2017	28 Feb, 2018	28 Feb, 2019
Period Length	12 Months	12 Months	12 Months	12 Months	12 Months
Currency	\$	\$	\$	\$	\$
	Projection Budget	Projection Budget	Projection Budget	Projection Budget	Projection Budget
Cash At Bank	16,515	101,418	177,643	262,033	358,566
Accounts Receivable	165,886	122,447	102,188	93,675	91,111
Inventory	13,672	17,961	20,362	21,846	22,944
Current Assets	196,073	241,826	300,192	377,554	472,621
Fixed Assets	149,294	144,294	139,294	134,294	129,294
Total Assets	345,367	345,367	345,367	345,367	345,367
Short Term Debt	416	441	467	495	525
Accounts Payable	48,671	63,840	72,884	79,024	83,785
Current Liabilities	49,087	64,281	73,351	79,519	84,310
Long Term Debt	24,192	23,751	23,283	22,788	22,263
Non Current Liabilities	24,192	23,751	23,283	22,788	22,263
Total Liabilities	73,279	88,031	96,635	102,307	106,573
Share Capital	2	2	2	2	
Other Equity	73,927	73,927	73,927	73,927	73,927
Accumulated R/E	70,777	96,778	141,541	208,230	294,031
Retained Earnings from P&L	70,777	26,001	44,763	66,689	85,801
Previous Balance	-76,463	70,777	96,778	141,541	208,230
Equity	70,779	96,780	141,543	208,232	294,033
Liabilities & Equity	144,058	184,811	238,177	310,539	400,606

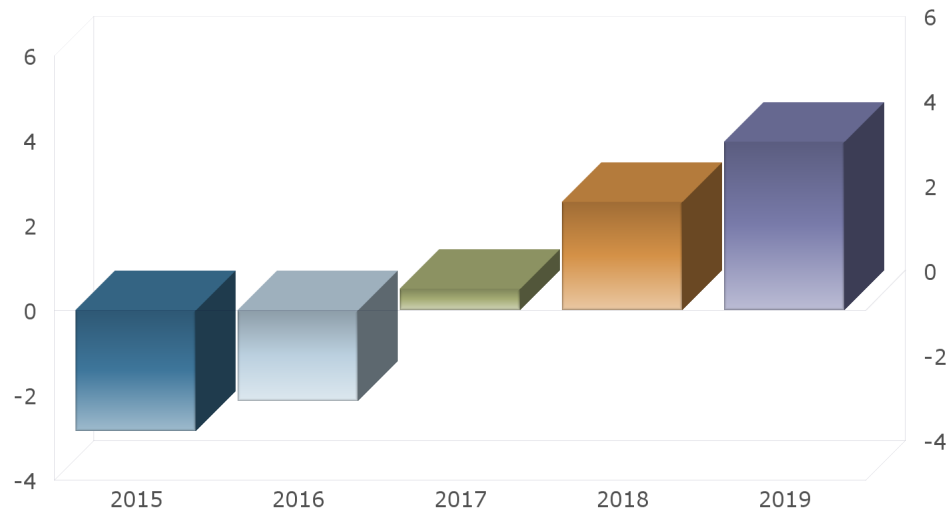


7.9 Annual Cash Flow

Statement Date	28 Feb, 2015	28 Feb, 2016	28 Feb, 2017	28 Feb, 2018	28 Feb, 2019
Period Length	12 Months	12 Months	12 Months	12 Months	12 Months
Currency	\$	\$	\$	\$	\$
	Projection Budget	Projection Budget	Projection Budget	Projection Budget	Projection Budget
Revenue	2,029,252	2,059,852	2,135,985	2,220,325	2,308,547
Change In Accounts Receivable	88,052	43,439	20,259	8,512	2,564
Cash Received From Sales	2,117,304	2,103,291	2,156,244	2,228,837	2,311,111
Cost of Goods	-1,160,132	-1,160,132	-1,186,948	-1,216,446	-1,253,644
Add Depreciation	0	0	0	0	0
Change In Inventory	-8,577	-4,289	-2,401	-1,484	-1,098
Change In Accounts Payable	29,163	15,168	9,044	6,140	4,762
Cash Paid to Suppliers	-1,139,546	-1,149,252	-1,180,306	-1,211,790	-1,249,981
Gross Cash Profit	977,758	954,039	975,939	1,017,047	1,061,130
Operating Expenses	-793,168	-859,195	-880,323	-902,219	-924,532
Add Back Depreciation	10,000	5,000	5,000	5,000	5,000
Add Back Amortisation	0	0	0	0	0
Other Expenses					
Cash Operating Costs	-783,168	-854,195	-875,323	-897,219	-919,532
Cash After Operations	194,590	99,844	100,616	119,828	141,598
Income Tax Paid	0	-11,730	-20,194	-30,085	-38,707
Net Cash After Operations	194,590	88,114	80,423	89,743	102,891
Interest Paid	-1,450	-1,426	-1,401	-1,375	-1,347
Dividends	-3,725	-1,368	-2,356	-3,510	-4,516
Financing Costs	-5,175	-2,795	-3,757	-4,885	-5,863
Net Cash Income	189,415	85,320	76,665	84,858	97,028
Investment in Non Current Assets	-30,000	0	0	0	0
NCI After Assets	159,415	85,320	76,665	84,858	97,028
Change In Equity	0	0	0	0	0
NCI After Equity	159,415	85,320	76,665	84,858	97,028
Change In Long Term Debt	-65,782	-441	-467	-495	-525
Change In Short Term Debt	-98,433	25	26	28	30
Change In Cash At Bank	-4,800	84,904	76,224	84,390	96,533
Opening Cash At Bank	21,315	16,515	101,418	177,643	262,033
Closing Cash At Bank	16,515	101,418	177,643	262,033	358,566

