



SUMMIT PERFORMANCE

— **SOLUTIONS** —

STIMULATING LEARNING AND DEVELOPMENT AT THE HIGHEST LEVEL

BUSINESS PLAN

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The market analysis and projections presented in this document represent the business's subjective views and information gathered from reliable industry sources. The financial projections are based on management's best judgment and reasonable assumptions of future events and circumstances. There can be no assurance that management's assumptions and expectations will be realized or that its perceptions are accurate. Industry experts may disagree with management's view of the market. No representations or warranties of future company performance or market trends are intended, and such are expressly disclaimed.

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BUSINESS PURPOSE

This plan aims to prepare a business plan for Summit Performance Solutions LLC to describe the business activities and secure the necessary financial investment to ensure smooth running.

The fund will also be used to carry out the necessary activities to get the Company at the top of the sector, presenting the Company as the number one in business years.

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EXECUTIVE SUMMARY

The success and growth of any business largely depend on a viable business model and feasible operation methods. But the consulting services industry's ever-changing landscape makes it more difficult for the service providers to operate effectively. In reason of this, the role and importance of this business plan cannot be overemphasized. The only major issue is that most consulting services service companies lack the required expertise or provide services that lack affordability.

Summit Performance Solutions LLC is a standard consulting services business registered and incorporated under the United States of America Government Law. The business will provide top-quality professional development and coaching services. However, the business is strategically positioned to expand its boundaries into other cities and other countries to serve clients, render its service excellently and manage their requests, which will help in its growth process.

Summit Performance Solutions LLC, as a company is a start-up consulting, training and development service that will focus on professional development, strategic workshops, one-on-one coaching, and special project relationships. The principal officer of Summit Performance Solutions LLC believes that most small businesses and entrepreneurs suffer two major problems. They lack training or development resources and the depth of knowledge needed to focus on their businesses from a true "ownership" perspective. Both lead to lowered expectations, lack of business and personal growth, and frequent owner burnout. Summit Performance Solutions LLC believes that it can improve upon and exploit these weaknesses to gain local market share.

Creativity in service and training methods will set us apart from our competitors, using both repetition and variation. We believe that all clients must have fun and be truly be satisfied with the output of our consulting service which is in result to improve our training service and will help us increase exercise compliance by decreasing perceived exertion and enhancing enjoyment provided. Our service will be open for all ages, races, and tribes as we make our consulting

services service available for every organization in need of professional consulting service, training, and development for their business.

We are a company that will be dedicated to establishing a good relationship with our clients by giving them the value for their money and reasons for them to hire our consulting services over and over again. As a company, we have put processes and structures in place to ensure that we are always at the top of our game. We have realistic and clear long-term objectives and more general brand identifiable ones, alongside a definite mission statement for our business's rapid and sustainable growth during our formative years.

We have the motivations, enthusiasm, and determination to succeed and are confident in our abilities projected within this business plan for achieving the launch and continued success of our business. The Company recognizes the importance of marketing because it is the core of business success. To ensure that we acquire clients quickly and effectively, we plan to promote the service with an ambitious, targeted marketing campaign to ensure business exposure. However, our focus is to acquire and retain our target market that can experience a slow growth process and lose clients to potential competitors without a strategic plan. To ensure that the Company gains the target markets for its services quickly and effectively, the Company plans to utilize a healthy strategic marketing plan and a variety of publicity to ensure its brand awareness. This includes branded logos, bidding on contracts, industry networking efforts, and social networking websites like Instagram, Facebook, and Twitter.

A key factor of business we shall not handle with levity is customer satisfaction. We will ensure the highest quality of satisfaction is created through our consulting services service that meets the clients' demand or surpasses our customer's expectations. We will ensure that every client's needs and requests are duly and properly understood to understand the best angle to come in and offer our services. All our services will be tailored and specifically designed to meet clients' requirements

and needs. Up-to-the-minute and workable services will be laid down as elementary as possible for clients to easily comprehend and implement for the Company's success and growth.

COMPANY OVERVIEW

COMPANY SUMMARY

Michael Warner founded Summit Performance Solutions LLC from scratch to create a strong brand with a clean environment, energetic dream, and healthy focused result service that meets clients' needs and makes them stay focused knowing that their consulting service, training development of the organization is at the right hand, also knowing that hiring or recruiting professionals who can get their hand on the necessary thing for the growth of the company or organization. Summit Performance Solutions LLC is differentiated through its mode of service and its result-focused business goal.

