HVAC Business

BUSINESS PLAN

We’ll keep you cool when it’s hot

Prepared By

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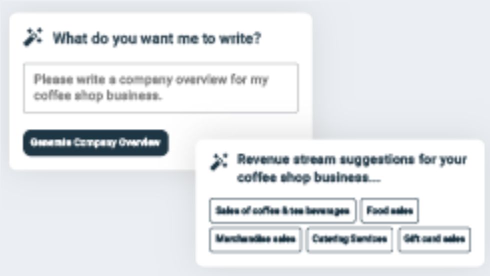

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1.

Executive summary

Illuminus

Illuminus is a limited liability company that will import heating, ventilation, and air-conditioning systems (HVAC) for its customers in Miami, Florida. The Company will import individual units under its own brand and manufactured in China, related supplies and

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Market Validation

Illuminus

The US HVAC systems market size was valued at USD 15.16 billion in 2020. It is expected to expand at a compound annual growth rate (CAGR) of 6.0% from 2021 to 2028. Availability of high-efficiency equipment, extreme climate conditions, and growing c

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Objectives

Illuminus

- To enhance customer service and after-sale services by establishing a representative office in Miami in 2022
- To build a market reputation for quality products and services d

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Short Term (1 -3 Years)

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Illuminus

- To expand by opening more satellite offices across the US towards the end of the forecast period.
- To hire 30 employees in the first year and grow to 200 employee

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Long Term (3-5 years)

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Mission statement

Illuminus

Our mission is to provide quality design, installation, and service for Heating, Ventilation, and Air Conditioning (HVAC) equipment in both residential and light commercial markets and maintaining the highest level of design and engineering possible.

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Keys to success

Economies of Scope

Offering the right mix of indoor and outdoor technical and maintenance services will allow Illuminus to win large contracts and increase their revenue.

Expertise

Founders will indicate their history of providing related services, complete with endorsements of satisfied clientele, in order to generate brand equity for Illuminus.

Location

Illuminus will take advantage of the associated benefits, networking capabilities and the vast cluster of residential and commercials establishments offered by the region.

Price Advantage

Illuminus will import its products from China ensuring best possible price. Keeping a low margin, the company will ensure its products and services are offered at a market competitive price point.

Reputation

It is important for Illuminus to develop a reputation locally through the provision of high quality products and services that embody value-for-money and seasoned expertise.

Multi-Skilled Workforce

As Illuminus intends to service a wide variety of customers across multiple sectors and technicalities, the company needs to employ workers that carry suitable experience on flexible terms (so as to minimise fixed costs).

Financial Highlights

Illuminus

The company envisions raising an equity investment of $50,000 through long-term borrowings, which will be used for the setup and launch of the jewelry store in the US. The company expects to steadily grow its revenues through active efforts in marketing, netw

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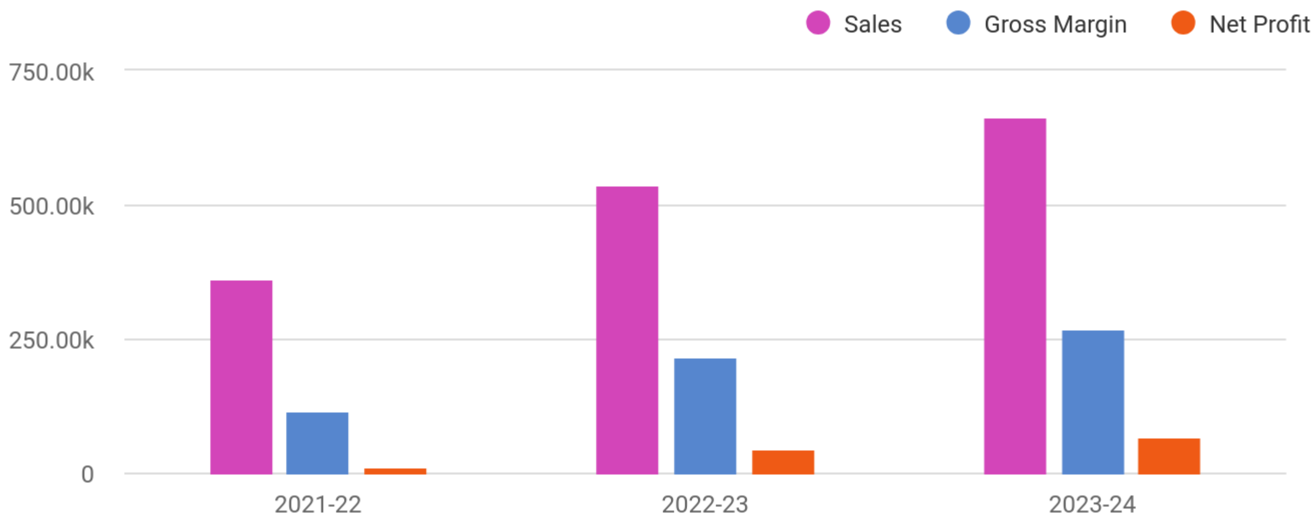
Illuminus - 3 Year Financial Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360,723	114,289	13,038
2022-23	538,041	216,784	44,360
2023-24	665,012	269,869	65,638

