

Tempest Consulting

2025 Edition

Business Plan



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Business Plan

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This template was designed to be customized by the new owner. This same template can be used over and over again for different types of documents just by updating a few key fields.

In certain areas through this document, you will see text boxes and call outs, like this one and the one in the header above, providing some tips, tricks, guidance and suggestions to help you out. Simply delete these callouts and text boxes (like this) that contain instructions prior to finalizing your document. If you purchased the premium version of this template, you would also have access to a video explaining how to update and customize each section of this document.

All sections in this document are editable. Utilizing the Style guide above for headers and the Design table for overall color selection can really help maintain your professional look.

For additional training and instruction, you may want to consider our interactive, self-paced, 4 hour deep dive course, [Policies and Procedures Made Simple](#).

Good luck and THANK YOU for choosing the [Tempest Business Navigator!!](#)

The Company

At Tempest, our mission is to empower businesses of all sizes to achieve their full potential through strategic planning, operational efficiency, and innovative solutions. As a trusted partner, we specialize in delivering tailored consulting services that address unique challenges, optimize performance, and drive sustainable growth. Whether guiding startups through their first steps or helping established organizations navigate complex transitions, our goal is to provide actionable insights and measurable results. With a client-centric approach and a commitment to excellence, we strive to be the catalyst for success in every business we serve.

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the preset "Styles" you can
select in the "Home" tab in the
menu bar above.*



Services Provided

We provide a variety of services including, but not limited to:

- **Strategic Planning and Business Development**
 - Business strategy formulation and implementation
 - Market research and competitive analysis
 - Business plan development
 - SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
 - Mergers and acquisitions consulting
- **Operational Efficiency and Process Improvement**
 - Workflow optimization and process mapping
 - Lean manufacturing and Six Sigma methodologies
 - Performance metrics and KPI development
 - Supply chain and logistic management
 - Cost reduction strategies
- **Financial Advisory**
 - Budget planning and forecasting
 - Financial modeling and analysis
 - Expense management and cost control
 - Cash flow optimization
 - Funding and investment strategy guidance
- **Human Resources and Talent Management**
 - Organization structure and workforce planning
 - Recruitment and retention strategies
 - Employee training and development programs
 - HR compliance and policy creation
 - Change management and leadership coaching
- **Marketing and Branding**
 - Marketing strategy and campaign planning
 - Digital marketing and social media management
 - Brand identity development
 - Customer segmentation and targeting
 - Sales strategy and lead generation
- **Technology and IT Consulting**
 - IT infrastructure planning and optimization
 - Software selection and implementation
 - Cybersecurity assessments and solutions
 - Digital transformation strategies
 - Data analytics and business intelligence
- **Compliance and Risk Management**
 - Regulatory compliance consulting
 - Risk assessment and mitigation planning
 - Business continuity and disaster recovery



- Internal audits and control evaluation
- Contract and vendor management
- **Small Business and Startup Support**
 - Business setup and registration assistance
 - Entrepreneur coaching and mentoring
 - Funding and grant application support
 - Growth hacking strategies for startups
 - Resource allocation and scaling advice
- **Industry-Specific Consulting**
 - Tailored strategies for niche industries (e.g., healthcare, retail, manufacturing, cannabis, etc.)
 - Market entry and expansion consulting
 - Regulatory navigation for specialized sectors
- **Sustainability and Corporate Responsibility**
 - Environmental impact assessments
 - Sustainability strategy development
 - Corporate social responsibility (CSR) program planning
 - ESG (Environmental, Social, Governance) compliance consulting

