



**ND SBDC Business Plan**  
**For**  
**ScreenPerks, Inc.**  
**Call Center**



[www.screenperks.com](http://www.screenperks.com)

North Dakota Small Business Development Center - [www.ndsbdc.org](http://www.ndsbdc.org)

## 1.0 Executive Summary

1. **Business Opportunity** –Screen Perks has identified a Call Center to be a very profitable way to accomplish its goals and support its ongoing business activities. Because Screen Perks and its investors have a vast natural market to draw from Screen Perks will be able to fill its pipeline with job orders immediately. Presently, there is a network of current clients or potential clients in industries like product distribution, technology, and sales that could utilize products and services from the Screen Perks Call Center. While working their natural markets, Screen Perks will rely on marketing and advertising in periodicals and web based advertising to support their natural market and create new relationships and opportunities. Screen Perks recognizes that establishing a Call Center in Wahpeton will allow for very competitive wage for the area to attract talented employees as well as having reduced utilities and rent as compared to most markets.
2. **Product Description** – Screen Perks Call Center will be producing Lead Generation, Marketing Support, Tech Support, and Customer Care for Business to Business and Business to Customer products and services. The business model for Screen Perks is projected to be highly profitable by eliminating the inefficiencies found in most Call Center's by cross training staff, establishing a co-working environment, and eliminating downtime.
3. **Financial Potential of the Business** – When running at full capacity, Screen Perks Call Center has the capability to generate gross revenues of \$8.2 million with net income of \$4.6 million a year. Human Resources/ Payroll and Marketing will consume over 80% of the total expenses while Tech Support and Customer Care will bring in about half the revenue annually.
4. **The Request** – Screen Perks is looking to secure \$244,000 in order to open for business. The primary focus of securing funding to get the Call Center started will be through private investors. If no investor funding or only partial investor funding is obtained then bank financing will be secured. Other loan programs other than traditional bank financing that could be taken in consideration and in conjunction with bank financing is Bank of ND Pace Loan, Wahpeton CDC Revolving Loan Fund, or Lake Agassiz Participation Loan. SBA will be perused only if lead lender requires. Break down for loan request is \$94,000 for equipment and \$150,000 for Working Capital. Terms for both Working Capital and Equipment loans are for 3 years.

## **2.0 Business Description**

### **1. Purpose**

- Screen Perks is establishing a call center that is designed to help with Business to Business and Business to Consumer lead generations as well as assist current companies market their product and Business Process Outsourcing such as tech support and customer care.

### **2. Mission Statement**

- Our mission at Screen Perks is to provide our clients with the best product and service that is affordable and profitable based on an industry leading business model.

### **3. Goals and Objectives**

- Screen Perks call center will be fully staffed at 50 people and turning a profit within the first 2 months of operations and operating at full capacity within 12 months. Profits derived from Screen Perks call center will help fund ongoing business activities of Screen Perks.

### **4. Business Philosophy**

- To provide our clients with a timely and quality product and offer customer service that goes above and beyond industry standards.

### **5. Target Market**

- Businesses in need of Lead Generations, BPO, Customer Support, Tech Support, and Marketing locally and throughout the Midwest but not limited too Nationally or Internationally.

### **6. Industry Description**

- According to the 2013 Business Reference Guide, it describes the industry trend as a constant as people will always have a need for call centers. But the who, how, and why of the industry will evolve very rapidly and that is why a co-working environment and a flexible business model can help keep pace with the changes.

### **7. Company Strengths**

- Screen Perks will succeed by focusing on providing quality products and services and not targeting a specific industry. It will be Screen Perks belief that understanding how to produce great Lead Generations and Marketing is far more effective than understanding an industry. Furthermore, this model allows Screen Perks to target demand not industry.

