



# **The COD / ROI T. B.A.T.E.S. Bank & ABCU Bank School Business Plan**

## ***Confidentiality Agreement***

The undersigned reader acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose it without **The COD / ROI T. B.A.T.E.S. Bank & ABCU Bank School** express written permission.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means, any disclosure or use by the reader may cause severe harm to the business organization.

Signature

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Name

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Date

## Table of Contents

<i>Confidentiality Agreement</i> .....	1
<i>1.0 Executive Summary</i> .....	3
<i>1.1 Management Team</i> .....	5
<i>1.2 Business Model</i> .....	5
<i>1.3 Risks Management</i> .....	6
<i>1.4 Goal and Objectives</i> .....	6
<i>1.4.1 Our Goals</i> .....	6
<i>1.4.2 Our Objectives</i> .....	7
<i>1.5 Success Factors</i> .....	8
<i>1.6 Company's Values</i> .....	9
<i>1.7 Guiding Principles</i> .....	11
<i>2.0 Company Overview</i> .....	12
<i>2.1 Company Summary</i> .....	12
<i>2.2 Company's Commitment</i> .....	14
<i>2.3 Customer Management</i> .....	15
<i>2.4 Mission Statement</i> .....	15
<i>2.5 Vision Statement</i> .....	15
<i>2.6 Company's Description</i> .....	16

## ***1.0 Executive Summary***

A business plan is essential for success in the business world, regardless of the industry or location. According to studies, business owners who plan adequately, diligently, and comprehensively to have a comprehensive picture of their operational activities, organizational structures, market outlook, and other elements are more likely to succeed than those who do not. Most businesses fail during their first few years of operation, according to statistics, due to a complete lack of a business plan. As a result, our company has conducted various research projects that have culminated in the development of a business model.

The **FOUNDER, Roi-El T. Bates**, is a Self-Employed Teacher of Tao Arts & Sciences for 40 + Years, Tai Chi Chuan, Self-Healing, Immortal Alchemy etc. He started learning the trade of business right from a young age. Gaining valuable experience as he grew up with his father, watching his beloved father do what he knows how to do best which is trading various goods and services. Today, his father remains a source of inspiration which pushed him to do more and attain the highest level of greatness. Afterwards he joined the marine corps and learnt the art of trading weapons parts for Iraq/Iran war. He has worked for several firms such as the U.S.A. PETROLIUM CORP. Manager, FEDERAL RESERVE BANK / BANK OF AMERICA. He started re-studying the knowledge and information he gathered from his banking back-ground but he also

wanted to incorporate health & universal spirituality. It took 31 years to achieve this dream, and sees it as a success not for this generation but for future black generations to come.

**The COD / ROI T. B.A.T.E.S. Bank & ABCU Bank School** is dedicated to expanding its business by embracing technology, forming solid relationships, offering high levels of customer satisfaction, and ensuring that the proper resources are available at the right time to reach our target market. We are expertly led by an open-minded individual whose dedication to assisting people is their passion, under the mentorship and supervision of a motivated and united team of management professionals. We recognize the importance of being flexible and responsive to please our consumers and deliver what they want, when they want it, and ahead of the competition. We strongly believe that customer service should be proactive, knowledgeable, and focused on the needs of the consumer.

Because client satisfaction is such an important aspect of our organization, we will not take it lightly. To meet or exceed our clients' expectations, we will consistently provide the best quality and responsive application. Every customer's request and comments will be meticulously recorded so that we can decide the best course of action and improve our approach. As a consequence, we're in an excellent position to develop swiftly while also increasing the hurdles to entry for future rivals.

To ensure that our company receives the essential attention and advertisement both domestically and internationally, we will implement top marketing methods that have been proven to increase business reputation and recognition. To reach our target audience, we will use both digital and traditional methodologies. Furthermore, social media platforms will be fully utilized, as will search engine optimization.

As part of our plans to make our highly esteemed customers our number one priority and to become a regionally known firm, we have perfected techniques and strategies that will enable us to work with our customers in making the world easier to live in.

### ***1.1 Management Team***

The management team is made up of some passionate and open-minded people who are backed up by a group of trustworthy and committed people who are ready to use all of their strength, availability, and professionalism to drive the firm to unimaginable heights.

