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1. **Executive Summary**

Case Relief is an e-commerce company designed to become the new fashioned way of aiding those in need. Many companies sell products, many organizations raise money for a good cause, few combine them. Case Relief, through sales of phone cases, contributes a percentage of each sale to disaster relief organizations. The advantage over the traditional phone case sales company that Case Relief has is that it offers a guilt free purchase. The advantage over traditional charity companies is that Case Relief offers something to show for a donation. These guilt free purchases represent cost free advertisement of the company through its branded cases, and the cause represents an incentive to give and tell.

1.1 Objectives

Case Relief’s objective is to be a sustainable means of helping those who are in the most urgent and catastrophic need. Case Relief seeks to attract customers who seek a great value, and change the world, and to provide these customers with the solution to their needs. Case Relief seeks to develop a beautiful, useful, and inspiring website to serve as the face of the company. Finally, Case Relief is looking to revolutionize the structure charity fund raising.

1.2 Mission

Case Relief’s goal is to provide relief to those in disaster areas by becoming the go-to source for low priced phone protection supplies and donating as much money possible to organizations specializing in disaster relief and recovery.

1.3 Keys to Success

* Marketing
* Supply Chain
* Product quality
* Web Design

**2. Company Summary**

Case Relief’s goal is to provide relief to those in disaster areas by becoming the go-to source for low priced phone protection supplies and donating as much money possible to organizations specializing in disaster relief and recovery.

2.1 Company Ownership

Case Relief is a privately held Texas company. It is owned by Cameron Rodriguez, Thomas Pickering, and Mark Fuertes.

2.2 Company History or Start-Up Plan

Case Relief will incur the following start-up costs:

* Web development
* Legal fees for business formation
* Office supplies
* Desks, chairs, filing cabinets
* Shelving units for inventory storage
* Computer systems with Microsoft office, QuickBooks Pro, an internet connection, Visual Studio IDE

|  |  |
| --- | --- |
| Web Development | $20,000 |
| Legal fees for business formation | $4,000 |
| Office Supplies | $200 |
| Desks, chairs, filing cabinets | $4,000 |
| Shelving units for inventory storage | $2,000 |
| Computer systems | $6,000 |
| **TOTAL** | **$36,200** |

2.3 Company Locations and Facilities

## Case Relief will be located at Texas, Dallas - Cityplace

2711 North Haskell, Suite 550,Dallas, Texas, 75204

**3. Products**

3.1 Product Description

The following are the products that are offered by Case Relief. All 3 brands are available to add to each of our case designs for phones and tablets.

* Case 1- A sleek plastic case that stacks up a little higher around the sides to help prevent screen cracking
* Case 2- A practical rubber case that feels extra smooth in the hand and givs extra thick protection around the corners that tend to take a beating from phone and tablet users.
* Case 3- The powerhouse of our cases. Practically invincible, thick all around, can survive just about any fall.

3.2 Competitive Description

The advantage Case Relief offers for its products isn’t necessarily the strength of the phone cases, as they will just as good as other competitors in terms of quality. What Case Relief offers is something to show, a donation, giving a guilt free purchase. These guilt free purchases give Case Relief product advertisement without expense, while the cause represents an incentive to give and tell.

3.3 Sales Literature

Case Relief believes in the power of helping others to help drive consumers to our product as part of our strategy. But we believe other advertisements and product descriptions for people are necessary, as word of mouth alone will not reach enough people and won’ always tell them enough about who we are. In addition to web advertisements previously described, there will also be brochures to hand out to others as well as shirts to hand out when major natural disasters hit in order to raise awareness.

3.4 Sourcing

Case Relief only uses trusted manufacturers that believe in helping natural disaster victims as much as we do. The process for producing phone and tablet cases is very straightforward, and does not include many raw materials, just a very short, low-cost process of making the cases.

3.5 Technology

Case Relief, as seen above, is offering a wide variety of cases. Each are made of varying materials, each of which have been designed with the intention of preventing damage to smartphones and tablets. The most common cause of damage in phones is dropping them while carrying them. All Case Relief products have been designed by the manufacturer to always protect the phone from such events, and some can protect it against much worse circumstances. These aren’t just those flimsy rubber “cases” that don’t wrap around the phone and don’t protect the screen from being cracked.