### **8. Organization**

- Screen Perks formed as a California Corporation

## 3.0 Market Potential

### 1. Market Size & Growth

- a. **Target Market** – Any business Locally to Internationally that has BPO needs such as Customer Care or Tech Support; or sales goals to meet with Lead Generation and Marketing. Screen Perks will focus on helping individual companies, small, medium, and large meet their goals of cost savings and revenue generation, instead of individual industries.
- b. **Distribution** - Due to the nature of the business and the business model Screen Perks can be nimble enough to accommodate the local market or be as far reaching to conduct business on the International level.
- c. **Market Trends** - Call centers have a tendency to expand their cliental more rapidly during economic downturns as businesses tend to outsource many of their processes in an attempt to save on the bottom line. There is also just as much opportunity to grow during economic growth periods as businesses expand. The key is to understand how consumers want to interact with a call centers products and services and how the businesses the call center supports are receiving the feedback from the call center on the changing landscape of consumer interaction. For example, phone support for customer care is still number one preferred method for consumers and will be for a long period of time, but there is an increase demand for Live Chat for Customer Care and Support and Screen Perks will need to recognize the demand and trend line to move focus. Screen Perks will also need to stay in front of technology in this industry. As the technology evolves so will the processes as which the call center products and services will be delivered to consumers and businesses.

### 2. Competition

- a. The closest call center to Wahpeton ND is located in Fargo ND which is 50 miles away. There are multiple call centers in Fargo, most of them being support call center for their place of business like Wells Fargo and Us Bank. I found 2 call centers in Fargo/ Moorhead that were not support center to a business. First one is most like the call center Screen Perks is establishing. It is called Research Solutions Center and it handles Lead Generations and Outsourcing much like Screen Perks business model. When researching their cost on Lead Generations it showed that they charge \$20/ hr for 20 hours. After that they see how effective the Leads are and they begin to charge by the lead. Also for comparison purposes, Research Solutions Center is currently accepting applications for employment paying \$9/ hr.
  - i. <http://researchsolutioncenter.com/ResearchSolutionCenterMN.html>

- b. There is one other company in Fargo/ Moorhead that would carry some of the same products and services Screen Perks will and it is Answering Innovations. It appears that Answering Innovations can handle outsourcing, though pricing was not readily available.
  - i. <http://www.answeringinnovations.com/>
- c. It will be noted that this industry your competition is no longer set in geographical areas. It is just as easy to purchase Leads from California or Florida as it is in North Dakota. According to Business Reference Guide the two largest players in Call Center are Convergys Corporation (10.0% market share) and West Corporation (5.8% market share). Convergys Corporation will offer all the same products and services as Screen Perks except for Lead Generation. It appears Screen Perks will be in direct competition with West Corporation in all products and services.

### **3. Market Share**

- a. Projected unit and/or dollar sales for the first/next 12 months of business. For the first 12 months of business Screen Perks will generate \$3,948,000 in revenues based on 4 revenue centers. In the first year Lead Generation will produce \$840,924, Marketing will produce \$303,996, and Customer Care and Tech Support will produce \$1,401,540 each.
- b. Critical Assumptions underlying those sales projections. To get to these numbers we are assuming the business grows to full capacity in 12 months, equally growing 9.1% a month the first year. It will be noted that inbound call volume will dictate time spent on inbound calls (Customer Care and Tech Support) vs. outbound calls (Lead Generation and Marketing). Screen Perks understands that there will be periods of time that demand all 50 call center staff are fielding inbound calls. Likewise, there will periods of time where there are only 15 call center required to handle the inbound call level. The assumptions broken down to Revenue Centers are as follows:
  - Lead Generation: We are assuming revenues of \$35 dollars a lead generated. This is low end for industry standard pricing as my research would conclude that averages are \$40 to \$50 a lead. It will also be noted that depending on the industry for which the lead was generated for, the price will increase. We expect the call center staff to generate 4000 leads a month with dedicated time of 20 call center staff at any given time. Industry average would say those 20 call center staff should generate 1 lead an hour each, take that multiplied 12 hours a day, 5 ½ days a week and this model should produce closer to 5633 leads a month though we will assume 4000.

- Marketing: Screen Perks will look to be handling 20 clients a month for marketing, and cost per month will depend on work load demand from the client. For projection purposes we used a flat rate of \$2,500 a month for 20 clients
- Tech Support and Customer Care: I have grouped these two revenue centers together even though they are two separate focuses, how the revenue is generated is exactly the same. Industry averages for Customer Support and Tech Support is a \$1 a minute. In this business model we assume 30 call center employees handling the inbound call volume from 9 AM to 9 PM M-F and 9 AM to 2 PM Saturday. It was also noted in my research that a typical call center employee has 47 minutes of down time a shift, key factor in having a co-working environment that allows that down time to be turned into revenue creation through lead generation and marketing. It also gives us confidence that the demand can be met from all revenue centers with the current business model.

