

CONFIDENTIAL

LOGO HERE

LVCE Address, Ph no.

# Table of Contents

<b>Executive Summary .....</b>	<b>i</b>
<i>Chart: Highlights .....</i>	<i>i</i>
Objectives .....	ii
Keys to Success.....	ii
Mission.....	ii
<b>Company Summary .....</b>	<b>ii</b>
Company Ownership .....	iii
Start-up Summary .....	iii
<i>Table: Start-up .....</i>	<i>iii</i>
<i>Table: Start-up Funding .....</i>	<i>iii</i>
<i>Chart: Start-up.....</i>	<i>iv</i>
<b>Products .....</b>	<b>iv</b>
<b>Market Analysis Summary .....</b>	<b>v</b>
Market Segmentation.....	v
<i>Chart: Market Analysis (Pie).....</i>	<i>v</i>
<i>Table: Market Analysis .....</i>	<i>vi</i>
Industry Analysis .....	vi
Competition and Buying Patterns .....	vii
<b>Strategy and Implementation Summary .....</b>	<b>vii</b>
Competitive Edge.....	vii
Marketing Strategy.....	vii
Sales Strategy.....	viii
<i>Sales Forecast.....</i>	<i>viii</i>
<i>Chart: Sales Monthly.....</i>	<i>viii</i>
<i>Table: Sales Forecast .....</i>	<i>viii</i>
Milestones .....	ix
<i>Table: Milestones.....</i>	<i>ix</i>
<b>Web Plan Summary .....</b>	<b>ix</b>
Website Marketing Strategy .....	x
Development Requirements.....	x
<b>Management Summary .....</b>	<b>x</b>
Personnel Plan.....	xi

<i>Table: Personnel</i> .....	<i>xi</i>
<b>Financial Plan</b> .....	<b>xi</b>
Important Assumptions.....	xi
<i>Table: General Assumptions</i> .....	<i>xi</i>
Projected Cash Flow .....	xii
<i>Chart: Cash</i> .....	<i>xii</i>
<i>Table: Cash Flow</i> .....	<i>xiii</i>
Break-even Analysis .....	xiii
<i>Chart: Break-even Analysis</i> .....	<i>xiii</i>
<i>Table: Break-even Analysis</i> .....	<i>xiii</i>
Projected Profit and Loss .....	xiv
<i>Table: Profit and Loss</i> .....	<i>xiv</i>
<i>Chart: Profit Monthly</i> .....	<i>xiv</i>
Projected Balance Sheet.....	xv
<i>Table: Balance Sheet</i> .....	<b>Error! Bookmark not defined.</b>
Business Ratios .....	xv
<i>Table: Ratios</i> .....	<i>xv</i>
<b>Appendix</b> .....	<b>xv</b>
<b>Table: Sales Forecast</b> .....	<b>xvi</b>
<b>Table: Personnel</b> .....	<b>xvii</b>
<b>Table: General Assumptions</b> .....	<b>Error! Bookmark not defined.</b>
<b>Table: Profit and Loss</b> .....	<b>Error! Bookmark not defined.</b>
<b>Table: Cash Flow</b> .....	<b>xviii</b>
<b>Table: Balance Sheet</b> .....	<b>xix</b>

# Executive Summary

(Draft Template here) – I will expand each section soon with your support

LV Cultural Experience LLC. (LVCE), is an e-commerce company designed to become .....

