

WORLDWIDE		
	<i>Business Plan</i>	

The LCMS is an innovative legal Case Management Service via personal and digital platform, focuses on providing systematized legal bridge & Case Management Services. LCMS will offer its Legal Case Management Services from the beginning (advice stage) of the case and till the outcome of the case. In reality, legal service to client will be provided in the country of origin by the lawyers/legal experts to all migrants communities residing in the UK (British, permanent residents or temporary residents (students, workers, business men, visitors etc.) with qualified, experienced lawyers from all over the country of the origin of the migrants via our single digital platform which will be managed, supervised and administered by the co-founders in the UK.

In the First phase, we will start from Pakistani communities as founders have already done research and signed some contracts with the lawyers in different cities of Pakistan (Islamabad, Karachi, Lahore, Peshawar, Mandi Bah ul din). LCMS will offer much higher quality alternative to the current options available to the target market. LCMS will appeal to all kind of individuals, courts, and Tribunals and law firms dealing with the cases of Pakistanis, Indians and Bangladeshis who need legal assistance with satisfaction.

How it will work:

LCMS service will allow the clients to assign their legal task to LCMS as their agent with the authority to appoint sub-Agents and at the same time they will also be able to use our cloud based legal case management system to connect with and instruct to the desired lawyer in the country of origin, witness, experts, court or authority outside the Jurisdiction of United Kingdom. If needed client can virtually communicate with the other side according to their needs and share documents via software throughout their correspondence, give evidence remotely via virtual LCMS hearing Rooms, seek legal advice from the relevant lawyers in the country of their origin, instruct them and upload the instructions and relevant documentary evidence and deal with their matters effectively via legal case management portal to be provided the LCMS. This portal will be fully supervised and monitored by our legal and technical team mainly based in the UK. Our customer service team will also be made available to the new

and existing customers during working hours of UK and also working hours of the respective countries.

LCMS will have different types of work and clients:

- **Agency Work:**
 - LCMS will work as an agent for the individuals and organizations clients to act on their behalf for the purposes to do everything which was to be done by the client himself which may also include appointing a lawyer of their choice, submit and collect documents to lawyers or Courts or authorities, travel to the country of litigation, instructing and finding translators and interpreters, paying court fee and lawyers fee etc etc.
 - LCMS neither provide legal advice and service by itself nor does any referral or marketing. This will be an international agency work in the legal industry where LCMS will work as an Agent of the client and will then manage the case or legal matter of the client by using its expertise and powerful Legal Case Management Software.
- **Digital Platform for the clients to directly Connect with the registered Lawyers and seek legal advice and services in the country of their origin while staying in the UK.**
- The clients will be able to appoint and seek our Legal case management service. Clients get legal consultations with our experts.
- We have a complete directory of competent lawyers of Pakistan dealing with all fields of law that will be readily available for them. There will be a strict and competitive procedure adopted to register the lawyers from different parts of the world will sign up. Lawyers' identity, educational documents and professional licenses will be checked and verified according to the Rules and regulations of respective Country.
- Clients will get registered with us and we will provide them with a unique user login and password of our software. From that software he will be able to communicate with the lawyers in Pakistan and choose one of them to handle their case.
- the client sitting in UK will be able to hire his/her lawyer in Pakistan after consulting different Pakistani lawyers via LCMS.
- once the case has been handed over to the lawyer via CMS then the client and the lawyer, will be able to exchange all the documents and do all the correspondence via software. including calls and video conferencing.
- the clients will be able to access the case files whenever and wherever they are.
- the lawyer will be responsible to update the status of the client's matter on the software so that client can get updates.
- clients will be able to keep an account of their expenses.
- in this way LCMS will save both money and time of the clients and provide quick and easily accessible forum to deal with their Legal matters.

- Clients will also be able to check their case progress via mobile app or web-portal. This Web Portal will be updated directly by the relevant lawyer however our LCMS team will ensure that relevant lawyers are doing their work properly and at timely manner.

- **UK Courts, Tribunals & authorities:**

- Opinion regarding Pakistanis Laws
- Opinion regarding Family Laws
- Assistance in enforcing orders and judgments of UK courts in the cases related to Pakistanis with subject matter in Pakistan.
- They can also use our fully equipped and secure virtual Court rooms or witness box by booking on hourly rates

- **UK Law Firms:**

- Assistance and legal Opinions in matters relating to Pakistanis.
- They can also use our fully equipped and secure virtual Court rooms or witness box by booking on hourly rates

- **Pakistani Courts, Tribunals & authorities:**

- Pakistani Courts, law enforcement agencies to conduct their business and record statement or evidence of person by using our Legal Connectivity via video links.
- They can also use our fully equipped and secure virtual Court rooms or witness box by booking on hourly rates.
- Pakistan government has recently passed the law in 2021 by permitting the courts and law enforcement agencies to record evidence by using electronic and virtual connectivity in the legal matters. Such evidence is now admissible evidence under the Law of Evidence in Pakistan. Similarly, many other countries have permitted their legal institutions to accept evidence of the party or witness or experts via virtual links.

- **Interpreting and Translation of legal Services**

- We aim to launch this service purely for the LCMS clients and will connect them to the relevant qualified and registered translators and interpreters in the country of their origin. However, this will be at a later stage.

Also, with our locations in London, Manchester and Bradford and online presence, we are well situated to serve three core groups: British or non-British migrant residents in the UK, Courts and authorities of country of origin, UK Courts & Tribunals dealing with their cases and Law firms dealing the cases of overseas nationals residents in the UK as a British or non-British, British Police and Courts interviewing the witnesses. Similar way Pakistani Courts and law enforcing authorities will be able to use our LCMS service.

This type of unique service is not currently available in the UK and by using our services clients will significantly reduce the risk and costs associated with the travels to the country of origin

for dealing the legal matters, instructing counsels and giving evidence by sitting in the UK, taking services of the Lawyers who they are not quite familiar with and help in saving the time and money of the clients. The LCMS is a kind of service is not only unique but also high in demand so LCMS will easily find their niche.

The LCMS kind of service is unique and high in demand so LCMS will easily find their niche. Pakistan government

We may also start this service to help UK clients to seek our confidential Legal Case Management Service within the UK Jurisdiction but at later stage.

PAKISTANI NATIONALS' POPULATION OF THE UK 2008-2020

Published by D. Clark, Jul 28, 2021

There were approximately 208 thousand Pakistanis nationals residing in the United Kingdom in 2020, compared with the 189 thousand Pakistani nationals residing in the United Kingdom in 2008.

<https://www.statista.com/statistics/1241595/pakistani-population-in-united-kingdom/>

Non-British population of the United Kingdom in 2019/20, by nationality

Please find attached PDF document to see latest research showing above statistics.

The founder of LCMS are experts of Pakistani Laws and Family Laws, Business Administration and market research and Information Technology. They are forming LCMS to formalize the consultancy services they offer.

