



# **BUSINESS PLAN**

**SAMPLE COMPANY**

**Applicant: SAMPLE  
PERSON**

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## 1 - Executive Summary

SAMPLE COMPANY will be established as a Limited Liability Company (LLC) headquartered in Miami, Florida. The company specializes in architectural design, facilities management, and large-scale event operations, catering to stadiums, arenas, and other major venues. With a strong foundation built on years of success in Brazil, SAMPLE COMPANY will bring innovative, sustainable, and tailored solutions to the U.S. market, focusing on high-profile events like the FIFA World Cup 2026 and the Summer Olympics 2028.

### Market Overview

The U.S. market for event infrastructure and large-scale facilities management is rapidly growing, driven by the upcoming global events and the increasing demand for sustainable and energy-efficient solutions. As a host for the FIFA World Cup and Summer Olympics, the U.S. offers significant opportunities in facility upgrades, event operations, and structural adaptations. Miami, a key hub for international events, serves as an ideal launchpad, with plans to expand to Los Angeles in subsequent years. SAMPLE COMPANY is strategically positioned to capitalize on these opportunities with its unique expertise and comprehensive service offerings.



## Service Offerings and Innovation

SAMPLE COMPANY provides a comprehensive range of services tailored to meet the needs of stadiums, arenas, and large-scale event venues:

- **Facilities Management:** Supervision and maintenance of large facilities, operational improvements, and energy efficiency consulting.
- **Large-Scale Event Management:** Planning, execution, and post-event handover processes for sports events, concerts, and conferences.
- **Permit and Certification Consultancy:** Advisory services for obtaining operational permits.
- **Architectural Design and Consultancy:** Specialized architectural projects, including stadiums, arenas, and logistical warehouses.
- **Project Management:** Oversight of construction and renovation projects, ensuring compliance with local regulations and budget controls.
- **Sustainability and Energy Efficiency Consulting:** Development and implementation of energy-saving systems for large facilities.

The company differentiates itself by providing end-to-end solutions, combining architectural design, project management, and operational expertise with a strong focus on sustainability.

## Strategic Location

SAMPLE COMPANY is strategically headquartered in Miami, Florida, a premier international hub for sports, cultural events, and large-scale infrastructure projects. Miami's role as a host city for the FIFA World Cup 2026 provides immediate opportunities for SAMPLE COMPANY to showcase its expertise in facility management, structural adaptations, and event operations.

In addition to its Miami operations, SAMPLE COMPANY intends to open an office in Los Angeles, California, starting in its second year. This expansion aligns with preparations for the 2028 Summer Olympics, positioning the company to address the growing demand for venue upgrades, energy-efficient solutions, and large-scale event planning in one of the most dynamic markets in the United States. By strategically timing these expansions, SAMPLE COMPANY aims to maximize its impact on key U.S. markets and capitalize on the opportunities presented by global events.



## Competitive Landscape

SAMPLE COMPANY operates in a specialized segment of the event infrastructure and facility management industry. Rather than directly competing with large firms such as ASM Global, XL Sports Consultancy, and Hammel, Green & Abrahamson (HGA), SAMPLE COMPANY differentiates by offering a unique combination of architectural expertise, facility management, event logistics, and sustainability-focused solutions.

Unlike competitors that focus primarily on either architectural design, venue management, or new construction, SAMPLE COMPANY provides comprehensive, end-to-end services, ensuring that facilities are not only designed and built efficiently but also optimized for long-term sustainability, energy efficiency, and seamless event operations.

Additionally, while the U.S. market is home to major facilities management companies such as CBRE, Sodexo, and JLL, SAMPLE COMPANY does not compete with these

firms but instead positions itself as a specialized partner, offering niche expertise in large-scale sporting event infrastructure, regulatory adaptations, and operational efficiency for high-profile venues. Through this strategic positioning, SAMPLE COMPANY is uniquely equipped to support stadium and arena operators, event organizers, and architectural firms looking to enhance their projects with customized and sustainable solutions.

## **Leadership and Expertise**

The company is led by SAMPLE PERSON (MR. SAMPLE PERSON), an experienced professional with a degree in Architecture and Urban Planning and a proven track record in managing large-scale projects in Brazil. As the founder of a successful architecture firm in Sao Paulo, SAMPLE PERSON has worked on prominent venues like xxx. His leadership ensures that SAMPLE COMPANY will deliver innovative and sustainable solutions tailored to the U.S. market.

## **Financial Projections**

SAMPLE COMPANY is projected to achieve substantial growth over the next five years. The company anticipates generating \$xxx in revenue during its first year, growing to \$xxx million by Year 5. Payroll costs are carefully planned to support sustainable expansion, with the workforce increasing from xx employees in Year 1 to xx by Year 5. These financial projections reflect the company's commitment to delivering high-value services while maintaining profitability.

## **Conclusion**

SAMPLE COMPANY is poised to become a leading provider of architectural design, facilities management, and event operations services in the U.S. By focusing on sustainability, innovation, and comprehensive solutions, the company will address critical market needs while positioning itself for long-term success. With a strong leadership team, strategic location, and robust service offerings, SAMPLE COMPANY is well-equipped to thrive in the evolving landscape of event infrastructure and architectural design.



## 2 - Services List

SAMPLE COMPANY specializes in providing a comprehensive range of services tailored to large-scale facilities and events, leveraging years of expertise in architectural design, project management, and event operations. The company's offerings include:

### 1. Facilities Management

- Supervision and maintenance of large facilities, including stadiums, arenas, convention centers, theme parks, resorts, airports, shopping malls, and any other large entertainment venues.
- Planning and implementation of operational improvements to enhance efficiency, reduce costs, and integrate sustainability-focused solutions such as energy efficiency and waste management.
- Coordination of maintenance teams, facility operations staff, and third-party service providers to ensure seamless and high-quality facility management.

### 2. Large-Scale Event Management

- Planning, organization, and execution of large-scale events such as sports games, concerts, and conferences.

- Coordination of handover and handback processes to ensure the integrity of facilities before and after events.
- Consulting on structural and logistical adaptations specific to each event.

### **3. Permit and Certification Consultancy**

- Advisory services to obtain operational permits from U.S. regulatory bodies.

### **4. Architectural Design and Consultancy**

- Development of specialized architectural projects for events locations.
- Consultancy to adapt sports facilities to international standards (FIFA, NFL, IOC).
- Partnerships with local architecture firms to provide expertise in events places infrastructure.

### **5. Project Management**

- Oversight of construction and renovation projects for large facilities.
- Development of schedules, cost control, and assurance of compliance with local regulations.
- Focus on logistical warehouses and large commercial spaces.

### **6. Sustainability and Energy Efficiency Consulting**

- Planning and implementation of energy-saving solutions for large facilities.
- Evaluation of existing systems to reduce waste and operational costs.
- Development of innovative systems such as high-efficiency lighting and cooling solutions.

