



PHOENIX CONCIERGE INC 2015 BUSINESS PLAN

BUSINESS PLAN –

This business plan has been prepared to present to potential government grant & loan programs, financial institutions and private investors to raise the capital necessary to assist the company in implementing its strategic business model.




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EXECUTIVE SUMMARY

PHOENIX Concierge Inc. (also referred to as 'PHOENIX Concierge' and 'the Company') is a new home concierge services provider catering to the Red Deer and Grande Prairie cities in the Province of Alberta. PHOENIX Concierge offers home watch, home inventory, cleaning and maintenance as well as concierge services to homeowners and businesses.

The Company was established to address a market opportunity stemming from a large population segment of oil patch workers, cottage owners and snowbirds who require home maintenance services when away from home for an extended period.

PHOENIX Concierge Inc. is assured of its potential success by the following key success factors:

- ❑ Bonded and insured employees contribute to the credibility of the Company in the market
- ❑ Strong customer service focus leads to long-term relationship with customers
- ❑ Comprehensive services enable PHOENIX Concierge to position itself as a one-stop service provider for home owners or companies requiring several services as a package

PHOENIX Concierge Inc.'s Founders/Directors, Susan Smith and Joan Collins contribute complementing background and skillset to the inevitable success of the business. Susan has an extensive background in bookkeeping and administration in the oil field sector that directly contributes to the efficient management of PHOENIX Concierge Inc. Susan understands the transient nature of oil and gas company employees. PHOENIX Concierge addresses this market's need for someone to manage their homes while they are out "on the job", thus providing them with peace of mind.

Joan Collins heads the sales and marketing initiatives of PHOENIX Concierge Inc with her progressive strong record in sales and marketing function within diverse industries including sports and recreational centre, steel manufacturing and oil field. Carrie further possesses strong organization skill that would contribute to the efficient business process to the Company.

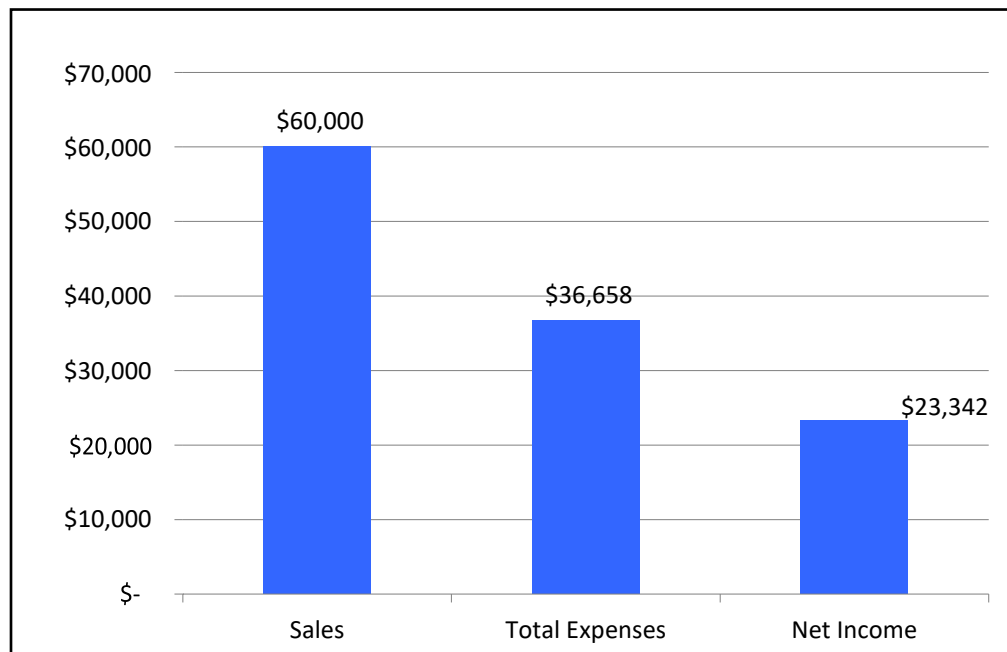
As a strategy to diversify the market, PHOENIX Concierge also targets the home maintenance needs of snowbirds and cottage owners – since the basic service of caring for and maintaining a home is transferrable across customer segments. Susan’s experience as a bookkeeper who owned and operated a successful bookkeeping company for five years directly contributes to the efficient management of PHOENIX Concierge, and will lead the Company to success.