PARTNERS/Co-Founders:

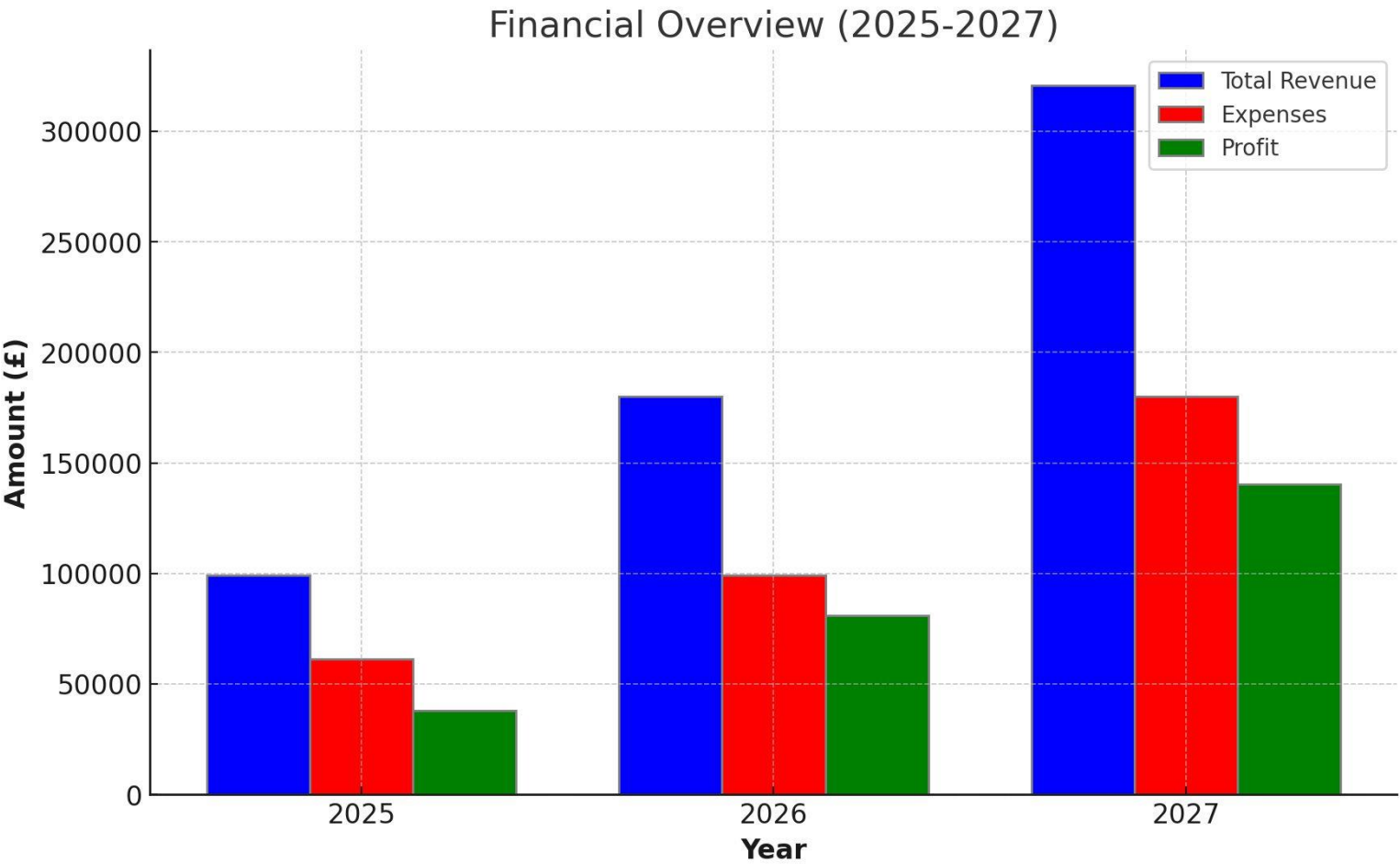
Our executive team at LCMS is a collaboration of three friends (Directors/Partners)

Mr Sikandar Chaudhary, advocate is a Pakistani Law Expert having good experience in the legal industry and separately dealing with the overseas Pakistani national cases in Pakistan. Sikandar has large number of litigation cases of overseas Pakistan since he has lots of relatives and friends and their families living abroad in different countries including UK and they have legal cases/issues going on in Pakistan specially in property law and family law related. Since Sikandar had no License to Practice in High Court and Supreme Court to directly deal the cases of his overseas Pakistani clients therefore he had to become a bridge between the clients and senior Lawyers. Sikandar conceived this Idea from these cases when he realized how difficulty and costly affairs are for overseas Pakistanis to deal with their legal merits in Pakistan. He has full working knowledge and experience of legal matters as a qualified Lawyer of Higher courts in Pakistan and have practiced and learned in all major the fields of law and is also expert of Family Laws in Pakistan. For the purpose to make this business Idea he has also registered himself as a registered foreign lawyer (RFL) in the UK with the Solicitors Regulation Authority to ensure the compliance. Please see attached PC issued by the Solicitors Regulation Authority.

Mr Mazhar Iqbal is also a qualified Lawyer by his profession and currently doing further specializing i.e LLM in the UK and well understands the Pakistani and UK laws and clients and their needs.

Mr Awais Ahmad is Hons Graduate in 4 years’ bachelor’s degree in information technology with the additional short IT courses on web development and SEO. I have full knowledge and expertise to implement our LCMS digital platform for our clients (i n d i v i d u a l s , Courts, tribunals, lawyers).

All of the founders are not only co-founders of this idea but also are friends with each other and all believe that their idea is an innovative, scale able and viable and all have very real and relevant knowledge and expertise to implement this Business Plan.



Company Structure and Overview

LCMS LLP will be resisted as Private Limited Company. We are three C0-Founders, Mr Sikandar Chaudhary, Mr Mazhar Iqbal and Mr Awais Ahmad. We are co-owners with the shares ratio of **34% Mr Sikandar Chaudhary, 33% Mr Mazhar Iqbal and 33% Awais Ahmad**. No outside investors are involved at the start-up stage, though there might be an opportunity for that as the business grows.

LCMS will be an ambitious innovative new Legal Service provider company to be registered in London, that will offer various legal management and case management services such as services to all migrants’ communities residing in the UK (British, permanent residents or temporary

residents (students, workers, business men, visitors etc.) i.e. British Pakistanis/Indians and Bangladeshis to help them to get reliable legal services regarding their legal matters in Pakistan/ India/ Bangladesh and in UK, and to manage all of that with one click by using our Legal Case

Management Services (LCMS), LCMS will also be rendering service and assistance to the courts and tribunals dealing cases of Pakistanis/Indians and Bangladeshis and by assisting in enforcement and implementation of court orders in their home country or country of origin.

LCMS is a unique service as it is focused to a specific group of people which is present in the UK as one of the biggest communities. We will be the first law company in the UK which that will be providing services to all migrant's residing in UK i.e., British Pakistani/Indians and Bangladeshis but the kind of services with comfort and satisfaction we have designed is very unique and innovative. therefore, we are confident about our business idea and decided to take steps to implement the same.

At start our target market is British Pakistani having variety of legal issues both in UK and in Pakistan.

Management team

Our executive team at LCMS is a collaboration among three friends Mr Sikandar Chaudhary is a Pakistani Law Expert having good legal qualification and practical experience of legal Practice as a qualified Lawyer of Higher courts in Pakistan, and have practiced in almost all the fields of law and is also expert of Family Laws in Pakistan. He has also registered himself as a Registered foreign Lawyer with the Solicitors Regulation Authority for the propose to provide this legal case management service.

Mr Mazhar Iqbal is also a qualified Lawyer by his profession and currently doing further specializing i.e LLM in the UK and well understands the Pakistani and UK laws and clients and their needs.

Mr Awais Ahmad is the IT professional and has good qualifications, knowledge and practical experience in his field.

In LCMS, the all three of them will deal their respective departments i.e Sikandar will manage and deal with the legal department, and Awais will manage and look after the technical side of this digital LCMS platform. We all contribute marketing ideas and strategies.

As we scale up, it's going to be an interesting challenge to figure out how to incorporate new team members without losing the chemistry that has gotten us to where we are today. We are ready for that challenge, through LCMS, to get where we want to go.

Efficient legal professional and case management services at reduced cost is in heavy demand and is need of all migrants' residing in UK i.e., British Pakistanis, Indians and Bangladeshis. In start our target market is British Pakistanis. Every day hundreds of British Pakistanis are looking for different lawyers to handle their legal matters in Pakistan and matters related to Family law related issues such as inheritance issues both in Pakistan and in UK. For all of that needs, though, there are only few Pakistanis lawyers Practicing in UK and providing services to British Pakistanis in Pakistan, but unfortunately almost 97% of them are not providing these services efficiently and to entire satisfaction of their clients and are also very expensive. The litigation in Pakistan is time

demanding and is also very costly for an overseas Pakistani/Foreigner, when the clients are in search of the lawyers and to peruse their matters, they have to travel all the way to Pakistan and

this not only put heavy financial cost but also their professional life suffers a lot along with fatigue, and after suffering from all this they hardly get satisfactory results.

