

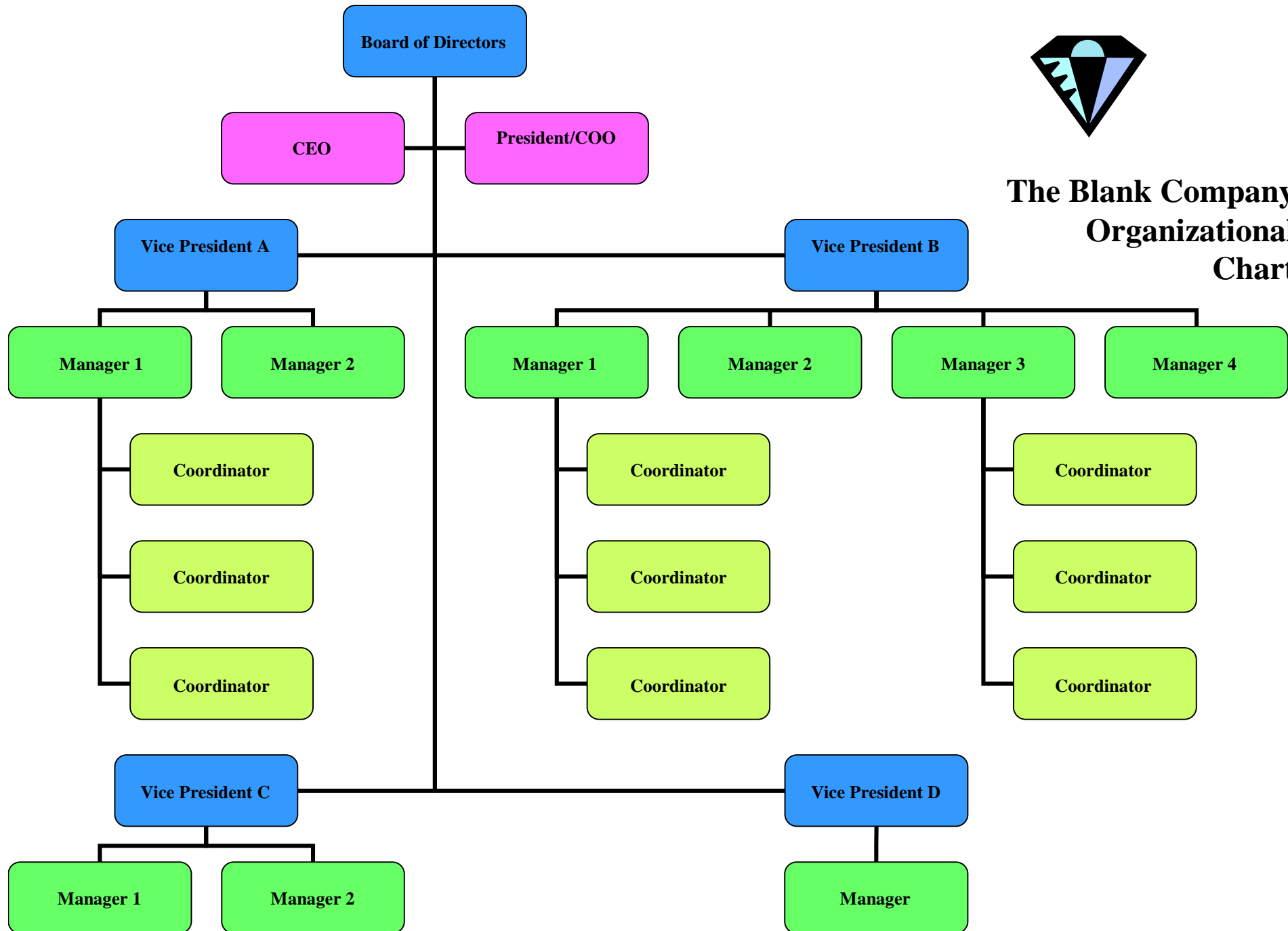


The Blank Company, Inc.

