



Anthea's
Grano-lo

BUSINESS PLAN

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II. Executive Summary

Anthea's Grano-lo is a start-up business located in Brooklyn, NY serving the needs of women with **gestational diabetes**. The product will have a great impact on the lives of **women** and families in that it will make it easier for them to keep their **blood sugar in a safe range during and after their pregnancy** and to be part of their life-saving effort in consuming a low-calorie, high fiber (extra fiber helps control sugar) breakfast/diet or snack.

It is what a **pregnant woman** with gestational diabetes can use **as part of her special diet** and as her family counts on her to be up and around, feeling good and handling her daily activities; if she controls her diet, she may not have to take medication. While adding this high complex carbohydrates and low saturated fats Grano-lo to her diet, will also be adding an ingredient that is among the most nutritious foods on the planet, since one of the ingredients is meant to make her feel full, she will have the energy she needs and won't have the hunger cravings.

Granol-lo is ready to eat with all the ingredients that a pregnant woman needs. It is very convenient for her and makes her life so much easier and healthier, especially when she doesn't have time to eat properly before leaving for work. The product has a low glycemic index, helping to keep her blood sugar levels from elevating too high after eating.

In the past few years, granola cereals have exploded in popularity and are now consumed by health conscious people all over the world. Anthea's Grano-lo is easy to enjoy anytime, anywhere. Made with natural ingredients and no added sugar; it is delicious and versatile: it can be sprinkled on yogurt, enjoyed with milk – as a hot breakfast cereal, a parfait, or to just eat as-is, any time. It **retails for \$8.00, for a 1 pound bag**.

The target market is **women (with gestational diabetes) from all walks of life**. During the first year, the company will cover a **1%** of total market share by selling **2,428** units per month in local supermarkets and spreading the words through the community by generating awareness about the problem that pregnancy can create.

The company started out by trying a unique marketing approach, just greeting people with a smiling face and have them leave with a sample of the granola. That's because our approach to marketing does not take place on social media, but one of the places is at health seminars sponsored by Brooklyn Hospital Center once a month – teaming up with an

organization called “*Wellness for Life*”. We speak about the product and hand out samples to all attendees. Trusting in the value of face-to-face interactions, we don’t only speak about the product, we’re usually well prepared to sell packages of the granola with our beautifully designed label and package choice. Our product has a pretty sizable audience who are very interested in improving their health, so they come with many questions. Other advertising venues are: - Clinics - Beauty Salons - Social media and Laundromats.

III. General Company Description

Anthea’s Grano-lo is a business in the heart of Brooklyn, NY that will create an all-natural nutritious, no sugar added, and extra high fiber granola for women with gestational diabetes.

Mission Statement:

Our mission is to provide a very high fiber, low calorie, delicious granola called Grano-lo that can be part of the special diet of a woman who has gestational diabetes. The product will establish itself as the perfect, highly nutritious cereal OR snack that can be enjoyed not only for breakfast, but any-time.

Objectives:

- To lead in producing delicious high fiber granola, with no added sugar but has added nutritional ingredients and extra fiber that make it very helpful in assisting in healthy eating for women with gestational diabetes. To provide a product not only because the customer enjoys eating it but because it is good for her and will help keep her sugar in a safe range, during and after her pregnancy.
- To produce a product that one can feel comfortable in recommending for a woman with gestational diabetes - as one of her high fiber option (replacing bread).
- To have a customer repeat purchase rate of 50% by end of first year through a loyalty/coupon program.

- To generate 20% sales increase by the end of the second year by introducing great new ways to enjoy granola, emphasizing the wholesome natural goodness of the product and by getting **coupons** into the hands of **GYN doctors** and **nutritionists** to give to their patients.
- To increase the number of customers served by at least 20% per year through providing a great product, hiring the right staff and by following a trend in the tech industry – aiming at getting at so-called foodpreneurs that have a more agile management operation – and their know-how in the natural food arena.

Business Philosophy:

The business/management philosophy of Grano-lo is based on good health along with cultural awareness and respect. The well-being of its customers is very important; seeing them not as customers but as flesh and blood – women like us, whom we are privileged to serve, going to extreme lengths to satisfy and nourish our customers.

The company believes it's not always such a good idea to follow what others have done some time, but to create a niche, add value and convenience to our product, to have it stand out in the market. – Thereby creating business growth. In order to have that happen, Anthea's Grano-lo will be a business that will exercise great care in who we hire, where hardly anyone leaves once he/she is hired. A business that chooses and promotes leaders because of their wisdom and capacity for love and care, while being innovative and raising our selling standards and not being afraid to try new ideas and concepts.

