



Handle

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Team #8

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Executive Summary

Handle LLC is a local Dallas startup determined to offer its clients solutions to maximize their time by handling specific tasks. The services we provide are: dog walking assistance, package & laundry pickup, and grocery & prescription pickup.

Handle's primary target market is middle aged, hardworking, busy individuals with an ample amount of discretionary income. Our focus is within the Dallas area specifically for large communities living within a short distance, such as apartment/condo living. This group allows us to market ourselves efficiently and are more likely to be interested in paying for our luxury services. Handle will be reaching out to those who frequently feel like they do not have enough time in the day or wish to use their time for recreational use as opposed to doing routine tasks. These individuals will enjoy the convenience that our company offers multiple services in one membership, making it even more simple to utilize our services. Our goal is to reach our target market of busy professionals and convert them into lifelong Handle subscribers. Handle also plans to adapt its target market to changes. We are gearing up to identify immune compromised and elderly residents to promote our services to them, during COVID 19 challenges. Although Handle has a specific target in mind, we are more than happy to service any new customers that are in our area of service.

The Handle team can only service and grow with sustainable demand from our clients. Our sales goal within the first year is to be profitable and reach about \$315,000 in total sales. We believe that this number is attainable if we are able to capture approximately 800 clients. The two different membership structures we offer to assist in reaching this goal are monthly subscriptions and annual contracts. We want our clients to feel empowered by the options given and also take advantage of the incentives attached to annual contracts and referrals. Within our sales goal we plan on seeing 85% of our business generated from our core clients that utilize our services on a regular basis (weekly), 10% will derive from our monthly subscribers, and 5% from our clients that use us seasonally. The revenue generated throughout the year will be allocated to the following: operational costs and reinvesting into Handle's growth.

Handle will use four main avenues to market its services. First, Handle will promote itself by providing free services to social media influencers residing in the DFW area. Second, door hanging flyers will be distributed at various locations that meet Handle's target market. Third, car magnets will be placed on the four founder's cars to advertise. Fourth, Handle will direct sales towards high-end shop owners who have influence and connections with Handle's target market. These four strategies will place Handle as a high-quality service that provides time saving services.

Situation and Environmental Analysis

Competitors:

Favor:

- Founded in 2013
- Deliveries in under an hour guaranteed
- Available in 50 cities across Texas
- Estimated revenue: \$35.2M
- 320 estimated employees
- Original marketing plan: Target markets with low density but high concentration

Hello Alfred:

- Easy to find home service professionals
- Estimated annual revenue: \$7M
- Estimated employees: 177
- Mission: "To automate the on-demand economy"

InstaCart:

- Delivers groceries in as little as an hour
- 5,261 employees
- Estimated revenue: \$2B
- Markets primarily online and offers many discounts to provide incentive

GrubHub:

- Mobile food delivery in connection with restaurants
- 2,773 estimated employees
- Estimated revenue: \$1B
- Marketed themselves as a restaurant menu aggregator
- Offer discounts to popular restaurants

We stand out from our competitors by offering multiple services to incorporate something for everyone. We offer more than just pickup and delivery, we strive to find something for every need in the community. Other companies have an expansive number of employees, revenue, and are well known. We strive to market ourselves and grow our company in order to compete with top notch service companies such as the ones above. We will offer discounts and trial periods to get our foot in the door, much like our competitors have done in the past.

Economic factors:

Unemployment rate: The unemployment rate is currently rising due to the COVID-19 pandemic. With less people making money, less people will have the

financial ability to spend money on our company. As the unemployment rate lowers and the economy has less fluctuation, our company will thrive off those who have the financial capability to choose our services.

Inflation: Higher inflation impacts the cost of living. As homes are more expensive, clothes, and groceries, customers may not have the finances for our services.

Job growth: As jobs become more needed, such as healthcare jobs currently, the demand for those jobs rises and people are more likely to join that career. These jobs usually pay well and require more hours, therefore providing us with more customers.

Social trends:

Retirement of baby boomers: The second most populated generation is into their retirement phase, meaning they have discretionary income to spend on our services. They may not be in the best health to drive themselves to the grocery store, clean their home, or pick up their laundry, which is when they call Handle to assist them.

