

SAMPLE

# L1 VISA BUSINESS PLAN



**US CONSULTING, LLC**

L1 Beneficiary:  
Elek Tamas



BPLANWRITER.COM  
+1 (512) 521-1557  
info@bplanwriter.com  
<https://bplanwriter.com>

## CONTENTS

Executive Summary .....	3
Objectives .....	5
Funding Summary.....	6
The Foreign Parent Company: Expert Consulting.....	7
Shareholding Structure.....	7
Organizational Chart.....	8
Past Performance.....	8
Role Of The US Subsidiary: US Consulting LLC.....	10
Services Offering.....	10
Target Market.....	10
L1 Beneficiary – Mr. Elek Tamas.....	12
Management Team.....	14
Positions to be Created in the U.S.....	14
Organizational Chart.....	17
Personnel Forecast.....	18
Market Analysis Summary: Oil, Gas & Mining Consultants In The U.S.....	19
Venture Capital Landscape In Africa.....	20
Market Analysis Summary: Management Consulting In The Us.....	21
Branding And Marketing.....	22
Competitive Analysis.....	23
SWOT Analysis.....	24
Financial Projections.....	25
Note to Readers.....	29

## EXECUTIVE SUMMARY

**Expert Consulting**, known as the "Parent Company," is an Algerian firm overseen by Andy Assimi (90%) and Zoltan (10%), both of whom possess equity ownership in the company. Andy Assimi serves as the Chairman of the company. Expert Consulting holds a strong position within its home country and offers a range of services including representation, business development, civil construction building and facilities management, oil and gas consulting, advisory services, strategic planning, and third-party procurement in Algeria and throughout Africa.

The L1 Beneficiary also holds the position of Vice President for Business Development at Expert Consulting. This publicly traded company is based in the Northern Areas of Algeria and engages in civil construction, building and facilities management, waste management, and provides services to the oil and gas industry, as well as other commercial and trading activities.

In order to expand and diversify their operations, the owners/shareholders of the Parent Company established a subsidiary in the United States called **US Consulting LLC**, also referred to as "the Company" or "the U.S. Subsidiary." The Parent Company intends to transfer Mr. Elek Tamas as the Chief Executive Officer of US Consulting LLC. Additionally, the Parent Company has secured an office location in North Bethesda, Maryland. Initially, the Parent Company plans to hire three employees in the first year, with the number increasing to six employees (excluding the L-1 transferee) by the fifth year.

**Relocating Executive:** Once the L-1 visa is approved, Mr. Elek Tamas will be relocated by the Parent Company to oversee and manage the establishment and operations of the U.S. Subsidiary as the Chief Executive Officer. With his extensive experience in leadership, business development, and marketing management, Mr. Tamas will ensure the successful implementation of the business in the United States. Throughout his 21-year career, he has demonstrated his proficiency in managing oil and gas consulting companies in Algeria. Mr. Tamas has consistently delivered outstanding performance and has established a wide-ranging network of connections within the oil and gas industry, which will play a crucial role in driving the growth and advancement of the U.S. Subsidiary.

**US CONSULTING LLC – U.S. Subsidiary:** US Consulting LLC, serving as the U.S. subsidiary of the Parent Company, is majority owned (51%) by Expert Consulting. It operates as a management consulting firm specializing in providing advisory, consulting, strategic planning, business support, and due diligence services, with a primary focus on the oil and gas industry. The Company will actively collaborate with prospective investors and businesses in the United States seeking opportunities within the African Region. Leveraging its extensive network and connections with the African Energy Chamber, the Company will deliver services encompassing commercial consulting, business development, and public relations within this sector.



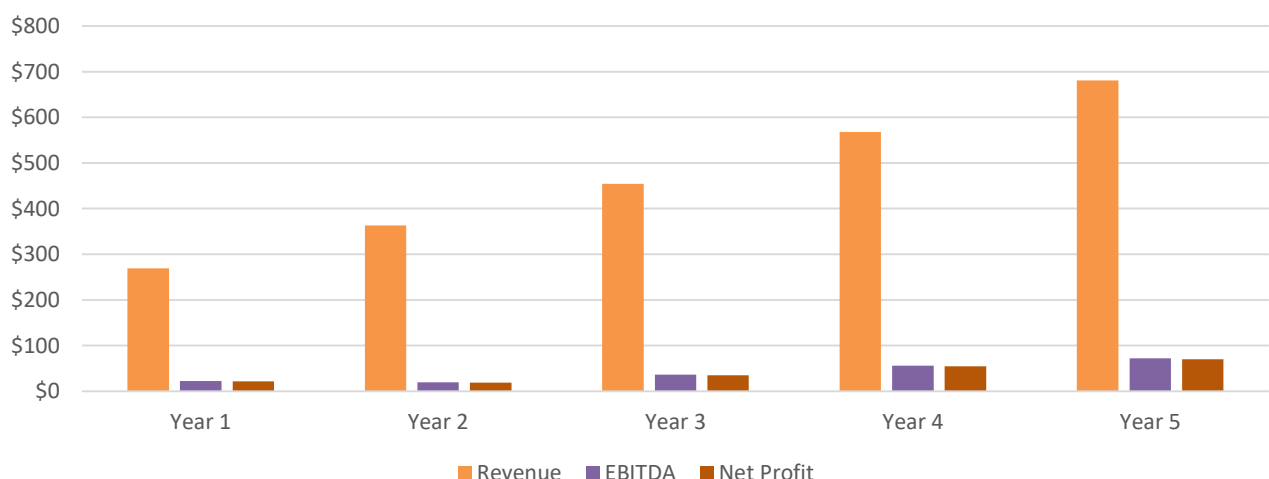
## ● SAMPLE L1 VISA BUSINESS PLAN ●

**Business Opportunity & Market Size:** Recent research indicates that Africa has become a focal point in the global energy transition. The continent has witnessed the emergence of new opportunities in natural gas, renewable energy, off-grid power generation, and energy storage, resulting in significant investments from major U.S. oil companies. Analysis of the Venture Capital (VC) landscape in Africa between 2014 and 2019 reveals that a substantial portion of the investors participating in VC deals were based in the United States, accounting for 40% of the total deals.