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary

Illuminus

Illuminus will provide a complete service portfolio to its clients related to the purchase, installation, and maintenance of HVAC units and systems in Florida. The Company will import branded HVAC products from the Chinese manufacturer and will whol

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Company Ownership/Legal Entity

Illuminus

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in Florida, it will also register with the local county. The business will be wholly owned and managed by the Found

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Location

Illuminus

The company will establish a business in Florida by the end of 2022. The region is considered an epicenter for food innovation, design trends, and innovative developments in manufacturing.

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Interior Operating Facilities

Illuminus

The company will begin operations from rented office space at the heart of Miami's commercial hub. Initial investments in setting up the interior facilities, consumables, inventory, and showroom space will be set up. Additions to space will be made as th

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Hours of Operation

Illuminus

Illuminus will cater to walk-in as well as online customers, as such it will be required to stay open during business hours. The company envisions opening the office at 10 am and remain open till 7 pm to entertain walk-in prospects as well as fulfill online or

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Startup summary

Illuminus

A portion of the capital investment of $50,000 will be utilized to finance a range of expenses incurred prior to the launch of the company as indicated in the table below. Accordingly, approximately $11,500 will be spent on a range of start-up expenses (

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3.

Products & Services

Heating, Ventilation, and Air Conditioning Products and Service

Range of Products

Customer Service

Heating, Ventilation, and Air Conditioning Products and Service

Illuminus

Vert Chanel Services Corp.'s primary service will be the sales, installation, and maintenance of new and the repair of existing HVAC systems. The product list includes professional "free match" systems for centralized cooling, mini splits for cooling of indiv

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Range of Products

Air Conditioners

Price: **$150 USD**

The company will offer a range of air conditioning options from split to single units. In addition, the options will also include energy-saving models and eco-friendly units.

Heat Pumps

Price: **$150 USD**

For climates with moderate heating and cooling needs, heat pumps offer an energy-efficient alternative to furnaces and air conditioners.

Gas Furnaces

Price: **$150 USD**

These high-efficiency condensing gas furnaces are perfect for replacing existing equipment or new installations.

Air Handlers

Price: **$150 USD**

Air handlers work with your air conditioner, heat pump or boiler to circulate air evenly throughout your home.

Thermostat

Price: **$150 USD**

Using a programmable thermostat, you can adjust the times you turn on the heating or air-conditioning according to a pre-set schedule.

Customer Service

Illuminus

Illuminus prides itself on the quality of service extended to its customers. As a part of good faith and to maintain a healthy and robust customer relationship, the company will cater to the client's specific needs even if it does not form a part of a package.

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4.

Market Analysis

Market segmentation

Market Trends

Target market

Illuminus

According to IBISWorld, one of the world's leading publishers of business intelligence specializing in Industry and procurement research, this industry distributes pipe, valves and fittings, plumbing fixtures, hydronic and he

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Market segmentation

Illuminus

The cooling segment held the largest revenue share in 2020, accounting for over 50% of the overall revenue. The cooling segment comprises air conditioning units, including room air conditioners, unitary air conditioners, cooling towers, split and packag

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Market Trends

Illuminus

The market is expected to witness an increase in sales with the availability of tax credit and rebate programs as well as other monetary benefits associated with the purchase of energy-efficient systems. Governments at various levels, namely Federation a

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Target market

Illuminus

As a new entrant to the HVAC cohort of the US, Illuminus will follow a phased approach in engaging its primary target market. The company will initially focus on winning small- to medium-scale commercial and residential projects in and about Miam

