

BUSINESS GROWTH PLAN

Ammayila Kosam

{For The Girls}



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FEBRUARY 22, 2020

DOUGLAS COUNTY DECA
DOUGLAS COUNTY HIGH SCHOOL
2842 FRONT STREET CASTLE ROCK, CO 80104

2019 STATISTICS



2500 Social Media Impressions

\$400

Worth of Merchandise Sold

6.33

Average Web Page Views per Day



1 World-Wide Mission



496 Million Women Uneducated

\$16.28

Average Order Value

72

Percentile of Page Visits for Non-Profit Organizations

\$480

Cost of Funding a Child's Education

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I. Executive Summary

Ammayila Kosam is an LLC that works towards giving girls in India an education. In Telugu (a language spoken in southern India), *ammayila kosam* means "For the Girls". We sell a variety of hand-made bracelets and scrunchies in addition to t-shirts, crew-neck sweatshirts, and several sticker designs. A portion of the profits is donated to schools in India through a non-profit called Isha Foundation.

The company currently produces its own bracelets and scrunchies, and mass orders t-shirts and crewnecks. This ensures the quality of the goods, and gives them authenticity. Most sales are made on Ammayila Kosam's webpage akaforgirls.org, and products are shipped directly to consumers following purchase. In addition to this webpage, Ammayila Kosam attends a variety of conventions, gatherings, and events to promote and sell merchandise.

The company has areas that are productive and efficient, but there are also some areas that need improvement and expansion. Products are unique, and hand-made, which gives them a lot of selling potential. Ammayila Kosam also provides its own institutional marketing, allowing for there to be a strong brand image and influencing factors for consumers to purchase products. The company does, however, only have an online store, which prevents many people from purchasing, whether that be hesitance to enter credit card or other personal information or questioning the quality of the products. Ammayila Kosam has the opportunity to expand its product lines to appeal to more audiences and also increase social media and web presence in order to increase brand awareness and willingness to purchase. However, there are also several threats the company, specifically other online jewelry producers such as Puri Vida or Lokai that are more established and reputable.

In order to gain more revenue and make a larger impact on the education of young girls, Ammayila Kosam is in need of a large expansion. In order to accomplish this, there are a variety of new product lines that will be released in order to appeal to more consumers. There is also a need to expand online presence through social media marketplaces, as well as other forums such as Amazon and Etsy in order to reach further out into the world and gain a larger client base. In addition to this online expansion, Ammayila Kosam aims to attend at least 60 cultural and educational conventions annually in order to gain personal interactions and sales touch-points with consumers. Ammayila Kosam is working towards partnerships with other charitable organizations with similar objectives as well as private individuals to sponsor products. The final step of the plan is to open a physical location in the company's home town of Parker, Colorado. With these expansions, Ammayila Kosam will be able to reach more consumers, boost sales, and increase its impact on education.

In order to market these expansions, Ammayila Kosam is working towards paid advertisements. These include promoted posts on Twitter, Instagram, and other social media sites, in order to have a greater outreach. There will also be advertisements placed on Google and other webpages in order to reach consumers who are looking for products similar to those we offer. Physical signs and flyers will also be used to grab the attention of consumers in local stores, coffee shops, and other public spaces.

The five year expansion plan and the marketing plan both require finances as well. In order to have a steady stock of new products, sponsor brand representatives, pay for booths at events, and take advantage of other opportunities, Ammaiyla Kosam will require

approximately \$92,000. We currently are not a profitable company, as overhead costs outweigh our profits. However, we anticipate being profitable within the next five months.

Ammayila Kosam has seen a lot of success in the recent months, making over \$400 in total. Although we are working towards more profit, and growing our company, we have much higher goals. Through these expansions, we are hoping to reach out to hundreds of children in need of education. Every extra cent that we make from these expansions will help support young girls, and we work towards that cause everyday.

II. Introduction

Background

Ammayila Kosam is a student-owned LLC that has been enrolled with the Colorado Secretary of State and holds a certificate of good standing (see appendix 1). It was originally founded in June of 2019.

Ammayila Kosam started with one of our founders taking an annual trip to India and volunteering in a school for young women. Upon seeing the conditions in these situations and sharing it with some of her peers, they decided to use a school-orchestrated project as a platform to try and spark change. One of our aims as a company is to make a difference and to give young girls in India *A Chance to Be More*. This company sells authentic Indian jewelry, with profits going towards funding the education of young women in rural areas of India. Ammayila Kosam works with a third-party supplier who purchases the bracelets from women in India. We then sell these authentic pieces on our

website. In addition, we are working towards expanding our product line and switching to a more localized manufacturer. We are currently all online, with plans to expand to more in-person touch-points and sales opportunities. In addition, Ammayila Kosam travels to Indian cultural festivals and local conventions to sell products in person

Operations and Distribution

1. Manufacturing

As a company that strives to give back to the community every step of the way, we worked toward finding artisans that would directly benefit from our operations. We gained a connection with a third-party distributor, who purchased hand-made bracelets from India. This business model, while impactful, was also highly inefficient. International trade laws and tariffs proved to be costly, and often resulted in inadequate revenue to continue business operations. In early 2020, we decided to continue selling hand-made products, but to make them ourselves. After experimentation and hard work, we came up with our own unique methods of producing hand-made scrunchies and bracelets. In addition, we made connections with local high school students interested in supporting our cause. By working with these local artisans, we have the opportunity to support them in their art while also having a product line that draws the interest of our community.

