Business Plan

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# Executive Summary

Remove Questions in red when done

**1** What is the business idea in brief and market you are entering?

Start here…

**2** What problem does your product/service solve?

Start here…

**3** How does it fit into the marketplace?

Start here…

**4** Why now…Why is it a good time for this type of business to open?

Start here…

**5** If looking for loan/investor, what will it cost and what are you looking for?

Start here…

**6** End with positive note on the proposed business

Start here…

# Proposed Business

Remove Questions in red when done

**1** Start with an introduction to business name, owner and type of business structure (sole proprietor, incorporation)

Silvia Revenco Coaching is owned by Silvia Revenco and is a sole proprietorship.

**2** What is the business…What do you do?

The business provides coaching and educational services in areas of health, nutrition, and mindset (specifically career and life path coaching, and self-expression coaching).

**3** Where you will do it?

These services are provided at various locations, depending on what is mostly suitable in each situation: the client’s home, the owner’s home, public places, and online.

**4** How you will do it?

Both the coaching services and the educational classes are provided in person, by phone, or online through Skype or webinar platforms such as Zoom.

**5** Why you will do it?

Silvia Revenco is passionate about food, nutrition, and self-development. She was born and grew up in Moldova, a country with a strong food culture and a family that grows their own food. At the age of 16, she moved to London, England, alone to continue her education. She graduated with a Business Management degree and started a career in direct sales, and later, recruitment. She struggled with low self-esteem and self-worth, resulting in a fast food addiction, being overweight, working in unsatisfying jobs and married into a 7-year emotionally abusive relationship.

 She has been passionately studying nutrition and self-development for over 10 years, and has dramatically improved her own life by applying herself and working with coaches and mentors. Her mission is to help thousands of other women wake up to their potential and live the life of their dreams.

## Mission Statement

Our mission is to support and empower women around the world who struggle to find happiness in their bodies, their lives, and their careers, by providing classes, workshops, group coaching and individual coaching programs.

## Objective

The goal for Silvia Revenco Coaching is to provide services in the coaching industry. In addition to providing a valuable service, the short and long-term goals are as follows:

**Short Term** (1-2 years)

* To generate $80k of revenue in year one, and grow by 30% in year two.
* To establish 50 customers in year one, while increasing by 50% in year two.
* To establish a strong presence on the market by providing high quality services, resulting in repeat customers.

**Long Term**(3-5 years)

* To serve 500 customers.
* To hire 2 employees as the business expands.
* To host yearly retreats to desired destinations (Greece, Costa Rica) by partnering with other organizers (Ricky Goodall, Thalassa Blue)

# Industry

The self-improvement industry has been growing steadily over the past 10 years. The U.S. self-improvement market alone was worth $9.9 billion in 2016. It is forecast to post 5.6% average yearly gains from 2016 to 2022, when the market should be worth $13.2 billion.

This “industry” has many sub-segments to deliver this knowledge to us: infomercials, holistic institutes, self-help books audiobooks, motivational speakers, websites, apps, public seminars, personal coaching, weight loss programs, and training organizations.

The industry has been supported traditionally by Baby Boomers, who relied upon experts and gurus that are household names: Tony Robbins, Jim Rohn, Marianne Williamson, Wayne Dyer, Stephen Covey, Deepak Chopra, Oprah Winfrey, Zig Ziglar, Robert Kiyosaki (Rich Dad, Poor Dad), Louise Hay, and Brian Tracy, to name a few. (Note: Wayne Dyer, Stephen Covey, Zig Ziglar, Louise Hay, and Jim Rohn are deceased.)

However, the demographic is changing. Baby Boomers are aging, and these older gurus are dying or retiring. A new generation of self-improvement experts will have to emerge to take their place. And technology is shifting how these experts distribute their advice to consumers — increasingly via the internet, podcasts, online courses and “academies,” telesummits, MP3 downloads, apps, websites, masterminds, phone coaching, and webinars.

Coaching is estimated to be a $2 billion global industry that is rapidly growing -about 5.5% per year (Forbes) - as evidenced by a dramatic increase in coaches, professional coaching organizations and coaching-related research. $700 million of the market comes from the US. The National Post states that it is the second fastest growing field. The average salary of a life coach is $62,000 per year, and the top 10% of earners, who earn 6 figures, have been found to be focusing on one particular niche market within life coaching. Most commonly, coaching is a business, not a job, although corporate coaching has been experiencing a steady growth, especially in Fortune 500 companies.

