



Biztalk Call Center

BUSINESS PLAN

Adding Care through Calls



Prepared By



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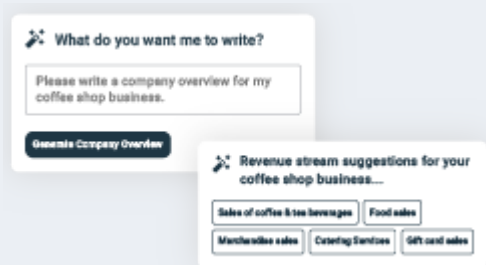
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1.

Executive Summary

Mission Statement

Vision Statement

Customer Focus

Objectives

Financial Summary



REMEMBER

Before you think about how to start a Call Center business, you must create a detailed Call Center business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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☐ Biztalk Calling

Biztalk Calling Services, LLC is a one-stop, standard and licensed call center that is fully equipped with the latest technology in the telemarketing and call center industry. Our call center will be located in the heart of Woodbridge, Detroit - Michigan, U

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Mission Statement

☐ Biztalk Calling

It is the mission of BCS to provide our clients with top-quality call center services 24 hours a day that provides the greatest chance of communicating with end customers. We do B2B and B2C services including both inbound and outbound calls. We have a d

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Vision Statement

☐ Biztalk Calling

Our vision is to become the number one call center agent in the whole of Detroit, Michigan within the first five years of starting the business.

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Customer Focus

Biztalk Calling

Biztalk's keys to long-term survivability and profitability are:

- Create long-term contracts that demand constant monitoring of on-call services.

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Objectives

Biztalk Calling

The three-year goals for Biztalk Calling Services LLC (BCS) are:

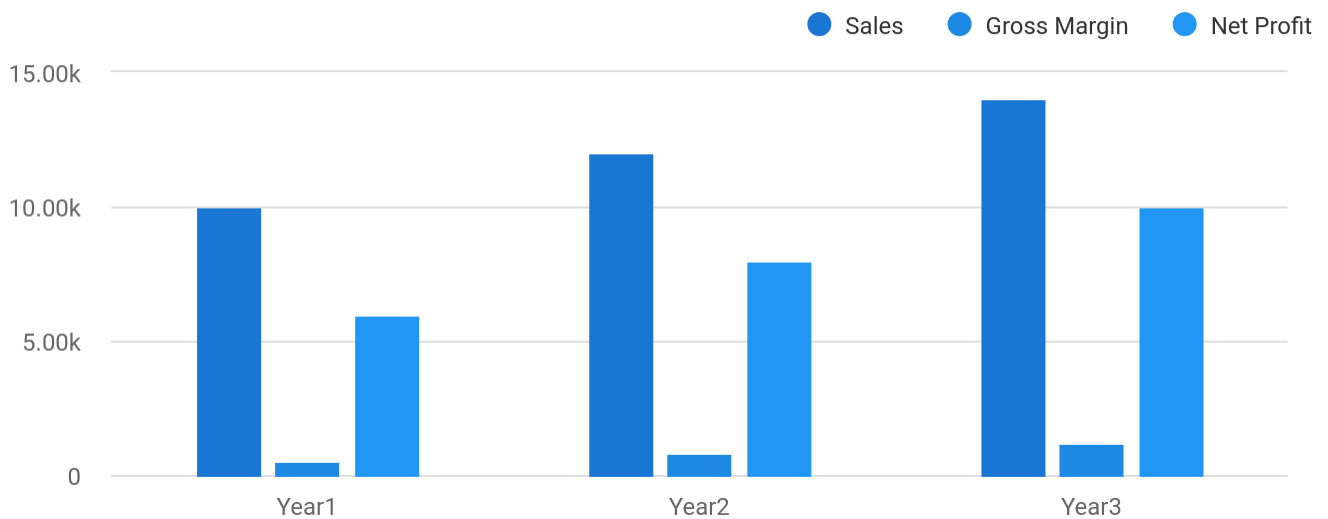
- Achieve break-even by year two.

