

Urban Health Centre

Sales Activity

Year 1

Tele-sales	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	TOTAL
Number Weeks	4	5	4	4	5	4	4	5	4	4	4	4	
Working Days	20	20	20	20	25	20	20	20	20	20	25	18	248
Franchise Sales	1	1	1	1	2	2	2	2	3	3	3	3	
Franchise Fee					15000				15000				30000
Location Sales	2445	7708	9964	9979	11314	14006	16572	18216	20746	23264	26334	29147	
Total Revenue	2445	7708	9964	9979	22628	28012	33144	36432	62238	69792	79002	87441	448785
Licencee Sales	1494	1546	3906	4010	4111	5216	5265	6615	5470	6771	5629	5736	
Licences Trading	1	2	3	4	6	8	10	12	15	18	21	24	
Licence sales	3000	3000	3000	3000	6000	6000	6000	6000	9000	9000	9000	9000	72000
Revenue	1494	3092	11718	16040	24666	41728	52650	79380	82050	121878	118209	137664	690569
Services	5	4	6	7	8	8	9	11	12	15	18	19	122
Videos / Services		12	24	35	64	80	108	154	216	315	432	513	
Investment introduced	20000	20000	20000	10000	10000	10000						10000	100000
Revenue		36	72	105	192	240	324	462	648	945	1296	1539	5859
TOTAL SALES	26939	33836	44754	39124	63486	85980	92118	122274	153936	201615	207507	245644	1317213

Licencee Growth													
Area 1	1	2	3	4	5	6	7	8	9	10	11	12	
Area 2					1	2	3	4	5	6	7	8	
Area 3									1	2	3	4	
Total Licences	1	2	3	4	6	8	10	12	15	18	21	24	

Urban Health Centre

Expenses

Year One

Expenses	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	TOTAL
Number Weeks	4	5	4	4	5	4	4	5	4	4	4	4	
Salaries													
Director Salaries	1500	1500	1500	1500	2500	2500	2500	2500	2500	2500	2500	2500	26000
Staff Salaries	1500	3500	5000	5000	5000	6000	6000	7000	7000	8000	8000	9000	71000
National Insurance	1695	1955	2150	2150	3150	3280	3280	3410	3410	3540	3540	3670	35230
Total Salaries	4695	6955	8650	8650	10650	11780	11780	12910	12910	14040	14040	15170	132230
Direct Expenses													
Franchise Payments	1467	4625	5978	5987	13577	16807	19886	21859	37343	41875	47401	52465	269271
Licencee Payments	971	2010	7617	10426	16033	27123	34223	51597	53333	79221	76836	89482	448870
Advertising	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	30000
Social Media Campaigns	1500	1500	1500	1500	1500	1500	3000	3000	3000	3000	3000	3000	27000
Printing		3500	3500		1000		1000		1000	5000	1000		16000
Marketing Levi	539	677	895	782	1270	1720	1842	2445	3079	4032	4150	4913	26344
Events & Exhibitions		2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	22000
Expenses													
Rent	3000	3000	3000	3000	6000	6000	6000	10000	10000	10000	15000	1500	76500
Light & Heat	1000	1000	1000	1000	2000	2000	2000	3000	3000	3000	3000	3000	25000
Business Rates	1000	1000	1000	1000	2000	2000	2000	3000	3000	3000	3000	3000	25000
Investment Repayment													
Telephone & ERP	250	750	750	750	1000	1000	1000	1000	1500	1500	1500	1500	12500
App Development	2000	2000	2000	2000			1000		2000		4000		15000
Telephone	75	250	250	500	500	500	500	500	500	500	500	500	5075
Accounts & Legal	10000		10000									5000	25000
Capital Equipment	500				1000				1000			1000	3500
Total Expenses	29497	31766	50640	40096	61029	74930	88731	113812	136164	169668	177927	185029	1159290
Total Sales	26939	33836	44754	39124	63486	85980	92118	122274	153936	201615	207507	245644	1317213
Bank Movement	-2558	2070	-5886	-972	2457	11050	3387	8462	17772	31947	29580	60615	157923

Urban Health Franchise

Sales Activity

Year 1

Tele-sales	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	TOTAL
Number Weeks	4	5	4	4	5	4	4	5	4	4	4	4	
Working Days	20	20	20	20	25	20	20	20	20	20	25	18	248
Dietary Patients	200	200	200	200	200	200	200	200	200	200	200	200	
Monthly Sales	6	14	18	24	30	36	42	48	55	65	75	82	
Revenue	1200	2800	3600	4800	6000	7200	8400	9600	11000	13000	15000	16400	99000
Corporate Agreements	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	
Monthly Sales	1	4	5	4	4	5	6	6	7	7	8	9	
Revenue	1200	4800	6000	4800	4800	6000	7200	7200	8400	8400	9600	10800	79200
Services		400	400	400	400	400	400	400	400	400	400	400	
Videos / Services		5	4	6	7	8	8	9	11	12	15	18	
Revenue		15	12	18	21	24	24	27	33	36	45	54	309
Override Revenue	1494	1546	3906	4010	4111	5216	5265	6615	5470	6771	5629	5736	55769
Number Licensees	1	2	3	3	4	5	6	7	8	9	10	11	
Revenue	45	93	352	361	493	782	948	1389	1313	1828	1689	1893	11185
TOTAL SALES	2445	7708	9964	9979	11314	14006	16572	18216	20746	23264	26334	29147	189694

