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Grants Administration

*Strategic & Tactical Business Plan  
For*

***All Points Protective Services LLC***  
***“Providing Superior Quality Security Guard Services  
Utilizing the Latest Tactics for Protecting  
People and Property”***

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*Strategic & Tactical Business Plan*

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## 2. Confidentiality Agreement

This agreement is to acknowledge that the information provided by *All Points Protective Services LLC* in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without the express written permission of *All Points Protective Services LLC*. It is also acknowledged by the reader of this business plan that the information furnished in this business plan, other than information that is in the public domain, may cause serious harm or damage to *All Points Protective Services LLC* and will be kept in the strictest confidence.

Upon request, this document is to be immediately returned to *All Points Protective Services LLC*.

Signature \_\_\_\_\_

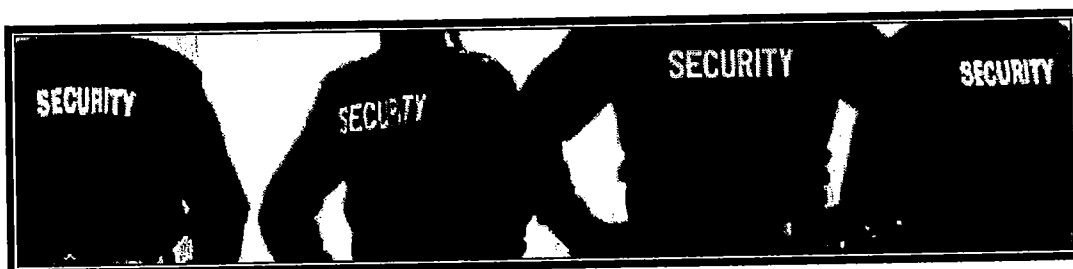
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Date \_\_\_\_\_

This is the business plan for *All Points Protective Services LLC*. The presentation of this business plan does not imply an offering of securities.

### 3. EXECUTIVE SUMMARY

There is an opportunity in Fort Pierce, Florida to open and operate an innovative successful security guard consulting company. Marcus Kelly recognizes this opportunity and has decided to go forward with his new company named *All Points Protective Services LLC*. The company will penetrate the market in the business of providing high level security to a diverse client base featuring a dedicated team of highly skilled personnel who possess extensive experience in dealing with security issues in this time of heightened awareness. Marcus Kelly also recognizes the opportunities for offering superior quality consulting services utilizing the latest tactics for protecting people and property in need of low, medium and high levels of security. *All Points Protective Services LLC* will serve its areas of business working to make its operations more productive and effective while at the same time controlling expenses.



The money required getting the company organized and structured has been provided by Marcus Kelly. To make this company a reality there will be an amount needed of \$25,000.00. Marcus Kelly is providing \$5,000.00 leaving a balance of \$20,000.00, which will come as a loan. The money will be allocated to take care of all the requirements including uniforms and miscellaneous operating expenses. This business plan will show the components that make up and accomplish this exciting business venture.

This business is based on two vital components:

1. Excellent management that has a mastery of choosing the right product and the right service at the right time with a mastery of knowing what its total market is and how to keep gaining a greater share of that market.
2. Providing an excellent product or service that is not only well accepted now but also whose acceptance and use will continue to grow at an accelerated rate into the future.

*All Points Protective Services LLC* will coordinate worker productivity with increasing market demand to ensure continued company growth and development. Its approach emphasizes the individual participation of every employee and member of this organization and the total process of building the company to acquire an ever-increasing market share. By guiding and helping employees with knowledge and awareness, it will build a solid foundation for achieving its most ambitious goals.

## Strategic & Tactical Business Plan

*All Points Protective Services LLC* realizes that this is an ideal time to establish its business in this growing industry and move forward in a steady progression over the next five years.

Some of the highlights of its strategy are here briefly summarized:

- ✓ *All Points Protective Services LLC* has talent and experience that is superior for the marketplace.
- ✓ Profitability is assured by its preparation of knowing what the market requirements are presently and what the market requirements are to be in the next several years.
- ✓ With its strategy and budget in place, sales are expected to multiply rapidly, and the company expects to move in on the leaders in the industry.

### **3.1 OBJECTIVES**

*All Points Protective Services LLC* has definite objectives in order to fulfill its desire to participate and achieve an ever-growing market share of the exciting industry that it is entering. What follows is a brief summary of the key objectives of *All Points Protective Services LLC*:

1. Penetrate the market in the business of operating a security consulting company.
2. Develop employee capabilities to ensure a strong foundation for participation in a rapidly growing company.
3. Increase sales and revenue at a rate no less than 10% per year.

### **3.2 MISSION STATEMENT**

*All Points Protective Services LLC* is a company that will strive to excel in the business of providing high level security to a diverse client base featuring a dedicated team of highly skilled personnel who possess extensive experience in dealing with security issues in this time of heightened awareness. What makes *All Points Protective Services LLC* different and special is that *All Points Protective Services LLC* will offer superior quality consulting and investigation services utilizing the latest tactics for protecting people and property in need of low, medium and high levels of security.