Later, Anthea's Grano-lo will address more diverse customer needs and tastes by offering other items like "Granola bites" and other tasty high fiber, low calorie products. In doing so, we will be sure to maintain good customer service, packaging and product quality; doing them all unconventionally with a WOW.

IV. Product

Customers are looking for a product that will make their lives easier/healthier while delivering many essential nutrients, minerals and fiber; causing increased market segmentation. The product is all natural – no artificial additives, not stripped of its nutrients during processing,

will be marketed to women. In this case, it is driven by consumer need (women with gestational diabetes); due to the fact that it has the nutrients, healthy fats, keeping you feeling full with a **special added ingredient** that is among the most nutritious foods on the planet. It is loaded with fiber, protein, Omega-3 fatty acids and various micro-nutrients, grown abroad, nuts and seeds – so vital to the woman with gestational diabetes.

In the past few years, granola cereals have exploded in popularity and are now consumed by health conscious people all over the world. Anthea's Grano-lo is easy to enjoy anytime, anywhere. Delicious and versatile: it can be sprinkled on yogurt, enjoyed with milk – as a hot breakfast cereal, a parfait, or to just eat as-is, any time. **It retails for \$8.00 for a 1 pound bag.**

Product - from the customers' point of view:

Anthea's Grano-lo is easy to enjoy any time, not only for breakfast. It has a light yet crunchy delicious taste. That is easy to get used to and tastes good with milk as well as dry. Using the seeds; a nutrient-dense super food that allows you to feel full faster; it's the number 2 ingredient in Grano-lo. These seeds are the highest plant-based form of protein, fiber, and omega-3 for a breakfast that is nutritious and filling. Customers agree it is delicious, nutritious and even improves weight loss while reducing cardiovascular heart disease risk as well as blood sugar levels. Some people think that granola is very sugary and high in calories, since that's what they hear and see all around them. That misperception is a shame because the right granola packs a lot of nutrition into relatively few calories.

Features and Benefits

We're proud to say that the benefits of consuming Grano-lo is enjoying its high fiber, low calorie content – no sugar or honey. Sweetened with a **natural low-calorie** ingredient and with the world's most nutritional ingredient added that increases in size as it is consumed, adding vitamins and nutrients and makes you stay full longer. All these are unique to Grano-lo.

V. Industry Analysis

Data from the *National Diabetes Statistics Report, 2014* (released June 10, 2014)

Prevalence: In 2012, 29.1 million Americans, or 9.3% of the population, had diabetes.

Approximately 1.25 million American children and adults have type 1 diabetes.

- **Undiagnosed:** Of the 29.1 million, 21.0 million were diagnosed, and 8.1 million were undiagnosed.
- **New Cases:** The incidence of diabetes in 2012 was 1.7 million new diagnoses/year; in 2010 it was 1.9 million.
- **Pre-diabetes:** In 2012, 86 million Americans age 20 and older had pre-diabetes; this is up from 79 million in 2010.
- **Deaths:** Diabetes remains the 7th leading cause of death in the United States in 2010, with 69,071 death certificates listing it as the underlying cause of death, and a total of 234,051 death certificates listing diabetes as an underlying or contributing cause of death.

According to industry research the **whole grain/granola industry is a growing industry** precisely because more people are becoming health conscious and finding out what they should eat.

Market research

During pregnancy – usually around the 24th week - many women develop gestational diabetes. A diagnosis of gestational diabetes doesn't mean that she had diabetes before she conceived, or that she will have diabetes after giving birth. But it's important that she follow her doctor's advice regarding blood glucose (blood sugar) levels while she is planning her pregnancy, so she and her baby both remain healthy.

A recent report from Montana showed that the prevalence of **Gestational Diabetes Mellitus** (GDM), as reported in the birth certificate records, increased by ~10% among white women and by ~21% among American Indian women between 2000 and 2003. Variation of penetration of screening over time and criteria for GDM diagnosis were not available.

Finally, a recent study examined GDM prevalence as reported in the New York City birth certificate records in 1990 and again in 2001. The prevalence of diagnosed GDM increased by ~46%, and increments were observed in all race/ethnicity groups. However, possible variations in penetration of screening or in criteria used to diagnose GDM were not documented. Also in this study, the prevalence of GDM was higher among Asian women.