3.6 Future Products

**4. Market Analysis**

4.1 Market Segmentation

Case Relief is in the disaster relief industry with its products focused on technology protection. the industry is a $8 billion dollar industry with over 3,000 businesses competing. With new technology being produced, most customers want to make sure that it is protected from any potential damages. The investment in the technology is either for entertainment, education, or for operations. Whatever the reason is, Case Relief provides all of the products needed to ensure your investment is safe and secure.

4.2 Target market Segment Strategy

Case Relief is targeting the mobile technology segment of the market. The strategy is so raise awareness of other disaster relief foundations by providing you a product that helps protect you and donating a portion of the sales to the foundation you’d like to help. It mainly targets those who want a new case, and also wants to help those in need by helping to donate to those foundation.

4.2.1 Market Needs

The market has a need for new innovative products to help keep a fresh line of products available. People love to customize their items, so each product should come in a variety of colors. If the main cause is a need in itself. There is a need that needs to be filled for those who are having to unfortunately pass through a hardship.

4.2.2 Market Trends

Once mobile devices were introduced into the market, a new trend of protective case was introduced. There are many types of cases you can buy for your mobile device. Roughed cases, a hybrid case that combines silicon and high grade polycarbonate, water and weatherproof cases, and now battery cases have come into the market. What Case Relief is trying to achieve, is a product for all of those fashion and style craving people along with aiding those that do not have anywhere to sleep because of a disaster that happened in their home location.

4.3 Industry Analysis

There are many moving part that it takes to control in order to successfully deliver a product to the consumers. Distribution Patterns, Factors of Competition, and fighting for a market share against your main competitors are just some of the struggles that need to be overcome.

4.3.1 Distribution Patterns

Distribution has a variety of factors to it. It is a process that is used as soon as an order is submitted. The company must analyze what would be the fastest and cheapest way to get the product to the customer. Do you sell it at a higher price to cover shipping and then offer free shipping? Once Case Relief narrows down to type of shipping they want to use, the company has to find the cheapest competitor that can provide the service. This is where profits can leak.

4.3.2 Factors of Competition

These involve things such as:

* Customer service
* Warranty
* Business Cause
* Quality and durability of the product.

4.3.3 Main Competitors

The main competitors are big name companies like Otterbox, Speck, Incipio, and CaseMate. They have been in the industry much longer and have had thousands of changes to improve their products to meet expectations of the customers. It is harder to compete with them because of brand recognition and the capital they now possess. Case Relief will rely on product quality, customer service, and on raising awareness of disasters to show that is the reason they are in business.

**5. Strategy and Implementation**

Case Relief’s strategy is based on capturing a small percentage of the phone case sales market by offering a product that customers can feel good about purchasing.

Additionally, Case Relief intends to create a reliable trusted brand to make the purchase worth sharing and repeating.

5.1 Strategy Pyramids

Case Relief translates strategy to action in its product selection and branding. Products will be selected based on their value to the customer, products that do not meet the requirements of a repeat purchase for customers will be excluded from the offerings. Branding will play a key role in the implementation of strategy; cases must beg to be asked about. The question from the friends and family of customers is the key player in Case Relief’s outreach. It not only refers new customers, but solidifies the satisfaction the original customer has with their purchase Case Relief.

5.2 Value Proposition

The value offered by Case Relief is two fold. Customers receive the benefit of a phone protected from damage that saves them from an expense numbering in the 100’s of dollars. Customers also receive the satisfaction of their want to help others in serious need.

5.3 Competitive Edge

The competitive advantage of Case Relief extends into two markets; the phone case sales market, and the charity market. The advantage over the traditional phone case sales company that Case Relief has is that it offers a guilt free purchase. The advantage over traditional charity companies is that Case Relief offers something to show for a donation.

5.4 Marketing Strategy

Case Relief’s marketing strategy is to begin directing customers to the site via Google AdSense. Once a critical mass of customers is achieved of repeat customers and their rate of referral, AdSense will become unnecessary and thus be discontinued.

