



**Name of Team:** Laura N. Cepeda, Project Leader

**Company Name:** F.L. Enterprises Inc. dba Neni & Me

**Product/Service Name:** Maternity and Breastfeeding products and services

**Company Address:** 472 Chalan San Antonio, Ste. 102 Tamuning, Guam 96913

**E-mail Address:** [info@neniandme.com](mailto:info@neniandme.com)

**Phone:** (671) 969-2229

**Name of Host Organization:** Guam Small Business Development Center (SBDC)

**Physical Address:** University of Guam School of Business & Public Administration room # 148, University of Guam, Mangilao, GU, 96923

**Mailing Address:** UOG Station, P.O. Box 5014, Mangilao, GU 96923

**Website:** <http://www.pacificsbdc.com>

**POC:** Denise Mendiola Hertslet

**Email Address:** [denise@pacificsbdc.com](mailto:denise@pacificsbdc.com)

**Phone:** (671) 735-2594

**Description of Product/Service:** Neni & Me provides maternity and breastfeeding products and services that aid, assist, and educate expectant, postpartum, and breastfeeding mothers on Guam.

## **BUSINESS PLAN for**

F.L. Enterprises Inc.  
Parent Company for  
Neni & Me (retail & distribution)

Submitted By:

Laura Nelson-Cepeda & Flora-Rose P. Weakley, Owners  
Physical & Mailing Address: 472 Chalan San Antonio  
STE 102 Tamuning, Guam 96913  
Phone: (671) 969-2229  
Email: [info@neniandme.com](mailto:info@neniandme.com)

Date: December 1, 2015

## I. EXECUTIVE SUMMARY

### A. Business Summary

**F.L. Enterprises, Inc.**, is a locally woman-owned retail and distribution company. We have established ourselves DBA as **Neni & Me** in June of 2012 as an online store and pop-up shop, doing person to person deliveries. Neni (means *baby* in the native Chamoru language on Guam). We offer services and products that aid, assist, and educate expectant, postpartum, and breastfeeding mothers on island. **Neni & Me** offers its customers a wide range of products and services to choose from. By offering a diverse selection of trendy, exclusive merchandise with benchmarked customer service, **Neni & Me** has quickly gained customer loyalty through its one on one service.

#### *The Opportunity*

**F.L. Enterprises, Inc.**, has focused its efforts on catering to niche markets. Currently on the island of Guam products and availability or accessibility to products on island is very limited. Specifically in the maternity and breastfeeding industry it is difficult to find affordable and diversified choices for a specified need. When **Neni & Me** first started it was the only company on island that catered directly to expectant and breastfeeding mothers. The products **Neni & Me** offers, provides solutions for filling the need in the specified industry. The company provides targeted market segments with the ability to find affordable, diversified, trendy, accessible, and much needed products that cannot be found on island. With the increase in popularity and demand of our products we have the opportunity to expand and cater to other niche markets.

#### *The Concept*

**F.L. Enterprises, Inc.**, prides itself on being the community leader for breastfeeding and maternity health. We have hosted, lead, and participated in many of Guam's first events, workshops, and services offered for prenatal and breastfeeding care, awareness, and education. We thrive on providing products and services that are not offered on island that are beneficial to the consumer. Also, products with local character that promote the Chamoru culture. The company is designed to satisfy customers by providing exceptional customer service and premium products at affordable prices. **F.L. Enterprises, Inc.'s**, niche is to provide products and services uncommon on the island with local flare, and personalized customer service.

#### *The Players*

**F.L. Enterprises, Inc.** is a locally, women owned business. The team consists of a unique mix of individuals that have broad backgrounds and diverse experience in the local government, retail, finance, and non-profit fields.

## B. Purpose of the Funds

F.L. Enterprises, Inc. will require initial start-up funding of approximately \$65,000.00. Loan funds will be used for capital and to expand the business in order to obtain a new retail location.