## 7. Strategic Consultancy for International Events

- Support for companies involved in organizing events like the FIFA World Cup and Olympics.
- Planning overlays and adaptations for large-scale sports and cultural events.
- Development of strategies to maximize the use of facilities before, during, and after events.

## 8. Arena Operations Consultancy

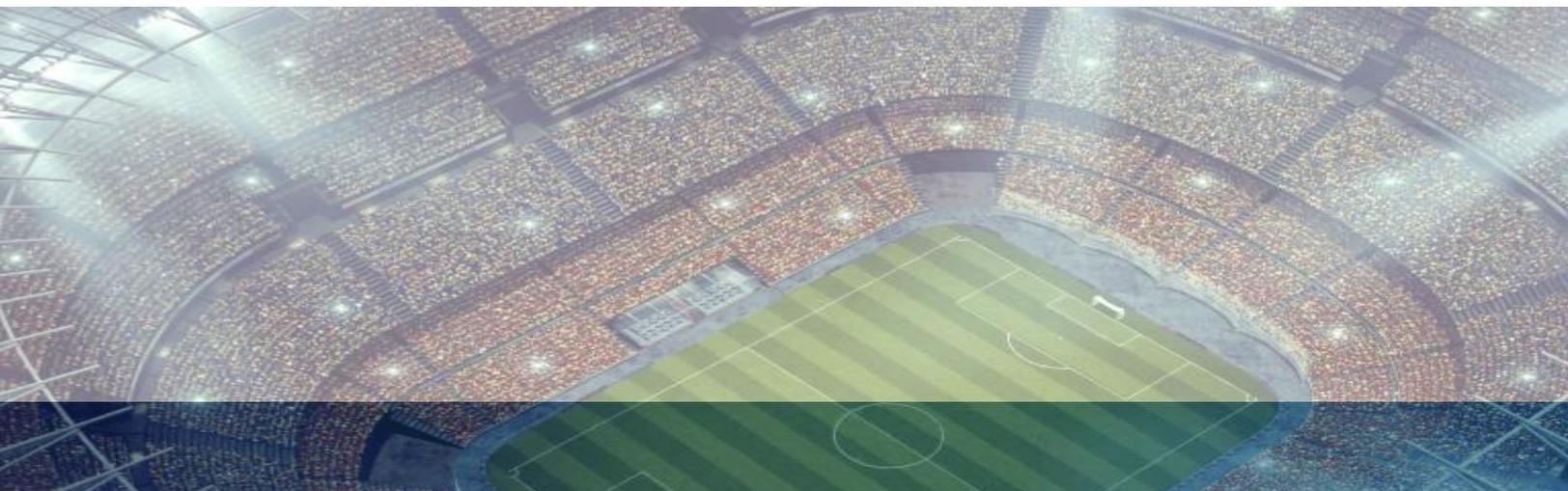
- Support for the continuous operation of stadiums and arenas, including turf maintenance and technical infrastructure.
- Consulting for recurring events to optimize facility usage and maximize revenue.

## 9. Custom Solutions for Stadiums and Arenas

- Development of specific projects to meet the demands of sports events and concerts.
- Consulting on the integration of state-of-the-art systems, such as turf cooling and high-power lighting.

## 10. Structural Adaptation for American Sports Events

- Planning adaptations to meet NFL, MLS, and other major sports event standards.
- Consulting to maximize the functionality of multipurpose arenas.



### 3 - Market Analysis

The United States stands at the forefront of hosting global events, with the upcoming FIFA World Cup in 2026 and the Summer Olympics in 2028 serving as prime examples of the nation's capability to manage large-scale, high-impact international spectacles. These events are more than just sporting celebrations; they are catalysts for economic growth, cultural exchange, and urban development. The combination of an expansive infrastructure network, world-renowned stadiums, and a thriving market for sports and entertainment underscores the critical role of facilities management and event planning in maximizing these opportunities. Through detailed market analysis, this report explores the projected economic benefits, cultural impacts, and strategic opportunities associated with these global events, while highlighting how modern sports arenas and entertainment facilities are integral to this transformative phase for the U.S. economy.

#### 3.1 2026 FIFA World Cup in the United States

The 2026 FIFA World Cup, set to be co-hosted by the United States, Canada, and Mexico, will mark the return of the tournament to North American soil for the first time since 1994. With 48 teams and 80 matches planned, the event is poised to become the largest World Cup in history. For the United States, hosting this monumental event represents not only a celebration of soccer but also a transformative economic and cultural opportunity.



## Projected Economic Benefits

The 2026 FIFA World Cup is expected to generate an estimated \$x billion to \$x billion in economic activity across the host nations, with U.S. host cities expected to see economic benefits ranging from \$xxx million to \$xx million each<sup>1</sup>.

Approximately x million international visitors are expected, boosting sectors like hospitality, restaurants, and transportation. The 1994 World Cup generated \$xx billion for host cities, and the larger scale of the 2026 tournament is anticipated to surpass that figure<sup>2</sup>.

**Job Creation:** Thousands of jobs in construction, event management, hospitality, security, and tourism will be created, contributing significantly to local economies (xx).

**Infrastructure Investments:** Host cities are upgrading stadiums and improving transportation systems, leaving lasting benefits for local communities. For example, public transit enhancements will ease congestion during the games and serve residents long after the event.

## Cultural and Social Impacts

The 1994 World Cup left an enduring legacy in the U.S., sparking the creation of Major League Soccer (MLS) and significantly increasing interest in the sport. Today, soccer is one of the fastest-growing sports among U.S. youth, with the MLS expanding to 29 teams and average attendance increasing by xx% since 2012<sup>3</sup>. The 2026 World Cup is expected to drive similar growth, potentially adding xx million new soccer fans in the U.S.<sup>4</sup>.

