

# The Five-Year Business Plan Of JLSTemps/General Contractor LLC

In support of a \$1,000,000.00, 30 Year Term Contract

City of Bowie

Requested Proposal Ground Lease OF Property and The Improvement, Operation,  
And Maintenance of An

ICE ARENA

Located at Allen Pond Park

3330 Northview Drive

Bowie Maryland

June 2020

10630 Little Patuxent PKWY 301C

Columbia, MD 21044

Office: 240-630-9951

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## Executive Summary

JLSTemps is a company that will rely on the proven skills of its founder to take advantage of the growing need for building maintenance and management of both residential and commercial businesses. Providing this service Josephine Dukes, brings more than 20 years of experience in computer technologies, tax preparation, business accounting, business management and businesses construction of both residential and commercial properties. Ms. Dukes will lead the company as it establishes itself as a highly qualified service provided in the Maryland Metropolitan Area. JLSTemps/ General Contractor LLC (JLSTemps) will initially limit its services to general contracting, subcontracting, building maintenance, janitorial, administrative assignments. In 2021 JLSTemps will begin offering services currently under development on computer training for all employees, in technical, administrative assistant, data entry, and bidding.

Constantly evolving technologies and software knowledge offer small business an opportunity to work smarter, but the increased opportunity comes at the expense of increased complexity. Substantial market research establishes that construction services is one of the fastest growing service industries. JLSTemps can capture a significant portion of the local market for construction and employment service. Further, JLSTemps is projected to return a profit in its second year of operations, due in large part to the size of the market and the relatively low investment required to begin operations. Second year revenue is projected to exceed \$1 million.

JLSTemps will differentiate itself from its competitors (generally larger firms) through lower pricing and the development of unique customer services. By specializing in employment goals, utilizing, and training, JLSTemps will gain access to the largest segment of a growing market. This tightly focus approach also makes it easier for JLS to establish and retain a position as an industry leader.

## Who is JLSTemps/General Contractor LLC?

JLSTemps, located in Maryland at 10630 Little Patuxent PKWY Suite 301C, Columbia MD 21044, is an existing sole proprietorship residential and commercial construction and general contracting firm. The company will operate out of an office in the commercial district of Columbia. JLSTemps is headed by Josephine Dukes, a Business graduate of University of Phoenix with 20 plus years working in the construction and business management industry.

While Josephine Dukes has been in the home construction business for some time, it was in April, 2020 that she decided to launch JLSTemps/General Contractor LLC. Specifically, during this time, Josephine met with former friends and fellow independent construction company workers in Washington DC and Maryland area whom owners was still having tremendous success. After discussing the business at

length, Josephine Dukes clearly understood that a similar business would enjoy significant success in her hometown.

Specifically, the customer demographics and competitive situations in the Washington DC location and in her hometown were so similar that she knew the business would work. After surveying the local population, Josephine Dukes went ahead and founded JLSTemps/ General Contractor LLC.

### JLSTemps' History

Upon returning from Washington DC, surveying the local customer base, and finding a potential office, JLSTemps incorporated JLSTemps/ General Contractor LLC as a Limited Liability Company April 13, 2020

The business is currently being run out of the lease office at 10630 Little Patuxent PKWY Suite 301C, Columbia, MD 21044.

Since incorporation, the Company has achieved the following milestones:

- Found office/storage space and signed letter of intent to lease it
- Developed the company's name, logo and website located at [jlstempsgeneralcontractor.com](http://jlstempsgeneralcontractor.com)
- Planned the suite of services to be offered
- Determined equipment and facility requirements
- Begun recruiting key employees

### JLSTemps/ General Contractor LLC's Products & Services

Josephine Dukes, will be able to provide clients with the following services:

- Home Additions: Smaller projects to add additional floors, rooms, patios, porches, etc. to existing homes will be offered. The process will be like that of new homes, although the time involved, budgets, and scope will be smaller
- Home Renovations: Interior and exterior improvements to existing homes, such as remodeling, adding new fixtures or decorative elements, and changing room layout will be offered.
- New Home Construction: New home projects will be entirely managed, including setting a schedule, budget, and requirements with the client and architect, supplying material, labor, and equipment, hiring subcontractors as necessary, assuring quality of all work, and expediting the process of licenses and permits. Sometimes pre-design services will be offered to give advice during the design phase of the home.
- Homeowner Information Sessions: Webinars be offered to resent topics such as how to prepare before seeking a contractor, new and standard home construction practices, renovations projects, and planning additions to your home.

