



PACKAGING  
AND SHIPPING  
SPECIALISTS

## ***BUSINESS PLAN***



# **P.A.S.S.**

## **PACKAGING AND SHIPPING SPECIALISTS**

**THIS IS WHAT YOU WILL NEED FOR THE BANK OR LENDING INSTITUTION:**

- 1. TAX RETURNS FOR THE LAST 2 YEARS**
- 2. FINANCIAL STATEMENT**
- 3. LEASE AGREEMENT FOR YOUR LOCATION**
- 4. P.A.S.S. NEWS & CORRESPONDENCE**
- 5. RESUME**
- 6. PROJECTIONS AND EXPANSION**
- 7. BIOGRAPHY**



NOTE: *[If you desire **Packaging And Shipping Specialists** to print out your Business Plan, please sign and date the line below.]* I did the work to create this plan. I asked Packaging And Shipping Specialists to word process my materials as a convenience to me. The financial assumptions contained in this plan are my own. Packaging And Shipping Specialists have made no earnings claims. I understand that a non-refundable fee of \$350.00 is due Packaging And Shipping Specialists and shall accompany this request to prepare the Business Plan. It is further understood the \$350.00 will be deducted from the License Fee when the loan has been approved. (Business Plan revisions will be performed for a fee of \$150 per revision, upon request)

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

[This disclaimer will not appear on the finished plan]

Prepared by: \_\_\_\_\_ Date: \_\_\_\_\_



## **PACKAGING AND SHIPPING SPECIALISTS**

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## **BUSINESS SUMMARY & OVERVIEW**



## **EXECUTIVE SUMMARY:**

have been granted license rights to operate a packaging, shipping and communications store to be located at TBD in , . After extensive investigation of the business have concluded this to be a good investment. This business plan has been prepared for the purpose of providing all the information necessary for a lender to make credit available for the purchase and operation of this business venture.

## **BUSINESS PURPOSE:**

The packaging, shipping and communications store will provide convenient, quality and courteous services for both consumers and businesses, at a fair price, for all types of mailing, shipping, packaging and business services to include copying [black/white, high speed, wide format and color], fax, word processing, computer rental, binding and lamination, SONY digital photo processing, voice mail, ID and passport photos, eBay trading assistants, custom signs & banners, Ink & Toner Cartridge refills, retail communication equipment, notary services, private mailbox rentals, retail office supplies, packing materials, boxes, cards, gifts, Inscribe In-store printing machine, laser engraving and other profit centers.

## **MARKET:**

The packaging and shipping industry dates back to the days of the Pony Express and Stagecoach. Every day, thousands of packages journey across the world enroute to their destinations, whether shipped by land, sea, air or rail. Various carriers have collectively created a multibillion dollar industry on the shipping side alone, with several additional billion dollars added with money spent on packaging materials and equipment.

Because of the millions of consumers and businesses who demand to have their items packaged properly and want the convenience of having them shipped without standing in long lines, the niche of the packaging and shipping store was developed.

A mixture of convenience as well as quality and courteous services are attributes both consumers and businesses feel is lacking among carriers and the Post Office. They want their items professionally packaged and shipped from one location. Small businesses enjoy the convenience of having a shipping and communications “division” without the overhead and financial drain of managing one. offers all of this!

Most **Packaging And Shipping Specialists** stores are structured to attract retail business from the residential market and wholesale or commercial activity from the business sector. Although it varies from location to location, most market areas attract an equal volume of sales from residential customers and small businesses alike.



In summary, the packaging, shipping and communications industry is growing. The trend is for further growth as the average household requires more convenience to acquire more personal and family time and the small business sector consolidates its service requirements for greater profitability without lacking the latest in technology and service to its clients.

There is a growing need in our community for the **Packaging And Shipping Specialists'** services. The ability to mail a package, send a fax, make a copy, or purchase a box and/or packing material can be an inconvenience for many people. We will provide a packaging, shipping and communications "One-Stop Convenience Center" to satisfy this need. In addition, we will provide the business sector with all types of business services to include word processing, bulk mailing, color brochures, and computer rental stations, while offering them the opportunity to open their own individual account with us.

### **COMPETITION:**

Using the definition of a competitor in relation to the packaging, shipping and communications services business, there are many fitting definitions. A number of national chains, some company owned and some franchised have opened locations throughout the country. Stand-alone "mom and pop" stores have also become a familiar sight in many areas.

