Publishing Company Business Plan

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# Executive Summary

[Name of business] is a new publishing company that will be established in [city/town] by founders [list names of founders]. The company will focus on providing high quality [published material or services] to retailers.

Initially, [name of business] will be supported by a personal investment from each of the founders and a business loan that will be used to secure real estate and equipment.

## Mission Statement

“[Business name] exists to create a selection of the finest [published material] for local and global retailers and to source, develop, and promote new talent.”

## Distinctives

* Publish children’s comic books and Young Adult magic realism.
* Books printed using recycled paper.
* Cooperative program with local community college to expose students to the process of publishing.

## Investment Opportunities

Although [business name] has enough capital to begin publishing on a small scale, capital from private investors will be needed to purchase additional equipment, attract new talent, fund flagship title production, and hire employees. This will be achieved through a combination of loans, memberships, and equity partnerships.

# Business Description

Legal Structure  
[Business name] has been established as a Limited Liability Company in the state of [State name]. [Name] is the attorney of record.

## Location

A location for [Business name] has not yet been found. To reduce upfront costs, the goal is to lease a commercial unit that has a combination of warehouse space for storing and distributing printed titles.

## Launch

Pending finances and the lease of a suitable space for publishing, [business name] will launch its first few titles in/on [note specific date or month with year].

Sources of Revenue  
[Business name’s] primary source of revenue will be derived from book sales directly to retailers. Secondary sources of revenue include print-on-demand sales, licensing and consulting services.

# Operations & Management

## Leadership

**CEO** – [Name and brief bio]

**CFO** – [Name and brief bio]

**Publisher** – [Name and brief bio]

**Managing Editor**– [Name and brief bio]

**Art Director** – [Name and brief bio]

**Head of Sales** – [Name and brief bio]

**Head of Publicity** – [Name and brief bio]

Editorial Department  
Editors decide which books to acquire, negotiate contracts, guide authors through the process of turning manuscript into a finished books, edit books, and work with other departments in the packaging and marketing of titles.

Legal  
The legal department staff negotiate contractual terms with authors and agents, write up contracts, and ensure the company is protected against lawsuits that may arise from the publishing of sensitive material.

Sales Department  
The sales department staff nurture relationships with retailers and make sure that the books reach the reader.

Publishing Operations  
The publishing operations staff source raw materials, nurture relationships with manufacturing partners, do quality control, and make sure production happens on schedule and within budget.

# Marketing

## Genre Profile

## Target Market

## Promotional Outlets

* + 1. Social Media
    2. Book Fairs
    3. Press/Media Coverage
    4. Release Parties
    5. Loyalty Incentives
    6. Merchandise
    7. Charity

## SWOT Analysis

* + 1. Strengths
    2. Weaknesses
    3. Opportunities
    4. Threats
    5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Threats** | **Opportunities** |
|  |  |  |  |

# Competition

According to Statista, U.S. book publishing generated over $26 billion in net revenue in 2017. The Association of American Publishers reported that children and young adult book revenue for the first half of 2019 was $919 million, which is 7.4% more than for the same period in 2018.

In the state of [state name], there are [number] publishers. More specifically, within the local market of [city/town/municipality/county] we have identified [number] existing publishing houses:

* [Publishing company] – Brief description.
* [Publishing company] – Brief description.
* [Publishing company] – Brief description.

# Financials

## Startup Expenses

## Sources of Funding

[Use our Sources and Uses spreadsheet to complete this section.](https://www.thesmbguide.com/statement-of-sources-and-uses-download-201908151.xlsx)

## Financial Operations

1. Property Rental
2. Hours of Operation
3. Staffing
4. Professional Services
5. Cost of Production

## Revenue Projections

## Break Even Point

[Publishing company name] will break even when it achieves sales of [$] per month.

Pro Forma Profit and Loss Statement

[Use our Pro Forma Profit and Loss spreadsheet to complete this section.](https://www.thesmbguide.com/pro-forma-profit-and-loss-statement-download-20190815.xlsx)

# Future Plans

You can use this section to describe any plans that you have for expansion once your company has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring more staff
* Expanding your building
* Publishing an online industry magazine
* Creating online self-publishing platform