PHOENIX Concierge Inc. will be effectively promoted through an integrated traditional and online advertising campaign. The former encompasses the distribution of marketing materials directly to homeowners and public places in Red Deer and Grande Prairie.

The latter will involve the advertising on the new company website through Pay-per-click, Google AdWords and SEO to directly advertise the business to web users in Red Deer and Grande Prairie who are seeking concierge services. Word-of-mouth advertising will contribute to strong growth as satisfied clients readily promote PHOENIX Concierge to their network.

PHOENIX Concierge Inc. anticipates generating a total of \$60,000 of revenues in the first year following the funding receipt. The Company anticipates a robust financial performance with increasing net profit margins with a net profit margin of 38.9% in the first year.

CHART OF TOTAL SALES, EXPENSES AND NET INCOME IN YEAR ONE



USE OF FUNDING

PHOENIX Concierge Inc. is respectfully requesting funding of **\$25,000.00** for its start-up expenses including the initial capital as well as marketing expenses. The total required amount is presented below and the management team will invest \$6800 in the remaining balance. The following table describes the specific use of funding:

Requested Items	Amount
2 snow blowers	\$3,000.00
2 lawn mowers	\$1,000.00
4 computers	\$4,000.00
2 printers	\$1,000.00
2 cameras	\$1,200.00
Office supplies	\$1,000.00
Office equipment	\$600.00
Uniforms	\$1,000.00
Programs	\$500.00
Website	\$2,500.00
4 Trade shows	\$5,000.00
Advertising	\$11,000.00
TOTAL	\$31,800.00

BUSINESS DESCRIPTION

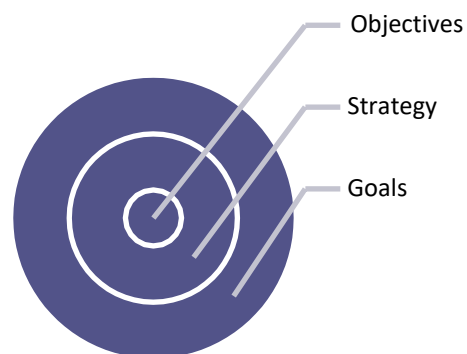
PHOENIX Concierge Inc. is a new business offering home watch, home/business inventory and concierge business for individuals who require security, household cleaning and maintenance when away for work or holiday. The Company also caters to businesses whose office is non-operational during certain holiday or off-season periods.

The specific home services include:

- ❑ House inspection at the requested frequency of home owners
- ❑ Snow removal, lawn care and house cleaning
- ❑ Home inventory, a documenting of all possessions in the house or business for insurance or estate purposes
- ❑ Concierge service: a full service for individuals who regularly leave home for extended period of time for work, including plumbers and electricians. This service encompasses mail pick up, bill payment and more.

PHOENIX Concierge Inc. is licensed with the Chamber of Commerce in Red Deer and Grande Prairie.

BUSINESS OVERVIEW



BUSINESS OBJECTIVES, STRATEGY AND GOALS

PHOENIX Concierge Inc.'s objective is to offer need-based concierge services to its clients.

The Company will achieve its objective by implementing the strategy of offering full-service concierge, home watch, inventory and home maintenance services in Red Deer, Grande Prairie and surrounding areas.

PHOENIX Concierge Inc.'s short-term business goals (within one year) are:

- To open offices in Red Deer and Grande Prairie
- To increase brand awareness and establish a stable and growing customer base
- To streamline business processes

Between two to three years, PHOENIX Concierge Inc.'s intermediate business goals will be:

- To apply the solid business infrastructure in other locations where the market need is prevalent

HISTORY OF THE BUSINESS

The management team has established a solid track record in launching and managing successful start-ups including a bookkeeping company. In addition, the management team has worked extensively in a customer service role as well as managerial positions.