Social media explosion: With social media on the rise, it is easier than ever to promote our product on social forums such as Facebook, Instagram, Twitter, or LinkedIn. Getting an account is free promotion and can reach many viewers easily.

Millennials coming to age: Millennials will be the primary customers for Handle, since they are busy individuals who may be starting families, graduating college, or at a safe spot in their careers. These groups of people most likely have the least time to complete daily tasks due to their busy lives.

Continued innovation: With technology as important as ever, we take into consideration our employees having proper transportation, a smartphone, and up to date with the latest innovations.

Impact of technology:

Social media is becoming more popular: Advertising our company on a social media website is free and convenient. We can reach a wide range of people, especially our target market who frequent these sites more than anyone.

Easier to run a business remotely: We are learning during COVID-19 how necessary it is to be able to run a business without face to face interaction. During this time, we can still deliver groceries and walk dogs without any direct contact to our customers. Technology makes communication easiest to optimize our efficiency.

Productivity: By having smart phones we can easily get into contact with our employees, see the status of their pickups, and connect with our potential clients.

Legal factors:

Consumer protection laws: We will be entering into another person's home which comes with laws and protection of their items. All employees will undergo a background check and be 18+

OSHA- to protect employees from harm

All employees must have a valid driver's license, have car insurance, and be screened on driving protocols.

Food Handlers License

CPA certifications

Insurance for damages of customers apartment

Drug Testing

Natural environment:

In hotter months, sales increase due to customers leaving for vacation or customers spending their free time outside doing hobbies such as camping, lake days, or swimming. The customers then have less time to spend shopping, cleaning their home, etc. We can watch dogs and clean homes while customers are on vacation.

Geographical location: We are primarily selling to neighborhoods that will have higher pay and require longer hours, providing incentive to purchase our services.

SWOT Analysis

Strengths

- Versatility
- Accessibility - 4 full time employees on call during the week
- Partnership, expand the company possibly franchising later
- High quality assurance, customer rapport is strong and has built solid relationships
- Employees well trained
- Easy to navigate website

Handle will utilize its small size during the first year of service as an advantage that allows for customer accommodation. Handle will use its four founders to provide premium 24/7 service to customers. Due to Handle's business model, it can be easily expanded and potentially franchised. Handle will provide high-quality service while building lasting customer relationships. The employees of Handle will be well trained to uphold Handle's customer satisfaction guarantee. Last, Handle plans to invest \$2,500 into an easy to navigate customer friendly website.

Weaknesses

- Small business
- Few customers
- Limited area
- New name with no reviews
- Small employee base
- New business owners
- Late comers

Handle will overcome many of its potential weaknesses within the first year of operation. Handle will start as a small business with few employees and few customers. Having a small company leaves Handle open to more threats. Having a limited area will restrict Handle's client base during the beginning of operation. Handle will have to prove itself to its customers because it is a new company with no reviews or ratings. Handle is an LLC founded by new business owners. Handle is also not the first company to provide its services. The members of Handle will work extra hard to personalize its services so that Handle stands out in the DFW area.

Opportunities

- Growing area
- Melting pot
- High employment
- Young people with high discretionary income who work long hours
- Convenience is king
- Holidays where people want to spend more time with family
- Low overhead and development costs

Handle will take advantage of the many opportunities presented. The DFW area presents numerous opportunities due to its high employment and low costs of living. The low costs of living leave an excellent market of high discretionary income workers for Handle to service. The high discretionary income workers will spend their money on convenience especially around holidays. Handle also faces little risk as it has low overhead costs. With the many opportunities that Handle has, Handle is much more likely to be successful as a start up.

Threats

- Favor

- GrubHub
- Hello Alfred
- Uber Eats
- Coronavirus
- Cost of Entry

Handle will differentiate itself from its competitors and offer an unparalleled service. Handle's wide variety of services will provide a one-stop experience creating ease of use for customers. Although health risks are high in today's environment, Handle will take advantage of the COVID-19's effects. Handle will target its services to immune compromised and elderly people who need to stay at home. Last, Handle will create profit in the first year of operation eliminating any problems with cost of entry.

