

# Business Plan for **Crawford Money Corporation**

## 1. Executive Summary

### 1.1. Mission Statement

..to create pathways for financial prosperity for our clients through business development, personal finance, and property ownership.

### 1.2. Company Overview

Crawford Money Corporation is a conglomerate with multiple business entities to initially include a business development company doing business as Nebraska Business Administration, a personal finance company doing business as Nebraska Personal Finance, and a construction company doing business as Nebraska Handyman.

### 1.3. Products/Services Highlights

Our services include

-Business Administration: business formation, business document creation, business investing, web design and marketing, sales, bookkeeping, taxes, cloud software development, and accounting

-Personal Finance: budgeting, credit repair, taxes, and investments

-Property Services: commercial and residential construction, decks, fences, kitchen and bath, and building repair.

### 1.4. Market Opportunity

Market opportunity goes here.

### 1.5. Financial Highlights

Financial highlights goes here

## 2. Company Description

### 2.1. Company History

Crawford Money Corporation was formed November 11, 2022.

### 2.2. Legal Structure

Crawford Money Corporation is a C-Corporation incorporated in Omaha, Nebraska.

### 2.3. Location and Facilities

Crawford Money Corporation initially provides customers with services at their home, business, or online.

### 2.4. Vision and Values

The mission of Crawford Money Corporation is to create pathways for financial prosperity for our clients by advancing business development, improving personal finances, and increasing property value. Our solutions are engineered to boost cash flow and magnify net worth, assisted by our in-house developed business software, and are anchored in our core values of financial literacy, fiscal integrity, and wise financial stewardship.

## 3. Organizational Structure

### 3.1. Organizational Hierarchy

Shareholders, Chair of the Board of Directors, Board of Directors, CEO or President, CFO, COO, Employees

### 3.2. Roles and Responsibilities

Roles and responsibilities are written in the Articles of Incorporation and Corporate Bylaws.

### 3.3. Team Introduction

Jason P Crawford is currently the only shareholder and also the Chair of the Board, CEO, CFO, and COO.

## 4. Products and Services

### 4.1. Description of Products/Services

4.1.1. Business Formation: We help entrepreneurs and small businesses form their legal entity, obtain necessary licenses and permits, and set up their business operations.

4.1.2. Business Document Creation: We help businesses create and customize legal documents, such as contracts and agreements, that are essential for their operations.

4.1.3. Business Investing: We invest in small business startups to help get companies up and running and to begin to generate revenue within the first year. Our investing services can provide cash, technology, and/or services in exchange for company stock.

4.1.4. Web Design and Marketing: We help businesses establish their online presence and create a marketing strategy to reach their target audience.

4.1.5. Sales: We help businesses develop and implement effective sales strategies to increase revenue and grow their customer base.

## ..Business Plan for Crawford Money Corporation continued

- 4.1.6. Bookkeeping: We provide comprehensive bookkeeping services to help businesses manage their finances and stay on top of their cash flow.
- 4.1.7. Taxes: We help businesses stay compliant with tax laws and regulations, and optimize their tax strategy to minimize their tax liability.
- 4.1.8. Cloud Software Development: We help businesses streamline their operations by developing customized cloud software solutions that are tailored to their specific needs.
- 4.1.9. Accounting: We provide expert accounting services to help businesses manage their financial reporting, budgeting, and forecasting.
- 4.1.10. Budgeting: We provide expert budgeting services, software, and consulting.
- 4.1.11. Credit Repair: We provide expert credit repair services through our website, consulting, and providing excellent resources.
- 4.1.12. Investing: We provide investing options and advice in retirement funds, companies, stocks, and other investment types to help our customers become financially free.
- 4.1.13. Property Improvement: We provide commercial and residential construction services.

### 4.2. Unique Selling Proposition (USP)

Our unique selling position will help to establish our brand as superior to others due to the combination of products and services that we can offer to our clients. We can provide home improvement services to the same customers that we can provide business development, tax preparation, and investment services. We can also provide investment services from our investment customers to our construction customers for home improvement financing. Additionally, we can provide web design and marketing services to our business customers that will help them increase cash flow, improve brand recognition, and reduce their tax liability through software development amortization and marketing expenses.

### 4.3. Future Products/Services

We plan to build our own set of rental housing in the future to generate income and provide living accommodations to people in our service area. We plan to offer investments to customers in the form of bonds, stocks, and interest bearing loans. Additionally, we plan to offer financing to home and business owners for construction projects.

## 5. Market Analysis

### 5.1. Industry Overview

The accounting/investing industry has an increasing need for service, and a decreasing number of service providers.

### 5.2. Marketing Trends and Growth

Current marketing trends suggest the use of digital marketing and the use of AI.

### 5.3. Target Market

Our target market includes all residents and business owners in Nebraska.