5.4.1 Positioning Statement

For those looking to protect both their investments and restore the investments of others, Case Relief is the go-to source for your phone protection with a cause.

5.4.2 Pricing Strategy

Overall pricing strategy for Case Relief is to offer the highest product quality for the price. Pricing will revolve around round numbers in multiples of ten. For every ten dollars spent, a better tier of quality will be available. From a cheap plastic case, to an otter box that survives a 50 foot fall, the customer will decide what quality they would like.

5.4.3 Promotion Strategy

Promotion of the product will involve two phases. Phase one is the market penetration phase, this is where Case Relief will send the word out around the web. This will involve internet based advertising via products like Google’s AdSense. Phase two occurs naturally as customers refer their friends and family to Case Relief for reasons that are either emotionally based, value based, or both. Customers may refer because of the charity effort that Case Relief is involved with. Customers may also refer because of the great value offered by Case Relief.

5.4.4 Marketing Programs

Case Relief will pick back up phase one of its promotion strategy when natural disasters occur and are in the news. Doing so will allow Case Relief to rope in more customers in times of need to better aid the response of disaster recovery organizations as well as boost the overall customer base.

5.5 Sales Strategy

Case Relief’s sale’s strategy is to emphasize its core strengths during the process of the sale. Case Relief will make its great efforts in aiding charity organizations as well as the great value it offers.

5.5.1 Sales Forecast

Our sales forecast covers the first 12 months of operation. Because of the nature of Case Reliefs true mission,we expect great variability over time in sales based on the advertisement and also on the amount of attention natural disasters are getting to our target market.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 |
| Case 1- Plastic | $3,800 | $4,700 | $5,200 | $5,500 |
| Case 2- Rubber | $4,400 | $4,900 | $5,800 | $6,100 |
| Case 3- Powerhouse | $3,800 | $4,400 | $5,100 | $5,500 |

5.5.2 Sales Programs

The second marketing program that Case Relief will have on an occasional basis is the auction of a custom designed case. Case Relief will request donations from artists to design and create their own one of a kind case.

5.6 Milestones

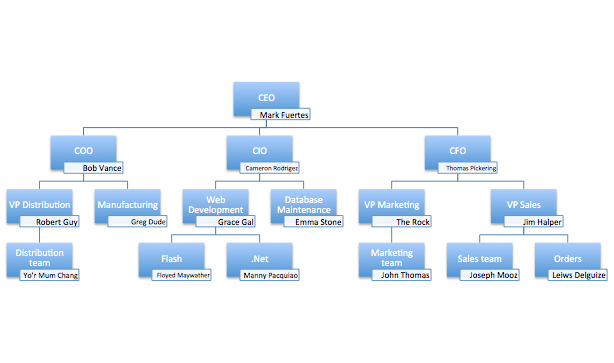
* Business plan completion. This will be the roadmap for the company.
* Office set up
* Order and receive product
* Website complete
* Launch website

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Begin Date** | **End Date** |
| Business plan completion | 2/19/2015 | 2/25/2015 |
| Office set up | 5/1/2015 | 5/2/2015 |
| Order and receive product | 4/28/2015 | 5/2/2015 |
| Website complete | 2/21/2015 | 4/20/2015 |
| Launch website | 5/2/2015 | 5/2/2015 |

**6. Management Summary**

6.1 Organizational Structure

Like any other business, Case Relief has customized its organizational structure based on the strengths of those that make up the organization. The company will be structured into a 3 department hierarchy with each department made up of an executive and his team of vice presidents. The departments are Operations, IT, Sales and Accounting. Below is a diagram of the departments.



6.2 Management Team

Mark Fuertes is the CEO of Case Relief. He is a very active volunteer in the community. This helps to show that he not only cares about the people in serious disasters, but he also cares about his community and loves to give back. With his well rounded education in business, his Business Analyst experience with Hielan Group, and his previous small business start up, he has what it takes to drive Case Relief in the right direction to help even more people in need.

Bob Vance has been hired as the companies COO. His previous experience with his company, Vance Refrigeration, and his degree from Penn State University, he is well qualified to manage the day to day operations of Case Relief.