Marketing Objectives

Handle has seven core marketing objectives:

- 1) Concentrate on our target market
 - Selectively choose apartments, condos, houses, and companies that are within uptown Dallas to promote services. (Reach 5 -10 buildings daily)
 - Target working professionals, retired professionals, and immune compromised individuals with discretionary income.
- 2) Build Brand Recognition
 - Utilize social media platforms such as: Instagram, Facebook, Twitter, LinkedIn, and Snapchat to build brand awareness. (Gain 50+ followers monthly)
 - Identify 5 social media influencers and "sponsor" them with 2 monthly free services in exchange for their weekly posts about Handle on their social media.
 - Pass out informational flyers door to door.(Distribute 1,000 flyers weekly)
 - Utilize car magnets with Handle Logo on the 4 partners cars.
- 3) Create client loyalty

- Store specific birthdays, anniversaries, and information on clients to personalize experiences.
 - Send clients hand-written thank you cards once they have signed onto a membership package.
 - Ensure clients can reach a live representative with ease.
- 4) Increase Sales
- Develop a referral system
 - Run promotions
 - Attend local business mixers (Monthly)
 - Build relations with leasing agents, property managers, and developers
 - Hire qualified people
- 5) Maintain high quality service standards
- Train team to meet company expectations
 - Have monthly re-freshers on role playing client interaction (Monthly)
 - Fire employees when needed
 - Resolve any issue(s) that may arise immediately
- 6) Add additional services
- Evaluate if demands are trending towards bigger scope of services(home cleaning, moving assistance, organizational services, and fitness)
 - Introduce “At Request Services”
 - Eliminate any services that are not being utilized or profitable
- 7) Venture into more of DFW
- Assess market penetration in Uptown after 1 year
 - Explore expanding into Highland Park, White Rock Lake, Lake Highlands, or Preston Hollow.

Target Market

The target market for our company is middle aged individuals, elderly, or families who live busy lives with discretionary income. The demographic we are trying to reach out to will be more likely single, middle aged individuals living in apartments. This demographic will have the most willing and capable customers to purchase our services in order to simplify their lives. This age group values time with their friends, leisure

activities, and their job. Families in the age range of 30-35 have the most income and may be too busy with parental functions after work to have the time to clean, buy groceries, or walk their pets. They also pose potential clients for our services. Spending habits for millennials living alone is higher than those with families or elder clients. They have more discretionary income and do not save their money as other generations have. Millennials have grown up in a time of change. With technology at their fingertips, they expect to get what they want when they want it. They spend money to save time very often, "60% of millennials spend more than \$4 on a single coffee (Costin, 2019)." The geographic location we chose was the Dallas area. Many well-paying jobs are in Dallas and those living close to work will be in that area. Dallas also had a \$8176 higher median income than Texas' median income (Department of Numbers). We are targeting a smaller range of people to begin providing our services to, with hopes of spreading our company throughout. Many people in the Dallas area use services to help them get their groceries and run errands for them due to high traffic and busy lifestyles. Most of these customers are aware of services like ours and are willing to pay for them. We have chosen this target market in order to optimize the number of our potential clients, have high potential growth, and expand our company to similar residences. We are hopeful that 85% of our clients will use our products/services weekly, 10% monthly, and only 5% of our customers will use our services seasonally.

Positioning

Handle's value proposition to their target market is "Handling the little things with quality service so that you can focus on the big things in life." The founders of Handle believe in saving the valuable time of their customers. Providing high-quality services is essential to the founder's beliefs. Handle never wants a customer to be unsatisfied with their service because that would most likely result in a waste of the customer's valuable time. Handle is in the business of enjoying life.

Handle's pricing matches its message by providing a price range that supports high quality services but does not leave its customers broke. Creating a high-end yet affordable service is essential because Handle wants its clientele to enjoy life without the stress of finances. Handle uses a subscription method to provide base services to its customers. After the base subscription customers can purchase services based on their individual needs. Handle can adjust to any customer's needs making the customer's life that much easier.