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Financial Summary

3 Year profit forecast



Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

Business Structure

Startup summary

☐ Biztalk Calling

Biztalk Calling Services will be a limited liability company registered in the state of Delaware for tax purposes. Its founder is Mr. John Moore, a former telemarketing head with Medfone, Inc. Mr. Gibbs has brought together a highly respected group of telemarketers.

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Business Structure

☐ Biztalk Calling

The success of any business is to a larger extent dependent on the business structure of the organization and the people who occupy the available role. Biztalk Calling Services, LLC will build a solid business structure that can support the growth of our call center.

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Startup summary

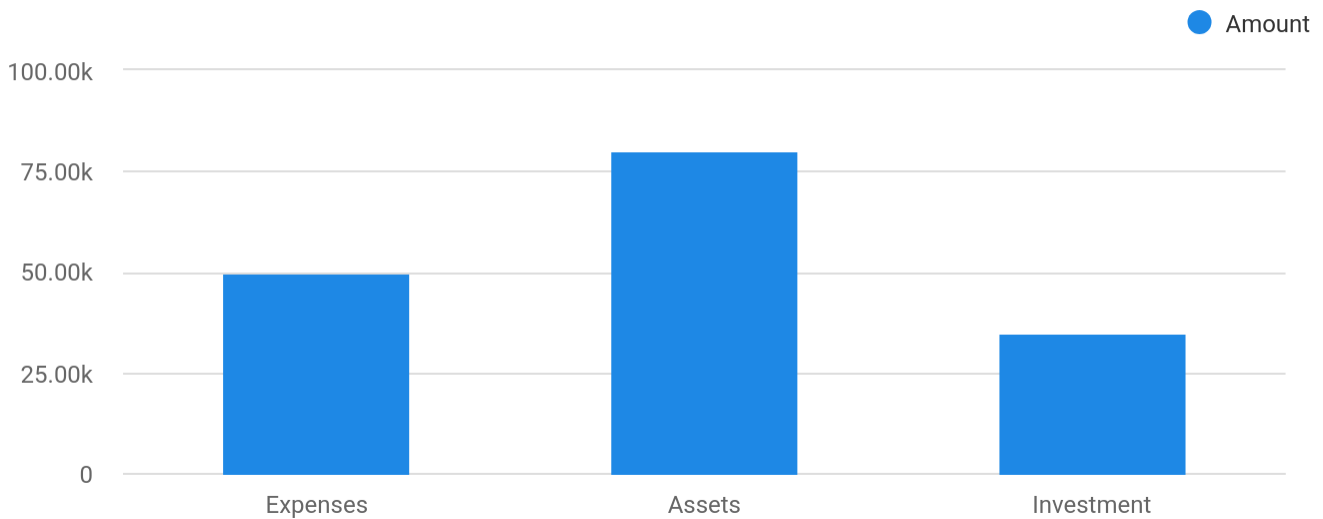
☐ Biztalk Calling

The start-up assets required are shown in the tables below. This includes expenses and the cash needed to support operations until revenues reach an acceptable level. Most of the company's liabilities will come from outside private investors and management.

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Startup cost



Cost distribution

Amount

Expenses 50,000

Assets 80,000

Investment 35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

Start-up Expenses	Amount
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125

Start-up Expenses	Amount
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services

📄 Biztalk Calling

Biztalk Calling Services, LLC is going to offer varieties of services within the scope of the telemarketing and call center industry in the United States of America. Our intention of starting our call center in Woodbridge – Detroit is to make profits from the tele

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Providing telephone answering services



