One Pager Money Lending Business Plan

The following one page showcases the business plan for a money lending firm to plan effective strategies and persuade investors for funding. It includes elements such as business overview, market analysis, vision, mission, milestones, growth strategy, target customers etc.

- POR is a registered money lending company in Los Angeles, California
 Manages all aspects of loans and cash services
 Aims to develop microfinance industry

Products and Services

- Lending services.
- Savings
 Valuable services to borrower
 Add text here

Sources of Revenue

- o Legal fee o Origination fee o Add text here

Key Milestones

- o Raise series "6" \$2.2Million investment round o Diversify portfolio Expand workforce size o Make 2,600" loan

Growth Strategy

- Expand operations nationwide
 Establish new office to sustain additional staff

Target Customers

- Un-bankable individuals and corporates
 Individuals not able to acquire funding from other financial institutions
 Micro, small and medium businesses
 Add text here

Projected Revenue and Clients

Vision

- To establish a brand name
 To be the first choice for both individuals and corporates for financial assistance

To offer trustworthy and reliable services.

- Market Analysis

 o Projected 25% annual growth rate
 o Existing market cash turnover \$3.2 billion
 o Estimated worktwide market \$320 billion
 o Microfinance market size 27%

Marketing and Sales Strategy

- Ensure positive word of mouth
 Advertising on formal channels (newspaper, television etc.)
 Offer small gifts to existing customers

Competitive Advantage

- o Low la ber cost
 o Efficient technology
 o Effective lending rates

Financial Year	Clients	Revenue
2023	150	250000
2024	290	450000
2025	300	950000

Projected Expenses and Cost

	2023	2024	2025	2026	2027
lease	\$60,000	\$69,089	125,085	368,660	\$66,200
Marketing	\$23,000	\$30,000	\$66,000	\$30,000	\$26,000
salaries	\$854,000	\$112,000	\$230,000	\$509,000	\$548,000
Add text here	\$4,500	55,000	300,000	30,600	\$6,500
Total expenses & Costs	\$931,600	\$216,089	\$386,085	\$700,250	\$646,700

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M Woodhall

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- 1. Understanding the eBook Money Lending Business Plan Sample
 - The Rise of Digital Reading Money Lending Business Plan Sample
 - Advantages of eBooks Over Traditional Books
- 2. Identifying Money Lending Business Plan Sample
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Money Lending Business Plan Sample
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from Money Lending Business Plan Sample
 - Personalized Recommendations
 - Money Lending Business Plan Sample User Reviews and Ratings
 - Money Lending Business Plan Sample and Bestseller Lists
- 5. Accessing Money Lending Business Plan Sample Free and Paid eBooks
 - Money Lending Business Plan Sample Public Domain eBooks
 - Money Lending Business Plan Sample eBook Subscription Services
 - Money Lending Business Plan Sample Budget-Friendly Options
- 6. Navigating Money Lending Business Plan Sample eBook Formats

- ePub, PDF, MOBI, and More
- Money Lending Business Plan Sample Compatibility with Devices
- Money Lending Business Plan Sample Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - o Adjustable Fonts and Text Sizes of Money Lending Business Plan Sample
 - Highlighting and Note-Taking Money Lending Business Plan Sample
 - Interactive Elements Money Lending Business Plan Sample
- 8. Staying Engaged with Money Lending Business Plan Sample
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Money Lending Business Plan Sample
- 9. Balancing eBooks and Physical Books Money Lending Business Plan Sample
 - Benefits of a Digital Library
 - o Creating a Diverse Reading Collection Money Lending Business Plan Sample
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Money Lending Business Plan Sample
 - Setting Reading Goals Money Lending Business Plan Sample
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Money Lending Business Plan Sample
 - Fact-Checking eBook Content of Money Lending Business Plan Sample
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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