Advertising will be focused towards high-end users with a discretionary income of \$15,000 a year. Promotions will be tailored towards Handle's customers through social

media influencers residing in Uptown Dallas. The social media influencers will display the high-quality time saving services provided by Handle to their numerous followers. The Handle staff will also more directly target appropriate markets by placing door hanging flyers in high discretionary income neighborhoods and apartment complexes. These flyers will describe the time saving services provided and the first weeks free promotion. Handle also wants to get in touch with high income users by personally selling to luxury business owners. Reputable massage parlor, plastic surgery practice, and spa owners will be targeted for personal selling because they have access to networks of high-income consumers. Handle wants to create an image of premium customer service for high-end users through its advertising.

Handle's channel decisions will reflect their positioning in three main ways. First, Handle will only hire highly-qualified employees. Handle's employees will be required to have access to a dependable vehicle. The employees will also be CPR and Food Handler certified. The employees of Handle will also undergo background checks to ensure that customers can trust Handle employees in their homes and with their belongings. Second, Handle's employees will be trained upon entree to ensure premium customer service and satisfaction. Having employees trained for customer service will ensure that Handle's clients can truly enjoy the big things in life. Handle will also provide specific instruction for its employees regarding the proper manner in which to take care of pets. Third, Handle supports its positioning by promoting in high-end channels that promote relaxation and enjoyment. The business owners to be targeted for promotion will help Handle to be related with enjoyment and luxury in life.

Services

Handle is here to handle daily tasks to provide individuals with more time to do what they really want! We provide highly qualified employees delivering a wide range of services. Our friendly Handle team members are all qualified in CPR, are Food Handlers certified, and background checked because our clients safety is imperative. Handle specialists are 18 and older with valid drivers licenses, and have reliable transportation to ensure our clients needs are met quickly. We have a satisfaction guarantee to show we take our clients' experience seriously. We always want to express how much we value our clients so we keep track of those special birthdays & anniversaries and send handwritten cards to them to celebrate with them too.

Three main services will be available for clients to choose from within the first twelve months:

- Grocery & Prescription pickup

- Package & Dry cleaning pickup & delivery
- Dog walking assistance

Grocery & Prescription

We have several grocery stores(Whole Foods, Central Market, Tom Thumb, Royal Blue, Kroger, Foxtrot Market , and more) our Handle clients can designate their orders from. If an order was not previously created our team will select the freshest fruits and vegetables on the shopping list. Team members will also apply any in store coupon or discount applicable to not only save our client's time but money! When items are not available in store our team will notify clients and see if they would like a substitution.

Packages & Dry cleaning

All our client's special packages and dry cleaning will be handled with care and inspected carefully to ensure everything is clean & in place.

Dog Walking

Taking care of our clients best-friend (dogs of course) is our greatest joy! Our friendly team is trained on providing pets with a fun, comfortable, and safe outdoor walk in any weather. We have hand selected nature infused walks to take your pal on such as: Kathy Trail, Reverchon Park, Turtle Creek, Klyde Warren Park, and more.

Price

We have chosen to price our monthly membership at \$99.99 per month, while our year membership will cost \$1,049.99. The driving factor for this price decision is our premium trained individuals. Our employees will devote their time to your needs, the cost of labor will be the biggest factor in why our price. Labor costs will be around 10-14 dollars per hour and would add the most cost to our company. Employees will work around 25 per week on average. Within the first three months we expect the four main founders to contribute all their time to getting Handle off the ground.