### The Company

JLSTemps is a dynamic corporation that is poised to capture substantial market share | one of the fastest growing service industries in the country offering construction of both residential and commercial and employment services. JLSTemps is a Maryland Corporation incorporated in 1999 as a sole proprietorship and revised in 2020 as a Limited Liability Company and is wholly owned by Josephine Dukes. JLSTemps will establish a base of operation in Columbia Maryland. JLSTemps intend to offer general contracting service and temporary service that has been almost universally accepted by small-to-medium-size business and by many individuals. These include building management, building maintenance and ground maintenance, janitorial, vendors responsibilities, clerical, administration, supervisor, operational, technical computerizes, and employment services. JLSTemps will continue to provide and launch in 2021 other services that deem important to growth of employees and other executive staff members.

The owner and principal employee , Josephine Dukes, (J. Dukes), has extensive experience as manager, trainer, and instructor for various position held at Jackson Hewitt Tax Service, United States Census Bureau, M A K Electric Company, and DC Department of Public Works. Receiving in 2012 a Bachelor in the Science of Business J. Dukes has both build a reputation of offering quality service and developing a marketing strategy that is well suited to building a large market share in the small to mid-size business market.

Assisting J. Dukes will be Stephanie Smith, A Coordinator Supervisor for Full citizenship, she will supervisor and maintain the building's site and facilities. As a coordinator she will be responsible for the performance of both vendors and staff members to include but not limited to staffing and scheduling of existing and new employees.

Assisting J. Dukes will be Vernestine Laughinghouse, the company bidder and organizer. Vernestine will continue to run both the organization of JLSTemps and all vendors that will be working on the site to include both existing vendors and newly signed vendors to assure that the work is complete to the state of Maryland satisfaction.

Both Stephanie Smith and Vernestine Laughinghouse has considerable lifetime training and experience that can meet the high standards that JLSTemps has set for its general contracting services in both the commercial and residential sectors.

In Addition, JLSTemps has other Consultant that is actively working in the Construction field as flaggers managers with Traffic Controller, Crew Leader for PEPCO, and Crew Leaders for FLippo,

Property Managers at The Donaldson Group.

## The Service

JLSTemps was created for the sole purpose of providing exceptional commercial and residential services in the Maryland Metropolitan Area. JLSTemps s designed to provide owners of small and mid-sized

businesses contractual construction projects from start to finish. With some service provided by JLSTemps and some by subcontracted specialists.

The Founder Josephine Dukes will be the lead project manager and focus on answering her clientele's needs. In addition to currently running projects, Josephine Dukes will hold webinars on home construction concerns and best practices for potential clients and the community.

The service includes home additions, remodeling, landscaping, renovations, power washing, building management, building maintenance of commercial and residential environment. JLSTemps also, will provide employees' that will have the skills needed to work efficiently in a computerized business environment. Continued training in developments and maintenance to be offered in 2021 will enable JLSTemps to sustain and maintain a place in the service industry.

JLSTemps will primarily serve architects, homeowners, and real estate development companies, constructing properties within a 50-mile radius of our location. The demographics of

The training course will be offered at rented facility located in Columbia, a Northern Suburb of Maryland. The facility will be easily accessible, will have substantial parking, and served by public transportation, where appropriate.

A key selling point will be the price JLSTemps charges for its service. Because JLSTemps has planned to negotiate a favorable leaser and will have relatively low expenses, it will be able to offer customers a substantial discount compared to larger construction and employment servicers.

#### Key Personnel

J. Dukes is the owner and manager of JLSTemps. She has significant construction and computer software experience, instructor, management, and training skills developed as the manager of Jackson Hewitt Tax Service, Electrician with M.A. K. Electric Company, and Carpenter with DC Department of Public Works. She plans to utilize this experience in preparing and presenting real estate agencies, architects, and larger general contractor's companies with contractual work that will meet the demands of the construction industries.