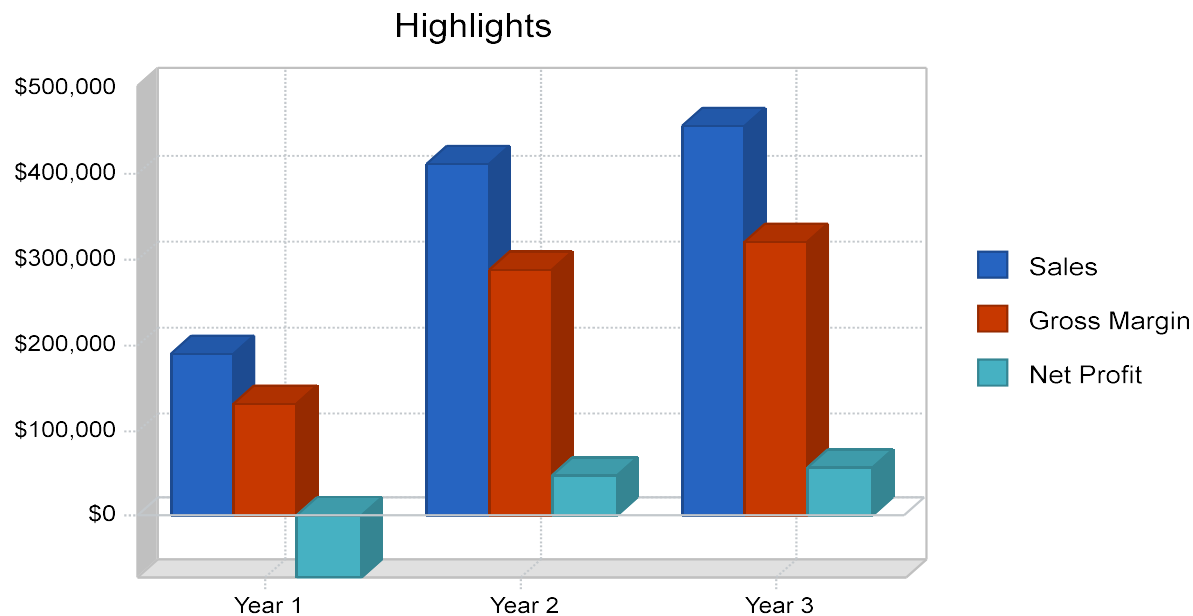
The company is located in Las Vegas, NV.

We see a huge gap and a dire need for access to certain products for certain sectors and hence this is formed to cater to this area.

We will come up with an easy-to-use website and an efficient distribution system.

In the next three years LVCE intends to create .... And will grow to \$500,000 in revenue.

## Chart: Highlights



*Sample data (need to refine)*

## **Objectives**

LVCE's objectives for the first three years are:

- To make LVCE ...an icon brand.
- To develop an effective, well placed e-commerce site for sales of .... These .....products.
- To launch a good marketing campaign that will drive customer's toward the company's website.
- Have a decent online purchase and fulfillment website for product sales.

## **Keys to Success**

keys to success are:

- Marketing.
- Web design.
- Product quality.
- Service.

## **Mission**

Our mission is to provide ....

## **Company Summary**

LVCE's goal is to become the e-commerce market leader in sales and marketing of ....these products.

## **Company Ownership**

LVCE is a privately held NV corporation. David Fleming will be the Owner. The company intends to recruit a sophisticated 2 additional team of advisory board members.

## **Start-up Summary**

LVCE will incur the following start-up costs:

- Legal fees for the business formation.
- Office supplies.
- Web development.
- Telephone line installation.
- Desk, chair, filing cabinets.
- Shelving units for inventory storage.
- Computer system with Microsoft Office, QuickBooks Pro, CD-RW, printer, and a broadband Internet connection.