Subscription Pricing:

Monthly	Year	Promotion Info
Reoccurring Month-Month membership.	One Payment for a full year membership.	Customers who refer a new client and he/she buys a year membership. Will receive 5 free services.
Starting at	Starting at	With the purchase of any membership user has to give a 30 day notice of cancellation.
99.99/ mo	1,049.99	
With a purchase of a new monthly membership user will get 2 free services	With the purchase of one full year user gets 10 free services	

Service Pricing:

Dog Walking	Our team members are all avid dog lovers and will take your good boy or girl on the walk they need when you can not.	\$20.00 for 30 minutes with a limit of 3 dogs per owner
Grocery & Prescription Pickup	Groceries and prescriptions can be picked up with our partnered stores and pharmacies	\$8.99 for pickup orders under \$40. Orders over \$40 have a delivery fee of \$4.99
Dry Cleaning & Package Pickup	Our team members will be able to go pick up dry cleaning, and packages. While keeping your privacy in mind.	4.99 for dry cleaning and package pickup. Just send us a text of where you want it delivered.
Other requests	Other specific requests can be handled by our team members. Depending on what the user needs.	\$30 per service, services that exceed an hour, will be charged an additional fee of \$10/hr.

Promotion

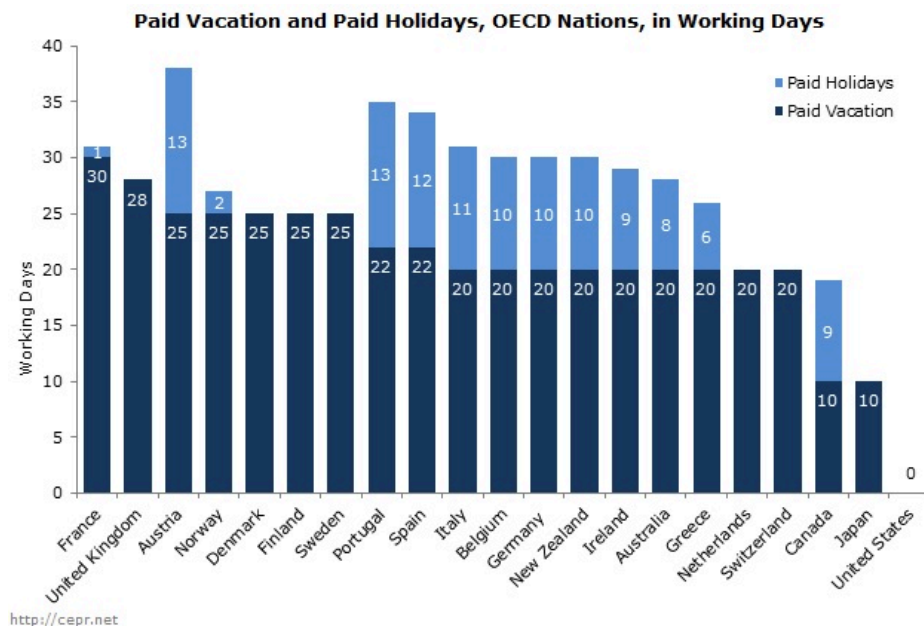
Handle will utilize a pull based strategy for its services and a push based strategy for its marketing. Handle's primary goal is to provide high quality services to clientele. The services provided will have little to no tangible goods and will not allow for a push based strategy. Adversely, the advertising will rely on printed handouts and car magnets. The printed handouts describing the business will be mass produced and circulated at various apartment complexes and neighborhoods. Specific neighborhoods and apartment complexes will be targeted because of their discretionary income. The target market that Handle is looking to reach has a discretionary income of \$15,000 a year. Handle's advertising strategy elicits a push based strategy because incremental printing costs are much higher than mass production.

Our advertising message will encompass freeing up the clients time so that they can focus on more important things or relax. Gallup polls have found that the average American full-time employee works 47 hours a week. America is also known as one of the worst suppliers of paid days off averaging in at 10 days per year. Whereas France averages three

times higher than America at 30 days per year. Americans have long days at work and little time with family and friends. Handle wants to make sure that their clients get the most out of their time away from work. Handle wants to be sure

that hard working people do not have to come home to numerous chores like taking care of the pets or picking up groceries. Handle is in the business of handling the little things so that our clients can enjoy the big things.

The promotions budget for the first year of operations will be approximately 3,820 dollars. Promotions will consist of door-hanger flyers, custom polos for management, car magnets, and free service for social media influencers in the Dallas Fort Worth area.