J. Dukes has offered her support as manager for fifteen years before becoming trainer and instructor for the next five years in various fields to acquire her sole proprietorship in 2004. Recently, convergent to a LLC in 2020. She holds an Associate Degree in the Art of Business, Bachelor in the Science of Business, License in Maryland for Tax Preparation, PTIN with the IRS, HERO nomination award with The Donaldson Group, Certificates in Word, Excel, PowerPoint, Tax Certificates and awards for preparation from 1996 till present with Jackson Hewitt Tax Service, to include certificate in Office Supervisors, Office Manager, Development projects, Financial literacy, Plaque in Humanities, and Giants Food Plaque for working through Hurricane Isabella. In addition to supervising and teaching Ms. Dukes has oversaw the development of several comprehensive projects within the Maryland area. The innovative process of

combining personal instruction and hands-on training will also be adopted in JLSTemps construction and employment services.

As the manager for Jackson Hewitt Tax Service and United States Census Bureau, Ms. Dukes coordinated a staff of fourteen, tax preparer, and eighteen Census workers as she continue to work as she trained and instructed company employees to fulfil the assigned duties that were outlined in the employer's guideline. Ms. Dukes also taught and trained some of these courses utilizing this experience, MS. Dukes will coordinate the training efforts of part-time assistant and human resource director to give JLSTemps the added customer service needed by our employees to skillfully complete the job.

J. Dukes also managed during the busy season. Because of J Dukes technical background, her staff often consulted with her when complex question or failed computer issue arose. This experience will prove to be especially valuable in day-to-day operations. Computer downtime will be minimized because Ms. Dukes can make at least minor repairs rather than waiting for a computer technician. Along with the computer skills she maintains she also has the acquired input on the construction residential and commercial insight as she has had years of researching thoroughly with her consultants.

## **Marketing Plans**

## **Market Analysis**

J. Dukes undertook substantial research prior to forming JLSTemps. The focus of this research was on the growth of newly established projects in the Maryland Area, to include the employment service in the general construction and on the geographic market she plans to serve. The research results were quite encouraging. Construction and employment services is at the beginning of a period of great expansion. According to the finding of several respected industry trade journals. Because of the great technological innovations being made in personal business application software and the anticipated impact of the internet on daily life, many individuals and businesses are finding themselves overwhelmed with possibilities that these new business tools offer, but with a price. Most business are turning to the general contractors and employment services.

- In addition, we have surveyed local-residents and real estate development companies and received extremely positive feedback saying that they would consider making use of our services when launched.
- Our location is in a n economically vibrant area where new homes and remodeled homes sales are on the rise and turnover in homes occurs often due to the upward mobility of residents.
- The management team has a track record of success in the construction business.
- The local area is currently under served and has few local hoe construction companies offer high customer service to home building clients.

The Global Economy recently conducted a rational study on the US jobless rate. In ending June 6 at a rate of 14.1 percent, the rate for previous weeks was revised down 0.3 percent from 14.4 to 14.1 percent. During May, the UIR was 14.6 percent and in Prior year it was 1.2 percent, the NSA IUR was 12.8 ending June 6th, 13.1 ending May 23<sup>rd</sup>, and in prior years it was 1.1 percent. While we are facing the global pandemic the construction industry has been steady. The pool of available workers a statistic closely watched by Jerome Powell Since February 5, 2018 and his colleagues grew last month, and continuously to grow into the 20<sup>th</sup> century, A sign that the shrinking labor force isn't as much a threat to a spurt in wages as they might have feared.

The nature of work is changing rapidly: businesses are migrating their working from the office to working from home. The industry that can work outside of the home is construction. The construction industry is on the rise with new territory being incorporated due to the pandemic that we faced since November 2019. We are working within the CDC guidelines and exhibiting social distancing along with wearing mask and giving employees hand sanitizer. The census bureau is offering grant for construction projects to be completed in the state of Maryland. In the Greater Maryland Area, information compiled by nation job that primarily works through Chambers of Commerce. We are excited about our relationship because it adds one more component to the work force development solution. In a time of record low employment, Chambers of Commerce is increasingly under pressure to help with the labor shortage. Working with JLSTemps is one of the way companies can fill gaps in their work force. JLSTemps have looked at competitors and found serious flaws.

## Marketing Strategy

Essentially, JLSTemps will market itself as offering the same or higher quality construction and employment services than its competitors, but at a more reasonable price. JLSTemps will far go many of the trappings of higher priced competitors, such as fancy imprinted folders, complimentary mouse pads etc. Instead, JLSTemps will sell to small business market by emphasizing value and by identifying with their information, time, and budgetary needs.

As part of the strategy, JLSTemps will advertise in several local small business and home advisor's internet services. Ms. Dukes has received reasonable advertising estimates from Home Advisor (per jobs sent to the company) range from \$25.00 to \$75.00. 411 Local with Google affiliate \$99.00 for the first two months and \$199.00 per month two start in September.