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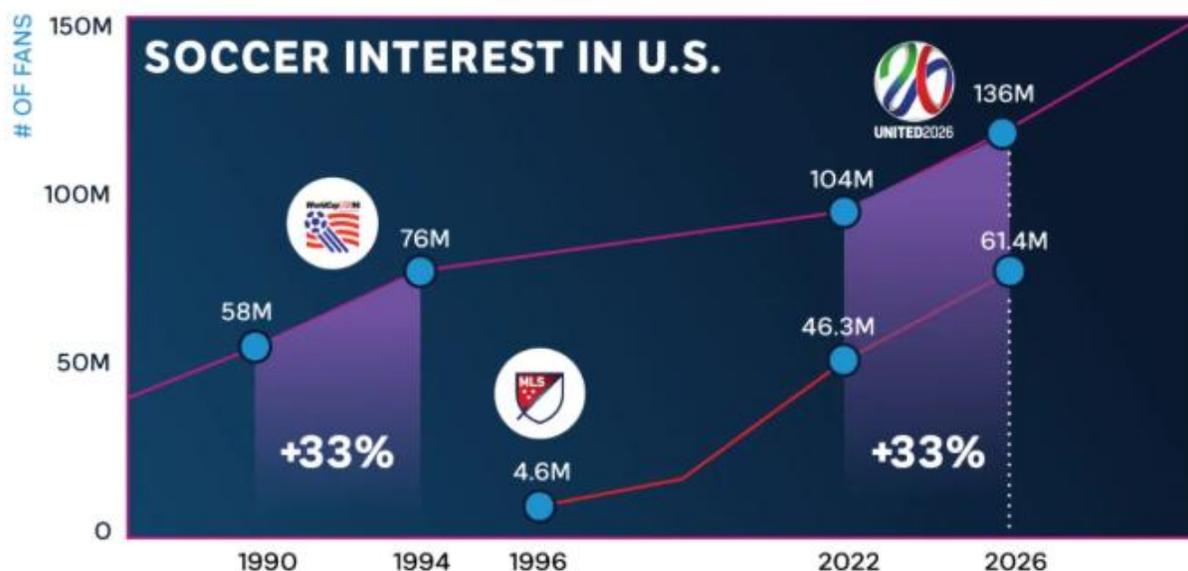
<sup>1</sup> xxx

<sup>2</sup> xxx

<sup>3</sup> xxx

<sup>4</sup> Ibid

## 1994 WORLD CUP VS. 2026 WORLD CUP



The exposure provided by the World Cup can inspire a new generation of athletes. Youth leagues and community programs are expected to benefit from increased investment and participation, strengthening the grassroots infrastructure of soccer in the United States.

Hosting the World Cup across 11 U.S. cities will highlight the country's rich cultural diversity. Events such as cultural festivals, concerts, and fan zones will provide international visitors with an opportunity to experience local traditions, food, and music, fostering cross-cultural connections.

### Strengthening Global Cooperation

The joint hosting of the 2026 World Cup by the U.S., Canada, and Mexico symbolizes international collaboration and goodwill. The tournament will also serve as a platform for cultural diplomacy, promoting unity and mutual appreciation among the participating nations.

## Lessons from the 1994 World Cup

The 1994 World Cup was a turning point for soccer in the United States, with record-breaking attendance and financial success. According to Profluence Sports News, the key outcomes includes<sup>5</sup>:

- A \$xx million surplus that supported the U.S. Soccer Foundation, improving training facilities and grassroots operations.
- The establishment of MLS in 1996, which has since grown into a \$xx million average valuation per team.



## Challenges and Opportunities

### Safety and Security

The U.S. faces unique challenges as a host, including addressing concerns about gun violence and ensuring safety for millions of fans and workers. Enhanced security

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protocols and crowd management strategies will be critical to maintaining a safe environment for attendees.

### Labor and Economic Equity

Temporary and permanent jobs created by the tournament must meet fair labor standards. Organizations like AFL-CIO are advocating for living wages and protections for workers, ensuring that economic benefits are equitably distributed.

### Sustainability Initiatives

Host cities have the opportunity to adopt eco-friendly practices, such as renewable energy, waste reduction, and efficient transportation, to make the tournament more sustainable and leave a positive environmental legacy.

### The Road Ahead

As preparations continue, host cities in the United States must prioritize infrastructure development, community engagement, and strategic planning to maximize the World Cup's benefits. With proper execution, the 2026 FIFA World Cup can become a transformative event, boosting the U.S. economy, strengthening soccer's presence, and fostering global connections.

The legacy of this tournament will extend far beyond the final whistle, shaping the future of sports, culture, and international relations in the United States.

## 3.2 How Los Angeles Plans to Profit from the 2028 Summer Olympics

The upcoming 2028 Summer Olympics in Los Angeles will mark the city's third time hosting the Games, following the successes of 1932 and 1984. While the financial triumph

of the 1984 Olympics set a high benchmark, Los Angeles faces significant challenges in replicating that success, especially amidst concerns about escalating costs and infrastructure demands. Nevertheless, city officials are optimistic about creating a profitable and sustainable event.

### **Infrastructure Investments for Long-Term Gains**

Los Angeles is undertaking major infrastructure projects to accommodate the hundreds of thousands of visitors expected for the Games. These investments include:

- **Transportation Expansion:** The Los Angeles County Metropolitan Transportation Authority has allocated \$xx billion to expand bus and rail lines, including a rail link to the westside near UCLA. Additionally, federal funds of nearly \$xx million are being used for zero-emission buses and charging infrastructure<sup>6</sup>.
- **Airport Renovations:** Los Angeles International Airport (LAX) is undergoing a \$xx billion overhaul, featuring an automated people mover to improve connectivity between terminals and public transit.
- **Convention Center Updates:** The downtown convention center, which will host five Olympic sports, received \$xx million for pre-design work as part of broader renovations.
- These projects aim to enhance the region's infrastructure while providing lasting benefits for residents long after the Games conclude.

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At a news conference last month outside the Los Angeles Memorial Coliseum, the focal point of the 1932 and 1984 Olympics, Mayor Karen Bass announced that the city had secured nearly \$xx million in federal funds to go toward zero-emission buses and charging infrastructure. Credit...Alex Welsh for The New York Times

### **Budgeting for the 2028 Games**

The private group organizing the event, LA28, has set a budget of nearly \$xx billion to cover operational expenses such as ceremonies, venues, and athlete accommodations. This funding is primarily sourced from:

- Sponsorships and Ticket Sales
- Broadcasting Rights
- Payments from the International Olympic Committee

To mitigate financial risks, the city and state have committed to covering potential cost overruns. Los Angeles is responsible for the first \$xx million, with the state matching that amount before additional liabilities fall back on the city. Despite this, LA28 has

emphasized a commitment to sustainability by relying on existing facilities to minimize costs—a strategy that proved effective during the 1984 Games.

Los Angeles leaders project significant economic returns, including:

- **Job Creation:** Temporary and permanent positions in construction, hospitality, event management, and security are expected to surge.
- **Local Spending:** LA28 has committed to prioritizing local hiring and sourcing, ensuring the economic benefits extend to small businesses and residents.

### Learning from the 1984 Legacy

The 1984 Los Angeles Olympics stand out as one of the most financially successful Games in history, generating a profit of \$xx million (equivalent to \$xx million today)<sup>7</sup>. The event primarily used existing venues such as the Los Angeles Memorial Coliseum and the Rose Bowl, avoiding costly new constructions.

This surplus funded the LA84 Foundation, which has since invested millions in youth sports and development programs, creating a lasting impact on the community. City leaders hope the 2028 Games will similarly benefit future generations.



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## Challenges to Overcome

Despite optimistic projections, the 2028 Olympics face notable hurdles:

- **Ballooning Costs:** The estimated \$xx billion to \$xx billion needed to operate additional bus services has raised concerns about potential budget overruns.
- **Homelessness and Gentrification:** Critics, including the group NOlympics LA, argue that the Games could accelerate displacement and exacerbate homelessness, prioritizing profits over community well-being.
- **Environmental and Social Risks:** Ensuring sustainability and minimizing disruptions to local residents will require careful planning and resource allocation.