Business Development Plan



# The Blank Company Organizational Chart





## **Job Descriptions**

**CEO:** Responsible for the strategic objective and verifies all positions are carried out effectively and efficiently; for safe employment with a challenging atmosphere.

**President/COO:** Accountable to the CEO.

### **Vice President A:**

*Reporting to Vice President A:*

**Manager 1:** Oversees:

- *Coordinator –*
- *Coordinator –*
- *Coordinator –*

**Manager 2:** Oversees

**Vice President B:** Accountable for

*Reporting to Vice President B:*

**Manager A:** Oversees:

- *Coordinator –*
- *Coordinator –*
- *Coordinator –*

**Manager B:** Oversees:

**Manager C:**

- *Coordinator –*
- *Coordinator –*
- *Coordinator –*

**Manager D:** Oversees:

**Vice President C:** Accountable for

*Reports to Vice President C:*

**Manager A:** Oversees:



**Manager B:** Oversees:

**Vice President D:** Accountable for

**Manager A:** Oversees:







# 2007 STRATEGIC QUADRANT PLANNING

## FINANCIAL

*Strategic Client Projection:*

- Create a more service oriented.....
- Become more professional....

*Strategic Objective:*

- By January 1, 2007:
- By January 31, 2007:

## INTERNAL BUSINESS PROCESSES

*Strategic Client Projection:*

- Add more ...
- Shift ...

*Strategic Objective:*

- By January 1, 2007:
- By January 31, 2007:

## LEARNING & GROWTH

*Strategic Client Projection:*

- Become more knowledgeable
- Contact all



*Strategic Objective:*

- By January 1, 2007:
- By January 31, 2007:

## **VISION**

*Strategic Client Projection:*

- Continue involvement sponsorship
- Create a formal




*Strategic Objective:*

- By January 1, 2007:
- By January 31, 2007:




## MILESTONES:



*By January 1, 2007:*

-  Update calendar
-  Order pre-printed
-  Finalize the



*By January 15, 2007:*

-  Provide a more customer service oriented



*By Date, 2007:*

-  Event
-  Event



*By Date, 2007:*

-  Event
-  Event

*By Date, 2007:*

-  Event
-  Event

*By Date, 2007:*

-  Event
-  Event



**2007**

**Recommendations:**

		April	May	June	July	August	September	October
<b>Radio</b>	<i>Radio</i>			\$700	\$700	\$700	\$700	\$700
<b>Print</b>	<i>News</i>	\$600	\$600					
	<i>Chamber of Commerce</i>		\$300			\$300		
	<i>News</i>					\$400	\$600	
	<i>Sales Presentations</i> <i>Marketing Materials</i>	<b>\$1,000</b>						
<b>Memberships</b>	<i>Sponsorship for Annual Event</i>		<b>\$600</b>					
	<i>Chamber of Commerce</i>	\$0	\$0	\$0	\$0	\$0		\$0
	<i>Contractor's Association</i> <i>Parade</i>	\$35	\$35	<b>\$1,000</b> \$100	\$35	\$35	\$35	\$35
<b>Networking</b>	<i>Working Lunches</i>		\$300			\$300		
<b>External Web Ads</b>	<i>Classifieds</i>							
	<i>Chamber of Commerce</i>	\$100	\$100	\$100				
<b>Website Design</b>	<i>See proposals</i>							
<b>SEOP</b>	<i>To follow Website Design</i>							
		<b>\$1,735</b>	<b>\$1,935</b>	<b>\$1,900</b>	<b>\$735</b>	<b>\$1,735</b>	<b>\$1,335</b>	<b>\$735</b>