Providing contract or fee-basis telemarketing services



Providing wake up call services



Providing voice mailbox services



Providing telephone solicitation services



Providing message services



Providing customer service via call centers



Technical support services



Debt collection services



Related call center advisory and consultancy services

📄 Biztalk Calling

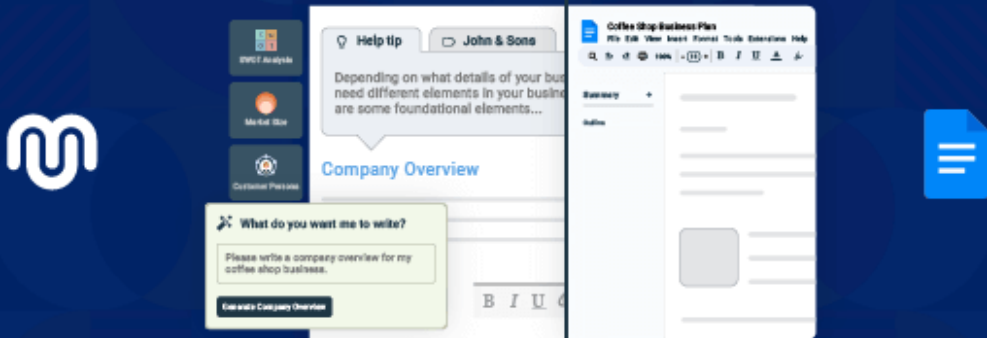
BCS is not a telemarketing company; we do not create marketing campaigns for our clients. Experience has shown that many companies desire to create their own marketing campaign since they already have marketing personnel with extensive contact a

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4.

Market Analysis

Market Trends

Market Segmentation



REMEMBER

The most important component of an effective Call Center business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from

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Market Trends

Biztalk Calling

The Telemarketing and Call Center industry is indeed witnessing steady growth over the years especially in countries such as the United States, China, India, the Philippines, and even in the united kingdom. Though some players in this industry would prefer to

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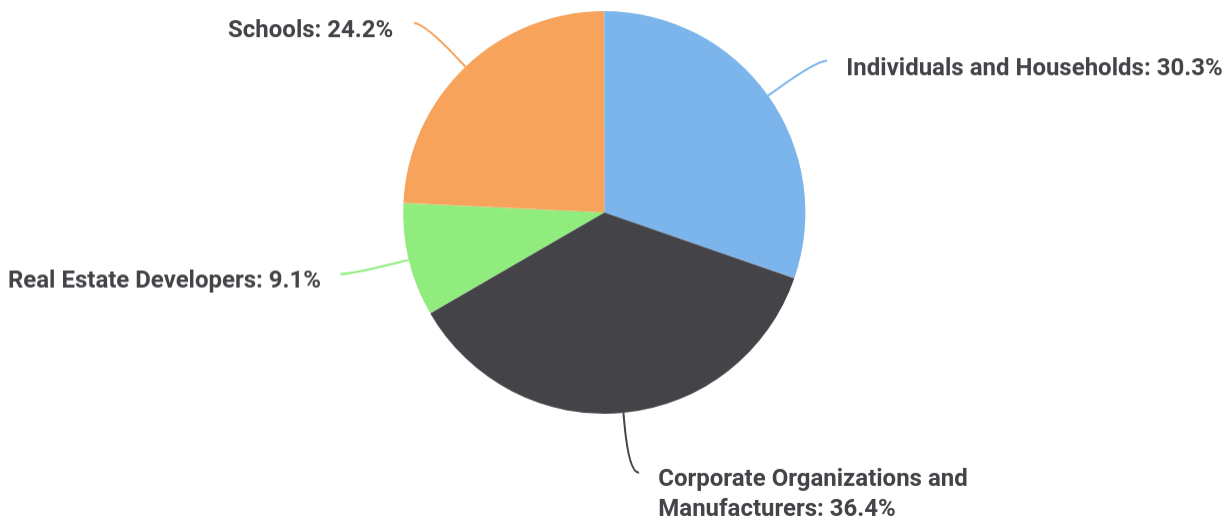
Market Segmentation

Biztalk Calling

Given the increasing popularity of the call center industry, Biztalk Calling Services understands the value of coming up with sustainable marketing strategies to acquire a larger market share. Being the second-largest city in the United States, Detroit is a business