Details are as follows:

• Fixed Assets & Renovations	\$10,000.00
• Operating Capital	\$25,000.00
• Inventory	\$30,000.00
• TOTAL FUNDS REQUESTED:	<b>\$65,000.00</b>

## II. BUSINESS DESCRIPTION

### A. History and Business Ownership

**F.L. Enterprises, Inc. DBA Neni & Me** is a corporation that was established in June 2012. The company is founded by Flora-Rose Weakley and Laura Nelson-Cepeda both Guam locals (and mothers) who see the potential need for providing diverse product offerings on island to spark and enforce all facets of the community to enjoy and have the accessibility to have readily available services and purchase trendy, affordable products for locals, military, and tourists on island.

Established first as an online store and pop-up shop, also offering person-to-person deliveries, we provided organic products, breastfeeding supplies, and maternity apparel to mothers on island. As popularity grew, Guam's First and only Birthing Center reached out to us to open a physical location within their vicinity by February 2014. Since then the demand grew for a physical and stationary showroom, we increased our product line to meet the demands. We made it a point to also carry a "Loving Local" product line to promote other woman-owned businesses on island. We now carry over 10 locally produced (most Guam Product Seal holders) products that are being offered to our niche market. Through our growth via social media and our website we have gained popularity from neighboring Mariana Islands, and Guamanians in the Mainland that have purchased our products.

In 2015 we have expanded into offering services not found on island. We have or are currently offering prenatal yoga, baby massage, clean-eating workshops and groups, baby-wearing workshops, and a healthy living workshop. We are advocates of breastfeeding and have participated, lead, or hosted Guam's first breastfeeding law, education, campaign, etc. Please see the following for details:

- 1) We participated in pushing a local bill into law (the first breastfeeding bill on Guam) Bill 153-32(COR) (Nana Yan Patgon Act 'Mother and Child'). Pictures are attached-Proclamation signing.
- 2) We pushed to open our showroom in Guam's first and only Birthing Center. We did this to be available to our mothers and participate in their needs for post-delivery and nursing. The goal of this birthing center is to promote healthy and natural deliveries for mothers on island. Also, promoting to push breastfeeding as a first choice.
- 3) We have taken a certified Breastfeeding Awareness course (that equivalent to a Lactation Counselor certification). There is no one currently licensed to certify Lactation consultants on island however, my partner and I are working with a lactation consultant (RN, LCCE, CLC, IBCLC, HB) on island to make certifications possible next fall 2016. *Pictures attached*
- 4) We have written and pushed for grants to help increase the number of Lactation Consultants on island and to get qualified and interested individuals certified. Guam is currently scarce in Lactation Consultants. The number of certified consultants outside the military bases is about a handful.
- 5) We have sponsored and participated in Guam's first Breastfeeding Awareness fair. *Pictures attached*
- 6) We co-hosted Guam's First National Latch On in conjunction with the U.S. Mainland. *Pictures attached*
- 7) We participate in Guam's only Breastfeeding Café on island.
- 8) We advocate, promote, and encourage breastfeeding to mothers through our showroom, face to face, social media, local media, and the internet. I encourage you to visit our site and social media pages: [www.neniandme.com](http://www.neniandme.com) (website) [www.facebook.com/neniandme](https://www.facebook.com/neniandme) (Facebook) we also utilize Twitter and Instagram which shared similar posts.

We plan and offering more services to aid mothers and their families in healthy, happy, and holistic lifestyles in the future.

### **Management Team Members**

**Flora-Rose Weakley (Founder/Director of Finance & Operations)** mother of two is a spirited individual that found passion in children and their educational development. She has experience in retail, finance, customer service, and education. For customer service she was trained by mainland corporate companies that thrive on the vitality of providing exceptional customer service which she in turn trained those under her.

Flora's experience in retail includes Gap Kids, Inc., Fantastic Shots (exclusively for children), and other small retail outlets. Her experience gained from these retail stores has provided her with the insight to cater to niche markets. Her education includes a Bachelor's Degree in Business Administration and a Masters in Secondary Education.

**Laura Nelson (Founder/Director of Marketing & Business Development) mother of four** is a philanthropic and entrepreneurial enthusiast that found her passion in promoting mothers' health and the Chamorro culture. She has experience in retail, research and development, marketing, branding efforts, finance, non-profits, grant-writing/management for federal, private, and local entities. Retail experience includes specialty shops in the busiest and most prominent Ala Moana shopping center in Hawaii. The companies she trained with thrive on sales and service tactics which provided her with the necessary skills and insight needed to open and manage a shop.