### **3.3 KEYS TO SUCCESS**

*All Points Protective Services LLC* is confident of the following attributes that it demonstrates as keys to its success:

1. Marcus Kelly's ability to recognize and define the best course of action
2. The consistent raising of productivity
3. Diligent effort to regularly lower overall cost
4. Recruitment of experienced and talented employees
5. Ability to effectively market what *All Points Protective Services LLC* provides

## **4. COMPANY SUMMARY**

*All Points Protective Services LLC* will begin its operation in 2019. The inspiration for the company was the realization that there is a need for a security company that can establish a higher standard of professionalism in the industry by going above and beyond to provide exceptional customer service. The company will be headquartered in the city of Fort Pierce in the state of Florida. Its operations will expand regionally.

### **4.1 COMPANY OWNERSHIP**

*All Points Protective Services LLC* is set up as a Limited Liability Company. The ownership is held by Marcus Kelly, who holds 100%. Any and all questions relative to ownership should be directed to *All Points Protective Services LLC*

### **4.2 COMPANY HISTORY**

*All Points Protective Services LLC* is proud of the accomplishments of the people that have made up this company. *All Points Protective Services LLC* is particularly proud of the fact that it is a leader in identifying and adapting new techniques and technologies while consistently retaining highly qualified personnel and providing for their career development by establishing programs that provide a high degree of economic security. We are equipped to handle any size property, event or business with a customized security solution. The company is also particularly proud of the fact that our managerial capabilities enable us to offer unrivaled services which encompass recruiting higher quality personnel and training them in dealing with the most crucial security issues facing our customers today. The implementation of technologically advanced tools will allow us to streamline the logistics of managing our personnel and assist us in holding them accountable.

### **4.3 START-UP SUMMARY**

The money required getting the company organized and structured has been provided by Marcus Kelly. To make this company a reality there will be an amount needed of \$25,000.00. Marcus Kelly is providing \$5,000.00 leaving a balance of \$20,000.00, which will come as a loan. The money will be allocated to take care of all the requirements including uniforms and miscellaneous operating expenses.

### **4.4 COMPANY LOCATIONS AND PREMISES**

*All Points Protective Services LLC* will maintain its headquarters where its management staff will be located in the city of Fort Pierce in the state of Florida. At no time will management allow a situation to exist where the company is supporting locations or premises that are not absolutely essential to the most effective operation of the company.

## **5. PRODUCT DESCRIPTION**

*All Points Protective Services LLC* is proud of its main product line and the features and benefits that make up its attractiveness to this ever-growing market. The main features and benefits of its core products to its customers include that our security programs are successful because we fully understand the nature of the businesses we secure, the properties and personnel we protect, and the deterrent effect we promote. Some of the strengths and capabilities of its core products as it pertains to shelf life, durability and availability include that we possess the ability to provide key staffing and personnel to assist in developing customized security solutions. Our team includes experts in every security related field, from police officers and military professionals to service industry gurus and small business owners.

### **5.1 SERVICE DESCRIPTION**

*All Points Protective Services LLC* is proud of its main service line and the features and benefits that make up its attractiveness to this ever-growing market. The main features and benefits of its main service to its customers include that all of our employees are rigorously screened, tested, and evaluated to ensure the highest levels of safety and professionalism. Some of the strengths and capabilities of our main service as it pertains to potential market, ease of administration and availability include that we offer the best of the best in trained security personnel with fast response times designed to capture a larger share of the market. *All Points Protective Services LLC* will provide well trained guards and high-tech equipment for one or more of the following purposes:

- Foot Patrol Tours
- Bicycle Patrol Tours
- Vehicle Patrol Tours
- Armed/Unarmed Guard Services
- Emergency Response
- Controlled Access

We understand the critical role that a security professional plays in the overall success of a facility and we are devoted to hiring high-caliber employees who are intelligent, capable, and dedicated individuals. Candidates are carefully selected by an experienced recruitment staff committed to finding those individuals who meet our rigid employment standards. Through training, performance evaluations, and quality assurance measures, we ensure that security officers maintain the highest performance standards.

### **5.2 COMPETITIVE COMPARISON**

*All Points Protective Services LLC* has done extensive research and investigation of all of the aspects of the competitiveness of the existing market in which it will be participating and is fully aware of the major competitors who include: Infinity Enforcement Agency, Star Security Corp, and Trident Security Agency.

*All Points Protective Services LLC* recognizes these major competitors as a prime focus because they have been evaluated using criteria of price and value. This company specifically knows that the advantages it has over its competition include that all of our associates are carefully prescreened to ensure the highest standard of quality and we consistently strive to provide a superior level of service designed to exceed the expectations of our clients. This study of its competition has given the company a mastery of the effects of regulatory agencies, business share, pricing strategies, cut-throat or permissive posturing, as well as strengths and weaknesses of the companies that make up the competition.

### **5.3 SALES LITERATURE**

*All Points Protective Services LLC* is prepared to highlight all of the most important benefits and features in a packet of sales literature. This information will present a compelling point of view as well as a detailed explanation why the consumer should exchange their hard earned dollars for the company's essential products and services. The sales literature will be complete in every way and will answer the questions of who, what, why, when and where of what the company is presenting.

### **5.4 SOURCING AND FULFILLMENT**

*All Points Protective Services LLC* is totally prepared in the preparation for ease and completion of fulfillment requirements. All aspects of fulfillment have been considered, evaluated and highlighted for the purpose of assuring both customers and pertinent employees that fulfillment will never be a major concern.