Lack of Family law experts is also a common issue of British Pakistanis, especially those who have issues relating to their marriage, divorce and inheritance and are looking for some Experts to guide them according to the complexity of matters.

We are convinced and we strongly believe that there is a great market opportunity here for a service provider like LCMS offering affordable legal assistance in a unique and efficient manner.

We will provide legal case/ matters management service through a legal case management software "Soft. Legal".

What is LCMS

LCMS is an online cloud based legal case management system, which would be accessed through an online Portal, to deliver below and other services:

Salient Features:

- ID/AML

Our market leading Identity check feature will provide the ultimate reassurance of client's identity.

- Client To-Do List

To help keep clients organized. Create a list so they know what they need to do.

- Digital Signature

Sign documents quickly with our digital signature system.

- Forms & Questionnaires

Send forms to clients to complete through the app in record time. It saves the progress and allows clients to fill.

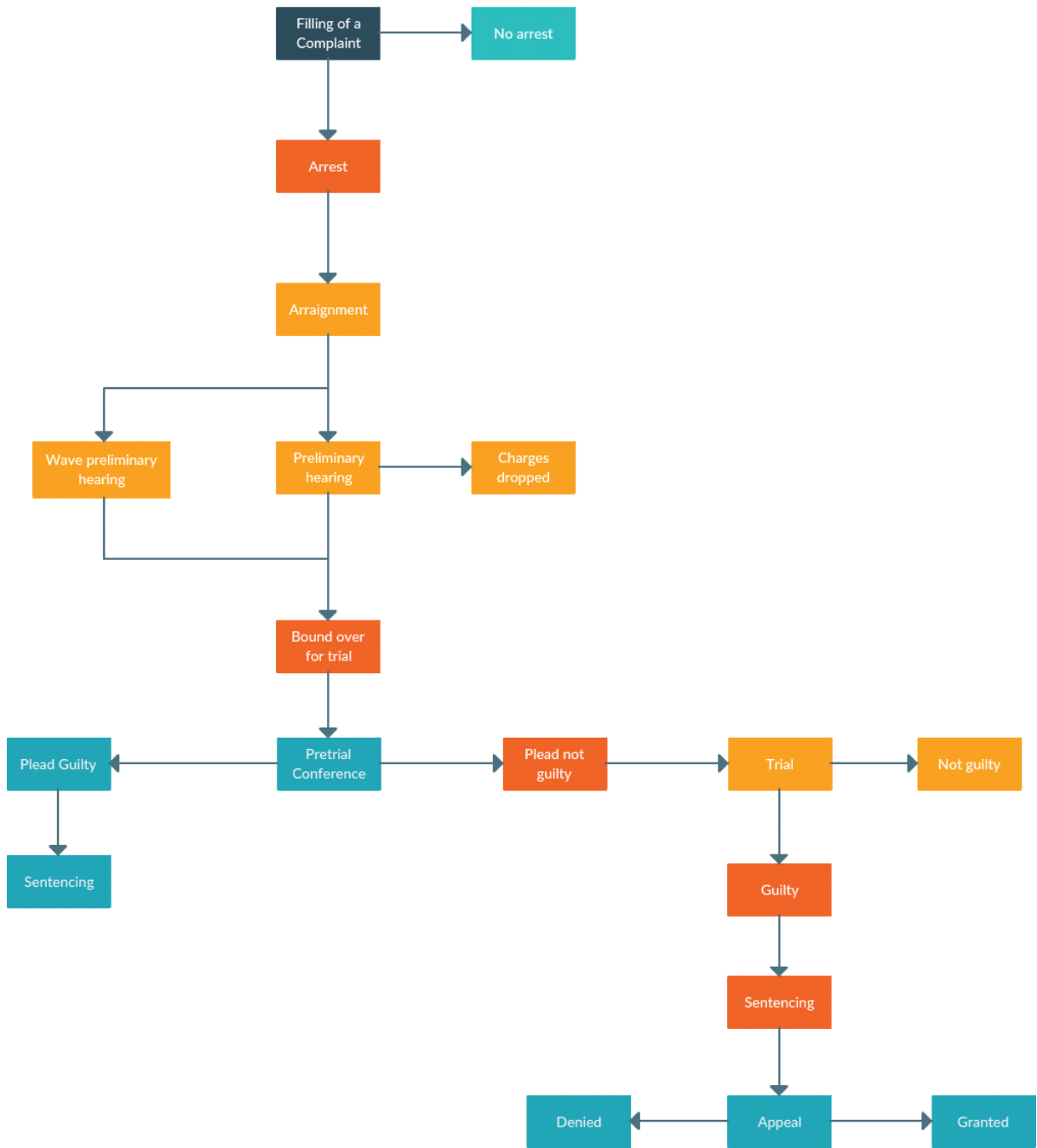
- Secure Messages

Provide a communication trail for clients. It is an easy way to communicate with each other.

- Push Notifications

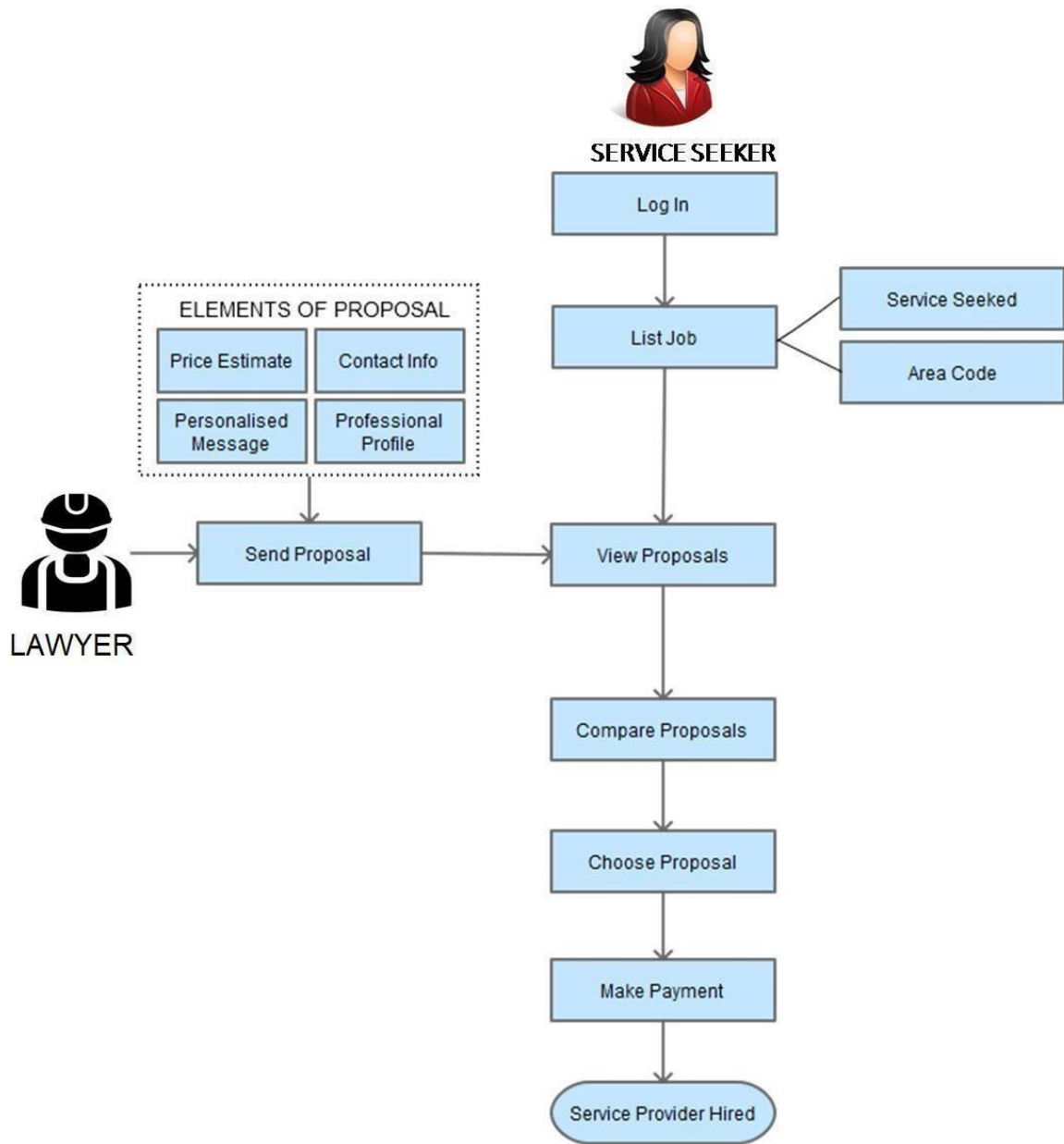
Become proactive! Let clients relax knowing their phone will 'ping' with any update or action.