According to market research firm IBISWorld, the Oil, Gas & Mining Consultants industry (NAICS: 213112) has experienced an average annual growth rate of 2.2% over the past five years. This growth trajectory has positioned the industry's revenue at approximately \$5.1 billion in 2020. Projections indicate that industry revenue will continue to rise, with an anticipated annualized growth rate of 2.1% over the five-year period leading to 2025, reaching around \$5.6 billion. As the demand for energy and mining products recovers from the impacts of the COVID-19 pandemic and production cuts, coupled with the upward trend in commodity prices, there is expected to be a steady increase in demand for consulting services from both petroleum and mining companies throughout the forecast period.

**Business Model:** The Company will employ a hybrid pricing model that combines fixed pricing and an hourly-based approach. Each project's scope of work will be carefully evaluated and assessed, allowing the Company to present a customized pricing model to the customer. This tailored approach ensures that the pricing structure aligns with the specific requirements of the project.

**Financial Highlights:** US Consulting LLC has developed a financial model that projects steady and continuous growth for the upcoming five years. The plans outline the U.S. Subsidiary's target of reaching an annual gross revenue of \$XXX, with a projected net profit exceeding \$XXX by year five. The graph provides a visual representation of the financial objectives of US Consulting LLC for the next five-year period.



## Objectives

The objective of this plan is to furnish USCIS with the essential information to assess the market scope and prospective expansion of US Consulting LLC. Apart from serving as a strategic guide for the management team, the plan will demonstrate the following points:

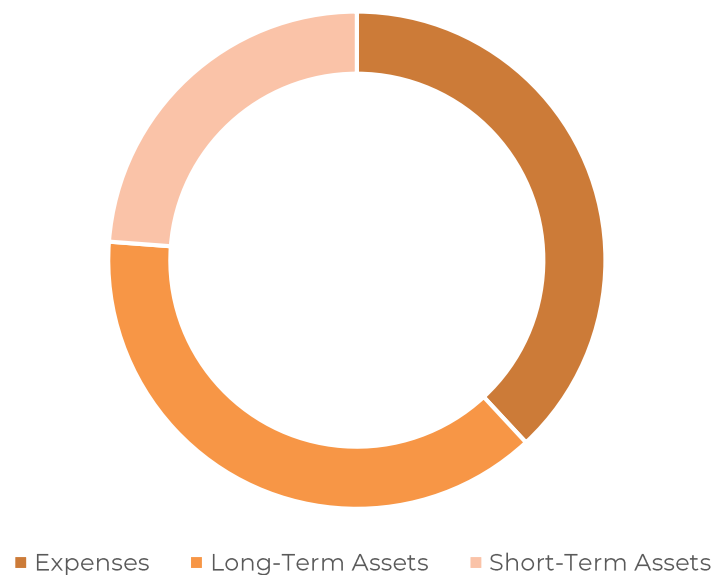
- Expert Consulting intends to make a total investment of \$XXX in the U.S. Subsidiary.
- By the fifth year of operation, six full-time qualifying positions will be created.
- A notable market opportunity exists based on an analysis of current market demands and the competitive landscape.
- Establishing an appropriate capital structure will facilitate the establishment of a sustainable and profitable business.

## FUNDING SUMMARY

The tables and graphs provided below offer a comprehensive summary of the allocation and utilization of funds:

Utilization of Funding	
<b>Expenses</b>	
Legal Fees	\$XXX
Initial Office Supplies	\$XXX
Prepaid Rent	\$XXX
Initial Advertising	\$XXX
Contingency	\$XXX
<b>Total Start-up Expenses</b>	<b>\$XXX</b>
<b>Long-term Assets</b>	
Computer & Other Equipment	\$XXX
<b>Total Long-Term Assets</b>	<b>\$XXX</b>
<b>Short-Term Assets</b>	
Working Capital	\$XXX
<b>Total Short-Term Assets</b>	<b>\$XXX</b>
<b>Total Funding</b>	
<b>Total Funding Requirements</b>	<b>\$XXX</b>

Funding Utilization



## THE FOREIGN PARENT COMPANY: EXPERT CONSULTING



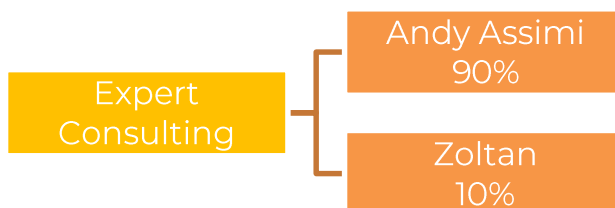
Established in 2011, Expert Consulting specializes in a wide range of services encompassing electricity, automation, home automation, telecommunications, video surveillance systems, fire detection systems, alarm systems, fire hydraulics networks, water supply networks, sewage networks, water treatment stations, water purification stations, air conditioning, heating, ventilation, renewable energy, as well as trading and commercial procurement support.

The company provides financial support, business management, and operational oversight to its subsidiary companies. Leveraging its robust strategic vision and extensive experience in international markets, Expert Consulting possesses the ability to identify industry trends and advancements. This enables them to invest in profitable business sectors and achieve sustainable growth.

Currently, Expert Consulting operates in Algeria, Mozambique, and Morocco, demonstrating its presence and activities in multiple countries.

### Shareholding Structure

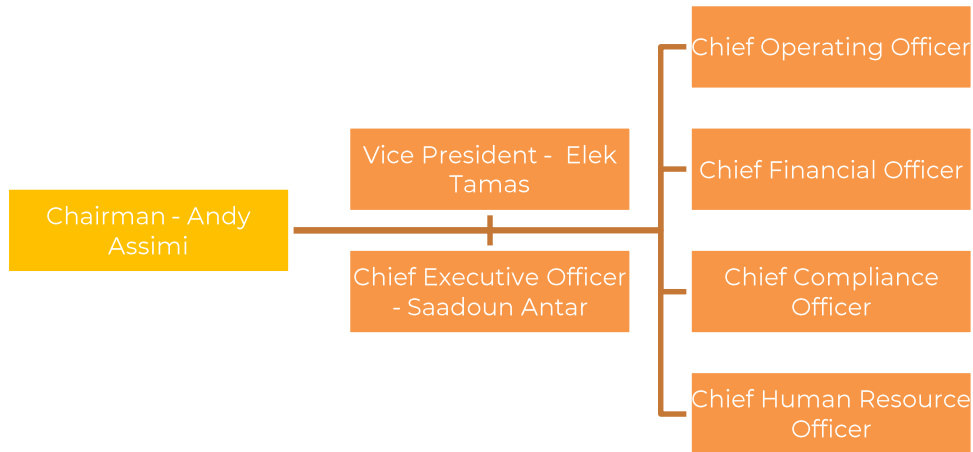
The following presents the ownership breakdown of Expert Consulting:



● SAMPLE L1 VISA BUSINESS PLAN ●

## Organizational Chart

Below is the organizational chart for Expert Consulting:



## Past Performance

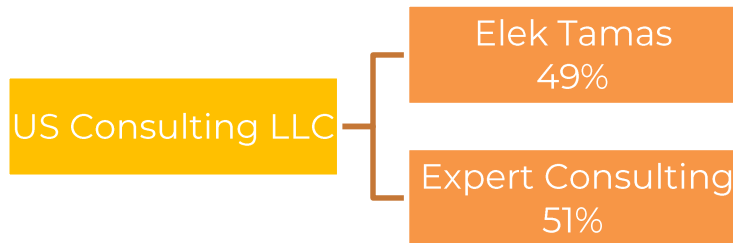
Income Statement (Amount in US\$)			
	Y3	Y2	Y1
Sales & Services	\$XXX	\$XXX	\$XXX
Other income	\$XXX	\$XXX	\$XXX
	\$XXX	\$XXX	\$XXX
Expenses			
Cost of Goods Sold	\$XXX	\$XXX	\$XXX
Admin & Selling	\$XXX	\$XXX	\$XXX
Depreciation & Impairment	\$XXX	\$XXX	\$XXX
Financing	\$XXX	\$XXX	\$XXX
Taxes	\$XXX	\$XXX	\$XXX
	\$XXX	\$XXX	\$XXX
<b>Net profit for the year</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>

● SAMPLE L1 VISA BUSINESS PLAN ●

Balance Sheet (Amount in US\$)			
	Y3	Y2	Y1
<b>ASSETS</b>			
Non-current assets			
Tangible fixed assets	\$XXX	\$XXX	\$XXX
Other non-current assets	\$XXX	\$XXX	\$XXX
	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>
Current assets			
Inventories	\$XXX	\$XXX	\$XXX
Accounts receivable	\$XXX	\$XXX	\$XXX
Cash and cash equivalents	\$XXX	\$XXX	\$XXX
Other current assets	\$XXX	\$XXX	\$XXX
	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>
<b>TOTAL ASSETS</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>
<b>EQUITY &amp; LIABILITIES</b>			
Equity			
Capital	\$XXX	\$XXX	\$XXX
Retained earnings	\$XXX	\$XXX	\$XXX
Net profit for the year	\$XXX	\$XXX	\$XXX
	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>
Non-current liabilities			
Non-current liabilities	\$XXX	\$XXX	\$XXX
Current liabilities			
Accounts payable	\$XXX	\$XXX	\$XXX
Other current liabilities	\$XXX	\$XXX	\$XXX
	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>

## ROLE OF THE US SUBSIDIARY: US CONSULTING LLC

US Consulting LLC is a limited liability company that will be registered in Maryland and headquartered in Bethesda. US Consulting LLC will be the U.S. subsidiary company of Expert Consulting. Ownership of the Company is held by the following:



The Company has secured an office in the U.S. in North Bethesda, Maryland.

### Services Offering

US Consulting LLC is a management consulting company that will offer advisory, consulting, strategic planning, business support and due diligence services. The Company will work with potential investors and firms in the U.S that are looking for business opportunities in the African Region, and the Company will provide services through its networking with the African Energy Chamber. The company offers consulting services centered around the commercial, business development and public relations areas.

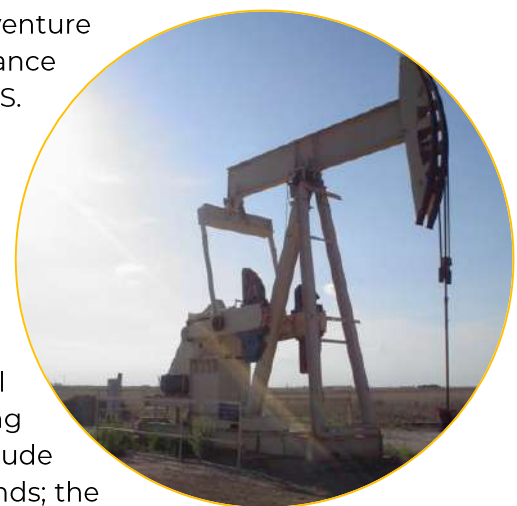
The Company will provide the services such as benchmarking studies, bid proposals, investment roadshows, business plans and investment outlooks, resource procurement, and resource trading commercial support.

The Company will use the hybrid model of fixed pricing and pricing based on hours. The Company will evaluate and assess the scope of work factors individually and present a single pricing model for the customer.

### Target Market

The target market includes private investors, investment firms, venture capital firms, consulting firms, private equity firms, banks, insurance companies, and conglomerates in oil and gas exploration in the U.S. that are looking to expand in the African region. The Company will target the US nationally from its office located in North Bethesda, Maryland. Below is the detailed analysis of the primary target markets:

**OIL DRILLING & GAS EXTRACTION:** Companies in oil drilling and gas extraction operate and develop oil and gas field properties. Research shows that around 52,311 businesses are working in the oil drilling and gas extraction in the U.S. Business activities in oil drilling and gas extraction include exploration and production of crude petroleum; the mining and extraction of oil from oil shale and oil sands; the



## ● SAMPLE L1 VISA BUSINESS PLAN ●

exploration and production of natural gas; sulfur recovery from natural gas; and recovery of hydrocarbon liquids. Companies may operate oil and gas wells on their own account or for others on a contract or fee basis.

Geographically, the Southwest area accounts for the most significant industry establishments, primarily due to the dominance of Texas as a gas and oil producer. The next most important area for the industry is the Southeast. Activity in the Southeast is concentrated in Louisiana.

