

Strategic Business Optimization Launches High-Impact Referral Program and Custom Business Plan Service for Entrepreneurs

New initiative rewards professional referrals while expanding access to data-driven custom business plans designed to help entrepreneurs launch and scale with strategic clarity.



Waldorf, Maryland Mar 10, 2026 ([IssueWire.com](https://www.issuewire.com)) - Strategic Business Optimization (SBO), a U.S.-based strategic consulting company specializing in custom business plan development, market research, competitive analysis, and strategic marketing strategy, has officially revamped its Client Referral Program designed to reward professionals who connect entrepreneurs with SBO's consulting services.

Founded by Dr. Okera Jenkins, Certified Business Consultant, Strategic Business Optimization delivers data-driven business strategy solutions that help startups, small businesses, and growth-stage companies scale with clarity, confidence, and validated market intelligence.

In addition to its consulting services and tiered packages, SBO has also introduced Custom Business Plan Development services starting at \$499.99, providing entrepreneurs with accessible, professionally structured business plans designed to support funding applications, operational planning, and long-term strategic growth.

The referral initiative provides competitive payouts for qualifying service referrals across SBO's core consulting tiers.

Referral Program Overview

SBO clients and professional partners can earn referral payouts on the following strategic service tiers:

- Tertiary Research Foundations – \$649.99
Referral Payout: \$97.49
- Starter Package – Foundation Plan – \$799.99
Referral Payout: \$119.99
- Secondary Research & Competitive Analysis – \$1,549.99
Referral Payout: \$244.99
- Strategic Marketing Plan – \$1,749.99
Referral Payout: \$262.49
- Professional Package – Growth Plan – \$2,699.99
Referral Payout: \$404.99

This referral structure aligns with SBO's mission to support evidence-based entrepreneurship, sustainable business growth, and strategic decision-making through high-level research and consulting expertise. Visit [here](#) to become a referral partner now.

Strengthening the Entrepreneurial Ecosystem

In 2025, 5.6 million new business applications were filed, about an 8.2% increase from 2024. As business formation rates continue to rise in the United States, many founders launch without formal market validation, strategic positioning, or competitive intelligence. Strategic Business Optimization addresses this gap through comprehensive consulting services, including:

- Custom business plan development
- Comprehensive market research analysis
- Data-backed business strategy frameworks
- Target market identification
- Competitive landscape research
- Strategic marketing planning

“Our goal is not just to help entrepreneurs launch,” said Dr. Jenkins. “It’s to help them launch strategically, reduce risk, and build businesses that are structured for sustainable growth. The new Custom Business Plan service expands access to professional planning resources, while our referral program allows us to extend that impact through trusted professional networks and individuals.”

Designed for Professionals and Individuals Alike

The SBO Referral Program is ideal for both professionals and individuals who know someone starting a business, as well as for companies looking to scale or needing a specific service.

By participating, referral partners align themselves with a consulting company grounded in academic research, strategic marketing science, and operational excellence.

About Strategic Business Optimization

Strategic Business Optimization (SBO) is a U.S.-based strategic consulting company providing business plan services, advanced market research solutions, and strategic marketing development for startup and growth-stage organizations.

Under the leadership of Dr. Okera Jenkins, SBO integrates academic rigor with real-world consultancy expertise to deliver measurable, data-driven business outcomes.

SBO's mission is to help entrepreneurs become "Runway Ready" through structured strategy, validated research, and operational precision. Visit the [Business Optimization Blog \(B.O.B.\)](#) for free business insights.



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