

# IRON STRUCTURAL WELDING

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# CONTENTS:

1. Executive summary
2. Mission and vision
3. Description
4. Market analysis
5. Services
6. Organization
7. Marketing and Sales
8. Financials
9. Appendices

## Executive Summary:

Iron Structural Welding is a structural and fabrication welding company designed to be mobile and flexible. We serve the people of Colorado and if needed the entire United States. The problem with other companies is that they are not mobile or stretched too thin for management. Or the company is run by managers who have never touched a welder. What we do is we have mobile welders with the best welders out there. We also have managers who go to job sites and sometimes work on the sites. We mostly do commercial and industrial welding jobs. All of our employees are to have certifications like the AWS D1.1 and AWS D1.5. We also make brackets and other fabricated stuff. We have shops with no automation so you know that your product was made with human hands. We will have executives show up to job sites in welding gear and not suits and fancy cars. We want our employees to have respect for executives and the other way around.

## Mission and Vision:

Name: Iron Structural welding

Tagline: Welding the earth, one piece at a time

Mission: Keep welders to humans for high quality welds and structural integrity by keeping trust in humans to make those welds.

Vision: Our primary objective is to expand nationally to get high quality and safe welds to the people of america

Identity/ values: We value actual human welders who can be trusted with the lives of others. We also keep humans out of very dangerous zones. Examples include high radiation zones and very deep sea welding. This is where we put automation and keep our people safe. The company has respect for everyone and no one is seen as above anyone. So a janitor is seen the same as an executive. We also want to keep company resentment out of the picture. We will have executives show up to job sites, not in suits but in actual welding gear. If you want to work behind a desk and do that kind of stuff then you can do it but you can't tell the workers what to do.

## Description:

Iron structural welding does structural and fabrication welding on small and large scales. The main problem that customers have is that many of the welding companies are too big and very stretched out. Or they cost a very pretty penny. We here at Iron Structural Welding keep our prices low and at affordable rates.

We also have managers who go to job sites so you know there will not be any problems. The business will have 2 divisions, a fabrication and a structural. The fabrication is shop work like brackets and fabricating beams. The structural division is our mobile division who will weld the beams and other metals and make the buildings.

We want to keep our world together, by putting metal together, forever

## Market analysis:

### Customer profile:

Age range: 30-60

Location: National

Willing to spend: 200-1,000,000

lifestyle/interests: metal art, construction crews

Problem or goal: Build a building or fabricate steel for building

### Market research:

Most people buy from big companies who are too rigid and can't have any flex in their system. This is bad because they can only do one thing and can't do anything else. If someone wants a thing made so it can fit on a huge beam on a stadium and they need it also installed, they have to go to another company to install it. Which takes time and money.

The biggest audience for fabrication and structural welding are younger people who have broken metal pieces and construction and government contractors who need steel put in and don't want to use other larger and more expensive companies.

### Competition:

SME steel is one of many competitors to Iron Structural Welding. This company is one of the biggest national welding companies out there. They are known for their huge commercial and industrial builds. They also are known for their huge government contracts. They are very strong in the field of mass production but fall short because of a supposed toxic work environment and poor management.

Mountainman fabrication is a regional competitor to Iron Structural Welding. They are known for their pipeline and large scale fabrication. They are very strong in the fabrication and water pipeline. They do poorly in organization and management.

Custom welding and fabrication co is a local competitor to Iron Structural Welding. They are known to do small builds and specialize in ornamental railings and fences. They have strength in small fabrication but will struggle if they go big.

Iron structural welding will stand out because we will keep our prices low. We will also have small and large jobs. We will keep ourselves organized and keep the environment safe and respectful.

## Services:

Hourly rate:

\$55/hr

Emergency calls: \$100/hr

Fabrication:

Art: size depends      Sizes:

Small: \$50

Medium: \$100

Large: \$200

Repair: Metal type varies      Metal types:

Mild steel: \$50

Aluminum: \$70  
Stainless steel: \$80  
Galvanized steel: \$150

Structural design: \$100/hr

Structural welding:

Mild steel: \$80  
Aluminum: \$50  
Galvanized: \$140  
Acid-types: \$50  
High-strength steel: \$100-\$150  
Stainless: \$120

Installation (per building zoning):

Residential: \$50/hr  
Commercial: \$60/hr  
Industrial: \$75/hr  
Government: \$80/hr

Structural size price adjustment:

Under 1000 sq ft:  
No additional charge  
Standard rate

1000-5000 sq ft:  
+10% added to installation labor

5000-20000 sq ft:  
+20% added to installation labor

20000+ sq ft:  
+30% added to installation labor

## Organization:

Owner/founder: Kyser Piecuch

Team members and divisions:

Executive division:

CEO  
COO  
CFO  
CSO  
CMO

This branch is the overseers of the entire company. The people in this branch are not expected to go out in the field except the CSO and possibly the CMO. These people will handle all the paper and legal work for the company. The ones who go out in the field will have to wear welding gear and have a rig welder.

## Regional management:

Western regional manager  
Central regional manager  
Eastern regional manager  
Government contractor manager

This branch runs different regions of the country. Western handles large scale and earthquake areas. Central handles tornados and other natural hazards in the central region. The eastern region handles even larger projects and hurricanes. The government contractor manager handles the military and other government projects. These people will have to be working on the job site with the men under them.

