

Introduction

This business plan contains the Prototype Model of a state-of-the art security training center. It has every essential part, including a marketing plan with an analysis of the market, proposed method of testing and then expanding in the market, pricing and sales strategy, and it clearly illustrates the competitive edge. It has basic financial projections for starting and operating expenses as well as revenues. This model is based on Orlando, Fl and can serve as a guideline for other local markets by making adjustments according to conditions.

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Benefits

- 1) Generates new sources of revenues.
- 2) Penetrate and lead a new market segment.
- 3) Enhance the company's training capabilities.
- 4) Gain direct control over improving industry standards.
- 5) Help standardize training programs.