



CONGLOMERATE GROUP

CONGLOMERATE GROUP EVENT PLANNERS

B U S I N E S S P L A N

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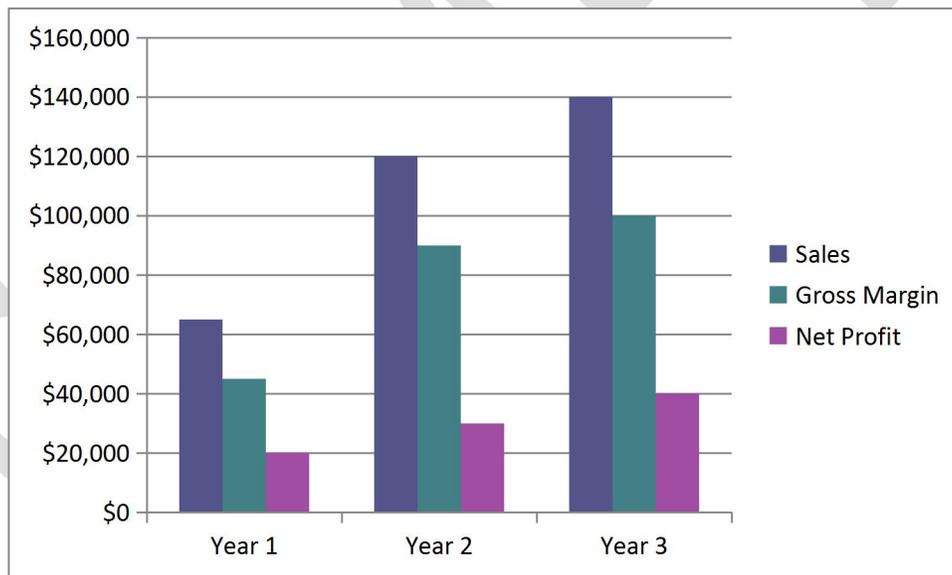
1. EXECUTIVE SUMMARY

At Conglomerate Group we specialize in event planning for corporate clients. Our suite of services includes leadership training and teamwork development programs which are designed to introduce a diverse array of skills among employees. The planning and hosting of these events will be provided by Conglomerate Group in collaboration with their strategic business partners.

In house training programs are no longer a possibility for larger companies due to lack of resources. This opens up a market ripe for corporate planning which is both steady and profitable if utilized properly. Companies which have the foresight to recognize the importance of trained human resources will always invest in their own workforce for higher bottom lines.

These companies will be a source of revenue stream for Conglomerate Group. Companies which want to broadcast their product launches to their audience will need professionals to handle these events. An efficient way to broadcast product launches are corporate planning services, a thriving market that largely remains unaffected by economic downturns. Thanks in part to the fact that companies will always require professional event planners to organize product launches.

The projected growth rate for Conglomerate Group is over 100% during their third year of business and will have profits above 11% during that time. Conglomerate Group will employ around 3 experts after they experience monetary growth within the first few years.



1.1 MISSION

At Conglomerate Group we plan to provide corporate clients with the highest quality of event planning services. Our goal is to attract a large number of clients and maintain those we already have. This serves as the company's motto, a testament to exceed customer expectations.

1.2 OBJECTIVES

The basic outline for the goals of Conglomerate Group during their first three years of operation includes:

- Creating service based company whose goal is to exceed customer's expectation in terms of both quality and meeting deadlines.
- Serving the top tier companies, particularly those which have been listed under Forbes' global 2000.
- Increasing the number of clients by over 50% after the first year of service.
- Streamlining our streams of revenue by offering a broad range of services related to event planning.

2. COMPANY SUMMARY

Conglomerate Group's main headquarters will be located in New York City, a thriving market for companies which will be attracted into doing business with us. Among the suite of services that Conglomerate Group specializes include training retreats, product launch events and team building skill seminars.

Current outlook for the market looks very promising and profits can be made within six months of operation and will only continue to improve from there.

