



SUMMIT PERFORMANCE SOLUTIONS, LLC

Vision and Mission

“Our mission at Summit Performance Solutions LLC is to stimulate learning and development by providing effective tools, such as Gap Analysis, SWOT Analysis, Action Planning and consulting services, in addition to performance improvement workshops to assist with facilitation.”

CONFIDENTIALITY AGREEMENT

The undersigned reader of the **Summit Performance Solutions, LLC (SPS)** Business Plan hereby acknowledges that the information provided is completely confidential. Therefore, the reader agrees not to disclose anything found in the business plan without the express written consent of management.

It is also acknowledged by the reader that the information presented in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of the same by the reader may cause serious harm and or damage to **Summit Performance Solutions, LLC**.

Upon request, this business plan document will be immediately returned to management.

This is a business plan. It does not imply an offer of any securities.

This contract shall be governed by any applicable law in Summerville, SC.

Signature

Printed Name

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1 BUSINESS OVERVIEW

1.1 EXECUTIVE SUMMARY

Summit Performance Solutions LLC is a Veteran-Owned and Operated business, which can provide guidance and assistance on the numerous aspects of learning and development within your small business, through consulting, training and facilitation services. With over 20 years' experience in the field of performance improvement and development, the members of SPS can help you transform your organizations training program to attain the highest level of performance and potential. In addition to consulting, SPS offers professional development products, strategic workshops, one-on-one coaching and special projects to address any training development needs for your small business.

Summit Performance Solutions LLC believes that it can truly help these small businesses and entrepreneurs create the blueprint of their vision and ensure each member of the organization is trained effectively, to attain the highest level of performance and potential, while exploiting weaknesses and filling the gaps.



We are located in Summerville, South Carolina; a location with a high volume of small businesses that are our ideal targets; we will not limit our market to Summerville. Instead, SPS plans to leverage the internet to connect with as many people as possible who need our services across the US and the globe.

The founder and CEO of Summit Performance Solutions LLC believes that effective training provides the framework for a successful business. In addition, he believes that small businesses and entrepreneurs suffer from two major problems, the lack of training or development resources, and the depth of knowledge needed to create the proper training plan, which depends on their current mission or intended outcomes. Remember, it's a process and we need to trust the process to attain the highest level of performance. Both shortfalls discussed can lead to lowered expectations, lack of business and personal growth, and ineffective output, which can instil burnout and high turnover.

1.2 OUR VISION AND MISSION STATEMENT

SPS is a Veteran Owned and Operated Business, whose sole mission is to help small businesses reach the highest level of training and development by assisting them in creating and implementing their desired blueprint for training. As a Veteran outreach organization for life's transitions, SPS applies innovative ideas acquired through 20 plus years of military service to assist small businesses reach their full potential by advising them on the most effective and efficient ways to reach their peak! Our mission at Summit Performance Solutions LLC is to stimulate learning and development by providing effective tools, such as Gap Analysis, SWOT Analysis, Action Planning, and consulting services, in addition to performance improvement workshops to assist with facilitation.

The vision at SPS is committed to the enhancement of effective training by helping small businesses address concerns within their training program, to achieve success at the highest level. SPS professionals offer high-quality and collaborative consulting and development services for ALL levels of training. Our vision is to become a sustainable and innovative company, providing effective guidance at the highest level, while giving back to the Veteran Community.

1.3 BUSINESS OBJECTIVES

These aims and objectives provide the basic principles and guidelines by which we conduct our business. They are further divided into financial and non-financial objectives:

1.3.1 Non-Financial Objectives

- To build a robust business structure and be a positive reference in our industry
- To build an efficient and easy-to-deploy service framework for our clients
- To offer the best assessments, packages, and other services for small businesses operating within our target markets
- To build on relationships, by remaining loyal to the cause and client base
- To customize packages that best meet the needs of every client
- To provide all equipment and resources needed for us to effectively achieve results with our clients.
- To build their customer base by delivering top-notch analysis

1.3.2 Financial Objectives

- To generate substantial revenue between \$20,000 to \$30,000 on an annual basis
- To record 20% growth in the second and subsequent years.
- To provide the resources for the company to launch and function during the first three years of business operation
- To raise \$10,000 as start-up capital for the company
- To have a 70% gross margin by the end of the first year and achieve a payback on investment within five years

1.4 KEYS TO SUCCESS

- **Great Service Offering** – The services which we offer are essential to the well-being of small and medium-scale businesses. We are bound to achieve success in selling our services to small businesses operating in our target market and helping them to improve their training services.
- **Continuous Development** - At Summit Performance Solution, we never stop learning, contributing to public knowledge in areas of our expertise, testing new techniques, and sharing results and findings with our colleagues in the industry.
- **Integrity** – We always strive to achieve the best result during every project or training. Our dedication to sound organizational culture, professional development, authenticity, and good business ethics are evident both in words and in actions around the firm.