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☐ Biztalk Calling

Corporate organizations rely on an infrastructure that allows seamless communication to achieve various business objectives. For this reason, every corporate entity needs a robust and flexible call center service that has the capability to accommodate bu

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Corporate Organizations

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☐ Biztalk Calling

One of the main services offered by Biztalk Calling Services is marketing and lead generation. Call centers play a major role in advertising and brand awareness which attracts marketing agencies intending to roll out advertising campaigns for various prod

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Advertising and Marketing Agencies

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☐ Biztalk Calling

Political parties have been identified as a potential customer group to reach out to in this call center business plan sample. Political parties often conduct fundraising and campaigns which need a professional call center facility to handle all communication as

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Political Parties

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☐ Biztalk Calling

With many religious organizations operating in Detroit, the demand for call centers is high as religious establishments are always in need of call centers to support various organization functions. Just like political parties, religious organizations engage in

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Religious Organizations

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5.

SWOT Analysis

We are aware of the importance of knowing our areas of strength and weaknesses, and we have gone to a good length to make that known.

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Strength

Our core strength lies in our service offerings, the power of our team, and the state-of-the-art call center equipment and software applications that we have. We have a team that can go all the way to give our clients value for their money. We are well-positioned in the heart of Woodbridge, Detroit and we know we will attract loads of clients from the first day we open our call center for business.

Weakness

As a new call center in Detroit, it might take some time for our organization to break into the market and attract some well-established corporate clients; that is perhaps our major weakness. Another weakness is that we may not have the required cash to pump into the promotion of our business the way we would want to.

Opportunity

The opportunities in the telemarketing and call center industry are massive especially in Detroit, and we are ready to take advantage of any opportunity that comes our way.

Threat

Technology and the internet which of course is a major tool for the advancement and gains achieved in the telemarketing and call center industry can also pose a threat to the industry. The truth is that with the advancement of technology, it is now easier for organizations to leverage software applications to conduct their telemarketing, market research, and communicate with their clients.

6.

Strategy & Implementations

Sales Strategy

Advertising Strategy

Sales Forecast



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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Sales Strategy

☐ Biztalk Calling

Biztalk's management will be focusing on leveraging its employee's established reputations and contacts in the telemarketing industry to generate contracts. Both Mr. Gibbs and Mr. Hannover have been in the industry for many years and experience shows that n

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Advertising Strategy

☐ Biztalk Calling

We have been able to work with brand and publicity specialists to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to take the telemarketing and call center industry by storm which i

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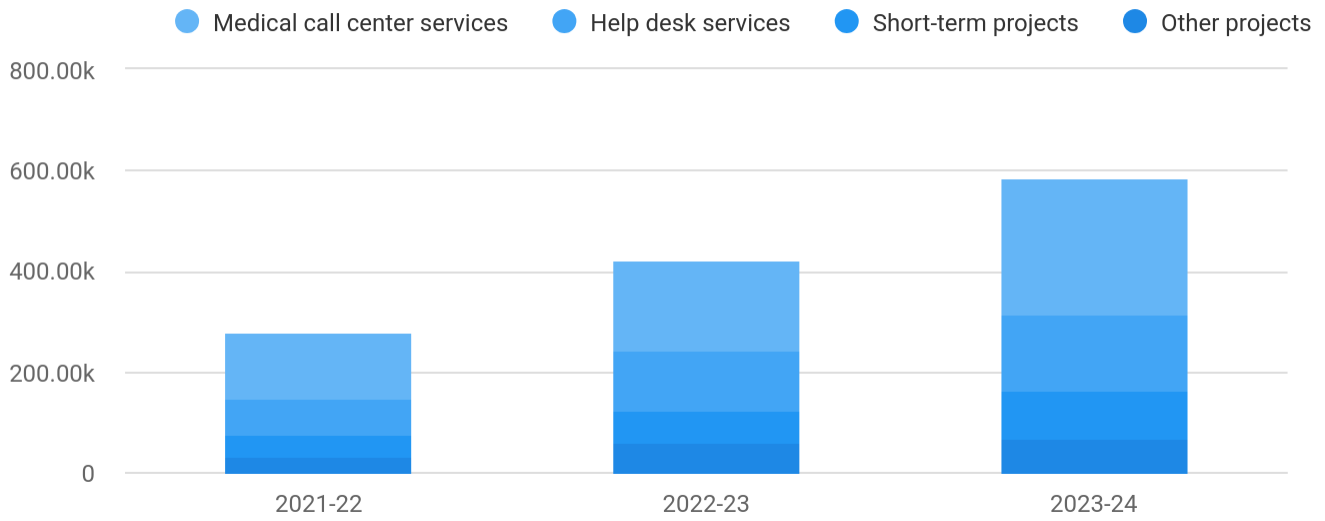
Sales Forecast