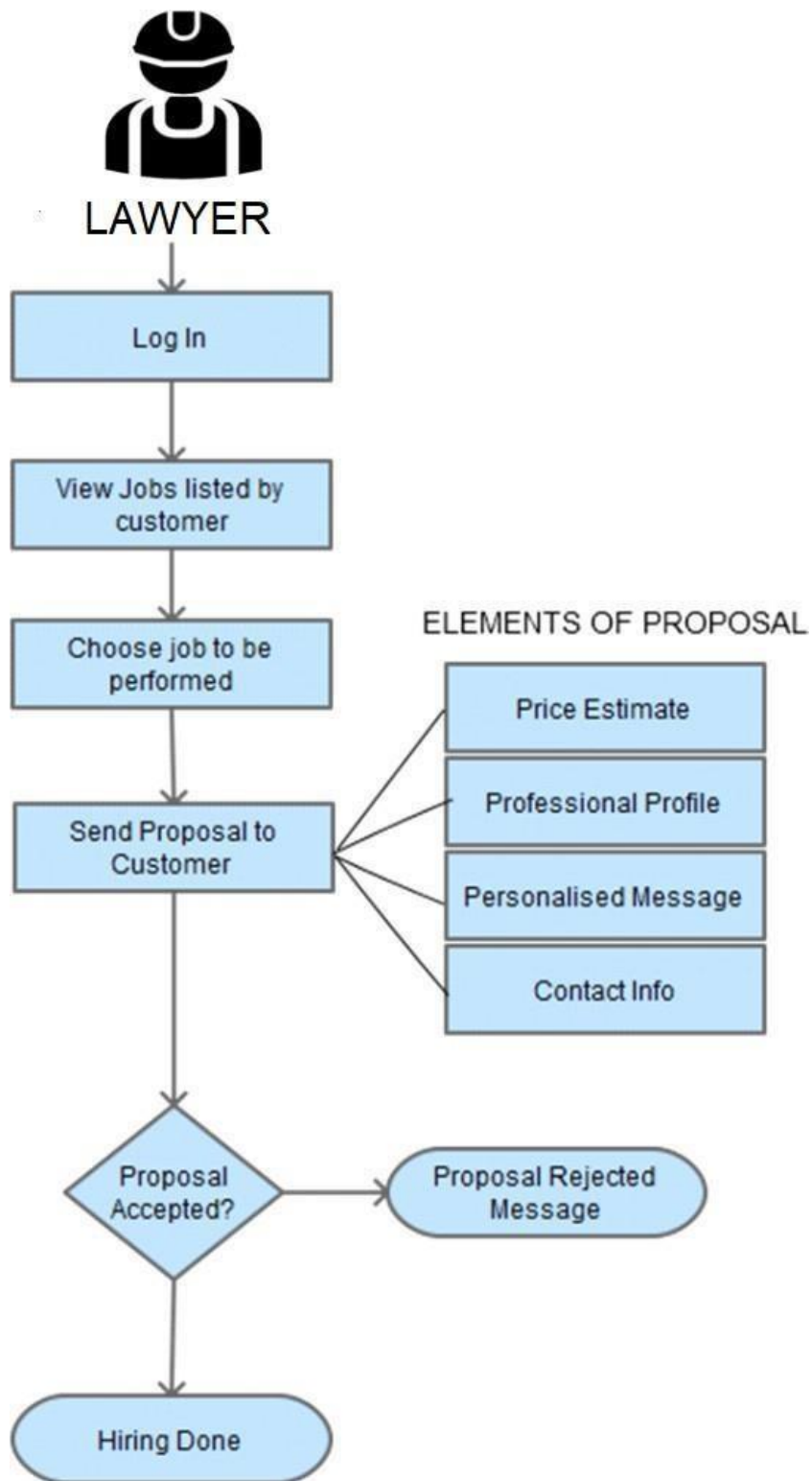
Process Flow:



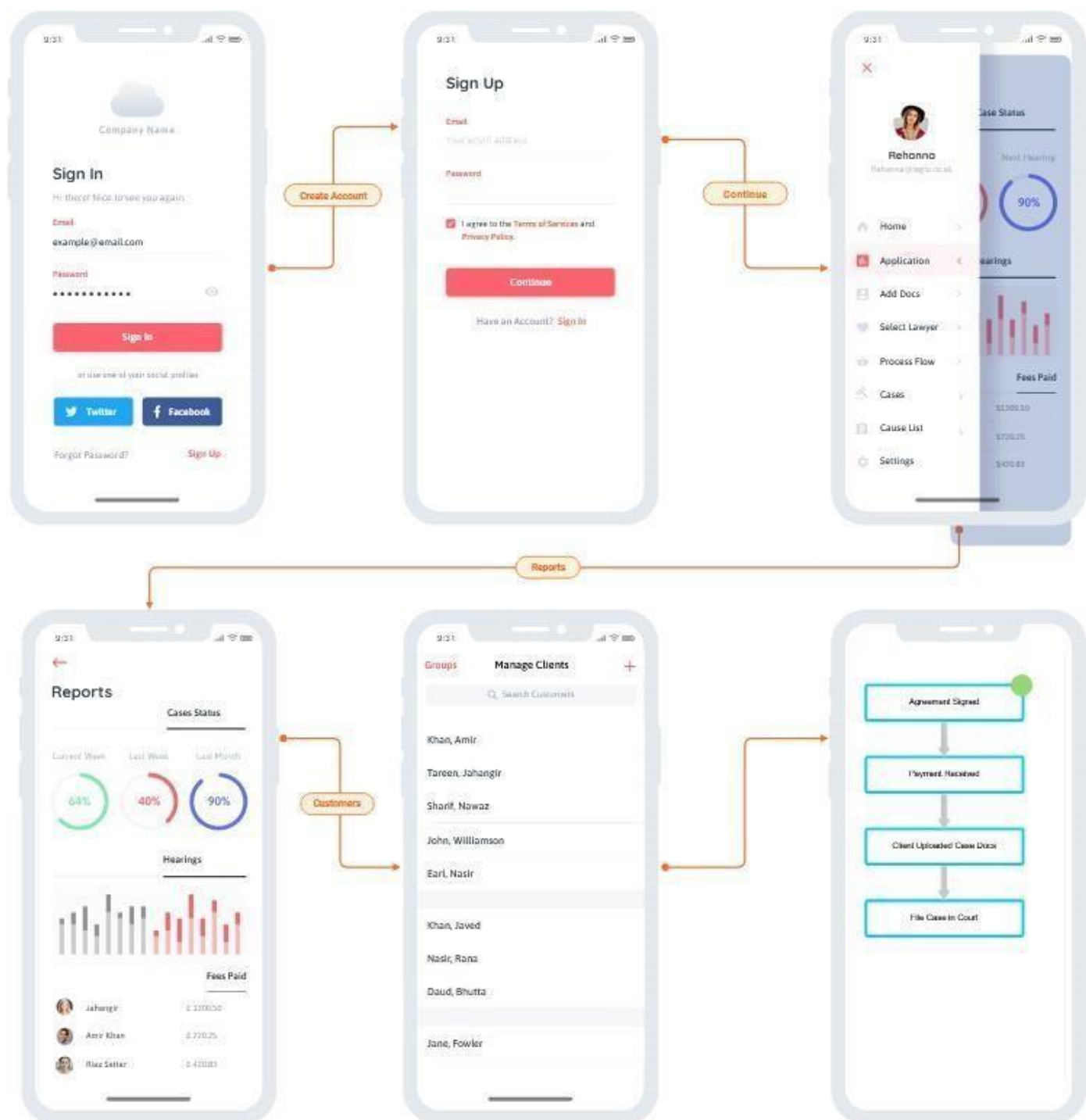
LEGLO

Example Criminal Case Process Flow





Legal Service Client-Lawyer Process Flows:



Salient Features:

ID/AML

Our market leading Identity check feature provides the ultimate reassurance of your client's identity.