Women and Diabetes

Diabetes currently affects over 246 million people worldwide and over half of these people are women. Already considered an "**epidemic**," researchers expect these rates to increase to 380 million by 2025. In the US, almost 21 million children and adults have diabetes - including 9.7 million women -- and almost one third of them do not know it. Diabetes can be especially hard on women. **The burden of diabetes on women is unique, because the disease can affect both mothers and their unborn children. Diabetes can cause difficulties during pregnancy such as a miscarriage or a baby born with birth defects.** Women with diabetes are also more likely to have a heart attack, and at a younger age, than women without diabetes.

Diabetes is the fifth deadliest disease in the United States, and it has no cure. For women who do not currently have diabetes, pregnancy brings the risk of gestational diabetes. **Gestational diabetes develops in 2% to 5% of all pregnancies** but disappears when a pregnancy is over. Women who have had gestational diabetes or have given birth to a baby weighting more than 9 pounds are at an increased risk for developing type 2 diabetes later in life.



VI. Competitive Landscape

Demand is driven by **demographics** and **health considerations**, particularly the attitudes of busy families and working professionals toward the first meal of the day. The profitability of individual companies depends on managing raw material costs, operating efficiently, and

maximizing retail shelf space. Large companies have advantages in purchasing, distribution, and marketing. Small operations can compete effectively by manufacturing cereals that emphasize organic or healthful ingredients.

Competition

Some of the products and companies that will compete with me are:




- KIND Healthy Grains

- Fifty-50

- Granola Factory

Table 1: Competitive Analysis

RATING (Scale - 1 - 4: 1 = Poor, 4 = Excellent)				
FACTOR	Me Grano-lo	Competitor A 	Competitor B Fifty50	Importance to Customer
Products	4.0	3.0	4.0	4.0
Price	4.0	3.0	3.0	3.0
Quality	4.0	3.0	3.0	3.0
Selection	4.0	2.0	1.0	3.5
Taste	4.0	3.0	3.0	3.0
Nutritional facts/Value	4.0	2.0	4.0	4.0
Customer Awareness	2.0	3.0	2.0	4.0
Expertise	4.0	3.0	3.0	4.0
Company Reputation	4.0	2.0	3.0	4.0
Location	3.0	2.0	2.0	4.0
Package	4.0	1.0	4.0	4.0
Sales Method	3.0	3.0	4.0	4.0
Customer	4.0	3.0	3.0	4.0
Distribution	3.0	4.0	3.0	4.0
Advertising	3.0	3.0	2.0	2.0

The company will be poised to take advantage of the change by steadily advertising and educating the public, while maintaining a product worth buying and consuming.

The most important company strengths and core competencies are first our passion for eating healthy and seeking to help others do the same with our many years of practicing good eating habits and educating others. The factors that will make the company succeed are its uniqueness in **ingredients**, marketing strategies, talented staff, and the very important practice of giving back to the community; help those **who don't know** or **don't have**, around the world.

The major competitive strengths will be our wholesome ingredients in the product and the concern in finding the right people to work with us and creating roles for them. The background experience, skills, and strengths that we bring to this venture consist of the following:

- Previous business and management experience.
- Many years of holistic health, wellness practices, working with nutritionists and giving lectures at various locations.
- Legal form of ownership will be a: Limited liability corporation (LLC).

STRENGTHS	WEAKNESSES
<p>Location: Our first location in Brooklyn, will draw in visitors and neighborhood shoppers.</p> <p>Uniqueness: We stand out as a unique alternative to regular high sugar, non-nutritive granolas; offering distinct new ingredients that behave differently in the body. Made specifically for women with gestational diabetes.</p> <p>Strong Management: We have assembled a team that embraces different disciplines with expertise in all areas of the business.</p>	<p>Lack of Capital: Most start-up funds will come from loans and investors.</p> <p>Lack of reputation: We need to establish ourselves as a reputable granola seller.</p>
OPPORTUNITIES	THREATS
<p>Area growth: Marketing to more working mothers.</p> <p>Working families with children: This is a growing population, both in numbers and in their choice of convenience foods. Working pregnant mothers with gestational diabetes have little time to prepare a good nutritious breakfast/snack, to help manage their health.</p>	<p>Competition: A few competitors sell similar granolas, and have loyal customers as well as relationships with businesses that regularly buy from them.</p> <p>Being under-prepared for opening numbers: Initial poor service or quality could discourage customer from returning.</p>

VII. Target Market Analysis

The target market is women (especially women with gestational diabetes) from all walks of life. With Social media we will use it as the next tool to increase visibility to the masses; gathering wider customer base.

