



Building Sustainable Brands and Businesses

Business Plan Writing Service Description

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Business Plan Writing Service

ASPIRE Intelligence LLC is a participatory strategy consulting and business development firm, specializing in building sustainable business, brand, and marketing strategies for US-Japan and other cross-border transactions.

ASPIRE brings a unique brand-based perspective to clients' critical business issues, because we firmly believe that a brand is just as much of an asset to an organization as its people, equipment, and capital. ASPIRE also takes a participatory approach in order to share the same degree of responsibility and commitment as our clients - sharing goals, tackling issues, designing strategies, and building sustainable brands and businesses.

ASPIRE helps produce brands that not only resonate with customers, but also drive bottom-line results.

PACKAGE (A) – Basic Business Plan –

Concise business plan between 6 to 8 pages long. Includes 1 cover page. Hard copy and/or electronic copy provided. Could be written in Japanese or English.

Completed in 2 – 3 weeks after all necessary information is provided by client

Fee : US \$2,800

Sample table of contents (actual table of contents may be different) :

- ① **Executive Summary**
- ② **Business Description**
- ③ **Competitive Intelligence**
 - I. Target market
 - II. Industry Trends
 - III. Competitive Landscape
- ④ **Strategy Summary**
 - I. Marketing strategy
 - II. Sales strategy
- ⑤ **Financial Plan**
 - I. Revenue projection
- ⑥ **Management Team**

 「Basic Plan」is ideal for...

- ✓ **Employment based visa applications**
- ✓ **SBA/Bank loan applications**
- ✓ **Start-up stage planning**

PACKAGE (B) –Advanced Business Plan–

Detailed business plan between 15 to 25 pages long.

It explores all points in Basic Business Plan in more detail, as well as description of products and services, value proposition, and market analysis. Includes cover page and confidentiality statement.

Hard copy and/or electronic copy provided. Could be written in Japanese or English

Completed in approximately 4 weeks after all necessary information is provided by client

Fee : US \$4,200

Sample table of contents (actual table of contents may be different):

- ① **Executive Summary**
- ② **Company Summary**

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- I. Objectives
- II. Mission
- III. Brief History
- ③ **Business Description**
 - IV. Product and/or service description
 - V. Value Proposition
 - VI. Sourcing and Fulfillment
- ④ **Competitive Intelligence and Market Analysis**
 - VII. Target market
 - VIII. Market needs, trends, growth
 - IX. Competition in the industry
 - X. Risk Factors
- ⑤ **Strategy and Implementation Summary**
 - XI. Marketing strategy
 - XII. Sales strategy
 - XIII. Milestones
- ⑥ **Financial Summary**
 - XIV. Important assumptions
 - XV. Revenue projection scenario 1
 - XVI. Revenue projection scenario 2
- ⑦ **Management Summary**

- 👉 「Advanced Plan」 is ideal for
- ✓ Private/Angel investor seeking
 - ✓ Initial to growth stage transitional planning

PACKAGE (C) – Superior ビジネスプラン

Highly customized, investor-ready business plan between 50 to 80 pages long.

It includes compelling research and analysis data, several financial simulations, as well as risk management issues and exit strategy. This package is to be combined with ASPIRE's consulting service for minimum 3 months.

Fee : TBD (minimum \$4,500 per month for 3 months)

Sample table of contents (actual table of contents may be different):

- ① **Executive Summary**
- ② **Company Summary**
 - I. About the company
 - II. Objectives
 - III. Mission
 - IV. Brief History
 - V. Achievement
- ③ **Business Description**
 - VI. Product and/or service description
 - VII. Value Proposition
 - VIII. Sourcing and Fulfillment
 - IX. Press releases & other acclaims
- ④ **Competitive Intelligence and Market Analysis**
 - X. Target market
 - XI. Market needs, trends, growth
 - XII. Competition in the industry
 - XIII. Risk Factors
- ⑤ **Strategy and Implementation Summary**
 - XIV. Marketing strategy

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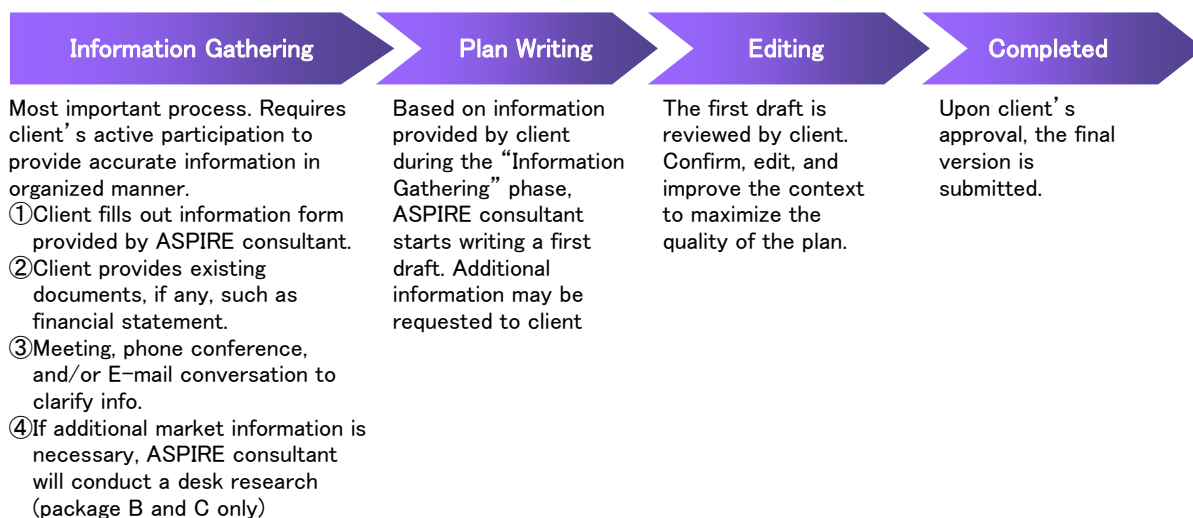
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- XV. Sales strategy
- XVI. Logistics strategy
- XVII. Milestones
- ⑥ **Current & Past Financial Summary**
 - XVIII. Revenue summary
 - XIX. Cash flow summary
 - XX. Balance sheet summary
- ⑦ **Financial Projection & Simulations**
 - XXI. Important assumptions
 - XXII. Revenue projection & simulations
 - XXIII. Cash flow projection & simulations
 - XXIV. Balance sheet projection & simulations
- ⑧ **Risk Management**
- ⑨ **Exit Strategy**
- ⑩ **Management Summary**

☞ Superior Plan is ideal for...

- ✓ Attracting a broad range of sophisticated investors or institutional lenders
- ✓ Seeking later stage financing.

Business Plan Writing Process



Others

- ❖ If you need an upgrade from Package A to Package B within 6 months, only the difference (\$1000) will be charged.
- ❖ If you need a business plan in both English and Japanese languages, applicable package fee x 1.5 will be charged. Allow 1-2 extra week(s) for completion.
- ❖ Payment policy: US bank drawn check, wire transfer, or Paypal payments are accepted. 50% is due upon signing the contract, the balance is due upon completion of the plan.
- ❖ If you cancel your order after signing the contract, 10% cancellation fee will occur.
- ❖ The ownership of a completed business plan is client's. Client can freely add, delete, or modify information within the business plan. However, if a major change in your business plan is required, it is recommended to consult with ASPIRE consultant.
- ❖ Please inquire for other services.

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