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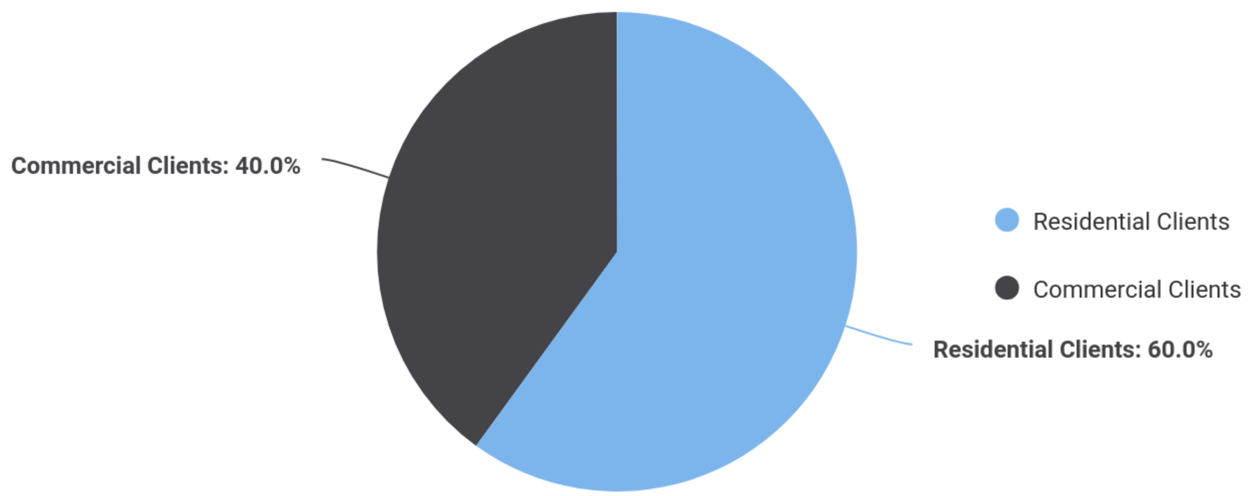
Illuminus Market Distribution



Target Market	Share
Residential Clients	60
Commercial Clients	40

Competitive Advantage

Value Added Services

Illuminus will dedicate itself to the requirements of its customers. The company will extend specific client focused services based on their requirement.

Price

The company will consciously maintain a low margin for its services which allows it to control prices. Illuminus will thus be able to secure and distribute services at market beating price points.

Distribution Channels

Illuminus will distribute its products through both B2B as well as B2C channels.

Effective Marketing

Illuminus will dedicate time and effort towards networking and gaining valuable insight into the prevailing market trends in the US which will allow the company to optimise its marketing strategies and effectively penetrate the market on launch.

5.

SWOT analysis

Illuminus

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has

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Strength

- Extensive experience of the Founders (more than 25 years)
- Prime business location in Miami amidst a growing construction/residential market
- Lean organizational structure
- Offers specialized technical and maintenance services with a focus on quality
- Experience-backed ability to take on larger projects

Weakness

- Is new and hence unknown in the market
- Distance between company location and projects may reduce efficiencies
- A drop in specialized skills availability in Miami (e.g. engineering, construction & property, etc.) may affect Illuminus' hiring plan
- Material purchase costs have risen over the years (e.g. wires, switches, etc.)

Opportunity

- To expand reach across the US (e.g. by appointing remote teams, opening additional offices in other major cities, etc.)
- To expand services based on the founder's vast experience
- To continue to offer flexible ABC- pricing, avoiding fixed costs, to win more client patronage

Threat

- Low barriers to entry; increasing competition
- Customers defaults
- Slow economic growth in the future could stagnate the construction market in the US
- Further restrictions in buy-to-let could affect demand

6.

Strategy & implementation

Distribution Strategy

Positioning Statement

Sales strategy

Pricing strategy

Illuminus

The objectives for the company's early sales and marketing initiatives will be to generate awareness of Illuminus as a new player in the market and to educate potential customers about its portfolio of products and services. Over time, as the company bec

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Distribution Strategy

Illuminus

The company will reach its customer through both online and offline channels. Illuminus's comprehensive website will accept orders online and deliver them to the customer's doorstep. Customers will also have an option to physically visit the company's s

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Marketing and Promotion Programs

Website

Launch an engaging and attractive website that is a source of promotional materials

Feedback

Create a healthy feedback loop to gauge shifting trends and align services to meet demand

Email

Compiling attractive market materials which feature service portfolio of Illuminus to be sent as e-mail blasts to prospects

Video

Crafting YouTube videos to provide a sneak-peek into the company's activities and projects carried out

Positioning Statement

Illuminus

Illuminus' marketing objective is to position its services as specialized, affordable, and flexible to cater to any type of setting. The company will facilitate both B2B business as well as a B2C business, targeting building owners, construction contractors, and co

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Sales strategy

Illuminus

The company will leverage its existing client network and expand its client base by extending sampling and after-sales services. Employing social media advertising campaigns, e-mail marketing strategies, networking through community clusters, and cr

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Marketing Channels

Direct Mail Marketing

Illuminus will mail professionally designed materials with its value proposition to these companies and provide quotes for its services.

Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be and effective way to capture attention and position its services.

Google Ad Campaigns

The advertising will target specific keywords relevant to Illuminus's offering

Pricing strategy

Illuminus

For HVAC products, the company will ensure it imports its product from China at low input costs in order to offer the benefit of lower prices to its customers in the US. For its maintenance services, the company will price its services based on th

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7.

Operational Plan

Management Team

Personnel Plan

Milestones

Illuminus

The team will be headed by Managing Director Mr. Ashton who will also oversee project operations. Joining Mr. Ashton in the Management Team will be sales and marketing executives and an office manager.

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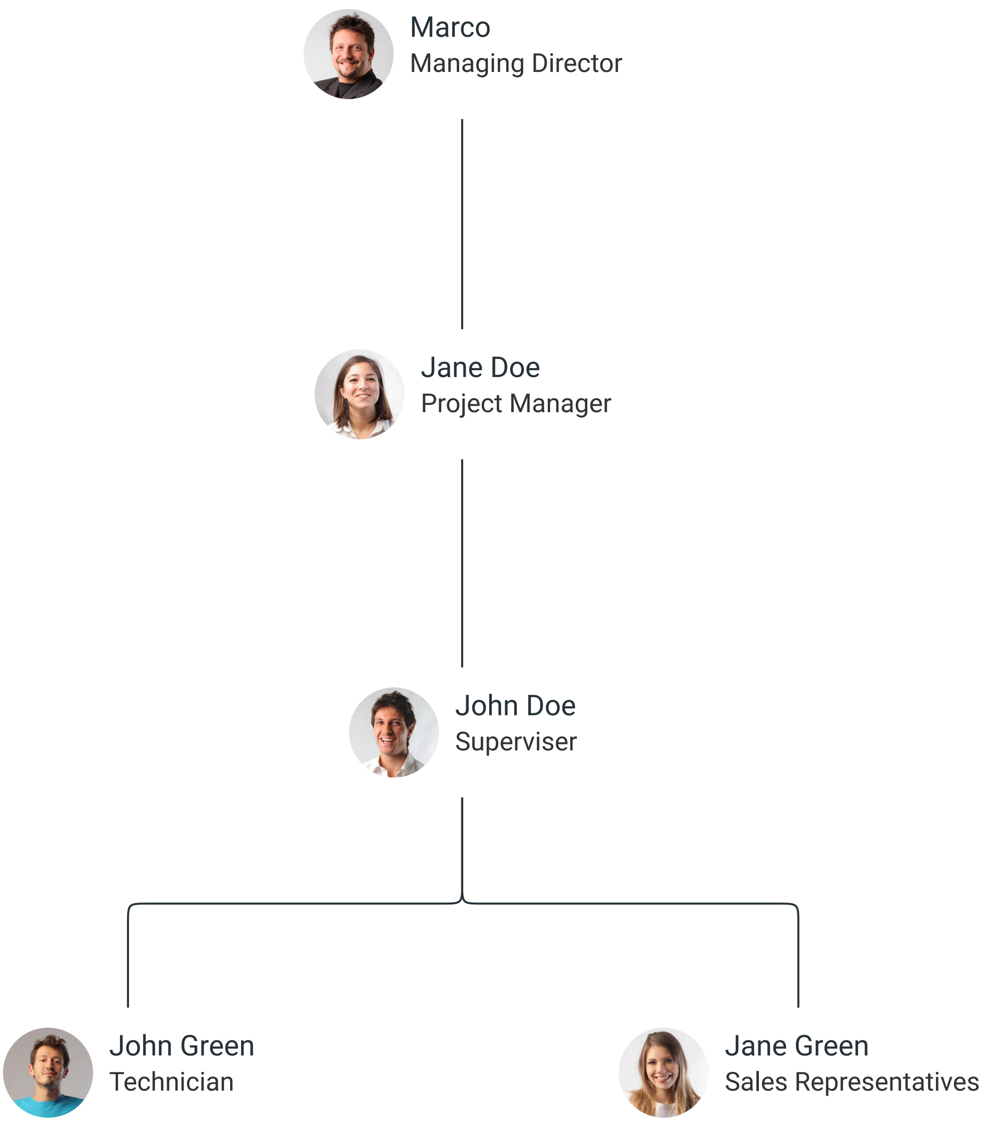
Organization chart