We are set to compete in a highly competitive way in the United States, especially in our targeted locations, and give clients the chance to access our services from different locations and access our consulting services. Summit Performance Solutions LLC is committed to building its business on professionalism, courtesy, reliability and demonstrates its dedication while forging relationships with clients to ensure constant revenue from its consulting services. With the intent to build a nationally recognized brand, the business will hire reliable employees, stay present, keep a good business credit rating, keep claims to a minimum, and achieve its goals quickly and develop a strong reputation for excellence.

MISSION

Our mission at Summit Performance Solutions LLC is to stimulate learning and development by providing gap analysis, SWOT analysis, action plan for training adjustments, consulting services on training plans, and transitional learning workshops.

VISION

We are committed to responsibly offering high-quality consulting services and training development services for all levels through our professionals. Our vision is to become a sustainable and eco-friendly company, from services to giving back to the community.

CORE VALUE

- High-Quality Service
- Sincerity
- Excitement
- Minimalistic

KEY OBJECTIVES

The goal of every business is to be successful. By success, it means a continued increase in patronage that hence rapid business growth. Summit Performance Solutions LLC aims to run a brand that will succeed in revenue and size and have a landmark impact locally and nationally.

Below are the primary objectives of the Company

- To introduce our services that are safe and environmentally friendly
- To create a service with the ambition to continually exceed the clients' expectations
- To capture the consumption of existing cases within the Company's target segments
- To increase brand awareness, gain sales creating long-lasting brand loyalty

- To build a good reputation and connections in the industry to refer clients in need of our dependable service.
- Maintain an expansive presence on the internet to showcase Summit Performance Solutions LLC consulting services operations.
- To attain a net profit of 30% in the first year and 40% in the second year
- To have a 70% gross margin by the end of the first year
- To achieve a payback on investment within five years
- To maintain steady growth that will sustain the business long-term.

KEY TO SUCCESS

Summit Performance Solutions LLC will be committed to making its business a long-term success with the plan of expanding its service arms. This dedication and drives will set us apart in our market; our effort will continually increase our customer base and improve our service. This would easily be achieved by ascertaining the following:

- **Fluid Transition:** We will ensure that we flow with the trends and stay relevant in the market that we operate, keep up-to-date, and promote our business practices by integrating more innovative and creative formulas.
- **Improvements:** To earn and maintain an impeccable image, we will always look for an innovative and creative approach to improving our service. We will not slow down a bit in our pursuit to always satisfy our clients with a new approach and outcomes.
- **Knowledge about the Industry:** We aim to continue to update our experience with the latest and most profitable industry techniques and ideas that comply with local and international industry standards by keenly following the trends and learning from established players, and bringing about new concepts.

- **Communication:** We will adopt a flawless communication channel to all clients, enabling excellent business transactions and a platform to make inquiries and provide solutions instantly.
- The founder's experience and skills ensure the best experience and set a pace in the industry.
- Co-executing marketing plans will build client awareness, client discovery, and client loyalty. Implying with all relevant regulations of the Regulatory Boards.
- Continually learn from the client's feedback.

SERVICE STRUCTURE

SERVICE DESCRIPTION

We are very determined to build a consulting services business service structure that will be able to support the core values of our business and which will be able to help us achieve our business goals and objectives. It is in line; we intend to give our clients every reason to use and patronize our services, so we have customized our services; we want to be known as the best commercial consulting services, training development service in the country.

PRODUCT & SERVICES

OVERVIEW OF SERVICE

Our brand's essence consists of many unique elements that form the magical experience Summit Performance Solutions LLC promises all our clients. Summit Performance Solutions LLC delivers high-end and quality consulting services, training development services with a proven history of positive effects on clients' organization development. It means that the service range will be top quality.

We will tailor our services to meet the needs of our clientele. We strive to bring our service to those who need it and bring exceptional results to their lives and everyone around them through our

service output. Our service output, quality training and materials, innovative approach, unique service targeting various markets, personalized service, and competitive pricing are reasons why the Summit Performance Solutions LLC service is different.