Laura's involvement in the community has proved to be beneficial and has helped her create a network of diverse individuals all across the board. Her experience has provided her with the knowledge of how high-leveled competitors manage to remain at the top of their industry. Her education includes a Bachelor's Degree in Marketing and a Masters in Business Administration.

The management team, both being young mothers became keenly aware of the lack of affordable and practical merchandise and services available on Guam for expecting mothers and their children. Being mothers themselves they anticipate the importance of providing products and services on Guam tailored to expectant mothers and children.

## **B. Description and Location of Business Products and Services**

### *Current Location*

**Neni & Me's** physical location is 472 Chalan San Antonio STE#102 Tamuning, Guam 96913. The corporation has submitted proposals for expansion to another location.

### *Products & Services*

We focus on providing the best products for mothers during their expectant, postpartum, and breastfeeding stages. Our products are specific and include organic, smart, and doctor recommended products. We offer supplies for breastfeeding and maternity support. Our products range in diversity and we carry (most exclusive to us) U.S. mainland brands such as Boppy, Medela, Earth Mama Angel Baby, Tula, Happy Wraps, Baby K'Tan, You! Lingerie, Fairhaven Health, Frida Baby, and more. As mentioned we carry locally made and produced brands that include organic products (coconut oils, skin care, clothing, etc.), cloth diapers, clothing and accessories.

Our services started in 2015 and we have done and continue to offer workshops for clean-eating, holistic living, and breastfeeding/bonding. We also offer prenatal Yoga and baby massage, and we plan to expand our services on island for more prenatal and postpartum care.

## **C. Vision, Mission Statement and Business Goals**



**F.L. Enterprises, Inc., is committed to providing the best services and products on island with local flare and the Hafa Adai spirit.**

Neni & Me, is committed to being the leading retail and distribution company that delivers premium and affordable products not commonly offered on island.

### **Mission Statement**

Neni & Me's mission is to become Guam's premier resource for products and services for expectant and breastfeeding women and their families.

### **Business Goals:**

Year 2: The business will focus on expanding its customer and product base to increase the quality and position of our brand.

Year 3: Position our physical retail outlet as the place to receive premium products and services for the markets we cater to.

## **III. MARKETING & COMPETITIVE ANALYSIS**

### **A. Market Analysis & Target Markets**

Guam's population based on a 2010 census is approximately 183,286. With the anticipated surge of the military buildup the population is calculated to increase to over 200,000. As of July 2011 there was a total population of 183,286. Of this number, the female population aged 0 to 14 amounts to 23,836, and females aged 15 to 64 amounts to 58,891. The median age of females residing on Guam is 29.8. There is a birth rate of 17.85 percent per 1000 people. The ratio of births for males to females is 1.06 percent where the average amount of children per woman is 2.48. The population is expected to grow at a rate of about 11 percent per year (Guam Census 2010). The average income of Guam residents is \$49,263 in 2011. The 2009 consumer price index for apparel and upkeep averaged around \$100.33 (Guam Comprehensive Economic Development Strategy 2011).

#### *Military Market*

The expected military build-up that will be happening on Guam is due to the United States Marines transferring from their Okinawa base. This transfer will result in the relocation of thousands of marine troops and their dependents that will move to a new base on Guam. The military market accounts for about 40% of our sells in the first couple years. This market can be a contributor to the company's success if marketed suitably.

#### *Tourist Market*

The tourist market will be high contributors to the success of our local products. We will brand and market to the different visitors to see the value and hype in purchasing locally made or inspired products.

#### *Local Market*

With the limited product offerings, the high demands for maternity clothes and prenatal/breastfeeding supplies, and the numerous births on island, the local market will be our core market for Neni & Me. With Guam's tight knit community the management team can count over ten expectant mothers each that they know personally. This is an example of the accessibility the company will have to the local market.

**Currently Neni & Me** has identified target customers based on psychographic segmentation which are individuals with similar attitudes, values, and lifestyles. These would include expecting and just delivered nursing mothers. In addition encompass family, friends, coworkers, and others purchasing gifts for children or a mother. **Neni & Me** offers a wide range of products for mothers and children.