There is a variance between store policies and services in any industry and stores offering the same type of services we offer are not "competitors". Surveys conducted show a strong desire for the packaging and shipping business to be open during normal working hours, for the packaging and shipping business to have the ability to pack, insure and ship ANY type of package (large or small, fragile or otherwise) ANYWHERE with any level of service, AND processed without standing in a long line.

Although this type of business does not take the place of the U.S. Post Office or the UPS Station Counter, it does help our business by providing ALL services through one central location such as . Our competitive position: *We offer convenient, fast, friendly and quality service to everyone.*

There is packaging and shipping stores in . Personal surveys conducted show a strong desire for this type of service to be provided and open during normal working hours and where packages can be professionally packed and shipped without standing in long lines such as at the Post Office or going to a UPS Counter Station. We intend to compete on the basis of convenient location, fast, friendly, quality and courteous service, all delivered at a fair price.



## **FINANCIAL:**

The business opportunity will require \$ in total capital for start up costs and operating capital to prudently run the business. The Licensee(s) intend to invest \$ and will require credit of \$ in order to cash flow the operation. Performa financial statements and complete personal financial information is provided in the following business plan.

## **OBJECTIVE:**

The objective of the **Packaging And Shipping Specialists** business is to build a base of loyal and satisfied customers who will make frequent visits to ship packages, mail letters, make copies, send faxes or purchase supplies. The base of customers will come from local residents and businesses with new customers being attracted as a result of our advertising and marketing campaigns. The goal of our business is to have a core of regular customers who make daily or weekly visits to use our services.

In order to accomplish this objective, are requesting credit in the amount of \$, in the form of a repayment plan.

## **OPERATIONS:**

will be open Monday through Friday from AM to PM and on Saturday from AM to PM. will be located at , in , . There is currently an average daily customer count of people at the .

Lighted outdoor signage will be installed on the building to attract the attention of the passerby. A direct marketing campaign will be conducted within a five-mile radius of the store location to attract local residents and the business customer.

**Packaging And Shipping Specialists** trains, consults and assists in setting up the store. An experienced representative will be at the Grand Opening for a period of not less than three [3] days to ensure the business is in good order. Continuous on-going assistance and support remains available throughout your association with **Packaging And Shipping Specialists**.

Our goal is to cause at least 500-600 customers to try the services of during the first thirty [30] days of operation. We believe they will be satisfied with their experience and they will establish the habit of using our location for all their shipping and business needs. We also believe that with the advice, guidance and support from **Packaging And Shipping Specialists**, we will be able to exceed the expectations of our customers and build a profitable and successful business.





## HISTORY:

**Packaging And Shipping Specialists** began as a first generation concept in 1981 under a different trade name in Hobbs, New Mexico and relocated to Lubbock, Texas in 1985. To date, the Company has assisted in opening over 1,000 additional stores nationwide and is still actively involved in helping others to realize their “business dream”. Michael Gallagher, founder, has owned and operated seven [7] stores as an individual proprietor and is involved in the daily operation of the Company.

The **Packaging And Shipping Specialists’** concept has been tested and refined to create an operational plan for the licensee to follow that is concise and easy to understand. For a consulting fee, the **Packaging And Shipping Specialists** Company provides:

- Site Selection Assistance and Lease Negotiations
- Store Planning and Architectural Assistance
- Equipment and Supply Purchasing Assistance
- Training of Owners and Staff Members
- Advertising and Marketing Assistance
- Grand Opening Assistance and Participation
- 800 Hot Line Number for Assistance
- Partner’s Corner Website for Updates & Information
- Corporate Email Communication
- Continuous Support and Advice

The demand for convenience in packaging, shipping and business services/communications has been increased by the everyday lifestyles of today and by the trend of “corporate downsizing” that has forged the home office/home business based sector. In addition, UPS and USPS hours, combined with general operations, inconvenient locations and occasional uncooperative services, has created an opportunity for this type of service oriented business to become successful and profitable.

At this time, **Packaging And Shipping Specialists** does not charge royalties. Compared to other companies, this is of great financial benefit to new owners.

The current fee to **Packaging and Shipping Specialists** is Thirty-Four-Thousand-Nine-Hundred [\$34,900.00] dollars. This fee includes the right to operate a packaging and shipping store under any name the licensee might choose.

The following items are **NOT** included in the fee:

- Travel and living expenses at designated training site
- Designated training center’s fee [to be paid directly to Training Center]
- Grand Opening Expense

**BUSINESS CONCEPT:**

**Packaging And Shipping Specialists** provides “one-stop packaging and shipping convenience” services for consumers and businesses. We offer shipping through major carriers all at one convenient location. In addition, consumers can obtain professional packaging services, and the opportunity to purchase boxes, packing materials, office supplies, stamps, greeting cards, gifts and other profit centers.