Furthermore, Summit Performance Solutions LLC will provide fast and reliable delivery of its quality service to clients to better their lives and well-being. We care for our services just as we care about our clients. We do not have exclusive relationships with anyone because everybody deserves good personal care. We will use our customer experience, supervisory, fair, and competitive pricing to achieve our business goals.

PRODUCTS DEVELOPMENT ACTIVITIES

As the business grows and our brand earns a positive reputation, we know that several opportunities will be open. We believe our ability to create and list more future service practices opportunities and growth will only be limited by our imagination and our ability to attract talented people who understand the concept of branding. We want to expand our business to new cities and expand to other countries, improve our service output for clients, and have physical intentionally. We will efficiently develop our brand's growth by increasing existing service lines and adding more consulting services practice services.

SALES LITERATURE

We care about our service just as we care about our clients. Summit Performance Solutions LLC is prepared to highlight all of the most important benefits and features in a sales literature packet. This information presents a compelling point of view and a detailed explanation of why consumers should exchange their hard-earned money for our service results.

TARGET MARKET

Research shows that a high percentage of organizations are unhappy with how their service was rendered due to the unprofessionalism of consultants. However, it is important to target our service towards people who will be interested in our service which are the organizations that need our service.

We will consult and train across all levels of an organization, from senior leaders including C-suite executives, middle managers, and general staff. We will work with our clients to understand their business strategy, talent needs, and development objectives, in order to propose solutions to meet their objectives. We will happily engage with audiences of any size – large or small. Our facilitators are experienced working with individuals or groups of up to 200 participants. Actual group size needs only to be limited to the best fit to the content and design of an engagement, the goals of the client, and the medium of engagement. Besides face-to-face delivery, we are capable of accommodating other forms of delivery including pre-recorded and virtual sessions using multiple dial-in sites across the United States, utilizing tools such as polling and chat rooms, and engaging the audience.

To grow and obtain publicity, the brand will make sure it attracts clients once its consulting services and training development service have proven its worthiness and commitment to quality and customer satisfaction. Summit Performance Solutions LLC will survey every potential consumer to identify better demographics, psychographics, lifestyle patterns, and service areas needing improvement.

MARKET ANALYSIS

According to the report published by Allied Market Research, the global corporate consulting, training, and guidance market generated \$332.93 billion in 2019 and is expected to garner \$417.21

billion by 2027, witnessing a CAGR of 9.4% from 2021 to 2027. Growth in the market for Corporate consulting, training, and guidance is primarily attributed to rapidly evolving demand for Corporate consulting, training and guidance in recent years to move beyond training just new hires, salespeople, and leaders supported by learning and development professionals and corporate trainers becoming the strategic partners who are critical to the success of their business will accelerate the growth. Additionally, escalating investment in the latest technology and digitalization in order to provide online or virtual training to learners coupled with burgeoning demand arising from business & professional services and various industries which need skilled and efficient employees has been forecasted to fuel the market growth from 2021 to 2027.

Corporate consulting, training and guidance Market in the US is set to grow by USD 19.51 billion during 2021-2025, Technavio's latest market research report estimates the corporate consulting, training, and guidance market in us to register a CAGR of over 10%.



In the industry, Deloitte Consulting profits most in 2017 and recent years, while PwC and EY ranked 2 and 3. The market share of them is 10.31%, 9.97%, and 9.69% in 2017. The gap of market share keeps on enlarged due to different strategies.

Nowadays, there are three main types of Management Consulting Services, including Operations Advisory, Strategy Advisory, and HR Advisory. And Operations Advisory is the main type for

Management Consulting Services, and the Operations Advisory reached a sales value of approximately 74808 M USD in 2017, with 53.66% of USA sales value.

Management Consulting Services technology is much mature now, and new enterprises cannot surpass existing famous brands on reputation or design in the short term. So, the study

MARKET OVERVIEW

Corporate consulting, training, and guidance, also known as Corporate Education or more recently Workplace Learning, is a system of activities designed to educate employees. While it helps employers, it is also beneficial for employees as it helps them obtain and hone knowledge and skills to progress professionally and personally. The responsibility of training the workforce is generally taken on board by Development or Talent teams in larger corporations and Human Resources in smaller companies. They are required to identify topics and needs of the training programs and make them available for employees. They have a responsibility to build the strategy and roadmaps of employee experiences and journeys.