Customers

Our targeted customers are women with gestational diabetes, because they seem to be left out most times without a very good low calorie high fiber option to consume as part of their low calorie diet. This product can be marketed to women locally, as well as women world-wide, because women all over the world get pregnant and may be subject to getting gestational diabetes and don't have access or have never heard of this option. It is so important for these women to have this in their diets because high fiber is recommended to be eaten to help with the control of diabetes, but so often many other like products are filled with sugar. The customer will be of child-bearing age and of course female.

Niche

Our unique corner of the market is women with gestational diabetes. We look forward to mass producing this product to meet these consumer's demands for wholesome cereals, to revitalize cereal sales. The niche will allow me to put focus on adults/women after decades of appealing to younger consumers. The **breakfast cereal category is highly saturated** with cold cereal household penetration rate of 91.6% and a hot cereal household penetration rate of 61.8%, according to IRI Builders Panel data. Cold cereal sales have remained virtually flat during the past several years, with a 1% decline from 2011 – 13 to reach \$10.1 billion.

The **hot cereal segment has proven to be the category's true area of growth**, showing a 7% sales increase from 2011-13. After inflation, however, the category experienced actual declines of 7%, bringing sales to \$11.5 billion. Manufacturers are rapidly innovating to meet changing cereal eating occasions that are moving away from the breakfast table and toward on-the-go consumption.

Consumer interest in **better-for-you foods** is **extremely relevant to the category**. Product innovation is being driven by a demand for high-protein, high-fiber and low-sugar options. To keep the category moving forward, adults are increasingly being targeted.

VIII. Marketing Plan

Promotion

- Social media. - Using Instagram and Printinterest - customers will see our ads; we will be encourage them to have an input - we need to hear what they have to say.
- Word of mouth. - We will also use a unique marketing approach, just greeting people with my smiling face and have them leave with a sample of my granola.
- Women's magazines,
- Blogs. – Identify influencers and maintain an organic outreach.
- Offer coupons and have doctors and nutritionist recommending Grano-lo.
- Health seminars sponsored by **Brooklyn Hospital Center** once a month - a session called "*Wellness for Life*". We speak about the product and hand out samples to all attendees. Trusting in the value of face-to-face interactions, we not only speak about the product we are usually well prepared to sell packages of the granola with our self-designed label and package choice. The product has a pretty sizable audience (mostly women) who are very interested in improving their health, so they come with many questions.

Pricing

Method or methods of setting prices. We don't have the lowest price; it's not our policy. It will rob us of the needed profit margin; customers don't really care as much about price as most people think; and large competitors can underprice us anyway. Grano-lo will do better to have average prices and compete on **quality** and **service**. Therefore, the prices of the competition are about the same, which again, is not that important since the customers usually make their decisions on nutritional value, convenience and taste.

Distribution Channels. - The product will be sold in

- Small supermarkets at first and
- Directly to the final consumer

IX. Operational Plan

The daily operation of the business will be handled by the administrative assistant and me, utilizing our current equipment, small convection oven and small kitchen, to start.



Production

Grano-lo will be produced in Brooklyn, NY. Methods of production techniques and costs:

- **Quality control** – Will be handled by the General Manager and President Anthea Wallace, making sure that an excellent product is produced in order to receive repeat business.
- **Customer service** – Customer service is paramount and ensured at all cost.
- **Inventory control** – Ensure that physical inventories are performed in compliance with company controller/manager's policy.
- **Product development** – Hope to develop other products such as a Breakfast Cookie and Oat squares and more at a later date.

Personnel

- Number of employees - number of employees is 1 plus a consultant in the beginning.
- For certain functions, will use contract workers in addition to employees.

Inventory

- The type of inventory that will be kept is: raw materials – Oats and various other ingredients as needed.

X. Management and Organization

- **The Public relations Officer** – will work in-house, basically managing the reputation of Grano-lo. He/she will gain support and understanding for our customers, while they view their opinions and behaviors. They will be encouraged to use all forms of media and communication to build and manage the company.
- **Anthea Wallace.** - Her experience (over 15 years) spans from Nutritional enthusiast to graphic artist, printer and business manager. Therefore, able to work in this new environment easily; able to supervise employees on multiple projects. Will be able to direct the team daily as we work diligently to maintain and current customer and gain more; to create innovative visual work and printing services. Communicate with clients. Seek the advice / recommendation of PR officer and nutritionist while keeping cost in mind when making the final decision.
- **Karen Congro Rd - CDN (Nutritionist)** - 20 years experienced registered dietitian and director of the Wellness for Life Program at the Brooklyn Hospital Center in New York City – will work part-time as a consultant.