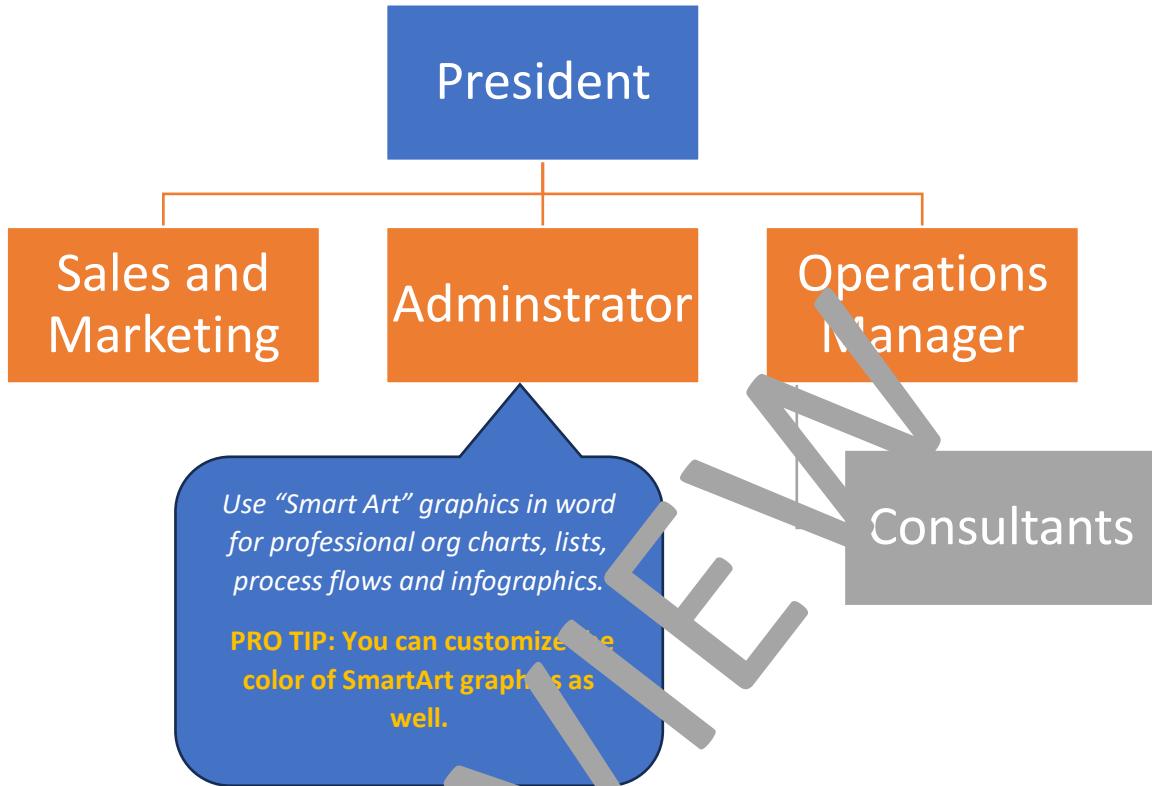
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Mission Statement

- ❖ **Empower Clients to Succeed:** We are dedicated to helping businesses of all sizes achieve their goals by delivering innovative, customized solutions that drive growth, efficiency, and long-term success.
- ❖ **Provide Expert Guidance:** Through strategic insights and industry expertise, we aim to be a trusted partner, offering actionable advice and measurable results to overcome challenges and seize opportunities.
- ❖ **Foster Sustainable Excellence:** Our mission is to build lasting relationships with clients by promoting ethical practices, continuous improvement, and sustainable strategies that enhance both performance and impact.



Organizational Structure



Leadership Team

President: Andy Ziegler

Enter background information, 5-10 bullet points about experience

Administrator: Pam Revs

Enter background information, 5-10 bullet points about experience

Operations Manager: TBD

Enter background information, 5-10 bullet points about experience

Applicable Regulations and codes

- [IRS Tax Code](#)

Location

Tempest is a virtual company based out of Wilmington, DE. However, we have staff members across the US serving a variety of time zones.



Our Operations

Tempest Risk has constructed HR and operations manuals covering all aspects of the business to ensure compliance with state and local laws and regulations. This operations plan includes Policies and Standard Operating Procedures such as:

- HR Manual
- Roles and Responsibilities
- Tools and Resources
- Client Engagement and Project Management
- Financial and Administrative Procedures
- Communication Guidelines
- Health and Safety
- Client Relationship Management
 - Project Management
 - Time tracking and billing
 - Cross selling
 - Disputes and troubleshooting

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Staffing Plan

This comprehensive hiring and training plan is designed to establish a skilled and motivated team of professionals to support initial operations and accommodate ongoing growth. This structured approach ensures scalability, efficiency, and alignment with the company's goals. Tempest will hire 5 full-time employees to establish operations consisting of:

Starting Positions:

1. Consultants (3): Focus on delivering client services, project management, and strategic consulting.
2. Administrative Assistant (1): Handles scheduling, client communications, and invoicing.
3. Operations Manager (1): Oversees day-to-day operations, manages the consultant team, and ensures project delivery.

Each role will have a detailed job description outlining responsibilities, qualifications, and expectations.

Recruitment Process

1. **Job Postings:** Advertise roles on platforms such as LinkedIn, Indeed, and industry-specific job boards.
2. **Networking:** Leverage professional networks and industry connections to attract qualified candidates.
3. **Screening and Interviewing:**
 - a. Conduct a initial resume review and phone screening.
 - b. Hold structured interviews to assess technical skills, cultural fit, and alignment with company values.
 - c. Use a scoring system to objectively evaluate candidates and select the top applicants.