2.1 COMPANY OWNERSHIP

Conglomerate Group will initially start out as a sole proprietorship, ownership will lay exclusively with James Willington during the first few years of operation after which we will assume the corporate structure. Stocks will be made available to public in year 3 once a surge of profits enters into the mix.

3. SERVICES

The primary source of revenue for Conglomerate Group will be corporate retreats and product launches. This section will explore these two options in more detail.

- **Corporate retreats** – The primary function of these events is to facilitate two main reasons. The most important being leadership training programs while the secondary source being teamwork skills where employees will be trained to in corporate environments. Conglomerate Group will not only plan these retreats but also host them as well through collaboration with their strategic business partners.

While Conglomerate Group primarily focuses on corporate retreats, they have the requisite skill set needed to facilitate event hosting should customers feel inclined to use them. Event hosting will still be a team effort since the primary focus of Conglomerate Group is to offer corporate services to clients.

- **Product launches** – These are events where the corporation announces launch of their new product to people outside of their ecosystem. The purpose of this event is to maximize visibility and increase sales.

4. MARKET ANALYSIS SUMMARY

Conglomerate Group will service corporate clientele for their event planning needs. The two primary niches are leadership development programs and teamwork skills. Due to recent economic downturns, many companies are left with no choice other than to dissolve their in-house solutions and are making do with outside event planners. This represents a market ripe for the taking. The reason why event planning isn't affected by economic recessions is because there will always be a demand for highly skilled human capital, and companies which know the importance of it will always find a way to invest in human resources. Leadership programs and developing teamwork is the key to growth for every company.

Although these corporate events are slightly higher up front, they pay good returns in the long run. Conglomerate Group plans to increase their market share through aggressive growth strategies such as acquisitions of rivals and hiring expert.

Additionally Conglomerate Group will also host product launches and plan them throughout all stages of development. Product launches are an integral component of every new product's lifecycle, and companies which miss out on these will experience a decline in sales revenue. Our clients will primarily be companies that want to spread awareness for their products.

4.1 MARKET SEGMENTATION

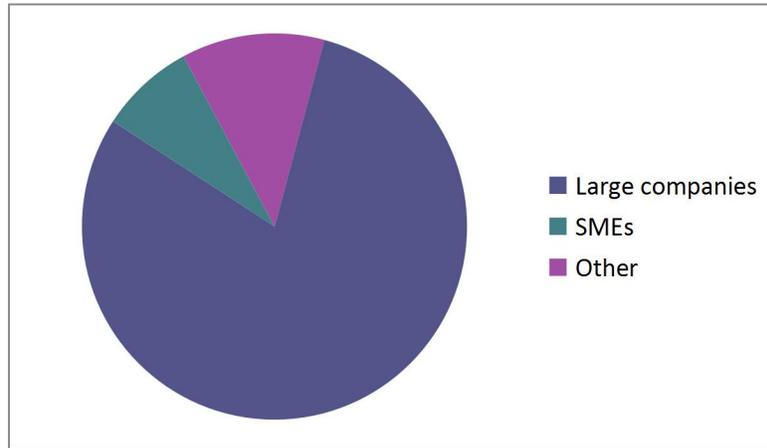
Conglomerate Group specializes in B2B markets, specifically corporate clientele. As such, we will not be targeting individual businessmen, which is a completely separate niche that Conglomerate Group doesn't specialize in.

Corporate entities are clients who contact Conglomerate Group to plan and host an event for their retreat programs. Our impressive line of clientele continues to increase because we pay particular attention to the following areas:

- Planning cost effective and high quality events for clientele. This is because Conglomerate Group has acquired expertise in planning events and has formed strategic business partnership with event hosts.
- Corporate retreats impart high quality knowledge among employees, they leave enlightened and have a higher sense of responsibility to their parent company.

These services will be typically utilized by large corporations. We define large corporations as entities that have more than 60 employees working for them. While smaller companies can still benefit from our highly exclusive services, it is the larger sized companies which tend to have the necessary budget for this activity.