Our current technological age is a great time to start a coaching-related business, as the internet has made it easy to deliver coaching services from a laptop to clients anywhere in the world, with minimal to no operating costs.

# Market Analysis

## Customer Profile

The services provided by the business are aimed at women aged between 30-45 years old, living in cities in Canada, US or Western Europe. They have full-time jobs and make enough money to survive day-to-day, on average a salary of $30-50k yearly. Although covering their living expenses, they don’t get personal fulfillment and satisfaction in their jobs. They feel unhappy, stressed, dis-empowered, and desperate for a change. They are tired of working hard, and they want more from life, but feel stuck, unclear about what they want, and unsure of how to go about it. They want to eat healthier, exercise more regularly, but are constantly sabotaging themselves and struggle to break negative patterns and habits.

## Market Size

Start paragraph here…

## Competitor Analysis

Start paragraph here…

**Competition Name:** Brief paragraph why they are your competitor.

**Competition Name:** Brief paragraph why they are your competitor.

And add more if you have more.

## MARKETING MIX

### Products Services

Start paragraph here…

**Product/Service:** Explain here.

**Product/Service:** Explain here.

Add products/services if you have more.

### Placement

Start paragraph here…

### Price

Start paragraph here…

**Product/Service:** $ Price here

**Product/Service:** $ Price here

Add more prices if you have more.

### Promotion

Start paragraph here…

**Direct Sales:** Brief paragraph of how you will use the service as a promotion, what you will spend.

**Facebook Ads:** Brief paragraph of how you will use the service as a promotion, what you will spend.

**Facebook Posts:** Brief paragraph of how you will use the service as a promotion, free - your time?

Add more promotions if you have more.

# Operational Plan

## Key Personnel

**Background**

Start paragraph here…

**Roles and responsibilities**

Start paragraph here…

**Employees**

Start paragraph here…

**Outsourced responsibilities**

Start paragraph here…

## Process

Start paragraph here…

* Task
* Task
* Etc.

## Suppliers

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Products** | **Supplier** | **Location** | **Back-Up Supplier** | **Location** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Inventory

Start paragraph here…

## Sales

Start paragraph here…

### Terms, Conditions Contracts

**Terms**

Start paragraph here…

**Conditions**

Start paragraph here…

**Contracts**

Start paragraph here…

## Equipment

**Owned Equipment**

* Item
* Item
* Etc.

**Require Purchasing**

* Item
* Item
* Etc.

The projected cost to purchase of the items list is $xxx.

**Future Purchases**

* Item
* Item
* Etc.

## Location Facilities

Start paragraph here…

## Permits Regulations

Start paragraph here…

## Contingency Planning, Insurance Risk Management

Start paragraph here…

## Security (Including Data Equipment)

Start paragraph here…

# SWOT Analysis

## Strengths

* 20 years of experience
* ?
* ?
* ?
* ?

## Weaknesses

* New business with no established clientele.
* ?
* ?

## Opportunities

* Growing local market for this business
* ?
* ?
* ?
* ?

## Threats

* Existing competition with years of experience in the local market
* ?
* ?

# Financial Information

## Use of Funds

|  |  |  |  |
| --- | --- | --- | --- |
| ***Start-up Costs***  | ***Amount*** | ***Financing*** | ***Amount*** |
| Equipment  |  | ACOA Seed Capital |  |
| Leaseholds |  | Futurepreneur |  |
| Inventory  |  | BDC |  |
| Marketing  |  | - |  |
| - |  | - |  |
| - |  | - |  |
| - |  | - |  |
| - |  | - |  |
|  |  |  |  |
| Working capital  |  | Owner’s investment |  |
|  |  |  |  |
| ***Total Project Costs*** |  | ***Total Project Financing*** |  |

## Projected Income Statement

*See attached*

## Cash Flow Projections

*See attached*

## Assumptions

The following assumptions include:

* ?
* ?
* ?
* ?
* ?
* ?

# Appendices

**Title**

Insert content here…