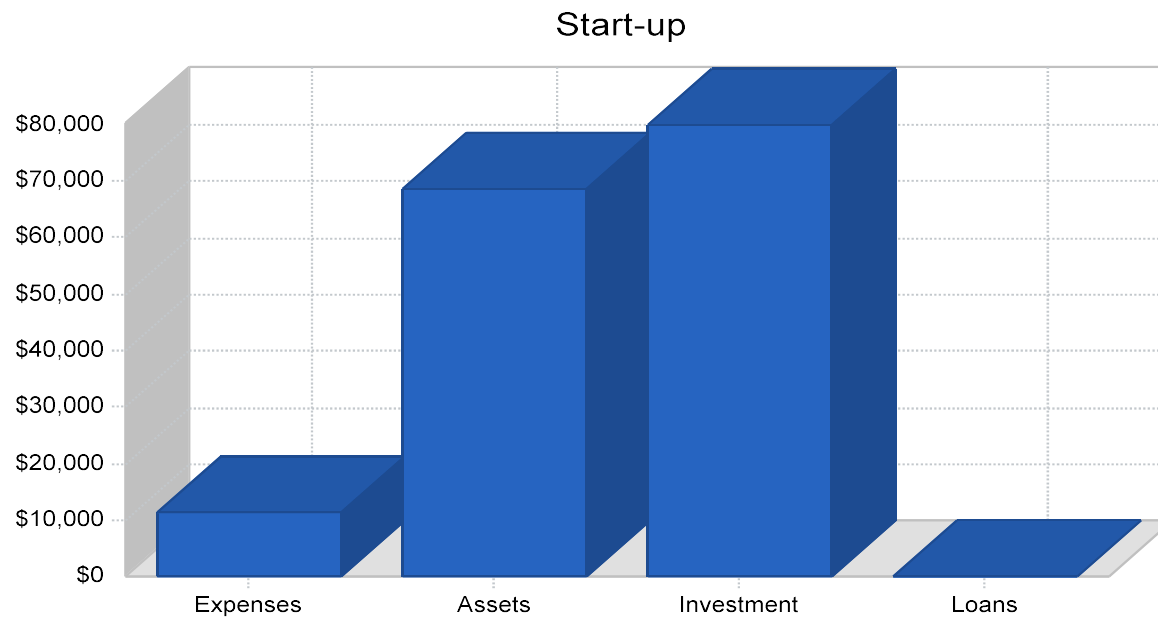
Example..... Need changes here....

**Table: Start-up**

**Table: Start-up Funding**

(Excel charts to be created with all categories)

Chart: Start-up



## Products

List all our product offerings now, and future also.... Plans...

# **Market Analysis Summary**

## **Market Segmentation**

**This needs some exploration, analysis and compilation**

**Chart: Market Analysis (Pie)**

Example..... Replace this by specific to LVCE



Market Analysis (Pie)

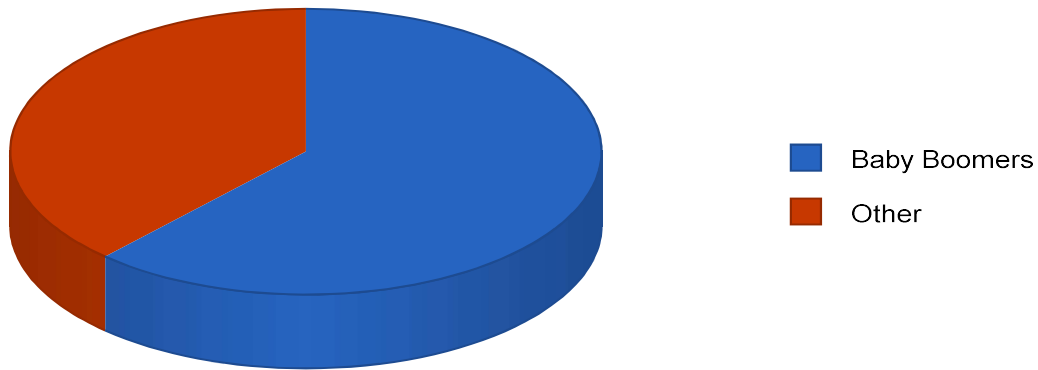


Table: Market Analysis

<i>Market Analysis</i>		Year 1	Year 2	Year 3	Year 4	Year 5	
Potential Customers	Growth						CAGR
Baby Boomers	9%	64,785	70,616	76,971	83,898	91,449	9.00%
Other	8%	40,000	43,200	46,656	50,388	54,419	8.00%
<b>Total</b>	<b>8.62%</b>	<b>104,785</b>	<b>113,816</b>	<b>123,627</b>	<b>134,286</b>	<b>145,868</b>	<b>8.62%</b>

## Industry Analysis

- Not all sections need elaborate (delete inappropriate areas and focus on key things)

## **Competition and Buying Patterns**

## **Strategy and Implementation Summary**

List bullets here

### **Competitive Edge**

**??**

### **Marketing Strategy**

LVGE is focused on the merging/redefined Internet marketplace. The users will be >>>> define Target Market and users here (ex: Baby Boomers or Millenials) , which represent approximately 50% of the discretionary income currently in the United States. They are looking for ..... products to stay healthy as they age. LVGE can bring these people cutting-edge products coupled with convenience and service.

