

# **\*\*WEALTHY ID BY KYM WALKER, LLC\*\***

## **\*Business Plan\***

**Founder/Owner: Kym Walker**

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### **NAICS CODE:**

- 541618 - Other Management Consulting Services
- 541611 - Administrative Management and General Management Consulting Services
- 611430 - Professional and Management Development Training

## **\*\*Wealthy Identity Developers\*\***

\*Our services enrich your identity and your company's, leading to abundance and growth.\*

**\*\*Services include:\*\***

- Enrichment tools to develop a "Powerful Abundant Mentality"
- Time management and work/life harmony plans
- Brand/Image consultations with expert hair, make-up & skin consultants
- Virtual and Public appearance preparation

\*Career Opportunities are available\*

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### **\*\*Section I. Executive Summary\*\***

For years, business leaders have focused on their product or services to stand out effectively. The Wealthy ID business plan is a personal consulting service empowering business leaders and staff to present a powerful, wealthy image and unleash their internal potential. We help set a higher standard for companies.

Image matters and sells. In our highly visual society, we're conditioned to look, judge, and categorize. A positive first impression is lasting. The Wealthy ID developers/consultants educate leaders on reflecting their desired image effectively, with a focus on priorities.

### **\*\*The Company\*\***

Wealthy Identity Developers, doing business as Wealthy ID by Kym Walker, is a startup limited liability company. It's owned and operated by Kym Walker, leveraging 30 years of industry experience in leadership, business own consulting, sales, and professional development training. The company aims to provide these personalized services for leaders and small business owners.

### **\*\*Section II. Mission, Goals & Objectives\*\***

Wealthy Identity Developers aims to:

- Create a unique, upscale, innovative environment for business consulting

- Infuse enthusiasm and excitement into our services
- Facilitate relationship-building and fellowship events for diverse backgrounds

Objectives for the next three years:

- Achieve 120 clients and partner with 12 developers by end of year one
- Maintain a client mix of 60% small business, 30% entrepreneurial, and 10% individual per year
- Provide professional development services effectively with a 100% client satisfaction guarantee

### **\*\*Section III. Background Information\*\***

Wealthy ID offers personal business consulting services, addressing a recognized need among small businesses and entrepreneurs. With a focus on instant results and relationship building, the company aims to improve clients' results and foster business and personal growth.

### **\*\*Section IV. Organizational Matters\*\***

We emphasize results and relationship-building, distinguishing ourselves from other companies in the industry. We focus on target markets of leaders, business owners, and entrepreneurs seeking transformation and growth.

### **\*\*Section V. The Marketing Plan\*\***

Wealthy ID targets leaders concerned about business growth and personal well-being. Services include wealth ID assessments, empowerment techniques, time management plans, and appearance preparation. With over 30 years of experience, our company is poised to capitalize on the growing demand for personal development services.

### **\*\*Section VI. The Financial\*\***

Wealthy ID's financial plan is based on conservative estimates, with initial investment needed for sustained operations through year one. By maintaining low overhead and developing a strong customer base through aggressive marketing, the company aims to become profitable and retain a leadership position in the marketplace.

## **\*\*Appendix\*\***

This section includes additional supporting documents, resources, and information relevant to the business plan.