Professional and Advisory Support

Board is as follows:

- Attorney - Mr. Francis
- Accountant – Wesley Palmer
- Insurance agent – Mr. Benson
- Banker– Ms Valez
- Consultant - Karen Congro

XI. Financial Plan

The financial plan consists of a **12-month** profit and loss projection, start-up investment, sales projections and personal costs.

Assumptions:

- Based on census crude birth rate, we are assuming that our potential market is 121K pregnant women a year.
- The company will cover a 1% of total market share.
- Frequency of consumption is twice a week.

Potential Market:

Crude Birth Rate 14.3 (pregnant women) * 8,491 (rate based on total population)

Total Population of New York City:	8,491,079
Total of pregnant women by year (Potential Market)	121,422
Frequency of product consume (times a month)	2
Total potential units consumed in NYC	242,845

Market share based on total potential units consumed (1%)	2,428.45
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- Company will maintain a steady production for the first year based on production capacity. Therefore, sales will remain constant.
- Company will operate with 3 employs for the first year:

Personnel Costs						
Salaries	# of employees	Hourly Rate	Hours per week	Weekly Salary	Monthly Salary	Yearly Salary
Production	1	\$ 15.00	20	\$ 300	\$ 1,299	\$ 15,588
Sales	1	\$ 22.00	20	\$ 440	\$ 1,905	\$ 22,862
Manager	1	\$ 25.00	20	\$ 500	\$ 2,165	\$ 25,980
Employee 4		\$ -				
Employee 5		\$ -				
TOTALS				\$ 1,240	\$ 5,369	\$ 64,430
Payroll Taxes	20%				\$ 1,074	
Total Personnel					\$ 6,443	

Start Up Costs:

GRANO-LO
Statement of Start Up Costs
Year 2015

Sources of Cash:		
Personal Savings	\$	15,000
Family and Friends	\$	10,000
Loans	\$	-
Investor	\$	-
Other	\$	10,000
Total	\$	35,000
One Time Purchases:		
Communications		
Internet/Cable/Office Phones	\$	300
Cell Phones/Data Plans	\$	200
Deposits		
Rents	\$	-
Utilities	\$	500
Insurances		
General Liability	\$	1,200
Product Insurance	\$	500
Leasehold Improvements		
Designer/Architect	\$	2,000
Construction & Remodeling	\$	3,000
Machinery & Equipment		
Machinery	\$	4,000
Office Equipment	\$	500
Marketing & Promotion		
Advertising - Print	\$	500
Website & Online Marketing	\$	1,400
Product Inventory	\$	5,000
Professional Services		
Legal	\$	1,000
Licenses & Permits	\$	1,500
Supplies		
Product Supplies (non inventory)	\$	1,500
Other		
Unanticipated (10% of total)	\$	2,300
Total	\$	25,400
Beginning Balance:		
	\$	9,600

Cash Flow in - Statement of Income – Year 2016

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL	%
Beginning Cash Balance	\$ 9,600.00	\$ 10,154.16	\$ 10,708.32	\$ 11,262.48	\$ 11,816.64	\$ 12,370.80	\$ 12,924.96	\$ 13,479.11	\$ 14,033.27	\$ 14,587.43	\$ 15,141.59	\$ 15,695.75	\$ 16,249.91	
REVENUE														
Product/Service 1	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 233,088.00	1
Product/Service 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0
Product/Service 3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0
Product/Service 4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0
Product/Service 5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0
Total Revenue	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 19,424.00	\$ 233,088.00	100%
COGS														
Product/Service 1	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 101,976.00	1
Product/Service 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0
Product/Service 3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0
Product/Service 4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0
Product/Service 5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0
Total COGS	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 8,498.00	\$ 101,976.00	100%
OTHER INCOME														
Earned Interests	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Loans	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Owner's Injection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Other Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Gross Revenue	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 10,926.00	\$ 131,112.00	56%

