

Executive Summary

Small Business Budget Plan

This executive summary provides an overview of the budget plan for FY2024 for **Acme Creative Solutions LLC**, a growing design agency. The plan outlines expected revenues, major expense categories, strategic priorities, and key assumptions that support the business's financial health and growth objectives.

Key Revenue Streams

The primary sources of revenue are projected as follows:

- **Client Project Services:** \$220,000 (80%)
- **Retainer Agreements:** \$35,000 (13%)
- **Workshops & Training:** \$20,000 (7%)

Major Expenses

Expenses have been budgeted to align with anticipated growth and operational efficiency:

- **Salaries & Wages:** \$145,000
- **Technology & Tools:** \$20,000
- **Marketing:** \$12,000
- **Office & Utilities:** \$8,500
- **Professional Services:** \$9,500

Strategic Priorities

The budget allocates resources to:

- Expand digital marketing and lead generation efforts
- Invest in upskilling employees and new design tools
- Improve client retention through enhanced support

Financial Outlook & Assumptions

Based on conservative growth projections and controlled spending, Acme Creative Solutions expects to maintain positive cash flow and achieve a planned net profit margin of 12%. Assumptions include client contracts renewal and no significant increase in operating costs.

Important Notes

- This summary is designed for stakeholders seeking a high-level overview of the fiscal plan.
- Detailed line-items and monthly breakdowns are documented separately and available upon request.
- Assumptions in this document should be reviewed and updated regularly to reflect market and business changes.
- An executive summary enhances transparency and supports decision-making by highlighting priorities and financial direction.