There is a common stigma around corporate consulting, training, and guidance programs, where employees often struggle to see value in them because they are designed to highlight gaps or are very specific and only relevant to current positions. Hence, the role of L&D now is evolving to enable ongoing learning rather than control it. Better workplace learning is more in demand than ever. According to a survey conducted by LinkedIn, 94% of employees stated that they would commit to staying at a company longer if the company invested in their development. Complimenting this statistic is the fact that 90% of top management also believe that investing in their employees' career development is a positive requirement for the growth of the company.

That settles it then. Both the employees and employers see the importance of the career development of their workforce. What next? Creating 'standardized' training programs for all your

employees will surely present information in front of them but that does not guarantee transfer of knowledge and employee engagement that will translate into growth for the company. The Corporate consulting, training, and guidance industry has accelerated the development of new and improved learning content and new platforms through which to deliver training content. In order to match the pace of the rapidly changing business landscape, these vendors have been continually investing in research and development, with several increasing R&D spending by high double digits. Enabling skills-based learning to occur anytime and anywhere has become a top priority within the training industry as client organizations demand solutions that will help close the skills gaps present in their globally dispersed work environments.

New delivery platforms facilitate growth in the main Corporate consulting, training, and guidance segments—soft skills training, which consists of instruction in non-technical, business-related skills including communication, leadership, management, team-building, succession planning, sales, and customer service; information technology (IT) training, which is predominantly targeted toward IT professionals; and e-learning, which includes infrastructure systems that allow clients to create online content, manage all forms of training (classroom, online, CD-ROM, etc.), track usage by employees, and test and assess student performance. Live virtual classroom and collaboration firms provide products and services that allow clients to hold real-time training sessions over the Internet or corporate intranet, using either installed software or via a Web-hosted service. With constricted workforces in the “jobless” recovery, the emphasis for corporate consulting, training, and guidance is not on acclimating new employees but facilitating the productivity and development of new skills among existing staff, generating modest growth over the next several years.

COMPETITION

It is nearly impossible for a business not to compete unless it is unique that the competitor cannot replicate. In the consulting services service industry, we often face monopolistic competition, whereby many companies exist and compete within the same market size. The ability to minimize the cost as low as possible will be the only competitive advantage to stay in the industry. Many consulting services businesses in the country provide the same services with different techniques or approaches, thus providing direct or indirect competition for clients.

KEY MARKET PLAYERS

The key players operating in the global corporate consulting, training, and guidance market focus on prominent strategies to overcome competition and maintain as well as improve their share worldwide. Some of the major players in the global corporate consulting, training, and guidance industry include

- Bizlibrary,
- GP Strategies Corporation,
- Franklin Covey Co.,
- City & Guilds Group,
- Cornerstone Ondemand Inc.,
- Wilson Learning Worldwide Inc.,
- Allen Communications Learning Services,
- Simplilearn Solutions
- Skill Soft.

COMPETITIVE ADVANTAGES

Summit Performance Solutions LLC offers quality and effective consulting services with a proven positive effect. We provide reliable consulting services training and development service that is

safe for all and services that stand out from its competitors due to its high-quality service, training, and package deals. Summit Performance Solutions LLC has then taken all of these into proper consideration and has observed the customer's satisfaction with their decision. The brand will do everything possible to ensure that all the clients are satisfied with the service so that future referrals are not at risk.

We will be meticulous in what we do. We can respond quickly to changing market needs and trends. We have a high level of customer service and support for our clients. We are confident of our innovative approach to delivering quality service and exceptional training; thus, it will enhance our clients' confidence to refer our service to others.

Key Market Players

BARRIERS TO ENTRY

There are few entry barriers in the consulting services market and distribution due to its nature and diversification. The most relevant barrier to entry for this Company is brand recognition. Many companies have developed strong brands that allow them to benefit from consumers' awareness and brand loyalty. Getting the Summit Performance Solutions LLC name heard will be the main challenge. Nonetheless, the Company's prices, packages, and quality of service will help establish brand recognition. Marketing and advertising are other potential barriers due to the competition's size and the money they are willing and able to spend to get their brand noticed

SWOT ANALYSIS

The following is listing Summit Performance Solutions LLC's key strengths and weaknesses and the opportunities and threats within the market.