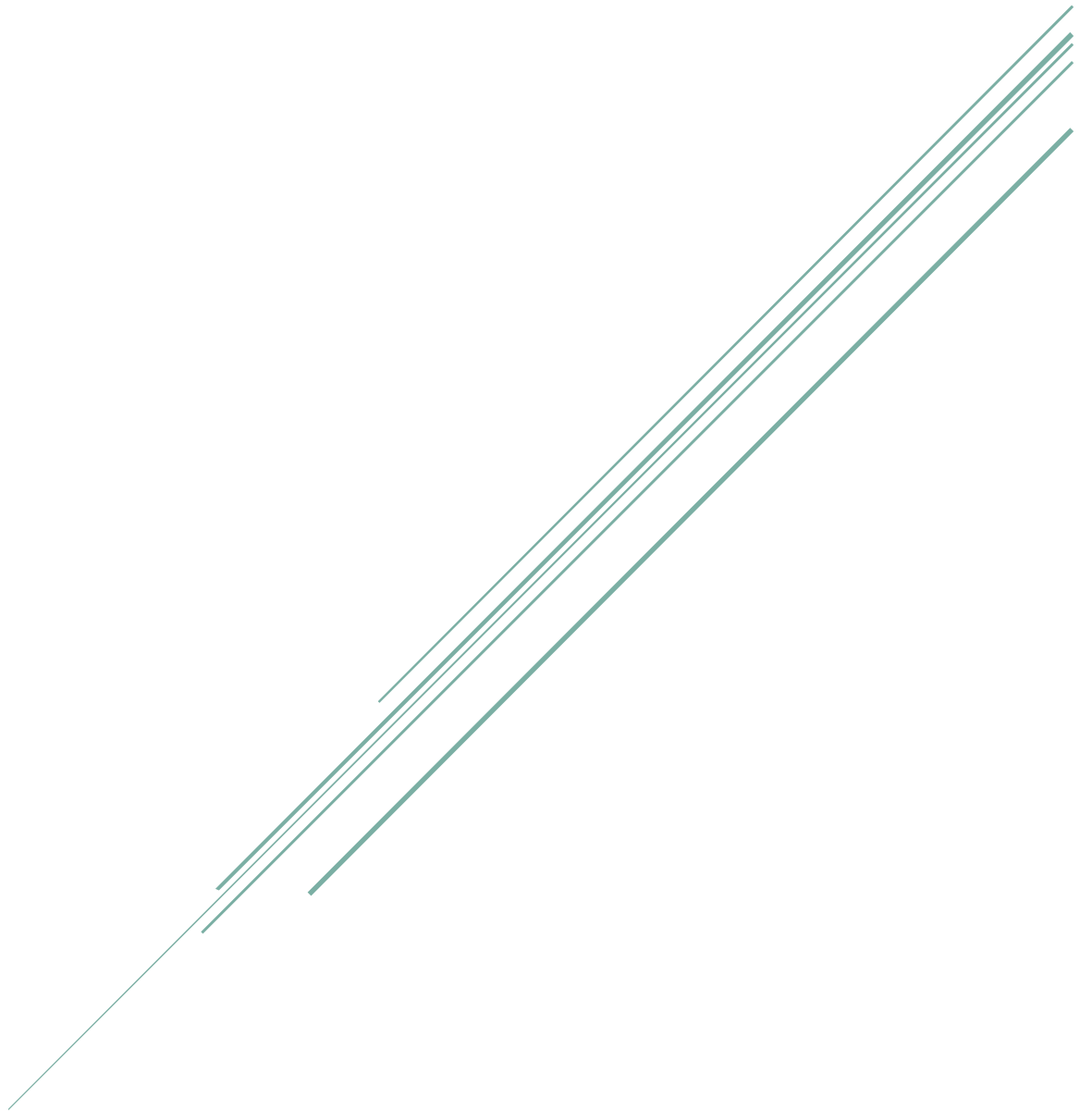
Urban Health Licensee

Expenses

Year One

Expenses	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	TOTAL
Number Weeks	4	5	4	4	5	4	4	5	4	4	4	4	
Salaries													
Director Salaries	1500	3500	5000	5000	5000	6000	6000	7000	7000	8000	8000	9000	71000
National Insurance													0
Total Salaries	1500	3500	5000	5000	5000	6000	6000	7000	7000	8000	8000	9000	71000
Direct Expenses													
License Agreement	15000												15000
Franchise Fee	480	1523	1922	1924	2164	2645	3125	3365	3887	4287	4929	5451	35702
Event Rentals @40													0
Advertising													0
Social Media Campaigns													0
Printing	0	0	250	0	0	0	250	0	0	0	0	0	500
Marketing Levi	49	154	199	200	226	280	331	364	415	465	527	583	3794
Vehicle Lease HP													0
Expenses													
Rent	1200	1200	1200	1800	1800	1800	1800	1800	1800	1800	1800	1800	19800
Light & Heat													0
Business Rates													0
Investment Repayment													0
Mobile	30	30	30	30	50	50	50	50	50	50	50	50	520
Stationery	20	20	20	20	20	20	20	20	20	20	20	20	240
Travel	75	75	75	75	75	100	100	100	125	125	150	150	1225
Accounts & Legal												1500	1500
Capital Equipment	500				500				1000			1000	3000
Total Expenses	18854	6502	8697	9048	9835	10895	11676	12700	14297	14747	15476	19554	152281
Total Sales	2445	7708	9964	9979	11314	14006	16572	18216	20746	23264	26334	29147	189694
Bank Movement	-16409	1206	1267	931	1479	3111	4895	5516	6449	8517	10858	9593	37413