## Sustainability and Efficiency

In a move to cut costs and reduce environmental impact, LA28 has committed to avoiding new construction wherever possible. Key measures include:

**Utilizing Existing Venues:** The Coliseum, Rose Bowl, SoFi Stadium, and Intuit Dome will host major events, while athletes will stay in UCLA dormitories instead of a multibillion-dollar Olympic Village.

**Sustainable Practices:** Investments in renewable energy and waste reduction will support eco-friendly operations.

## Looking Forward

With the 2028 Olympics, Los Angeles aims to solidify its reputation as a leader in hosting large-scale global events. By focusing on sustainability, leveraging existing infrastructure, and prioritizing community inclusion, the city seeks to replicate and expand on the success of its past Games. While challenges remain, the event offers an opportunity to leave a transformative legacy for both Los Angeles and the broader Olympic movement.

### 3.3 Sports Arenas and Entertainment Facilities: Impact and Necessity in the U.S.

Sports arenas and entertainment facilities play a pivotal role in the cultural and economic landscape of the United States. These venues are not merely spaces for events; they are hubs of community engagement, economic activity, and urban development. As the U.S. continues to host high-profile events such as the FIFA World Cup and the Olympic Games, the importance of these facilities becomes increasingly evident.

#### Economic Impact

##### Revenue Generation

Sports arenas are significant drivers of economic activity. In 2022, professional sports generated an estimated \$xx billion in revenue in the U.S.<sup>8</sup>, with much of this tied to ticket sales, concessions, and merchandise sold at venues.

The Super Bowl has a significant economic impact on the host city, including increased sales, tax revenue, and jobs. The Super Bowl also generates revenue for the NFL through ticket sales and advertising.

The 2023 Super Bowl in Phoenix, Arizona had a total economic impact of \$xx billion. The 2024 Super Bowl in Las Vegas, Nevada had an estimated economic impact of \$xx billion.<sup>9</sup>

##### Job Creation

These facilities support thousands of jobs, from construction and maintenance to event-day operations such as concessions and security. For instance, SoFi Stadium in Los

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Angeles, completed in 2020, created over xx construction jobs and now employs approximately xx people during events<sup>10</sup>.

### **Tourism Boost**

Major events held in these venues attract tourists, boosting local economies. The Super Bowl, for instance, generates an average economic impact of \$xx-\$xx million for its host city, primarily through spending on hotels, restaurants, and transportation<sup>11</sup>.

### **Cultural and Social Significance**

Community Engagement: Arenas often serve as community centers, hosting local events, concerts, and charitable initiatives. Madison Square Garden in New York, for example, is not just home to the Knicks and Rangers but also a venue for graduations, community fundraisers, and cultural events.

Urban Identity: Many cities identify strongly with their sports teams and arenas. Fenway Park in Boston and Wrigley Field in Chicago, both over 100 years old, are integral to their cities' cultural heritage and tourism industries.



### **Necessity for Upgrades and Modernization**

#### **Adapting to Demand**

Modern audiences expect more than just a game; they seek an immersive experience. Facilities are upgrading to include advanced audio-visual systems, luxury seating, and

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enhanced food and beverage options. For example, Allegiant Stadium in Las Vegas features a 27,600-square-foot media mesh screen and premium suites to enhance fan experience.



## Sustainability

### Revenue Diversification

Modern arenas often include retail, dining, and even office spaces to maximize revenue. The Mercedes-Benz Stadium in Atlanta has an integrated mixed-use development that includes a hotel and retail spaces, contributing significantly to its profitability.

## 3.4 Location-Based Market Analysis

### Phased Strategy for Market Entry



### Miami: The Ideal Launchpad

Miami serves as a gateway to the southeastern United States, offering unparalleled access to a booming market for large-scale events and infrastructure projects. The city is

not only an international hub but also a cultural epicenter, hosting numerous concerts, sports events, and conventions annually. With the FIFA World Cup approaching in 2026, Miami's Hard Rock Stadium is one of the chosen venues, guaranteeing an influx of opportunities for facility adaptations, event management, and sustainability consulting.

**Proximity to Other Markets:** Florida's advantageous location allows for cost-effective expansion into neighboring cities like Orlando, Tampa, and Jacksonville.

### **Planned Expansion: Los Angeles in 2026**

Los Angeles, hosting the 2028 Summer Olympics, is a vital market for long-term growth. The city's commitment to sustainable infrastructure and its massive portfolio of sports and entertainment facilities align perfectly with SAMPLE COMPANY's expertise. By establishing a presence in Los Angeles in the second year of operations (2026), the company will position itself to capitalize on both the World Cup and the Olympics, two of the most significant global events in the coming decade.



**List of stadiums and arenas as potential clients of SAMPLE COMPANY in the proposed areas:**

Location	Stadiums/Arenas	Capacity	Key Information	Services Offered
Miami, FL	Hard Rock Stadium	65,326	A primary venue for FIFA World Cup 2026 matches.	Event management, sustainability consulting, structural adaptations.
Orlando, FL	Camping World Stadium	65,000	Regularly hosts college football games, concerts, and large-scale events.	Facilities management, sustainability improvements, large-scale event planning.
	Amway Center	20,000	Home to the NBA's Orlando Magic and a venue for concerts and conventions.	Arena operations consultancy, energy efficiency upgrades.
Jacksonville, FL	TIAA Bank Field	67,814	Hosts NFL games (Jacksonville Jaguars), concerts, and special events.	Maintenance consulting, sustainability evaluations, project management.
St. Petersburg, FL	Tropicana Field	25,000	Home to the Tampa Bay Rays (MLB) and hosts other events.	Structural adaptations, sustainability initiatives.
Los Angeles, CA	SoFi Stadium	70,000-100,000	A marquee venue for FIFA World Cup matches and potentially the Olympics.	Event management, sustainability consulting, structural adaptations.
	Rose Bowl Stadium	88,565	Hosts FIFA World Cup matches and is iconic for college football and other events.	Facilities upgrades, energy efficiency solutions, overlay planning.
	Los Angeles Memorial Coliseum	77,500	Venue for track and field events during the Olympics and other major events.	Event management, structural consultancy.
	Crypto.com Arena	20,000	Home to the NBA's Lakers and Clippers, NHL's Kings, and a major concert venue.	Arena operations, energy efficiency consulting.
	Levi's Stadium	68,500	Hosts FIFA World Cup matches and is home to the NFL's San Francisco 49ers.	Facilities management, structural adaptations, sustainability consulting.

