



BUSINESS PLAN

Other Services Include:

- > Contract Management
- > Feasibility Studies
- > Market and Site Evaluations
- > Business Plans
- > Development Coordination
- > Facility Audits
- > New Facility Startup
- > Consulting

Sterling Management Services has developed hundreds of Business Plans with Operating Pro formas for many different kinds of businesses over the past 20 years. When combined with Sterling's hands-on management expertise, pro forma results were realized within the time specified in Sterling's projections.

THE BUSINESS PLAN

If the Feasibility Study revealed a potentially sound investment opportunity, SMS can create a Business Plan. The completed and professionally bound package containing the Feasibility Study and the Business Plan can then be used for presentation to investors and/or financial institutions to finance the project. Sterling includes a company profile in the package as author of the study. The Business Plan includes:

Operational Plan

Identifies basic operating philosophy, staffing patterns and outlines procedural setup needed; also identifies marketing approach and strategies.

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Marketing Plan

Overview of marketing efforts needed to achieve income goals established in pro forma.

Rate Survey

Used to arrive at rate assumptions in pro forma

Startup Costs

Estimated one time expenditures along with a detail of capital equipment

Two-Year Pro forma Detail

Detailed by month from opening, through fill-up, and breakeven; then continuing operations

Five Year Pro forma

Estimated potential after fill-up and breakeven has been achieved

Cash Flow Projection

First year cash flow estimate

PRICING:

Business Plan and Pro forma provides not only your return on investment but detailed operating projections by month for the first two years, then annually thereafter. Additionally, it incorporates a detailed Business and Marketing Plan for how the facility will physically be operated. This option incorporates the findings in the Feasibility Study and is professionally bound for presentation with the Feasibility Study. Your lender and/or investors will review this prospectus to evaluate investment or loan opportunities. There is no travel unless Sterling has not done the Feasibility Study. This pricing assumes Sterling has done the Feasibility Study.

COST: \$7,500 (plus travel if applicable)*

**Rate assumes SMS has prepared the Feasibility Study*