ABC RECRUITING COMPANY

Introduction

- ABC RECRUITING COMPANY is a New York based Company seeking $100,000 of debt financing to launch its operations.
- The Founder, Mr. Doe, expects that the business will receive a 10 year loan with a 9% interest rate due on the outstanding principal balance. This correlates into a $1,260 per month payment over 120 months.
- The Company will generate highly recurring streams of high margin revenue from the ongoing referral and management of medical personnel (nurses, technicians, and doctors) to third parties.
- The ABC RECRUITING COMPANY's revenues are immune from changes in the general economy as hospitals, clinics, and medical facilities will continue to require skilled medical staff despite deleterious economic conditions.

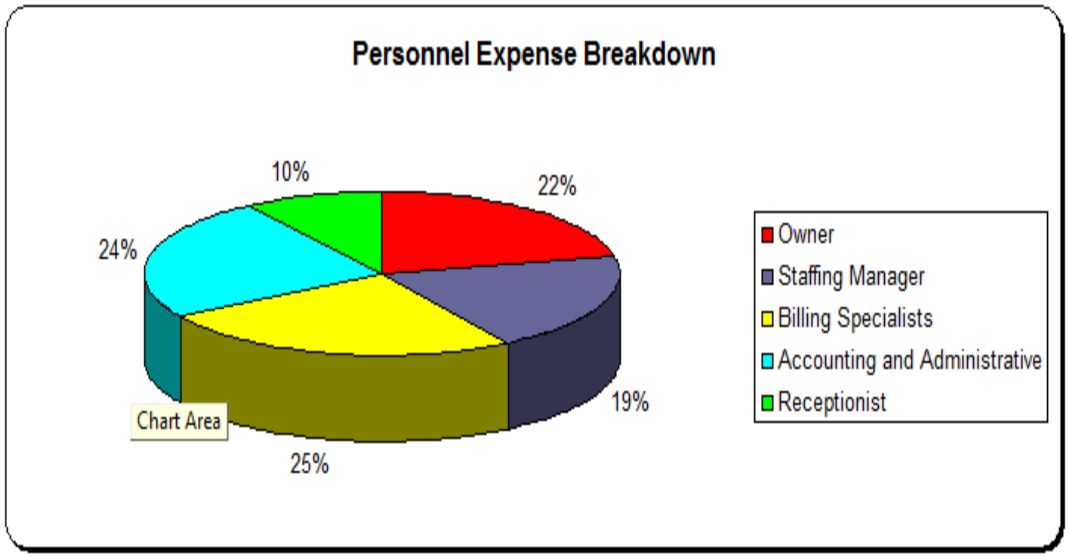
Expected P&L Statement

Proforma Profit and Loss (Yearly)			
Year	2009	2010	2011
Sales	$1,764,378	$2,117,254	$2,477,187
Cost of Goods Sold	$1,235,065	$1,482,078	$1,734,031
Gross Margin	30.00%	30.00%	30.00%
Operating Income	$529,313	$635,176	$743,156
Expenses			
Payroll	$231,000	$237,930	$245,068
General and Administrative	$25,200	$26,208	$27,256
Marketing Expenses	$35,288	$42,345	$49,544
Professional Fees and Licensure	$15,000	$15,450	$15,914
Insurance Costs	$21,743	$22,830	$23,972
HR Sourcing Costs	$7,763	$9,316	$10,900
Rent and Utilities	$24,250	$25,463	$26,736
Miscellaneous Costs	$8,822	$10,586	$12,386
Payroll Taxes	$34,650	$35,690	$36,760
Total Operating Costs	**$403,716**	**$425,817**	**$448,534**
EBITDA	**$125,598**	**$209,359**	**$294,622**
Federal Income Tax	$41,447	$66,405	$94,761
State Income Tax	$6,280	$10,061	$14,358
Interest Expense	$8,738	$8,131	$7,468
Depreciation Expenses	$5,357	$5,357	$5,357
Net Profit	**$63,776**	**$119,404**	**$172,678**
Profit Margin	**3.61%**	**5.64%**	**6.97%**

Expected Personnel

Personnel Plan - Yearly			
Year	2009	2010	2011
Owner	$50,000	$51,500	$53,045
Staffing Manager	$45,000	$46,350	$47,741
Billing Specialists	$58,000	$59,740	$61,532
Accounting and Administrative	$56,000	$57,680	$59,410
Receptionist	$22,000	$22,660	$23,340
Total	**$231,000**	**$237,930**	**$245,068**

Numbers of Personnel			
Year	2009	2010	2011
Owner	1	1	1
Staffing Manager	1	1	1
Billing Specialists	2	2	2
Accounting and Administrative	2	2	2
Receptionist	1	1	1
Totals	**7**	**7**	**7**



