

Company Name or Logo

Insurance Broker / Agency Business Plan

Period: 201_ - 201_

Company address
City, (State), Zip code
Phone: 123-456-7890
Fax: 123-456-7890
Email: alias@yourdomain.com
Web Site: www. yourdomain.com
Contact:

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Supplementary and supporting documents that also form part of this plan are included as appendices.

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Executive summary

Business goals / mission

As an insurance agent we wish to obtain a permanent place in the **local / regional / national / international** marketplace within the next ___ years. We see it as our main mission to provide better service to our clients than **any / most** of our direct competitors. Basic corporate objective is reflected in everything that we do, which is to help individuals, families and businesses select insurance policies that provide the best protection for their lives, health, and property.

Business description

ABC **is / will be** active in the insurance business. As an insurance agent we sell several types of insurance to clients in **which territories**. To meet the expected demand for insurance of all kinds, ABC is seeking the financing necessary to add new **whatever is needed** and hire additional **type of staff needed**.

Business formation

The company **will start or was started** by _____ in 20___. The company form is **going to be sole proprietor, limited company (Ltd), Incorporated (Inc), Corporation (Corp), Limited Liability Company (LLC), Co-operative**. Registration is in the State of _____ under number: _____. The company now employs ___ people, including **Mr. / Mrs.** _____, who _____. **For federal income tax purposes, ABC is classified as a subchapter S corporation.**

Business philosophies / identity

By combining experience **and insurance know-how** ABC will be able to create a high satisfaction level. ABC will use high profile insurance companies, such as _____, _____, _____ to offer a high quality product mix.

Our corporate philosophies are embedded in our customer oriented management and operations, providing excellence in our products and services, continuous efforts to expand our existing market and create new markets, commitment to care for clients through providing even better service after sale, pursuit of further globalization of ABC's business fostering positive growth through diversification. These philosophies shall be incorporated at all levels of the company.

Location

We are **going to be** located at **company address**. This location has been selected because of **its low price, top location, esteem, size, visibility, and image**. The location will also provide our employees as well as our customers with the necessary _____.

Geographical markets

ABC will primarily aim for a market share of ____ % within the next ____ years in the following markets: **local, regional, USA, Europe, international**. The primary market will be _____, due to

ABC's international activities are enhanced through a range of co-operative relationships with entities such as:

- legal & insurance agent networks
- major insurance companies
- insurance branch & trade bodies
- international Chambers Of Commerce & credit reporting agencies

Vision of the future

The **planned** company can look forward to a promising future, because of our experienced staff, our careful planning, as well as the growth of the targeted market. The insurance brokerage market has shown an increase in net income of over 300% in 2003 compared to 2002. Furthermore our management style is flexible, progressive and energetic. Enthusiasm of the management as well as the employees will greatly stimulate the envisioned growth.

Main objectives

Business objectives

1. Increase revenues at min. ____% yearly over the next ____ years
2. Company growth
3. Become established as an insurance broker in the market area

Financial objectives

1. Obtain financing in the amount of \$ _____
2. Increase profit margins to ____%

Marketing objectives

1. Start a company presence on the Internet
2. Expand marketing reach
3. Further improve our reputation

Key advantages

ABC is becoming a recognized industry leader because of the following key advantages:

- Our flexibility to provide customized services to our clients.
- A unique e-commerce marketing proposition strongly positioned.
- Established partnering relationships with third parties and customers.
- Maintains a high-quality real time insurance information system.
- Senior management have significant insurance related experience.
- ABC has consistently set and achieved financial measures in the areas of liquidity, and profitability and is positioned well for future growth.
- ABC has negligible long-term debt.
- ABC is a closely held corporation with the potential to raise additional equity funds. While the founder(s) want(s) to maintain a majority control, [he / she / they is / are](#) interested in raising capital by selling stock to management, key employees and area business people and investors.

Strategic positioning

ABC differentiates and positions its business from the competitive offerings by having built a reputation in servicing the [food / tourism / oil / financial / airline / _____](#) industry with its services, providing _____.

Strategic alliance

ABC has been successful in establishing alliances with several major insurance companies such as _____.

Directors

The Board of Directors consists of _____, _____, _____, and they have the principal responsibility for fulfilment of the bank's mission and the legal accountability for its operations. Our Board of Directors further ensures adequate human and financial resources and actively monitors and evaluates the organization's executive director / CEO, as well as the overall financial results.

Daily management

The _____ will resume full responsibility of the daily management of the company / organization. This includes profit and loss responsibilities. He / she will report on a daily / weekly / monthly basis to the Board of Directors / Mr. / Mrs. _____.

Management team

ABC's management team has direct knowledge of the insurance industry and all its aspects. Our team includes _____, _____, and professionals with _____ experience. The team tailors to the needs of the corporate or individual client and provides advise where needed.

M. Cartagena - CEO

He / She has a MBA / BSc / Phd / ___ with a major in _____. He / She has a background in _____ and _____. His / her mix of skills enables him / her to understand the business of ABC from all perspectives and direct ABC in the right direction over the coming years. His / her experience in founding and successfully managing another insurance brokerage makes him / her perfectly placed in this position.

J. Candoall - Vice President Finance & Administration

Mr. / Mrs. / Miss _____ has ___ years experience as _____, working for _____ in _____ before joining the ABC as our new VP of Finance. He / She has completed his / her MBA majoring in _____.

P. Sellitall - Vice President Marketing

Mr. / Mrs. / Miss _____ has worked for _____ as _____ during the past ___ years and has been working for ABC as _____ since _____. He / She has extensive experience in _____, _____, and is ideally suited for this position having experience in _____, providing _____, and establishing partnerships with organizations nationally / internationally.

Mr. / Mrs. / Miss _____ is well known within the _____ world, having held the position of _____ for ___ years at _____ before being recruited to ABC as _____ Executive.

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