Training Plan

- **Onboarding Training**
 - Provide an overview of the company's mission, values, and goals.
 - Familiarize employees with policies, procedures, and tools (e.g., QuickBooks for invoicing, project management software)
 - Introduction to client expectations and internal workflows.
 - Project management methodologies.
 - Client interaction best practices.
 - Tools and systems training (e.g., CRM, financial reporting software).
- **Position-specific training tailored to each role.**
 - Administrative Assistant:
 - Scheduling and client communication protocols.
 - Invoicing processes using QuickBooks.
 - Document management and record-keeping.
 - Operations Manager:
 - Leadership and team management strategies.
 - Oversight of financial and operational processes.
 - KPI tracking and reporting.
- **Ongoing Training**
 - **Monthly Workshops:** Cover topics such as industry trends, advanced consulting techniques, and process optimization.



- **Mentorship Program:** Pair new employees with experienced staff to accelerate learning.
- **External Training:** Provide access to certifications, webinars, and professional development courses.

Annual Recruitment Process

- **Needs Assessment:** At the end of each fiscal year, assess staffing needs based on workload and business growth.
- **Updated Job Descriptions:** Revise job roles to reflect changing business needs.
- **Hiring Timeline:** Begin recruitment 2-3 months before the anticipated start date to ensure seamless onboarding.

Retention and Development

- **Performance Reviews:** Conduct quarterly reviews to provide feedback, recognize achievements, and address areas for improvement.
- **Career Growth Opportunities:** Define clear career progression paths to retain talent.
- **Employee Engagement:** Foster a collaborative and inclusive culture with regular team-building activities.



Marketing and Sales Plan

Market Analysis

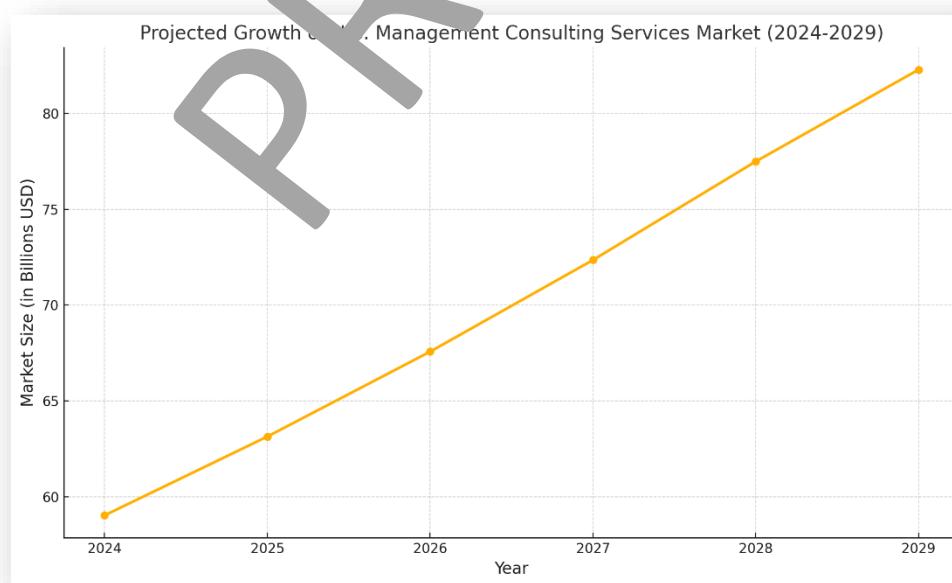
The small business consulting sector in the United States has experienced significant growth in recent years, driven by the increasing complexity of business operations and the need for specialized expertise. In 2020, the U.S. consulting market was valued at approximately \$64.4 billion, reflecting a 12.5% decrease from previous years due to the COVID-19 pandemic ([Statista](#)).

However, the industry has rebounded, with projections indicating continued expansion. For instance, the U.S. management consulting services market is expected to grow from \$59.03 billion in 2024 to \$82.28 billion by 2029, at a compound annual growth rate (CAGR) of 6.87% ([Mordor Intelligence](#)).

This growth is largely attributed to the increasing demand for strategic guidance, operational efficiency, and digital transformation among small businesses. As of 2022, there are approximately 1.38 million enterprises operating within the U.S. management consulting industry, marking a 6.03% increase from 2023 ([IBISWorld](#)). This expansion underscores the vital role consultants play in helping small businesses navigate challenges such as technological advancements, regulatory changes, and market competition.

The industry's positive trajectory is further supported by the growing number of small businesses in the U.S., which totaled 33.3 million in 2022, accounting for 99% of all U.S. businesses ([Forbes](#)). This substantial base of potential clients presents ongoing opportunities for consulting firms specializing in small business services. As small businesses continue to seek expertise in areas like digitalization, sustainability, and strategic planning, the consulting sector is poised for sustained growth, reinforcing its integral role in the U.S. economy.