**PRIVATE EQUITY/INVESTORS & VENTURE CAPITAL:** Venture capitalists invest in businesses abroad, and private investors also commit capital to small and start-up enterprises. Venture Capital comprises companies and individuals that invest in certain classes of financial assets. Participants include venture capitalists, investment clubs and dealers of mineral royalties or leases, and oil royalties. Research shows that there are around 39,332 businesses registered in the Industry in the U.S., and most establishments in Venture Capital are concentrated in the West, Mid-Atlantic, Southeast, and Southwest regions.



## L1 BENEFICIARY – MR. ELEK TAMAS

Mr. Elek Tamas will become the Chief Executive Officer of US Consulting LLC following the issuance of his visa. Elek is the Vice President of Expert Consulting. He is a growth-oriented individual who achieved many milestones during his association with Expert Consulting. Since his tenure at Expert Consulting, where he started in January 2020, Expert Consulting continues to achieve various milestones under Elek's leadership and experience.



### Education Background

- Elek received the following educational degrees:
- M.Sc Oil and Gas Management from University of East London
- Master's in Business Administration from Imperial College Business School

### Professional Career

Elek started his professional career in October 2009 as an Industrial Development Officer with Oilco in Algeria. In February 2010, he joined Caloil ASA as a Finance and Control Analyst and worked for eighteen months. Under this position, he was responsible for economic analysis and ensuring evaluation, control and internal compliances. He was also involved in negotiation support, coordination and audit support. In August 2011, he was hired as a Finance Analyst (Functional Planning) in AB Algeria, responsible for providing operational support for functional managers. He had also worked as a Commercial Analyst with AB Algeria before his resignation in August 2013.

In August 2014, he joined Taurus Group S.A. as an Advisor to the Board and Board Member, where he was strategically involved in business planning and strategy development. As a Board Member, he was also responsible for supervising the hospitality business segment of the Gemini Group S.A., which includes hotel, catering, procurement, transport, logistics, and facilities management.

In January 2015, he founded ABC, and in January 2020, he was appointed as Managing Director. In January 2018, he also became a Senior Advisor of Association, and in May 2019, he was appointed as President of the Association to represent Algeria. As President of the Association, Algeria, he works with local and international oil and gas companies and government entities. In January 2020, he also joined DEF Inur as a Vice-President responsible for:

- Business Development activities for the Group in US, Africa, Middle East and Asia.
- Execution of a business development strategy and commercial plan for the company for the regions under his supervision.
- Procurement of investment and financial solutions for the group activities in Africa.
- Formulation and deployment of political and government relation's strategy.

● SAMPLE L1 VISA BUSINESS PLAN ●

- Management of partnership agreements and interactions with partners in the geographic locations where group is present.

During his professional career and association with XYZ, he gained a vast network of contacts in oil and gas companies in Africa and an in-depth understanding of Africa's oil and gas sector. His knowledge provides solutions for start-up planning, marketing, operations and business development in the oil and gas industry.

As Vice President of Expert Consulting Elek’s responsibilities include the following:

Vice President Expert Consulting – Business Development	% Time
<ul style="list-style-type: none"> <li>• Assumes responsibility for driving Business Development initiatives across the Company's operations in the United States, Africa, Middle East, and Asia.</li> </ul>	25%
<ul style="list-style-type: none"> <li>• Implements a comprehensive business development strategy and commercial plan for the supervised regions.</li> </ul>	10%
<ul style="list-style-type: none"> <li>• Manages partnership agreements and collaborates with partners in the geographic locations where the organization operates.</li> </ul>	15%
<ul style="list-style-type: none"> <li>• Acquires investment and financial solutions to support the group's activities in Africa.</li> </ul>	10%
<ul style="list-style-type: none"> <li>• Develops and implements a strategic approach for engaging with political and government entities.</li> </ul>	10%
<ul style="list-style-type: none"> <li>• Represents the company in various civic and professional associations at the local, state, and national levels within the countries under supervision.</li> </ul>	5%
<ul style="list-style-type: none"> <li>• Stays abreast of market trends, analyzes challenges and issues, and provides effective solutions to ensure the Company's continuous growth.</li> </ul>	10%
<ul style="list-style-type: none"> <li>• Serves as the central coordinator for partnership interactions within the company.</li> </ul>	15%

In addition to the aforementioned responsibilities, Elek possesses a strong understanding of business operations, business development, and marketing. They also demonstrate excellent leadership, management, and communication skills, along with the ability to coordinate and enhance efficiency through training. Elek is known for making sound decisions, exhibiting strategic management abilities with a positive outlook, and effectively adapting to and navigating change. They consistently meet customer expectations, excel in formulating strategies and concepts, and possess persuasive and influential skills.

Given the oil and gas industry's steady growth, Elek has set their sights on expansion. Due to their exceptional organizational skills, past performance, long-term commitment, and market knowledge, the Board of Directors of the Parent Company has decided to appoint Elek as the Chief Executive Officer of US Consulting LLC.

## MANAGEMENT TEAM



### Positions to be Created in the U.S.

The following positions will be created after the issuance of the L1 Visa:

#### CHIEF EXECUTIVE OFFICER

Mr. Elek Tamas – L1 Beneficiary

Salary: \$XXX per year

Chief Executive Officer - Job Description	% Time
<ul style="list-style-type: none"> <li>Developing, communicating, and implementing the organization's vision, mission, and overall direction to ensure consistency.</li> </ul>	10%
<ul style="list-style-type: none"> <li>Creating and executing a strategic plan that guides the business, incorporating input from employees at all levels.</li> </ul>	20%
<ul style="list-style-type: none"> <li>Overseeing all aspects of the organization's operations, including client relationship management, employee recruitment and supervision, and determining necessary operational assets.</li> </ul>	20%
<ul style="list-style-type: none"> <li>Assessing the organization's success using strategic measures to evaluate ongoing performance and considering intangible aspects of the work environment that impact overall business success.</li> </ul>	10%
<ul style="list-style-type: none"> <li>Maintaining awareness of the competitive landscape, potential expansion opportunities, customer preferences, market dynamics, industry developments, and standards.</li> </ul>	10%
<ul style="list-style-type: none"> <li>Serving as the representative of the organization in civic and professional associations at the local, state, and national levels.</li> </ul>	10%
<ul style="list-style-type: none"> <li>Analyzing market trends and addressing challenging situations to provide solutions that ensure the Company's growth.</li> </ul>	10%
<ul style="list-style-type: none"> <li>Reviewing financial and non-financial reports to identify opportunities for improvement and devise effective strategies for the Company's success.</li> </ul>	10%