### 5.4. Customer Analysis

Our ideal customer is a person or business in need of business administration, personal finance, or construction services.

### 5.5. Competitive Analysis

Our competitors provide similar services, however, we provide a mix of services few others can provide.

## 6. Marketing and Sales Strategy

### 6.1. Marketing Strategy

Our marketing strategy will focus on building a strong online presence through web design, targeted advertising, search engine optimization, map optimization, social media, print, and customer service. We will also attend local business networking events and establish relationships with key influencers in the community.

### 6.2. Sales Strategy

Our sales strategy will be to position our products and services as affordable and high quality solutions to the specific needs of targeted customers.

### 6.3. Pricing Strategy

Our pricing strategy will be a mixture of monthly subscriptions, per project estimates, and predetermined per product or service pricing where applicable.

## ..Business Plan for Crawford Money Corporation continued

### 6.4. Distribution Channels

Most of our products and services will be delivered to the customer at their home or business.

### 6.5. Promotion and Advertising Strategy

Our advertising strategy will be to provide information through graphically appealing web, print, email, and mail design, sent to potential customers within our service area.

## 7. Intellectual Property and R&D

### 7.1. Current Intellectual Property

We own a mix of custom software, domain names, and trade names.

### 7.2. Future R&D Plans

We have plans to further develop our in-house software, as well as, develop software our customers can use.

## 8. Certifications and Regulations (*this section - work in progress - assisted by ChatGPT*)

### 8.1. List of Requirements:

Detail each certification and regulatory approval you need. This could be in bullet form or a table, sorted by priority or deadline.

### 8.2. Costs:

Estimate the financial investment needed for each certification or approval process, including exam fees, lawyer fees, and any other associated costs.

### 8.3. Timeline:

Provide a timeline for when you plan to obtain each certification or clearance. This could be presented graphically to make it easy to understand.

### 8.4. Status:

Update on what stage you're at for each — e.g., "In Progress," "Not Started," "Completed."

### 8.5. Implications:

Discuss the potential business impact of obtaining these certifications, both positive (increased credibility, the ability to offer new services) and negative (time and resources spent that could be allocated elsewhere).

### 8.6. Contingencies:

Outline a backup plan in case you're unable to obtain a specific certification within the planned timeline.

## 9. SWOT Analysis

### 9.1. Strengths

Website development expertise, accounting expertise, technical expertise, good personal and business credit, well built website with significant content, existing business management software in place, multiple lines of products and services, needed tools and equipment in place, licensed and insured.

### 9.2. Weaknesses

New to the accounting industry, small number of existing customers, no physical location in place.

### 9.3. Opportunities

Opportunity to add additional services to existing customers, VA funding for education and business startup, the use of AI to assist with quicker development, a competing accounting firm may be going out of business.

### 9.4. Threats

Existing accounting firms and existing CPA's with established customers and company history.

## 10. Financial Projections

### 10.1. Revenue and Cost Estimate

We estimate that revenue will be \$50,000 - \$75,000 in 2025 and 2026, and \$100,000 - \$150,000 in 2027 and 2028. We estimate the cost will be \$25,000 - \$50,000 in 2025 and 2026, and \$50,000 - \$75,000 in 2027 and 2028.

### 10.2. Profitability Analysis

We estimate that our profit will be between \$25,000 - \$50,000 in 2026 and 2027. This does not include salary, overhead, or shareholder returns.

## ..Business Plan for Crawford Money Corporation continued

### 10.3. Income Statement

We estimate our net income will be between \$25,000 - \$50,000 in 2026 and 2027.

### 10.4. Balance Sheet

We estimate our net assets will be between \$50,000 - \$100,000 in 2026.

### 10.5. Cash Flow Statement

Cash flow will come from sales revenue, business credit card, and business line of credit.

### 10.6. Break-even Analysis

We will use a very small amount of borrowed funds. We estimate the break even revenue amount for 2026 will be \$50,000-100,000.

## 11. Funding Strategy

### 11.1. Funding Requirement

We estimate that our funding requirement will be between \$25,000 - \$50,000 in 2025.

### 11.2. Funding Methods

We plan to use a business credit card, business line of credit, and customer payments to fund the cost of business.

### 11.3. Proposed Use of Funds

We propose to use the funds for additional equipment, advertising, completing projects, and establishing a location.

## 12. Appendices

### 12.1. Supporting Documents

<https://www.crawford.money/accounting/corporate/corporate-records>

### 12.2. References

<https://www.crawford.money/accounting/corporate/corporate-records>

## Conclusion

Crawford Money Corporation is well-positioned to capitalize on the growing demand for business development and administration services. Our comprehensive range of services, experienced team, and commitment to our clients' success set us apart from the competition. We look forward to helping our clients create and grow their business.