2 COMPANY OVERVIEW

2.1 REGISTERED NAME AND CORPORATE STRUCTURE

Summit Performance Solutions, LLC is a business consultancy company owned by a sole founder, the founder owns 100% equity shares of the company which is registered as a consulting outfit at the time of the launch of the business. The company will be registered by the corporate laws guiding business operations in South Carolina.

2.2 THE FINANCING

SPS leadership will pool the capital that is needed to finance the startup operations of the business through angel investors, small business loans, grants, and other sources. The needed funding obtained will be crucial in the recruitment of staff, registration, advertising, setting up the right business model, market base, and other administrative costs that will keep the company in operation, as needed.

Summit Performance Solutions, LLC plans to generate revenue from the payment that clients will pay for consultation and other services, payment to attend our workshop, and the creation of a viable action plan for the training and facilitation of employees.

3 SERVICES DESCRIPTION

Summit Performance Solutions is a training-based consulting company that focuses on consultation and guidance on and helping to create training plans for smaller businesses. The goal is to assist them in both facilitating and creating training plans for their business/services. We will conduct an initial consultation to discuss our client's business/current training or lack of, after which we will provide them with a SWOT analysis on their current program, a GAP analysis using ISD models, and create a viable action plan for training to address any issue that they may have and provide them with a blueprint of how to effectively train their employees. In addition, SPS will provide constant guidance and render other training related services as requested, such as one-on-one coaching, workshops, and methods of facilitation.

Our services are presented below:

Consulting

Summit Performance Solutions LLC delivers high-end, detailed, collaborative, and quality consulting services. The aim is to provide small businesses with the comfort and confidence needed, by providing deep analysis and recommendations in decision making and implementation when it comes to training.

Training Development and Facilitation

Summit Performance Solutions LLC will provide the blueprint for your organizations training program. This will include a gap analysis, SWOT analysis, Action Planning, and effective methods of facilitation. The goal is to provide your business with the most effective methods to enhance the knowledge and skills of its members to improve performance and potential, and serve at the highest level.

Performance Improvement and Business Development

Summit Performance Solutions LLC delivers advanced performance improvement tactics, techniques, and strategies for success in the form of seminars, workshops, and one-on-one coaching sessions, which look to help individuals within the organization to grow and achieve their training goals at the highest level, while implementing innovative business development milestones.

SWOT Analysis, Gap Analysis and Action Planning

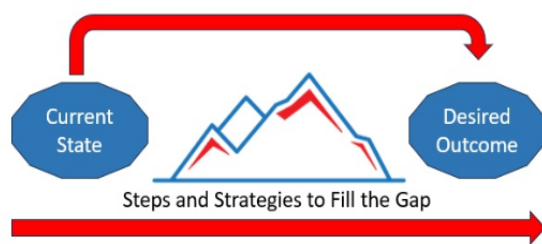
After the initial consultation, Summit Performance Solutions LLC will provide you with a SWOT Analysis, which examines both internal and external factors to your current program. This will help your organization challenge assumptions, uncover blind spots, and build an effective training program. SPS will provide a detailed GAP Analysis which will highlight the current state of your training program, the desired outcomes, or “where you want to be,” and determine what steps should be taken to fill the gap, meet the desired outcomes, and perform at the highest level. SPS does not stop at analysis, but offers our clients a way out, providing them with a visual action plan to assist them in their success. The action plan utilizes the eight strategies for success from the transitional learning process, or TLP, to provide its clients a needed blueprint for development and implementation.

SWOT ANALYSIS

After the initial consultation, Summit Performance Solutions LLC will provide you with a SWOT Analysis, which examines both internal and external factors to your current program. This will help your organization challenge assumptions, uncover blind spots and build an effective training program.

GAP Analysis and Action Planning

In addition to a detailed SWOT Analysis, SPS will continue to provide service at the highest level, by creating both a GAP Analysis and Action Plan for your anticipated training program. These two extremely effective resources, in addition to the SWOT Analysis, will provide your business with the needed blueprint for success, which will assist your organization with executing peak performance and provide service at the highest level.



GAP Analysis

SPS will provide a detailed GAP Analysis which will highlight the current state of your training program, the desired outcomes, or "where you want to be," and determine what steps should be taken to fill the gap, meet the desired outcomes, and perform at the highest level

Action Planning

Strategic Planning + Systems Thinking = Eight Strategies for Success

SPS does not stop at analysis, but offers our clients a way out, providing them with a visual action plan to assist them in their success. The action plan utilizes the eight strategies for success from the transitional learning process, or TLP, to provide its clients a needed blueprint for development and implementation.



3.1 PRICING STRATEGY

Our services are affordable and in line with the industry standard and the revenue target that can sustain our operations. Training consultants charge an average of \$75.00-100.00 per hour with an expected revenue of over \$100,000 per annum in the US. As you will see by the information provided below regarding SPS competitors, our fees will remain competitive while providing small businesses with an affordable and focused option for effective training solutions, as our rates mirror industry averages. Services will vary depending on the client's needs, but we ensure that we put their interest first and deliver values that are beyond the amount they are paying for our services.

