

Ronin Worldwide Executive Protection, L.L.C

Business Plan

www.roninworldwide.com

Executive Summary

The CEO and President Wayne S. Cole founded Ronin Worldwide Executive Protection LLC in November of 2000, a Michigan Limited Liability Company, formerly DBA B-84548. Our plan is to offer a strategy through the use of modern E based marketing through our newly established website. This website has generated over 12,000 visitors to date. The website was designed and tested in 2002 and made operational in January 2003. We also embrace human networking skills and believe in forming strategic alliances with other industry leaders and professionals. By offering such services as diverse as close protection consulting, fugitive bail recovery, and basic attorney services. Our core business of close protection is rapidly growing and we have placed ourselves to be the premier company in offering this service.

We are an equal opportunity and multi-cultural company dedicated to the needs of the customer anywhere in the world and has a proven track record of customers who writes us letters of praise and satisfaction. No scale of operation is too large or small for us to handle in the world. We value versatility and inventiveness as much as the human spirit, that is the heart and soul of the American small business platform, which is America's gift to the world.

Mission Statement

At Ronin Worldwide Executive Protection our mission is to provide you with the highest quality bodyguards and security recovery services available.

Business Objectives

Our business objectives are to provide your organization with the highest quality of bodyguards and security recovery plans available. We offer expert consulting services to work with you to design a plan that will fit your companies' budget and needs.

Situation Analysis

Our companies presently offer two core services that serve our customers. We offer comprehensive business continuity and disaster recovery plans to fit your companies' needs. Your organization can lease space on host servers to test your plans annually and semi-annually. Secondly we offer our trained bodyguards that are available 24x7. We welcome you to visit our website at WWW.RONINWORLDWIDE.COM.

SWOT Analysis

Strengths

- Management team with over 20 years industry experience
- Customize Business Continuity and Disaster Recovery Plans
- Trained bodyguards that offer maximum protection.
- Premier company that offers flexibility in our online plans
- Centrally located with high availability to our services.

Weaknesses

- Expand more of our services utilizing our portals
- Limited geographic area

Opportunities

- Expand on business in other geographic area.
- Increase staff by 25%, and add other security services to our website.
- Offer more seminars on our new online recovery and bodyguard services.
- Partner with other vendors to advertise our services on their web sites

Threats

- Other computer security and body guard companies.
- Develop more consolidated bodyguard services utilizing our website.

Target Market Analysis

It's simple. Our target markets are companies and organization that don't have disaster recovery plans in place or have inadequate plans. Also companies seeking the needs to utilize our state of the art bodyguard services.

Market Strategies

Our approach to designing the state of the art recovery plan is simple. We start with a simple BIA that is a business impact analysis of your applications, systems, and business. This is the first step in designing any recovery plans for a company. We also offer our trained bodyguard services to our customers for maximum protection. Our bodyguards are certified and have attended many training seminars and training classes to maintain their skill sets in addition to their real world experience with real world clients both large and small.

One of our unique benefits of our company is that all our plans are customized to fit our customers' needs. By comprehensive testing of your data we can set the time lines for recovery to meet or exceed you service level agreement set by your management staff.

Our pricing is set on our customers needs to recover its data. By having different levels of recovery services were able to be flexible in price. We offer our gold, silver and bronze recovery services.

Our gold services states that we have your business back up and running in five hours. Our silver services states we have you back up in ten hours and our bronze services states we have you back up within a twenty-four hour span. Again our price is based on the size of your organization and the data that we'll be recovering. We give discounts on three years service contract offering the last year of the contract at a 50% reduction.

Our standard pricing structure includes two-semi annual test a year. Plus we will house both your online and physical plans at our site free of charge. We don't play games with our rates. Our gold rate is \$20,000 a year and consulting cost is included. Our silver cost is \$15,000 a year and this includes consulting cost. Any finally our bronze cost is \$10,000 a year. So depending on how fast you need your data recovered, we offer a price that's flexible for you.

Promotions/ Communications

We will communicate our services via our web site offering discounts and online web cast on recovery methods. We will also offer free monthly online seminars on our website. We will utilize our search engine on our keywords Ronin Worldwide Executive Protection for our customers to easily locate us. We will deploy our online portal to offer all our services prices and plan.

We will also offer our services by taking out ads in key computer magazines. Our biggest source of advertisements will be our customer visiting our web site and referral to others. We'll also contract a marketing / advertising staff that will review our strategy to ensure taking care of all our customers needs. We will utilize banners as well as pop ups to advertise our business on other websites.

Management Structure

Besides the CEO, our company also has a President and an Executive Vice President and a CIO for the Computer Information Systems, Disaster Recovery and Audit Trail disciplines. As needed, we have a layer of Directors in their areas of expertise as needed as we grow.

Strategic Associations and Alliances

At Ronin Worldwide, we believe in forming beneficial associations with other industry leaders and professionals. We are an approved vendor to the Steele Foundation, one of the largest Risk Analysis and Close Protection companies in the world, who recently provided close protection to Haitian President Jean-Bertrand Aristide and other world figures.