The concept of PHOENIX Concierge came to life when Susan offered her services to maintain company property during the off-season, as the companies were unable to identify any providers offering concierge services in the area.

As a seasoned entrepreneur, Susan quickly recognized a gap in the market and capitalized on the opportunity to be first to market and earn majority market share in a demand-pull, high-income niche.

VISION AND MISSION STATEMENT

PHOENIX Concierge Inc.'s vision is to be a concierge service company that homeowners and businesses turn to for reliable, credible and superior service for their homes.

PHOENIX Concierge Inc. will achieve its vision by its mission statement:

- To provide superior in-home service for clients

- ❑ To exude passion for efficiency and organization in all aspects of the business
- ❑ To demonstrate attention to detail and meticulous professionalism
- ❑ To ensure 100% customer satisfaction

LOCATION AND FACILITIES OF THE BUSINESS

PHOENIX Concierge Inc. will initially serve Red Deer and Grande Prairie as these regions have a high concentration of homes occupied by snowbirds, oil field workers and cottage owners.

The Company will start operating as a home-based business from two locations: 99 Falcon Ridge Drive, Sylvan Lake in Red Deer and 65 Ave in Grande Prairie, which will minimize overhead costs.

An office location is not vital to the performance and growth of the Company as the primary business function occurs at the clients' homes. Presently, PHOENIX Concierge is considering expansion options throughout Alberta. The home-based location in Red Deer and Grand Prairie are depicted in the maps below:



DESCRIPTION OF THE SERVICES

PHOENIX Concierge Inc offers the following services:

Home Watch

PHOENIX Concierge Inc.'s representative will patrol the exterior of the building and will use a computer program to document each visit to the homes and send update emails to the homeowner. The service includes report and photo submission for any damage or other anomaly per the homeowner's request.

The report also includes work performed on the building while the owner is away. This type of report format helps the homeowner provide proof to insurance agencies of fulfillment of contract agreement obligations in the event of an audit or inquiry.

Home Inventory

PHOENIX Concierge's home inventory program involves documenting all possessions with pictures, serial numbers, appraisal reports, and beneficiaries of said items. It also includes a report on the total value of client's possessions as a deliverable to the homeowner's insurance company.

Maintenance Service

PHOENIX Concierge Inc.'s representative provides snow removal, lawn trimming, yard maintenance and house cleaning services for all households.

Concierge Services

PHOENIX Concierge Inc. arranges for a plumber, electrician, or any other pertinent professional to address any maintenance problems with the home. In addition, PHOENIX Concierge provides mail pick-up and bill payment services, as well as other home-related obligations on behalf of the homeowner.

COMPETITIVE ADVANTAGES

PHOENIX Concierge Inc. possesses competitive advantages that position the new start-up business as a strong player in the home concierge service industry. The following are PHOENIX Concierge Inc.'s competitive advantages:

- ❑ The strategic service meets the market need. Alberta's oil and gas industry based economy means that many homeowners work in the industry. As the nature of the industry requires employees to work on-site, many homeowners in Alberta are transient residents, living part-time on site, and part-time at home. The demand for maintaining a home may not be realistic during the time homeowners are away for extended periods. Insurance companies require certain criteria for ensuring the security and safe maintenance of homes. Thus, PHOENIX Concierge Inc.'s service is in significant demand from the Alberta population, particularly in Red Deer and Grande Prairie.
- ❑ The market knowledge further affirms the need for the business. The management team has been employed on the client side – companies that require the service of a concierge, but found no provider to provide the service.
- ❑ Bonded and insured employees to ensure against any potential loss during company assignments. Customers are assured of the integrity of their personal property when hiring PHOENIX Concierge Inc. for any of the services.
- ❑ The strong customer service focus from previous employment suits the highly client-centric services.

PHOENIX Concierge Inc. will leverage its competitive advantages with the objective of maximizing its revenue potential and minimizing operating expenses that will ensure a robust and sustainable business.

