

# Marketing Strategy



**COMPLETE BUSINESS  
SOLUTIONS AUSTRALIA**

## Business details

**Business name:** Complete Business Solutions Australia Pty Ltd

**Trading name:** Complete Business Solutions Australia (CBSA)

**Business structure:** Company

**ABN:** 80 999 444 333

**GST:** Yes. Registered to pay GST

**Business location:** 300 Fictional Way, Sydney, NSW 2000

**Domain names:** [www.cbsa.com.au](http://www.cbsa.com.au)

**Date established:** 10/05/1998

**Business owner(s):** Gavin Stead

**Products/services:** B2B Consultancy services

## Business objectives

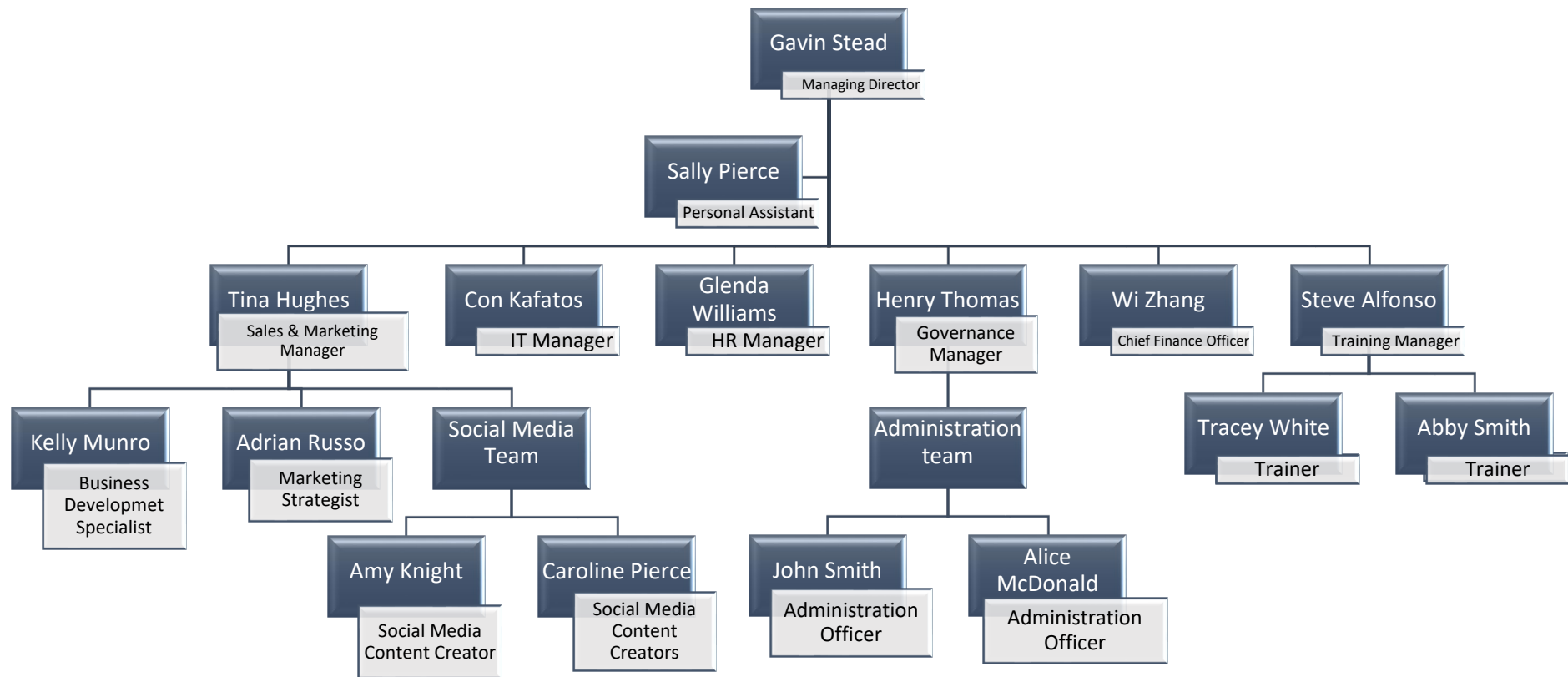
**Vision:** To become Australia's largest provider of business support and advocate of business needs

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

**Business objectives:**

- To become Australia's largest business consultancy firm.
- To support business owners and their immediate and future needs.
- To deliver a first-class customer experience to ensure high levels of customer satisfaction.

## Organisational chart



## CBSA Board

To help meet the strategic direction of the organisation as opposed to the operational activities, three senior staff form the CBSA Board as follows:

- Managing Director – Gavin Stead
- Chief Financial Officer – Wi Zhang
- Governance Manager – Henry Thomas.