Client To-Do List

Keep clients organised. Create a list so they know what they need to do.

How Business Plan will work

LCMS will connect British Pakistani and lawyers from Pakistan to proceed the cases in Pakistan courts.

- **Legal Case Management service as agency.**

- **Easy Connectivity to Law firms & lawyers**

All migrants residing in UK can connect to lawyers & law firms through LCMS. Just like **UBER** and **AIR BNB**, different law firms and expert lawyers from different cities and region specialized in various categories i.e., civil, criminal, corporate, banking etc. will be signed up and migrants i.e., British Pakistani would be able to connect with any signed-up lawyer or law firm of their choice.

- **Documents Sharing**

Foreign clients will be able to share documents easily through LCMS. Their documents will only be shared to the respective lawyer of their choice. Permissions can be set.

- **Video Links**

LCMS also have an option of video links just like **ZOOM** through which Client and lawyers can arrange meetings with each other and easily communicate. Moreover, they can record evidences well and it can be stored in LCMS for lifetime use. Latest amendment has been made in Pakistan laws and Video link evidence is admissible since 2020.

- **Remote Hearing Center (Fully equipped rooms with digital technology)**

Remote hearing center will be organized in Over Populated areas of Pakistan Community in UK i.e., London, Bradford and Manchester where client can attend his online hearings in Pakistan Courts or record evidence online. They will also be charged per hearing.

- **Remote hearing- Defined:** A remote hearing is a hearing that takes place using technology so that no one needs to leave their home. In accordance with current Government guidance on social distancing during Covid, all parties should be able to stay at home and the hearing will take place over the telephone or using an electronic communications platform
- **Statement of Lord Chief Justice (the Head of the Judiciary of England and Wales)**

In the most recent statement from the Lord Chief Justice (the Head of the Judiciary of England and Wales) on the impact of the coronavirus pandemic on the courts system overall and the latest lockdown as of **5th January 2021**, it is stated that ‘*No participant in legal proceedings should be required by a judge or magistrate to attend court unless it is necessary in the interests of justice. Facilitating remote attendance of all or some of those involved in hearings is the default position in all jurisdictions, whether backed by regulations or not.*’

<https://www.judiciary.uk/announcements/message-from-the-lord-chief-justice-latest-covid-19-restrictions/>

The court has changed the way it hears cases so that any urgent hearings can continue. Courts continue to hear cases **remotely**; this means via telephone or video conferencing. If you need protection from the court, they will be able to hear your case.

- **HMCTS services: Remote Hearing Channel (Crime) UK**

Audio and video technologies have long played a role in courts and tribunals, but recently UK have been rolling out new video conferencing technology, known as the Cloud Video Platform (CVP), to support a range of remote hearings across England and Wales.

During the coronavirus (COVID-19) pandemic they accelerated their plans, so they could meet social distancing requirements and cut down the need for participants to travel to court. This, in turn, has the potential to save time and costs for those involved.

<https://www.gov.uk/guidance/hmcts-services-remote-hearing-channels-crime>

- **Charges and payments:**

LCMS will charge 20-25% from Lawyer's fees whose lead will be generated through LCMS. For example, lawyer's fees are 1000 pound per case. LCMS will deduct 20-25% and remaining amount will be released to lawyer.

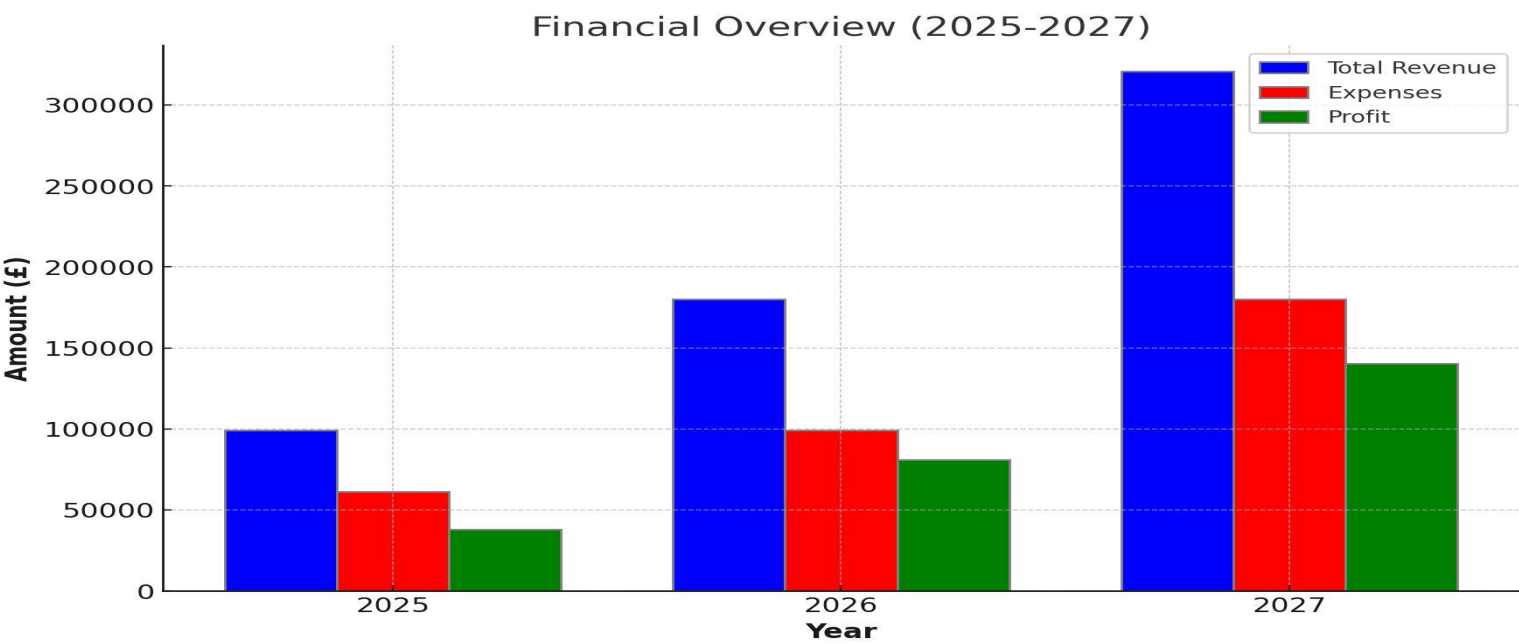
Financial Projections

Our initial start-up costs were estimated to be around £15,000, covering company registration, liability insurance, software, business cards, advertising or direct mail packages, and website development, along with other start-up expenditures. However, to ensure a strong market entry, we have already invested over £40000 in app development, SEO, and marketing. Moving forward, we plan to invest an additional funds as required for the commencement and running of the business , web handling , social media advertising, and various other initiatives. These start-up costs and subsequent investments are collectively financed by all partners and the income from the business . Detailed financial plans can be found in section 7.0

Expectations

We are projecting income of £100000 in the year 1 and £150000 in the year 2 £250000 in the year of 3 with a profit margin of 40/50%. It may increase with the joining of new costumers as business grows.