Private Service LTD has an insatiable desire to create value by building upon its capabilities through collaboration, motivating, and taking action while providing solutions through the process to achieve great success. We are optimistic about the commitment of our highly experienced and competent staff. As a result, the business activities will reach its target market and fulfill its mission and objectives.

### ***1.2 Business Model***

The business model was created because we feel that having the correct amount of drive is an important component of success. There is a big possibility to meet these needs, implement the creative approach, and generate huge revenue. The business plan is to make use of our business organization's creative character to turn the tables in its favour and generate significant revenue.

### ***1.3 Risks Management***

Every new company confronts dangers, and our company is no exception. As our company grows, however, potential threats include universal recognition as a viable choice for others, cash injection to launch and stabilize business growth and the need for a genuinely excellent marketing program.

Different strategies will be put in place to ascertain that our business risks are controlled or minimized. These strategies include;

- Investing sufficient funds into the business to meet all essential business operation requirements.
- Adopting effective strategies to promote our business and general service.
- Building strategic and symbiotic partnerships with necessary investors.
- Building a sufficient user and customer base.
- Providing a constant and effective communication link.
- Employing competent and experienced staff.

### ***1.4 Goal and Objectives***

#### ***1.4.1 Our Goals***

Every business aspires to be successful. A large client base, continually expanding patronage, and hence quick business growth is all indicators of success. The following are the most important objectives for our company:

- To impact knowledge to black people on how to start personal, family, and commercial banking.

- Teaching individuals on how to control their finance and providing various wealth building knowledge. This is combined with the practice of Tao.
- Treatment of clients needs with the highest level of care, skill, judgment, and comfort.
- Adapt, grow and evolve with our profession and society.
- Appreciate, communicate and empathize with our clients and our fellow team members so that we may enhance the lives of every person involved in achieving our mission.

#### 1.4.2 Our Objectives

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Our company's team of management has set the following objectives for their business:

- To maintain a profitable business in this field of economic activity.
- Provision of knowledge about banking services to fellow black individuals
- Inspire the new generation on wealth building and generation.
- The company will learn about the client's existing technology and business needs; then it will provide expertise to support those needs.
- The company will provide a comprehensive plan to each client that will address upgrades, technology transitions, capacity planning, and more efficient IT and network processes.
- To maintain a steady growth in sales volume that will sustain the business long-term.
- To gain more exposure in the community by providing the best houses for clients.
- To provide a smooth-running relationship between customers and employees.
- To launch a laser-focused marketing campaign in a controllable and measurable market that will drive customers towards the company's service and website
- To always increase our profit margin through an increase in sales

- To establish a minimum of 95% customer satisfaction rate, which is needed in developing a long-term relationship with our customers
- To achieve a consistently increasing marginal profit.
- To continue to evolve with the market.
- To achieve a payback on investment in few years.
- To promote and enhance our business in every ramification through premium quality and well-structured services/measures.

### **1.5 Success Factors**

A critical success factor pertinent to our business' growth is the number of customers we can attract with our strategic marketing for our service. Therefore, our effort will continually focus on increasing and improving our customer base. This would easily be achieved by ascertaining the following:

- **Fluid Transition:** We will ensure that we keep up-to-date and promote our company practices by incorporating more inventive and creative service ways into the retail market where we operate.
- **Teamwork**
- **Continuous development and market research**
- **Budget Adherence:** The effective administration of their budget and the successful completion of their initial fundraising are the most crucial success criteria for many businesses.