Management Team

Illuminus

Mr. Ashton will serve as the Managing Director of Illuminus. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for aesthetic co

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Personnel Plan

Illuminus

The company plans to create five full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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Hiring plan

8	3	1
Filled	Hired	Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Project Manager	1 of 20	10 days	121 days	100%
Supervisors	3 of 23	30 days	21 days	80%
Technician	4 of 15	158 days	127 days	0%
Sales Representatives	4 of 15	158 days	127 days	40%

Jane Doe

Project Manager - Jane@illuminus.com

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.

John Doe

Supervisor - John@illuminus.com

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required

Milestones

ILLUMINUS

Year 1

Establish

Illuminus will rent a showroom space at the heart of Florida's commercial hub alongside developing a fully optimized and informative website. During this period, the company will also acquire inventory, equipment and consumables. Marketing activities will also begin during this stage to build awareness and launch the brand into the market.

Year 2

Gain Market Traction

The company will begin expanding its services beyond Miami to cover other regions around the United States

Year 3

Diversify

Having externally established the business, the company will begin internally expanding its range of products

>Year 3

Grow

- Begin expanding across the US
- Consider market expansion beyond US

8.

Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios

REMEMBER

If you are going to start your own HVAC business, make sure you pay special attention to your financial plan. Your financial plan should include how well you manage your incomes and expenses you will re

Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also 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

Break-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	**$2,870,825.20**	**$5,740,692.30**	**$9,417,654.70**
HVAC Installation Services	$1,502,500	$2,405,575	$3,851,675
Unit Sales	601	962	1,541
Unit Price	$2,500	$2,500	$2,500
HVAC Maintenance Contracts	$1,152,325.20	$3,119,117.30	$5,349,979.70
Users	1,327	2,604	4,183
Recurring Charges	$130	$130	$130
Emergency HVAC Repairs	$216,000	$216,000	$216,000
Total Hours	1,440	1,440	1,440
Hourly Price	$150	$150	$150

Cost Of Sales	**$689,413.24**	**$979,332.06**	**$1,348,883.05**
General Costs	$689,413.24	$979,332.06	$1,348,883.05
HVAC Equipment and Supplies	$150,247.25	$295,539.37	$481,668.89
HVAC Units	$6,705.97	$8,504.74	$10,786.13
Installation Materials	$143,541.28	$287,034.63	$470,882.76
Service and Maintenance	$539,165.99	$683,792.69	$867,214.16
Technician Labor	$536,483.63	$680,390.96	$862,900.14
Service Equipment	$2,682.36	$3,401.73	$4,314.02
Revenue Specific Costs	$0	$0	$0
Personnel Costs (Direct Labor)	$0	$0	$0

	2024	2025	2026
Gross Margin	**$2,181,411.96**	**$4,761,360.24**	**$8,068,771.65**
Gross Margin (%)	**75.99%**	**82.94%**	**85.68%**

Operating Expense	**$2,235,895.44**	**$2,554,707.29**	**$2,964,161.60**
Payroll Expense (Indirect Labor)	$1,926,180	$1,975,422.48	$2,025,949.08
Management Team	$330,000	$340,650	$351,645.72
General Manager	$180,000	$185,400	$190,962
Operations Manager	$150,000	$155,250	$160,683.72
Technical Staff	$1,284,000	$1,316,100.48	$1,349,003.28
HVAC Technicians	$720,000	$738,000	$756,450
Service Technicians	$564,000	$578,100.48	$592,553.28
Administrative Staff	$312,180	$318,672	$325,300.08
Office Administrator	$49,680	$50,922	$52,195.08
Customer Service Reps	$262,500	$267,750	$273,105
General Expense	$309,715.44	$579,284.81	$938,212.52
Office and Administrative Expenses	$42,564.01	$70,777.60	$119,926.92
Office Rent	$31,834.25	$57,169.79	$102,668.91
Utilities	$10,729.76	$13,607.81	$17,258.01
Marketing and Advertising	$253,807.72	$489,872.85	$792,242.74
Digital Marketing	$229,666.02	$459,255.40	$753,412.39
Print Advertising	$24,141.70	$30,617.45	$38,830.35
Miscellaneous	$13,343.71	$18,634.36	$26,042.86
Vehicle Maintenance	$8,515.28	$12,140.69	$17,309.58
Office Supplies	$4,828.43	$6,493.67	$8,733.28