Financial Highlights by Year



We were financing our business ourselves with £5000 in investment from each of our cofounders and we raised more funds as required for the establishment of our business. We are keeping our salaries low, our startup funds are being used primarily for renting out the office premises, setting up an office, Marketing and Company registration, software purchasing, business cards and other miscellaneous natural expenses.

• ENDORSING REQUIREMENTS:

INNOVATIVE

Our business idea is unique and innovative in the following sense.

- There already exists legal case management software in UK but none of them targets their Overseas Community and provide services to foreign national residing in UK.
- LCMS is an innovative new Legal Service provider company in London that will offer various legal assistance and case management services such as services to all migrants' communities residing in the UK (British, permanent residents or temporary residents (students, workers, business men, visitors etc.) i.e. British Pakistanis/Indians and Bangladeshis to help them to get reliable legal services regarding their legal matters in Pakistan/ India/ Bangladesh and in UK, and to manage all of that with one click by using our Legal Case Management Services (LCMS).
- It connects Overseas community and foreign nationals in UK to connect to their home country law firms and get their cases dealt efficiently through LCMS

Existing Software's in UK:

https://www.leap.co.uk/leap-explained/?gclid=CjwKCAjwzt6LBhBeEiwAbPGOge3X0WuhrTgYfn1dz361j3gpWyw3oA-I_0jeAJQZNP2JZI9WvxGEPBoCER8QAvD_BwE#leadbot

LEAP is also a legal case management software in UK and used by many people. But it only provides case management software and no software or company provides Legal Case Management Service to the migrant clients in their country of origin while living in the uk .

LCMS provide services not only to the individual migrants but also to the law firms and courts in the UK who have business home country of the clients such as connect British Pakistanis to Pakistan's lawyers and law firms practicing in Pakistan Law, Indians to Indian Law firms practicing Indian Law, Bangladeshis to Bangladeshi law firms practicing law of Bangladesh.

Practice Panther- Case Management Software

https://www.practicepanther.com/lpm2/?utm_medium=cpc&utm_campaign=legalcasemgmt&utm_source=capterra&utm_source=capterra

LCMS is unique and different from this already existing software in a sense that this software are just to operate law firms online and but LCMS provides a unique system that connects Overseas community and foreign nationals in UK to connect to their home country law firms and get their

cases dealt efficiently through LCMS.

SCALABLE

We believe that our idea is scalable. We have carefully planned the whole business project, and we believe that our idea has immense potential to grow both nationally and internationally.

- It is scalable as it provides opportunities to Lawyers, Legal Experts, Local & International Law firms to connect to clients and other foreign Lawyers, foreign Legal Experts, foreign law firms from anywhere. In this way, a professional can engage through LCMS and get more clients and get paid more.
- We are projecting income of £100000 in the year 1 and £150000 in the year 2 £250000 in the year of 3 with a profit margin of 40/50%. Currently our target is British Pakistanis and Overseas Pakistani residing in UK. Further, our services and business can be extended to other countries as well i.e., India, Bangladesh, Europe. Just Like Uber, it started from USA and now they are providing services to more than 80 countries including UK and Pakistan.

Uber

<https://worldpopulationreview.com/country-rankings/uber-countries>

VIABLE

All the partners have the necessary skills, knowledge, experience, and market awareness to run this business successfully. All the partners will contribute towards the company if and when needed, from making this plan to successfully running and administrating the business's day to day operations.

Target Market

In today's competitive global economy, Individuals pay high rate for the outlays and pay to different lawyers, because there is no subsequent tool to manage all the legal matters and expenses on legal matter via single portal. There are few legal consultants in UK who offer limited services but the LCMS entering the UK market with Unique Selling point and competitive edge that differentiate LCMS from other Legal Consultants operating in UK. LCMS is fully equipped according to the Client's requirements and is accessible for instant consultation. Our experts can create a strategic value for our clients; and give them an edge on solving their Legal matters. Especially in fast-paced markets that being able to deliver clients on time and within budgets.

We expect our strongest market segments to be British Pakistanis who are living in Pakistan and have Properties and Legal matters in the courts of Pakistan, those British Pakistanis who have

litigations in UK regarding their Family matters, and those British Pakistanis need expert's consultation regarding their legal and family matters.

Research for Pakistan: According to our research, there are 20,000 to 25,000 people in the first category, about 70% of whom are not satisfied with their lawyers and are struggling to find one to handle their legal matters in Pakistan. British Pakistanis having litigation regarding their family matters in UK based on our survey are around 400 and those who need consultation of Legal Experts on Pakistani Laws represent another 300 potential customers each month.

After British Pakistanis our second market segment is of Courts and Tribunals dealing with the cases of British Pakistanis, requiring experts advise on Laws of Pakistan and Family Laws and implementation of their Orders/judgments in Pakistan.

Final market segment of LCMS is Law Firms of UK dealing with the cases of British Pakistanis, requiring expert's consultation on Laws of Pakistan and Family Laws to represent their clients effectively.

Competition

Current alternatives

Currently very few law firms in UK are providing legal services to our focused group of people and their services are not compatible to what we are going to launch. Currently if there is any case the client has to search into the market for lawyer, he has very few options to choose if he wants to proceed his cases while sitting in the UK. The other option available to the clients is to travel all the back to their home country where their case is pending or needs to be conducted and pay very heavy cost of travel etc. and it not only demands more cost but also demand a lot of time.

And then if they have to come back to UK during the course of proceedings it is nightmare for them to manage the remaining proceedings.

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- The following SWOT analysis captures our key strengths and weaknesses and describes the opportunities and threats facing LCMS.

Strengths: Unique Service for migrant communities having legal issues and matters in the country of their Origin and in UK.	Weaknesses: <ul style="list-style-type: none"> UK market long term analysis required Most new clients come from word-of-mouth, which limits the reach to a new audience
Opportunities: No doubt, the opportunities in the Law based management industry is massive considering the number of British Pakistanis, who are shifting their preferences away from traditional way of dealing with their legal issues to cheaper and time saving ways to get their legal issues resolved. This is our uniqueness and we read to take advantage of any opportunity that is available in the industry. <ul style="list-style-type: none"> After satisfying our 1st segment we will then able to focus on our 2nd segment that is Indians and Bangladeshis living in UK and are in similar need. 	Threats: There is no Legal platform in the UK which provides such services however there are law firms and IT companies and it is possible that they also copy our way of working and soon jump into race with us. Advertising cost can be higher.

Locations & Facilities

In the beginning stage, we are working from at the moment and will move to a office as soon as it is essential in different cities.

Our operational strategy begins by creating awareness about our services and values; and continues by building on each and every customer as they make the decision for future businesses and create our reputation in the market. Thus, the following action plan is proposed to clarify the process step by step. It should be noted, in all the steps, our behavior must be friendly, trustworthy and professional and never seems pushy. Moreover, we have already managed to contact with some of our potential clients and introduce ourselves and the services we will offer in LCMS. They are happy to take our services and work with us.

How it Works

- Signing of Agreements/Authority Letter:
- LCMS and the Client/Customer, both parties sign the written agreement for LCMS.
- Non-Disclosure Agreement (NDA) will be signed between the parties.
- Client/Customer will provide a written Authority letter to LCMS bearing the confirmation that LCMS and its legal team is authorized to attend court hearings on their

behalf whenever required. Furthermore, the Authority letter will enable our legal team to attend the court proceedings in case of unavailability of the assigned Lawyer. Consequently, the client can avoid ex-parte decisions and contempt of court proceedings because due to non-appearance before the court.

- Services provided by LCMS after signing of Agreements/Authority Letter:
- LCMS will provide a dedicated Legal Case Management Software to the Client/Customer.
- LCMS team will give complete training on “how to use” the Legal Case Management Software to the Client/Customer.
- LCMS will employ its qualified legal staff member to be the bridge between Clients/Customer and Lawyers to update data on the Legal Case Management Software. Also, he will provide the services of collection of legal posts, documents and other relevant instructions regarding the daily matters.
- LCMS will do overall administration of the legal case on behalf of its client according to the instructions given by him.
- LCMS will make use of its legal software to provide the efficient management of cases for their clients.
- To facilitate with the services aforementioned, we will be using a legal case management software, for which we have entered into an agreement with a company named “Softlegal (Private) Limited”.
- We have purchased their “Soft. Legal” Software to make our plane functional.