**Recommendations:**

*Per month: One time:*

*Explanation:*

Radio	\$700		Radio Ad	<i>Starting in June replacing News</i>
Print	\$600		News	<i>Business Card Ad</i>
	\$924		News	
	\$100		Chamber Paper	<i>Quarterly Newsletter * Unsure of Price</i>
Marketing Material		\$1,000	Tri-folds*	<i>* Price Assumed for Spreadsheet</i>
Memberships		\$600	Sponsorship for Annual Event	<i>2 Tickets with 1/4 Page Program Ad</i>
		\$600	Chamber of Commerce	<i>BAH attendance &amp; sponsor a BAH</i>
		\$1,000	Chamber of Commerce	<i>* Approximate Annual Dues</i>
			Alliance	
			Better Business Bureau Member	<i>Maintain Membership</i>
	\$600	\$1,000	Association	<i>Maintain Membership &amp; Booth</i>
		\$100	Parade	<i>Walk and hand out business cards</i>
Networking	\$100		Working Lunches	<i>\$300 per quarter for personal lunches for referrals</i>
External Website Ads		0	Classifieds	<i>FREE for classified ads</i>
	\$100		Chamber of Commerce	<i>* Price Assumed, focus on website revisions</i>
			Chamber of Commerce	<i>(Only the large Level 1 banner available, not recommended now)</i>