COMPETITIVE LANDSCAPE

The competitive landscape in the home watch, maintenance and concierge service is mild as characterized by the presence of a few home concierge companies. Existing competitors primarily offer their services to homeowners only, whereas by catering to the local businesses, PHOENIX Concierge Inc. has an expanded market segment.

PHOENIX Concierge Inc. differentiates itself by offering a comprehensive range of home and building care services to a diverse market of homeowners and business owners throughout Red Deer and Grande Prairie. The following table depicts the current competitors to PHOENIX Concierge Inc. and their relative competitiveness to that of the Company:

Table of Competitors to PHOENIX Concierge Inc and Their Relative Competitiveness

Competitor	Description	Competitiveness
Metro Concierge	Offers HomeWatch™ & PetWatch™ to the residents of Central Alberta, thus making it the direct competitor to PHOENIX Concierge Inc. The services offered include custom shopping, HomeWatch™, PetWatch™, auto valet, home attendant and check-in services. The competitor’s rate is \$30 per hour.	High – Metro Concierge’s location and varying services present a strong competition to PHOENIX Concierge Inc.
Concierge on Call	Operates in Red Deer, offering a wide range of services including personal, home, business, travel, events and tickets.	High – Concierge on Call applies an open system that welcomes various suppliers for providing their respective service, thus creating an economies-of-scale operation and maximizing potential market share.

INDUSTRY OVERVIEW

PHOENIX Concierge Inc. is conducting business within the All Other Personal Services sector as per defined by the North American Industry Classification Services (NAICS 812990).¹ Trend data clearly indicates that concierge service is moving into the mainstream market as consumers demand more in the way of information and assistance in their buying transactions.²

Busy individuals have to meet increasing scope of responsibilities at work and at home. At the same time, people like to maintain a lifestyle that affords them ample time for leisure with family and friends. With the higher income level of Albertans, as a result of the robust oil and gas sector supported economy, people are willing to pay someone else to care for their homes and businesses efficiently and with a touch of class.

¹ <http://stds.statcan.gc.ca/naics-scian/2007/cs-rc-eng.asp?criteria=812990>
² http://www.nucifora.com/art_294.html

Furthermore, in today's competitive job market, employers are finding they must offer employees benefits that help them balance the demands of work and personal commitments. Some companies have found that their employees are putting in so much overtime and working long hours that they do not have enough time to attend to personal business. Employers in certain fields, such as insurance, banking and manufacturing, have found that offering help to their time-stretched employees can boost productivity. For this reason, more employers are offering personal concierge services to their employees. PHOENIX Concierge Inc. is addressing both individuals' and corporations' needs with its home services that are poised for strong business performance given the market demand in Red Deer and Grande Prairie.

OVERALL MARKET SIZE

PHOENIX Concierge Inc. serves a diverse market with its varying services as depicted in the following table:

Service Segment	Geographic Market	Population Size
Home Watch	Red Deer County and City. The county hosts numerous cottages of which the majority are unoccupied through the winter months. A significant percentage of the population comprises snowbirds who travel south during the winter months. These residents require their houses monitored for safety and maintenance purpose. In addition, workers in the oil patch are generally away for weeks and months at a time.	Red Deer (City) had a population of 90,564 and 36,346 private dwellings in 2011.
Grande Prairie	Has a large population of workers in the oil patch as well as snowbirds who travel south during the winter.	In 2011, the population of Grande Prairie census agglomeration (CA) was 55,032 with 21,180 private dwellings
Home Inventory	Home and business owners in both Red Deer and Grande Prairie. All insured homes comprise the target market for PHOENIX Concierge Inc. The home inventory is a new business in this province.	There are 4983 businesses in Red Deer and 3393 in Grande Prairie

MARKETING PLAN

PHOENIX Concierge Inc.'s marketing strategy leverages the unique offer of providing comprehensive home concierge services to homeowners and businesses that benefit from the service. PHOENIX Concierge Inc. will produce marketing materials to support its brand image, including brochures, business cards, banners and promotional items.