The CBSA board objectives are to:

- set the strategic direction of the organisation
- uphold the organisations values
- ensure attainment of the organisations business objectives
- ensure the financial stability and viability of the organisation
- ensure compliance with legal and ethical obligations.

While CBSA staff are grouped and arranged around functional operational activities, individual staff members are commonly placed into project teams for specific purposes to meet the many needs of CBSA clients. This can lead to situations where lines of authority and responsibility of staff members can become blurred. Do the project responsibilities take precedence or do day-to-day operational responsibilities take precedence?

To avoid potential conflicts, project governance forms a vital part of ensuring the clear roles and responsibilities, levels of authority, and issue escalation and resolution processes are clearly defined for each project. By implementing a clear plan, it is hoped that conflict will be minimalised between functional managers needs and those of project managers.

## Products and Services

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

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

Service	Description	Price [per hour approx.]
Financial services	Budgeting	\$100
	Payroll	\$85-\$125
	Accountancy	\$140-\$180
	Bookkeeping	\$85-\$125
	Financial planning	\$100
Information Technology services	Systems analyst and integration	\$200
	Website/software development	\$120-\$150
	Networking and security	\$120-\$150
	IT Support	\$65-\$85
Business services	Human resources [staff management, recruitment, contracts, position descriptions, etc.]	\$85-\$125
	Auditing	\$150-\$200
	Branding and styling	\$85-\$125
	Legal advice	\$250-\$500
	Business compliance and administration	\$85-\$125
Training services	Range of training programs tailored to the client's needs.	\$200 - \$250

## Customer Base [The Ideal Customer]

Company: start-up company

Industry: ICT

Number of employees: 5 –15

Annual revenue: \$250,000

Budget: \$25,000

Location: Australia

Why do they need our service: they need help managing their finances

## Target Market

- Start-up businesses that need help with setting up
- Organisations that changed ownership or go through a restructure and want to review every department
- Organisations that have been operating for years but feel the need to review or update their policies, procedures and processes.
- Size: small, medium, and enterprise-size organisations
- Industry: ICT, Finance, HR,

## The competition

### Competitor 1: ABC Consultancy

Strengths: Lower Prices for financial training

Weaknesses: They only offer financial training online

What we will do differently: We will offer both online and face-to-face delivery

### Competitor 1: Finance & Budget Ltd

Strengths: Specialising in Finances only. It is their niche.

Weaknesses: They can only assist other businesses with their finances

What we will do differently: We will offer a variety of services and create enticing packages

### Competitor 1: Consultants Now

Strengths: They have been around longer and have established their brand as consultants offering services similar to CBSA's

Weaknesses: They have received negative reviews on social media regarding helping businesses manage their finances

What we will do differently: We will offer great customer service and make sure we work with the customer every step of the way to keep customer satisfaction high. We will monitor our progress by seeking feedback through online surveys.

## Finance

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

#### Income

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

#### Costs of Goods Sold

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

#### Expenses

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

#### Net Position

Income	\$3,585,000.00
Cost of Goods Sold	\$20,000.00
Gross profit	\$3,565,000.00
Expenses	\$2,851,000.00
Other income	\$0.00
Other expenses	\$0.00
<b>Net Position</b>	<b>\$750,000.00</b>