### **5.5 TECHNOLOGY**

*All Points Protective Services LLC* has positioned itself in a way to take full advantage of all the technology available for its particular industry. Management has determined that when necessary that state of the art software and appropriate hardware will be implemented to assist all employees in gaining maximum productivity. In particular, the company will be utilizing accounting procedures both off-line and online to monitor weekly, monthly, quarterly and annual results of all aspects of operations.

### **5.6 FUTURE PRODUCTS AND FUTURE SERVICES**

*All Points Protective Services LLC* is currently using its experience and talent to position itself in future markets with the appropriate products and services. Its current product and service lines, which include protecting people and property in need of low, medium and high levels of security, are sufficient in today's demanding market and will fare very well in future years as well. In addition to this, the company is creating new products and services to keep its position in the marketplace ever expanding.

## **6.0 MARKET ANALYSIS SUMMARY**

*All Points Protective Services LLC* has done an exhaustive study of the state of its industry, which is one of the most exciting industries in the nation. It presents an ever increasing market, a very healthy bottom line, and excellent opportunities for growth. The outside world demands a security firm with trusted and reliable personnel who possess the skills required to protect those in need by using the latest tactics in all fields of security. *All Points Protective Services LLC* has all this to offer and its management team will keep its finger on the pulse of market demands. This industry is filling the needs of the consumer, although there remains a need for a company that provides highly qualified security personnel during this time of heightened awareness. This is why *All Points Protective Services LLC* fits perfectly for meeting the demands of its industry.

### **6.1 MARKET SEGMENTATION**

*All Points Protective Services LLC* is very much aware of the importance of market analysis as it pertains to market segmentation. At the current time management feels that the market for *All Points Protective Services LLC* is very large and growing. The reason for this conclusion in reference to market segmentation is after careful study of its current and potential customer base. The company strongly feels that the market requires a security firm that serves as a leader in identifying and adapting new techniques and technologies while consistently retaining highly qualified personnel and providing for their career development by establishing programs that provide a high degree of economic security. By offering to take every step necessary to ensure client safety and satisfaction with flexible protection options that give clients comfort and peace of mind, *All Points Protective Services LLC* should be able to capture its market.

### **6.2 TARGET MARKET AND SEGMENT STRATEGY**

*All Points Protective Services LLC* aims to understand each and every reason why a consumer buys a particular product or service. In its total analysis there is a study of everything that affects a person's behavior, their cultural background, their economic status, their educational background, as well as any and all factors that relate to their behavior. *All Points Protective Services LLC* strives to target that segment of the market that is in the ideal position to need its service, afford its service, and be in a position to act on buying its service immediately. This company is always able to determine these results from such sources as existing customers, suppliers, bankers, trade groups, and industry journals.

#### **6.2.1 MARKET NEEDS**

*All Points Protective Services LLC* evaluates its market primarily from the standpoint of what the needs are of the individual consumer. This can be a very varied thing. *All Points Protective Services LLC* knows that the needs of its consumers in relationship to what it offers are primarily because it provides cutting-edge technology designed to provide peace of mind for those individuals looking to protect their interests.

*All Points Protective Services LLC* understands that to master this area its management team needs to constantly be tapping into those sources of information that reveal the true motivations of the consumer.

### **6.2.2 MARKET TRENDS**

*All Points Protective Services LLC* is confident about the timing of the business in its industry. It is the company's position that this is the ideal time to be on the move in this ever growing market. Evaluating different factors and events that make up a particular pattern in identifying all aspects of that pattern secure them in an enviable position of providing what is needed in the marketplace at this particular time. The company is always watching the big picture and continues to monitor any pattern or trend on a daily basis.

### **6.2.3 MARKET GROWTH**

*All Points Protective Services LLC* recognizes that it is participating in a very large industry with a great growth rate. Its projected growth will be set at a rate greater than the industry average. *All Points Protective Services LLC* implementation of its business strategy will lend itself to fast paced development and dominance of a significant market share. The company has determined the growth of its market on the basis of an ever-increasing customer base, and dollar volume base as well.

## **6.3 INDUSTRY & BUSINESS ANALYSIS**

*All Points Protective Services LLC* knows that in the final analysis it can only do well if overall sales are there and expenses are capped at a reasonable level. Its particular position in this industry is that the other companies do some of the things correctly but not as many as it feels that it can do to become a market leader. For example, it has found that some of the other companies have extremely large operations with many different clients, which limits their ability to provide personalized services that can be customized to meet each client's needs. They also have inferior personnel who do not possess the qualifications required to provide a professional level of service to their clients. *All Points Protective Services LLC* operates in an advantageously different manner as outlined by offering highly personalized services of the highest quality to the most demanding clients with flexible security options designed to accommodate the various needs of our clients. We maintain a professional team of industry experts who possess the training and the skills required to provide a superior level of service designed to exceed the expectations of our clients.

### **6.3.1 INDUSTRY & BUSINESS PARTICIPANTS**

Industry and business participants include Star Security and Credible Security. The primary weaknesses are that some of these other companies have extremely large operations with many different clients, which limits their ability to provide personalized services that can be customized to meet each client's needs.

