

BUSINESS PLAN

UK Counsel Ltd

71-75 Shelton St, London WC2H 9BH, UK

22 December 2025

Executive Summary

The Ownership

The company is structured as a limited company.

The Management

Monarch, and CEO to be appointed.

The Goals and Objectives

UK Counsel exists to provide information and advice to the Monarch to design and implement policies for the country in a fast paced environment.

The Product

Advisory services.

The Target Market

The Company's target market has the following characteristics:

- Ages: 0-100
- Family size: 1-10

Pricing Strategy

Monarch pays the company a sum, for the value they provide.

The Competitors

Monopoly.

Capital Requirements

The capital requirements are a central office, information systems currently.

Business Plan - UK Counsel Ltd

The Company

Business Sector

The company currently operates in the following industry:
government.

Company Goals and Objectives

UK Counsel exists to provide information and advice to the Monarch to design and implement policies for the country in a fast paced environment.

Company Ownership Structure

The company is structured as a corporation.

Ownership Background

_____ (shareholder):

Company Management Structure

Monarch, and CEO to be appointed.

Company Assets

The Company has the following assets:

- Asset: Intellectual property of Policies., with an estimated value of £100,000.00.

The Product

The Product

Advisory services.

Product Patents

UK Counsel hold the rights to the "Freedom Monarchy"

Future Products

Policy implementation and enforcement powers.

Marketing Plan

The Target Market

The Company's target market has the following characteristics:

- Ages: 0-100
- Family size: 1-10

Location Analysis

Near the Monarch, means advisory exists face to face.

Established Customers

The Monarch, The People.

Pricing

Monarch pays the company a sum, for the value they provide.

Advertising

The Company will promote the business through:

- Online channels (website, Google ads, etc.)
- Social media
- TV or radio ads

The annual budget for advertising is: £7,500.00.

Competitor Analysis

The Competitors

Monopoly.

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

Advisory, data-driven, overview of the country.

Weaknesses

Only a few advising the Monarch at a central level. Too many councillors - too early to say.

Opportunities

May need to advise on projects too, which could be a growth area.

Threats

People may refute the validity without scrutiny. Scrutiny of media, and public may not be enough.

Operations

Operational Facilities

UK Counsel based at a Central London location serves the Monarch, to devise and advise on policies, between 9-5pm, weekdays. The incident manager and the reliability personnel are on 24/7 shifts, to deal with emergencies, as well as the emergency services.

Staffing

Suppliers

Public engagement companies, opinion polls, and other social public relations companies.

Capital Requirements Plan

Capital Requirements

The capital requirements are a central office, information systems currently.