PHOENIX Concierge Inc.'s advertising campaign comprises both traditional and online/digital advertising. The former encompasses the distribution of marketing materials directly to homeowners and at public places in Red Deer and Grande Prairie. In addition, PHOENIX Concierge Inc. will participate in trade shows to reach the homeowners in Central Alberta. The objective of online advertising will be to promote the website through Pay-per-click, Google AdWords and SEO to directly advertise the business to web users in Red Deer and Grande Prairie who are seeking concierge services.

As a service-based business, PHOENIX Concierge Inc. further relies on word-of-mouth referrals in promoting the business to the network of its existing clients. The Company will monitor the reviews to ensure its positive reputation, which is a strong asset for generating new clients.

PRICE

PHOENIX Concierge's pricing strategy involves charging a competitive market price for its home watch service, at \$15 per day. Home inventory service fees are \$50 per hour. The Company aims to penetrate the market further and gain market share by providing superior service at competitive rates.

FINANCIAL PLAN

PHOENIX Concierge Inc. anticipates generating a total of \$60,000 of revenues in the first year following the funding receipt. The Company anticipates a robust financial performance with increasing net profit margins with a net profit margin of 38.9% in the first year.

The following chart depicts the total sales and expenses in the first year of operation:

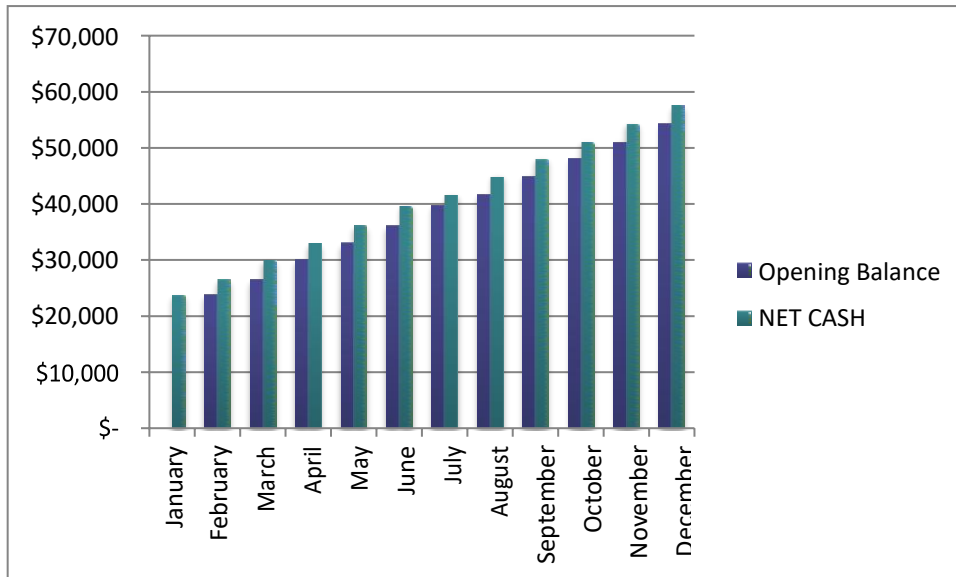
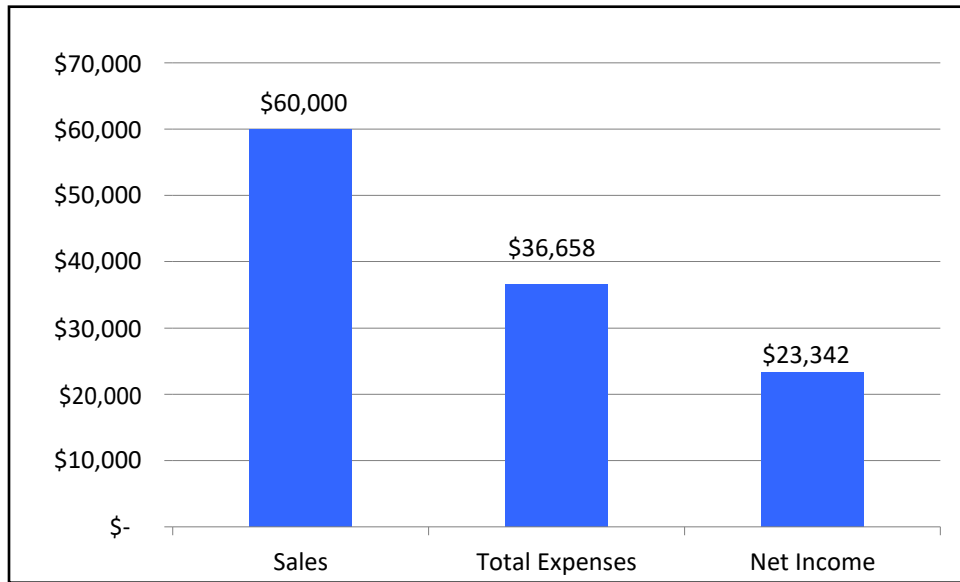