	<b>Dodger Stadium</b>	56,000	A historic MLB venue hosting special events and concerts.	Sustainability improvements, event operations.
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## 4 - Target Audience

SAMPLE COMPANY serves a broad range of clients that require specialized architectural design, project management, and facilities management for large-scale venues and infrastructure projects. The company's expertise extends beyond stadiums and arenas to include theme parks, convention centers, entertainment districts, airports, shopping malls, resorts, and large event venues.

### **Stadium and Arena Owners and Operators**

Managers and administrators of sports and entertainment venues, such as stadiums, arenas, and convention centers.

Examples: SoFi Stadium, Hard Rock Stadium, Amway Center.

### **Event Organizers**

Companies managing large-scale events, including sports tournaments, concerts, conventions, and cultural festivals.

Examples: FIFA World Cup organizers, Olympic committees, Coachella Music Festival, and Comic-Con.

### **Government Agencies and Municipalities**

Local and state governments responsible for maintaining and upgrading public venues and infrastructure for global events and tourism.

Examples: City governments of Miami and Los Angeles, Visit Orlando, Florida Department of Transportation.

### **Sports Teams and Leagues**

Professional sports teams and leagues requiring consultancy for facility upgrades, event operations, and sustainability initiatives.

Examples: NFL, MLS, NBA, MLB, NASCAR, and UFC.

### **Corporate Sponsors and Investors**

Companies investing in event sponsorships or facility development who require efficient operations and compliance with global standards.

Examples: Coca-Cola, Visa, Adidas (FIFA sponsors), ESPN, and NBC Sports.

### **Architectural and Engineering Firms**

Firms seeking partnerships for large-scale infrastructure projects, including stadiums, arenas, theme parks, and entertainment complexes.

Examples: Local architecture firms collaborating on structural adaptations and smart building technology.

### **Construction and Maintenance Companies**

Providers of construction, renovation, and facility maintenance services for whom SAMPLE COMPANY can act as consultants or project managers.

Examples: General contractors specializing in sports infrastructure, energy efficiency, and large-scale entertainment projects.

### **Tourism and Hospitality Organizations**

Hotels, theme parks, transportation companies, and tourism boards benefiting from large-scale events and requiring efficient planning to manage visitor influx.

Examples: Disney, Universal Studios, Miami-Dade Tourism, Visit California, and major resort chains.

### **Event Technology Providers**

Companies offering innovative technology solutions for large-scale events, including lighting, cooling systems, digital displays, and security infrastructure.

Examples: Providers of turf cooling systems, high-power LED lighting, and AI-driven security technologies.

### **Non-Profit Organizations and Foundations**

Foundations focusing on sports development, community engagement, and sustainability initiatives.

Examples: LA84 Foundation, U.S. Soccer Foundation, Green Sports Alliance.

### **Academic Institutions**

Universities and colleges managing sports facilities or organizing collegiate sports events.

Examples: UCLA (Los Angeles), The University of Miami (UM).



## 5 - Competitor Analysis

### 1. XL Sports Consultancy

Location: Based in the United States, serving nationwide



Strengths:

- Specializes in sports facility development, including design, funding, and construction.
- Over 20 years of experience in the field, with a strong network in private and public sector projects.
- Offers end-to-end project development, from concept to operational management.

Weaknesses:

- Primarily focuses on new facility construction rather than comprehensive facility management and event operations.
- Limited expertise in large-scale event infrastructure, such as FIFA World Cup and Olympic-level adaptations.
- Does not specialize in sustainability and energy efficiency consulting for existing stadiums and arenas.

### 2. Hammel, Green & Abrahamson (HGA)

Location: Headquarters in Minneapolis, MN, with offices across the U.S., including Florida and California



#### Strengths:

- A leading architecture and engineering firm with extensive experience in large-scale venue design and construction.
- Strong reputation for integrating innovative and sustainable design solutions.
- Expertise in structural adaptations, renovations, and compliance with U.S. regulations.

#### Weaknesses:

- Primarily focused on architectural and engineering design rather than ongoing event operations and facilities management.
- Does not offer direct event execution services, such as logistical planning for major tournaments and concerts.
- Limited involvement in strategic consultancy for international sports events like the FIFA World Cup or the Olympics.

### 3. ASM Global

Location: Headquarters in Los Angeles, CA, with operations worldwide



#### Strengths:

- Venue management company, overseeing stadiums, arenas, and convention centers.
- Extensive experience in managing world-class events, including concerts, sporting events, and corporate gatherings.

- Strong connections with city governments, sports leagues, and entertainment providers.

#### Weaknesses:

- Focuses mainly on venue management rather than architectural design and structural adaptations.
- Large-scale operations may limit personalized and specialized services tailored to mid-sized venues.
- Less emphasis on sustainability consulting and energy-efficient infrastructure development.

## How SAMPLE COMPANY Differs from Its Competitors

While XL Sports Consultancy, HGA, and ASM Global are key players in the sports and event facility industry, SAMPLE COMPANY stands out by offering a fully integrated approach that bridges architecture, project management, event execution, and sustainability consulting.

**End-to-End Solutions:** Unlike XL Sports Consultancy, which focuses primarily on facility development, SAMPLE COMPANY provides a full range of services, including facility maintenance, sustainability upgrades, and event logistics.

**Specialization in Major Sporting Events:** HGA excels in architecture, but SAMPLE COMPANY tailors its services specifically to large-scale sporting events, ensuring compliance with FIFA, IOC, and other international regulatory bodies.

**Personalized and Adaptive Approach:** While ASM Global operates on a massive scale, SAMPLE COMPANY offers a more customized and adaptive strategy for stadium and arena owners looking for tailored improvements and operational efficiency.

**Sustainability & Energy Efficiency Focus:** SAMPLE COMPANY is committed to sustainable architecture and facility upgrades, helping stadiums and arenas reduce

energy consumption and adopt eco-friendly solutions—an area where competitors often lack expertise.

### **Collaboration with Major Facilities Companies in the U.S.**

The U.S. market is home to several large-scale facilities management and event operations companies, such as CBRE, Sodexo, Aramark, Compass Group, and Jones Lang LaSalle (JLL). These firms manage a wide array of infrastructure, including commercial buildings, sports venues, and convention centers.

Rather than competing with these industry giants, SAMPLE COMPANY aims to be a strategic partner by offering highly specialized expertise in architectural adaptation, event-specific consulting, and sustainable facility management for stadiums and arenas.

By partnering with these major firms, SAMPLE COMPANY can provide niche services that complement their broader facility management solutions. This approach ensures that SAMPLE COMPANY becomes a valuable asset to larger companies that require expert-level insights in high-profile event infrastructure, stadium logistics, and energy-efficient renovations.

### **Conclusion**

SAMPLE COMPANY is uniquely positioned in the U.S. market, offering a specialized combination of architectural consulting, project management, large-scale event operations, and sustainability expertise. Unlike its competitors, SAMPLE COMPANY's focus on venue adaptations for global events, tailored energy efficiency strategies, and end-to-end project execution allows it to bridge the gap between architecture and event logistics.

