

## ***Business Plans & Consulting, LLC***

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**www.businessplansandcounseling.com**

### **MISSION STATEMENT**

Our mission is to meet the client's needs by providing excellent business consulting services, and to maintain an absolute advantage over all other competitors by developing quality business plans, providing management services, management consulting, and grant proposal writing. We accomplish this with integrity and on-time delivery at an affordable price. The company always strives to be the best through continuous improvement.

### **MANAGEMENT**

- ◆ Developed over 375 custom business plans, with emphasis on management, marketing and financial management
- ◆ Designed business plans for management, or targeted to Small Business Administration (SBA), Angel Investors, or Venture Capital Investors and other financial institutions.
- ◆ Created business plans to ensure success, profit growth and expansion of clients' companies
- ◆ Served as clients' business consultant during and after the business plan development process
- ◆ Provided management consulting for assisting clients to accomplish business objectives and achieve professional goals
- ◆ Performed business valuations to help buyers and sellers realize fair, substantiated value for small businesses

### **MARKETING**

- ◆ Developed marketing plans by identifying likely opportunities, planning the services offered, and promotion of clients' businesses according to the Marketing Code of Ethics. Determined clients' company competitive advantage
- ◆ Planned marketing strategies, industry overview, target market, marketing mix, market share, primary marketing research, S.W.O.T. analysis, competitor's analysis, and consulted business owners about pricing decisions.
- ◆ Designed advertising campaigns consisting of billboard, direct-mail, magazine, newspaper, radio, and other media
- ◆ Designed customer surveys to solicit input and sample consumer opinions, and interpreted the results

### **FINANCIAL MANAGEMENT**

- ◆ Prepared annual selling and administrative expense budgets and three or five-year financial forecasts
- ◆ Created charts and graphs for the financial section of business plans that grabs and holds the reader's attention
- ◆ Created, understood, and analyzed balance sheets, income statements, cash flow statements and cost studies
- ◆ Developed customized charts and tables which show details about use of proceeds, revenue distribution, financial forecasts, annual expenses, cost structure, break-even analyses and business ratio analyses.

### **ADDITIONAL SKILLS**

- ◆ Computer software – Microsoft Access, Excel, PowerPoint, Word, Adobe, SmartDraw6, and Peachtree Accounting
- ◆ Published author and member of Toastmaster International Speech Club delivering over a dozen public speeches

### **RELATED EXPERIENCE**

Business Instructor for a local private business college,	2007-Present
Judge for Virginia's Virtual Enterprise Business Plan Competition,	2006-Present
Member of Christian Business Network,	2005-Present
Member of Virginia Peninsula Chamber of Commerce,	2002-Present
Member of Chamber of Commerce Military Affairs Committee,	2007-2008
Chairman and Counselor of Peninsula SCORE Chapter 100,	2004-2008
District Trainer for Business Network International,	2005-2006
Member of Business Network International,	2004-2006
Advisor to Hispanic Chamber of Commerce Board of Directors,	2004-2006
Member of Chamber of Commerce President Circle Committee,	2001-2005

### **SUMMARY OF EDUCATION**

BSBA, Business Management; Christopher Newport University, Newport News, VA,	2000-2003
Certified Federal Grant Writer; The Grant Institute, Richmond, VA,	2005
Advanced Microsoft Excel training; Fred Pryor Seminars, Norfolk, VA,	2007