#### *Target Market Segment Strategy*

**Neni & Me** based on psychographic segmentation has chosen parents, family and friends, as the most attractive segments to target. They share similar values, lifestyles, and attitudes because they all cater to the mother and their child when purchasing the desired product. On Guam being so small and family oriented it is very common to share the same attitudes, lifestyles, and values.

These segments are the most desirable because they have high levels of disposable income, and they spend it. The parents are used to having fashionable clothes and accessories and it is totally consistent with their purchasing patterns that this preference would remain unchanged once they get pregnant. Many expecting parents like to reward or pamper themselves with nice gifts when they're expecting.

Family and friends are interested in buying nice gifts for their expecting friends. This segment recognizes their friend's appreciation for nice things and are looking for something that they know they will enjoy.

#### *Competition*

Local retailers – Baby products can be found at several different retailers on island and maternity wear at large department stores such as Ross, Kmart, and SM. The small retail boutiques shares similar product offerings to Neni & Me. The boutique mainly focuses on children's products but plans to expand in maternity products which make them our direct competition.



Customers come to Neni & Me because they appreciate the customized service and attention we provide as well as the carefully thought out products we carry. They also enjoy the accessibility of getting mainland products that are exclusive to Neni & Me.

### B. Competitive Analysis

Our current footprint with Neni & Me will be analyzed for the purpose of this plan. In competing against related retail stores or product offerings on island, **Neni & Me**, will have the following advantages:

1. **Convenience** of a full service maternity and child retail outlet not found on island to serve both needs for expecting mothers and gifts or products for baby.
2. **Higher tickets per customer** - Because there are products for mothers and children, the ticket prices per customer will be higher as customers buy gifts for both as instead of only one. These customers typically buy gifts for both, but ordinarily have to travel to different stores to satisfy both needs.
3. **Assorted product offerings** will give edge to **Neni & Me** as sought offered products can be found on Guam at one convenient location.
4. **Affordable premium products** that industry competition does not offer but instead monopolizes the market and hindering their customers by offering products out of their budget means.

### SWOT ANALYSIS for F.L. Enterprises, Inc.

#### *Strengths*

-Local Connections/Networking is a little easier on Guam only because of the small tight-knit community. Gaining support will always be a challenge but with family and friends advocating the company brand, it is hopeful that it will aid in the company's success.

-Knowledgeable of Guam companies gives the company leverage over mainland companies and other retailers on island. Management team has analyzed the competition and being home grown, we know the exact products that need to hit the market and at what prices.

-Personal interaction with customers will give the company the advantage. We know our customers, we know what they need and we want to satisfy them. Being a small business the one-on-one interactions with customers will aid in creating relationships that will foster trust and brand loyalty.

-Competitive pricing versus competition on island will aid in the success of the business. Retailers on Guam currently over-price merchandise and monopolize the market because the product offering for the specified industry is limited. The company will offer competitive pricing to gain customer share but most importantly give our customers what they need and want without eating into their personal budgets.

- Variety of products we offer is uncommon or not easy to find on island. We hold exclusivity for made on Guam products that are not offered anywhere else on island that are very popular. We will also have our branded products that will be exclusive to our locations.

#### *Weaknesses*

- Established businesses. Companies that have been on island have the upper hand.

#### *Opportunities*

-Increase customer market through military build-up and variety of tourists. Our main focus are the locals on island (for Neni & Me) however, there are opportunities for expanding or creating a bigger market with the impending military build-up and increasing number of tourists.

#### *Threats*

-Off-Island companies that are established and experienced in retail field that are brand known and dominate the market will be a threat to our business. With technology easily accessible ordering online is a breeze. Marketing will need to be more aggressive and tailored to our target markets.

-Local companies already on island will be a threat. This is because customers are already familiar with the spots. We will need to slowly enter into the market depend on social media and heavily on word-of-mouth for the company.