Customers truly are able to do it all at **Packaging And Shipping Specialists**. Business related services such as word processing, laminating, binding, fax, photocopy, business cards, stationary, and private mailbox rentals with a prestigious street address and “suite” number are all offered and designed to help the independent business owner.

The following is a complete list of services that will be available in our **Packaging And Shipping Specialists** store.

- Agent for major shipping carriers including the U.S. Postal Service, and modes of shipping Domestic and International
- Mailbox Rental with street address, 24 hour access and call-in service
- eBay Trading Assistant Services
- Poster-Size Photo Printing for Commercial & Professional Photographers & Individuals
- T-Shirt & Apparel Printing
- Inkjet & Toner Cartridge Refilling
- SONY Digital Photo Printing
- Mail Drop and Mail Forwarding
- Stamps, Envelopes, Packing Materials, Office Supplies, Cards and Gifts
- Package Receiving, Mailing and Holding
- Notary Services
- Gift Wrapping
- Binding and Laminating
- Fax and Photocopy Services (Color, High-Speed, Wide Format & Black/White self & full service)
- Word Processing and Resume Service



- Photo Imaging
  
- Passport/ID Photos
- Bulk Mail/Pre-Sort Services
- Package Pickup Services
- Package Receiving, Mailing and Holding
- Invitations & Announcements
- Signs/Banners
- Packaging and Shipping Anywhere in the World
- Money Orders & Money Transfers
- Complete Moving Services
- Personalization & Engraving Services

#### **PURCHASE ITEMS**

- Stamps/Postal Supplies
- Digital Photo Processing
- Envelopes/Paper/Stationary
- Office Supplies
- Packaging Materials/Tape
- Greeting Cards
- Rubber Stamps
- Business Cards
- Labels/Stickers/Decals/Signs
- Specialized Gifts
- Pagers, Cellular Phones / Phones
- Gift Wrapping Supplies
- Boxes – All Types



## **THE PRINCIPALS**



**THE PRINCIPALS:**

*[Insert resumes including - professional, educational and family information that will describe your experience, character and skills to the lender]*



## **THE FINANCIALS**



*Insert:*

- *Monthly Cash Flow Projections*
- *Quarterly Earnings Projections*
- *Initial Fixed and Variable Costs*
- *Routine Monthly Expense,*
- *Projected Yearly Sales-avg. per day and month*
- *Profit Center Breakdown*
- *Personal Financial Statement,*
- *Copies of Last 2 Years Tax Returns*



<b>INITIAL FIXED AND VARIABLE COSTS</b>	
<b><u>CASH INVESTMENT</u></b>	<b>\$ 157,175.00</b>
<b><u>Initial Fixed Costs</u></b>	
Consulting Fee	\$ 34,900.00
* Refurbished Leased Store	\$ 59,750.00
Rent Deposit	\$ 3,500.00
Store Signage	
Electric P.A.S.S. sign – Outside	\$ 4,800.00
Interior Sign Pkg. / Retail Sign Center	\$ 2,100.00
Telephone Installation	\$ 175.00
Utility Deposit	\$ 300.00
<u>Copy Machines (leased)</u>	
** 2 [Black & White]	\$ 500.00
** 1 [Color]	
** 1 [Wide Format]	
** 1 Point of Sale Computer System	\$ 500.00
1 Fax Machine	\$ 350.00
130 Mail Boxes	\$ 5,450.00
** Computer (for rent/hour)	\$ 300.00
Laminating / Bindery System	\$ 750.00
Miscellaneous Equipment & Supplies	\$ 500.00
Training Fee	\$ 5,000.00
Grand Opening Fee	\$ 2,500.00
Passport / ID Camera (Optional)	\$ 2,250.00
<b>TOTAL FIXED COSTS:</b>	<b>\$ 113,325.00</b>
<b><u>Initial Variable Costs</u></b>	
Retail Inventory	\$ 10,950.00
Office Supplies	
Packaging Supplies	
Greeting Cards	
Gift Wrap	
Paper	
PC Supplies	
Postage Stamp Inventory	\$ 500.00
Zip Code Book and Labels	\$ 100.00
Advertising	
Newspaper, Radio, Brochures	\$ 6,000.00
Business Cards / Letterhead	\$ 300.00
Legal Fees and Accounting	\$ 500.00
Store Office Supplies / Miscellaneous Supplies	\$ 300.00
Licenses	\$ 200.00
<b>TOTAL VARIABLE COSTS:</b>	<b>\$ 18,850.00</b>
<b>TOTAL START-UP COST:</b>	<b>\$ 132,175.00</b>
<b>OPERATING CASH NEEDED:</b>	<b>\$ 25,000.00</b>

\* Up to 1200 Sq. Ft.

