



# Neo Consulting

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## 1.0 Executive Summary

Neo Consulting is a branding and graphic design consulting company located in Orlando, Florida. Neo Consulting will offer market research, branding, and design and production and is targeting the small business and start-up market. Neo Consulting will offer these services as at low cost, which will be especially appealing to smaller and start-up companies that find capital scarce.

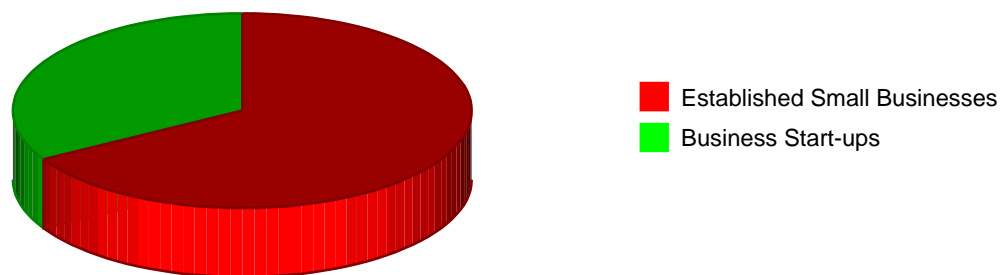
## 2.0 Situation Analysis

Neo Consulting is in its first year of business and is just building operations. Marketing efforts will be critical to ensure success and profitability.

### 2.1 Market Summary

Neo Consulting possesses basic information about the market and knows a good deal about the common attributes of the target customers. Neo Consulting will leverage this information to understand who will be served, their needs, and how Neo can better attract and service them.

**Target Markets**



**Table: Market Analysis**

Market Analysis	2014	2015	2016	2017	2018
Potential Customers					
Established Small Businesses	1,000	1,500	2,000	2,500	3,000
Business Start-ups	500	550	600	650	700
Total	1,500	2,050	2,600	3,150	3,700

## 2.1.1 Market Demographics

The company profile of Neo Consulting's customers consists of the following geographic, demographic, and behavior factors.

### Geographics

- The immediate geographic target is the city of Orlando.
- The extended geographic target is Central Florida.

### Demographics

- Established small companies with 10 employees or less.
- Start-up companies.
- Companies earning yearly revenues of \$500,000 or less.

### Behavior Factors

- Researches buying decisions on the internet and via referrals from trusted colleagues.
- Seeks low-cost professional services to build their company.

## 2.1.2 Market Needs

Neo Consulting is providing professional branding and graphic design services at low cost for small and start-up companies who:

- could not otherwise afford to pay for these professional services from a larger firm.
- want branding and design that looks professional and customized, unlike what's obtained from the numerous inexpensive, cookie-cutter services available.

## 2.2 SWOT Analysis

The following SWOT analysis captures key strengths and weaknesses within the company, and describes the opportunities and threats facing Neo Consulting.

## 2.2.1 Strengths

- Strong networking within the business community in Orlando.
- Extensive branding and graphic design experience.
- Extremely low cost services.
- Superior customer service.

## 2.2.2 Weaknesses

- Lack of brand awareness.
- Limited marketing budget.
- Limited staffing of two.

## 2.2.3 Opportunities

- Growing market with a significant increase in business start-ups.
- Large number of avenues for word-of-mouth marketing from satisfied clients.
- The market trend toward outsourcing graphic design.

## 2.2.4 Threats

- Competition from already established firms.
- Continuous changes in SEO, social media, and local marketing landscapes.
- Lack of foot traffic to office and resulting dependency on virtual sales.

## 2.3 Competition and Buying Patterns

- **Large consultancy firms:** there are several of these firms that offer a wide range of consultancy services. These firms generally offer high-quality services and charge higher rates.
- **Small consultancy firms:** these firms typically have one office that serves a general area, and charge market rate. Some will specialize in one or a few different areas, while others offer a wide range of expertise.
- **Independent contractors/consultants:** these people are individuals who work as independent consultants. The services they offer vary greatly.

## 2.4 Services

Neo Consulting provides market research, branding, and graphic design consulting to small companies in the Orlando market. Graphic design services will include business cards, logos, brochures, ads, postcards, banners, signs, signs, corporate folders, and presentation materials.

Neo Consulting will charge a competitive rate structured either hourly or per project. These options will be determined during contract negotiations with the client.

## 2.5 Keys to Success

- Professional operation and output.
- Competitive pricing.
- Great customer service.

## 2.6 Critical Issues

Neo Consulting is still in the speculative stage as a start-up company. Its critical issues are to continue to take a conservative fiscal approach, to grow brand recognition quickly, and to build a prominent online presence.