7.10 Marginal Cash Analysis

Statement Date	28 Feb, 2015	28 Feb, 2016	28 Feb, 2017	28 Feb, 2018	28 Feb, 2018
Period Length	12 Months	12 Months	12 Months	12 Months	12 Months
Currency	\$	\$	\$	\$	\$
	Projection Budget	Projection Budget	Projection Budget	Projection Budget	Projection Budget
Revenue	100	100	100	100	100
Cost of Goods	57.17	56.32	55.57	54.79	54.79
Gross Profit	42.83	43.68	44.43	45.21	45.21
Accounts Receivable	8.17	5.94	4.78	4.22	4.22
Inventory	0.67	0.87	0.95	0.98	0.98
Accounts Payable	2.4	3.1	3.41	3.56	3.56
Working Capital	6.45	3.72	2.33	1.64	1.64
Marginal Cash Flow	36.38	39.96	42.11	43.57	43.57
Overheads	39.23	42.11	41.6	41.01	41.01
Net Variable Cash Flow	-2.85	-2.14	0.5	2.56	2.56



8.0 Strategy For Improvement & Action Plan

8.1 Overview

The following Strategy Action Plan incorporates the strategies the management team believe will be effective in supporting the growth of DesignOne Concreting as defined throughout this plan.

Cash Flow Specific

Review pricing, margins, product lines, sales people an implement a how to increase prices (or margins) by > 10%.

Pricing and / non discounting has a massive positive affect on cash flow. Discounting is a killer of most business (it does this over a long period). To increase the cash flow you need to investigate how you can put up your price and / or stop having to discount. Brainstorm this and ask 'how can we - rather than why we can't'.

James Scott 8/07/2014 | 27/08/2014

A Focus On Improvement Of Net Variable Cash Flow

Refer To Page 'Cash flow - Big Picture Overview' within this report. Your Net Variable Cash Flow is negative. Before you grow your business in customer numbers, annual revenue etc., you need to move your Net Variable Cash Flow to positive or as close as possible. Review Cash Flow Strategies as a high priority.

Samantha John-Jones 4/08/2014 | 8/08/2014

Competitive Improvement

Assess Online Management Training Programs And Have Management Undertake Ongoing Training (As A Start)

Build management skills so you can reduce the potential negative affect of your competitors and / or take advantage of a situation where your business is run better than that of your competitors. Professional mystery-shop your competitors to assess strengths, weaknesses and where you have an opportunity to surpass them.

James Scott |

Have CEO / MD / Ownerzz Talk With Key Customers As An Ongoing Strategy. Schedule Calls / Face-To-Face Visits If Needed

Have the owners, CEO talk with customers on a regular basis to build a connection between customers and the key drivers of your business. This will also provide an avenue for the owners and / or CEO to find out what's going on, how things can be improved and to build a bond between your business and customers.

|

Lead Generation

Advertise In Industry Newsletter

The industry newsletter must be read by your target market NOT just by your competitors or your suppliers! You will need: (1) compelling headline, (2) powerful sub heads, (3) text that pulls the reader forward, (4) offer, and (5) a call to action that gets your phone ringing. Track lead numbers / average cost per lead.

James Scott 11/08/2014 | 12/08/2014

Banners and Flags To Catch They Eye And Promote Your Business

Prints on the advertising flags or banner flags can increase your visibility from a distance. Feather banners can also be used indoors- effective in environments such as shopping centres, sports centres and exhibition centres. Stand out in an area like a trade show, the promotional banners visually tell people where you are located.

|

Average Value Of Sale

Ask People To Buy Some More Product

To increase the average value of sale it's important to ask your existing customers to buy more (at the time they are buying). Their confidence in your business is already there and a simple question like: "would you like me to add XYZ to your order" or a statement that works for your business. The key is to assess future customer interactions and implement scripts that match those situations.

Harry Scott 30/07/2014 | 31/07/2014

Change / Improve Team So They Can And Are Willing To Sell

Sales is about a measured conversion rate between enquiry and the purchase of your products. Each person must have a known conversion rate and it must be improving. Less than 30% is not good enough and greater than 85% is difficult to achieve. Don't keep people in the role of sales because you are simply filling a spot. Goto: <http://www.axiomssoftware.com> and research DISCUS. Get sales training.

James Scott |

9.0 Actions to Take

9.1 Overview

This section of the Business Plan details additional actions beyond the strategies within section 8.0, which management have documented during the overall planning process. Therefore, Actions To Take may include micro strategies, support notes and comments on specific micro areas of the business and as a direct result of the planning process.

Business Direction

Spend next month's coaching with Heather to develop a strong USP.

28/10/2014

USP

Pricing

Assess pricing vs. discounting with team to work out if we are discounting to get the sale

19/11/2014

Pricing

Pricing

Define exit from an investor's perspective e.g. exit via IPO, Profit Target, Cash Flow Target.

2/12/2014

Exit

Pricing

Build cash flow around bringing on a new General Manager in 2nd year of projections

28/10/2014

General Manager



10.0 Appendix Information (Historical Financial Reports)

10.1 Overview

The appendix section of this business plan may contain other support information such as financial information, graphical information, and other relevant business information not included in the body of the business plan.