- **Improvements:** We will constantly strive for innovative and creative ways to strengthen our service to earn and maintain an impeccable image. We shall not relent in our pursuit of providing fresh, modern, and inventive procedures and approaches to delivering a high-quality service to our clients.
- **Commitment**
- **Policies**
- **Knowledge about the Industry:** We aim to continue to update our knowledge with the latest and most profitable industry techniques and ideas that comply with local and international industry standards by keenly following the trends, learning from established players, and bringing about new ideologies.
- **Communication:** We will adopt a flawless communication channel to all customers, which will enable excellent business transactions as well as a platform to make enquires and provide solutions to them instantly
- **Continually learn from customer's feedback**

### ***1.6 Company's Values***

Our core values are as follow:

- **Respect**– Treat all individuals with dignity, value their contributions, respect their differences, and help each other to succeed
- **Integrity** – Commit unwaveringly to ethical behavior and trustworthy interactions with our customers and employees

- **Community** – Promote social responsibility, invest in the communities where we work, and encourage our employees to volunteer
- **Commitment** – Develop and maintain long-term relationships with customers, employees, and other stakeholders.
- **Excellence and professionalism** - Emphasize professional development programs for our employees, thus creating the right brand image by offering excellent service.
- **Culture of serviceability and resourcefulness**- Create a working system that promotes and encourages the best ideas and procedures to rise to the top and reward staff for their contributions.
- **Customer Service**- Passion for knowing and understanding our customers and responding to their needs. This is to ensure total customer satisfaction and loyalty. We believe that our customers are the reason for being.
- **Performance**- Creating and enhancing value for all stakeholders (customers and associates). Proactively seeking and implementing opportunities that drive and sustain higher organizational performance levels and growth, cost-effectiveness, and efficient delivery of services. Organizational agility, a sense of urgency, and creativity are crucial to achieving these.
- **Accountability/Empowerment**- Accepting responsibility, assuming ownership, and taking complete accountability for all our actions, whether decisions or behaviors in delivering quality service and management of resources, in our public and private spheres at whatever level we are in the organization.

## 1.7 Guiding Principles



The following are the principles that guide ***The COD / ROI T. B.A.T.E.S. Bank & ABCU Bank School*** collectively as a business organization and management teams associated with the business organization.

- We will plan for success and execute the plan.
- We will build enduring and meaningful relationships.
- We will communicate with clarity and professionalism.
- We will cultivate a winning culture.
- We will provide an affordable, sustainable, serene, and fun-filled environment for developers.

## *2.0 Company Overview*

### *2.1 Company Summary*



The **COD / ROI T. B.A.T.E.S. Bank & ABCU Bank School** is a banking service business led by the **FOUNDER**, Roi-El T. Bates. A company born out of a dedicated passion for helping those

in need. We offer 2 Levels of Membership in The ABCU Investor / Collector & Consultant Certification Course;

- *The COD / ROI T. B.A.T.E.S. Bank of California / ABC Members : Banking Privileges etc.*

R.T.B.B. Memberships are Limited to The 1st 100 People who Join The ABC(U).

Plus, A Monthly Membership Donation of \$100, Limited to The California Branch Only.

- *ROI T. B. B. - ABC's = Asset Building Consultants(Agents)*

ABC's Promotes, Sells & Provides Our Banking Services etc. to The General Public, Person-to-Person Mobile Banking & They Get A Percentage of each Transaction.

Each Graduate Will Get an ATM to Place in Their Own Location.

In addition to the courses we offer, we also sell various course plus you can get a secure bank account in our bank. Although, the offer which contains bank account is limited to 100 individuals. We are running a Savings Account with The ROI T. B.A.T.E.S. Bank California Branch. In our school, we will allow our students to have a vote in varying bank business matters that arise. With the final decision making in the hands of the founer, Roi T. Bates.

#### **ROI T.B.B. / ABC Member Benefits :**

- *The tao-nomiks' investor / collector & consultant 10 month certification course : learn to invest in/ collect wealth with real assets*
- *Hands on course, learning how to start a bank step-by-step*
- *Part of your course fee goes into a secured account to start your family bank*
- *You get higher interest on this cash then from a fed. Bank*
- *Learn 4 the types of banks we will start together over the course*
- *Start your family bank by the end of the course ! (10 months)*
- *Membership in the abc group buying, bartering & investing t.e.a.m.s etc.*
- *Membership in our private eco-retreat in located in lancaster ca.*

- *Discounts on abc products & services*
- *Free mel-o(m) qigong certification course*
- *Immediate cash flow source,*

In our work / study de-program selling the course etc. or gather your t.e.a.m. & purchase the course together

### **T.E.A.M. = Together Everyone Achieves More**

We are committed to growing our business by embracing technology, developing strong partnerships, providing high levels of customer satisfaction, and ensuring that we provide the right resources at the right time to maximize our target market. Under the tutelage and leadership of a determined and united team of management staff, we are expertly led by open-minded individuals whose dedication to helping others is their passion.