Product launches tend to be slightly less cumbersome and capital intensive than corporate retreats, as such, we will be targeting companies of all sizes for product launches. For all intents and purposes, the term 'product' also includes service based companies who want to announce a new service.



Market Analysis					
		Year 1	Year 2	Year 3	
Potential Customers	Growth				CAGR
Large companies	10%	1,643	1,234	1,493	10.01%
SMEs	9%	1,912	2,054	2,100	8.89%
Other	0%	0%	0%	0%	0%
Total	11.01%	3,555	3,288	3,593	11.01%

4.2 SERVICE BUSINESS ANALYSIS

We realize that event planning is a fiercely competitive arena. There are thousands of companies offering event planning services, but what sets us apart from the rest is that we do not specialize in social events. Relatively fewer companies have expertise in the complex niche that is corporate event planning.

You will find very few companies online or in the Yellow Pages who are offering corporate type events. We believe that the recent corporate downsizing coupled with lack of competition from other companies paints a very favorable picture for Conglomerate Group's event planning business.

4.2.1 COMPETITION AND BUYING PATTERNS

We currently identify 6 other companies that offer event planning services to large corporations. What they offer are significantly different than our suite of services, in that, their events are general in scope and tend to include parties where employees are rewarded for good performance, or events meant to increase the social presence of the company. Companies that do offer corporate training programs, do not have a separate department which specializes in planning of the event, an edge that Conglomerate Group currently has over the competition.

Companies that specialize in product launches are extremely limited in number and aren't typically found in New York City, this represents a world of opportunity for Conglomerate Group to seize this niche and generate a large stream of revenue from it.

During good economic times, larger corporations used to have their own in-house departments for corporate training events, but due to economic downturns, these departments are slowly being phased out. Like we previously mentioned, this represents a vast number of opportunities to Conglomerate Group.

4.3 TARGET MARKET SEGMENT STRATEGY

Conglomerate Group is currently offering their corporate retreat event planning services to large companies. This is because they tend to have larger budgets and realize the importance of corporate retreats. We have found that large corporations routinely try to increase and revamp the skill set of their employees, and because they do not have access to an in-house team, they resort to outsourcing them. The training typically involves leadership and teamwork skills.

It is cost effective for these corporations to have these programs outsourced by experts from Conglomerate Group. Their main advantage is that they only have to invest in training seminars when it is needed instead of paying out the cost of having a fully trained, in-house employee when they don't need one throughout the year.

When it comes to product and service releases, Conglomerate Group believes that there is a large market for both SMEs and big corporations. Companies, irrespective of their size, don't release product throughout the year, as such they simply do not have the need for a full time planner on their staff. It makes sense therefore, for them to hire a third party to do the event planning and hosting service for them. This will reflect better on their bottom line and make the event more efficient in terms of quality.

5. STRATEGY AND IMPLEMENTATION SUMMARY

The market strategy for Conglomerate Group is to focus exclusively on the quality of their service, since we are a new company, it is vital for us to maintain high quality of service throughout all events and grow our list of clientele. This requires us to concentrate on the specifics that the client has demanded of us. With the passage of time Conglomerate Group will become more efficient at servicing large corporations.

Conglomerate Group will increase their online visibility by building a website, maintaining social networks, establishing contact with the local Chamber of Commerce and regularly participating in trade shows to meet up with industry veterans. The website will contain an 'about us' section which will contain the details of our founder James Willington and his impressive list of accomplishments. This will be used to attract possible clientele.

A separate blog section in the website will fully detail how companies will save costs and increase the skill levels of their employees, an advantage which will pan out in the long run.

A major component of our strategy will be to actively participate in the local Chambers of Commerce in New York City. It stands to reason that many potential businesses interact with the Chamber of Commerce in one way or another.

Last but not the least, Conglomerate Group will be very active in trade shows for most industries. Setting up booths to advertise to potential clients is a sure-fire way to establish new relationships with clients who may not be easily approachable.