URBAN HEALTH METHOD BUSINESS PLAN



November 2019

CONTENTS

Overview

Business Plan

Section 1	Executive Summary
Section 2	Business Model
Section 3	Background
Section 4	Financial & Investment Requirements
Section 5	Strategy and Implementation Summary
Section 6	Areas of Growth and Objectives
Section 7	SWOT Analysis
Section 8	Keys to Success
Section 9	Marketing & Promotion
Section 10	Operational Considerations
Section 11	Target Market
Section 12	Competitor Analysis
Section 13	Policies and Procedures

BUSINESS OVERVIEW

A robust concept and structure is essential for any business success, its important not only to have the vision of a point where you wish to get to, but how you are going to get there and the resource you need to get to the end point of your journey.

There are number of benchmarks that were presented. To achieve these it is therefore important to set out a strategy that is realistic and attempt to achieve these milestones.

- ➔ 4 Nutritional Therapists – 30 Clients each
- ➔ Number one podcast on itunes
- ➔ TV show interviewing terminally ill people
- ➔ Affiliate shop selling supplements
- ➔ Diagnostic testing
- ➔ Strategic partnerships
- ➔ Numerous cities countries with therapists
- ➔ Development of an app
- ➔ Best selling book Amazon
- ➔ Replicate Vivr Mayr
- ➔ Ted Talk

In truth to achieve great things costs money, but most importantly how you use the money to develop the business and the market you are penetrating is really important.

Nutritional Managers (Franchisees)

A nutritional therapist could also be called a “Master Franchise” based in a regional centre within a demographic area. They would run a centre with their own clients and the centre would be available for the use of therapists whom are under their control.

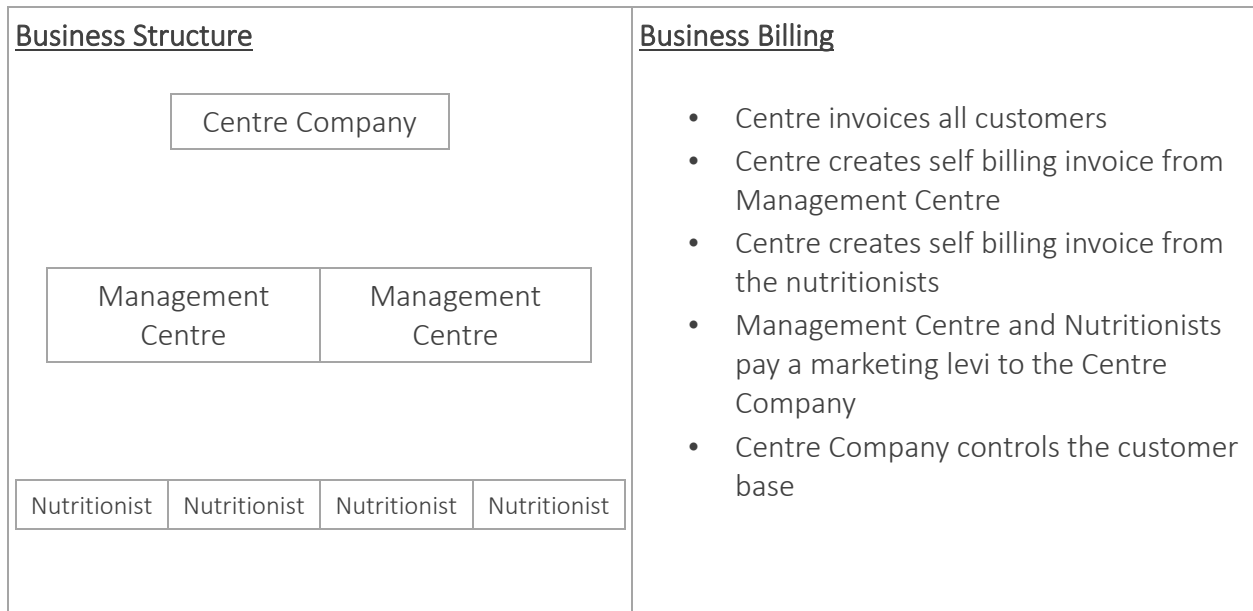
Demographic Therapists (Licencees)

Therapists would work within the regional centre and home-based visits dependent upon their location and business requirements.

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Business Structure

The business operates through regional management centres these are either owned or rented by the company, the franchise owners operate from these centres, the Nutritionists (licences) operate from home and can use the facilities as required, either to rent a room or hold meetings or refer clients to the various activities held at the centre,



Location of Management Centres

Strategically placed centers across the UK will compliment the therapists for training and patient consultations where required.

Belfast

Birmingham

Bristol

Cardiff

Dublin

Edinburgh

Leeds

London

Manchester

Newcastle upon Tyne

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Income Streams

The company will derive its income from the following income streams:

- Sale of Master Therapist (Franchise)
- Sale of Licence to practice the method
- Sale of treatments to private clients on retainer
- Sale of treatments to corporate bodies for their staff
- Specialist treatments at each centre (Classes)
- Referrals from the NHS and Private Hospitals
- Book & Video sales through online platforms
- Books & videos sold via Franchisees and Licencees
- Classes at each centre
- Marketing levi

Billing

All clients will be billed from the centre company for the following reasons:

- The company owns the customer base
- If a Franchise or Licencee leaves, the company does not lose the client
- The Franchisee receives 65% of the invoiced fee Plus 3% fee of the licence commission under their control
- The Licencee receives 60% of the invoiced fee
- Both Franchisee and Licencee pay a 2% marketing levi

Operational Agreements

Both the franchise and licence agreement to practice the method would have the following salient points:

- Five-year renewable agreement
- Franchise and Licence fee paid in advance before commencement
- All clients billed from the centre
- Both franchisee and licensee cannot trade within 25 miles of their home address until 5 years after termination of the agreement

BUSINESS PLAN

Section 1 | Executive Summary

Stephanie Webster is a Nutritionist based in Harley Street, London. She is the founder of The Urban Health Method, who aim to provide a science-based method to achieve fat loss and optimal health.