Operational Procedures:

- The client in need of Legal Services will approach LCMS.
- LCMS will provide the client with the online portal of Legal Case Management Software.
- The client will get connected with our legal team to explain his case and will be assigned to the lawyer who has expertise in the same.
- Or
- The Client allow the LCMS to deal with the lawyer or his legal matter on his behalf directly with the client and update the client via online portal of LCMS.
- Receiving instructions from client to file any suit or motion in the courts in Pakistan or to represent the Client in the courts of Pakistan in already pending matters.
- Advice the client regarding their legal issues and discuss the solutions provided under the laws of Pakistan.
- LCMS will create separate file and will upload notice/summon in the Legal Case Management Software
- Seeking instructions of the client via software/email/letter to assign it to any specific/nominated lawyer.

- LCMS will assign the case to the panel lawyer or to the independent lawyer as per instruction of the clients.
- LCMS will also obtain required documents and information from the Client and will pass on to the lawyer via Legal Case Management Software.
- LCMS will assign the case (via Legal Case Management Software to the lawyer on panel recommended by the Client).
- If LCMS does not receive a nomination of a lawyer from the client then, LCMS itself will assign the case to the lawyer on the panel of the LCMS considering their legal experience and expertise, location, nature of the case, stage of the case, court hierarchy, and success rate of previous cases. (Updated list of panels of lawyers will be uploaded on the portal every month).
- LCMS will coordinate between department and the lawyer and third parties if and when required.
- In short, LCMS will do overall administration of the legal case on behalf of its client in accordance with the instructions given by the client and will keep the client updated and posted on daily basis via LCMS.
- LCMS will make use of legal software and other technology to efficiently manage the legal cases for the purpose to reduce the cost of its clients, keeping readily accessible record and obtaining progress reports via Legal Case Management Software.

Our team in Pakistan consists of a large number of legally qualified staff members i.e. Former Judges, Barristers, Advocates, Solicitors, Trainee Lawyers and Legal Executives who all understand the needs of our clients.

Marketing Plan

Our strategy for a successful start is based on quickly creating a high profile and name recognition within the community. In order to compete with other legal Consultants, we will focus on our strengths and set detailed marketing and sales strategy to not only secure more clients but also, have return clients.

Our marketing strategy will create great awareness about our Consultation Office and its services and attract more demands from our target market. According to our survey (**Appendix**) almost 50% respondents said that LCMS service with legal case Management tool can improve their efficiency in contrast to conventional Legal Consultations. So, to convert them into customers we must work on a strong online as well as offline marketing strategy that communicate that how LCMS can facilitate them attaining satisfactory results. In LCMS, we are determined to follow multi-channel marketing strategies as it is proven that a single channel approach is not sufficient for consulting practices to establish a noticeable presence in the market. Our strategy will include a combination of online and offline techniques. It is predicted that developing website, preparing brochures and business cards as well as creating an active profile in social media will take about three months. Although, it is worth mentioning that our marketing strategy is an ongoing plan which should be followed through lifetime of the company. Our marketing strategy will:

- **Concentrating on educating and building relationships:**

Beyond social media, it is essential to spend some time and arrange face-to-face meetings with our prospective customers. Although the rise of social networking has made the relationship management easier but the key to successful networking is having face-to-face interaction and focusing on quality instead of quantity. As both our analysis and studies confirm, the sale in this industry relies on relationship and networking; so, spending a little more time and making little bit of extra effort can make a world of difference.

Moreover, we are planning to participate in several conferences and exhibitions and set up our booths to demonstrate and promote our services. These events are great opportunities to identify and interact with our target market.

Furthermore, to ensure our clients understand our LCMS approach towards Legal Case and Matter Management Software and its benefits we will provide a list of our potential customers, their activities and requirements. Then, we will contact them and arrange a meeting to present ourselves, explain about LCMS and the way we can help them.

- **Implementing a local campaign with the Company's target market:**

A professional looking brochure will be available for referral, leaving at seminars and also for direct mail purposes. Post office offer leaflet and brochure distribution services, which can be valuable to us as we can choose our target market based on their origin to ensure every single leaflet will reach our potential clients. In addition, we plan to advertise our service through business magazines.

As per marketing strategy, our marketing channels includes:

Online Marketing:

- **Developing an online presence: Website**

This will be achieved through having a comprehensive and well-designed website, and high Search engine optimization to make our website available in top searches which increase the chances more visits. For our online availability on website we already have bought the domain and our website is underdevelopment.

The live chat feature on the website will be installed that will help us in clearing our client's confusions, and through live chat we can also provide them information about our services that can increase our lead conversion.

- **Email Marketing:**

Email subscription through website will help us to collect the leads that we can further target through offline marketing. Bulk email marketing campaign will be run in our target audience by using email database of UK based Pakistanis/ Indians and Bangladeshis.

- **Social Media Marketing:**

Social media is an important platform for start-ups to communicate and attract their clients, and we shall prepare a Facebook account to share our thoughts and expertise as well as having a LinkedIn profile to join relevant groups and discussion. One of the benefits of these online social networking sites is their group features. So, we can identify our competitors and recognizer potential clients.

Timeline shows the estimated start and duration of online marketing strategies in the first 12 months.

Offline marketing

- **Cold calling**

We will make cold calls to our potential clients and pitch our unique selling proposition to them along with the benefits and value for them.

- **Word of mouth**

With excellence in our services, we will ask our clients for recommendations and testimonials which will help us in creating good word of mouth to increase our client base.

Sales Plan

One of the key factors in making the sale is trust of the client in the professional reputation and reliability of the company. In this matter, there is a rule of thumb: people do not buy from the people they do not like. So, our first strategy is building rapport with our clients and establishing a foundation for relationship. Additionally, it is far easier to attain more references from an existing customer than from a new one. So, we have to obtain our customers' satisfaction by not only meeting their requirements but also by exceeding their expectations. We will provide excellent customer service and complete update on cases of our clients.

- Offer them the service they can benefit most and close the matter or arrange for a follow-up. As our focus groups are British Pakistanis, they are usually seeking for new and innovative ways to enable them to deal with their legal matters effectively and for their entire satisfaction.
- Update the clients about their cases regularly, provide excellent customer service and keeping touch with them to attain referrals.
- Make business cards, sales brochures and leaflets to distribute through direct mails or to leave at seminars and conferences.
- Follow up the clients on weekly or monthly basis.
- Recruit professional and expert lawyers so best services can be provided.
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- It was estimated that start-up costs would be near £15,000. But we had spent around 40,000 for the purchases of office equipment we portal expenses, and miscellaneous that includes meeting, traveling etc.. This amount of money will be used to purchase office equipment, website expenses and for advertisement as well as other start-up expenditures.
- The start-up costs is financed by all of the three co-founders.