5.1 COMPETITIVE EDGE

The competitive edge for Conglomerate Group is based on two main factors, expertise in event planning and maintaining strategic relationships. Although Conglomerate Group will be specializing in corporate planning, they will also utilize the event hosting abilities of their strategic business partners. This two pronged approach to corporate events will definitely give Conglomerate Group the competitive edge in a market which is ripe for the taking, given the lack of competition in the area.

In addition, James is a renowned name in the world of event planning, having served both the corporate and social sectors, his name carries immense weight in its own right and is guaranteed to attract potential clients. At present, Conglomerate Group only offers a few services to the corporate sector, but this is because each of these services are highly exclusive, tailor made and guaranteed to be the best in the business. It allows us to not only improve upon our skills but further refine the quality of these events.

We take pride in the fact that Conglomerate Group has established alliances with strategic business partners who will help the company make up for the services that they cannot immediately provide, case-in-point, event hosting. While we do have some level of expertise in event hosting, the primary bulk of this work load will fall on our business partners, but the services will still be disseminated under the Conglomerate Group banner.

To summarize, it is common sense to utilize the event hosting services of a third party than to try becoming proficient in them, allowing Conglomerate Group to focus on the planning side of things instead.

5.2 SALES STRATEGY

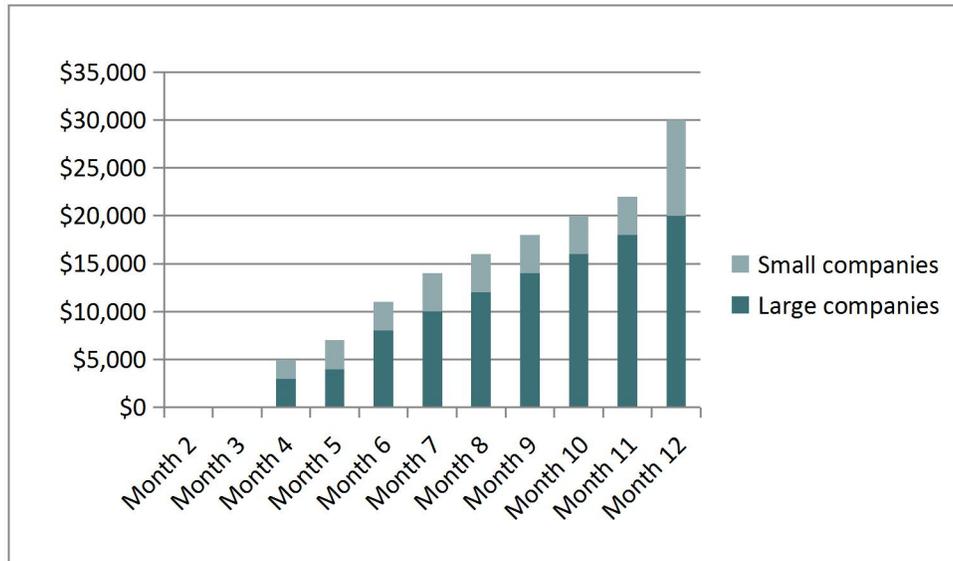
The first month of operation will be used to set up our offices. Having formed strong relationships after working as a consultant for corporations, James can use those links to build his first network of clientele. Once these clients have been served and satisfied, the network of relationships will begin to grow, particularly because of his links with the Chambers of Commerce, Trade Shows and a search engine optimized website.

The high level of service - which justifies the prices it charges - will be used to attract prospective clients. The costs they will be saving in the long run, should they utilize our services. The website will be used to showcase a list of satisfied clients along with their respective, authentic testimonials.

Contact details of James and his team will be provided so that prospective clients can reach out to Conglomerate Group. We believe that it is important to open up as many lines of communication as possible to maximize leads and convert them to sales.

5.2.1 SALES FORECAST

Since the first month will be used to set up office, it is unlikely that there will be any sales for the first three months. The first two months will be used to not only set up our headquarters but also develop systems to provide effective event planning services in the future. Once an authentic template has been set up, Conglomerate Group should be able to receive requests for their services more easily.



