

Facilities Pro 4U Business plan

You own it; we manage it!

Our market opportunity

Many property owners do not have time to manage their facilities, nor do they want to. We have a team of professional project managers to take on any size investment.

The problem

A market problem that customers face.

Increasing investment property ownership due to high-interest rates for new home buyers who are choosing to rent.

Our solution

How we solve this problem for our customers.

We have the expertise to manage these properties for investors to take the stress out of investment property ownership.

Our target market

Facilities Pro 4U mainly focuses on the small property ownership market but is increasing its client portfolio to include larger and multiple properties.

The customers we aim to sell to

Individual investors, state government, investment companies.

Our channels

We reach our customers through:

- ☒ email
- ☐ mail
- ☐ market stalls
- ☒ paid advertising
- ☒ phone
- ☐ shopfront
- ☒ social media
- ☒ website/online
- ☐ other (describe if selected)

Customers can contact us through:

- ☒ email
- ☒ phone
- ☐ shopfront
- ☒ social media
- ☒ website
- ☐ other (describe if selected)

Our main competition

Competitor name	Facilities R us
What they do well	They market well and have a few government contracts
What we do differently	We work with investors of all size portfolios

Our finances for the year ahead

Forecast expenses and profit.		Quarter 1	Quarter 2	Quarter 3	Quarter 4
Add ,000 to all figures	Expenses	\$285	\$285	\$295	\$310
	Profit	\$85	\$120	\$115	\$350
Expected sources of revenue	Securing one state housing contract. Continue to build individual investor portfolios.				
Expected expenses	Expecting expenses to rise 8% year on year for the next five years due to business growth.				

Our next steps

Goal	Win a contract with the state government for community housing management.
Actions To achieve goal	<ul style="list-style-type: none">• Research other providers and their scope of services• Engage proposal writer.• Build a commercial portfolio
Deadline	1/09/2024
Goal	Increase privately owned management properties by 5% year on year.
Actions To achieve goal	<ul style="list-style-type: none">• Engage marketing agency• Allocate marketing budget• Increase brand presence on social media, add good news stories
Deadline	30/11/2023
Goal	Increase staff productivity
Actions To achieve goal	<ul style="list-style-type: none">• Invest in anywhere-access cloud systems• Find a cloud services provider• Train existing staff through training needs analysis
Deadline	30/06/2024