## **4.0 Marketing Plan**

### **1. Target Market**

- a. Companies small to large that are seeking to become more profitable either from a cost savings measure or revenue generating measure. Companies that Screen Perks will reach out to for selling products and services too would be product distribution companies, technology companies, sales companies, and companies already utilizing an internal call center.
- b. Screen Perks will need a dominating web presence that expands globally, as well as developing relationships with consulting firms that advise businesses on reducing personnel and overhead costs.

### **2. Advertising / Media Campaign**

- a. Screen Perks will develop an easy to use, streamlined, informative, and interactive website that will drive businesses to the website that is seeking services and products developed by Screen Perks through Search Engine Optimization Techniques, and placing the companies name and contact information with online directories. Also to assist with driving people to the website, some staff and managers will be asked to maintain a blog on the website to draw additional business traffic. Social media will be leveraged through a platform management tool such as Hoot Suite to effectively

promote and engage prospect buyers of products and services. Screen Perks will also advertise heavily in periodicals and trade journals that would be seen or purchased by product distribution companies, technology companies, and sales companies.

- b. A company with revenues projected like Screen Perks should have a Marketing budget of about 10% of Revenue. Screen Perks has established a 5% of revenue Marketing Budget due to the fact that much of the Marketing that Screen Perks will do can be handled internally. The biggest costs in Marketing would be ads placed in periodicals and trade journals.
- c. Screen Perks will allow for \$35,000 from the Working Capital to be allowed for Website Design and implementation and initial Marketing Blitz.

### **3. Pricing Policy**

- a. Screen Perks pricing model derives from industry standards. After researching costs for Lead Generation and cost per minute in Customer Care we are right at average or slightly below average for pricing our products and services.



## **5.0 Operations Plan**

### **1. Location**

- a. There are 2 locations that Screen Perks is looking at. First is unused space on NDSCS campus. This could be a good fit as a lot of the staff that Screen Perks will recruit are college students. The other location is in the upper level of Digital Guru, which has a lot of the infrastructure in place already including servers to handle a call center.
- b. This company will conduct most of its business online.

### **2. Facility**

- a. As of right now, both locations will have a fit up cost to them to be ready to handle a call center. Space needed would be roughly 4000-5000 square feet with offices and training rooms.

### **3. Equipment / Furniture & Fixtures**

- a. All equipment and furniture will need to be purchased new. Here is the price list:
  - i. Call Center Equipment \$24,000
  - ii. Manager Equipment/ Training Equipment \$25,000
  - iii. Call Center Desks \$25,000
  - iv. Furniture for Managers \$10,000
  - v. Break room/ Kitchen Fit-up \$10,000

### **4. Employees**

- a. For our business model and projections, we have one Administrator to oversee the entire office. Our annual salary built into the projections for the person is \$100,000
- b. We have 4 managers built in to train and monitor quality and control, as well as fill the pipeline for the call center. Each manager is budgeted to make \$60,000 annually.
- c. There will be 50 call center staff that will make \$15 an hour
- d. The idea of paying the wages that we have slated is to attract and retain great talent.
- e. With Wahpeton and area unemployment rate at 3% it will be a challenge to staff the call center. But the wages being offered for the call center should help attract employment.

### **5. General Operations**

- a. Business hours are 9 AM to 9PM Monday thru Friday, and 10 AM to 2 PM Saturday

## 6.0 Management

### 1. Biography – Brad Turner

- a. Los Angeles and Minneapolis
- b. Founder and CEO, Screen Perks, INC and Managing Partner, Minnesota Hat Trick Film, LLC
- c. [www.linkedin.com/in/bradleyturner](http://www.linkedin.com/in/bradleyturner)
- d. Mr. Turner has experience in Starting Up and expanding current Call Centers acting in all different capacities with in the Call Center including head of Operations. Mr. Turner is an investor, entrepreneur, and marketing executive with Fortune 500 and Start Up experience focusing on capital advisory services and integrated online and offline marketing solutions for Media, Technology, Entertainment, Real Estate, Financial, and Consumer companies. He has experience in structuring, finance, and managing technology, entertainment, and real estate ventures. On many entertainment assignments he builds the management team and engaged key executives, film producers, film distributors, financial consultants, entertainment attorneys, investment bankers, and digital technology consultants.