### Projected Profit Margin Ratio

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

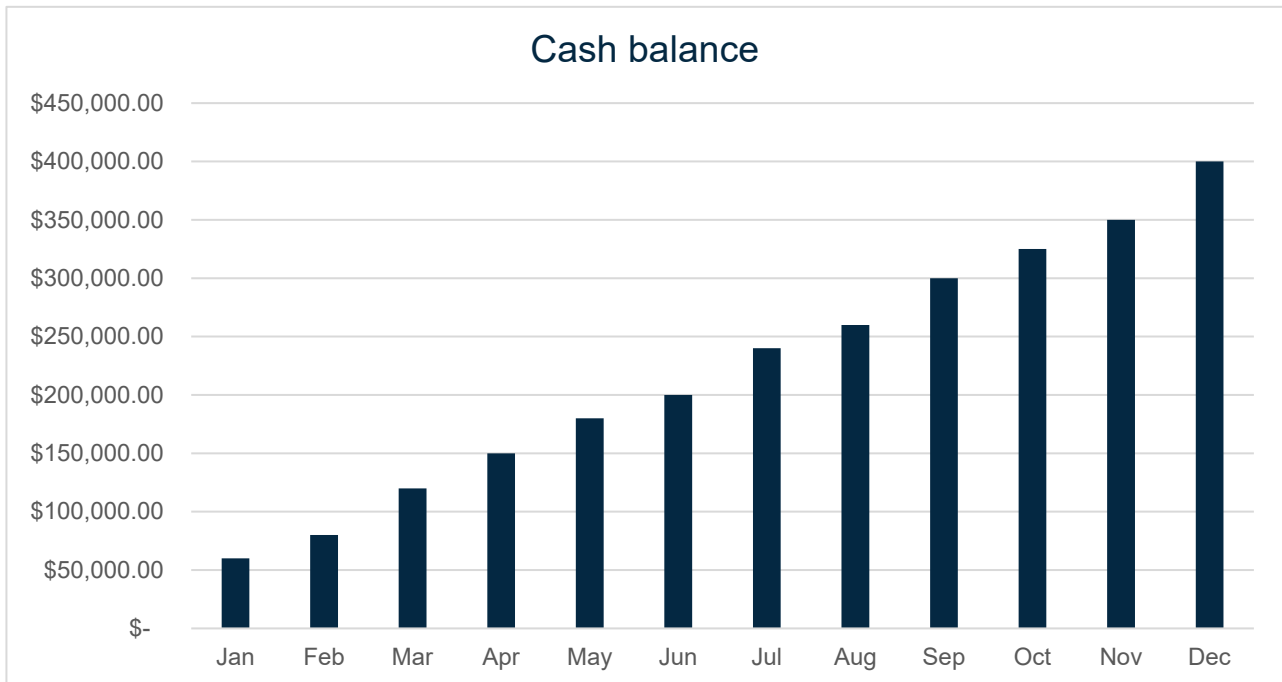
Net income: \$750,000.00 ÷

Net sales: \$3,585,000.00

Profit margin ratio: **20.92%**

## Projected cash flow

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





## Advertising & sales

Type	Expected business improvement	Cost	Target date
Website banner ads	Generate leads to the website	\$2,500.00	Annual
Newspaper	Targeted to increase sales by 5%	\$6,200.00	Annual
Radio	Targeted to increase sales by 10%	\$18,900.00	31/06/20XX
Television	Targeted to increase sales by 20%	\$50,575.00	31/10/20XX
Website	Targeted to allow easy access to services	\$9,275.00	Annual
Email newsletter	Targeted to retain customer loyalty	\$1,100.00	Annual
Facebook	Targeted to raise organisation profile	\$600.00	Annual
Twitter	Targeted to raise organisation profile	\$280.00	Annual
Instagram	Targeted to raise organisation profile	\$300.00	Annual
LinkedIn	Targeted to raise organisation profile	\$450.00	Annual
Sponsorship	Targeted to raise organisation profile	\$8,500.00	30/06/20XX
Public events	Targeted to raise organisation profile	\$19,050.00	30/06/20XX
Winter sales campaign	Targeted to increase sales by 15%	\$12,000.00	31/08/20XX
Summer sales campaign	Targeted to increase sales by 15%	\$9,500.00	31/03/20XX

## Sales & Distribution Channels

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

## Operations

### Trading hours

The business is operational during the following hours:

- Monday – Friday: 9 a.m. – 5:30 p.m.
- Public holidays: Closed.
- Exceptions can be made depending on the client requirements. Different hours can be negotiated depending on circumstance.

### Plant and equipment

CBSA utilises the following plant and equipment for its operations:

Equipment	Purchase date	Purchase price	Running costs
29 x Personal Computer/laptops	07/03/20XX	\$2,000 each	\$2,500 per month
2 x Network servers	15/02/20XX	\$4,000 each	\$300 per month
Network router	15/02/20XX	\$300	\$10 per month
2 x Network switches	15/02/20XX	\$250 each	\$20 per month
Fridge	01/02/20XX	\$1,800	\$20 per month
Microwave	01/02/20XX	\$400	\$15 per month
Television	01/02/20XX	\$1,500	\$20 per month

### Technology [Software]

CBSA utilises the following software for its operations:

Software	Cost	License Count	Expiry
Windows 10 Professional	\$199	28	None
Windows Server 2016 Standard	\$849	2	None

Office 365 Enterprise E3	\$30 per month/per user	28	Monthly
Salesforce	\$75 per month/per user	8	Monthly
MYOB AccountRight	\$55 per month/per user	7	Monthly
Visual Studio 2017 Professional	\$539 per year	3	Annual
NetBeans IDE 8.0.2	\$0	4	None
Brackets 1.13	\$0	4	None
WordPress 4.9.8	\$0	4	None

## Communication channels

CBSA customers get in contact using the following channels:

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

## Payment types accepted

Payment types that CBSA accepts include:

- cash
- credit
- Electronic Funds Transfer (EFT)
- cheque
- PayPal
- Stripe.