4 MARKETING STRATEGIES

4.1 MARKETING OBJECTIVES

- To increase brand awareness and improve brand equity.
- To increase customer base by targeting customers in multiple cities across the US
- To improve marketing strategies for higher ROI in marketing efforts
- To improve customer acquisition rate and increase customer retention

4.2 PROMOTION STRATEGY

We will ensure that all our customers, to a reasonable degree, are satisfied with our services. We will also gather information from them to serve them better. This type of first-hand market research will prove invaluable in attracting more customers and retaining existing ones. Social Media includes all internet and mobile-based publishing technologies including websites, email, MMS, and SMS.

Examples of social media platforms that we will utilize include but are not limited to:

- Social networking sites (Facebook, Instagram, LinkedIn)
- Micro-blogging sites (Twitter)
- Blogs (including Company and personal blogs as well as comments)
- Video and photo-sharing websites (Flickr, YouTube)
- Forums and discussion boards (Google Groups, Yahoo! Groups)
- Online Encyclopedias (Wikipedia)

Our strategy is to grow the business by nurturing clients and differentiating the service from our competitors, particularly through service and solid business ethics. All criteria from customer satisfaction, service provision, and price competitiveness are to be looked at thoroughly in the initial stages as areas for improvement.

4.3 COMPETITOR ANALYSIS

The following are the identified competitors of our company:

Ready to Launch Research

They offer the following products and methods:

- Surveys
- Focus groups
- Digital Research
- In-depth interviews (IDIs)
- Online communities
- Discussion Boards
- Mobile Research
- Ethnographic research
- User experience testing
- Hybrid studies (qual and quant)

The company has extensive experience in the following industries:

- Non-Profits
- Technology/Apps
- Entertainment
- Start-Ups
- Consumer packaged goods (CPG)
- Beauty
- Pharmaceutical
- Education
- CBD/Cannabis
- Travel and leisure
- Video games
- Fitness
- Food, alcohol, and spirits

Pricing: The company charges between **\$150** and **\$199** per hour.

Professional Development Alternatives

This consulting firm offers training in areas such as leadership, communication, team building, diversity, and inclusion. These are offered through facilitated and independent study courses which are offered locally and statewide. They offer self-paced learning, content-related activities and assessments, user-friendly format, and responsive design.

Pricing: The company charges between **\$100** and **\$150** per hour.

Training Folks

A top training company that provides training services, custom employee learning solutions, eLearning development, skilled instructional designers, and contract trainers. They create new custom eLearning programs, maintain existing ones, or take in-class training content online with a dedicated team of experienced eLearning developers. They improve overall learner experience while easily managing their clients' training and development records, data, and reports with a fully hosted LMS solution from Training Folks.

Pricing: The company charges between **\$100** and **\$250** per hour.

The Company to Keep for Growth

They are a highly specialized consulting team focused on helping B2B companies develop breakout growth strategies. Their proprietary marketing system is designed specifically for IT, Financial Services, and other Professional Services Firms.

They have been helping firms grow since 1997 and each of our Partners (your primary contact) has at least 25 years of experience creating sustainable growth by leveraging their playbooks, research, and technology. Unlike typical consulting firms, they stay actively involved with clients by providing resources and management to implement their recommendations.

Pricing: The company charges between **\$200** and **\$300** per hour

Broadmoar Consulting Group

As consultants, real consultants, working with businesses in a B2B and B2C space, they take a different approach because different strategies, objectives, tactics, and methods work specifically to grow businesses. They have been successfully working in branding & marketing for 40 years. They have had the privilege of working for, and with, Fortune 500 companies and SMB businesses all around the world.

Pricing: The company charges a minimum of **\$1,000** per project

5 MANAGEMENT SUMMARY

Being an entrepreneur isn't easy, but it's rewarding when a person strives to learn more and give back, especially within the veteran community. Diversity, equity, and inclusion are essential in business, and the overall goal is to provide this type of attention to small businesses in need of effective training solutions. Here are some additional goals for SPS:

Networking

To build a solid reputation in the field of training and development, by providing detailed and effective outcomes and fostering positive and reputable connections so that others in the industry will refer clients in need of dependable service.

Growth

Look to maintain an expansive presence on the internet and on social media, which stays loyal to small businesses and its clients, while showcasing SPS's Veteran owned and operated consulting and development services.

Long Term Vision

In addition to maintaining steady growth that will sustain the business long-term, SPS will look to enhance Veteran outreach outlets and add to already available services, to include recruitment and placement services.

Support Change

The overall goal of SPS services is to be instrumental in effective change in the field of training and development for small businesses. We are all capable of change, and can reach our peak, our potential and perform at the highest level if we trust the process.

The CEO will oversee and decide what goes on in the business, which is in line with the stated goals and objectives of the company. He will be in full operation devising all means and strategies, putting his expertise, skills, and experience in the business world to help Summit Performance Solutions, LLC achieve its true potential and become its customer's first choice in the US.

Remember, TRUST THE PROCESS and success at the highest level is possible!