☐ Biztalk Calling

Sales are based on the various contract projects we anticipate acquiring in the various market segments. Revenues are based on average costs per project/contract based on estimated time and complexity of contract plus an undisclosed profit margin. The cor

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Financial Year	Medical call cente...	Help desk services	Short-term projec...	Other projects
2021-22	132,000	69,000	43,500	33,500
2022-23	180,000	120,000	65,000	58,000
2023-24	270,000	150,000	96,000	69,000

7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Call Center business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by

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☐ Biztalk Calling

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Call Center business start-up, no equity funding or outside loans will be required. With the help of

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$1,294,881.85	\$3,615,672.10	\$10,452,522.75
Inbound Customer Service	\$474,431	\$1,194,708	\$3,008,474.50
Unit Sales	9,489	23,894	60,169
Unit Price	\$50	\$50	\$50
Outbound Sales Calls	\$748,450.85	\$2,348,964.10	\$7,372,048.25
Unit Sales	21,384	67,113	210,630
Unit Price	\$35	\$35	\$35
Technical Support Services	\$72,000	\$72,000	\$72,000
Total Hours	2,400	2,400	2,400
Hourly Price	\$30	\$30	\$30
Cost Of Sales	\$111,035.19	\$232,945.42	\$581,403.26
General Costs	\$111,035.19	\$232,945.42	\$581,403.26
Call Center Operations	\$90,109.09	\$209,365.43	\$554,832.69
Call Center Technology Costs	\$25,364.99	\$28,581.81	\$32,206.53
Telecommunication Expenses	\$64,744.10	\$180,783.62	\$522,626.16
Personnel-Related Costs	\$20,926.10	\$23,579.99	\$26,570.57
Employee Training Costs	\$19,023.72	\$21,436.34	\$24,155.06
Staff Welfare Expenses	\$1,902.38	\$2,143.65	\$2,415.51
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$1,183,846.66	\$3,382,726.68	\$9,871,119.49
Gross Margin (%)	91.43%	93.56%	94.44%
Operating Expense	\$1,954,225.08	\$2,100,475.47	\$2,451,838.77
Payroll Expense (Indirect Labor)	\$1,819,992	\$1,852,189.44	\$1,885,059.48
Management Team	\$157,152	\$161,130.24	\$165,213
Manager	\$83,520	\$86,025.60	\$88,606.32
Assistant Manager	\$73,632	\$75,104.64	\$76,606.68
Call Center Agents	\$1,269,600	\$1,287,264	\$1,305,204
Senior Agents	\$496,800	\$506,736	\$516,871.20
Junior Agents	\$772,800	\$780,528	\$788,332.80
Support Staff	\$393,240	\$403,795.20	\$414,642.48
IT Support	\$269,040	\$277,111.20	\$285,424.80
Administrative Assistants	\$124,200	\$126,684	\$129,217.68
General Expense	\$134,233.08	\$248,286.03	\$566,779.29
Office and Administrative Expenses	\$50,996.34	\$79,029.56	\$152,835.38
Office Rent	\$38,047.52	\$42,872.83	\$48,310.14
Utility Bills	\$12,948.82	\$36,156.73	\$104,525.24
Marketing and Advertising	\$51,262.62	\$100,895.25	\$241,256.98
Digital Marketing	\$25,364.99	\$28,581.81	\$32,206.53
Print Advertising	\$25,897.63	\$72,313.44	\$209,050.45
Technology and Infrastructure	\$31,974.12	\$68,361.22	\$172,686.93
Software Licenses	\$12,550.88	\$14,126.14	\$15,899.08
IT Support	\$19,423.24	\$54,235.08	\$156,787.85