\*\* Lease Deposits

\*\* Plus Freight





<b>ROUTINE MONTHLY EXPENSES</b>	
Rent	\$ 3,000.00
Electricity	\$ 250.00
Telephone	\$ 140.00
Salaries	\$ 2,500.00
Insurance	\$ 125.00
Repairs / Maintenance	\$ 375.00
Bookkeeper	\$ 100.00
Advertising & Promotion	\$ 500.00
Debt Service	\$ 1,500.00
Bank Service Charges	\$ 40.00
Supplies / Miscellaneous	\$ 100.00
Equipment Leasing *IF ALL projected equipment is leased	\$ 1,600.00
<b>Total Estimated Expenses / Month:</b>	<b>\$ 10,230.00</b>
Disclaimer: All of the financial data provided is figured on an average basis and is secured from sources that are authoritative, though not in any way guaranteed by P.A.S.S.	



**PROJECTED YEARLY SALES**  
*AVERAGE PER DAY AND MONTH*

SHIPPING	38 packages per day – average sale = \$8.50/pkg \$323.00/day \$7,429.00/month*
PACKING SUPPLIES / BOXES RETAIL	12 packages per day – average sale = \$9.25/pkg \$111.00/day \$2,553.00/month*
INVITATIONS / ANNOUNCEMENTS	.25 sales per day – average sale = \$400.00 \$100.00/day \$2,300.00/month*
PHOTO ENLARGING / SIGNS / BANNERS	1.5 sales per day – average sale = \$45.00 \$67.50/day \$1,552.50/month*
PACKAGING / LABOR	16 sales per day – average sale = \$4.50 \$72.00/day \$1,656.00/month*
SONY DIGITAL PHOTO PROCESSING	5 sales per day – average sale = \$15.00 \$75.00/day \$1,725.00/month*
WIDE FORMAT / BLUEPRINT COPYING	4 sales per day – average sale = \$12.00 \$48.00/day \$1,104.00/month*
FREIGHT / CRATING	\$475.00/month*
MAIL BOX RENTALS	3 sales per day – average sale = \$12.00 \$36.00/day \$828.00/month*
INKJET CARTRIDGE REFILLS	3 sales per day – average sale = \$12.95 \$38.85/day \$893.55/month*
FAX	10 sales per day – average sale = \$2.00 each \$20.00/day \$460.00/month*
COLOR COPIES	100 copies per day – average sale = \$.39/copy \$39.00/day \$897.00/month*
B/W COPIES	500 copies per day – average sale = \$.10/copy \$50.00/day \$1,150.00/month*
BUSINESS CARDS / BUSINESS PRINTING	.5 sales per day – average sale = \$35.00 \$17.50/day \$402.50/month*



WESTERN UNION	.5 sales per day – average sale = \$17.00 \$8.50/day \$195.50/month*
GREETING CARDS	6 sales per day – average sale = \$2.95 \$17.70/day \$407.10/month*
GIFT ITEMS / NOVELTY / BALLOONS	4 sales per day – average sale = \$5.95 \$23.80/day \$547.40/month*
OFFICE SUPPLIES RETAIL	6 sales per day – average sale = \$3.25 \$19.50/day \$448.50/month*
GRAPHIC DESIGN / DOCUMENT SETUP	.25 sales per day – average sale = \$25.00 \$6.25/day \$143.75/month*
NOTARY / COMMUNICATION SERVICES	4 sales per day – average sale = \$6.50/sale \$26.00/day \$598.00/month*
BINDING / LAMINATING	6 sales per day – average sale = \$1.50/sale \$9.00/day \$207.00/month*
KEY DUPLICATING	2.5 sales per day – average sale = \$2.50/sale \$6.25/day \$143.75/month*
PASSPORT / ID PHOTOS	2.5 sales per day – average sale = \$9.95 \$24.88/day \$572.13/month*
EBAY / AUCTION TRADING ASSISTANCE	.5 sales per day – average sale = \$50.00 \$25.00/day \$575.00/month*
PACKAGE PICKUP SERVICE	.25 sales per day – average sale = \$15.00 \$3.75/day \$86.25/month*
GIFT WRAPPING	.2 sales per day – average sale = \$7.95 \$1.59/day \$36.57/month*

All of the above information is projected for the 1<sup>st</sup> year only. These figures should all increase by 20% the second year and 10% per year after that.