Medical Procedures	Special Interests
<ul style="list-style-type: none"> • Coaching sessions (in-person/online/call) • Body fat measuring • Bespoke nutrition plans • Daily motivation & accountability coaching • Bespoke fitness plan • Personal training (in gym) • Personal training (in home/office) • Sports massage (in home) • Yoga (in home) • Pilates (in home) • Meal delivery • Hormone optimisation • Hormone profile testing • Diagnostic blood testing (including red blood cells, cholesterol and blood glucose) • Glucose Tolerance Test • HbA1c • Homocysteine • Vital Lung Capacity Measure and Training Zones with Fuel Substrate Ratios • Food Intolerance Screening • G.I. Map • DNA testing • Food allergies • Food intolerances 	<ul style="list-style-type: none"> • Food intolerances • Food allergies • Inflammatory bowel disease • Weight management • Personal training • Book sales

URBAN HEALTH METHOD BUSINESS PLAN

The income is derived from commercial and private work.

The Urban Health Method will introduce regional clinics, which are franchised each clinic controls a number of therapists within its geographical reach.

The company will build its customer base in the next 5 years which will be private clients and corporate memberships for its staff.

The Urban Health Method will convert clients in the following ways:

- Sale of Master Therapist (Franchise)
- Sale of Licence to practice the method
- Sale of treatments to private clients on retainer
- Sale of treatments to corporate bodies for their staff
- Specialist treatments at each centre (Classes)
- Referrals from the NHS and Private Hospitals
- Book & Video sales through online platforms
- Books & videos sold via Franchisees and Licencees
- Classes at each centre
- Marketing levies

Section 2 | Business Model

The Urban Health Method through its management structure offers its health method to a broad range participants.

Health organisations historically are only able to operate in small areas in turn means they do not have the ability to grow. By offering a broad range of services from its centres and Therapists the company can develop the “Urban Health Food Method”. A good balanced diet is essential to good health and is badly needed.

The Urban Health Method Vision and Mission

Creating a continued and valuable health alternative to the public and businesses through the use of diet.

The management at The Urban Health Method believe that every business and member of the public deserves to be able to have access to quality health services centered around dietscience, giving them peace of mind.

Monetisation strategy

The Urban Health Method have a number of income streams, that will enable the business to operate profitably.

- A range of subscriptions
- Developing relationships with the NHS and Private Hospitals
- Providing books and videos
- Professional consultations through its partners.

URBAN HEALTH METHOD BUSINESS PLAN

Section 3 | Background



The Urban Health Method was founded by Stephanie Webster, half English, half Maltese, born in Saudi Arabia, Stephanie was exposed to different "food cultures" - the western diet, Mediterranean diet, Middle Eastern diet, Jewish cuisine... Linked to my interest in health the Urban Health Method was born.

Stephanie realised that all foods have rules and rituals. These give food different meanings. Love, pleasure, comfort, connection, bonding, control, restriction, different values, beliefs, identity. I found this fascinating. It still fascinates me.... How, what, when different cultures eat and why.

Diet, health culture are linked and the success of the Urban Health method has been to link these and has enabled Stephanie to open a clinic in Harley Street, London. The clinic now gets interest from

health professionals and celebrities.

The Urban Health Method accomplishments to date

The Urban Health Method Current Operations	On-Line Blog
<ul style="list-style-type: none">● Opening of Limited UK Company● Opening of UK Bank Account● Development of a website● Development of a sign-up web page● Successful sales in UK● Development support staff● Hiring of business manager in London● Listing of a number of businesses● Over 1000 business online questionnaires received	<ul style="list-style-type: none">● Development of Blog● Over 200 articles pre -written● Successful book release

URBAN HEALTH METHOD BUSINESS PLAN

- | | |
|--|--|
| <ul style="list-style-type: none">● Register the The Urban Health Method as a Brand● Relationship Management System● Marketing plan developed to implement | |
|--|--|

With impressive experience, qualifications and skill-sets, the ownership behind the Urban Health Method brings ample drive and ambition in order to make the business as successful as possible.

The business will soon establish a full team to run the day to day operations. The business will benefit from hands-on management for the duration of the business. This will ensure that the business runs efficiently and that any problems or opportunities are quickly identified and dealt with accordingly. As well as ensuring stability, which will also keep overheads low.

It is anticipated that additional staffing may be required as the business expands. In addition to having a hands-on approach to ensure the smooth running of the business, both companies will also have opportunities to utilise other management systems such as reviewing customer feedback and analysing sales and performance figures.

The company will also ensure it keeps updated with its competition, the marketplace and industry trends. The director is innovative and ambitious, but also recognises his company's limits and is patient with expansion. She will bring essential key skills to the company and this will maximise the success and growth of the company in its start-up phase and over the next five years.