The door-hanger flyers will cost \$3,656 for a batch of 100,000 flyers from PrintPlace.com. The custom polos will cost about \$80 for four polos to be distributed to the founders of Handle. Four car magnets will be made for \$144 and will be placed on the founder's cars to advertise to the public while driving. Lastly, Handle will provide free services to five key social media influencers in the Uptown area who have more than 150k followers. Handle plans to find one social media influencer in fitness, fashion, modeling, travel blogging, and a former Bachelor contestant. The social media influencers will receive one month of free services from Handle with the constituency that they will provide a promotion for a handle once a week. Their promotion will have a personal promotional code supplying users 10% off of their first month. Not only will the promotional codes incentivize more people to subscribe, it will also allow us to track which influencers brought in more customers. Having marketing data on the influencers will allow us to make future marketing decisions.

Place

Handle will focus its initial sales and business in the Uptown area of Dallas due to its high income. Uptown Dallas is the perfect place for Handle to begin its business. Uptown is a luxury community with multitudes of residences and shopping centers. Handle wants to target Uptown specifically because of its high-end living and accommodations. Equipped with a multitude of upscale apartment complexes and neighborhoods, Uptown Dallas is the perfect place for Handle to begin its journey.



Through extensive research, a wide range of apartment complexes has been selected for advertisement in Handle's first year. MAA, a community investment group, has eleven complexes in Uptown that will be excellent targets for Handle. The eleven complexes have a range of \$895 to \$1,760 starting prices and average out at \$1,148. Another appealing factor of the MAA's complexes is that they are all pet friendly. Handle's pet care options would be another incentive for MAA's residents to use Handle's services. With sixteen floors and deluxe amenities The Taylor in Uptown will have a large supply of potential customers. The Taylor is pet friendly and boasts a starting price of \$1400 for a studio apartment. The Taylor also accommodates numerous penthouses that come with at a high price point. The third large apartment complex that Handle wants to target is Ardan West Apartments Village. Ardan West

exhibits 389 pet friendly apartments. Ardan West will most likely hold the highest income users for Handle. Ardan West Apartments starts at \$2,000 and will be a good resource for Handle to promote to. These three apartment complexes are some of the highlights of Uptown's potential customer base.

Implementation Strategy

Our startup company Handle has a strategic business structure laid out for the first 12 months in order to steadily and successfully expand in the DFW area. The implementation process is divided into five pivotal stages:

****Stage One: Launch**

****Stage Two: Penetration Review & Expansion A (increase staff profile)**

****Stage Three: Penetration Review 2 & Expansion B (increase staff profile)**

****Stage Four: Penetration Review 3 & Expansion C (increase staff profile)**

****Stage Five: Penetration Review 4 & Expansion D (test adding additional services & zip code)**

May 2020 Stage One: Launch

Create LLC

Design Logo

Develop mission & vision statements

Write Company manual

Research competition landscape

Set realistic budget goals

SWOT Analysis

Select most lucrative area to launch services

Divide specific operations amongst the four owners: Marketing, Sales, Financial, and Training & Compliance

Setup office

Order supplies

Market our brand in Uptown on channels: social media, word of mouth, and door to door

June 2020

Secure first set of memberships

Service clients

Market our brand in Uptown on channels: social media, word of mouth, and door to door

Send out Thank you notes to clients

SWOT Analysis

Track trends

Market our brand in Uptown on channels: social media, word of mouth, and door to door

Run promotions for referrals

Address any issues/challenges

July 2020

Secure more memberships

Service clients

Market our brand in Uptown on channels: social media, word of mouth, and door to door

SWOT Analysis

Track trends

Send out Thank you notes to clients

Run promotions for referrals

Address any issues/ challenges

August 2020 Stage Two: Penetration Review & Expand A

Review market position

Place ads to recruit an employee

Conduct interviews

Hire first part time employee

Train employee

Secure more memberships

Service clients

Track Trends

SWOT Analysis

Send out Thank you notes to clients

Run promotions for referrals

Address any issues/challenges

September 2020

- Secure more memberships
- Service clients
- Run ads to recruit employees
- Conduct interviews
- Hire 2 additional part time employees
- Train employees
- Track Trends
- Market our brand in Uptown on channels: social media, word of mouth, and door to door
- SWOT Analysis
- Send out Thank you notes to clients
- Run promotions for referrals
- Address any issues/challenges

