

Business

on the establishment of the sole proprietorship

„My Consulting“

**Founder/
Founder**

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| At a glance ... | |

Founder: Founder MyName.....
Date of birth: dd.mm.yyyy.....

Start-up project: My Consulting
.....
.....
.....

Location: My location.....

Legal form: Sole proprietorship.....

Company name: Business Consulting Founder MyName.....

Start: dd.mm.yyyy.....

Total capital requirements: 35.300 €.....

- Investments: 5.500 €.....

-Resource: 29.800 €.....

Financing: None.....
.....

Future prospects: Profitability after 15 months.....
.....
.....

1. Business

1.5. The idea

My Consulting is a service company in the field of IT consulting and program/project management. My many years of experience in the field of QM BIMS (Business Information Management Systems) combined with my expertise in the IT application environment is a unique selling point in the field of IT consulting. With my PMP (Project Management Professional) certification by the PMI (Project Management Institute), a solid foundation is in place. Market access is provided through our own business contacts and through various recruitment agencies.

1.6. The motivations

The inner urge to start your own company and realize your own ideas is the driving force behind this project. The current situation is such that for me ideal conditions prevail for founding a company in both the private and economic spheres. My professional experience is diverse and spans a field that ranges from geology, geo-information systems, business information management systems, laboratory information management systems to the areas of multi-project management. Successful IT system projects with budgets of several million euros as well as consolidation measures with savings of one million euros are proof of my successful PM work. As the comprehensively experienced expert and manager with the ability to think far beyond the horizon and to plan and implement his projects accordingly, the field is well prepared for me.

1.7. The benefits for the customer

The benefit that medium-sized companies and large corporations worldwide in particular have is that you get an expert with exceptional qualifications and skills who will carry out your projects within the "Magic Triangle" to your complete satisfaction.

1.8. The customer's problem

The lack of in-house expertise or the unavailability of an existing resource, lack of resources or the need for temporary expertise are the driving forces for companies that will rely on my services.

1.5. Business objectives

The main business goal is strong customer loyalty through high quality of the work delivered. Conservatively estimated, the following sales are expected.

| Amounts in Euro | Business year 1 | Business year 2 | Business year 3 |
|--|-----------------|-----------------|-----------------|
| Contract work in weeks (at 96€/h) | 13,7 | 19,0 | 24,3 |
| Expected turnover incl. VAT | 65.000,00 € | 90.000,00 € | 115.000,00 € |
| - (Cost of goods) sales tax 19% | 12.350,00 € | 17.100,00 € | 21.850,00 € |
| = Rohgewinn I | 52.650,00 € | 72.900,00 € | 93.150,00 € |
| -Personnel costs | 0,00 € | 0,00 € | 0,00 € |
| = Rohgewinn II | 52.650,00 € | 72.900,00 € | 93.150,00 € |

2. Entrepreneur profile

2.1. Personal requirements

My team management profile according to Margerison-McCann says the following about me:

| | |
|---------------------------|---|
| Leading part: | Determined organizer |
| Related roles: | Systematic Implementer Creator Innovator |
| Main areas of preference: | Discover, organize, control, advise |

My **persolog** Personality profile according to Prof. John G. Geier, Prof. Dorothy E. Downey with the Behavioral prototypes: D - Dominance, I - Initiative, S - Steadiness and G - Conscientiousness says the following about me:

Behavioral tendency: 14/DG – Dominance and conscientiousness

2.2. Industry experience

The industry experience is based on many years of professional activity in the business information management environment in a large corporation in a central function with global responsibility. In addition, there is in-depth expertise in the field of IT systems. The interface function between IT and business is particularly noteworthy here.

2.3 Commercial qualifications

Through training and further education measures in the course of one's professional career, basic business knowledge is available. These were regularly published in the project management activities.

2.4. Previous self-employment

After my studies, I was self-employed as a freelance geologist in Munich and carried out assignments for engineering firms.

2.5. Contacts / References

My worldwide contacts in the industry result from my many years of global work at Osram. Therefore, I can offer various major projects as references. In addition, I am well networked in the professional networks LinkedIn and Xing and maintain my contacts.

2.6. Role in the company

Sole proprietor with a personal liability in all matters.

3. Market assessment

3.1. Market volumes

Estimated market volume of several billion euros according to GULP.de worldwide.

3.2. Customers

Customers are in particular medium-sized companies and large corporations that rely on external resources for the following reasons, among others: entrepreneurial flexibility, need for training, further education and consulting, lack of own resources or lack of own expertise, etc.