The preferred mode of advertisement is word of mouth. JLSTemps hopes to hold information seminars on employment tips at all the Chamber of Commerce Luncheons within a 30-miles radius of the business. In addition, Ms. Dukes has begun to write several articles for small business publications, research results in management and decision information system institute (MDISI) report suggest that this type of marketing initiative can generate a significant amount of business through referrals.

JLSTemps also intends to utilize the vendors contact Ms. Dukes developed as manager of Jackson Hewitt Tax Service, M. A. K Electric Company, Giants Construction Company, Leasing Agent at the Donaldson Group, and DC Department of Public Works in order to obtain access to those small business that were serviced. Ms. Dukes will also approach business owners in person to identify their employment needs

and how she might satisfy them on a day-to-day basis. Ms. Dukes will utilize her own experience, training, and understanding of clients needs to generate new clients and keep the old ones, she will not solely rely on sale force to generate business.

### Pricing Strategy

JLSTemps will charge significantly less for their construction and employment service than the larger construction and employment service firms, because JLSTemps will have lower overhead expenses and fewer employees than larger firms. Based on a survey of construction services and temporary firms in MD and its surrounding suburbs, some firms charge on an average \$136.00, for each person on a daily eight-hour shift. For approximately \$124.00 an employer can receive employment service. This will include job readiness, computer skills, and additional training if needed for our employees free of charge. Our supervisors are salary employee's salary ranges from \$52,000 - \$72,800 per year.

Since JLSTemps hopes to appeal to the cost, conscious, small business owner and larger construction corporation, it anticipates offering services for a discounted price for the first two months, Also job completed to employer satisfaction or first week half off. Discounted priced for first time clients only. This represent a substantial discount over the competition, regardless of whether clients select one or more employees.

### Action Plan

JLSTemps plans to keep wage and salary expenses low, at least initially to achieve this objective JLSTemps will hire employees on a need basis, starting with three construction residential and commercial workers Labors Delizah Jones, Lamont Dukes, One Supervisor Lamarr Dukes. Two Admin Staff one fulltime: Stephanie Smith and one part-time: Vernestine Laughinghouse. Based on the needs of the employer or contractual work employees scheduling will be handled by the onsite supervisor. During slow periods Ms. Smith will create a schedule that will allow the salary workers to achieve their fulltime hours while utilizing her expertise as coordinator and supervisor with extensive training she will use to review and evaluate new clients as well as new employees. While working at the Full Citizenship Ms. Smith learned how to communicate, organize, and user customer friendly techniques, this will be needed for the fast-growing services that JLSTemps offer with the area. As result she had developed expertise in planning, implementing, maintaining, and supporting staff.

JLSTemps and MS. Smith have arranged on the following compensation arrangement. Ms. Smith will receive for an 8-hour day pay period as an office supervisor \$240.00, This payment will not increase due to working outside of the office during busy months. Ms. Smith will cover the whole office for a 40/hour period she will receive as compensation the equivalent of \$1200.00.

The Part-time worker MS. Laughinghouse will offer training and organization skills as she has acquired this through working as an entrepreneur for more than 3 years. Her experience working as an office assistant, extensive training in most common software packages. This training will provide a benefit to JLSTemps when the need for extra help with larger companies arise. JLSTemps has offered Ms. Laughinghouse \$30.00per hour for general organizing work. Her weekly hours should average 15 hours per week.

#### Accounts receivable

JLSTemps will require that a non-refundable deposit be sent when an employer registers for services. Full payment will be required at the completion of each projects. Payment for services may be made with cash, personal checks, or initially credit cards. JLSTemps will offer deferred monthly billing to those corporate clients with contractual assignments only. Since the revenue generated from this type of client segment is expected to be small and the risk of non-payment is small, the accounts receivable and bad dept expense should be no more than 3 percent of all net monthly sales

#### Expenses

After salaries, the cost of obtaining a facility, tools, airbed, and vehicles(trucks) will be the largest expenses that JLSTemps will face.

Computer Equipment: Following an exhaustive analysis of the financial and other implications of buying, renting, or leasing, JLSTemps has decided to buy its computers and rent the printers. A factor that played a large part in that decision was the likelihood that, any purchased equipment will become the property of JLSTemps and therefore will be available at all time. JLSTemps must have available computer that are at least equal in sophistication to those used by its customers. The substantial initial cash outlay required purchasing 1 computer also played a part in the decision to purchase rather than lease or rent.