Website Design			Changes as noted in separate proposal	
SEOP			Changes as noted in separate proposal	<i>To follow website changes</i>



**2007**

**Recommendations:**

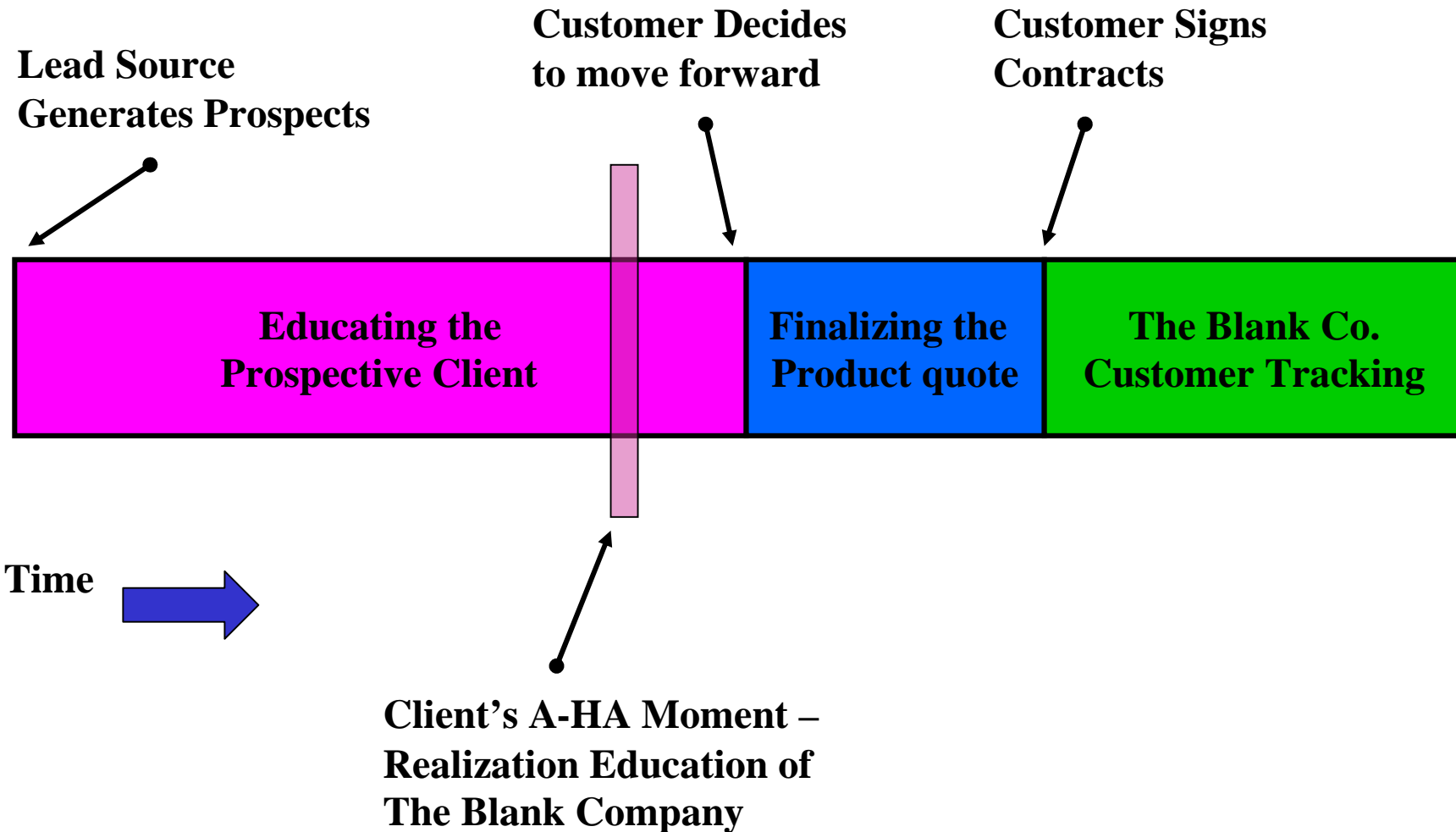
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<b>Print</b>	<i>News</i>	\$600	\$600					
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	<i>News</i>					\$400	\$600	
	<i>Sales Presentations</i> <i>Marketing Materials</i>	<b>\$1,000</b>						
<b>Memberships</b>	<i>Sponsorship for Annual Event</i>		<b>\$600</b>					
	<i>Chamber of Commerce</i>	\$0	\$0	\$0	\$0	\$0		\$0
	<i>Contractor's Association</i> <i>Parade</i>	\$35	\$35	<b>\$1,000</b> \$100	\$35	\$35	\$35	\$35
<b>Networking</b>	<i>Working Lunches</i>		\$300			\$300		
<b>External Web Ads</b>	<i>Classifieds</i>							
	<i>Chamber of Commerce</i>	\$100	\$100	\$100				
<b>Website Design</b>	<i>See proposals</i>							
<b>SEOP</b>	<i>To follow Website Design</i>							
		<b>\$1,735</b>	<b>\$1,935</b>	<b>\$1,900</b>	<b>\$735</b>	<b>\$1,735</b>	<b>\$1,335</b>	<b>\$735</b>

