



Business Growth Plan – The Brand Company, LLC

5/4/2026

Business Name:	The Brand Company, LLC
Majority Business Owner:	John Doe, Sr.
Business Founded:	2010
Business Headquarters: (address)	1234 Alamo Circle, San Antonio, TX 78222
General Information	
Amount of grant funding requested:	\$100,000.00
Total cost of growth plan project proposal:	\$140,000.00
Description of growth opportunities:	Brand Company, LLC (“Brand”) is a San Antonio-based printing company specializing in recycled and sustainable printing for private enterprises. In 2022, Brand hired a consultant to identify expansion opportunities in nearby states. Through those efforts, Brand developed a strategic plan that seeks to support expansion into the New Mexico, Arizona, and California markets. While much of this work can be done remotely, Brand is seeking funding to support marketing efforts in those states to fill the gap in commercial printing services that is sustainable and environmentally conscious.
Describe existing business operations and proposed investments (if applicable):	Brand currently operates out of a large commercial office space in downtown San Antonio. No facility improvements will be associated with this project.
Description of company’s financial goals for next three years:	For fiscal year 2022, Brand grossed \$1.3 million in revenue and sustained 15 full-time staff members at its downtown headquarters. Furthermore, Brand represented approximately 40% of the sustainable print market in Texas. For fiscal year 2023, Brand is on track to bring in \$1.8 million in revenue and sustain 17 full-time staff members while capturing 40% of the sustainable printing market share statewide. During the next 3 years, brand is seeking to bring annual revenues up to \$5 million per year and capture 10% of the national market share of sustainable printing. Furthermore, Brand hopes to sustain at least 25 full-time staff members by the end of 2026. Through these efforts, Brand hopes to eventually open a Los Angeles office to serve as an anchor for those operations while keeping San Antonio as the company’s home and central operations support base.
Business Goals	

Goals (2026– 2028)		2026	2027	2028
Revenue	Q1	\$450,000.00	\$800,000.00	\$1,000,000.00
	Q2	\$500,000.00	\$850,000.00	\$1,200,000.00
	Q3	\$600,000.00	\$900,000.00	\$1,300,000.00
	Q4	\$700,000.00	\$950,000.00	\$1,500,000.00
	Total	\$2,250,000.00	\$3,500,000.00	\$5,000,000.00
Full-time employees	Q1	17	19	23
	Q2	18	20	24
	Q3	18	21	25
	Q4 (EOY Total)	18	22	25
Regional market share (%)	Q1	40%	44%	50%
	Q2	40%	45%	50%
	Q3	42%	46%	50%
	Q4	42%	48%	50%
National market share (%) <i>(Optional)</i>	Q1	1%	4%	7%
	Q2	2%	4%	8%
	Q3	2%	5%	9%
	Q4	3%	6%	10%
Global market share (%) <i>(Optional)</i>	Q1	N/A	N/A	N/A
	Q2	N/A	N/A	N/A
	Q3	N/A	N/A	N/A
	Q4	N/A	N/A	N/A
Growth Needs				
Description of company's marketing plan for achieving growth:		<p>With the funds requested from the City of San Antonio, Brand seeks to hire a marketing executive with experience promoting sustainability and environmentally conscious services in the southwest United States. Their efforts will include frequent travel to meet with private enterprises in the southwest states to understand their needs and share information about Brand's services.</p> <p>Furthermore, Brand will also launch a media campaign via social media and targeted advertising to expand the company's visibility in that region. This will involve contracting with a Salt Lake City-based digital marketing firm to generate advertisements on websites that are frequently used by socially conscious private enterprises.</p>		
Description of company's current assets and capital accessible during growth period:		<p>Brand currently maintains \$2.5 million in private assets, including \$400,000 in office space purchased from Alamo Developers in 2021. Furthermore, Brand recently secured a \$1 million investment from a seed fund that supports sustainable businesses. During the growth period, Brand will be seeking funding from private investors in Los Angeles and San Francisco, with the hope that such investors will buy shares in the company and utilize Brand's services for their own business needs.</p>		
Description of company's staffing needs and responsibilities:		<p>Brand's current staff includes a CEO, CFO, COO, and approximately 14 staff members who support the printing production process. Given the small nature of the company, Brand is in need a full-time staff member to focus on marketing, advertising, and business development in the targeted southwest region. Beyond the scope of this grant funding, Brand is seeking to hire an IT services administrator soon to support the</p>		

company's website development and technology needs. This will hopefully involve hiring support staff that match the business' needs as it grows over time. Finally, Brand is seeking to grow the financial division to include an accountant and finance liaison to serve as the company's investor relations coordinator.

Number of new part-time and full-time positions to be grant funds (if applicable):

1 full-time position; 0 part-time positions

		What this Plan

Category	Details
Milestone Description	Hiring a full-time marketing staff member and salary expenses Oct-Dec 2027. Purchasing energy-efficient equipment to support business growth at the downtown headquarters. Website improvements to support business development efforts.
Target Dates	October – December 2027
Expenses	<ul style="list-style-type: none"> Marketing Staff Position (Oct-Dec): \$15,000 (<i>Annual Salary from City Grant: \$20,000; Private funds: \$40,000 = \$60,000</i>) Equipment & Machinery: \$20,000 (City Grant) Website Improvements: \$5,000 (City Grant)
Total City Grant Funds Expended	\$40,000

	market expansion. Marketing staff position salary expenses (Jan-April 2027). Digital
	Jan-April 2027

	Expenses	<ul style="list-style-type: none"> • Marketing Staff Position (Jan-April 2027): \$5,000 (City Grant) \$15,000 (Private funds) • Travel for Market Expansion: \$20,000 (City Grant) • Other Marketing Functions (digital campaigns, targeted ads, outreach): \$5,000 (City Grant)
	Total City Grant Funds Expensed	\$30,000

Milestone 3:	Category	Details
	Milestone Description	Marketing staff position salary expenses (Jan-April 2027). Business Customer Relationship Management (CRM) software upgrades for enhanced business operations. Professional development training for sales team to improve business development pipeline.
	Target Dates	May-Aug 2027
	Expenses	<ul style="list-style-type: none"> • Marketing Staff Position (May-Aug 2027): \$20,000 (Private funds) • CRM software upgrades for enhanced business operations: \$20,000 • Sales Team Training: \$10,000
	Total City Grant Funds Expensed	\$30,000