Furthermore, rather than competing with the largest U.S. facilities management firms, SAMPLE COMPANY aligns itself as a strategic partner—bringing targeted expertise to enhance the operations of stadiums, arenas, and entertainment venues across the country.

## 6 - Marketing Strategy

SAMPLE COMPANY will implement a multifaceted marketing strategy to establish a strong presence in the U.S. market and position itself as a leading provider of architectural, construction, and facility management services for large-scale events and venues. The strategy focuses on building brand awareness, generating leads, and fostering partnerships while highlighting the company's unique value propositions.

### 1. Targeted Digital Presence

- **Website Optimization:** Develop a user-friendly, SEO-optimized website showcasing the company's services, case studies, and testimonials to attract potential clients searching for event and venue-related services.
- **Social Media Marketing:** Leverage platforms like LinkedIn, Instagram, and Twitter to highlight completed projects, share thought leadership content, and engage with industry professionals.
- **Content Marketing:** Publish blogs, white papers, and videos on topics such as sustainable event design, facility management best practices, and innovative architectural solutions for sports and entertainment venues.



## 2. Industry Events and Networking

- **Trade Shows and Conferences:** Attend and exhibit at key industry events like the Sports Business Journal's Facilities & Franchises Conference, Green Sports Alliance Summit, and construction expos to build credibility and network with potential clients.
- **Sponsorships and Partnerships:** Sponsor industry events or partner with associations like the U.S. Green Building Council to increase visibility within the target market.

## 3. Direct Outreach to Key Stakeholders

- **Targeted Client Lists:** Identify and reach out to stadium operators, event organizers, and construction firms using personalized email campaigns and presentations tailored to their needs.
- **Local Engagement:** Focus initial outreach on key markets such as Florida, Georgia, and California, aligning with the phased expansion strategy.

## 4. Strategic Partnerships

- **Collaborations:** Form alliances with established architecture and event management firms for subcontracting opportunities or joint projects, enhancing market reach and credibility.
- **Government and Regulatory Bodies:** Build relationships with local authorities to streamline permit and certification processes for large-scale projects.

## 5. Thought Leadership and PR

- **Media Relations:** Publish articles and secure interviews in industry publications like Architectural Record and Sports Business Journal to position SAMPLE COMPANY as a thought leader in architectural and operational solutions for sports and entertainment venues.
- **Speaking Engagements:** Participate in panels and discussions at industry events to showcase expertise and innovative approaches.

## 6. Referrals and Client Retention

- Client Success Stories: Showcase successful projects through detailed case studies and client testimonials on the company's website and marketing materials.
- Loyalty Programs: Offer exclusive benefits or discounts for repeat clients to foster long-term relationships.

## 7. Community and Sustainability Engagement

- Sustainability Advocacy: Emphasize the company's commitment to sustainable practices in marketing efforts, appealing to clients focused on environmental responsibility.
- Community Involvement: Engage with local communities near project sites through outreach programs, sponsorship of local events, or workforce development initiatives.

## 8. Metrics and Analytics

- Performance Tracking: Use analytics tools to measure website traffic, social media engagement, and the effectiveness of email campaigns.
- Lead Conversion Analysis: Monitor the conversion rate of marketing-qualified leads to identify areas for improvement and optimize strategies.

By leveraging these tactics, SAMPLE COMPANY will position itself as a trusted partner for large-scale event and venue projects while actively engaging with clients, partners, and industry stakeholders. This strategy ensures a strong market entry and fosters long-term growth opportunities.

## 7 - Key Management and Personnel

### 7.1 SAMPLE PERSON Fukuda SAMPLE COMPANY - Architectural Project Manager

SAMPLE PERSON will serve as the Architectural Project Manager at SAMPLE COMPANY, leveraging his extensive experience in architectural design, facilities management, and large-scale event operations. In this role, he will oversee all operational aspects of the company, including the management of large-scale projects such as stadium adaptations, energy efficiency consulting, and compliance with international standards like those of FIFA and IOC. Drawing from his success as the founder and managing partner of a thriving architecture firm in Brazil, SAMPLE PERSON will bring a strategic vision to the company's U.S. operations, ensuring the seamless execution of projects while fostering relationships with clients, stakeholders, and local authorities. His leadership will focus on integrating innovative and sustainable solutions into all projects, driving excellence and efficiency in every phase of the company's operations.

#### **Responsibilities:**

##### Operational Leadership and Strategic Vision:

- SAMPLE PERSON will define and oversee the strategic direction of all U.S. operations, building on the proven business model established in Brazil while adapting it to meet the demands of the American market.

##### Oversight of Large-Scale Projects:

- He will manage all phases of facility renovations, adaptations, and compliance projects for clients, ensuring seamless execution aligned with international standards.

##### Client and Stakeholder Engagement:

- Drawing from his experience with prominent clients like xxx, SAMPLE PERSON will forge strong relationships with U.S. stakeholders, ensuring long-term satisfaction and repeat business.

#### Sustainability and Innovation:

- He will advocate for the integration of sustainable practices into all projects, leveraging his Brazilian firm's expertise in energy efficiency to deliver environmentally conscious solutions in the U.S.

#### Team Development and Mentorship:

- SAMPLE PERSON will lead and mentor a diverse team of professionals, fostering a collaborative and innovative workplace culture.

#### Vision:

SAMPLE PERSON envisions SAMPLE COMPANY as a bridge between his successful business model in Brazil and the dynamic opportunities in the U.S. market. His goal is to position the company as a leader in the event infrastructure and architectural design sectors, offering innovative, sustainable, and highly effective solutions to clients.

#### **Qualified to Lead SAMPLE COMPANY**

SAMPLE PERSON's experience as Partner of a thriving Brazilian firm uniquely qualifies him to act the Director of Facilities and Event Management in the U.S to guide the company's operations. His proven track record in delivering complex projects, coupled with his expertise in building long-term client relationships, ensures that SAMPLE COMPANY will achieve success in the competitive U.S. market.

SAMPLE PERSON is an accomplished professional with extensive expertise in architectural design, facilities management, and large-scale event operations. He holds a degree in Architecture and Urban Planning and has dedicated over a decade to managing complex projects in the fields of architecture, construction, and event

management. His career includes working with globally recognized standards, such as those of xx, xx and xx, ensuring high-quality execution and compliance in all projects.

SAMPLE PERSON is the founder and co-owner of SAMPLE COMPANY, a well-established architecture and urban planning firm in Sao Paulo, Brazil. Established in 2012, the company specializes in facilities management, energy efficiency projects, event management, and architectural design, with a focus on logistical warehouses and high-profile venues like xxx. The firm has also developed strong partnerships with key industry players, including xxx.

As the majority shareholder (88%) and Managing Partner of the Brazilian firm, SAMPLE PERSON has led the company in delivering tailored solutions to clients and overseeing operations that range from securing permits to project management for logistical facilities. His leadership has been instrumental in building the company's reputation for reliability and excellence in the architecture and construction industry.