## 3.0 Marketing Strategy

Neo Consulting will have a limited initial marketing budget, and its marketing strategy will be based on online advertising, optimized content distribution, and word-of-mouth marketing.

The marketing plan will focus on the following marketing initiatives:

**Online Advertising:** The limited advertising budget will focus on PPC ads with the major search engines and social networks. These will include Google, Bing, Google+, Twitter, and LinkedIn, where the majority of our target audience spend their time online.

**Optimized Content Distribution:** Search engine optimization via keyword targeting, content development and distribution, and social media participation will enhance our ability to be found by potential clients.

**Word-of-Mouth Marketing:** We will leverage the power of our satisfied clientele to provide testimonials, online reviews, and referrals in order to win new customers.

## 3.1 Mission

Neo Consulting's mission is to serve as a valued partner and marketing, branding, and design solutions provider for small businesses in Orlando and Central Florida.

## 3.2 Marketing Objectives

- Grow total sales by 10% annually.
- Grow the business so 25% of new customers are referrals.
- Establish the Neo Consulting brand among start-up companies as the premier source of branding and graphic design.

## 3.3 Financial Objectives

- Increase the amount of services sold by 10% per year.
- Profitability by year one.
- Increase business enough to enable the hiring of additional consultants.

## 3.4 Target Markets

Neo Consulting will target two market segments:

**Established Small Businesses:** Established small businesses with 10 or fewer employees will make up the majority of the clientele because there are numerous small businesses in the Orlando area who need/want to outsource their design services at low cost, but want the resulting work to look professional and customized.

**Business Start-ups:** Businesses in start-up mode need their initial branding and design needs met with a small budget and don't yet have the staff to create this in-house.

Both segments will be targeted online, finding Neo Consulting from internet searches, local review sites, and word-of-mouth from colleagues. They will be offered market research free of charge in exchange for a pre-determined dollar amount of graphic design service ordered. Future orders of design materials may be offered at a reduced rate once the client's initial branding and look has been established.



## 3.5 Positioning

Small businesses and start-ups who have limited budgets will look to Neo Consulting for their market research, branding, and graphic design needs. Unlike larger consulting firms, Neo Consulting's professional service at low prices will appeal to our target markets.

## 3.6 Marketing Mix

Neo Consulting's marketing mix is comprised of the following approaches to pricing, distribution, advertising and promotion, and customer service:

- **Pricing:** Neo Consulting will offer a low-cost pricing model with flexible payment plans.
- **Distribution:** Services will be provided to Orlando via Neo Consulting's uptown office and via virtual communications. Client meetings and interviews can be held at Neo Consulting offices or via phone and GoToMeeting.
- **Advertising and Promotion:** These activities will be aimed at the Orlando market via online media.
- **Customer Service:** Neo Consulting will have a philosophy of providing excellent customer service, with a guarantee of our work. This will play into our goal of taking advantage of word-of-mouth marketing.

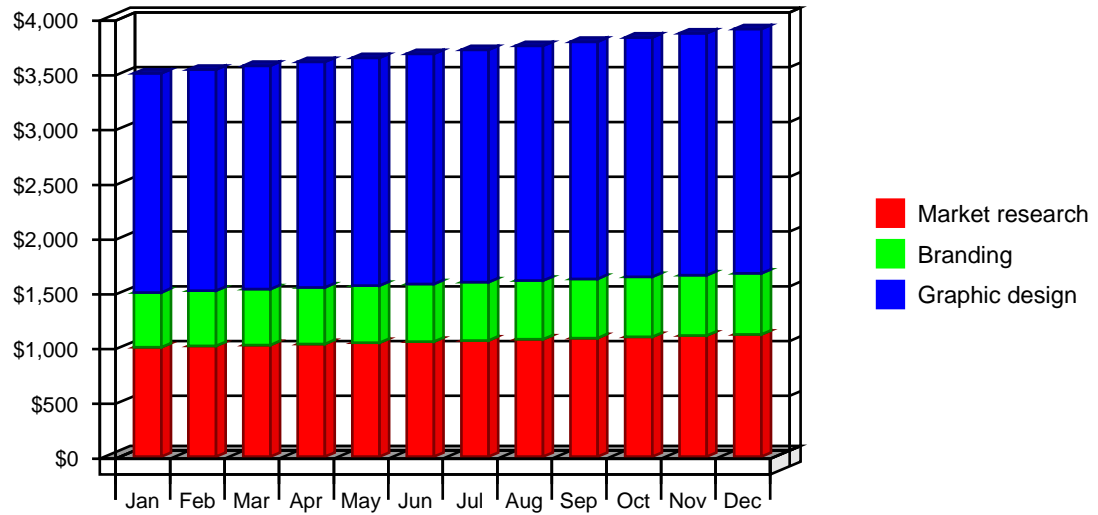
## 4.0 Financials

This section will offer a financial overview of Neo Consulting as it related to the marketing activities.