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$770,378.42)	\$1,282,251.21	\$7,419,280.72
Additional Expense	\$17,438.04	\$14,888.84	\$12,128.04
Long Term Depreciation	\$10,548	\$10,548	\$10,548
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$780,926.42)	\$1,271,703.21	\$7,408,732.72
Interest Expense	\$6,890.04	\$4,340.83	\$1,580.03
EBT	(\$787,816.46)	\$1,267,362.37	\$7,407,152.68
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$2,082,698.31	\$2,348,309.73	\$3,045,370.07
Net Income	(\$787,816.46)	\$1,267,362.37	\$7,407,152.68
Net Income (%)	(60.84%)	35.05%	70.86%
Retained Earning Opening	\$0	(\$807,816.46)	\$439,545.91
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$807,816.46)	\$439,545.91	\$7,826,698.59

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,294,881.85	\$3,615,672.10	\$10,452,522.75
Cash Paid	\$2,072,150.31	\$2,337,761.73	\$3,034,822.07
COS & General Expenses	\$245,268.27	\$481,231.45	\$1,148,182.55
Salary & Wages	\$1,819,992	\$1,852,189.44	\$1,885,059.48
Interest	\$6,890.04	\$4,340.83	\$1,580.03
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$777,268.46)	\$1,277,910.37	\$7,417,700.68
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$70,000	\$0	\$0
Net Cash From Investments	(\$70,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$50,713.64	\$53,262.84	\$56,023.50
Loan Capital	\$30,713.64	\$33,262.85	\$36,023.51
Dividends & Distributions	\$20,000	\$20,000	\$20,000
Net Cash From Financing	\$99,286.36	(\$53,262.84)	(\$56,023.50)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$747,982.10)	\$476,665.43
Cash In	\$1,444,881.85	\$3,615,672.10	\$10,452,522.75
Cash Out	\$2,192,863.95	\$2,391,024.57	\$3,090,845.57
Change in Cash	(\$747,982.10)	\$1,224,647.53	\$7,361,677.18
Ending Cash	(\$747,982.10)	\$476,665.43	\$7,838,342.61

Projected Balance Sheet

	2024	2025	2026
Assets	(\$688,530.10)	\$525,569.43	\$7,876,698.61
Current Assets	(\$747,982.10)	\$476,665.43	\$7,838,342.61
Cash	(\$747,982.10)	\$476,665.43	\$7,838,342.61
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$59,452	\$48,904	\$38,356
Gross Long Term Assets	\$70,000	\$70,000	\$70,000
Accumulated Depreciation	(\$10,548)	(\$21,096)	(\$31,644)
Liabilities & Equity	(\$688,530.10)	\$525,569.42	\$7,876,698.59
Liabilities	\$69,286.36	\$36,023.51	\$0
Current Liabilities	\$33,262.85	\$36,023.51	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,262.85	\$36,023.51	\$0
Long Term Liabilities	\$36,023.51	\$0	\$0
Long Term Debt	\$36,023.51	\$0	\$0
Equity	(\$757,816.46)	\$489,545.91	\$7,876,698.59
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$807,816.46)	\$439,545.91	\$7,826,698.59
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%

	Year 1	Year 2	Year 3	Industry Profile
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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