Month: \_\_\_\_\_

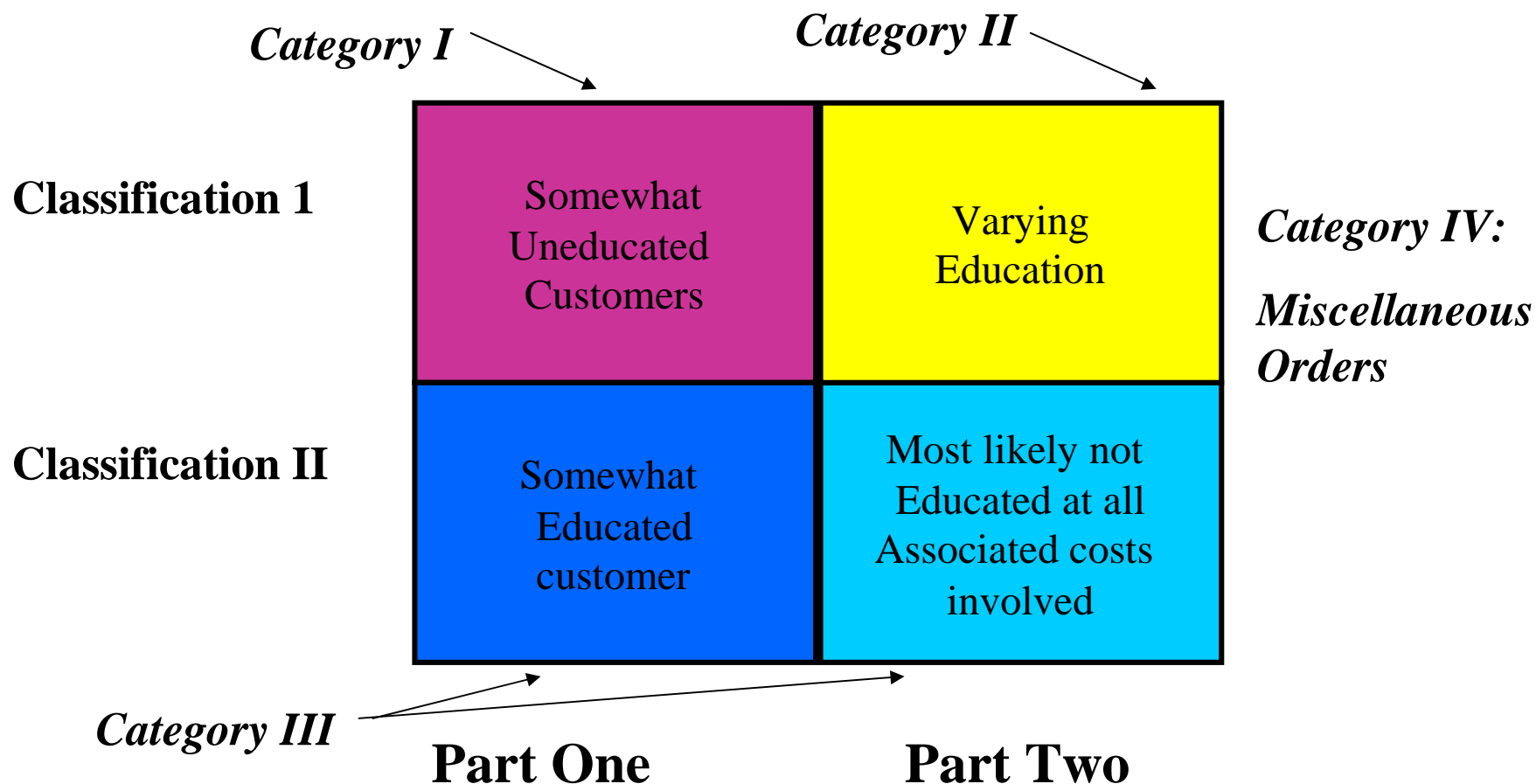


## PERFORMANCE MEASURES SUMMARY

	<u>Week 1</u>	<u>Week 2</u>	<u>Week 3</u>	<u>Week 4</u>	
<i>New Customer Contacts</i>					
Phone	5	5	5	5	
Word of Mouth	0	0	0	0	
Email	0	0	0	0	
Cross-selling	0	0	0	0	
Total New contacts	5	5	5	5	<b>20</b>
Quotes sent out	<input type="text" value="0"/>				
Appointments Gained	<input type="text" value="0"/>				
Clients Gained	<input type="text" value="0"/>				
Employees Gained	<input type="text" value="4"/>				
<b>Close Ratio:</b>					<b><input type="text" value="20.00%"/></b>
Marketing Expenses:	1				
<b>Market Expense Ratio:</b>					<b><input type="text" value="25.00%"/></b>



# CLIENT CLASSIFICATIONS...



# CLIENT CLASSIFICATIONS...



**Category I, II, III, IV:**

**Breakdown of each kind of consumer**

**Their likely questions and mind set**

**When approaching a Category I, II, III, IV Clients:**

- **Marked actions for each one**

# HOW THESE CLIENTS CHOOSE THE BLANK COMPANY...



*Primary Lead  
Sources:*

<b>CATEGORY I:</b>  Source 1 Source 2	<b>CATEGORY II:</b>  Source 2 Source 3 Source 4
<b>CATEGORY III:</b>  Source 3 Source 5	<b>CATEGORY IV:</b>  Source 2 Source 4