October 2020

- Secure more memberships
- Service clients
- Run ads to recruit employees
- Conduct interviews
- Hire 2 more part time employees
- Train employees
- Track Trends
- Market our brand in Uptown on channels: social media, word of mouth, and door to door
- SWOT Analysis
- Send out Thank you notes to clients
- Run promotions for referrals
- Address any issues/challenges

November 2020 Stage Three: Review Penetration & Expansion B

- Review market position
- Promote 3 employees to full time
- Secure more memberships

Service clients
Track Trends
Market our brand in Uptown on channels: social media, word of mouth, and door to door
SWOT Analysis
Send out Thank you notes to clients
Run promotions for referrals
Address any issues/challenges

December 2020

Secure more memberships
Service clients
Track Trends
Market our brand in Uptown on channels: social media, word of mouth, and door to door
SWOT Analysis
Send out Thank you notes to clients
Run promotions for referrals
Address any issues/challenges

January 2021

Secure more memberships
Service clients
Track Trends
Market our brand in Uptown on channels: social media, word of mouth, and door to door
SWOT Analysis
Send out Thank you notes to clients
Run promotions for referrals
Address any issues/challenges

February 2021

Secure more memberships
Service clients
Promote 1 more employee to full time

Track Trends

Market our brand in Uptown on channels: social media, word of mouth, and door to door

SWOT Analysis

Send out Thank you notes to clients

Run promotions for referrals

Address any issues/challenges

March 2021 Stage Four: Review Penetration Expansion

Review market position

Secure more memberships

Service clients

Track Trends

Market our brand in Uptown on channels: social media, word of mouth, and door to door

SWOT Analysis

Send out Thank you notes to clients

Run promotions for referrals

Address any issues/challenges

April 2021

Secure more memberships

Service clients

Track Trends

Market our brand in Uptown on channels: social media, word of mouth, and door to door

SWOT Analysis

Send out Thank you notes to clients

Run promotions for referrals

Address any issues/challenges

May 2021 Stage Five: Review penetration Expansion D

Offer Additional Services

Enter a neighboring area with similar potential clientele ie: Lakewood or Highland Park

Partners step away from assisting in actual services
Partners polish & begin to solely manage their specific operational departments
Secure more memberships
Service clients
Run ad to recruit an employee
Conduct interviews
Hire 1 more part time employee
Train employee
Track Trends
Market our brand in Uptown on channels: social media, word of mouth, and door to door
SWOT Analysis
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Address any issues/challenges

Financial Projections of Costs and Revenues

There are many costs that are associated when it comes to starting a new business. Handle is no exception to paying them, we plan to recover our costs within the first year of operation.

All small businesses need to be covered by insurance to stay protected from liability. Handle will have both professional liability insurance and general liability insurance. The national average monthly cost for general liability insurance through the Progressive Advantage® Business Program was \$53. The average annual cost of professional liability insurance is about \$710 (\$60 per month). So handles cost for insurance each month will be \$115.00 a month.

The door-hanger flyers will cost \$3,656 for a batch of 100,000 flyers from PrintPlace.com. The custom polos will cost about \$80 for four polos to be distributed to the founders of Handle. Four car magnets will be made for \$144 and will be placed on the founder's cars to advertise to the public while driving. Advertising costs will be \$3,740 and our uniform costs will be \$80. That will cover Handle's initial advertisement budget, all other promotion will be done with social media platforms and sponsored users.

Phone and Internet usage will be necessary to get in contact with clients, and employees. Four landline phones will cost 409.95, internet and phone packages from AT&T will be 80 bucks a month. Website expenses average around \$2000 to \$5000 to

start a general business domain. We came up with a medium cost around \$2500 to start and general maintenance fees will be about \$200 a month.

Rent on an office space, 253 sq.ft at \$33 per sq.ft. Will be 695.75 each month. That is for a middle tier office space.

Office Supplies on average will cost 45-75 per employee each month.