● SAMPLE L1 VISA BUSINESS PLAN ●

**CONSULTING ANALYST**

Type: Full time

Number of position(s) by year 5: 3

Reports to Chief Executive Officer

Initial salary: \$XXX per year

Consulting Analyst - Job Description		% Time
Qualification: Master's in Business Administration		
<ul style="list-style-type: none"> <li>• Managing client business operations:               <ul style="list-style-type: none"> <li>○ Collaborating closely with upper management and executives of client companies to define and deliver solutions. This involves:                   <ul style="list-style-type: none"> <li>▪ Analyzing customer requirements and proposing suitable solutions.</li> <li>▪ Assessing business practices and goals to provide recommendations for improving company direction.</li> <li>▪ Identifying trends within a specific market.</li> <li>▪ Conducting competitor analysis to establish objectives and goals.</li> <li>▪ Monitoring market trends to help clients adapt to changing conditions that impact their plans.</li> <li>▪ Identifying key markets for client involvement and assisting in successful adaptation to market changes.</li> <li>▪ Providing support for clients through activities such as investment roadshows, creating business plans, offering investment outlooks, procuring resources, and facilitating resource trading.</li> <li>▪ Ensuring client satisfaction through follow-up interactions.</li> </ul> </li> </ul> </li> </ul>	80%	
<ul style="list-style-type: none"> <li>• Engaging in training &amp; meetings               <ul style="list-style-type: none"> <li>○ Developing and honing skills as a Consulting Analyst practitioner to maintain relevance in the market and for clients.</li> <li>○ Updating job knowledge by participating in educational opportunities and staying informed through technical publications.</li> <li>○ Attending meetings and training sessions as required.</li> </ul> </li> </ul>	20%	

**ADMIN & SUPPORT ASSISTANT**

Type: Full-time

Number of Position(s) by Year 5: 1

Reports to Chief Executive Officer and Consultants

Initial salary: \$XXX per year

Admin & Support Assistant – Job Description (Qualification: Associate Degree having basic computer literacy)	% Time
<ul style="list-style-type: none"> <li>• Day to day job duties                             <ul style="list-style-type: none"> <li>○ Providing administrative support to the Chief Executive Officer and Consultants.</li> <li>○ Acting as an extension of the CEO's human resources function, as well as providing accounting/payroll and IT support (which may be outsourced).</li> <li>○ Coordinating pre-employment procedures for potential candidates.</li> <li>○ Managing all paperwork related to new hires, orientation, and termination.</li> <li>○ Collecting, verifying, and submitting employee timesheets.</li> <li>○ Welcoming clients and visitors, answering phone calls, and directing them to the appropriate person or department.</li> <li>○ Performing various clerical tasks such as faxing, scanning, copying, and filing.</li> <li>○ Organizing and facilitating meetings, conferences, and special events.</li> <li>○ Overseeing office accounts and monitoring expenditures, while developing and coordinating budgets for the office and associated expenses.</li> <li>○ Providing support and supervision to office staff, addressing day-to-day issues and providing secretarial assistance.</li> </ul> </li> </ul>	80%
<ul style="list-style-type: none"> <li>• Training &amp; meetings                             <ul style="list-style-type: none"> <li>○ Updating job knowledge through participation in educational opportunities and keeping up-to-date with technical publications.</li> <li>○ Attending meetings and training sessions as required.</li> </ul> </li> </ul>	20%

● SAMPLE L1 VISA BUSINESS PLAN ●

**FINANCE & COMMERCIAL JUNIOR ANALYST**

Type: Full-time

Number of Position(s) by Year 5: 2

Reports to Chief Executive Officer and Consultants

Initial salary: \$XXX per year

Finance & Commercial Junior Analyst – Job Description (Qualification: Bachelors’ or Masters’ Degree in finance/commerce)	% Time
<ul style="list-style-type: none"> <li>• Day to day job duties                             <ul style="list-style-type: none"> <li>○ Conducting benchmark studies, bid proposals, and other reporting for clients:                                     <ul style="list-style-type: none"> <li>▪ Collecting information from the target company and industry experts.</li> <li>▪ Researching and consulting with existing references and customers of the target company.</li> <li>▪ Analyzing potential competitors in relation to the target company.</li> <li>▪ Collaborating and consulting with technical and business consultants to evaluate the target company.</li> <li>▪ Performing background checks on the current management team of the target company.</li> <li>▪ Conducting valuation analysis through modeling.</li> <li>▪ Assisting in the preparation of internal investment memos to present to clients.</li> </ul> </li> </ul> </li> </ul>	80%
<ul style="list-style-type: none"> <li>• Training &amp; meetings                             <ul style="list-style-type: none"> <li>○ Enhancing job knowledge through engagement in educational opportunities and staying informed by reading technical publications.</li> <li>○ Actively participating in meetings and training sessions as necessary.</li> </ul> </li> </ul>	20%

**Organizational Chart**

**Organizational Chart in Year 5**



● SAMPLE L1 VISA BUSINESS PLAN ●

## Personnel Forecast

The personnel forecast below shows the staffing needs for the next five years.

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Head Counts</b>					
Chief Executive Officer	1	1	1	1	1
Consulting Analyst	1	1	1	2	3
Admin & Support Assistant	1	1	1	1	1
Finance & Commercial Junior Analyst	1	1	2	2	2
<b>Total Head Counts</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>Staff Salary</b>					
Chief Executive Officer	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Consulting Analyst	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Admin & Support Assistant	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Finance & Commercial Junior Analyst	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
<b>Total Payroll</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>



## MARKET ANALYSIS SUMMARY: OIL, GAS & MINING CONSULTANTS IN THE U.S.



The Oil, Gas, and Mining Consultants industry experienced moderate growth over the five years to 2020. Over the past five years, oil and gas companies aggressively pursued oil and natural gas deposits trapped in shale rock deposits. Industry consultants advised clients on various topics, including regulatory, legal, operational, and environmental matters. Over the five years to 2020, industry revenue was anticipated to increase an annualized 2.2% to \$5.1 billion. However, the industry is believed to have declined 1.3% in 2020 as the COVID-19 (coronavirus) pandemic and accompanying lockdown procedures authored a global energy imbalance and led to a collapse in commodity prices. As a result, resource extractors have turned down production and reduced workforces to combat falling and even hostile commodity prices. These conditions are anticipated to result in reduced demand for industry services.