For Neni & Me we will be more aggressive with affordable pricing. Please see the following page for the competitive pricing matrix:

#### **COMPETITIVE PRICING MATRIX**

	<u>Neni &amp; Me</u>	<u>Motherhood Maternity- Online</u>	<u>Local Competition</u>	<u>Mainland Companies - Online</u>
<b>Estimated Average Pricing of Clothing:</b>	\$30	\$50	\$50	\$45
<b>Estimated Average Pricing of Supplies:</b>	\$25	\$45	\$25	\$35
<b>Estimated Average Pricing of Specialized Gifts:</b>	\$20	\$20	\$25	\$25

#### **C. Products/Services Differentiation**

Neni & Me offers smart and practical maternity/nursing and child products. The concept is to offer affordable, smart, and practical products that are exclusive to the business. Some of Neni

**& Me's** product offerings include but are not limited to: Maternity clothes, accessories, supplies (which may include nursing products, undergarments, skin/beauty care, etc.) and child/baby clothes, accessories, supplies (which will include an extensive variety of supplies and items that are needed). Our local line is beneficial in promoting locally made products. The services we provide differentiates us from our competition that do not offer these services.

The services Neni & Me provides will include workshops that will aid expecting and breastfeeding mothers. Workshop will include but not limited to eco-solutions for mothers, breast feeding, clean-eating, product tutorial workshops, pre-natal & post-natal care.

#### **D. Key Success Factors**

- Service
- Location
- Relations

The key factors to remain successful in this industry will rely heavily on the company's ability to remain competitive. It will be essential for the company to sustain current relationships and build potential relationships in the wholesale markets to prove the most opportunity for expansion and affordable product offerings. As well as, pampering customers and developing a strict financial control regimen for the business.

### **C. MARKETING STRATEGY & IMPLEMENTATION PLAN**

#### *Identity Development*

**F.L. Enterprises, Inc.** will focus on identifying the company as a unique destination that can service all needs in one location. It will be known to carry products uncommon on island or at more affordable prices than the competition. The company will do so with providing exceptional customer service. Through networking and marketing avenues the company will exemplify our service and commitment.

**F. L. Enterprises, Inc.** will leverage their competitive edge of product selection to gain market share. This will create unmatched convenience and lead to higher customer tickets.

The marketing strategy will be two-pronged in its attempt to increase the target customer's awareness of our retail locations; a focused advertising campaign and the location of the retail space.

The sales strategy will be to offer the highest level of customer service. The ideal customer is accustomed to excellent service and we have the goal of impressing every customer with their benchmarked level of customer attention.

#### *Positioning and Price*

**F.L. Enterprises, Inc.** would like to be positioned in consumer’s minds as the first place to go when needing maternity/nursing or children products whether for the expectant mother, a child, baby showers, gift-giving, or basic necessities for **Neni & Me**. We will serve as the place to grab locally made and inspired products that can’t be found anywhere on island. We want to ensure the sustainability of our business by making our company the first in the minds of our customers. The company will work to establish credibility on island. We will push to make the company form a strong identity.

Our pricing will be competitive within the industry by remaining abreast with competition changes, promotions, products, and pricing.

### *Advertising Strategy*

The marketing strategy has several approaches to develop awareness of this new boutique:

**Advertising** - Our marketing strategy includes online and social media outlets, word-of-mouth, and places where targeted market traffic frequently. We have currently utilized television commercials, radio spots, corporate sponsoring, and internet marketing. We utilize social media to keep customers tuned in and abreast of new products and promotions. Word of mouth is our strongest and best form of advertisement because of Guam’s tight knit community. The various print media includes Pacific Daily Newspaper, Marianas Variety, Super Shopper, Sagua Managu magazine, and Stars & Stripes (local military newspaper).

### *Sales Strategy*

The sales strategy will rely heavily on customer service. All employees will receive training on customer service and bundling of products. The overriding maxim is that all customers be given as much attention as they need, and no customers should leave the store unsatisfied, even if they do not make a purchase. Employees will be taught how to handle any type of problem that may arise. All employees are empowered to remedy most problems. If something occurs that the employee is unable to fix, they pass the issue on to the manager. The net effect of this approach is that customers are immediately greeted upon entering the store and ensure their needs are met. Ensuring all customers are both satisfied and impressed with the service that they received, will ensure a steady increase in sales.

### *Branding*

The branding of the company comes from the tools we use to market the company through our company’s logo, online site, social media and advertisements. Our logo, website, and service brochures portray a level of professionalism and character. We build relationships with customers that prove sustainability and ethical rapport within the community.