Cash Flow out - Statement of Expenses – Year 2016

EXPENSES	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL	
Advertising	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000.00	5%
Bank Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Communications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Insurance	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 1,440.00	1%
Loan Repayment	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00	1%
Marketing	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 7,200.00	6%
Meals	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 7,200.00	6%
Merchant Acct. Service	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Personnel Salaries	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 5,369.20	\$ 64,430.40	53%
Payroll Taxes (20%)	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 1,073.84	\$ 12,886.08	11%
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Travel (Gas, Tolls)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00	3%
Utilities	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	2%
Maintenance	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00	3%
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Other (10% cont.)	\$ 921.30	\$ 921.30	\$ 921.30	\$ 921.30	\$ 921.30	\$ 921.30	\$ 921.30	\$ 921.30	\$ 921.30	\$ 921.30	\$ 921.30	\$ 921.30	\$ 11,055.65	9%
Total Expenses	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 10,134.34	\$ 121,612.13	100%
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL	
Net Revenue	\$ 791.66	\$ 791.66	\$ 791.66	\$ 791.66	\$ 791.66	\$ 791.66	\$ 791.66	\$ 791.66	\$ 791.66	\$ 791.66	\$ 791.66	\$ 791.66	\$ 9,499.87	4%
Taxes (30%)	\$ 237.50	\$ 237.50	\$ 237.50	\$ 237.50	\$ 237.50	\$ 237.50	\$ 237.50	\$ 237.50	\$ 237.50	\$ 237.50	\$ 237.50	\$ 237.50	\$ 2,849.96	30%
Net Profit	\$ 554.16	\$ 554.16	\$ 554.16	\$ 554.16	\$ 554.16	\$ 554.16	\$ 554.16	\$ 554.16	\$ 554.16	\$ 554.16	\$ 554.16	\$ 554.16	\$ 6,649.91	3%
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL	
Break Even Sales	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 18,869.84	\$ 226,438.09	
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL	
Ending Cash Balance	\$ 10,154.16	\$ 10,708.32	\$ 11,262.48	\$ 11,816.64	\$ 12,370.80	\$ 12,924.96	\$ 13,479.11	\$ 14,033.27	\$ 14,587.43	\$ 15,141.59	\$ 15,695.75	\$ 16,249.91	\$ 16,249.91	

Cash Flow in - Statement of Income – Year 2017

Increase on sales by 50% compared with last year

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL
Beginning Cash Balance	\$ 9,600.00	\$ 10,154.16	\$ 10,708.32	\$ 11,262.48	\$ 11,816.64	\$ 12,370.80	\$ 12,924.96	\$ 13,479.11	\$ 14,033.27	\$ 14,587.43	\$ 15,141.59	\$ 15,695.75	\$ 16,249.91
REVENUE													
Product/Service 1	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 349,632.00
Product/Service 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Product/Service 3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Product/Service 4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Product/Service 5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 29,136.00	\$ 349,632.00
COGS													
Product/Service 1	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 152,964.00
Product/Service 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Product/Service 3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Product/Service 4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Product/Service 5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total COGS	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 12,747.00	\$ 152,964.00
OTHER INCOME													
Earned Interests	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Loans	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Owner's Injection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Other Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL
Gross Revenue	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 16,389.00	\$ 196,668.00

Cash Flow out - Statement of Expenses – Year 2017

Company will hire and extra employ to produce increased units

EXPENSES	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL	
Advertising	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,000.00	4%
Bank Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Communications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Insurance	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 120.00	\$ 1,440.00	1%
Loan Repayment	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,200.00	1%
Marketing	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 7,200.00	5%
Meals	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 7,200.00	5%
Merchant Acct. Service	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Personnel Salaries	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 6,668.20	\$ 80,018.40	56%
Payroll Taxes (20%)	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 1,333.64	\$ 16,003.68	11%
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Travel (Gas, Tolls)	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00	3%
Utilities	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00	2%
Maintenance	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,600.00	3%
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%
Other (10% cont.)	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 1,077.18	\$ 12,926.21	9%
Total Expenses	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 11,849.02	\$ 142,188.29	100%
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL	
Net Revenue	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 4,539.98	\$ 54,479.71	23%
Taxes (30%)	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 1,361.99	\$ 16,343.91	30%
Net Profit	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 3,177.98	\$ 38,135.80	16%
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL	
Break Even Sales	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 21,709.02	\$ 260,508.20	
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TOTAL	
Ending Cash Balance	\$ 12,777.98	\$ 15,955.97	\$ 19,133.95	\$ 22,311.93	\$ 25,489.92	\$ 28,667.90	\$ 31,845.88	\$ 35,023.87	\$ 38,201.85	\$ 41,379.83	\$ 44,557.82	\$ 47,735.80	\$ 47,735.80	