Over the past five years, hydraulic fracturing and horizontal drilling techniques bolstered the United States' position in global petroleum markets. Companies rushed to secure mineral rights and leases to seek out and develop previously uneconomical natural gas and crude oil deposits. Consultants provide financial, market, geological and operational services to help companies

determine the feasibility of undeveloped resources. Additionally, consultants work with oil and gas companies on legal, environmental, and regulatory issues. Industry profitability, defined as earnings before interest and taxes, decreased amid volatile commodity prices over the past five years. In 2020, the average profit was expected to reach 13.3% of industry revenue.

Industry revenue is forecast to increase an annualized 2.1% to \$5.6 billion over the five years to 2025. As downstream demand for energy and mining products recovers from the adverse effects of coronavirus and production cuts buoy commodity prices, demand for consulting services from both petroleum and mining companies will likely rise steadily during the outlook period. For example, the US oil and gas production index is anticipated to grow at an annualized rate of 1.7% during the outlook period. Additionally, oil and gas companies will continue to demand consulting services to help handle shifting regulatory landscapes and monitor environmental issues. Further, safety concerns in the petroleum and mining sectors will drive demand for consulting services to implement efficient and safe operating practices effectively.

## VENTURE CAPITAL LANDSCAPE IN AFRICA

US \$3.9bn

Total value of reported VC deals in Africa, 2014 – 2019

US \$1.4bn

Total value of reported VC deals in Africa in 2019

US \$0.7bn

Average annual total deal value of reported VC deals in Africa, 2014 – 2019

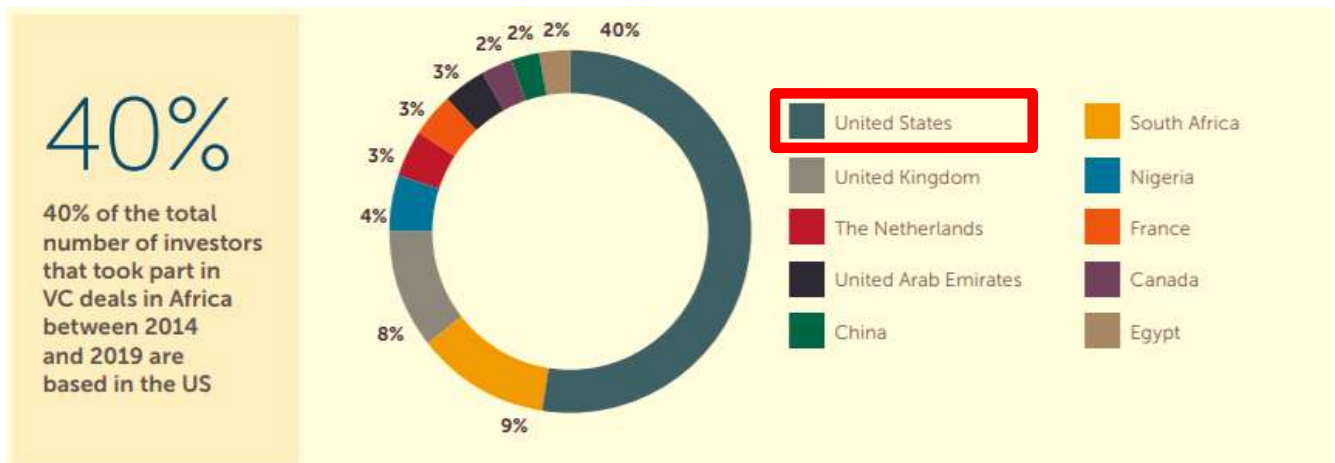
US \$2.1mn

Median deal size of VC deals, 2014 – 2019

The Venture Capital (VC) landscape in Africa has gradually evolved over the last two decades to become a recognized and definable investment theme, simultaneously attracting international investment to the continent while encouraging the development of local venture capital firms and home-grown financing solutions. The growth of private equity (PE) and VC investment in Africa reflects the changing nature and scope of external flows to the continent, where foreign direct investment (FDI) has come to eclipse official development assistance (ODA). In 2012, 17 African countries recorded receiving more FDI than ODA, climbing to 26 countries in 2017 as investment activity on the continent continued to rise.