### 4.1 Sales Forecast

As stated earlier, the marketing and sales will be done primarily via our online presence. We expect to build sales slowly with this marketing strategy.

## Monthly Sales Forecast



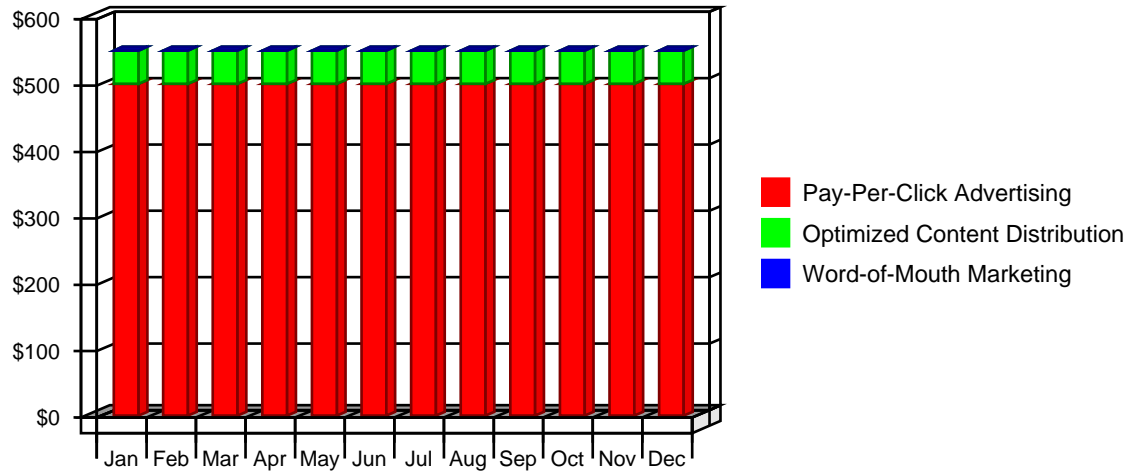
**Table: Sales Forecast**

Sales Forecast			
Sales	2014	2015	2016
Market research	\$12,683	\$78,455	\$92,541
Branding	\$6,341	\$0	\$0
Graphic design	\$25,365	\$31,382	\$37,016
Total Sales	\$44,389	\$109,837	\$129,557
Direct Cost of Sales	2014	2015	2016
Market research	\$796	\$3,923	\$4,627
Branding	\$796	\$0	\$0
Graphic design	\$1,592	\$1,569	\$1,851
Subtotal Direct Cost of Sales	\$3,183	\$5,492	\$6,478

## 4.2 Expense Forecast

Given the majority of marketing expenses will be related to the pay-per-click advertising, we expect these to remain steady throughout the year. Faster than expected growth could result in an increase in budget toward the end of the year.

## Monthly Expense Budget



**Table: Marketing Expense Budget**

Marketing Expense Budget	2014	2015	2016
Pay-Per-Click Advertising	\$6,000	\$1,700	\$2,000
Optimized Content Distribution	\$600	\$1,500	\$2,000
Word-of-Mouth Marketing	\$0	\$600	\$600
<hr/>			
Total Sales and Marketing Expenses	\$6,600	\$3,800	\$4,600
Percent of Sales	14.87%	3.46%	3.55%
Contribution Margin	\$34,605	\$100,545	\$118,480
Contribution Margin / Sales	77.96%	91.54%	91.45%

## 5.0 Controls

The purpose of Neo Consulting's marketing plan is to serve as a guide for the organization.