The Director believes she will benefit the growth and future of the company and understands both the difficulties and rewards that come with being responsible for running the business.

Section 4 | Financial and Investment Requirements

The overall financial goal will be to rapidly increase The Urban Health Method by increasing business involvement throughout the United Kingdom and Europe over the next 5 years.

The approach of The Urban Health Method will be to use investment to increase its presence by increasing its customers through its partner network, all of which have access and use of its customer relationship (CRM) and enterprise resource planning (ERP) systems.

A substantial amount of funds has been used to develop The Urban Health Method.

The Urban Health Method will be innovative and creative in producing a large number of clients in the UK and Europe.

The Urban Health Method is now seeking to invest in the following:

- Sales and marketing-related operating expenses. To cover advertising costs, sales material costs and direct marketing costs.
- Full-time business developer. Hire a full-time business developer in the north of England.
- Develop a unique brand and products.
- Develop a mobile app. Use outsourcing developer to develop this application.
- Full-time inside sales representative. The Urban Health Method will need to hire a full-time sales person to sell to customers once the brand is initially established.
- Part-time customer support. To answer phones from enquiries and deal with orders.
- Office-related operating expenses to support customers and customers.

Although a relatively substantial amount of funds has been needed to develop the business and bring it to market, both companies will also have ongoing overheads in terms of running costs. It is essential that both companies meet their eventual sales targets to ensure that jobs can be created within the companies, and that its substantial marketing costs can be met.

Further investment or reinvestment of profits will also need to cover:

- Continued website and ApII development –ensuring it meets the high standard of expectation from its customers and users
- Technological development- ensuring that the technology can efficiently adapt to increasing demand
- Marketing/PR – the company will have an aggressive marketing campaign, which will include search engine marketing, social media and PR activity.
- People – the company will need to expand on their current staff to recruit administration staff, salespeople and experienced talents to help it deliver on its projections

Section 5 | Strategy and Implementation Summary

The company has ambitious growth plans and aspirations to develop the business in future years. There is certainly ample opportunity for this to be achieved, as well as for further opportunities including the addition of different features and target demographics, and other revenue streams, as well as the continued development of the The Urban Health Method brand and other income streams.

Growth and development are at the forefront of the overall strategy, with the importance of marketing and forming alliances with key influencers in this industry, the press and their customers. There are opportunities in place that will assist growth, enabling the businesses to establish and develop throughout future years.

As revenue is generated it will be invested into the businesses to improve the application and invest in talent, and therefore increase profitability.

The Urban Health Method will initially create 500 business listing advertisements and take advantage of press articles and social media in order to promote the service and the brand as a whole. Stephanie Webster will bring in quality members for the The Urban Health Method brand whilst bringing vast management experience. These key skills will contribute to its success from a technical, branding and business perspective, and this will maximise the success and growth of the organisation.

The Urban Health Method has established the following targets for the forthcoming 24 months:

- Build relationships with customers, marketers, press, and industry experts.
- Build awareness of the company brands and mission in target market media, including social media, for the brand as a whole and for its application.
- To make both companies a recognised name amongst its customers, with strong brand recognition.
- Be able to withstand competition from already established brands

URBAN HEALTH METHOD BUSINESS PLAN

- Strong cash flow position, which can be derived from consistent performance.
- An average earnings per share growth of approximately 12% over the long term.
- Cement some ideas for key business partnerships that will be mutually beneficial.
- Carry out any essential upgrades
- Complete operational improvements
- Reach 550 customers in the next 12 months.
- Continue to develop and improve the websites to make it very user friendly.
- Become highly profitable and/or a buyout target in 2-5 years.
- Explore new avenues and potential markets.

The company will meet those targets by:

- Continuing to vigorously pursue sales both in order to expand and further develop business
- Vigorously promoting the company as a brand.
- Placing its services in the market with exclusive offering and a strong understanding of its target audience.

Specific areas for growth:

Objective 1: Build a wide customer base amongst business in markets that will become loyal to the brand.

Specific: To have a significant number of new and year on year repeat orders.

Measurable: The company will measure its figures, statistics, CRM system, the effectiveness of its marketing campaign and relationship with these end users.

Achievable: This will be achievable through a specific and bespoke marketing campaign, the continued development of their website and app, unique offerings, relationships between the companies and its customers and marketing and promotion through various different channels.

Timely: To have achieved this by the end of 2020.

Objective 2: Develop the company brand.

Specific: To have a brand identity in place to hone in on the quality and uniqueness of its Parts & Service offering, and the benefits in order to attract more subscribers.

Measurable: They will measure the effectiveness of this through customer feedback and a hoped increase in sales.

Achievable: Using a PR, marketing and advertising agency to advise on branding.

URBAN HEALTH METHOD BUSINESS PLAN

Time: Within 12 months.

Objective 3: To become a key market player in the UK.

Specific: To become a strong market player in the UK.

Measurable: The businesses will measure this through their sales, press coverage, success of marketing and advertising campaigns and relationships with press, bloggers and networks.

Achievable: This will be achieved through reaching out to their customers, press and networks and developing their already established brand.

Timely: To achieve this by the end of 2019.

Objective 4: Employ a Marketing and Business Development Executive.

Specific: To employ an experienced Marketing and Business Development Executive to improve exposure, branding, networking and subsequently revenue.

Measurable: The businesses will measure staff requirements based on the needs of the companies, as the companies grow they will need to reach out to more customers and manage their marketing plan.

Achievable: Due to increased revenue the companies will have enough cash flow to be able to pay this extra member of staff.