## Department heads:

Head of fabrication  
Head of installation  
Head of engineering and design

## Head of logistics

This branch handles all the different roles of the divisions. There are 4 divisions and each has its own specialty. These people will also work in the field with the men too but only with those in their division.

## Marketing and Sales:

Branding: iron structural is built on 4 core values; strength, reliability, precision and national reach. This branding is shown through clean and structurally sound welds, accurate fabrication and dependability for installation.

The four P's:

Product:

We do structural and fabrication welding. From brackets to onsite installation of those brackets

Price:

Pricing is transparent and affordable. As seen in the service section we keep our prices low and affordable for any job.

Place:

Iron Structural welding can go anyplace. We have small local shops to mobile rig welders to large fabrication shops.

Promotion:

Our company promotes by using social media, going to conventions, community outreach and commercials

Marketing activities:

Social media: Instagram, facebook, tik tok and other social medias

Trade shows: Our company will have booths at multiple trade shows. One of these shows is weld comp

Community outreach: This will work by going to smaller shops and taking their larger jobs. We will also go out and show people what we do

Examples:

**Google Search Ad**

## **Need Structural Steel Fast?**

National fabrication & installation.

Beam plates, brackets, reinforcements.

Certified welders. Clear pricing.

Call now: 1-800-555-STEEL

## **Website Homepage Copy**

### **Welcome to Iron Structural Welding**

We are a national structural fabrication and installation company specializing in high-strength steel components for residential, commercial, industrial, and government projects. Our certified welders deliver precision, reliability, and fast turnaround on every job.

### **Our Services:**

- Structural fabrication
- On-site welding
- Installation
- Custom design
- Emergency repairs

**Serving the entire United States with regional teams ready to respond.**

## **Contractor Outreach Email**

**Subject: Reliable Structural Fabrication for Your Next Project**

**Hello,**

**Iron Structural Welding provides national structural fabrication and installation services for contractors, builders, and**

**government agencies. We offer fast turnaround, clear pricing, and certified weld quality.**

**We fabricate:**

- **Beam plates**
- **Structural brackets**
- **Reinforcement plates**
- **Custom components**

**We also provide on-site installation and emergency structural welding.**

**If you'd like a quote or want to schedule a job, we're ready to help.**

**Iron Structural Welding**

**[info@ironstructuralwelding.com](mailto:info@ironstructuralwelding.com)**

**1-800-555-STEEL**

## Financials:

This section explains how my business makes money, how much it costs to start, what I have to pay every month, and how much I expect to earn in the next few years. I also explain when the business will start making a real profit.

### Revenue Streams

My business makes money in a few different ways. These are my main **revenue streams**:

- Structural fabrication
- On-site welding
- Installation work
- Emergency welding
- Metal repair welding
- Design and layout services

Having multiple ways to earn money helps the business stay stable.

### Startup Costs

These are the things I need to buy before the business can even start. They are one-time costs:

- Licenses and permits: **\$42,600**
- Lincoln Electric Frontier welder: **\$24,154**
- Ford F-550 truck: **\$36,750**
- Gas tanks: **\$800**

- Marketing setup: **\$1,000**
- Grinders: **\$30**
- Oxy-acetylene cutter: **\$800**
- Portable saw: **\$2,000**
- Toolbox: **\$1,400**
- Small garage/shop: **\$25,000**
- Leads: **\$2,300**
- Lights: **\$110**

**Total startup cost: \$136,944**

### **Fixed Expenses**

These are things I have to pay every month no matter what:

- Insurance: **\$2,000 per month**
- Total fixed expenses per year: **\$24,000**

### **Variable Expenses**

These expenses change depending on how many jobs I do and how much material I use:

- Gas for the truck: **\$1,250 per month**
- Welding rods: **\$100 per month**
- Welding wire: **\$510 per month**
- Grinding discs: **\$10 per month**
- Cutting torches: **\$400 per month**
- New tools: **\$200 per month**
- Saw blades: **\$200 per month**
- Batteries: **\$20 per month**
- Steel: **\$500 per month**

- Aluminum: **\$400 per month**
- Galvanized steel: **\$300 per month**

**Total variable expenses per month: \$4,640**

**Total variable expenses per year: \$70,680**

## **Pricing Model**

My pricing is based on:

- The size of the part I'm making
- What type of metal the customer wants
- What type of building it's going on
- How hard the installation is
- If it's an emergency job

This helps customers understand what they're paying for.

## **Profit Estimates**

Here's how much money I expect to make after paying all expenses:

### **Year 1**

- Income: **\$96,900**
- Expenses: **\$94,680**
- Profit: **\$2,220**

### **Year 2**

- Income: **\$193,800**
- Expenses: **\$94,680**
- Profit: **\$99,120**

## Year 3

- Income: **\$387,600**
- Expenses: **\$94,680**
- Profit: **\$292,920**

The profit gets way higher after Year 1 because the startup costs are already paid.

## Sales Forecast

This is how much money I think the business will bring in each year:

- Year 1: **\$96,900**
- Year 2: **\$193,800**
- Year 3: **\$387,600**

I expect the business to grow as I get more customers and bigger jobs.

## Break-Even Point

The **break-even point** is when the business makes enough money to cover all the startup costs.

- Startup cost: **\$136,944**
- Year 2 profit: **\$99,120**

The business breaks even in about **1.4 years**. After that, everything earned becomes real profit.