Projected Profit and Loss

	FY2025	FY2026	FY2027
Revenue	£118,962	£213,540	£295,930
Direct Costs	£6,000	£6,000	£6,000
Gross Margin	£112,962	£207,540	£289,930
Gross Margin %	95%	97%	98%
Operating Expenses			
Salaries & Wages	£45,510	£89,658	£101,520
Employee Related Expenses	£9,142	£12,248	£16,452
Office	£5,400	£5,400	£5,400
Marketing	£14,744	£17,540	£20,890
Utilities etc	£588	£612	£654
Total Operating Expenses	£75,384	£125,458	£144,916
Operating Income	£37,578	£82,082	£145,014
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	£7,140	£15,596	£27,553
Total Expenses	£82,524	£141,054	£172,469
Net Profit	£30,438	£66,486	£117,461
Net Profit / Sales	26%	31%	40%

Projected Balance Sheet

	FY2025	FY2026	FY2027
Cash	£99,075	£180,170	£320,681
Accounts Receivable	£0	£0	£0
Inventory			
Other Current Assets			
Total Current Assets	£99,075	£180,170	£320,681
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets	£0	£0	£0
Total Assets	£99,075	£180,170	£320,681
Accounts Payable	£5,224	£5,325	£5,048
Income Taxes Payable	£7,140	£15,596	£27,553
Sales Taxes Payable	£16,417	£29,469	£40,838
Short-Term Debt			
Prepaid Revenue	£0	£0	£0
Total Current Liabilities	£28,781	£50,389	£73,439
Long-Term Debt			
Long-Term Liabilities			
Total Liabilities	£28,781	£50,389	£73,439
Paid-In Capital	£30,000	£30,000	£30,000
Retained Earnings	£2,856	£33,294	£99,781
Earnings	£30,438	£66,486	£117,461
Total Owner's Equity	£63,294	£129,781	£247,242
Total Liabilities & Equity	£92,075	£180,170	£320,681

Projected Cash Flow Statement

	FY2025	FY2026	FY2027
Net Cash Flow from Operations			
Net Profit	£30,438	£66,486	£117,461
Gain or Loss from Sale of Assets			
Depreciation & Amortization	£0	£0	£0
Change in Accounts Receivable	£0	£0	£0
Change in Inventory			
Change in Accounts Payable	£200	£101	-£277
Change in Income Tax Payable	£2,332	£8,456	£11,957
Change in Sales Tax Payable	£5,002	£13,052	£11,370
Change in Prepaid Revenue	£0	£0	£0
Net Cash Flow from Operations	£37,973	£88,095	£140,511
Investing & Financing			
Assets Purchased or Sold	£0	£0	£0
Net Cash from Investing			
Investments Received			
Dividends & Distributions	£0	£7,000	£0
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing			
Cash at Beginning of Period	£61,102	£99,075	£180,170
Net Change in Cash	£37,973	£81,095	£140,511
Cash at End of Period	£99,075	£180,170	£320,681

Projected Profit and Loss (With Monthly Detail)

	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Revenue	£7,113	£7,340	£7,516	£8,448	£9,544	£10,574	£11,284	£11,058	£11,388	£11,490	£11,560	£11,641
Direct Costs	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500
Gross Margin	£6,613	£6,840	£7,016	£7,948	£9,044	£10,074	£10,784	£10,558	£10,888	£10,990	£11,060	£11,141
Gross Margin %	93%	93%	93%	94%	95%	95%	96%	95%	96%	96%	96%	96%
Operating Expenses												
Salaries & Wages	£3,310	£3,310	£3,410	£3,510	£3,690	£3,710	£3,840	£4,040	£4,080	£4,190	£4,215	£4,205
Employee Related Expenses	£690	£690	£710	£740	£750	£750	£770	£780	£790	£810	£810	£852
Office	£450	£450	£450	£450	£450	£450	£450	£450	£450	£450	£450	£450
Marketing	£970	£980	£990	£1,112	£1,040	£1,090	£1,170	£1,180	£1,440	£1,450	£1,450	£1,872
Utilities etc	£40	£40	£40	£45	£45	£45	£52	£52	£55	£58	£58	£58
Total Operating Expenses	£5,460	£5,470	£5,600	£5,857	£5,975	£6,045	£6,282	£6,502	£6,815	£6,958	£6,983	£7,437
Operating Income	£1,153	£1,370	£1,416	£2,091	£3,069	£4,029	£4,502	£4,056	£4,073	£4,032	£4,077	£3,710
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	£219	£260	£269	£397	£583	£766	£855	£771	£774	£766	£775	£703
Total Expenses	£5,679	£5,730	£5,869	£6,254	£6,558	£6,811	£7,137	£7,273	£7,589	£7,724	£7,758	£8,140
Net Profit	£934	£1,110	£1,147	£1,694	£2,486	£3,263	£3,647	£3,283	£3,299	£3,266	£3,302	£3,003
Net Profit / Sales	13%	15%	15%	20%	26%	31%	32%	30%	29%	28%	29%	26%

Projected Balance Sheet (With Monthly Detail)

	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Cash	£44,433	£46,814	£49,275	£52,440	£56,370	£62,568	£68,458	£74,052	£79,698	£85,319	£90,913	£92,075
Accounts Receivable	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Inventory												
Other Current Assets												
Total Current Assets	£44,433	£46,814	£49,275	£52,440	£56,370	£62,568	£68,458	£74,052	£79,698	£85,319	£90,913	£92,075
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total Assets	£44,433	£46,814	£49,275	£52,440	£56,370	£62,568	£68,458	£74,052	£79,698	£85,319	£90,913	£92,075
Accounts Payable	£5,042	£5,040	£5,048	£4,956	£4,500	£5,210	£5,041	£5,053	£5,054	£5,058	£4,980	£5,224
Income Taxes Payable	£2,358	£2,618	£2,887	£3,285	£3,868	£4,633	£5,489	£6,259	£7,033	£7,799	£8,574	£7,140
Sales Taxes Payable	£3,243	£4,256	£5,293	£6,459	£7,776	£9,235	£10,792	£12,318	£13,890	£15,475	£17,070	£16,417
Short-Term Debt												
Prepaid Revenue	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total Current Liabilities	£10,643	£11,914	£13,228	£14,699	£16,143	£19,078	£21,322	£23,630	£25,977	£28,332	£30,624	£28,781
Long-Term Debt												
Long-Term Liabilities												
Total Liabilities	£10,643	£11,914	£13,228	£14,699	£16,143	£19,078	£21,322	£23,630	£25,977	£28,332	£30,624	£28,781
Paid-In Capital	£30,000	£30,000	£30,000	£30,000	£30,000	£30,000	£30,000	£30,000	£30,000	£30,000	£30,000	£30,000
Retained Earnings	£2,856	£3,790	£4,900	£6,047	£7,740	£10,226	£13,490	£17,136	£20,422	£23,721	£26,987	£30,289
Earnings	£934	£1,110	£1,147	£1,694	£2,486	£3,263	£3,647	£3,285	£3,299	£3,266	£3,302	£3,005
Total Owner's Equity	£33,790	£34,900	£36,047	£37,740	£40,226	£43,490	£47,136	£50,422	£53,721	£56,987	£60,289	£63,294
Total Liabilities & Equity	£44,433	£46,814	£49,275	£52,440	£56,370	£62,568	£68,458	£74,052	£79,698	£85,319	£90,913	£92,075

Projected Cash Flow Statement (With Monthly Detail)

	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Net Cash Flow from Operations												
Net Profit	£934	£1,110	£1,147	£1,694	£2,486	£3,263	£3,647	£3,283	£3,299	£3,266	£3,302	£3,003
Gain or Loss from Sale of Assets												
Depreciation & Amortization	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Change in Accounts Receivable	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Change in Inventory												
Change in Accounts Payable	£18	-£2	£8	-£92	-£456	£710	-£169	£12	£1	£4	-£78	£244
Change in Income Tax Payable	-£468	£260	£269	£397	£583	£266	£355	£271	£274	-£234	£275	£84
Change in Sales Tax Payable	-£1,018	£513	£537	£666	-£183	-£41	£57	£26	£572	£586	£1,595	£1,693
Change in Prepaid Revenue	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Net Cash Flow from Operations	-£534	£1,881	£1,961	£2,665	£2,430	£4,198	£3,890	£3,594	£4,146	£3,622	£5,094	£5,026
Investing & Financing												
Assets Purchased or Sold	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Net Cash from Investing												
Investments Received												
Dividends & Distributions	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing												
Cash at Beginning of Period	£61,102	£60,568	£62,449	£64,410	£67,075	£69,505	£73,703	£77,593	£81,187	£85,333	£88,954	£94,048
Net Change in Cash	-£534	£1,881	£1,961	£2,665	£2,430	£4,198	£3,890	£3,594	£4,146	£3,622	£5,094	£5,026
Cash at End of Period	£60,568	£62,449	£64,410	£67,075	£69,505	£73,703	£77,593	£81,187	£85,333	£88,954	£94,048	£99,075