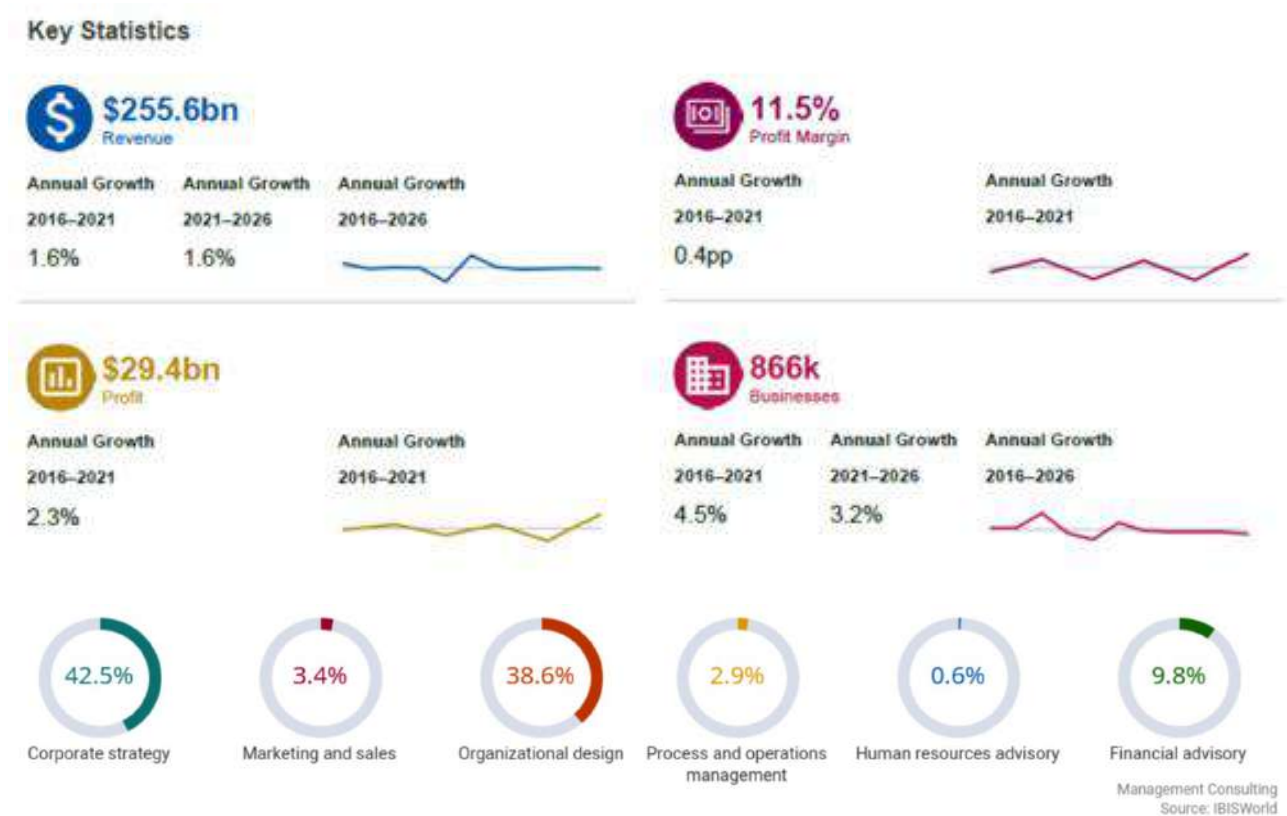
Africa's robust macroeconomic growth, averaging 4.6% between 2000 and 2016, was a crucial driver of the continent's VC industry, creating a favorable economic environment that catalyzed innovation, entrepreneurship and investment. Although Africa's more recent economic growth has been lower than predicted, Africa's GDP growth was above the world average in 2019, and it remained the world's second-fastest-growing region. PE and VC funding in Africa has developed progressively, buoyed by this favorable economic outlook, the magnitude of the market, the growing middle-class consumer base, and the fact that Africa is home to the world's largest free trade area.

The following presents the top ten countries where investors engaged in venture capital (VC) deals in Africa between the years 2014 and 2019.



US-based investors constituted the largest portion, accounting for 40%, of the participants involved in venture capital (VC) deals in Africa during the period from 2014 to 2019.

## MARKET ANALYSIS SUMMARY: MANAGEMENT CONSULTING IN THE US



The Management Consulting industry has experienced unusual turbulence over the five years to 2021. Before 2020, overall economic growth and continued merger and acquisition (M&A) activity drove demand for consulting services from industry operators. However, in 2020, the COVID-19 (coronavirus) pandemic partially offset previous growth, which caused a recession and reduced aggregate downstream spending on industry services. Nonetheless, a marked improvement in the economic outlook in 2021 has positioned the industry for growth. As a result, industry revenue has grown over the past five years, rising at an annualized rate of 1.6% to \$255.6 billion, including the growth of 8.5% in 2021 alone.

Over the five years to 2026, the industry is poised to benefit from more robust economic growth than during the current period, leading to an expected increase in downstream demand from profitable businesses. As a result, industry revenue will likely continue to grow, increasing at an annualized rate of 1.6% to \$276.6 billion over the next five years. Consequently, industry profit is also forecast to increase during the outlook period. IT consulting is expected to continue as a critical growth area for operators, while the healthcare market will likely provide new business opportunities. Consolidation from the most prominent players is forecast to continue; however, the industry is forecast to experience a continued influx of smaller operators that serve local or niche markets.

## BRANDING AND MARKETING

The Company's marketing efforts will utilize a combination of channels in its marketing mix, including the following:

### Networking

The Company will register with professional associations like the "Professional and Technical Consultants Association" and participate in various industry events such as trade shows, seminars, and conferences like the World Petroleum Congress in Texas and the US-Africa Energy Forum in Texas.



### Social Media & Internet

The Company will actively maintain its profile on popular social and professional networking websites, such as Facebook, LinkedIn, and Twitter. It will also employ advertising strategies to promote free seminars, utilizing platforms like LinkedIn, Google AdWords, and other relevant social media networks.



Furthermore, the Company will focus on developing and regularly updating its website to create an appealing and informative experience for customers. The website will incorporate modern, fast, and responsive design techniques, along with search engine optimization (SEO) to enhance its visibility in online searches.

## COMPETITIVE ANALYSIS

Below are descriptions of the competitors:

### **ABC, LLC**

Location: Bethesda, MD  
Website: [www.abc.com](http://www.abc.com)  
Founded in March 1984

ABC, LLC is a management consultancy that focuses on providing services to the natural gas sector. Since its establishment in March 1984, ABC has assisted over 600 clients across 27 countries. The company specializes in conducting strategic analyses within the energy industry and offers comprehensive expertise in areas such as energy regulations, litigation, and rate proceedings related to pipelines, gas storage, distribution, and electricity transmission lines. ABC's range of advisory and consulting services includes regulatory support, fuel due diligence, and assistance to energy utilities.

### **DEF, LLC**

Location: Boston, Massachusetts  
Website: [www.def.com](http://www.def.com)  
Founded in March 1989

GHI Advisors is a well-known global firm providing financial and engineering advisory services. Established in 1987, GHI has gained international recognition for advising both private investors and governments on power, water, and telecommunications projects with a total value exceeding US\$50 billion. Their range of services includes conducting feasibility studies, due diligence assessments, transaction advisory, policy and regulatory reform guidance, as well as project development support. GHI operates as a wholly-owned subsidiary of JKL LLC, a privately-held company specializing in the development, investment, and ownership of clean and reliable power generation projects. JKL LLC offers comprehensive services encompassing project development and asset management, with a primary focus on the energy and infrastructure sectors.