## 7.2 Other Positions

### **Operations Manager**

The Operations Manager will oversee the daily operations of SAMPLE COMPANY, ensuring that all projects are executed efficiently and align with the company's standards of quality and compliance. This role includes managing timelines, coordinating with clients and stakeholders, and supervising on-site activities. The Operations Manager will also be responsible for optimizing processes, controlling budgets, and fostering collaboration among team members to guarantee the seamless execution of large-scale projects and events. The Operations Manager will assist SAMPLE PERSON on managing other facilities, considering the intention of extending the services from Florida to Georgia and California.

**Business Development Specialist**

The Business Development Specialist will focus on identifying and cultivating new business opportunities for the company. This role involves researching market trends, building relationships with potential clients, and creating strategic partnerships to expand SAMPLE COMPANY's reach. By leveraging expertise in the architecture and event management industries, the Business Development Specialist will develop tailored proposals, secure contracts, and ensure a consistent pipeline of high-value projects.

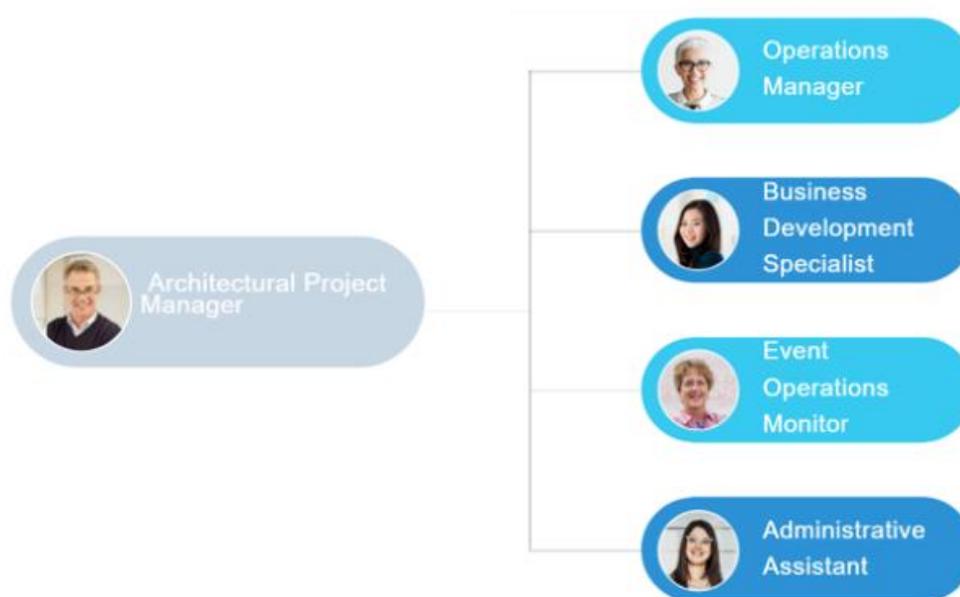
**Event Operations Monitor**

The Event Operations Monitor will be responsible for overseeing the smooth execution of events, ensuring that all aspects run efficiently and according to plan. This includes coordinating with facility staff, vendors, and service providers to address on-site challenges promptly. The Event Operations Monitor will ensure compliance with safety standards, manage real-time adjustments during events, and provide detailed post-event evaluations to improve future operations.

**Administrative Assistant**

The Administrative Assistant will provide essential support to the management team, handling daily administrative tasks such as scheduling meetings, managing communications, and maintaining organized records. This role also includes assisting in project documentation, preparing reports, and ensuring the smooth flow of information between departments. The Administrative Assistant will act as a critical link in facilitating operational efficiency and supporting the company's organizational needs.

## Organizational Chart



### 7.3 Workforce and Payroll Projections

The following tables provide detailed projections of the company's workforce growth, annual salaries for each position, and total payroll costs from the first to the fifth year of operations. These projections were developed based on a comprehensive analysis of the company's staffing needs, ensuring alignment with the strategic goals and anticipated workload as the business expands. To calculate payroll costs, we utilized salary data sourced from O\*NET for comparable roles in the state of Florida, ensuring industry-relevant and region-specific accuracy. The payroll projections include base salaries as well as employer costs for Medicare, Social Security, FUTA, and SUTA taxes, calculated in accordance with state and federal regulations. These estimates provide a clear financial roadmap for managing personnel expenses and sustaining efficient operations.

Hiring Projections					
Position	Year 1	Year 2	Year 3	Year 4	Year 5
SAMPLE PERSON Fukuda SAMPLE COMPANY - Architectural Project Manager	xxx	xxx	xxx	xxx	xxx
Operations Manager	xxx	xxx	xxx	xxx	xxx
Business Development Specialist	xxx	xxx	xxx	xxx	xxx
Event Operations Monitor	xxx	xxx	xxx	xxx	xxx
Administrative Assistant	xxx	xxx	xxx	xxx	xxx
<b>Total Employees</b>	xxx	xxx	xxx	xxx	xxx

Salaries Projections	
Position	Annual Salary
SAMPLE PERSON Fukuda SAMPLE COMPANY - Architectural Project Manager	xxx
Operations Manager	xxx
Business Development Specialist	xxx
Administrative Assistant	xxx
Event Operations Monitor	xxx

	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries	xxx	xxx	xxx	xxx	xxx
Medicare	xxx	xxx	xxx	xxx	xxx
Social Security	xxx	xxx	xxx	xxx	xxx
FUTA	xxx	xxx	xxx	xxx	xxx
SUTA	xxx	xxx	xxx	xxx	xxx
Total Payroll	xxx	xxx	xxx	xxx	xxx

## 8 - Sales Forecast

The projected sales forecast table provides a detailed breakdown of expected contract volumes and average contract values for each of SAMPLE COMPANY's key service offerings over the first five years of operations. Contract values were determined based on industry standards and service complexity, with estimates drawn from extensive market research. Services such as Facilities Management and Arena Operations Consultancy are expected to see steady growth due to their high demand in preparation for large-scale events like the FIFA World Cup and the Olympics.