The long range goal of LVGE is not only to dominate the ..... (naturopathic and healthcare products / supplement market... example) , but to create an icon brand. Initially the company will:

- Engage in Store front and Online store ....(Web-based marketing for the next year to generate awareness of the company and product information.
- Other strategies..

## **Sales Strategy**

LVCE will process 90% of it's sales online through a secure socket layer (SSL), an secure Internet connection. All orders will be charged to Visa, Mastercard, or American Express/ Paypal also/ ACH ?/ Checks?

By ensuring that the website is easy to navigate as well as simple to order from,

## **Sales Forecast**

The first month and a half will be used to develop and ready the site. There will be no sales. From month two on, LVCE expects a gradual rise in sales in 1 quarter.

### **Chart: Sales Monthly**

**Table: Sales Forecast**

<i>Sales Forecast</i>			
	Year 1	Year 2	Year 3
Sales			
1	\$169,466	\$371,454	\$411,014
Other	\$19,931	\$40,860	\$45,212
Total Sales	\$189,397	\$412,314	\$456,226
Direct Cost of Sales			
1	\$50,840	\$111,436	\$123,304
Other	\$5,979	\$12,258	\$13,563
<b>Subtotal Direct Cost of Sales</b>	<b>\$56,819</b>	<b>\$123,694</b>	<b>\$136,868</b>

## Milestones

Nature's Candy will have several milestones early on:

- Business plan completion. This will be done as a roadmap for the organization. This will be an indispensable tool for the ongoing performance and improvement of the company.
- Office set up.
- Website completed.
- Complete hiring of the initial company personnel.

**Table: Milestones**

<i>Milestones</i>					
Milestone	Start Date	End Date	Budget	Manager	Department
Business plan completion					
Office set up					
Web site completed					
Complete hiring of the initial company personnel					
<b>Totals</b>			\$0		

## Web Plan Summary

LVCE will use their website as their catalog and ordering device. The website will be a complete product offering as well as to provide company information.

The website will be designed with simplicity in mind. It is imperative that customers are able to navigate throughout the site intuitively with no problems. LVCE will be benchmarking websites such as Amazon's to develop a best practices for the different elements of the site.

A phone number will be offered on the website to remedy and problems that customers encounter.

## **Website Marketing Strategy**

Search engines

SEO

SEM

DM

SM areas... listed and expanded..

## **Development Requirements**

## **Management Summary**

Who is the key team (reasonable elaborate detail needed)

Need a small org chart or hierarchy of team

Draft:

There are important gaps as follows:

- Customer service representative/manager.
- Distribution/warehouse manager.
- Advisory board.

## **Personnel Plan**

We will have the below payroll starting month one and a customer service agent and distribution agent will be hired for month two.

Projections by mo, year....

**Table: Personnel**

## **Financial Plan**

The following sections will outline important financial information.

### **Important Assumptions**

The following table details important financial assumptions.