Handle's 1st year projection														
	May 2020	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	First Year Income
Revenue	\$1,074.72	\$1,734.61	\$2,299.50	\$5,414.18	\$14,823.85	\$17,338.85	\$22,248.25	\$26,683.00	\$29,297.50	\$36,746.95	\$44,796.70	\$51,595.95	\$58,770.35	254054.06
COGS	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0
Gross Profit	\$1,074.72	\$1,734.61	\$2,299.50	\$5,414.18	\$14,823.85	\$17,338.85	\$22,248.25	\$26,683.00	\$29,297.50	\$36,746.95	\$44,796.70	\$51,595.95	\$58,770.35	254054.06
Operating Expenses														
Advertisement	\$3,740.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	3740
Salaries and Wages	\$0.00	\$0.00	\$0.00	\$1,000.00	\$3,000.00	\$5,000.00	\$7,280.00	\$7,280.00	\$7,280.00	\$8,040.00	\$8,040.00	\$8,040.00	\$9,040.00	54960
Phone and Internet	\$489.95	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	1369.95
Website expense	\$2,500.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	4700
Rent expense	\$695.75	\$695.75	\$695.75	\$695.75	\$695.75	\$695.75	\$695.75	\$695.75	\$695.75	\$695.75	\$695.75	\$695.75	\$695.75	8349
Office supplies	\$150.00	\$150.00	\$150.00	\$225.00	\$225.00	\$225.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	2625
Uniforms	\$80.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	80
Insurance	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00
Total Expense	\$7,770.70	\$1,240.75	\$1,240.75	\$2,315.75	\$4,315.75	\$6,315.75	\$8,620.75	\$8,620.75	\$8,620.75	\$9,380.75	\$9,380.75	\$9,380.75	\$10,380.75	75938.95
Operating Profit	-\$6,695.98	\$493.86	\$1,058.75	\$3,098.43	\$10,508.10	\$11,023.10	\$13,627.50	\$18,062.25	\$20,676.75	\$27,366.20	\$35,415.95	\$42,215.20	\$48,389.60	178115.11

Evaluation and Control

Quarterly Sales Goals	1st Month of Qtr	2nd Month of Qtr	3rd Month of Qtr	Total for Quarter
Quarter 1	\$1,074.72	\$1,734.61	\$2,299.50	\$5,108.83
Quarter 2	\$5,414.18	\$14,823.85	\$17,338.85	\$37,576.88
Quarter 3	\$22,248.25	\$26,683.00	\$29,297.50	\$78,228.75
Quarter 4	\$36,746.95	\$44,796.70	\$51,595.95	\$133,139.60

Quarter 1: In order to minimize our initial losses, we will be hiring employees on an as needed basis. Most of the services will be performed by us. This way we will save on labor cost, training, and insurance. During this time, we will be limiting our expenditures on marketing, focusing primarily on door to door marketing, word of mouth, and social media. If actual sales are not as high as projected, we will initiate more marketing via social media, direct phone calls, and establish more customer relationships. We will reevaluate projections during the first quarter.

Quarter 2: During the second quarter, if sales are not as projected, we can assume services are not overwhelming and do not need to hire any more employees at the time. We can save on training and the hiring process as we continue doing more of the services ourselves. Promotions can be cut back at this time if needed.

Quarter 3: Assuming more memberships are being secured, more employees will be hired. If the sales goal is not met, cutting back on paper marketing can save on cost. Door to door inquiries will be implemented. Partnerships with apartment complexes will be utilized to promote our services. Reevaluation of services provided and pricing will be in this stage if not meeting sales goals.

Quarter 4: We plan on an expansion of services during this phase. If previous services are not producing the expected outcome, we can remove them and reevaluate what clients desire. If none of the above is action to improve conditions, we can use our customer relationships to ask for feedback on our services. We can use said feedback to further plan our company's goal.

Appendix

Service Examples







Car Magnet



**In-Home Services,
Pet Care, and Deliveries
We Handle for You!**

First Two Weeks Free!

Call for More Information **555-555-5555**

Door-Hanger Flyers



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