Sales Forecast			
Sales	Year 1	Year 2	Year 3
Large Companies	\$35,000	\$120,000	\$140,000
SMEs	\$25,000	\$50,009	\$60,000
Total Sales	\$60,000	\$170,009	\$200,000
Direct Cost of Sales	Year 1	Year 2	Year 3
Large Companies	\$18,000	\$20,000	\$24,000
SMEs	\$5,000	\$10,000	\$15,000
Subtotal Direct Cost of Sales	\$23,000	\$30,000	\$39,000

5.3 MILESTONES

This section will be used to display our list of milestones to give Conglomerate Group a head start:

- Roadmap for the business plan which will be used to gauge performance and improvement within the company.
- Setting up of the office, which will take one month at least.
- Utilization of Conglomerate Group’s services by corporations, within the first 3 months.
- Revenue of at least \$60,000 within the first year of operation.
- Expansion of sales team upon completion of first year.

Milestone	Start Date	End Date	Budget	Manager	Department
Business Plan Completion	2/1/2018	4/1/2018	0	James	Marketing
Setting up the office	2/1/2018	3/1/2018	0	James	Marketing
Utilization of services	5/1/2018	10/1/2018	0	Kevin	Sales
Revenue of \$60,000	1/1/2019	1/1/2019	0	Kevin	Sales

6. MANAGEMENT SUMMARY

The business structure for Conglomerate Group is sole proprietorship and will remain as such until revenue streams of over \$200,000 begin to flow in. At this point the company will become a corporate whose sole stock holder will be James Willington. Interested business partners will be given an opportunity to take control over part of the company and partake in some of the burden.

6.1 PERSONNEL PLAN

The staff will initially require only James Willington secretary Kevin Clark and an account manager. With time the company will begin to hire more employees.

Personnel Plan	Year 1	Year 2	Year 3
Secretary	\$30,000	\$34,000	\$40,000
Account manager	\$40,000	\$44,000	\$50,000
Total payroll	\$70,000	\$78,000	\$90,000

7. FINANCIAL PLAN

Important assumptions that are made in this business model.

Year	1	2	3
Current Interest Rate	10%	10%	10%
Long term interest rate	10%	10%	10%
Tax rate	20.52%	25.32%	25.42%

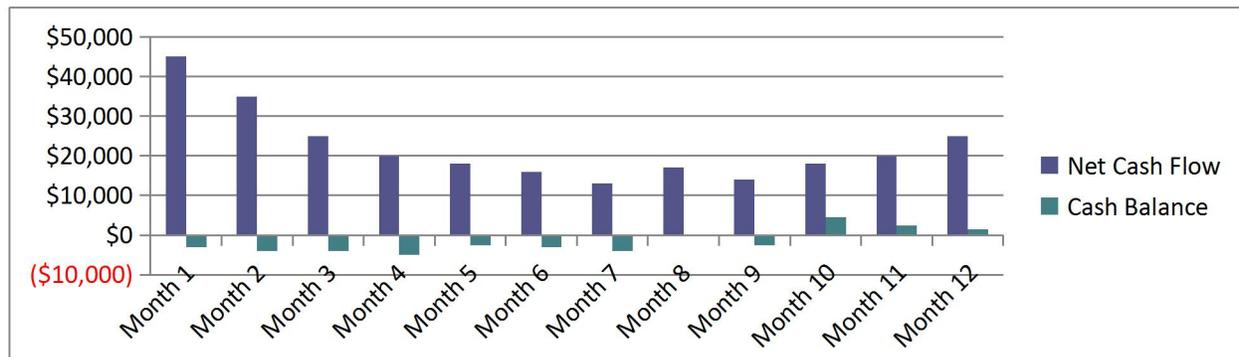
7.2 PROJECTED PROFIT AND LOSS

The table below details our projected profits and losses.