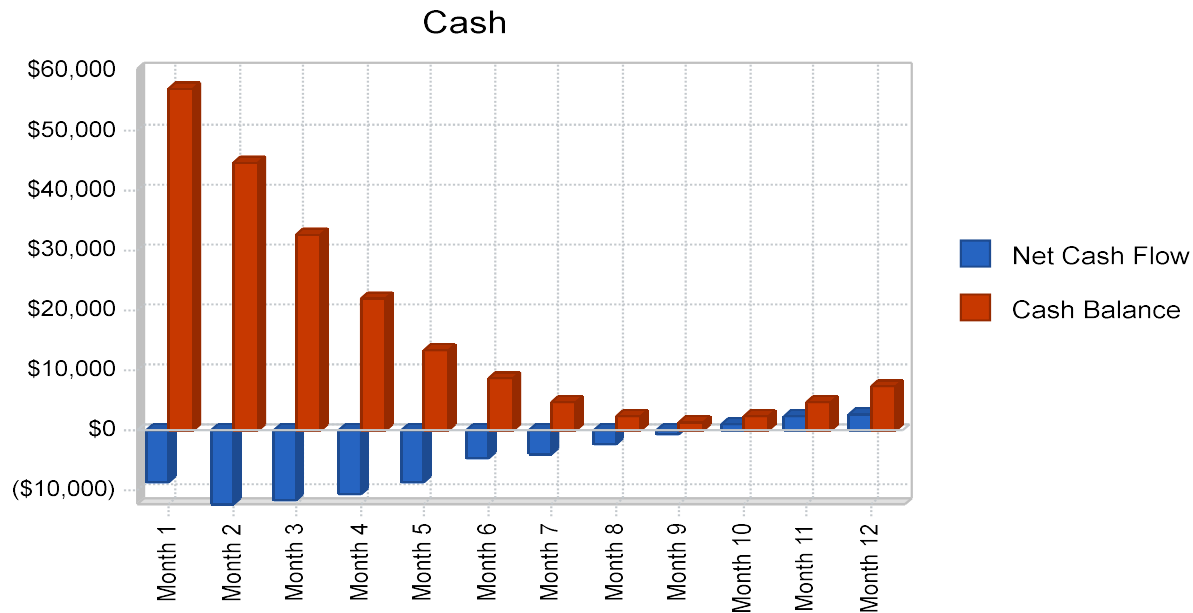
**Table: General Assumptions**

<i>General Assumptions</i>	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10.00%	10.00%	10.00%
Long-term Interest Rate	10.00%	10.00%	10.00%
Tax Rate	30.00%	30.00%	30.00%
<b>Other</b>	0	0	0

## Projected Cash Flow (Samples as below - need to tweak and make it suitable for LVCE in 1 week)

The following chart and table will indicate projected cash flow.

**Chart: Cash**



**Table: Cash Flow****Break-even Analysis**

The Break-even Analysis indicates that \$24,248 will be needed in monthly revenue to reach the break-even point.

**Chart: Break-even Analysis****Table: Break-even Analysis**

<i>Break-even Analysis</i>	
Monthly Revenue Break-even	\$24,248
Assumptions:	
Average Percent Variable Cost	30%
<b>Estimated Monthly Fixed Cost</b>	<b>\$16,974</b>