**Neni & Me** is created for expectant/nursing mothers and children on Guam. Guam’s indigenous native culture and language is Chamorro. *Neni* in Chamorro means baby or infant. When used there is a deeper meaning than just referring to an individual. When Chamorros use

*neni* there is a sense of love and ownership towards the child when called that. The name *neni* exemplifies the love for the child. The company chose **Neni & Me** as part of branding for the following reasons:

1. We are local and it is our native tongue when referring to an infant, baby, or child.
2. There is a greater, more profound meaning and connection when *neni* is used.
3. To create a better sense of belonging, love, and ownership for the expectant mothers and their *neni*.
4. To provide customers with a connection to the brand, its meaning, and mission to serve.

#### IV. MANAGEMENT AND OPERATIONS PLAN

**F.L. Enterprises, Inc.** consists of a versatile team that bring experience and relationships from all facets of the community. It will focus its efforts on core-values to keep the business operational. Maintaining an adequate financial plan and a firm operations plan is crucial to the sustainability of the company. The team consists of two principal owners that have the passion, know-how, and drive to provide Guam with products that we have been waiting for.

##### A. KEY OFFICERS, MANAGEMENT, AND PERSONNEL

Laura Nelson-Cepeda (Founder/Director of Finance & Marketing/Business Development): This position will ensure proper exposure of the company. All marketing efforts will be handled and headed by this position. The business development side will focus on company branding, image, awareness, relationship building, and aggressive networking. This position will also pose an emphasis on public relations for the firm. Finance will be managing the firm's finances ensuring that we are reaching sales quota each month, breaking-even for continued growth, ensuring proper allocation for expenses.

Flora-Rose Paulino (Founder/Director of Operations & Human Resources): This position will ensure that all operations and administration issues and processes of the firm are being addressed and ran effectively and efficiently. It will head the administration of the company such as; company ethics, strategies, and legalities. This individual will be managing the company's books, retail operations, employee issues, and payroll.

Although the team works together to ensure all decisions are sound, specified duties are tasked to ensure a smooth flow to run the business. The company uses an all channel network of communication to ensure the stability and operations of the company. This form of communication is best for small companies like **Neni & Me**. It allows the company to provide the best solutions to complex issues due to the open communication and participatory style the model offers. This is the best solution for the firm with limited members allowing input and effort from all members to ensure future growth for the company.

##### Production / Service / Distribution Methods



**F.L. Enterprises, Inc.** creates company awareness and understanding through its company online sites, word of mouth, social media and networking. The company's history, mission, and objectives will be highlighted where applicable. The company takes all operation precautions and starts small to reach our market and slowly expand as customer share increases.

The service is distributed through one-on-one interaction with customers in person or through utilization of online and social media outlets. All avenues and distribution methods will remain as is.

## **B. Production Methods and Quality Control**

To ensure adequate production of services the management team will have daily discussions on business operations, finance, marketing, and branding efforts. The Director of Finance and Operations will be in charge of ensuring proper production methods and quality control of the company and the products offered are sound. Monthly reviews of company's books, finances, sales, and operations will also be looked into. If issues arise management team will discuss proper methods to eliminate, or mitigate issues or potential risks to the business.

## **C. Suppliers**

Handling of suppliers, managing the suppliers how we workout payments, inventory, shipping, & relationship management. Pay on demand currently, relationships established have provided prompt service and shipping. Because of our payment plan everything runs smoothly with no follow-thru needed.

## **D. Billing, Collection Policies and Recordkeeping**

**F.L. Enterprises, Inc.** will base all payments through point of sale systems and cashier receipt or written receipts to customers. The company will try to stay away from billing procedures by ensuring payment with customers at the time of transaction. Products cannot be taken without payment from customers.

The company will work with vendors that may have payment plans. If in the event vendors do not pay collection methods would be put into place. For the first thirty days of no payment the company will work directly with the vendor to ensure that payment is made. Within the sixty days of no payment, the company will verbally warn vendor before referring them to collections agencies. If by ninety days no payment is received the company will report the vendor to credit agencies or file suit against the vendor for non-payment and have the vendor pay agreed amount fee terms plus an extra 10 percent for interest accrued for any fees that may have put the company back in goals, along with any legal or filing fees the firm had to endure.