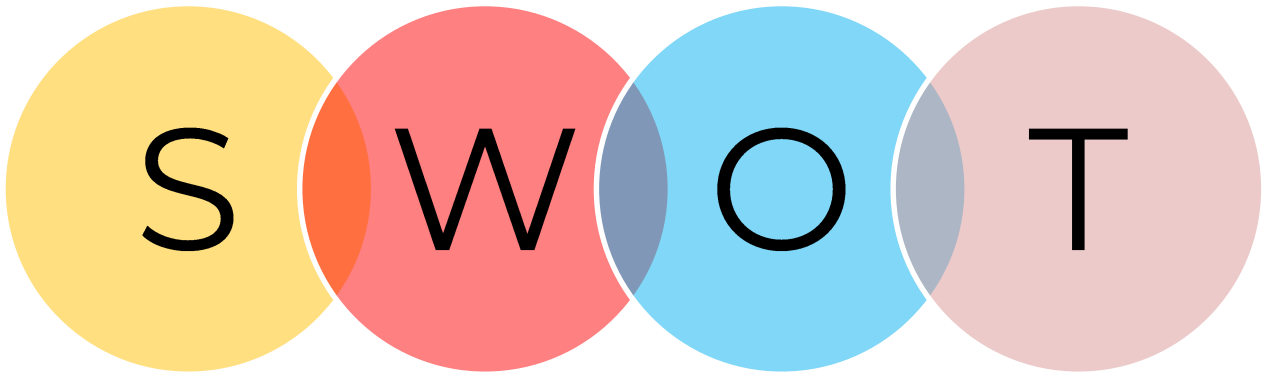
### **GHI ADVISORS**

Location: Bethesda, MD  
Website: [www.ghi.com](http://www.ghi.com)  
Founded in March 1990

GHI Advisors is a well-known global firm providing financial and engineering advisory services. Established in 1987, GHI has gained international recognition for advising both private investors and governments on power, water, and telecommunications projects with a total value exceeding US\$50 billion. Their range of services includes conducting feasibility studies, due diligence assessments, transaction advisory, policy and regulatory reform guidance, as well as project development support. GHI operates as a wholly-owned subsidiary of JKL LLC, a privately-held company specializing in the development, investment, and ownership of clean and reliable power generation projects. JKL LLC offers comprehensive services encompassing project development and asset management, with a primary focus on the energy and infrastructure sectors.

## SWOT ANALYSIS

The provided information outlines the primary strengths and weaknesses of US Consulting LLC, as well as the opportunities and threats present in the market.



### Strengths

- More than 21 years of business experience of the L1 Beneficiary in management consulting.
- Strong financial and operational support from the Parent Company.
- The Company will utilize an efficient and tested due diligence review workflow.
- L-1 Beneficiary is multilingual with intercultural skills and business acumen.
- Proven implementation and operations expertise.
- Customer service commitment.
- Hybrid pricing model.
- L1 Beneficiary has access to a global network of companies in Africa working in the oil and gas sector.

### Weaknesses

- Being a newly established business, the Company must focus on establishing its reputation and attracting clients.
- It is crucial for the company to develop a diverse and loyal customer base of varying sizes within the United States market.

### Opportunities

- Following the subsidies provided in response to the COVID-19 pandemic, the management consulting industry is expected to experience increased revenue growth due to the broader economic recovery.
- Both the United States and Africa present significant market opportunities in the oil and gas sector.

### Threats

- The unpredictable behavior of the market is a result of the unstable state of the US economy.
- Companies with greater resources and a wider market reach have an advantage due to their larger size.

## FINANCIAL PROJECTIONS

### Revenue Forecast

The following is a five-year revenue and direct cost forecast.

Revenue Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Total					
Advisory / Consulting Services	XXX	XXX	XXX	XXX	XXX
Strategic Planning and Business Support	XXX	XXX	XXX	XXX	XXX
Price					
Advisory / Consulting Services	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Strategic Planning and Business Support	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Revenue					
Advisory / Consulting Services	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Strategic Planning and Business Support	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
<b>Total Revenue</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>

Revenue Assumptions				
	Parameters			
Market Size* (A)	\$XXX			
Businesses* (B)	XXX			
Average Revenue (A/B) = (C)	\$XXX			
Marketing Cost (8%) - Assumption	\$XXX			
Revenue Per Marketing Cost	\$XXX			
Marketing Budget	\$XXX			
Revenue in Year 1	\$XXX			
	<b>Pricing</b>	<b>Variable</b>	<b>Minimum Variable</b>	<b>Total Pricing</b>
Advisory / Consulting Services	\$XXX	Per Hour	XXX	\$XXX
Strategic Planning and Business Support	\$XXX	Per Hour	XXX	\$XXX
	Year 2	Year 3	Year 4	Year 5
Revenue Growth Assumptions	XXX%	XXX%	XXX%	XXX%

● SAMPLE L1 VISA BUSINESS PLAN ●

## Projected Income Statement

Projected Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Expenses					
Rent	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Telephone/Internet	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Startup Cost	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Marketing & Advertising	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Supplies	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Professional Services	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Travel & Fuel	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Employees' Benefit	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Miscellaneous Expenses	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Depreciation	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Payroll	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Total Operating Expenses	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Profit Before Interest and Taxes	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
EBITDA	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
<b>Net Profit</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>
Net Profit Margin	XXX%	XXX%	XXX%	XXX%	XXX%

- SAMPLE L1 VISA BUSINESS PLAN ●

## Projected Cash Flow

Projected Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Revenue	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Owner Contribution	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Subtotal Cash Received	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Cash Spent					
Expenditure	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Start-up Costs	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Purchase Long-term Assets	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Subtotal Cash Spent	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Net Cash Flow	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
<b>Cash Balance</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>

● SAMPLE L1 VISA BUSINESS PLAN ●

## Projected Balance Sheet

Projected Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Assets</b>					
Current Assets					
Cash	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Account Receivable	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Total Current Assets	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Long-term Assets					
Long-term Assets	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Accumulated Depreciation	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Total Long-term Assets	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
<b>Total Assets</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>
<b>Liabilities and Capital</b>					
Current Liabilities					
Accounts Payable	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Subtotal Current Liabilities	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Total Liabilities	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
<b>Capital</b>					
Paid-up Capital	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Retained Earnings	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Earnings	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
Total Capital	\$XXX	\$XXX	\$XXX	\$XXX	\$XXX
<b>Total Liabilities and Capital</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>	<b>\$XXX</b>

## NOTE TO READERS

This is a sample business plan. It will provide you with an example of a comprehensive plan. This sample business plan is a private property of BPlanwriter and may not be distributed or copied. All names such as owner and key management personnel used in this sample business plan are fictional except market and industry research.