STRENGTHS

- The costs of our service are approximately a third less than the famous brand names and end-user prices.
- Summit Performance Solutions LLC is a high-quality service in the industry and has the potential to win the trust and goodwill of its clients.
- Summit Performance Solutions LLC fills the need of being practical to use its service properly in today's climate.
- Individualization of training routines
- Training in everyday real-life settings and at all time
- Biofeedback
- Creation of an almost infinite number of scenarios
- Manipulation of the visual environment
- Repetitive actions are not feasible in reality
- Summit Performance Solutions LLC has strong backing support from the experience of the brand's owner.
- Targeting the correct customer for our service is one of our significant strengths.
- Summit Performance Solutions LLC's owner has substantial experience with marketing and social media strategy. He will leverage in developing and implementing her brand strategy.
- Good understanding of the target market.
- Ability to provide unique, high-quality, healthy training.
- An enthusiastic company with a robust and infectious leader

WEAKNESSES

- The limited initial capacity of the Company
- The limited current presentation of haptic/tactile sensations
- Requirement for considerable computational power and a broad data bandwidth
- The time lag between the real and virtual worlds

- Limited availability of data
- Obtrusiveness (bulky, heavy equipment)
- The introduction of new practices and personnel who have not previously worked together presents a challenge to the brand.

OPPORTUNITIES

- Remote coaching
- Creation of new job opportunities
- Improvement of skills, tactics, and creative behavior
- Increasing exercise compliance by decreasing perceived exertion and enhancing the enjoyment
- Management of psychological stress, e.g., fear and anxiety
- Improvement of rehabilitation and recovery by improving diagnostic procedures and allowing training without direct supervision
- The education industry is one of the most flourishing businesses in the world.
- A majority of the market is unaware of the new consulting services we would bring
- An easily scalable business model
- We can make our service output that caters to the audience of our choice.
- Technology makes our business more efficient and effective.
- As our intended target markets are in relatively accessible areas, we want to meet their requirements in the shortest possible time.

THREATS

- High Cost
- The entrance of new competitors
- Equipment's shortage

- Decreasing local population
- Established network of competitors
- Non-acceptance by employee
- Risk to mental and visual health
- Questionable transferability to real-life scenarios
- Potential development of unnatural patterns in information dissemination
- The presage that we are apt to face includes calamitous government guidelines, international mercantile deterioration, and the list continues.

MARKETING & SALES

POSITIONING

The consulting services, training, and development industry is a very competitive market, and many consulting services are already providing their services, including many international brands. We can compete in the market through the application of a marketing plan. Providing a high-quality service output and raising the Company's profile through its excellent service, the industry needs to notice Summit Performance Solutions LLC and understand its uniqueness. Brand recognition is another challenge but with effective marketing and word of mouth through clients, Summit Performance Solutions LLC is confident it will quickly establish brand recognition in the marketplace. Our employees will also help in positioning our Company in the target market. The staff will work diligently to create lasting relationships with clients. Excellent customer service is vital to give clients confidence in our services. Building an environment of teamwork, positive communication, and respect helps ensure our employees are happy to work with our Company and more apt to share our marketing messages enthusiastically with clients. In addition to our official advertising campaign, our employees remain the face of our business.

MARKETING OBJECTIVE

The Company's marketing plan's goal is to ensure long-term success and maximum visibility for the business in its targeted market. It will achieve this through the following measures:

- Establish the brand identity in the marketplace
- Develop demand for brand consulting services, training, and development service regularly.
- Build a strong base of loyal clients through impeccable and personalized experiences
- Provide quality service to the targeted cities and beyond, focusing on generating revenue.
- Our service will not be limited to our location and nearby cities. We will also be able to reach out our service to other cities across the states.
- To maintain customer relationships as a deeply valued and essential consulting services, training, and development service.
- Build brand awareness: A Marketing strategy to grab and captivate consumers from day one and continue to utilize our excellent services for years to come.
- Enhance customer relationships: To maintain customer relationships as a deeply valued and essential lifestyle accessory, multi online marketing tactics, physical and digital distribution partnerships, effective marketing strategies, and cleverly crafted skincare models and contingency plans.