The Director of Finance and Operations will be in charge of all recordkeeping for billing and collections. This individual will also ensure that all policies were in place and the proper steps



and processes to handle billing and collections were ethical and sound. Billing, collection policies, and recordkeeping will be also reviewed quarterly by the members of the company.

## V. FINANCIAL PLAN

### A. Initial Funds

Each member has invested over six-thousand into the company to ensure start up and smooth operations for the first six months to be secure. Being that the company started up with no initial capital funding we need to seek resources to upkeep inventory and working capital.

### B. Financial Plan

The following sections will detail important financial information Summary:  
The company will need to make \$8,200 per month to break even. Expenses for the first year will amount to \$79k leaving the firm in the first year with a net operating profit of (\$5,812). However, the following year will expense circa \$83K and will leave a net operating profit of an estimated \$32K. The company will increase profits and expenses each year by a 5 to 10 percent growth margin.

### C. 3 Year Income Statement

F.L. Enterprises, Inc.

#### INCOME STATEMENTS

##### YEAR END SUMMARY

		Year 1	%	Year 2	%	Year 3	%
<b>Income:</b>							
	Product / Service 1	66,900		73,590		82,421	
	Product / Service 2	38,880		42,768		49,183	
	Product / Service 3	<u>71,750</u>		<u>78,925</u>		<u>94,710</u>	
<b>Total Income</b>		177,530	100.00%	195,283	100.00%	226,314	100.00%
<b>Cost of Sales:</b>							
	Product / Service 1	22,300		24,530		27,474	
	Product / Service 2	17,010		18,711		21,518	
	Product / Service 3	<u>28,700</u>		<u>-</u>		<u>-</u>	
<b>Total Cost of Sales</b>		68,010	38.31%	43,241	22.14%	48,991	21.65%
<b>Gross Margin</b>		109,520	61.69%	152,042	77.86%	177,323	78.35%

**Salaries and Wages:**

Owner's Compensation	-	-	-			
Salaries	30,000	31,500	33,075			
Payroll Taxes	2,295	2,410	2,530			
Worker's Compensation	-	-	-			
Employee Benefit Programs	-	-	-			
<b>Total Salaries and Wages</b>	<b>32,295</b>	<b>18.19%</b>	<b>33,910</b>	<b>17.36%</b>	<b>35,605</b>	<b>15.73%</b>

**Business Expenses:**

Advertising	5,652		5,935		6,231	
Car and Truck Expenses		-		-		-
Credit Card Charges	1,080		1,134		1,191	
Insurance		-		-		-
Legal and Accounting Fees	9,600		10,080		10,584	
Office Expenses	600		630		662	
Postage and Shipping	600		630		662	
GRT	7,101		7,811		9,053	
Rent on Business Property	14,400		15,120		15,876	
Rent on Equipment		-		-		-
Repairs		-		-		-
Supplies	1,800		1,890		1,985	
Telephone	1,176		1,235		1,297	
Travel		-		-		-
Utilities		-		-		-
Miscellaneous Expenses	31,200		32,760		34,398	
Amortized Start-up Expenses	4,400		4,400		4,400	
Depreciation	<u>1,714</u>		<u>1,714</u>		<u>1,714</u>	
<b>Total Business Expenses</b>	<b>79,323</b>	<b>44.68%</b>	<b>83,339</b>	<b>42.68%</b>	<b>88,051</b>	<b>38.91%</b>

**Less Interest Expense:**

Commercial Note	3,422		2,746		2,028	
Mortgage		-		-		-
Line of Credit	<u>292</u>		<u>-666</u>		<u>-666</u>	
<b>Total Interest Expense</b>	<b>3,714</b>	<b>2.09%</b>	<b>2,080</b>	<b>1.06%</b>	<b>1,362</b>	<b>0.60%</b>

**Net Operating Profit** -5,812 32,714 52,305

**Less: Income Taxes** 436 5,135 7,846



**Net Operating Profit** -6,248 -3.52% 27,578 14.12% 44,459 19.64%






The Break-even Analysis indicates the yearly revenue we must exceed to break even. This will fluctuate as the business plan is recalculated in the first twelve months. Within the first year the company shows a negative profit. However, in year two the company has a net operating profit of circa \$32K. This proves significant potential in just a second year in operation.