Timely: To achieve this by Year 2020.

Objective 5: Become a competitively costed online business directory for diet related issues.

Specific: Become a competitively priced market player and drive an aggressive pricing model through this industry.

Measurable: The company will work closely with consultants, statisticians, and analysts to plan this model effectively.

Achievable: Through working with industry experts, business analysts and studying market research trends and emerging challenges in both the retail and commerce technology markets with a focus on the European markets.

Timely: The Urban Health Method would like to achieve this by the end of 2019.

Section 6 | Areas for growth and Objectives:

1. To market the services and any other revenue streams under the companies brand to the markets, as well as all other key target areas.
2. To provide customer service, measured through new and repeat business
3. Social media campaign- Social media and PR campaign to raise awareness of the Websites, alongside brand collaborations, blogger outreach and competitions alongside brand building initiatives.

The Urban Health Method customers will be sent a regularly updated product and service offers to fulfil the needs of these customers and also news and updates on the businesses. Their customers will be kept informed of all changes, with growth achieved through constant connection with existing and potential customers through social media, cross brand collaborations and projects.

Essentially, the business wants to work on and achieve the following:

- Expand the network of clinics and therapists, and build personal relationships with customers and businesses
- Expand and develop partner networks (press, advertising channels, bloggers, etc.)
- To set systems in place to develop an effective website, payment system and technical infrastructure, hire a PR and Marketing agency or Marketing and Development Executive and also provide working capital for the initial first year of trading until monthly revenues exceed costs.

The factors that will contribute to the growth and success of the businesses as brand spans various areas. These include:

1. The development and continuous improvement of the brand
2. The development and establishment of the brand
3. The patient experience and number of these patients
4. The success of the pricing model and its appeal to the public and businesses

Section 7 | SWOT Analysis

In addition to the market analysis examined below it is also important at this stage to review the SWOT analysis for the businesses:

Strengths

- Driven, passionate founder who will drive the business forward
- Knowledge of market and innovative ideas
- Lower overheads than competitors- due to fewer employees as the business will utilise licences where possible.
- Dedicated focus on customer experience
- Interest in digital marketing techniques and strategies
- Interesting and engaging products
- Extremely user-friendly
- First to market
- Use of the up trending mobile market
- Pre-launch notification for the first to know
- Latest offers for the bargain hunters
- The Urban Health Method therapists have the ability to offer an Extensive product range.
- customers can buy products at exceptional discounted prices.
- therapists receive enquiries passed onto them from the
- the business fully integrated with Twitter and Facebook social accounts.
- Websites enables integration with payment gateways.

Weaknesses

- Lack of brand awareness and therefore brand loyalty
- Competition in the form of similar companies
- Reliance on marketing strategies
- Small team
- Currently lack the funding to properly market
- It may take time to build consumer confidence
- Weakening value perceptions among consumers

Opportunities

- Employ an effective non-management team
- Invest in a strong brand and marketing campaign
- Create promotions for specific demographics
- Listen to user feedback and respond accordingly
- Keep track of emerging trends and innovations within this industry
- There is a good opportunity to form a strategic alliance with partners

URBAN HEALTH METHOD BUSINESS PLAN

- Market has a lot of growth
- Research suggests that there is a demand for this type of service
- Explore advertising model
- International sales potential
- Potential of branching out to new markets

Threats

- Competitors undercutting rates
- The company will grow too quickly and the companies will not be able to cope with the influx
- Technological system failures
- Creating a sustainable financial model
- Need to adapt rapidly to change
- Popularity and brand loyalty of other competitors
- Consumers becoming more difficult to capture and classify
- Failure to execute a successful marketing campaign
- Competitors could re-focus their existing products, simulating the business ideas
- Established competitors have larger marketing budgets and a greater depth of resources

Risk Management

A risk management plan is set out below that identifies common risks and indicates a suitable level of mitigation should these arise.

Risk:	Mitigation:
Economic factors affecting customer purchasing power; ultimately leading to falling revenue.	<p>Monitor business performance to ensure early identification of dwindling results.</p> <p>Ensure that the business is in a position to react to change; minimising the impact on business profits.</p>

URBAN HEALTH METHOD BUSINESS PLAN

Poor performance that ultimately leads to cash flow issues.	Maintain budgetary processes that monitor business financial performance. Consider the use of external advisor should this be appropriate.
Insufficient staff to successfully operate the business.	Recruit staff; targeting key areas which are under performing.
Future development delays.	Ensure problems are addressed as soon as they are discovered.
Risk of fraud.	Maintain effective internal audit control procedures. Consider option to bring in an external auditor should this be deemed necessary.
Loss of a key member of staff.	Ensure each important task is understood by more than one member of staff. Produce instruction manuals where applicable.

Section 8 | Keys to Success

The Urban Health Method have three keys to success. The first is establishing a high quality, high value relationship with its customers and ensuring that the reputation and the ethos of the company is maintained. The second key is to constantly market its products in all areas and continue to be innovative. The last key to success is reliable administration of the organizations.

In order to succeed in this industry the businesses must:

- Continue to be innovative and come up with new features and solutions for their customers
- Continue to market their products to gain maximum exposure and reach as many target customers as possible
- Provide customers with excellent personalized customer service through its licensees
- Advertise and promote in all areas so that the businesses customer base will learn more about the brand
- Continuously review their pricing plans and adjust these accordingly
- Most importantly, always stay on top of the latest trends in their industries and react to these trends

Other key factors in ensuring success of the business are:

- Successful continued development of their products.
- Rapid growth of customers by developing new licensee, this is the fundamental success factor to allow the businesses sales targets to become achievable
- Appointment of a marketing and public relations firm with a successful track record in this industry
- Recruiting and developing a cohesive management and customer service team
- Expansion both geographically and by introducing new products to both businesses customer base.

Section 9 | Marketing and Promotion

The main focus over the next twelve months will be to create a therapist network to present the diets and health benefits offered by the The Urban Health Method.

The business will also promote its brand to increase brand awareness. By creating custom packaging, membership special deals and other marketing material for printing and online purpose with the goal of attracting new members and increasing Membership.

Strong advertising and promotional tactics are perceived as key early-on, enabling the businesses to quickly establish their brand and build a strong reputation. A significant amount of marketing activity has already taken place. The businesses have created and maintained a CRM that they utilise to track sales leads and all other operational material.

The press release for the businesses will work in the following way:

- Production of a bespoke media list to include every relevant media outlet, blogger and freelancer in the region of a specific Licensed area
- Press release issued to this list by email when PR is approved.

Important areas of promotion for the businesses

Emails – The business will send direct emails with an email drip campaign that is monitored to track results, leads, views etc.

Trade shows and Expos: The business has and will attend and participate in several key industry trade shows and exhibitions.

Advertising – The businesses will choose several low-cost advertising options such as Facebook, Twitter and Ad Words advertising.

Phone Sales and Direct Sales – Mostly in the retail market, but some outside of the market too.

Strategic Alliances. This will perhaps be one of the businesses most important promotion outlets.

Use of Social Media

As part of their growth plan, the businesses have a particular opportunity to develop their brand through social media. This provides a great opportunity throughout 2016 and beyond as social media continues to grow in popularity. Facebook is the current market leader with over 1 billion

URBAN HEALTH METHOD BUSINESS PLAN

registered accounts as at December 2015. LinkedIn had over 332 million active accounts at this point whilst Twitter had over 284 million.

The business will utilise these Parts & Services to engage with their target market, build strong relationships and develop a trusted brand. The businesses will develop a multichannel approach to increase brand awareness. They will utilise social media, industry PR as well as SEO and PPC channels to educate customers on their products and the health benefits.

The first strategic move for The Urban Health Method must be to develop further its product and services range, websites and then its identity.

An amount of their startup costs has been set aside for this image boosting purpose. The The Urban Health Method website will have all the features running as planned to maintain the credibility of the business and attract end users, press, publications, blogs and other marketing tools. However, the The Urban Health Method website must be developed and the management team must immediately take steps to reach and network with its target customers and partner networks, and start discussions with a PR and Marketing agencies.

The Director is aware of the traditional approach to marketing planning—logically integrating and sequentially attacking the many different sub-disciplines of marketing—however this does not necessarily work for the beauty industry at start-up. As a result, smart early-stage organisations have adopted the breakthrough concepts of digital marketing and have experienced outstanding results. Digital marketing relies on speed, lots of communication, rapid iteration, and highly measurable results.

The business should engage professional marketers and a PR/Marketing agency background, but also should identify the following as key part of their approach to a marketing campaign:

1. Flexibility is a must, because a rigid culture cannot embrace the fluid world of digital marketing. But flexibility also means severing the ties to pet projects and favourite ideas: When the businesses get a thumbs-down from users and customers The Managers and their team need to drop that idea and move on.
2. Cost-effectiveness comes in many forms, not the least of which is the ability to rapidly adopt new and emerging concepts, especially as a lot of the businesses customers will have already embraced technology and digital products which they will use this method to target them with.
3. Ideally, the business will need to test any marketing techniques before committing lots of resources, both time and finances.
4. A learning environment is essential and the director needs to build an organisation that values learning—failures as well as successes. The team should be encouraged to fully explore and brainstorm many different concepts and types of digital and non-digital marketing.

URBAN HEALTH METHOD BUSINESS PLAN

The business will be successful in promoting their services and companies through SEO. Such online marketing techniques will introduce the businesses products and services to its target market. At present, no major advertising campaigns are planned. It is recommended that the Director steers the company towards careful consultation with online and offline marketing experts in the security industry to develop a marketing plan.

The businesses will also:

- Continue to be innovative and explore new avenues for marketing in their industry
- To implement aggressive innovation and marketing strategies
- To ensure sustainable profits that ensure that a healthy cash flow to support these strategies

Other online and offline strategies will include:

- Google Ad words (online advertising including pay per click)
- Agreements with specialised local blog owners, where the businesses will pay to have their online banners placed on their blogs in prominent places
- Directory listings in related publications, paying a small fee to have their details listed in paid directories
- Gorilla marketing
- Publicity through events

The business should also consider trying to gain press coverage and editorial in key industry publications. They should also consider advertising in these publications, especially to target consumer uses and business customers. The business will find that with advertising comes more editorial opportunities, features and case studies too.

Actions	Tools
<ul style="list-style-type: none">● Promote the launch of the customers area to target audiences, emphasising the uniqueness of the services and differentiating features.● Use internal CRM to identify past and current demographics● Target press and bloggers● Use social media channels to announce the launch of a customers area.	<ul style="list-style-type: none">● Press release● External newsletter article● Blog announcements● Facebook announcements● Twitter announcements

URBAN HEALTH METHOD BUSINESS PLAN

- | | |
|---|--|
| <ul style="list-style-type: none">● Increase target segment awareness of the customers area, emphasizing the unique benefits to the customers● Promote through traditional multi-media channels (print, outdoor, direct mail etc.)● Reach target customer markets through online advertising, Twitter and Facebook advertising● Set up an Affiliate program on the website | <ul style="list-style-type: none">● Press release● External newsletter article● Blog announcements● Facebook announcements● Twitter announcements● Banners to advertise The Urban Health Method |
|---|--|

The business will also be using Google analytics to measure the success of all online marketing activities, tracking data such as unique website visitors, clicks from Ad Words advertisements and visitor conversion rates.

Use of Sales Staff

A number of sales staffs will be developed who will answer customer questions online.

Section 10 | Operational Considerations

The Director will be responsible for the running of the day-to-day operations but will delegate some duties to new staff as the business continues to grow. An online logistics will be eventually to be in full time employment as well as full time PR and Marketing specialist.

In order that businesses can successfully service all of their customers they will ensure that their working day is structured but flexible. The team understand the discipline of planning, organising, motivating, and controlling resources to achieve specific goals effectively.

The first 12 months objectives will be to achieve the following for each company.

The Urban Health Method Website	The Urban Health Method Magazine
Develop 500 free business listing adverts in the UK	Develop the magazine to promote and sell the brand.
Develop the website online	Create a products list from reliable suppliers
Build up awareness around a customer's area of the website to help promote services	List 50 various business articles
Build 1,000 positive reviews for the company	Register The Urban Health Method as a brand
Develop the app	Develop free advice on the app.

Section 11 | Target Market

The business has a strong understanding of its target market, and knows its customers well. As a start-up, it is notoriously difficult for a business to complete a working concept without actually having any customers on board, and it is these first customers that can quite often be the hardest to get.

To secure active customers the business will run pilot schemes that it will roll out once it knows that they are successful and profitable.

The Urban Health Method aims to become the leader in the following markets:

One stop shop for Food and diet advice

The business is here to become the market leader in diet and health related issues.

Brand Name

The businesses will develop an outstanding trusted brand name.

Other Services

The businesses will develop other support services to help patients and increase profitability.

Section 12 | Competitor Analysis

The Urban Health Method is entering a fairly competitive market. They will face competition from a number of companies that offer a similar service.

If the business is able to position itself in the market as an affordable option, and focus on creating a new, innovative brand then it will become successful.

Positioning

When measuring head-to-head, direct competitors, the directors have found that there are few companies who offer a similar price point, level of service.

However, there is still potential significant competition from several companies that already have market penetration within the same customer base.

Section 13 | Policies and Procedures

Managing the Accounts

Both businesses will engage the services of a local accountant in order to provide accounting, tax, payroll and bookkeeping services and this will allow the team to focus on running the business.

Management and Organisation

Due to the nature of the business, it can be set up with a minimal number of employed staff and utilise resources readily available in the marketplace as a service. Once the initial customers are in place and operating successfully, the company will look to develop relationships with direct manufacturers and reduce its costs.

Procedures

The business will adopt a number of processes to ensure that expenses are kept to a minimum, this will be done by implementing robust management processes.

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Sales Activity

Year 1

Tele-sales	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	TOTAL
Number Weeks	4	5	4	4	5	4	4	5	4	4	4	4	
Working Days	20	20	20	20	25	20	20	20	20	20	25	18	248
Dietary Patients	49	49	49	49	49	49	49	49	49	49	49	49	
Monthly Sales	6	7	6	8	10	8	9	12	13	15	16	18	
Revenue	294	343	294	392	490	392	441	588	637	735	784	882	6272
Corporate Agreements	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	
Monthly Sales	1	1	3	3	3	4	4	5	4	5	4	4	
Revenue	1200	1200	3600	3600	3600	4800	4800	6000	4800	6000	4800	4800	49200
Services		400	400	400	400	400	400	400	400	400	400	400	
Videos / Services		1	4	6	7	8	8	9	11	12	15	18	
Revenue		3	12	18	21	24	24	27	33	36	45	54	297
Capital Introduced													
TOTAL SALES	1494	1546	3906	4010	4111	5216	5265	6615	5470	6771	5629	5736	55769

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Expenses

Year One

Expenses	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	TOTAL
Number Weeks	4	5	4	4	5	4	4	5	4	4	4	4	
Salaries													
Director Salaries		1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	13200
National Insurance													
Total Salaries		1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	1200	13200
Direct Expenses													
Licence Agreement	3000												3000
Licence Fee	523	541	1367	1404	1439	1826	1843	2315	1915	2370	1970	2008	19519
Event Rentals @40		40	160	240	280	320	320	360	440	480	600	720	3960
Advertising													
Social Media Campaigns													
Printing			250				250						500
Marketing Levi	30	31	78	80	82	104	105	132	109	135	113	115	1115
Vehicle Lease HP													
Expenses													
Rent													
Light & Heat													
Business Rates													
Investment Repayment													
Mobile	30	30	30	30	50	50	50	50	50	50	50	50	520
Stationery	20	20	20	20	20	20	20	20	20	20	20	20	240
Travel	75	75	75	75	75	100	100	100	125	125	150	150	1225
Accounts & Legal												500	500
Capital Equipment													
Total Expenses	3678	1937	3180	3049	3146	3620	3888	4178	3859	4380	4103	4762	43780
Total Sales	1494	1546	3906	4010	4111	5216	5265	6615	5470	6771	5629	5736	55769
Bank Movement	-2184	-391	726	961	965	1596	1377	2437	1611	2391	1526	974	11989