MARKETING STRATEGIES

Summit Performance Solutions LLC's focus is to adopt the best and most effective marketing strategies, which will promote our business by improving our visibility on the international level. We will use the following marketing strategies to promote our website and increase our number of clients, increasing our sales and profits.

- We will use Google My Business. It is one of the most powerful marketing strategies for small businesses to promote business. Our business listing will get a promotion on Google My

Business. For targeting local markets, this platform is a powerful marketing medium. The listing appears at the top half of the search page ahead of the search results.

- We will pair our strategy with Google AdWords. AdWords is a marketing tool to get the results immediately. For maximum output, we will pair this channel with my other marketing strategies.
- We will explore content marketing by creating relevant content showcasing our business values and the care we take people's health first; as a result, our work output
- This way of content marketing is a proven tactic to drive traffic towards business from varied sources.
- We will create Facebook ads by placing Facebook ads to target our specific set of consumers based on their location, online behavior, sex, age, etc. It will be among our top marketing strategies for our business. Facebook Ads Manager will guide us to create, run, and test many ad tests to determine which ad formula is catching our consumers' attention.
- We will make partnerships with other brands to reach out to more people by collaborating with other ventures. This will be an effective way of marketing our products and services as we will be using the other ventures' consumers to promote our products.
- We will use social media because most of our target audience is using social media for customer support. Our consulting services service and video samples will be present on all the major social platforms like Twitter and Facebook.
- We will advertise in print media such as newspapers and magazines because they have a broad readership. In this way, our advertisements for services or services will catch the attention of people who rely more on print media for detailed news and views.
- We will build up an online platform and forum for our clients to build up direct contact with us and communicate with each other. This will help us grow our Company fast.

- We will use email marketing. It is a low-cost strategy that we will use to enhance our global reach of the business. We will automatically send emails without wasting our time. Emails are easy to set up and run, and we will establish communication with our consumers immediately.

MARKETING TOOLS AND METHODS

Our crucial marketing tools and methods will be through Click funnels/ Landing Pages/ For Sub Boxes: Facebook, Pinterest, Instagram, Twitter, Google, and YouTube.

Word of Mouth Marketing: Despite the existence of and fast-growing social media platform, WOMM cannot be ignored. An offline strategy like WOMM is needed by our brand's recommendation by people (our loyal clients) sharing their experiences about our products with friends over the phone or face-to-face. Survival flow will put this strategy to its full advantage. The advantages are limitless, to mention a few; we will;

- Offer a referral campaign where our clients can send new clients our way.
- Provide an email campaign where we stimulate our clients to forward a message to their friends
- Create shareable content on our website
- Create an event marketing to have our top clients or clients bring their friends

Web-advertising using targeted email and auto-responders: Email will be used as one of the oldest digital marketing forms and one of the most influential and cost-effective media of marketing strategies. With email, our targeted market can be reached straight in their inboxes. This is very vital as it is a tool that can help raise responsiveness about our products.

Related media publications: We will likewise make media distribution to tell individuals outside the objective area about our services, offers, and objectives to help increase additional clients.

Search Engine Optimization: Sending potential clients to the wrong website is a nightmare for a brand's reputation. The best solution is to get our website ranking higher in Google or Bing search results. If we find a spoofed website infringing on our brand, we can report those sites to Google.

Utilize social media: The use of social media cannot be undervalued. There are so many good benefits and useful data to be found on the plethora of platforms, and all the tools can be used to promote our products, events, trade shows, stories, shares, likes, etc.

PAYMENT OPTIONS

We hope to bring payment options that are unique and make the payment for the service we offer very easy for our clients. It is important to note that we have also partnered and registered with the country's necessary financial institutions, and we hope to make use of that relationship.

- Payment via online transfer
- Payment via mobile money
- Payment via bank transfer
- Payment with cash

The above payment options were carefully chosen and run without any form of hitches or inconvenience.

SALES STRATEGY

We intend to position ourselves as a desirable alternative source of high-quality consulting services - training and development provider. This shall be undertaken through high-quality materials and service processes to ensure the efficient delivery of the quality service output. The service strategy will also be based on quality, combined with making the service readily available to the clients.