They also have inferior personnel who do not possess the qualifications required to provide a professional level of service to their clients. *All Points Protective Services LLC* operates in an advantageously different manner as outlined by offering highly personalized services of the highest quality to the most demanding clients with flexible security options designed to accommodate the various needs of our clients. We maintain a professional team of industry experts who possess the training and the skills required to provide a superior level of service designed to exceed the expectations of our clients. This is how *All Points Protective Services LLC* distinguishes itself.

### **6.3.2 DISTRIBUTING A PRODUCT & SERVICE**

Because of the nature of this business the company has learned that the best places to locate its centers for its services are in office buildings in large metropolitan areas. This is because there are many advantages to distributing its services in this way. Those advantages include the fact that the company will generate more revenue.

### **6.3.3 COMPETITION AND BUYING PATTERNS**

*All Points Protective Services LLC* is excited about its position in relationship to its competition. The management of the company has discovered some innovative and creative ways of acquiring all the components that make up its product line. The need for a low-based cost that transcends to a lower net cost prior to sale and therefore transcends into a greater profit is what keeps *All Points Protective Services LLC* on the cutting edge of continuously competing on a favorable basis. Such things as inventory control, source of components, fast turnover, production schedules, all contribute to a healthy aspect of competing with other companies.

### **6.3.4 MAIN COMPETITORS**

*All Points Protective Services LLC* recognizes the following main competitors that affect its industry. *All Points Protective Services LLC* has chosen them because of their level of participation, stability, and marketing. The main competitors include:

- Infinity Enforcement Agency
- Star Security Corp
- Trident Security Agency

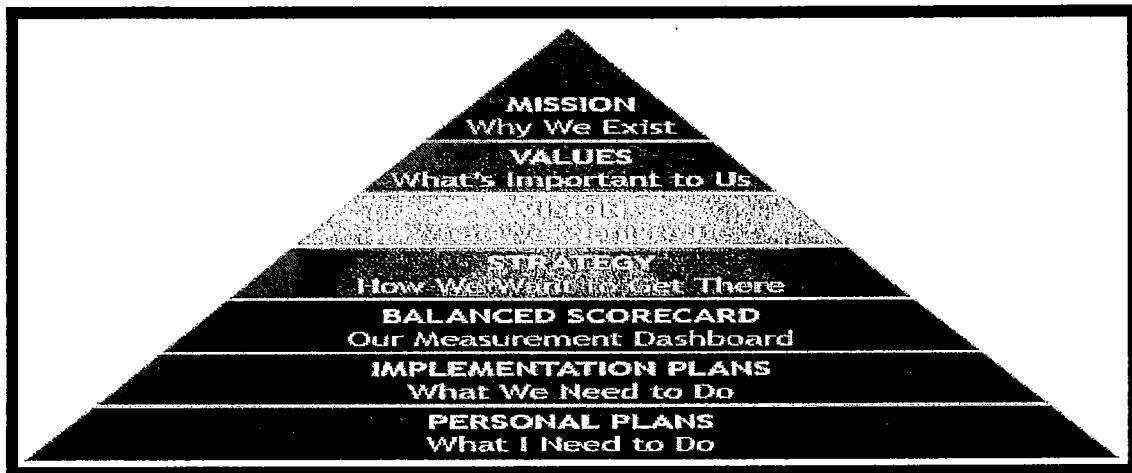
## **7. STRATEGY AND IMPLEMENTATION**

*All Points Protective Services LLC* centers its strategy on the premise that the company resonates with the consumer because it offers superior quality security consulting and investigation services utilizing the latest tactics for protecting people and property in need of low, medium and high levels of security. Always keeping that in mind, it has its management constantly focus on productivity being high and of course expenses remaining very modest.

*All Points Protective Services LLC* is diligent in dissecting every aspect of this business to make each component productive and contributive to the goal of a highly profitable relationship with its customers.

## 7.1 STRATEGY PYRAMID

*All Points Protective Services LLC* knows that it's wise to understand the framework from initial goal back to the essential implementation. The purpose of the pyramid here is to place at the very top an individual emphasis that is the focus of a strategy for the company, such as introduction of a new product line.



Picture if you will, the next level down the individual actions or tactics necessary to implement the emphasis or strategy. Finally, at the bottom of its pyramid are the individual programs necessary to support any and all actions that contribute to achieving the emphasis or goal. *All Points Protective Services LLC* wants to highlight that it is not only adhering to its understanding of the strategy pyramid, but that it also monitors everything in the process which leads to a logical whole plan.

## 7.2 VALUE PROPOSITION

*All Points Protective Services LLC* adheres to value-based marketing in its conceptual outlook. The value-based benefits of the company that it strives for consumers to acknowledge include that it provides high level security featuring a dedicated team of highly skilled personnel who possess extensive experience in dealing with security issues in this time of heightened awareness. In this way *All Points Protective Services LLC* is very sensitive to the communication of what it is proposing to its customers as well as living up to the promise behind what it does. The company demonstrates that it backs up what it does with a 100% customer satisfaction attitude.

### **7.3 COMPETITIVE EDGE**

*All Points Protective Services LLC* is decisive about staying ahead of its competition. The company knows that this is an everyday every hour re-evaluation of what is going on in its marketplace. Its current key advantages in relationship to competitive edge include that we possess a dedicated management team that demonstrates honesty, integrity and professionalism in all aspects of operations.

