

**FREE VERSION OF GROWTHINK'S  
ULTIMATE STAFFING AGENCY BUSINESS  
PLAN TEMPLATE**

**[Company Logo]**  
(if applicable)

[Company Name]  
**BUSINESS PLAN**  
[Current Month], [Year]

[Name]  
[Title]  
[Company Name]  
[Address 1]  
[Address 2]  
[City, State Zip]  
Tel: [ ]  
Fax: [ ]  
Email: [ ]  
Website: [ ]

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growthink's Ultimate Staffing Agency Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growthink's Ultimate Staffing Agency Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Staffing Agency Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growthink's Ultimate Staffing Agency Business Plan Template, please go to <https://businessplantemplate.growthink.com/staffing-agency/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## **Sample from Growthink's Ultimate Staffing Agency Business Plan Template:**

[Company Name], located at [insert location here] is a new staffing agency focused on providing employment placement services to businesses throughout the local area.

### **Products and Services**

[Company Name] will provide the following employment placement services to businesses in the local area: temporary placement, temp-to-permanent, and permanent placements.

[Company name] will also offer payroll and benefit services, and other management services.

### **Customer Focus**

[Company Name] will primarily serve businesses within a 20-mile radius of our location. There are 51,765 paid employees in this area. A breakdown of businesses in this area are as follows:

- Manufacturing: 171
- Wholesale: 124
- Retail: 202
- Transportation and warehousing: 52
- Healthcare: 298
- Accommodation and food service: 93

In addition, the company will serve job seekers.

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Staffing Agency Business Plan Template:***

[Company Name], located at [insert location here] is a new staffing agency focusing on providing employment placement services to businesses throughout the local area.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in human resources for some time, it was in [month, year] that she decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During her trip, [Founder's Name] met the owner of a staffing agency that enjoyed tremendous success. After discussing the business at length with the owner, [Founder's Name] clearly understood that a similar business would enjoy significant success in her hometown.

Specifically, the customer demographics and competitive situations in the Fort Lauderdale location and in her hometown were so similar that she knew it would work. Furthermore, after surveying local businesses, this theory was proven.

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate Staffing Agency Business Plan Template:***

[Company Name] directly or indirectly competes against major regional or international staffing agency chains. There are nearly 16,000 registered staffing agencies in the United States.

According to a report by the American Staffing Association, the staffing agencies industry is a moderately concentrated one, and the top five players are multinational companies. The market is estimated to grow to over \$199 billion in three years. This bodes well for [Company Name]; since barriers to entry are not as high as many other industries, and a start-up can expect to have success in this growing market. There is plenty of room in the industry particularly for agencies with access to a flexible workforce.

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Staffing Agency Business Plan Template:***

[Company Name] will serve companies in [company location] and the immediately surrounding areas.

The area we serve is populated by a mix of working class and professional people; as a result, there is a large talent pool to draw from.

The precise demographics of the town in which our location resides is as follows:

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Staffing Agency Business Plan Template:***

The following staffing agencies are located within a 25-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **Water Personnel Services, Inc.**

Established in 1988, Water Personnel Services (WPS) is a staffing and employment agency. It works with the area's best clients, best employees, and best internal staff to tailor staffing solutions to its clients' and candidates' unique needs.

WPS operates three divisions:

- Professional Staffing Services – specializes in:
  - Office & Administrative
  - Medical Office Support
  - Accounting Support
  - Industrial & Warehouse
  - Distribution & Logistics
- IT Placement & Contract Services – IT professional recruitment in these areas:
  - Management
  - Development
  - Technical
  - Operations

## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Staffing Agency Business Plan Template:***

The Marketing Plan describes the type of brand [Organization Name] seeks to create and the Organization's planned promotions and pricing strategies.

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### **The [Organization Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Finding the best employee talent for businesses and the right employers for prospective employees
- Competitive prices
- Customized and ancillary service offerings

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### **Promotions Strategy**

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[Company Name] expects its target market to be businesses operating within a 20-mile radius of its office. The Company's promotions strategy to reach these individuals includes:

**Local Publications:** [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

**Cold Calling:** [Company name] will cold-call select local businesses so they know who we are and can contact us if/when they need to recruit new employees.

**Direct Mail:** [Company Name] will blanket the surrounding cities with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for companies to consider our services.



## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Staffing Agency Business Plan Template:***

[Company name] will carry out its day-to-day operations primarily on a walk-in basis, and its client intake by appointment.

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Sales Functions

- Prospecting calls to local businesses
- Service customization

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Screening prospective talent and building / onboarding the talent pool
- Preparing talent for interviews
- Customer service functions

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Sample from Growthink’s Ultimate Staffing Agency Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been in the human resources industry for 20 years.

While [Founder] has never run a staffing operation herself, she has extensive experience providing human resources services and working in progressively responsible roles for the past 20 years. She began her career in [20xx] when she received a degree in Human Resources from [University name] and began work at [major company], where she worked for X years.

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/staffing-agency/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

***Sample from Growthink's Ultimate Staffing Agency Business Plan Template:***

### ***Revenue and Cost Drivers***

[Company Name]'s revenues will come primarily from the placement of full-time and temporary employees for which will earn commissions from employers.

Our key cost will be labor expense, specifically sales personnel and our recruitment staff. Ongoing marketing expenditures and office lease costs will also be sizable costs.

### ***Capital Requirements and Use of Funds***

[Company Name] is currently seeking \$85,000 to launch. Specifically, these funds will be used as follows:

- Office equipment and furnishings: \$25,000
- Working capital: \$60,000 to pay for initial marketing, salaries, and lease costs until [Company Name] reaches break-even.

## Key Assumptions & Forecasts

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues/Donations</b>					
Individual Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Corporate Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
<b>Total Revenues</b>	<b>\$200,000</b>	<b>\$300,000</b>	<b>\$400,000</b>	<b>\$500,000</b>	<b>\$600,000</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$0	\$0	\$0	\$0	\$0
Lease	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$136,390	\$189,030	\$208,406	\$218,826	\$229,767
Other	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$176,390</b>	<b>\$230,030</b>	<b>\$250,431</b>	<b>\$261,901</b>	<b>\$273,920</b>
<b>EBITDA</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Depreciation	\$0	\$0	\$0	\$0	\$0
<b>EBIT</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Interest	\$0	\$0	\$0	\$0	\$0
<b>PRETAX INCOME</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$38,125	\$55,455	\$149,569	\$238,099	\$326,080
Income Tax Expense	\$13,344	\$19,409	\$52,349	\$83,334	\$114,128
<b>NET INCOME</b>	<b>\$10,266</b>	<b>\$50,561</b>	<b>\$97,220</b>	<b>\$154,764</b>	<b>\$211,952</b>
Net Profit Margin (%)	5.1%	16.9%	24.3%	31.0%	35.3%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Staffing Agency Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growthink's Fully Customizable Staffing Agency Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
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