Business Plan

[Author’s name]

[Institute’s name]

Business Plan

**Management**

“Blue” is a non-profit organization that is initiated founded by Sami. As the leader of this organization, the main focus is to develop better practical ways of recruitment for homeless and criminal individuals. The owner of this business initiative mainly considers personal wealth to develop a channel of integration between unemployed, homeless and criminal people and the organizations that can hire these entities. At the starting point of this organizational domain, the homeless and criminal groups of downtown Los Angeles are considered. The focal point of this consideration is to start the idea from a small level and gradually enhance this entire perspective to assist homeless and criminal people with their financial needs. The business program in the form of Blue is focused to offer a wide range of recruitment opportunities to the people who are homeless and were formerly involved in different criminal activities. The business approach of Blue as a non-profit organization will attain corporate balance in the form of net assets for the entire program.

**Objectives**

1. Assessing actual statistics of homeless and criminal groups in the downtown area of Los Angeles
2. Enhance connection with business organizations that are in the position to hire specific groups of homeless and criminal individuals
3. As a non-profit organization, the core aim is to play an organizational role as a mediator between jobless, homeless and criminal people and business-oriented organizations.

**Key to Success**

1. Developing better practical strategies to ensure the financial sustainability of the homeless and criminal groups prevails in the downtown area of Los Angeles
2. Proposing and arranging different training workshops for business organizations to increase the potential of hiring homeless and criminal groups to ensure their involvement in the mainstream business of the city
3. Gives the necessary guarantee about the overall working conduct of the specific groups of homeless and formal criminals
4. Gradually expanding the horizon of these collaborative activities to different areas to enhance the overall effectiveness of this non-profit organization in the region

**Mission**

The non-profit organization of Blue is focusing to enhance job opportunities for homeless and criminal groups in the downtown of Los Angeles. This objective can be attained by enhancing connections with different business organizations in the region that can hire these specific underprivileged groups. The entire success of this non-profit organizational approach is to ensure the active involvement of different stakeholders in the entire scenario.

**Company Summary**

The non-profit organization of Blue focuses to provide services to the homeless and criminal groups situated in the downtown area of Los Angeles. Diverse business functions are considered to meet the standards of increasing job opportunities for these groups. The organization of Blue is focused on actively contacting business organizations that are interested to hire these groups as the active part of their business teams. Blue is a small-scale non-profit entity that targets specific groups of homeless and criminals in the downtown area of Los Angeles.

**Company Ownership**

At the initial stage of company development, Blue is formulated by the sole proprietor. The original idea of company developed by Sami as the single responsible entity of all the company’s matters. The growing expansion of the company requires exploring different channels of financing in case of non-profit organizational work. The company owner needs to consider diverse options of financing to ensure the proper functioning of different organizational activities. The possible options are recognized as institutional donors, individual donors and government assistance. Income ventures can also be considered as a suitable option for the company in the long-run operating prospect. The inclusion of necessary shareholders is essential to meet the objective of financial assistance effectively.

**Estimated Financial Assistance from Different Entities**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Time-Frame** | **Institutional Donors** | **Individual Donors** | **Government Aid** | **Personal Contribution** | **Income Ventures** |
| **1st Quarter** | $500 | $400 | $800 | $500 | $1000 |
| **2nd Quarter** | $750 | $550 | $850 | $850 | $1100 |
| **3rd Quarter** | $1200 | $700 | $900 | $1100 | $1500 |