

Alliance University
Master of Business Administration

Submitted to: *Professor Joseph Reid*

Submitted by: *Bibi Booth*
173 West Blvd
East Rockaway, NY 11518
Work Phone: (347) 399-5877
Home/Cell Phone: (347) 399-5877
Email: boothb@allianceu.edu

Course Location: NCMC

Submission Date: *January 22, 2023*

Capstone Project Title:

Accounting and Financial Services

CERTIFICATE OF AUTHORSHIP:

I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that this paper was prepared by me specifically for this course.

Student's E-Signature:

X

Accounting and Financial Services

Bibi Booth

A Capstone Research Project

Submitted in partial fulfillment

of the requirements for the degree

Master in Business Administration

School of Business and Leadership

Alliance University

January 22, 2023

Capstone Project Committee: Professor Joseph Reid

Capstone Advisor

Professor Strain, MBA Director

Table of Contents

Executive Summary.....	4
Mission, Vision, and Core Values.....	5
Mission Statement.....	5
Vision.....	5
Core Values.....	5
Industry Description.....	7
Proposed Company.....	7
PESTLE Analysis.....	7
Product/Service Overview.....	9
Product (or Service) Description.....	9
Purpose.....	10
Significance.....	10
Background.....	10
SWOT Analysis.....	10
Porter’s Six Forces.....	11
Market Analysis.....	12
Market Size and Trends.....	12
Economics of the Business.....	14
Marketing Plan.....	15
Design and Development Plans.....	16
Operations Plan.....	17
Management Team.....	18
Sustainability and Impact.....	19
Overall Schedule.....	20
Critical Risks, Problems, and Assumptions.....	21
The Financial Plan.....	23
Proposed Funding Requirements.....	24
References.....	25
Appendix.....	26

List of Figures

Core Values Example.....6

List of Tables

PEST Framework.....8

SWOT Analysis.....10

Porter’s Six Forces.....11

Executive Summary

The executive summary in the business plan is always the first section after the table of contents and title page. It is a brief yet comprehensive summary of the overall business plan. Typically, the executive summary will be one to two pages and will include such items as a summary description of the concept and business; opportunity and strategy; target market, profit margins, and projections; competitive advantages; team; and funding requirements (Timmons & Spinelli, 2012). As with all types of research, this initial section should set the stage for the subsequent detailed sections of the entire study (business plan).

Although there are many forms and iterations for presenting business plans, the Capstone project business plan will be prepared in the model format presented by Timmons & Spinelli (2012, p. 256-266). This primer is based on that model and is intended to provide an overview of the required sections. Specific details for each of these sections are further defined in that text. The ability to perform the necessary research, analytics and evaluation is presented throughout the master's journey in the various core and concentration course offerings. Additionally, three seminars are conducted to assist in the development of the Capstone project proposal, as well as the project itself. Fundamental research methods are presented in a separate course offering which will also assist in developing the proposal and ultimate project.

Mission, Vision, and Core Values

Providing Accounting, Auditing, Financial and Tax Services for companies by certified public accountant adhering to FASB and the AICPA. Expert services will be provided to clients to be in compliant with the regulatory and governing bodies applicable to their firm's financial framework.

Mission Statement

Servicing our client to excel in their business with accounting, auditing, financial and tax services provided by our dedicated accounting team. Providing financial services in compliance with regulations and laws and advising client on market volatility and industry projections will be done diligently. Successful client leads to company growth with the result of a healthy economy.

Vision

Providing services to our clients to excel within the market and industry by our dedicated accountants with the perception of enhancement and confidence. Our staff adherence to FASB and the AICPA will also prepare our staff to provide more concise advise on current market behavior and industry conditions for our client decision making.

Knowledge is power. By keeping our client informed and in compliant, our client will succeed in decision making and performance with the result of a growing economy.

Core Values

Grow your business with our RELIABLE financial advisors and accountants.

Figure 1



Responsible

Our staff is responsible for performing services to our client to excel their business within the applicable authoritative financial framework.

Ethical

Our business is built on ethical and moral standards in compliant with all regulatory and governing bodies.

Liable

Our staff is liable to our client and governing bodies within the industry.

Innovative

Our staff enhance themselves for license requirement and to advise clients on market and industry volatilities.

Accountable

Our staff is trained to be in compliant of all work performed to client and governing bodies.

Balanced

Our business is built to work together as a team, to provide excellent services to our clients and to excel and expand our client business.

Loyal

Our team perform their duties and obligations faithfully and respectfully to achieve our client's vision.

Expert

The experience and knowledge our staff bring with constant enhancement, provides excellent services in various markets and industries.