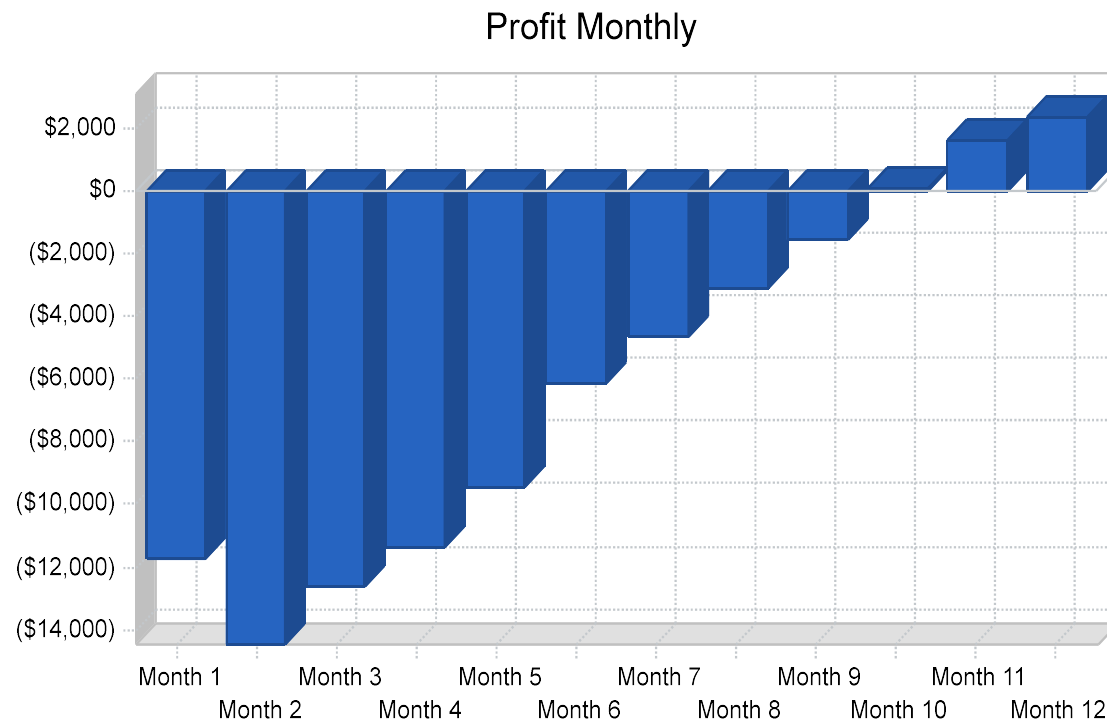


## Projected Profit and Loss

The following table will indicate projected profit and loss.

**Table: Profit and Loss**

**Chart: Profit Monthly**



## **Projected Balance Sheet**

The following table will indicate the projected balance sheet.

## **Business Ratios (Sample to be replaced)**

The following table compares key ratios for our industry category, SIC....

Table: Ratios

# Appendix

**Table: Sales Forecast (Sample) – to be customized and created .....**

<i>Sales Forecast</i>		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales													
1	0%	\$0	\$3,254	\$5,647	\$7,845	\$10,254	\$14,545	\$16,455	\$18,455	\$20,454	\$22,547	\$24,555	\$25,455
2	0%	\$0	\$1,024	\$1,245	\$863	\$1,128	\$1,600	\$1,810	\$2,030	\$2,250	\$2,480	\$2,701	\$2,800
Total Sales		\$0	\$4,278	\$6,892	\$8,708	\$11,382	\$16,145	\$18,265	\$20,485	\$22,704	\$25,027	\$27,256	\$28,255
Direct Cost of Sales		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
1		\$0	\$976	\$1,694	\$2,354	\$3,076	\$4,364	\$4,937	\$5,537	\$6,136	\$6,764	\$7,367	\$7,637
Other		\$0	\$307	\$374	\$259	\$338	\$480	\$543	\$609	\$675	\$744	\$810	\$840
Subtotal Direct Cost of Sales		\$0	\$1,283	\$2,068	\$2,612	\$3,415	\$4,843	\$5,480	\$6,146	\$6,811	\$7,508	\$8,177	\$8,477

**Table: Personnel**

<i>Personnel Plan</i>		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
1	0%	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
2	0%	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
3	0%	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
4	0%	\$0	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
5	0%	\$0	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Total People		3	5	5	5	5	5	5	5	5	5	5	5
<b>Total Payroll</b>		<b>\$8,500</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>\$13,500</b>

**Table: Cash Flow (Sample)**

<i>Pro Forma Cash Flow</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash Received												
Cash from Operations												
Cash Sales	\$0	\$4,278	\$6,892	\$8,708	\$11,382	\$16,145	\$18,265	\$20,485	\$22,704	\$25,027	\$27,256	\$28,255
Subtotal Cash from Operations	\$0	\$4,278	\$6,892	\$8,708	\$11,382	\$16,145	\$18,265	\$20,485	\$22,704	\$25,027	\$27,256	\$28,255
Additional Cash Received												
Sales Tax, VAT, HST/GST Received	0.00%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$0	\$4,278	\$6,892	\$8,708	\$11,382	\$16,145	\$18,265	\$20,485	\$22,704	\$25,027	\$27,256	\$28,255
Expenditures	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Subtotal Cash Spent	\$8,605	\$16,718	\$18,710	\$19,486	\$20,039	\$20,862	\$22,265	\$22,902	\$23,568	\$24,234	\$24,930	\$25,587
Net Cash Flow	(\$8,605)	(\$12,440)	(\$11,818)	(\$10,778)	(\$8,657)	(\$4,717)	(\$4,000)	(\$2,417)	(\$864)	\$793	\$2,326	\$2,668
Cash Balance	\$56,995	\$44,555	\$32,738	\$21,960	\$13,303	\$8,585	\$4,586	\$2,169	\$1,305	\$2,098	\$4,424	\$7,092

**Table: Balance Sheet**

Sample page

**Need some more specific addon pages to  
create a final version of this Business Plan for  
LVCE**