Service	Avg. Contract Value (USD)	Year 1 Contracts	Year 2 Contracts	Year 3 Contracts	Year 4 Contracts	Year 5 Contracts
Facilities Management	xxx	xxx	xxx	xxx	xxx	xxx
Large-Scale Event Management	xxx	xxx	xxx	xxx	xxx	xxx
Permit and Certification Consultancy	xxx	xxx	xxx	xxx	xxx	xxx
Architectural Design and Consultancy	xxx	xxx	xxx	xxx	xxx	xxx
Project Management	xxx	xxx	xxx	xxx	xxx	xxx
Sustainability and Energy Efficiency	xxx	xxx	xxx	xxx	xxx	xxx
Strategic Consultancy for International Events	xxx	xxx	xxx	xxx	xxx	xxx
Arena Operations Consultancy	xxx	xxx	xxx	xxx	xxx	xxx
Custom Solutions for Stadiums and Arenas	xxx	xxx	xxx	xxx	xxx	xxx
Structural Adaptation for American Sports Events	xxx	xxx	xxx	xxx	xxx	xxx

## Sales Revenue

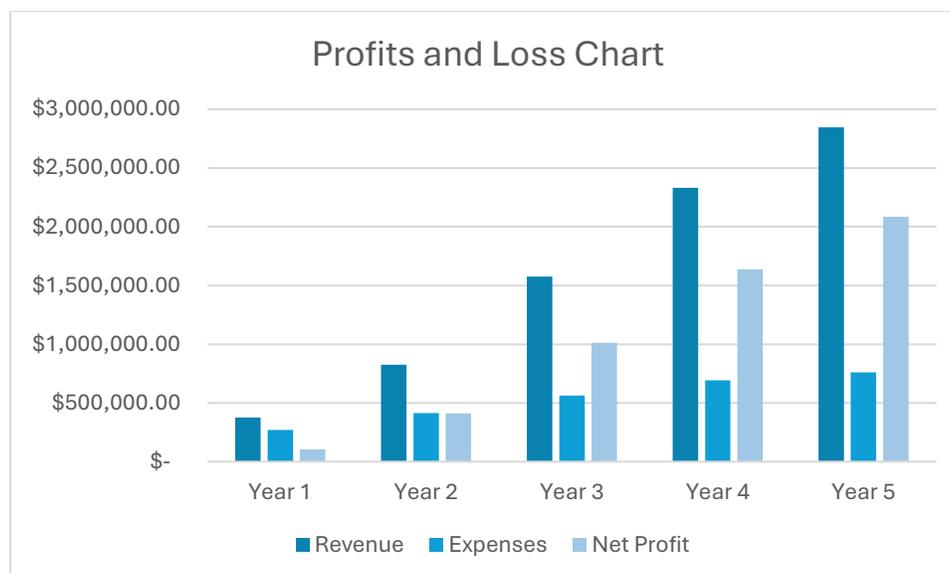
Service	Avg. Contract Value (USD)	Year 1 Revenue	Year 2 Revenue	Year 3 Revenue	Year 4 Revenue	Year 5 Revenue
Facilities Management	XXX	XXX	XXX	XXX	XXX	XXX
Large-Scale Event Management	XXX	XXX	XXX	XXX	XXX	XXX
Permit and Certification Consultancy	XXX	XXX	XXX	XXX	XXX	XXX
Architectural Design and Consultancy	XXX	XXX	XXX	XXX	XXX	XXX
Project Management	XXX	XXX	XXX	XXX	XXX	XXX
Sustainability and Energy Efficiency	XXX	XXX	XXX	XXX	XXX	XXX
Strategic Consultancy for International Events	XXX	XXX	XXX	XXX	XXX	XXX
Arena Operations Consultancy	XXX	XXX	XXX	XXX	XXX	XXX
Custom Solutions for Stadiums and Arenas	XXX	XXX	XXX	XXX	XXX	XXX
Structural Adaptation for American Sports Events	XXX	XXX	XXX	XXX	XXX	XXX

## Total Revenue by Year

Year	Total Revenue (USD)
Year 1	xxx
Year 2	xxx
Year 3	xxx
Year 4	xxx
Year 5	xxx

## 9 - Profits and Loss

Item	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	xxx	xxx	xxx	xxx	xxx
Expenses	xxx	xxx	xxx	xxx	xxx
Payroll Costs	xxx	xxx	xxx	xxx	xxx
Office Rent	xxx	xxx	xxx	xxx	xxx
Utilities	xxx	xxx	xxx	xxx	xxx
Marketing	xxx	xxx	xxx	xxx	xxx
Travel Expenses	xxx	xxx	xxx	xxx	xxx
Insurance	xxx	xxx	xxx	xxx	xxx
Software Licenses	xxx	xxx	xxx	xxx	xxx
Legal and Professional Fees	xxx	xxx	xxx	xxx	xxx
Equipment and Supplies	xxx	xxx	xxx	xxx	xxx
Training and Development	xxx	xxx	xxx	xxx	xxx
Miscellaneous	xxx	xxx	xxx	xxx	xxx
Total Expenses	xxx	xxx	xxx	xxx	xxx
Net Profit	xxx	xxx	xxx	xxx	xxx



## 10 - Balance Sheet

Item	Year 1	Year 2	Year 3	Year 4	Year 5
Retained Earnings	xxx	xxx	xxx	xxx	xxx
Earnings	xxx	xxx	xxx	xxx	xxx
Distribution	xxx	xxx	xxx	xxx	xxx
Total Capital	xxx	xxx	xxx	xxx	xxx
<b>Net Worth</b>	<b>xxx</b>	<b>xxx</b>	<b>xxx</b>	<b>xxx</b>	<b>xxx</b>

The balance sheet reflects the financial position of SAMPLE COMPANY over a five-year period, incorporating revenue growth, expense management, and profit distribution. The Total Capital increases steadily, reaching \$xxx by Year 5, driven by consistent revenue expansion from \$xxx in Year 1 to \$xxx in Year 5. Retained Earnings account for accumulated profits after deducting the xx% annual profit distribution to the owner, SAMPLE PERSON. This distribution reduces the reinvested earnings but maintains a strong financial base for future expansion. The Net Worth mirrors Total Capital, indicating financial stability and profitability, positioning the company for sustained growth in the architectural and event infrastructure sector.

## 11 – Conclusion

The business plan for SAMPLE COMPANY underscores the extraordinary value that SAMPLE PERSON brings to the U.S. market through his expertise in architectural design, facilities management, and event operations. With a proven track record in Brazil, including overseeing complex projects like the xxxx, and his focus on sustainability and innovation, SAMPLE PERSON exemplifies the qualities of an exceptional professional in his field.

The company's strategic alignment with upcoming global events such as the 2026 FIFA World Cup and the 2028 Summer Olympics demonstrates its potential to contribute significantly to the U.S. economy. By addressing the growing demand for sustainable infrastructure, efficient facility management, and large-scale event planning, SAMPLE COMPANY is poised to create jobs, enhance operational efficiency for major venues, and elevate the standard of event management in the U.S.

Furthermore, the planned expansion to Los Angeles aligns with the economic and cultural opportunities presented by these key markets. SAMPLE PERSON's unique expertise and leadership are essential to the successful execution of this ambitious growth strategy, ensuring the company's ability to meet the high standards of international events and support the U.S.'s role as a global leader in sports and entertainment infrastructure.

Approving SAMPLE PERSON's O-1 visa will not only allow him to bring his unparalleled skills to the U.S., but also foster economic growth, job creation, and sustainable innovation—aligning with national interests while reinforcing the country's reputation as a hub for excellence in global event hosting and infrastructure development.