Disclaimer: All data provided is figured on an average basis and is secured from sources that are authoritative, though not in any way guaranteed by P.A.S.S.

*\*Based on 23 working days per month*



### PROFIT CENTER BREAKDOWN

Sales	Year 1	Year 2	Year 3
Shipping	\$89,148.00	\$106,977.60	\$117,675.36
% of total sales	27%	27%	27%
Packing Supply/Boxes Ret.	\$30,636.00	\$36,763.20	\$40,439.52
% of total sales	9%	9%	9%
Invitations/Announcements	\$27,600.00	\$33,120.00	\$36,432.00
% of total sales	8%	8%	8%
Photo Enlarging/Sign/Banners	\$18,630.00	\$22,356.00	\$24,591.60
% of total sales	6%	6%	6%
Packaging / Labor	\$19,872.00	\$23,846.40	\$26,231.04
% of total sales	6%	6%	6%
SONY Digital Photos	\$20,700.00	\$24,840.00	\$27,324.00
% of total sales	6%	6%	6%
Wide Format/Blueprint Copy	\$13,248.00	\$15,897.60	\$17,487.36
% of total sales	4%	4%	4%
Freight / Crating	\$5,700.00	\$6,840.00	\$7,524.00
% of total sales	2%	2%	2%
Mail Box Rentals	\$9,936.00	\$11,923.20	\$13,115.52
% of total sales	3%	3%	3%
Inkjet Cartridge Refills	\$10,722.60	\$12,867.12	\$14,153.83
% of total sales	3%	3%	3%
Fax	\$5,520.00	\$6,624.00	\$7,286.40
% of total sales	2%	2%	2%
Color Copies	\$10,764.00	\$12,916.80	\$14,208.48
% of total sales	3%	3%	3%
B/W Copies	\$13,800.00	\$16,560.00	\$18,216.00
% of total sales	4%	4%	4%
Business Cards / Printing	\$4,830.00	\$5,796.00	\$6,375.60
% of total sales	1%	1%	1%
Western Union	\$2,346.00	\$2,815.20	\$3,096.72
% of total sales	1%	1%	1%
Greeting Cards	\$4,885.20	\$5,862.24	\$6,448.46
% of total sales	1%	1%	1%
Gift Items/Novelty/Balloons	\$6,568.80	\$7,882.56	\$8,670.82
% of total sales	2%	2%	2%
Office Supplies Retail	\$5,382.00	\$6,458.40	\$7,104.24
% of total sales	2%	2%	2%
Graphic Design/Setup	\$1,725.00	\$2,070.00	\$2,277.00
% of total sales	1%	1%	1%
Notary / Communication Svcs	\$7,176.00	\$8,611.20	\$9,472.32
% of total sales	2%	2%	2%



Binding / Laminating	\$2,484.00	\$2,980.80	\$3,278.88
% of total sales	1%	1%	1%
Key Duplicating	\$1,725.00	\$2,070.00	\$2,277.00
% of total sales	1%	1%	1%
Passport / ID Photos	\$6,865.50	\$8,238.60	\$9,062.46
% of total sales	2%	2%	2%
eBay / Auction Trading	\$6,900.00	\$8,280.00	\$9,108.00
	2%	2%	2%
Package Pickup Service	\$1,035.00	\$1,242.00	\$1,366.20
	0%	0%	0%
Gift Wrapping	\$438.84	\$526.61	\$579.27
	0%	0%	0%
<b>TOTALS</b>	<b>\$328,637.94</b>	<b>\$394,365.53</b>	<b>\$433,802.08</b>

\* 4% increase annually for unaccounted factors

\*\* 10% increase annually for unaccounted factors

*Add one full-time employee at the start of 2<sup>nd</sup> year*

NOTE: All financial data provided is based and secured from authoritative sources, though not in any way guaranteed by Packaging And Shipping Specialists or its representatives.



## **AGREEMENT**



*[Insert copy of the license agreement]*



## **REFERENCES/RECOMMENDATIONS**





*[Insert References/Recommendations for PASS]*



## **CORRESPONDENCE**



*[Insert any relevant correspondence]*



## **AREA INFORMATION**



*[Insert Information about Location and Center]*



## **MISCELLANEOUS INFORMATION**