PRICING STRATEGY

The price is the amount of money charged for a product or service rendered. Even though non-price factors have increasingly gained importance, the price remains one of the most important elements determining a firm's market profitability. Price is the only element in the marketing mix that produces income, and other elements represent costs. Price is also a very flexible element. Unlike product features and channel elements, prices can be changed quickly.

Our pricing system will be based on what is obtainable in the industry. We want to be flexible with our prices as they are subject to change at any time. We will charge a more affordable fee than our competitors to keep up with our clients and not compromise our service's standard in a bid to sell at an affordable rate.

OPERATIONS PLAN

OPERATIONS SNAPSHOT

Summit Performance Solutions LLC's operational snapshot, including date, found, business entity registration, and business ownership, can be seen below.

DATE FOUNDED	2021
BUSINESS OWNERSHIP	Michael Warner
BUSINESS ENTITY	Limited Liability Company
LOCATION	N/A
PHONE	N/A

EMAIL ADDRESS

michael@summitperformancesolutionsllc.com

WEBSITE

<https://www.summitperformancesolutionsllc.com/>

OWNERSHIP & LEGAL ENTITY

Summit Performance Solutions LLC is owned by Michael Warner, who is well experienced in the field of training, development, and instruction. He has spent his entire career working in public service. The CEO will stay as a critical contributor to the business throughout its growth and expects to remain the majority shareholder for the Company's foreseeable future.

The business operates as a limited liability company to maintain credibility and transparency to associates and end clients. It will also protect the use of the company name and allow for ownership to be exchanged for financial and service investment into the business. Summit Performance Solutions LLC is available to be trademarked for intellectual protection of the brand identity and to assert professionalism.

STRATEGIC GROWTH

One of Summit Performance Solutions LLC's primary goals is to build a business that will survive off its cash flow without injecting finance from external sources once the company is officially running. Summit Performance Solutions LLC will ensure that the right foundation, structures, and processes are put in place to ensure that the business is well taken. The Company's corporate culture is designed to drive our business to greater heights, expand services, and train our workforce as the business grows.

MANAGEMENT TEAM

Currently, the founder, Michael Warner, has over 20 years of experience working in the field of training, development, and instruction. He has spent his entire career working in public service, both as a civilian and a member of the United States Air Force. Michael has earned both a Masters's and doctoral degree in education, specializing in Performance Improvement and Development, and is the founder and CEO of Summit Performance Solutions, LLC.

When he is not writing or serving his country, Michael enjoys reading, watching sports, exercising, traveling, and spending as much time as possible with his family. His family means everything to him, and his accomplishments are just as much theirs as his own. He resides in Sacramento, CA with his beautiful wife and two amazing boys. The CEO and the co-founder will be fully involved, committed, and devoted to its daily operation; therefore, there is no doubt about its technical qualities, expertise, and business success experience.

The founder will be tasked with different business responsibilities, making critical decisions regarding the Company, contributing to marketing ideas, developing relationships, establishing strategic alliances, and negotiating contracts. It will be an exciting challenge to figure out how to incorporate new team members, such as social media managers, customer care, and others, without losing the customer's relationship that is taking the Company to where it should be. The founder will hire competent personnel to form the Company's management team as soon as the business structure is well-formed. The management will adopt a business process and structure that will guarantee a good return on investment (ROI), efficiency, and flexibility.

PERSONNEL PLAN

Having the right business structure is very important to us, so we have laid the right plans to ensure that our foundation is correct and stays true to our aims, mission, and vision. We will hire employees with needed specialized skills as well as interpersonal skills that fit our business description. The Company will do everything necessary to hire employees who are qualified, hardworking,

oriented, creative, result-driven, customer-centric, and ready to help build a prosperous business that will benefit the Company.

MANAGEMENT STRUCTURE

The Company depends on an organized division of responsibilities to run an efficient, diversified enterprise. The owner's main decisions and responsibilities will focus on maintaining high quality and a cohesive business entity.

- Preparing materials relating to the business
- Successfully implement company policy.
- Develop strategic plans
- Maintain an effective management team
- Dictating the direction of the business
- Cross-checking the effectiveness of sales and marketing plan
- Signing documents relating to the business
- Identify problems, make decisions, and evaluate the result.