JLSTemps obtained estimates from a few computer hardware distributors for the purchase of 1 Hp Pro One 600 G5 7yB24UT#ABA All-in-One Desktop Computer, Intel Pentium, 4GB RAM, 500GB HDD. The most competitive price JLSTemps found was \$748.99. Renting a computer would cost between\$124.00 and \$136.00 per month. Resulting in \$1488.00 to 1632.00 per year.

Based on estimate obtained from several leading computer stores looking for a high-powered printer, non was found that has the capability as the one received from Dex Imagining for \$124.00 each month., at total of \$1488.00 per year. JLSTemps anticipates that it will service no more than 4 General Contractors, 15 contractual clients, and 6 emergency jobs per week. Accordingly, the monthly cost of renting these machines, including one HP High-powered printer, will be \$1488.

Finally, to lease 1 printer, the best quoted price by a local distributor was \$1488.00/per year, which includes all maintenance of the HP machines. The lease would run for 60 Months with interest at 3%annual rate. The total of the 60 months payments would be \$7440.00 with an interest rate of \$223.20 making the total for the rental \$7663.20. The Price of the HP Desktop Computer \$748.99 with a life expectancy of 60 months.

Office Facility: JLSTemps considered several options regarding the type of service to offer to its clients. First, JLSTemps could avoid the expense of paying rent on a facility and restrict its service to a client’s home or place of business. In the alternative, JLSTemps could rent a facility and conduct a service/training session at this facility in addition to offering service at the client premises.

The first option, while reducing costs, is not a viable one for JLSTemps. The company hopes to generate most of its income through large services as Ms. Dukes will have on site large contracts and confidential materials the rental of a small office was most advantages.

JLSTemps will continue to negotiate a favorable lease with Oasis, a property management firm that manages the Columbia, Maryland Office where JLSTemps will be located. JLSTemps has arrange a year lease with the option of automatic renewal. Based on a monthly rental of \$499.00 for the first year and a 4% increase thereafter. The rental projection includes water, waste removal, and all maintenance costs.

### Financial Projections

JLSTemps is seeking a total funding of \$100, 000 of debt capital to continuing its office. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- Office/build and equipment: \$650,000
- Working capital: \$250,000 to pay for marketing, salaries, and lease costs until JLSTemps reaches break-even.

Topline projections over the next five years are as follows:

	FY1	FY2	FY3	FY4	FY5
Revenue	\$,853,460	\$3,535,552	\$5,010,918	\$6,790,374	\$8,414,849
Total Expenses	\$1,866,345	\$3,417,414	\$4,801,845	\$6,531,105	\$7,949 711
EBITDA	(12,885)	\$118,138	\$209,073	\$259,268	\$465,139
DEPRECIATION	\$19,560	\$19,560	\$19,560	\$19,560	\$19,560
EBIT	(32,445)	\$98,578	\$189,513	\$239,708	\$445,579
INTEREST	\$11,395	\$9,970	\$8,546	\$7,122	\$5,697
PRE-TAX INCOME	(\$43,840)	\$88,608	\$180,967	\$232,587	\$439,882
INCOME TAX EXPENSE	\$0	\$15,669	\$63,339	\$81,405	\$153,959
NET INCOME	(\$43,840)	\$72,939	\$117,629	\$151,181	\$285,923
HOMES COMPLETED	5	12	16	20	23
FULL TIME STAFF END OF	11.5	18	22	27	30

THE YEAR					
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Vision:

Vision: It is the vision of JLSTemps to grow the economy while working in a diverse culture to help one person at a time to survive the economical distress faced by our communities. We can achieve this goal with everyone working together! Seeing the vision is only half of the job, JLSTemps would like to fulfill this vision by keeping employees already in position while adding new staff members that will create synergy.

## Mission Statement

Mission Statement: JLSTemps/ General Contractor LLC's Mission is to allow growth through hard work and dedication not only to B2B, but our employees and customers.

We are to be a stronghold for the communities we serve.

Our Core Mission Statement: Making the dream come true for many families! We will succeed! We will Grow! We can make it Happen!

Remembering the faces of all the children and mothers that stood outside of the Arena asking that we not take it away from them, I say lets not take it away but make it affordable for them as I take on other positions I will make that happen for the Bowie Community.