3.4. Costs of marketing activities

In total, costs of €500 per year are expected for marketing activities. Online presence via your own homepage, LinkedIn, Xing and ggf. Facebook. Training and technical articles round off the marketing activities. If necessary, advertising is placed in suitable media.

3.5. Contact

Contacts exist through business relationships at Osram and are made through the following Portals maintained and newly knotted:

- LinkedIn
- Xing
- Hays
- Gulp
- Business-Homepage
- Training and events

3.6. Business strategy

My company responds to the needs of the customers described under 3.2 and offers highly professional IT services for their problems, e.g. in the area of MIS, LIMS, GIS, which are rarely found on the free market for limited periods of time in the desired quality.

My offer:

- Consultation
- Project and program management
- Interims Management
- Training
- Coaching

4. Competitive

4.1. Competitor

Competitors are small sole proprietors and freelancers.

4.2. Weaknesses of competitors

The weaknesses of most competitors are a mix of a lack of expertise, lack of expertise, experience, certification.

4.3. Strengths of the company

The strengths of my company are in particular my personality, communication and presentation skills. In addition, there are supportive

- Reference projects implemented worldwide
- In-depth IT / business / system roll-out knowledge
- Many years of industry experience
- A Globally Recognized Project Manager Certification - PMP

4.4. Development of the market situation

According to GULP.de the specialist portal for freelancers, the IT project management segment has been in a continuous growth phase for several years.

5. Location

5.1. Choice of location for the company

The location for the company is only of limited importance. The location of the company is initially in-house. The proximity to Munich is a small Competitive advantage.

5.2. Location Requirements

There are no special requirements for the company here. As a rule, the workplace is at the customer's premises.

6. Corporate Organization and Human Resources Management

6.1. Legal form

The legal form of the company is a sole proprietorship.

6.2. Tasks

Tax advisors and legal counsel are commissioned. Otherwise, all tasks are initially carried out by themselves with the help of electronic administration software.

6.3. Organization

Freelance business.

6.4. Staff structure

| Position | Personnel costs in EUR | Year 1 | Year 2 | Year 3 |
|--------------------------|---------------------------|-----------------|-----------------|-----------------|
| Employee | P. | 0 | 0 | 0 |
| Secretariat | P. | 0 | 0 | 0 |
| Sales manager | P. | 0 | 0 | 0 |
| Full-time administration | P. | 0 | 0 | 0 |
| Part-time administration | per hour | 0 | 0 | 0 |
| Total number of staff | <u>..... 0.....</u> | <u>... 0...</u> | <u>... 0...</u> | <u>... 0...</u> |

There is no need for personnel for the time being.

7. Risky

Identification of risks and planned countermeasures

- Long-term illness > insurance
- Occupational risks > professional liability, legal protection and statutory unemployment insurance
- Lack of orders > marketing measures; Project acquisition worldwide
- Economic slump > switching to alternative business areas
- Imitators > Better service and customer loyalty
- Changing requirements > continuous training; Flexibility
- Keeping special expenses/bad debts > cash reserves

8. Financial planning

8.1. Assumptions

- Poor order situation and few customer contacts
- Average project duration of 3-6 months
- In the first year of business, the acquisition of a project order is expected
- Compulsory attendance at the customer's premises; Arrival, departure and gegf. Overnight stay;
- Minimum turnover planning including private living costs
- Cost coverage after 15 months
- Period until receipt of payment after invoicing 1.5 months
- Reserves for private and business expenses for 3 months + deficit from liquidity planning
- Start-up grant for 6 months and then funding KV 9 months

8.2. Kapitalbedarfsplanung (Finanzbedarfsplan)

1. Long-term investments

| | |
|--------------------------------------|------------|
| Land / Building | _____ |
| Construction and conversion measures | _____ |
| Machines, equipment | ___2000___ |
| Facilities / Office Equipment | ___1000___ |

| | |
|---|--------------------------|
| Company vehicles | _____ |
| One-time patent, license or franchise fee | _____1500_____ |
| Total | <u>EUR.... 4500.....</u> |

2. Medium and short-term investments

| | |
|---|--------------------------|
| Material and goods warehouse | _____1000_____ |
| Reserve for unforeseen events in the start-up phase | _____ |
| Raw materials, auxiliary and operating materials | _____ |
| Costs for acquired warehouse | _____ |
| Total | <u>EUR..... 1000....</u> |