## Bibliography

(Guam Comprehensive Economic Development Strategy 2011).

Events	Description
	<p>Local Support and Participation Healthy Mommies, Healthy Babies Fair September 2012</p>
	<p>Donation to Guam Cancer Care from our promotion "Think Pink" in awareness of Breast Cancer Month Oct 2012.</p>
	<p>Local Support and Participation in Guam's Annual Micronesia Island Fair October 2012.</p>
<p>No Picture.</p>	<p>Local Support and Participation in Annual USO craft fair November 2012</p>

	<p>Donations for Sugar Plum Tree December 2012</p>
	<p>Donations for Sagua Managu's Holiday Babies December 2012- 2014</p>
	<p>Local Support and Participation in Kids Care Fair August 2013</p>
<p>Not Pictured</p>	<p>Participation in Women In Business Friday Radio Show on K57, participation for articles featured in Mariana's Variety (2013) Participation on K57 to express the importance of a healthy lifestyle and our Prenatal Yoga services being offered. (June 2015).</p>



Support and Participation in  
Guam's 2<sup>nd</sup> Annual Proclamation  
signing for Breastfeeding  
Awareness month.



Support and Participation in  
Guam's 1<sup>st</sup> Latch on



Public Bill signing for Guam's  
first breastfeeding Law. Owner  
Flora Weakley.



## MAKE BREASTFEEDING



**YOUR 1ST CHOICE!**

Breastfeeding Awareness course with Guam's only IBCLC, CLC, and registered nurse.



Sponsorship and participation at Guam's First Breastfeeding Fair.

BIG LATCH-ON!

2014



GUAM

GUAM'S FIRST!! ♥♥♥♥♥

Children of Owners participating in Guam's first National Latch-On.





Lt. Governor Ray Tenorio singing  
local bill into law ) Bill 153-  
32(COR) --Nana Yan Patgon Act  
'Mother and Child'



**Name of Team:** Laura N. Cepeda, Project Leader

**Company Name:** F.L. Enterprises Inc. dba Neni & Me

**Product/Service Name:** Maternity and Breastfeeding products and services

**Company Address:** 472 Chalan San Antonio, Ste. 102 Tamuning, Guam 96913

**E-mail Address:** [info@neniandme.com](mailto:info@neniandme.com)

**Phone:** (671) 969-2229

December 1, 2015

Dear Sir or Ma'am,

We would like to provide our commitment and support for F.L. Enterprises dba Neni & Me as a viable winner for the SBA 2015 InnovateHER Challenge. Owners, Laura N. Cepeda and Flora-Rose Weakley, have turned their love and passion for helping mothers and their babies into a thriving small business on Guam.

When Laura and Flora first started their business, they were the only company on Guam that catered directly to expectant and breastfeeding mothers. Since their inception, Neni & Me has provided critically needed maternity and breastfeeding niche products that have filled the void in our isolated Island community that has greatly impacted the lives of local residents, military service-women and dependents, and visiting neighboring Islanders.

Established first as an online store and pop-up shop and offering personal deliveries, they soon began offering organic products, breastfeeding supplies and maternity apparel to mothers. Laura and Flora quickly realized there was a demand for high quality products and services in this niche and underserved market, so they began offering services like prenatal yoga, baby massage, and clean-eating workshops to provide more value-driven quality of life for their customers who also became friends.

In addition to providing niche products and services, Laura and Flora are advocates of breastfeeding and have participated in and hosted Guam's first breastfeeding law, education and campaigns. As mothers of six children between them, the ladies' philanthropic and entrepreneurial enthusiasm drives them to continuously strive for better products and services they can create or carry in hopes of supporting healthier women and children and happier sustainable Island communities.

Si Yu'os Ma'ase',

  
***Denise M. Mendiola***

Senior Business Advisor and Program Coordinator

Bank of Guam Women in Business Program

UOG – Guam Small Business Development Center

Ph: 671-735-2594

Fax: 671-734-2002

E-mail: [denise@pacificsbdc.com](mailto:denise@pacificsbdc.com)

Website: [www.pacificsbdc.com](http://www.pacificsbdc.com)

Facebook: <http://www.facebook.com/pacificsbdc>



BANK OF GUAM WOMEN IN BUSINESS PROGRAM