### **7.4 MARKETING STRATEGY**

*All Points Protective Services LLC* is aware of all of the different choices in relationship to marketing strategy. Because of its research and recommendations from management it has chosen to market what it does through online Internet exposure through search engine optimization, extensive mailings, industry contacts, and by word of mouth. It has chosen this strategy because costs are minimal, effectiveness is extremely high and branding recognition is enhanced.

#### **7.4.1 POSITIONING STATEMENT**

*All Points Protective Services LLC* takes the position that its primary focus of what it does in the marketplace is to ensure client safety and satisfaction with flexible protection options that give clients comfort and peace of mind. This is how *All Points Protective Services LLC* distinguishes itself in the marketplace.

#### **7.4.2 PRICING STRATEGY**

*All Points Protective Services LLC* has after careful consideration decided to align its pricing at a lower level in comparison to its competition. This fits in perfectly with where the company sees itself positioned in the total marketplace and communication with its customer base as far as getting appropriate value and still maintaining sufficient motivation for high volume.

#### **7.4.3 PROMOTION STRATEGY**

The management of *All Points Protective Services LLC* believes very strongly in press releases to significantly get the word out of the value of what it does. This will always be a focus of its promotion efforts. However, though this is a crucial part, this is only one part of its promotion strategy. On a consistent basis the company will be promoting what it does through online Internet exposure through search engine optimization, extensive mailings, industry contacts, and by word of mouth. This along with all the individual selling efforts of its staff demonstrates a dynamic way for it to build the penetration of what it does in the marketplace.

### **7.4.4 DISTRIBUTION STRATEGY**

*All Points Protective Services LLC* focuses on all three aspects of distribution concerns, that is, coverage, control and costs. These aspects can all be complex. *All Points Protective Services LLC* is certain that it has made the wisest decision in relationship to its coverage and control and cost for its distribution strategy. The coverage and control that it's striving for is achieved by its various marketing programs. Its cost structure is geared to enhance its distribution based upon its positioning in the marketplace.

### **7.4.5 MARKETING PROGRAMS**

*All Points Protective Services LLC* knows that in reference to its marketing programs it needs to tell an excellent story. Its story is compelling, detailed and highlights many of its capabilities. The company knows that its consumers hear its voice loud and clear through every aspect of the company, staff, reputation, and quality control. *All Points Protective Services LLC* strives to be indispensable to the consumer. Its marketing programs work to identify this company, highlight competitive advantages, show appreciation for customer feedback, take advantage of marketing resources, and demonstrate that the company is knowledgeable, energetic, and enthusiastic.

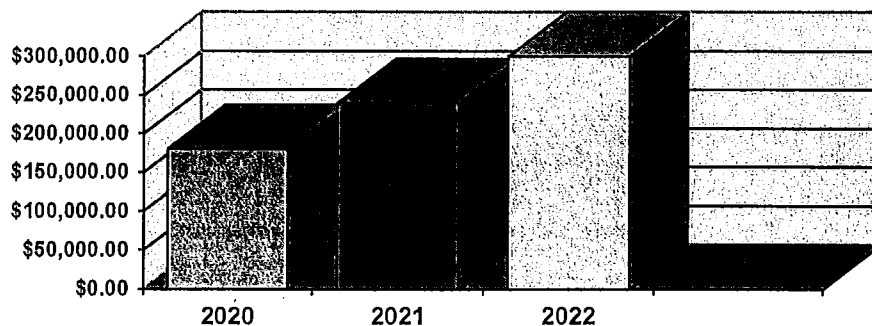
### **7.5 SALES STRATEGY**

As stated earlier, *All Points Protective Services LLC* is focusing its sales strategy on the implementation of marketing programs, which include online Internet exposure through search engine optimization, extensive mailings, industry contacts, and by word of mouth.

#### **7.5.1 SALES FORECAST**

*All Points Protective Services LLC* has developed a method for not only developing its sales forecast but also the ability to stand behind the numbers.

**Projected Sales Growth Expected**



2020 \$180,000.00 2021 \$240,000.00 2022 \$300,000.00

The company has determined that based on its distribution resources, competitive advantages and sound financial analysis, that it expects to do the following sales over the year 2020: \$180,000.00; the next year 2021: \$240,000.00; and over the following year 2022: \$300,000.00. This company knows full well that in order to make its business plan happen, everything has to make sense. At *All Points Protective Services LLC*, the company is grounded in reality in making reasonable assumptions that it feels very confident it can accomplish. Its strategies are state of the art, clear, and precise.

### **7.5.2 SALES PROGRAMS**

*All Points Protective Services LLC* has sales programs that assure that its revenue forecasts are realized completely and on schedule. The person on its dedicated management team directly responsible for sales performance is Marcus Kelly. To make this real the company has set deadlines with amounts as well as budget restrictions for a highly profitable sales program. With its comprehensive marketing program and competitive positioning, *All Points Protective Services LLC* is confident in concrete terms to see its sales milestones and deadlines become realities.

### **7.6 STRATEGIC ALLIANCES**

*All Points Protective Services LLC* is constantly working to build a network of key individuals and companies that work as alliances to accomplish its major strategies. The company management is strongly encouraged to develop relationships with any and all individuals that may have a favorable relationship with any of its working teams. These alliances are to strengthen and broaden the foundation of the company and the assurance that its market share and profitability will continually increase.

### **7.7 EXPLAINED MILESTONES**

*All Points Protective Services LLC* is very pleased with the accomplishments of the company and the participants of the company. The company is very proud of its loyal wonderful staff and the staff's dedication to reach all milestones on which the staff sets its course. The goals for the company include securing the capital required to establish the operation, developing a solid client base and reaching the total sales projected.

## **8. MANAGEMENT SUMMARY**

Management is the core and nucleus of any organization. It's not just personnel and individuals' resumes but so much more that encompasses vision, talent, harmony, beliefs, and commitment. *All Points Protective Services LLC* is led by Marcus Kelly, the key player of the management team who provides all the talent necessary to complete every aspect of this business plan.

## **8.1 ORGANIZATIONAL STRUCTURE**

*All Points Protective Services LLC* knows how important the organizational structure is to the success of a company. Each position has a detailed job description as well as a defined relationship to the whole. At the very head of the company is Marcus Kelly. That position holds the title of Owner/President. From other management positions to department heads, the structure of the organization is detailed and complete.

## **8.2 MANAGEMENT TEAM**

What follow are the top position of *All Points Protective Services LLC*, his name, and a brief description of his duties and responsibilities as it pertains to the successful management and development of this company's goals.

### **❖ Marcus Kelly, Owner/President**

Marcus Kelly is a seasoned security professional who has spent a short time in law enforcement with the Fort Pierce Police Department and Palm Beach Sheriff's Office. He is a college graduate who earned an Associate's Degree in Criminal Justice from Indian River State College. Marcus also has several years of security experience, including armed and unarmed service. He demonstrates exceptional communication skills along with considerable expertise in verbal conflict resolution, defensive tactics and security monitoring.

## **8.3 MANAGEMENT TEAM GAPS**

*All Points Protective Services LLC* recognizes that in any growing company often times management personnel have to wear more than one hat. As a result, often times a gap or gaps may exist until the company is developed enough to have a specific person for every task required. *All Points Protective Services LLC* currently has everything covered and feels very confident that each task is assigned to a very competent member of its management team.

## **8.4 PERSONNEL PLAN**

*All Points Protective Services LLC* defines its total work force to protect the success of its business plan. All aspects of the business have been sufficiently analyzed to determine each and every position required to run a fully functioning operation that can complete all of the strategies and programs to be undertaken.

## **9. FINANCIAL PLAN**

*All Points Protective Services LLC* has the awareness that cash and the bottom line are key components of any successful company. Revenues for the company will come from charges and fees generated from operating a security consulting company.

*Strategic & Tactical Business Plan*

The opportunity to increase revenues is being fully taken advantage of as outlined in its overall marketing strategy. To assure that bottom line adequately follows increases in revenue every cure possible is being taken to control all areas of expenses and overhead. The basis of its financial plan is solid growth, increase in revenues, and controlled expenses.

### 9.1 IMPORTANT ASSUMPTIONS

*All Points Protective Services LLC* makes every effort not to assume any aspect of its operation other than having hard factual data to back up any forecast. The entire management team is constantly reminded to base all programs on highly researched statistical information with the slightest possible margin of variation.

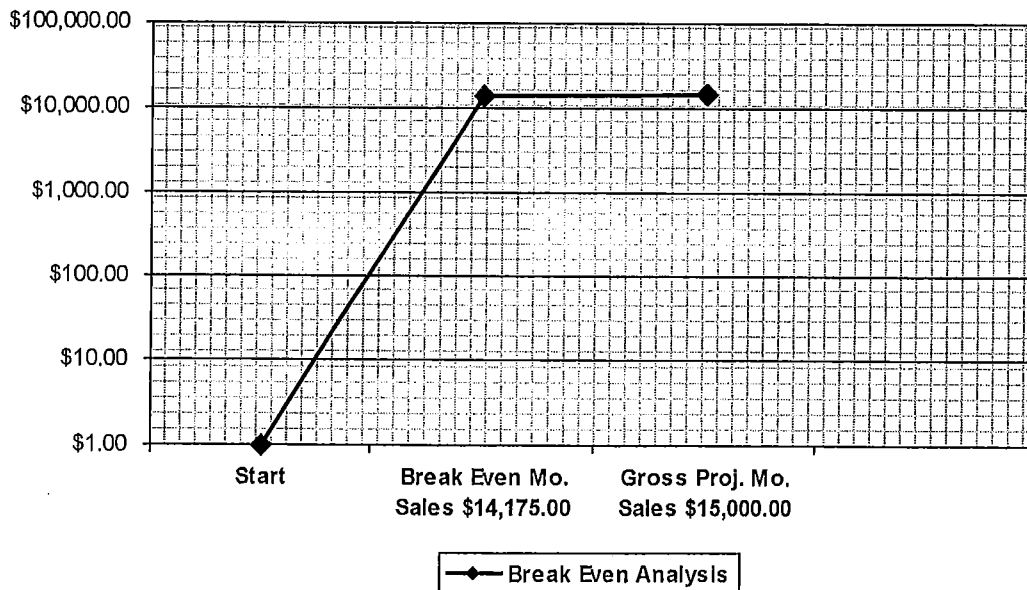
### 9.2 KEY FINANCIAL INDICATORS

*All Points Protective Services LLC* recognizes that the most important financial indicators are cash and bottom line. This company will be constantly monitoring the flow of revenue to the company as well as the expense requirements that deplete the company of its cash. *All Points Protective Services LLC* will always improve the ratio of revenue and expenses to generate a healthier bottom line in addition to a healthier cash base.

