



# **COMPLETE BUSINESS SOLUTIONS AUSTRALIA**

## Marketing plan

Date: 12/09/2022

# Key details

## Registration details

<b>Business name</b> Registered or proposed name.	Complete Business Solutions Australia Pty Ltd
<b>Date registered</b>	10/05/1998
<b>State registered in</b>	New South Wales
<b>Business structure</b>	<i>Company</i>
<b>Australian business number (ABN)</b>	80 999 444 333
<b>Australian company number (ACN)</b> If a company.	80 999 444 334

## Contact details

<b>Name</b>	Gavin Stead
<b>Phone</b>	02 987 654
<b>Mobile</b>	0412 123 456
<b>Email</b>	<a href="mailto:Info@cbsa.com.au">Info@cbsa.com.au</a>
<b>Address</b>	300 Fictional Way, Sydney, NSW 2000

## Online and social media details

	Address/details
<b>Website</b>	<a href="http://www.cbsa.com.au">www.cbsa.com.au</a>
Facebook	CBSA
Twitter	CBSA
LinkedIn	CBSA
YouTube	CBSA

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# The business

## Plan summary

### **What our business does**

The products or services we sell.

B2B Consultancy services

### **Our target market**

Small, medium, and enterprise-size organisations.

All business owners, of any gender, small to medium size businesses and enterprises, size of business can vary from 2 to over 1,500.

Locations of business can be anywhere in Australia.

Incomes will vary depending on the type of business \$45K to over \$250K

### **Our unique selling point**

Providing end to end support services across a wide range of areas. We form an intimate knowledge of our client's business and therefore become their partner in business.

### **Our strategic objectives**

- To become Australia's largest business consultancy firm.
- To support business owners and their immediate and future needs.
- To deliver a first-class customer experience to ensure high levels of customer satisfaction.
- To remain up-to-date with the latest business compliance requirements.

## Our vision

To become Australia's largest provider of business support and advocate of business needs

## Our mission

Helping businesses by becoming an extension of their business by providing end to end support services across a wide range of areas. We form an intimate knowledge of our client's business and therefore become their partner in business.

## Products and services

Due to the wide range of services offered, and the needs of these services for each client, prices are determined for each client after the initial consultation meeting. A profit ratio of 15-20% is the minimum amount necessary for each of the client services offered after expenses have been covered.

An example of the typical rates for major services in the following table:

Service	Description	Price (per hour approx.)
Financial services	Budgeting	\$100
	Payroll	\$85-\$125
	Accountancy	\$140-\$180
	Bookkeeping	\$85-\$125
	Financial planning	\$100
Information Technology services	Systems analyst and integration	\$200
	Website/software development	\$120-\$150
	Networking and security	\$120-\$150

	IT Support	\$65–\$85
Business services	Human resources (staff management, recruitment, contracts, position descriptions, etc.)	\$85–\$125
	Auditing	\$150–\$200
	Branding and styling	\$85–\$125
	Legal advice	\$250–\$500
	Business compliance and administration	\$85–\$125
Training services	Range of training programs tailored to the client’s needs.	\$85–\$150

## Our target market

*[Not everyone will want your product or service, so make sure you [research the market](#) and have a clear picture of who you’re targeting. This helps focus your marketing efforts and improve your chances of success. Describe your targeted customers for example by gender, age, income, location or education.]*

The group of customers that we aim to sell our products or services to.

*Small, medium, and enterprise-size organisations.*

*All business owners, of any gender, small to medium size businesses and enterprises, size of business can vary from 2 to over 1,500. locations of business can be anywhere in Australia, incomes will vary depending on type of business \$45K to over \$250K, languages – usually English*

## Communication channels

CBSA customers get in contact using the following channels:

- telephone
- mail
- email
- physical location (storefront)
- website
- social media.

## Marketing strategy

Broad strategies of electronic, event based, and traditional advertising.

**Tag line:** 'Your business expert'.

The following provides details of systems and procedure currently used:

Type	Expected business improvement	Cost	Target date
Website banner ads	Generate leads to the website	\$2,500.00	Annual
Newspaper	Targeted to increase sales by 5%	\$6,200.00	Annual
Radio	Targeted to increase sales by 10%	\$18,900.00	31/06/20XX
Television	Targeted to increase sales by 20%	\$50,575.00	31/10/20XX
Website	Targeted to allow easy access to services	\$9,275.00	Annual
Facebook	Targeted to raise organisation profile	\$600.00	Annual
Twitter	Targeted to raise organisation profile	\$280.00	Annual
Instagram	Targeted to raise organisation profile	\$300.00	Annual
LinkedIn	Targeted to raise organisation profile	\$450.00	Annual
Winter sales campaign	Targeted to increase sales by 15%	\$12,000.00	31/08/20XX
Summer sales campaign	Targeted to increase sales by 15%	\$9,500.00	31/03/20XX

## Sales & Distribution Channels

Channel type	Percentage of sales
Electronic	65%
Direct contact	25%
Shopfront	10%

# The finances

## Finance

### Projected profit and loss for upcoming financial year 20XX

#### Income

IT Services	\$600,000.00
Financial Services	\$1,200,000.00
Business Services	\$1,200,000.00
HR Services	\$500,000.00
Training Services	\$85,000.00
<b>Total income</b>	<b>\$3,585,000.00</b>

#### Costs of Goods Sold

Purchases	\$20,000.00
<b>Total Costs of Goods Sold</b>	<b>\$20,000.00</b>

#### Expenses

Office Lease	\$100,000.00
Travel Expenses	\$85,000.00
Insurance	\$14,000.00
Wages and Salaries	\$2,600,000.00
Running Expenses	\$8,000.00
Utilities	\$8,000.00
<b>Total Expenses</b>	<b>\$2,851,000.00</b>



## Net Position

Income	\$3,585,000.00
Cost of Goods Sold	\$20,000.00
Gross profit	\$3,565,000.00
Expenses	\$2,851,000.00
Other income	\$0.00
Other expenses	\$0.00

**Net Position \$750,000.00**

## Projected Profit Margin Ratio

The profit margin ratio formula is calculated by dividing net income by net sales:

Net income: \$750,000.00 ÷

Net sales: \$3,585,000.00

Profit margin ratio: **20.92%**

## Projected cash flow

The projected cash flow shows CBSA will generate sufficient cash flow to support operations:

