



**Private Investigator Firm, Inc.**

# Introduction

- Private Investigator Firm, Inc. is a New York based Company seeking \$100,000 of debt financing to develop its and launch business operations.
- The Founder, Mr. John Doe, expects that the business will receive a 10 year loan with a 9% interest rate due on the outstanding principal balance. This correlates to a monthly payment of \$1,260 over 120 months.
- The Company will generate large streams of revenue from the ongoing private investigation of individuals and businesses at the request of attorneys and other private individuals.
- With the very high divorce rate in this country, revenues of private investigation firms have become somewhat immune to deleterious economic changes as these services are constantly in demand.

# Expected P&L Statement

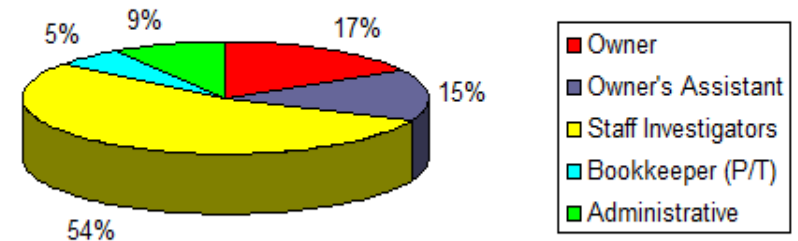
<b>Proforma Profit and Loss (Yearly)</b>			
<b>Year</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>Sales</b>	\$503,538	\$553,892	\$609,281
Cost of Goods Sold	\$50,354	\$55,389	\$60,928
Gross Margin	90.00%	90.00%	90.00%
<b>Operating Income</b>	<b>\$453,184</b>	<b>\$498,503</b>	<b>\$548,353</b>
<b>Expenses</b>			
Payroll	\$239,500	\$246,685	\$254,086
General and Administrative	\$25,200	\$26,208	\$27,256
Marketing Expenses	\$2,518	\$2,769	\$3,046
Professional Fees and Licensure	\$5,219	\$5,376	\$5,537
Insurance Costs	\$1,987	\$2,086	\$2,191
Travel and Vehicle Costs	\$17,596	\$19,356	\$21,291
Rent and Utilities	\$14,250	\$14,963	\$15,711
Miscellaneous Costs	\$6,042	\$6,647	\$7,311
Payroll Taxes	\$35,925	\$37,003	\$38,113
<b>Total Operating Costs</b>	<b>\$348,237</b>	<b>\$361,092</b>	<b>\$374,542</b>
<b>EBITDA</b>	<b>\$104,947</b>	<b>\$137,411</b>	<b>\$173,811</b>
Federal Income Tax	\$34,633	\$42,662	\$54,893
State Income Tax	\$5,247	\$6,464	\$8,317
Interest Expense	\$8,738	\$8,131	\$7,468
Depreciation Expenses	\$4,107	\$4,107	\$4,107
<b>Net Profit</b>	<b>\$52,222</b>	<b>\$76,046</b>	<b>\$99,025</b>
<b>Profit Margin</b>	<b>10.37%</b>	<b>13.73%</b>	<b>16.25%</b>

# Expected Personnel

Personnel Plan - Yearly			
Year	2009	2010	2011
Owner	\$40,000	\$41,200	\$42,436
Owner's Assistant	\$35,000	\$36,050	\$37,132
Staff Investigators	\$130,000	\$133,900	\$137,917
Bookkeeper (P/T)	\$12,500	\$12,875	\$13,261
Administrative	\$22,000	\$22,660	\$23,340
<b>Total</b>	<b>\$239,500</b>	<b>\$246,685</b>	<b>\$254,086</b>

Numbers of Personnel			
Year	2009	2010	2011
Owner	1	1	1
Owner's Assistant	1	1	1
Staff Investigators	4	4	4
Bookkeeper (P/T)	1	1	1
Administrative	1	1	1
<b>Totals</b>	<b>8</b>	<b>8</b>	<b>8</b>

Personnel Expense Breakdown



# Expected Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly			
Year	2009	2010	2011
Cash From Operations	\$56,329	\$80,153	\$103,133
Cash From Receivables	\$0	\$0	\$0
<b>Operating Cash Inflow</b>	<b>\$56,329</b>	<b>\$80,153</b>	<b>\$103,133</b>
<b>Other Cash Inflows</b>			
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
<b>Total Other Cash Inflows</b>	<b>\$147,902</b>	<b>\$43,587</b>	<b>\$50,125</b>
<b>Total Cash Inflow</b>	<b>\$204,231</b>	<b>\$123,740</b>	<b>\$153,258</b>
<b>Cash Outflows</b>			
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	\$57,500	\$20,038	\$25,783
Dividends	\$39,431	\$56,107	\$72,193
<b>Total Cash Outflows</b>	<b>\$128,291</b>	<b>\$113,092</b>	<b>\$141,561</b>
<b>Net Cash Flow</b>	<b>\$75,940</b>	<b>\$10,649</b>	<b>\$11,697</b>
<b>Cash Balance</b>	<b>\$75,940</b>	<b>\$86,589</b>	<b>\$98,287</b>

# Expected Balance Sheet

Proforma Balance Sheet - Yearly			
Year	2009	2010	2011
<b>Assets</b>			
Cash	\$75,940	\$86,589	\$98,287
Amortized Development/Expansion Costs	\$17,500	\$19,504	\$22,082
Company Vehicle	\$17,000	\$27,019	\$39,911
FF&E	\$23,000	\$31,015	\$41,329
Accumulated Depreciation	(\$4,107)	(\$8,214)	(\$12,321)
<b>Total Assets</b>	<b>\$129,333</b>	<b>\$155,913</b>	<b>\$189,287</b>
<b>Liabilities and Equity</b>			
Accounts Payable	\$13,005	\$26,716	\$40,990
Long Term Liabilities	\$93,537	\$86,467	\$79,397
Other Liabilities	\$0	\$0	\$0
<b>Total Liabilities</b>	<b>\$106,542</b>	<b>\$113,183</b>	<b>\$120,387</b>
<b>Net Worth</b>	<b>\$22,792</b>	<b>\$42,731</b>	<b>\$68,900</b>
<b>Total Liabilities and Equity</b>	<b>\$129,333</b>	<b>\$155,913</b>	<b>\$189,287</b>

# 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