### 9.3 EXPLANATION OF BREAK-EVEN ANALYSIS

The breakeven analysis for this company calculates at what point the company becomes profitable, and also at what point the company will be operating at a loss.

**Monthly Sales Amount Needed To Break Even**



The analysis takes into consideration forecasted revenues as well as regular running fixed costs and average per unit sales price also known as per unit revenue. The purpose of this analysis is to maintain insight on financial realities. This information is vital for all kinds of things, from deciding how to price products or service to figuring whether a marketing program is worth the investment. The breakeven point for this company occurs when gross sales in any given month = \$14,175.00. Formula:  $(\text{Gross Profit } \$180,000.00 / \text{Gross Sales } \$180,000.00) = 100\%$ . Total Expenses  $\$170,100.00 / 100\%$  as a decimal  $1.00 = \$170,100.00 / 12 = \$14,175.00$  (Break even amount monthly).

#### **9.4 EXPLAINED PROJECTED PROFIT AND LOSS**

*All Points Protective Services LLC* sales are forecasted to be increasing on a regular basis. Gross margin is also expected to increase on a regular basis. Breaking down the profit and loss projections and monitoring them on a regular basis is essential to the foundation of the company.

#### **9.5 EXPLAINED PROJECTED CASH FLOW**

As stated earlier, *All Points Protective Services LLC* will focus its attention on bottom line and cash. Its projected cash flow is very positive. With forecasted increasing revenues and controls on overhead and expenses it will look to see an increasing bottom line as well as increasing cash.

#### **9.6 EXPLAINED PROJECTED BALANCE SHEET**

The projected balance sheet for *All Points Protective Services LLC* highlights total assets, total liabilities, as well as capital. With projected cash flow already established the company balance sheet exemplifies a company whose revenues are increasing as well as its bottom line in cash. The leadership of this company offers its financials as proof positive of the workings of this business plan.

#### **9.7 BUSINESS RATIOS**

To clarify and spotlight its financials it presents the following ratios and illustrates an accurate picture with all things having been considered. The first ratio is the current ratio = current assets \$5,000.00 divided by current liabilities \$0.00. The CURRENT RATIO is to be determined. The second ratio is the quick ratio = (cash \$5,000.00 + investments \$0.00 + receivables \$0.00) divided by current liabilities \$0.00. The QUICK RATIO is to be determined. The net profit margin = net profit \$9,900.00 divided by gross revenue on sales \$180,000.00. The NET PROFIT MARGIN RATIO is 5.5%. The return on investment = net profit \$9,900.00 divided by total assets \$5,000.00. The RETURN ON INVESTMENT RATIO or ROI is 198%.

## **9.8 EXPLAINED LONG-TERM PLANS**

*All Points Protective Services LLC* believes that its long-term prospects for a very successful company are excellent. The industry chosen and the strong foundation of the company lend itself to nothing but positive results in the long-term future. With a market sensitive management team and excellent systems in place to monitor competitive shifts or changes *All Points Protective Services LLC* is ideally positioned to continue its successful plan on through the next decade.

## **10. WEB PLAN SUMMARY**

*All Points Protective Services LLC* observes the increasing importance of the Internet in all that the worldwide web encompasses. This company not only is a participant in the worldwide web but also with its management team will continually strive to have a competitive edge by a significant presence and plans for exposure on the worldwide web. Because of the ever-increasing sophistication and participation on the Internet by the American Consumer, *All Points Protective Services LLC* will apply all of its resources to be the industry leader in utilization of the Internet and its commerce.

### **10.1 WEB MARKETING STRATEGY**

*All Points Protective Services LLC* recognizes that there are many parts to a company success and its involvement in the Internet. The first part is a fully functioning presentable web site that resonates with the consumer and the personnel of the company. To that end, the management team has assigned the evolving development and maintenance of the web site for *All Points Protective Services LLC*. The second part is a concerted program of search engine optimization to assure that penetration of the marketplace is vast and consistent. Association of company identity and web site presence shall be an integral part of all company promotional activities and materials. The third part is to utilize the company web site in all aspects of sales processing and customer service. The fourth part is to utilize all capabilities on the worldwide web for company banking, training, and procedures.

### **10.2 DEVELOPMENT REQUIREMENTS**

*All Points Protective Services LLC* sees that the expertise of someone involved with the worldwide web is very specific. The management team is committed to providing ongoing training for those members of the company directly associated with the development of its website, the implementation of search engine optimization, and the adaptability for customer service and other procedures utilizing the world-wide web. In addition to ongoing training, the company will commit an appropriate amount of company resources sensitive to revenues generated by the web site presence. In addition, as it relates to productivity personnel will have access to computer capabilities that tie in the web presence with all of its internal company workings. The development of these programs will be the direct responsibility of an assigned person from its management team.

