



## ASSOCIATE BUSINESS PLAN OUTLINE

Profiles-r-us.com is a highly sophisticated web site based business offering over 40 different electronic assessment products to the market (in a variety of different formats). Becoming a distributor or associate with profiles-r-us.com Pty Ltd, therefore means more than just listing the products and then starting to market or resell them-it needs a full and detailed plan. This not only ensures that a proper review of the business opportunities has taken place at a general level, but also ensures that each distributor or associate (who will inevitably operate in a unique market and with very different people and resources) tailor their plans to their future needs. An on-line assessment business plan is therefore a useful asset for every organization with which profiles-r-us.com will do business now and in the future.

This document is a simple guide to how you might go about building your business plan to market the profiles-r-us.com electronic assessments as a distributor or associate. Building a business plan is not unlike putting together a large jigsaw puzzle. First of all you have to gather together all the possible pieces of the jigsaw (**the data gathering or research phase**) and then loosely assemble it (**the thinking or outline planning stage**). Once this is done, you can start to categorize the parts of the jigsaw so that you can work on each part of the plan in turn (**the thinking about segmentation stage**). You can then develop the detailed jigsaw puzzle (fitting the pieces together successfully) before you then review it to see that it is starting to take shape and to look complete (**the strategy finalization stage**).

Although any analogy only takes us so far, this comparison is helpful in suggesting that the profiles-r-us.com distributor/associate business plan should be built slowly and carefully just like a jigsaw. Although this will be a very particular journey for each individual and each organization, the rest of this outline document aims to offer some useful headings that perhaps should be included (with a few notes on what may be covered in each case).



# THE BUSINESS PLAN OUTLINE

## Introduction

### THE EXECUTIVE SUMMARY

This is typically written last in the sequence but is at the front of the document. This will usually show the main highlights of the plan or the main advantages that can be identified by marketing the profiles-r-us.com on-line assessments through your own web site portal.

### MISSION & VISION

This is typically a brief description of your vision of the future (medium to long term) or where you would like to get in marketing a series of on-line assessments. This may therefore be very much a quantitative and/or qualitative vision.

## Background research

### MARKET BACKGROUND

This section is a research chapter that reviews the market into which you are trying to sell your products and associated services. This should therefore ideally cover the size of the potential market and the possible interest in using on-line assessments in general (and specific assessment titles in particular). It should also look at the relative sophistication of the market and how this is expected to change over time.

### PRODUCTS & SERVICES

This section of your business plan will include the particular products (in this case on-line and possibly paper assessments) that you want to promote or emphasize the most and why. It is also likely to cover the consulting services that may be offered, either with a particular assessment or as a

follow up service to be offered after an individual, team or an entire organization has completed an assessment.

### COMPETITIVE ANALYSIS

This section will assess the competition that exists in your local market both in terms of competition with individual electronic assessment products available through the www.profiles-r-us.com web site, and in terms of competition from other companies or consulting groups that supply one or more assessments to the client enterprises in which you may also be interested.

## Marketing strategy

### TARGET CUSTOMERS/SEGMENTS

Target customers are particular clients upon which you should ideally concentrate your attention (or the ones that are likely to be most interested in your offerings). Target segments are those industries or types of organization that are likely to be most fruitful in terms of your marketing efforts (e.g. manufacturing companies of 200 people or more or financial service organizations etc). Don't forget, target customers may also be the ones with which you already have a good consulting or past business relationship.

### DISTRIBUTION/PURCHASING CHANNELS

Because different people in different departments will purchase assessments in varying situations, it is worth taking care to describe the individual channels through which sales may be made. For example, the human resource manager or training officer may buy an assessment on behalf of their organization (and therefore have specific

theoretical data or information needs). However, a line manager may purchase assessments for themselves or their direct team, and therefore need quick and practical information for purchase to occur.

### **PRICING STRATEGY**

Although the profiles-r-us.com on-line assessments are purchased on a wholesale basis for resale, the associate or distributor has some discretion in terms of offering different retail prices according to volume and for offering 'packages' of assessments including training or an assessment plus follow up face to face feedback or consulting. This needs to be carefully thought through and planned. The recommended retail prices of the instruments available on the site are shown on the last page of this outline. This shows that 42 different assessment options are capable of generating 141 different types of reports.

### **PROMOTIONAL/PUBLICITY STRATEGY**

Promotional or publicity plans and tactics can be 'above the line' or open (such as advertisements in magazines) or 'below the line' (such as targeted letters to specific people or 'showcase' presentations or seminars). The type, number and timing of these promotional activities should be carefully planned and costed.