The following chart illustrates the projected growth of the U.S. management consulting services market from 2024 to 2029:



This upward trend highlights the expanding opportunities within the consulting industry, particularly for firms focusing on small business clients.



Target Consumers

To maximize impact and profitability, the consulting company should focus on these key customer segments:

Small Business Owners and Entrepreneurs

- **Industries:** Retail, manufacturing, hospitality, healthcare, technology, and professional services.
- **Needs:** Strategic planning, operational efficiency, and digital transformation.
- **Business size:** Companies with fewer than 50 employees and annual revenues under \$10 million.

Startups

- **Industries:** Tech, e-commerce, and service-oriented sectors.
- **Needs:** Business plan development, market entry strategies, and funding acquisition.
- **Characteristics:** Early-stage ventures requiring foundational guidance.

Growing Businesses

- **Industries:** Mid-sized companies scaling operations.
- **Needs:** Process optimization, workforce management, and risk assessment.
- **Characteristics:** Established businesses facing growing pains and operational challenges.

Marketing Strategy

The Tempest marketing strategy focuses on building a strong online presence, establishing thought leadership, and leveraging local networks. The goal is to position the business as a trusted expert in small business consulting, providing tailored solutions to clients.

- **Digital Presence**
 - Create a professional website with clear descriptions of services, case studies, and client testimonials.
 - Maintain an active blog addressing common challenges faced by small businesses, offering actionable advice.
 - Utilize social media platforms like LinkedIn and Twitter to share insights, connect with business owners, and engage with industry discussions.
- **Networking and Referrals:**
 - Join local business groups, chambers of commerce, and networking events to establish relationships.
 - Offer free introductory seminars or workshops on key topics such as business planning or risk management to attract potential clients.
 - Develop a referral program to incentivize existing clients to recommend the consultancy to their peers.
- **Advertising:**
 - Run targeted online ads through Google and LinkedIn to reach small business owners in specific industries.



- Distribute flyers or brochures at local business hubs, coworking spaces, and community centers.
- Collaborate with local media to feature the consultancy in articles or interviews about small business success.

Sales Strategy

Our sales strategy focuses on nurturing leads, converting prospects into clients, and building long-term relationships to encourage repeat business and referrals.

- **Lead Generation:**
 - Capture leads through website forms, offering free resources, such as eBooks or checklists.
 - Use social media and email campaigns to share valuable insights and attract inquiries.
 - Follow up promptly on all inquiries with personalized responses.
- **Sales Process:**
 - Step 1: Initial Contact: Schedule a free consultation to understand the client's challenges and goals.
 - Step 2: Needs Assessment: Conduct a detailed analysis of the client's needs and propose tailored solutions.
 - Step 3: Proposal: Present a clear and professional proposal, outlining services, timelines, and costs.
 - Step 4: Agreement: Finalize the agreement and establish a timeline for service delivery.
- **Client Retention:**
 - Maintain regular communication to ensure client satisfaction and identify additional needs.
 - Provide value-added services, such as regular check-ins or updates on industry trends.
 - Use a CRM system to track client interactions, preferences, and milestones.

Marketing and Sales Goals

**Short-Term
(0-6 months)**

- Launch the company website and social media profiles.
- Secure 5-10 initial clients through networking and referrals.
- Conduct at least two workshops or seminars to raise awareness.

Mid-Term (6-12 months)

- Increase social media engagement by 25%.
- Generate 50 qualified leads through online ads and website traffic.
- Convert at least 10 leads into paying clients.

**Long-Term
(12+ months)**

- Establish our company as a recognized name in the local market.
- Achieve a client retention rate of 80%.
- Expand service offerings based on client feedback and market trends.



Competitor Analysis

Following companies can be direct and indirect competition for us.

Fusion Risk Management

Description: Fusion Risk Management is a prominent player in the risk management sector, offering comprehensive solutions that encompass business continuity, risk management, and IT disaster recovery. Their platform is designed to help organizations identify, assess, and mitigate risks across various domains. Fusion's clientele spans multiple industries, including financial services, healthcare, and manufacturing, indicating a broad market reach. Their emphasis on integrating risk management processes with strategic business objectives positions them as a leader in the field.



Pro Biz Writers LLC

Ohio

Probizwriters, LLC is a business writing and editing service based in northern Ohio, specializing in enhancing written communication for businesses across industries like eCommerce, nonprofits, legal, and professional services. Their mission focuses on delivering clear, effective documents through plain English, ensuring strong communication and impactful results.

The company offers a wide range of services, including business writing, document development, web content creation, consulting, and legal writing. They manage projects across various formats, such as websites, newsletters, and marketing collateral, tailoring solutions to client needs. Equipped for online collaboration, Probizwriters serves clients nationally and globally, combining expertise with exceptional writing and research skills to deliver credible, polished content.

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