*Strategic & Tactical Business Plan*

<b>Balance Sheet</b>			
<i>All Points Protective Services LLC</i>			
Category	2020	2021	2022
<b>Assets</b>			
<b>Current Assets:</b>			
Cash	\$5,000.00	\$12,500.00	\$50,000.00
Accounts Receivable	\$0.00	\$0.00	\$0.00
Inventories	\$0.00	\$0.00	\$0.00
Prepaid Items	\$0.00	\$0.00	\$0.00
Investment Portfolio	\$0.00	\$0.00	\$0.00
<b>Total Current Assets:</b>	<b>\$5,000.00</b>	<b>\$12,500.00</b>	<b>\$50,000.00</b>
<b>Fixed Assets:</b>			
Land	\$0.00	\$0.00	\$0.00
Buildings	\$0.00	\$0.00	\$0.00
Computer, Office and Misc. Equipment	\$0.00	\$0.00	\$0.00
Machinery	\$0.00	\$0.00	\$0.00
<b>Total Fixed Assets:</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Intangibles</b>			
Goodwill	\$0.00	\$0.00	\$0.00
Copyrights	\$0.00	\$0.00	\$0.00
Patents	\$0.00	\$0.00	\$0.00
<b>Total Intangibles</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Curr., Fixed &amp; Intangible Assets</b>	<b>\$5,000.00</b>	<b>\$12,500.00</b>	<b>\$50,000.00</b>
<b>Liabilities</b>			
<b>Current Liabilities:</b>			
Accounts Payable	\$0.00	\$0.00	\$0.00
Accrued Expenses Payable	\$0.00	\$0.00	\$0.00
<b>Total Current Liabilities</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Long Term Liabilities:</b>			
Notes Payable	\$0.00	\$0.00	\$0.00
Balloon Payments Due	\$0.00	\$0.00	\$0.00
<b>Total Long Term Liabilities</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Curr. &amp; Long Term Liabilities</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Net Worth = Assets- Liabilities</b>	<b>\$5,000.00</b>	<b>\$12,500.00</b>	<b>\$50,000.00</b>

*Strategic & Tactical Business Plan*

<b>Profit &amp; Loss Statement</b>			
<i>All Points Protective Services LLC</i>			
<b>Category</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
<b>Revenue</b>			
Gross Sales	\$180,000.00	\$240,000.00	\$300,000.00
Less Charge Backs, Returns & Neg. Adjs.	\$0.00	\$0.00	\$0.00
<b>Net Sales</b>	<b>\$180,000.00</b>	<b>\$240,000.00</b>	<b>\$300,000.00</b>
Less Cost Of Goods Sold	\$0.00	\$0.00	\$0.00
<b>Gross Profit</b>	<b>\$180,000.00</b>	<b>\$240,000.00</b>	<b>\$300,000.00</b>
<b>Operating Expenses</b>			
<b>Sales Expenses:</b>			
Advertising and Marketing	\$3,000.00	\$3,600.00	\$4,200.00
Promotions and Various Events	\$600.00	\$900.00	\$1,200.00
<b>Total Sales Expenses</b>	<b>\$3,600.00</b>	<b>\$4,500.00</b>	<b>\$5,400.00</b>
<b>Admin. &amp; General Expenses:</b>			
Salaries and Wages	\$120,000.00	\$150,000.00	\$180,000.00
Bonuses	\$300.00	\$300.00	\$300.00
Employee Benefits	\$3,000.00	\$3,000.00	\$3,000.00
Payroll Taxes 10%	\$12,000.00	\$15,000.00	\$18,000.00
Insurance	\$1,500.00	\$1,500.00	\$1,500.00
Lease Expenses	\$12,000.00	\$12,000.00	\$12,000.00
Office Supplies	\$1,200.00	\$1,200.00	\$1,200.00
Telephone and Internet	\$2,400.00	\$2,400.00	\$2,400.00
Utilities	\$3,000.00	\$3,000.00	\$3,000.00
Licenses, Membership Costs and Dues	\$600.00	\$600.00	\$600.00
Legal & Accounting	\$900.00	\$900.00	\$900.00
Miscellaneous	\$300.00	\$300.00	\$300.00
Automobile and Travel Expenses	\$9,000.00	\$9,000.00	\$9,000.00
Entertainment	\$300.00	\$300.00	\$300.00
<b>Total Admin. &amp; General Expenses</b>	<b>\$166,500.00</b>	<b>\$199,500.00</b>	<b>\$232,500.00</b>
<b>Total Operating Expenses</b>	<b>\$170,100.00</b>	<b>\$204,000.00</b>	<b>\$237,900.00</b>
<b>Profits Or (Losses)</b>			
Operating Profit or (Loss)	\$9,900.00	\$36,000.00	\$62,100.00
Adj. For Other Income (Int. Income, etc.)	\$0.00	\$0.00	\$0.00
<b>Net Income or (Loss) Before Taxes</b>	<b>\$9,900.00</b>	<b>\$36,000.00</b>	<b>\$62,100.00</b>
Income Taxes	\$0.00	\$0.00	\$0.00
<b>Net Income or (Loss) After Taxes</b>	<b>\$9,900.00</b>	<b>\$36,000.00</b>	<b>\$62,100.00</b>