INCOME STATEMENT

	Year 1
Revenue	
Sales	\$60,000
Cost of Goods Sold	\$-
Gross Margin	\$60,000
Expenses	
Advertising	\$18,500
Automotive Expenses	\$-
Bank charges	\$546
Equipment purchases	\$4,000
Office equipment	\$9,300
Office/Store supplies	\$820
Professional fees	\$229
Telephone	\$1,671
Travel	\$40
Utilities	\$-
Wages, Salaries & Benefits	\$1,552
Total Expenses	\$36,658
Net Income	\$23,342

YEAR 1 FORECASTS

CHART OF TOTAL SALES, EXPENSES AND NET INCOME IN YEAR ONE



STATEMENT OF CASH FLOWS (MONTHLY FOR THE FIRST YEAR)

	January	February	March	April	May	June	July	August	September	October	November	December
CASH IN												
Sales	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Loans	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Owner Investment	\$2,000	\$-	\$185	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Grant	\$32,000	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
TOTAL CASH IN	\$39,000	\$5,000	\$5,185	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
CASH OUT												
Advertising	\$1,542	\$1,542	\$1,542	\$1,542	\$1,542	\$1,542	\$1,542	\$1,542	\$1,542	\$1,542	\$1,542	\$1,542
Automotive Expenses	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Bank charges	\$46	\$46	\$46	\$46	\$46	\$46	\$46	\$46	\$46	\$46	\$43	\$43
Equipment purchases	\$4,000	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Office equipment	\$9,300	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Computer Programs	\$384											
Loan payments	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Office/Store supplies	\$146	\$334	\$-	\$-	\$205	\$-	\$-	\$-	\$48	\$-	\$32	\$54
Professional fees	\$150	\$79	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Mortgage & related costs	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Rent	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Repairs and maintenance	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Telephone	\$84	\$-	\$171	\$467	\$-	\$-	\$134	\$68	\$241	\$358	\$150	\$-
Travel	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$40	\$-	\$-
Utilities	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Wages, Salaries & Benefits	\$-	\$202	\$-	\$-	\$-	\$-	\$1,350	\$-	\$-	\$-	\$-	\$-
TOTAL CASH OUT	\$15,268	\$2,203	\$1,758	\$2,054	\$1,792	\$1,588	\$3,072	\$1,656	\$1,877	\$1,985	\$1,766	\$1,639
Opening Balance	\$-	\$23,732	\$26,530	\$29,957	\$32,902	\$36,110	\$39,522	\$41,450	\$44,795	\$47,918	\$50,933	\$54,166
Cash In	\$39,000	\$5,000	\$5,185	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Cash Out	\$15,268	\$2,203	\$1,758	\$2,054	\$1,792	\$1,588	\$3,072	\$1,656	\$1,877	\$1,985	\$1,766	\$1,639
NET CASH	\$23,732	\$26,530	\$29,957	\$32,902	\$36,110	\$39,522	\$41,450	\$44,795	\$47,918	\$50,933	\$54,166	\$57,527