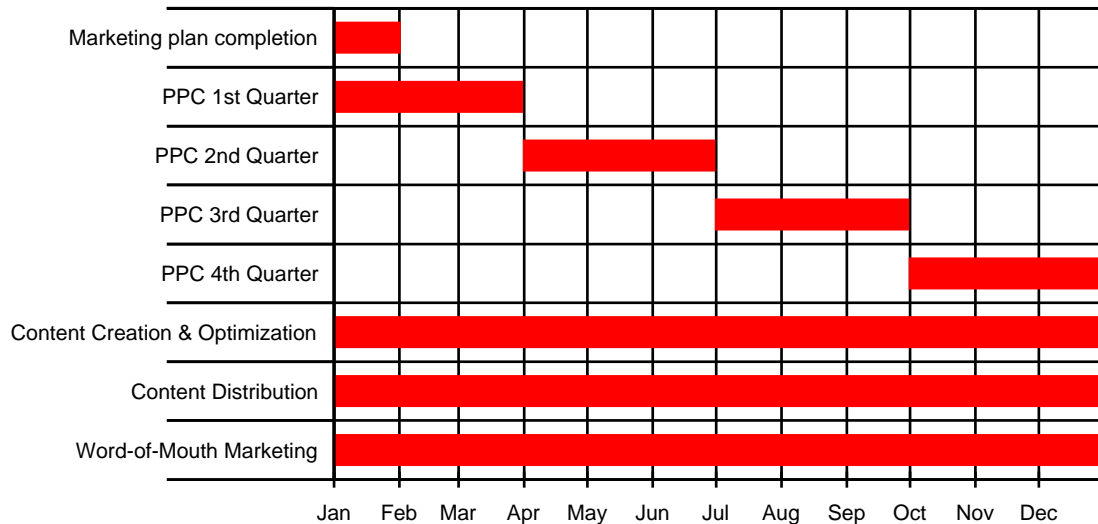
The following areas will be monitored to gauge performance.

- Revenue: monthly and annual.
- Expense: monthly and annual.
- New business attained.
- Customer satisfaction.

## 5.1 Implementation

The following milestones identify the key marketing programs. It is important to accomplish each one on time and on budget.

### Milestones



**Table: Milestones**

Milestones					
Milestone	Start Date	End Date	Budget	Manager	Department
Marketing plan completion	1/1/2014	2/1/2014		Neo	
PPC 1st Quarter	1/1/2014	3/31/2014	\$1,500	Neo	
PPC 2nd Quarter	4/1/2014	6/30/2014	\$1,500	Neo	
PPC 3rd Quarter	7/1/2014	9/30/2014	\$1,500	Neo	
PPC 4th Quarter	10/1/2014	12/31/2014	\$1,500	Neo	
Content Creation & Optimization	1/1/2014	12/31/2014	\$500	Silas	
Content Distribution	1/1/2014	12/31/2014	\$100	Silas	
Word-of-Mouth Marketing	1/1/2014	12/31/2014		Neo	
Totals			\$6,600		

## 5.2 Marketing Organization

Neo Warner, company founder, owner, and graphic designer, will manage the marketing plan and all marketing strategies. Neo will also manage the PPC advertising and the measurement of customer satisfaction in order to encourage word-of-mouth marketing via client testimonials.

Silas Warner will handle the market research activities as well as all content creation, optimization and distribution.

## Appendix

**Appendix Table: Sales Forecast**

Sales Forecast												
Sales	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Market research	\$1,000	\$1,010	\$1,020	\$1,030	\$1,041	\$1,051	\$1,062	\$1,072	\$1,083	\$1,094	\$1,105	\$1,116
Branding	\$500	\$505	\$510	\$515	\$520	\$526	\$531	\$536	\$541	\$547	\$552	\$558
Graphic design	\$2,000	\$2,020	\$2,040	\$2,061	\$2,081	\$2,102	\$2,123	\$2,144	\$2,166	\$2,187	\$2,209	\$2,231
Total Sales	\$3,500	\$3,535	\$3,570	\$3,606	\$3,642	\$3,679	\$3,715	\$3,752	\$3,790	\$3,828	\$3,866	\$3,905
Direct Cost of Sales	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Market research	\$50	\$53	\$55	\$58	\$61	\$64	\$67	\$70	\$74	\$78	\$81	\$86
Branding	\$50	\$53	\$55	\$58	\$61	\$64	\$67	\$70	\$74	\$78	\$81	\$86
Graphic design	\$100	\$105	\$110	\$116	\$122	\$128	\$134	\$141	\$148	\$155	\$163	\$171
Subtotal Direct Cost of Sales	\$200	\$210	\$221	\$232	\$243	\$255	\$268	\$281	\$295	\$310	\$326	\$342

## Appendix

**Appendix Table: Marketing Expense Budget**

Marketing Expense Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Pay-Per-Click Advertising	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Optimized Content Distribution	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Word-of-Mouth Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Sales and Marketing Expenses	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550
Percent of Sales	15.71%	15.56%	15.40%	15.25%	15.10%	14.95%	14.80%	14.66%	14.51%	14.37%	14.23%	14.09%
Contribution Margin	\$2,750	\$2,775	\$2,800	\$2,825	\$2,849	\$2,873	\$2,897	\$2,921	\$2,945	\$2,968	\$2,990	\$3,013
Contribution Margin / Sales	78.57%	78.50%	78.42%	78.33%	78.22%	78.11%	77.98%	77.84%	77.69%	77.53%	77.35%	77.15%