3. Equipment (reserve for special loads in the start-up phase)

| | |
|-------|-------------------------|
| Total | <u>EUR ... 28.000..</u> |
|-------|-------------------------|

4. Start-up costs

| | |
|----------------------------------|-------------------------|
| Registration / Permits | _____200_____ |
| Entry in the commercial register | _____ |
| Notice | _____ |
| Consultation | _____400_____ |
| Business registration | _____ |
| Education and training costs | _____ |
| Deposits | _____ |
| Cost to market | _____1200_____ |
| Total | <u>EUR 1800..</u> |

Total capital requirements **EUR 35.300**

8.2. Determination of the necessary profit to cover living expenses

| | per month | per annum |
|--------------------------------------|-----------|-----------|
| The family's livelihood | 1000 | 12000 |
| + House unit incl. additional costs | 1400 | 16800 |
| + Soziale Absicherung (KV/PfV/RV/AV) | 600 | 7200 |
| + Other contractual obligations | 200 | 2400 |
| + Proportionate private use of cars | 300 | 3600 |
| + Reserves (vacation, etc.) | 300 | 3600 |
| = Total expenditure | 3800 | 45600 |
| + Income tax | 950 | 11400 |

| | | |
|---------------------------------|--------------|---------------|
| = Minimum Profit capital | 4.750 | 57.000 |
|---------------------------------|--------------|---------------|

8.3. Three-year turnover and profitability forecast

The hourly rate is the net average for GULP.de for IT project managers.

| Amounts in Euro | Business year 1 | Business year 2 | Business year 3 |
|--|--------------------|--------------------|---------------------|
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| Expected turnover incl. VAT | 65.000,00 € | 90.000,00 € | 115.000,00 € |
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| -Personnel costs | 0,00 € | 0,00 € | 0,00 € |
| = Rohgewinn II | 52.650,00 € | 72.900,00 € | 93.150,00 € |
| Operating costs | | | |
| Room costs: | | | |
| Rent | 0,00 € | 0,00 € | 0,00 € |
| Ancillary room costs (heating, water, electricity) | 0,00 € | 0,00 € | 0,00 € |
| Total room costs | - € | - € | - € |
| Vehicle costs: | - € | | |
| Car leasing | - € | 1.800,00 € | 1.800,00 € |
| Motor vehicle taxes | 0,00 € | 250,00 € | 250,00 € |
| Car insurance | 0,00 € | 1.200,00 € | 1.200,00 € |
| Petrol | 0,00 € | 1.200,00 € | 1.200,00 € |
| Maintenance | 0,00 € | 360,00 € | 360,00 € |
| Total vehicle costs | - € | 4.810,00 € | 4.810,00 € |
| Leasing of machines | 0,00 € | 0,00 € | 0,00 € |
| Advertising costs: | | | |
| Marketing | 500,00 € | 500,00 € | 500,00 € |
| Travel expenses / trade fairs / further education | 1.000,00 € | 1.000,00 € | 1.000,00 € |
| Representation / Catering | 300,00 € | 300,00 € | 300,00 € |
| Total income-related expenses | 1.800,00 € | 1.800,00 € | 1.800,00 € |
| Office | | | |
| Office supplies | 1.500,00 | 1.500,00 | 1.500,00 |
| Telephone / Fax / Internet / Handy | 800,00 | 800,00 | 800,00 |
| Postage | 150,00 | 150,00 | 150,00 |
| Total office costs | 2.450,00 € | 2.450,00 € | 2.450,00 € |
| Tax Advisor / Accounting | 500,00 € | 500,00 € | 500,00 € |
| Legal advice | 200,00 € | 0,00 € | 0,00 € |
| Contributions (e.g. IHK) | 0,00 € | 0,00 € | 0,00 € |
| Company insurance | 1.500,00 € | 1.500,00 € | 1.500,00 € |
| Interest on borrowed capital | | | |
| Depreciation (car, etc.) | 450,00 € | 450,00 € | 450,00 € |
| Other costs | 500,00 € | 500,00 € | 500,00 € |
| - Total operating costs: | 7.400,00 € | 12.010,00 € | 12.010,00 € |
| Profit before taxes | 45.250,00 € | 60.890,00 € | 81.140,00 € |

II Appendix

- Detailed curriculum vitae in tabular form
- Testimonies
- Business plan tables incl. liquidity plan in Excel
- Sample brochures, flyers