	2024	2025	2026
Bad Debt	$0	$0	$0
Amortization of Current Assets	$0	$0	$0
EBITDA	**($54,483.48)**	**$2,206,652.94**	**$5,104,610.04**
Additional Expense	**$18,802.93**	**$16,868.77**	**$14,815.31**
Long Term Depreciation	$13,656	$13,656	$13,656
Gain or loss from Sale of Assets	$0	$0	$0
EBIT	($68,139.48)	$2,192,996.94	$5,090,954.04
Interest Expense	$5,146.94	$3,212.76	$1,159.29
EBT	($73,286.41)	$2,189,784.17	$5,089,794.73
Income Tax Expense / Benefit	$0	$0	$0
Total Expense	**$2,944,111.61**	**$3,550,908.13**	**$4,327,859.97**
Net Income	**($73,286.41)**	**$2,189,784.17**	**$5,089,794.73**
Net Income (%)	**(2.55%)**	**38.14%**	**54.05%**
Retained Earning Opening	$0	($90,786.41)	$2,078,997.76
Owner's Distribution	$17,500	$20,000	$20,000
Retained Earning Closing	**($90,786.41)**	**$2,078,997.76**	**$7,148,792.49**

Projected Cash Flow

	2024	2025	2026
Cash Received	**$2,870,825.20**	**$5,740,692.30**	**$9,417,654.70**
Cash Paid	**$2,930,455.62**	**$3,537,252.12**	**$4,314,203.96**
COS & General Expenses	$999,128.69	$1,558,616.87	$2,287,095.57
Salary & Wages	$1,926,180	$1,975,422.48	$2,025,949.08
Interest	$5,146.94	$3,212.76	$1,159.29
Sales Tax	$0	$0	$0
Income Tax	$0	$0	$0
Net Cash From Operations	**($59,630.42)**	**$2,203,440.18**	**$5,103,450.74**
Assets Sell	$0	$0	$0
Assets Purchase	$100,000	$0	$0
Net Cash From Investments	**($100,000)**	**$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	**$48,859.35**	**$53,293.51**	**$55,347.12**
Loan Capital	$31,359.34	$33,293.52	$35,347.14
Dividends & Distributions	$17,500	$20,000	$20,000
Net Cash From Financing	**$101,140.65**	**($53,293.51)**	**($55,347.12)**

	2024	2025	2026
Summary			
Starting Cash	$0	($58,489.77)	$2,091,656.90
Cash In	$3,020,825.20	$5,740,692.30	$9,417,654.70
Cash Out	$3,079,314.97	$3,590,545.63	$4,369,551.08
Change in Cash	($58,489.77)	$2,150,146.67	$5,048,103.62
Ending Cash	**($58,489.77)**	**$2,091,656.90**	**$7,139,760.52**

Projected Balance Sheet

	2024	2025	2026
Assets	**$27,854.23**	**$2,164,344.90**	**$7,198,792.52**
Current Assets	**($58,489.77)**	**$2,091,656.90**	**$7,139,760.52**
Cash	($58,489.77)	$2,091,656.90	$7,139,760.52
Accounts Receivable	$0	$0	$0
Inventory	$0	$0	$0
Other Current Assets	$0	$0	$0
Long Term Assets	**$86,344**	**$72,688**	**$59,032**
Gross Long Term Assets	$100,000	$100,000	$100,000
Accumulated Depreciation	($13,656)	($27,312)	($40,968)
Liabilities & Equity	**$27,854.25**	**$2,164,344.90**	**$7,198,792.49**
Liabilities	**$68,640.66**	**$35,347.14**	**$0**
Current Liabilities	**$33,293.52**	**$35,347.14**	**$0**
Accounts Payable	$0	$0	$0
Income Tax Payable	$0	$0	$0

	2024	2025	2026
Sales Tax Payable	$0	$0	$0
Short Term Debt	$33,293.52	$35,347.14	$0
Long Term Liabilities	**$35,347.14**	**$0**	**$0**
Long Term Debt	$35,347.14	$0	$0
Equity	**($40,786.41)**	**$2,128,997.76**	**$7,198,792.49**
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	($90,786.41)	$2,078,997.76	$7,148,792.49
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.**