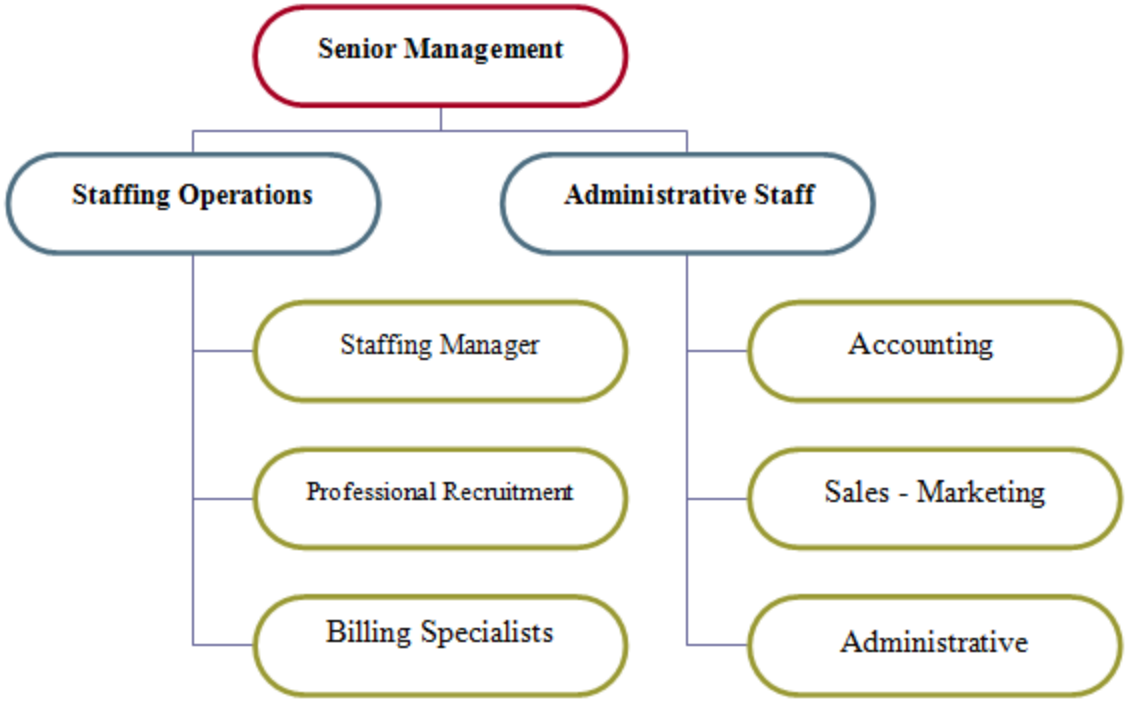
Expected Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly			
Year	2009	2010	2011
Cash From Operations	$69,133	$124,761	$178,035
Cash From Receivables	$0	$0	$0
Operating Cash Inflow	**$69,133**	**$124,761**	**$178,035**
Other Cash Inflows			
Equity Investment	$10,000	$0	$0
Increased Borrowings	$100,000	$0	$0
Sales of Business Assets	$0	$0	$0
A/P Increases	$37,902	$43,587	$50,125
Total Other Cash Inflows	**$147,902**	**$43,587**	**$50,125**
Total Cash Inflow	**$217,035**	**$168,348**	**$228,160**
Cash Outflows			
Repayment of Principal	$6,463	$7,070	$7,733
A/P Decreases	$24,897	$29,876	$35,852
A/R Increases	$0	$0	$0
Asset Purchases	$75,000	$31,190	$44,509
Dividends	$41,480	$74,857	$106,821
Total Cash Outflows	**$147,840**	**$142,993**	**$194,914**
Net Cash Flow	**$69,195**	**$25,355**	**$33,246**
Cash Balance	**$69,195**	**$94,550**	**$127,796**

Expected Balance Sheet

Proforma Balance Sheet - Yearly			
Year	2009	2010	2011
Assets			
Cash	$69,195	$94,550	$127,796
Amortized Development - Expansion Costs	$45,000	$48,119	$52,570
FF&E	$10,000	$33,393	$66,774
Company Vehicle	$20,000	$24,679	$31,355
Accumulated Depreciation	($5,357)	($10,714)	($16,071)
Total Assets	**$138,838**	**$190,026**	**$262,424**
Liabilities and Equity			
Accounts Payable	$13,005	$26,716	$40,990
Long Term Liabilities	$93,537	$86,467	$79,397
Other Liabilities	$0	$0	$0
Total Liabilities	**$106,542**	**$113,183**	**$120,387**
Net Worth	**$32,296**	**$76,843**	**$142,037**
Total Liabilities and Equity	**$138,838**	**$190,026**	**$262,424**

Management Overview

In this section of the business plan, you should write a two to four paragraph biography about your work experience, your education, and your skill set. For each owner or key employee, you should provide a brief biography in this section.

Organizational Overview