

Business Plan – Executive Summary

Identity

PennKent Engineering provides design/build services, primarily for the industrial manufacturing industry.

Problem

Companies often find they do not have adequate in-house engineering resources to conduct mid- and long-term projects.

Our Solution

Our engineering design/build services are tailored to a customer's specific needs. We offer custom solutions to difficult challenges. Our services are more economical than hiring and maintaining full-time technical personnel.

Target Market

The target audience is primarily manufacturing companies that require small- to medium-sized automation or testing/inspection equipment.

The Competition

Engineering design/build services are part of a niche market with companies of all sizes. Some local companies include Sewell Industrial Electronics and Circle M Automation.

Revenue Streams

Primary revenue sources will be from manufacturing companies and other organizations that require design/build services (machine shops, fabricators, etc.).

Marketing Activities

Initially, PennKent Engineering will generate customers through word of mouth and phone/email communications. A website and advertising plan (Facebook, etc.) are in development.

Expenses

- Raw Materials, Fasteners, etc.
- Computers, software, etc.
- Hand tools, consumables
- Contract Labor (drafting, programming, etc.)
- Shop space & Equipment Lease/Rental

Team and Key Roles

Currently, the only team member is the owner, Chris Tompkins. Contract labor is used to fulfill critical roles such as design, drafting, and PLC programming.

Milestones

As business grows, PennKent Engineering will establish its own shop location and equipment. Additionally, as profits increase, PennKent Engineering will look to add full-time employees to replace the contract labor.