



**COMPLETE BUSINESS
SOLUTIONS AUSTRALIA**

Marketing Plan

Date: 12/09/2022

Key details

Registration details

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

Contact details

Name	Gavin Stead
Phone	02 9287 6549
Mobile	0412 123 456
Email	Info@cbsa.com.au
Address	300 Fictional Way, Sydney, NSW 2000

Online and social media details

	Address/details
Website	www.cbsa.com.au
Facebook	CBSA
Twitter	CBSA
LinkedIn	CBSA
YouTube	CBSA

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The business

Plan summary

What our business does

The products or services we sell.

B2B Consultancy services

Our target market

Small, medium, and enterprise-size organisations.

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

Locations of business can be anywhere in Australia.

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

Our unique selling point

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

Our strategic objectives

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

Our vision

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

Our mission

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

Products and services

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

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

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

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

Our target market

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

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

Small, medium, and enterprise-size organisations.

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

Communication channels

CBSA customers get in contact using the following channels:

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

Marketing strategy

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

Tag line: 'Your business expert'.

The following provides details of systems and procedure currently used:

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

Sales & Distribution Channels

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

The finances

Finance

Projected profit and loss for upcoming financial year 20XX

Income

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

Costs of Goods Sold

Purchases	\$20,000.00
Total Costs of Goods Sold	\$20,000.00

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
Total Expenses	\$2,851,000.00

Net Position

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

Net Position \$750,000.00

Projected Profit Margin Ratio

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

Net income: \$750,000.00 ÷

Net sales: \$3,585,000.00

Profit margin ratio: **20.92%**

Projected cash flow

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