The CIO for the company is Cameron Rodriguez. His passion for IT and web-development have helped Case Relief join their competitors in the protection case market with an elegantly designed website. His experience in Dr. Windsor's class have help to further sharpen his skills in web development. With his creativity in designing websites Case Relief will be able to attack more customers to help aid those in need.

Last, but not least, our CFO Thomas Pickering. His education and experience with accounting concepts and software make him the perfect candidate to apply those to our sales division. His talent has helped boost our sales and therefore boost the amount of contribution we are able to donate to each disaster relief fund.

6.3 Management Team Gaps

Every executives of the company is not able to addressed fill in all of the gaps that are in the start-up infrastructure of the company. This take time to develop a method to address such issues. For the time being, Case Relief will address gaps in the company by the use of collaboration among the executives with help from the corresponding vice presidents. This will help the section of the company feel that all other areas are there to support them until a solution is found. Once the solution is in place, Case Relief will use the previous experience and assign those type of problems to the most effective individual that helped find the solution the first time. As the company grows and these gap issues become more frequent, Case Relief will hire and train an individual to specialize in these type of problems.

**7. Financial Plan**

7.1 Important Assumptions

Case Relief offers very basic products, so multiple payment installments will not be offered by our company. However, many different payment options will be accepted. Cash, check, credit cards ranging from American Express, Visa, Mastercard, and many others will be accepted. We will also accept PayPal, with plans to eventually have a feature that allows customers to pay using an Amazon account.

7.2 Key Financial Indicators

There a few different indicators Case Relief will closely monitor as the company grows in order to ensure that the company is moving in the direction it needs to in order to benefit both disaster victims and Case Relief owners and staff.

* unit sales
* return on investment
* Inventory Turnover rate
* product quality

7.3 Breakeven Analysis

Case relief anticipates approximately $36,000 in start-up costs, as shown by the table in section 2. Expenses to maintain the company are very low. The only real maintenance costs are the cost of goods sold, which will be the primary expense the company looks to overcome as it moves to offset start-up costs within 12 months. Depreciation would only apply to office supplies and would be negligible in the first 1 months. Sales Revenue of cases is expected to be $59,200. If this expectation is met, it will be just enough to offset the initial costs.

7.4 Projected Profit and Loss

As stated before, the process that Case Relief will implement is very simple and straightforward, allowing for more efficiency with both financial planning and the sale of the product to help more victims at a faster rate. Listed below is the gross profit margin, listed quarterly, that Case Relief is forecasting, for a total of $48,400 Gross Profit

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 |
| Sales Revenue | $12,000 | $14,000 | $16,100 | $17,100 |
| COGS | ($2,000) | ($2,300) | ($2,700) | ($3,800) |
| Gross Profit | $10,000 | $11,700 | $13,400 | $13,300 |

7.5 Projected Balance Sheet

|  |  |
| --- | --- |
| Current Assets: |  |
| Cash | $12,400 |
| Legal fees for business formation | $4,000 |
| Office Supplies | $200 |
| Desks, chairs, filing cabinets | $4,000 |
| **Total Current Assets** | **$20,600** |
| Long-Term Assets: |  |
| Shelving units for inventory storage | $2,000 |
| Computer systems | $6,000 |
| Web Development | $20,000 |
| **Total Long-Term Assets:** | **$28,000** |
| **Total Assets:** | **$48,600** |
| Current Liabilities: |  |
| Short-term debt | $2,400 |
| Long-term Liabilities: |  |
| Long-term debt | $33,600 |
| **Total Liabilities:** | **$36,000** |
| Equity: |  |
| Retained Earnings | $12,400 |
| Paid-in Capital | $200 |
| **Total Equity** | **$12,600** |
| **Total Liabilities and Equity:** | **$48,600** |

7.6 Business Ratios

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ratio | Q1 | Q2 | Q3 | Q4 |
| Total Asset Turnover | 2.31 | 1.82 | 1.48 | 1.57 |
| Assets to Sales | 0.43 | 0.55 | 0.68 | .73 |
| Acid Test ratio | 9.24 | 12.66 | 15.21 | 16.07 |
| Sales/Net Worth | 2.57 | 1.97 | 1.58 | 2.17 |