Pro Forma Profit and Loss			
	Year 1	Year 2	Year 3
Sales	\$95,000	\$160,000	\$200,000
Direct Cost Of Sales	\$20,000	\$10,000	\$30,000
Other	\$0	\$0	\$0
Total Cost Of Sales	\$20,000	\$10,000	\$30,000
Gross Margin	\$75,000	\$150,000	\$170,000
Expenses			
Payroll	\$50,000	\$70,000	\$80,000
Sales And Marketing Expenses	\$1,500	\$1,600	\$1,600
Depreciation	\$1,600	\$1,600	\$1,600
Leased Equipment	\$0	\$0	\$0
Utilities	\$1,500	\$1,500	\$1,500
Insurance	\$3,000	\$3,000	\$3,000
Rent	\$15,000	\$15,000	\$15,000
Payroll Taxes	\$8,000	\$10,000	\$15,000
Other	\$0	\$0	\$0
Total Operating Expenses	\$80,600	\$102,700	\$117,700
Profit Before Interest And Taxes	(\$5,600)	\$47,300	\$52,300
EBITDA	(\$5,200)	\$48,000	\$52,800
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$0	\$12,000	\$15,000
Net Profit	(\$5,600)	\$59,300	\$67,300

7.3 PROJECTED CASH FLOW

The graph below elaborates projected cash flow.



Pro Forma Cash Flow			
	Year 1	Year 2	Year 3
Cash Received			
Cash From Operations	\$24,531	\$48,012	\$56,000
Cash Sales	\$56,000	\$120,000	\$156,000
Cash From Receivables	\$80,531	\$168,012	\$212,000
Subtotal Cash From Operations			
Additional Cash Received	\$0	\$0	\$0
Sales Tax, VAT, HST/GS Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Liabilities (Interest Free)	\$0	\$0	\$0
New Long Term Liabilities	\$0	\$0	\$0
Sales Of Current Assets	\$0	\$0	\$0
Sales Of Long Term Assets	\$0	\$0	\$0
New Investment Received	\$10,000	\$0	\$0
Subtotal Cash Received	\$90,531	\$168,012	\$212,000
Expenditures			
Expenditures From Operations			
Cash Spending	\$56,000	\$70,000	\$80,000
Bill Payments	\$60,000	\$80,000	\$90,000
Subtotal Spent On Operations	\$116,000	\$150,000	\$170,000
Additional Cash Spent			
Sales, Tax	\$0	\$0	\$0
Principal Repayment Of Current Borrowing	\$0	\$0	\$0
Other Liabilities	\$0	\$0	\$0
Long Term Liabilities	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long Term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$116,000	\$150,000	\$170,000
Net Cash Flow	(\$23,000)	\$14,000	\$30,000
Cash Balance	\$15,981	\$34,000	\$70,000

7.4 PROJECTED BALANCE SHEET

To view the projected balance sheet, please read data off the table below.

Pro Forma Balance Sheet			
	Year 1	Year 2	Year 3
Assets			
Current Assets	\$16,565	\$38,434	\$56,000
Cash	\$23,453	\$45,932	\$4,999
Accounts Receivable	\$4,532	\$5,412	\$6,754
Inventory	\$1,000	\$2,500	\$3,000
Total Current Assets	\$45,550	\$92,278	\$70,753
Long Term Assets			
Long term Assets	\$4,000	\$4,000	\$4,000
Total Depreciation	\$1,768	\$1,891	\$1,982
Total Long Term Assets	\$2,232	\$2,109	\$2,018
Total Assets	\$47,782	\$94,387	\$72,771
	Year 1	Year 2	Year 3
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$5,421	\$5,421	\$5,421
Subtotal Current Liabilities	\$5,421	\$5,421	\$5,421
Long Term Liabilities			
Total Liabilities	\$5,421	\$5,421	\$5,421
Paid in Capital	\$58,000	\$58,000	\$58,000
Retained Earnings	-\$4,500	\$13,000	\$15,000
Earnings	-21000	\$34,000	\$46,000
Total Capital	\$32,500	\$11,000	\$119,000
Net Worth	\$32,000	\$11,000	\$119,000