### **INTEGRATION/ADD ON SERVICES**

This section of the business plan suggests how the on-line assessments upon which you are likely to most focus will integrate with other services that you offer, or how they align themselves with particular consulting interventions that you are making or will make.

## **Operational/resources**

### **ROLES & RESPONSIBILITIES**

Every business plan will generate a series of

activities or tasks that will need to be undertaken in the future. The particular people that will be responsible for these activities and tasks need to be identified and the roles that they will play clearly defined or described in detail.

### **ORGANIZATION & HUMAN RESOURCES**

Because a large set of products via the profiles-r-us.com portal web site will bring extra workload (as well as extra income) to the distributor or associate, it is important to describe any changes to the organization that you plan, or to identify any extra human resources that may need to be 'drafted in' (on a permanent or temporary basis).

## **Finance**

### **FINANCIAL PROJECTIONS**

Once the business plan has reached this stage, you should be in a good position to show which chosen assessments are likely to generate the most income, how much volume you can generate, and therefore how much overall income and profit you can make. Equally, you can also estimate expenses that you are likely to incur. Typically, financial projections are done over 3 years to allow you to see the progressive building of income and lowering of expense (as the initial need for heavy promotion declines).

### **PROJECTED CASH-FLOW**

A complete business plan will typically include a simple cash flow on a month-by-month basis to help show at what point you 'break-even' and start to add cash to your bank account.

## **Summary**

This short paragraph summarizes the main points of your plan as a quick reference of the key highlights that you have included.

# Profiles-r-us.com Web Assessment Pricing Matrix

	Self	Self	Self	Self	180 degree	270 degree/	360 degree	Database
							360 degree	query/other
1				\$20.00	\$35.00	\$75.00		\$65.00
2				\$20.00	\$35.00	\$75.00		\$65.00
3				\$20.00	\$35.00	\$75.00		\$65.00
4				\$20.00	\$35.00	\$75.00		\$65.00
5				\$20.00	\$35.00	\$75.00		\$65.00
6				\$20.00	\$35.00	\$75.00		\$65.00
7				\$20.00	\$35.00	\$75.00		\$65.00
8				\$20.00	\$35.00	\$75.00		\$65.00
9				\$20.00	\$35.00	\$75.00		\$65.00
10				\$20.00	\$35.00	\$75.00		\$65.00
11				\$20.00	\$35.00	\$75.00		\$65.00
12				\$20.00	\$35.00	\$75.00		\$65.00
13				\$20.00	\$35.00	\$75.00		\$65.00
14				\$20.00	\$35.00	\$75.00		\$65.00
15				\$20.00	\$35.00	\$75.00		\$65.00
16				\$20.00	\$35.00	\$75.00		\$65.00
17			\$15.00		N/A	N/A		\$65.00
18			\$15.00		N/A	N/A		\$65.00
19			\$15.00		N/A	N/A		\$65.00
20			\$15.00		N/A	N/A		\$65.00
21			\$15.00		N/A	N/A		\$65.00
22			\$15.00		N/A	N/A		\$65.00
23				\$20.00	N/A	N/A		\$65.00
24				\$20.00	\$35.00	\$75.00		\$65.00
25				\$20.00	N/A	N/A		\$65.00
26		\$10.00			N/A	N/A		\$95.00
27	\$5.00				N/A	N/A		\$35.00
28		\$10.00			N/A	N/A		\$95.00
29	FREE				N/A	N/A		N/A
30	FREE				N/A	N/A		N/A
31	FREE				N/A	N/A		N/A
32	FREE				N/A	N/A		N/A
33				\$35.00	N/A		\$95.00	\$95.00
34				\$150.00	N/A	N/A		\$65.00
35				\$250.00	N/A	\$75.00		\$95.00
36				\$35.00	N/A		\$95.00	\$75.00
37				\$35.00	\$35.00	\$75.00		\$95.00
38				\$55.00	N/A		\$95.00	\$95.00
39				\$35.00	N/A	\$75.00		\$65.00
40				\$35.00	N/A	\$75.00		\$65.00
41				\$30.00	N/A	N/A		\$95.00
42			\$15.00	\$35.00	\$75.00		\$65.00	
	5	2	7	41	18	24	3	37

## Final Note:

Please note, this business plan outline and notes are offered as a guide only. Individual distributors or associates draw upon this as a broad indication of what to include, but in the final analysis may choose to follow a different path and make their own judgments and decisions about what to include. Where necessary, profiles-r-us.com Pty Ltd suggests that each distributor or associate seeks as much professional advice (legal, financial or other) as they feel they may need. Please also feel free to contact us if you need more information.