At our company, we understand the need to be flexible and responsive to satisfy our customers by offering them what they want, when they want it, and before the competition can deliver it. We believe that customer service should be proactive, informative in nature, intent-driven.

## ***2.2 Company's Commitment***

We are committed to establishing professionalism, courtesy, and dependability while demonstrating our commitment to customers to ensure consistent revenue from our services. The company will hire dependable workers, stay present, maintain a solid business credit rating, keep claims to a minimum, achieve its goals swiftly, and cultivate a strong reputation for excellence with the goal of creating a nationally recognized brand.

We will constantly demonstrate our commitment to sustainable development, both individually and as a firm, by actively contributing in our communities and using sustainable business

methods whenever possible. Furthermore, we are dedicated to increasing our business and brand by embracing technology and building strong relationships.

We will ensure that we hold ourselves to the highest standards by precisely and addressing the needs of our consumers. We will create a working environment where our partners, staff, and clients can earn a living in a sustainable, long-term manner.

### ***2.3 Customer Management***

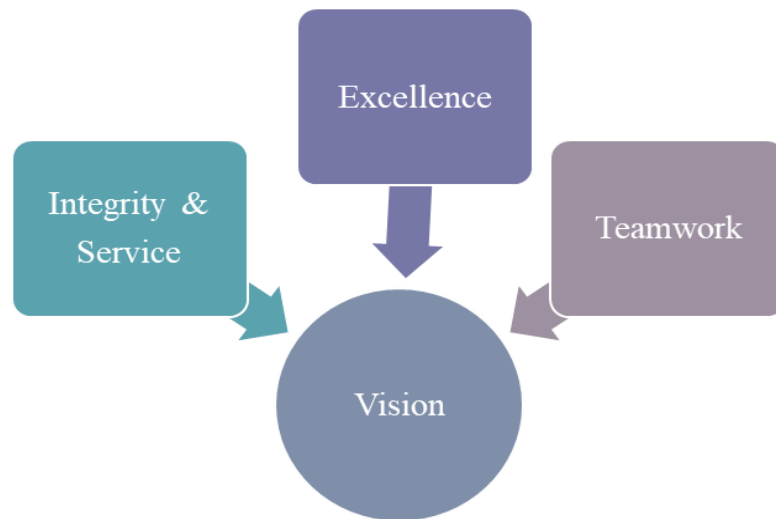
Initial customer relations will provide high work standards within the market, work under agreed schedules, and practice exemplary customer service and conflict resolution strategies.

### ***2.4 Mission Statement***

Our mission is to create opportunities, whilst proving the best IT solution to various individuals and company in various sectors. More so, we stand to continuously generate awareness, interest, and desire for our service, resulting in frequent or repeat purchases.

### ***2.5 Vision Statement***

Our vision is to provide the best quality service for our customers and make them live in the best possible conditions. We want to continue the trend of providing innovative security options for clients. We envisage our company to attain the climax spot in the market as soon as possible. Our vision reflects our values: integrity, service, excellence, and teamwork.



## 2.6 Company's Description

<b>Company Name:</b>	<b>The COD / ROI T. B.A.T.E.S. Bank &amp; ABCU Bank School</b>
<b>Founder/OWNERS:</b>	<b>Roi-El T. Bates</b>
<b>Location:</b>	<b>4316 S. Western Ave. L.A. Ca. 90062 Suite # 4 &amp; The Land Bank :East Ave H &amp; 140<sup>th</sup> st. E. Lancaster Ca. 93535</b>
<b>Website:</b>	<b><a href="http://www.wix.com/prntrkmtla1/bankschool">www.wix.com/prntrkmtla1/bankschool</a></b>
<b>Email:</b>	<b><a href="mailto:rtbconsult@yahoo.com">rtbconsult@yahoo.com</a></b>
<b>Tel:</b>	<b>628 999-0464</b>