2. Sales and Advertisement

Ammayila Kosam has always worked toward giving as much back as we can, meaning that we prioritized cost-effective sales locations. This priority lead us to sell our products on our own website rather than in a brick-and-mortar location, in order to allow as much revenue as possible to assist educating young women. We rely heavily on social media for our advertisement. We run Twitter, Facebook, and Instagram accounts. However, we also recognize the importance of in-person sales,

and gaining personal connections to our consumer base. We attend a variety of conventions and cultural events to sell our products in person. This allows us to tell our story, and the stories of those we help, in a powerful manner and advertise our products on a major scale.

3. Distribution

Ammayila Kosam works towards the fastest distribution channels possible. As non-perishable products, this is fairly simple. All online products are shipped directly to our customers. They are sent within 1 to 2 business days of purchase, and arrive at their destinations within 5 to 7 business days of purchase. Bracelets and scrunchies are packaged in gold or silver jewelry bags, and all products come with a hand-written note from one of our founders, thanking them for their purchase. We maintain the same packaging at our conventions and events, and our products are given directly to customers.

III. SWOT ANALYSIS

| | |
|---|--|
| <p>Strengths</p> <ul style="list-style-type: none">- Unique, hand-made authentic products- Impacting young women by addressing educational needs- Positive brand image through institutional marketing | <p>Weaknesses</p> <ul style="list-style-type: none">- Online dependant- Local sales with friends and family- Other commitments for founders |
| <p>Opportunities</p> <ul style="list-style-type: none">- Expansion of product lines- Stronger social media presence | <p>Threats</p> <ul style="list-style-type: none">- Other online retailers such as Pura Vida and Lokai- In-person stores |

A. Strengths of the business

Unique, hand-made authentic products

When designing products for our company, we wanted to create items that were unique and stylish. The first and most well known product of Ammayila Kosam is the bracelets. Currently, there are numerous retailers producing bracelets and jewelry. In addition, many of these other retailers also donate to charities or sell authentic hand-made jewellery from other countries. For Ammayila Kosam, however, the goal of the products was to make them unique and different. The bracelets that we sell are beaded bracelets that say a company name or a term that strongly resembles what the purpose of the Ammayila Kosam is, such as educated, curious, or brave. Our bracelet design is simple while conveying a strong message of empowerment. These bracelets are made with a stretchy elastic that allows the bracelets to have multiple purposes. In addition to being worn as a bracelet, they can also be worn as an anklet, put around a water bottle, hung on a car mirror, placed as a keychain, and more.

Impacting young women by addressing educational needs

Ammayila Kosam was founded around the idea that women can be anything they desire. The first step to reaching that goal would be to get educated. Ammayila Kosam donates a majority of its profits to rural part of India for girls education. Ammayila Kosam works with a foundation called Isha Foundation. This foundation uses the money to purchase school supplies, clean clothes, and hygiene products for women so they can attend school. Since each founder of Ammayila Kosam is a high school student, we recognize the importance of this venture.

Positive brand image through institutional marketing

As high school students one of the best means of marketing is in our high school. Students fall into our target market and the products that we sell appeal to them since they are "trending" right now. Ammayila Kosam is building a positive brand image by being able to share our goals and aspirations with the student body, in showing that we want to others gain what we are so lucky to have.

B. Weaknesses

Online dependance

As of right now, the only way to purchase products online through our website. Occasionally, we attend different events and sell our products in person but a majority of sales need to go through our online system. This is a weakness that we are looking to fix because it puts a strain on our profits. We love being able to sell online to people all over Colorado and even out of state, but in order to expand the business we need to increase our profits.

In that regard, being able to sell more products in person would greatly help us in growing our profits and help our financial situation. We have found that being able to sell products in person has greatly increased our profits. The problem that we run into with in person selling is that having to carry around all of our products can be a hassle, especially since we have no venue where we can sell the products out of.

Local sales with friends and family

Although we appreciate all of our Ammayila Kosam supporters, it would be fantastic to be able to expand our customer base. Our customer base currently consists of family, friends, and other Coloradans. In order to expand our company and its customer base, we need to sell our products to

customers outside of local ones. In addition, expanding our business would help us get more brand recognition.

In response to this weakness, we want to be able to have brand representatives. These will be touched on more in depth in the five year plan but in this regard brand representatives will allow us to reach more people through social media. This will allow us to promote the business to more people who aren't already a loyal customer.

Other commitments for founders

Every member of Ammayila Kosam (Tori Morgheim, Rebecca Ruwet, and Samyukta Vakkalanka) is a senior in high school. As seniors, each of us are taking college level classes and are involved in multiple clubs. We also have jobs outside of school. Balancing all of these commitments can be challenging and our hectic schedules limit the amount of time we can spend on the company. Devoting time to the company and managing our outside lives can become a strenuous task but we try to put as much time into the company as possible because we want to be able to expand our company as much as possible.

C. Opportunities

Expansion of product lines

Our most popular product is the bracelets but there are so many different types of products that we want to expand to. These products include scrunchies, sticker packs, and apparel. These products appeal to our target market and they also allow for more of a choice when shopping. Also an expansion of the product line allows the company to reach more people. This development in our products creates an appeal to a much wider client base. Allowing more of a selection will help attract

customers with a variety of interests, giving us the opportunity to cater to many more potential buyers.

Stronger social media presence

In modern times, social media is one of the biggest marketing platforms. A majority of our target market is on social media and being able to promote the company on a large platform allows us to reach more people. We currently have three social media accounts: Instagram, Twitter, and Facebook. In order to grow our company, expanding to more social media sites and being able to interact with our customers to get feedback is crucial. We are looking to get a Yelp and Snapchat. Through social media we want to engage our customer base with weekly posts. Furthermore, we also try to engage our customer base to get opinions and keep them excited about our company. This is done through polls and interactive posting tools. We want to make sure that we maintain our social media on all of our accounts as we continue to build/expand the company.

D. Threats

Online retailers

Some of our biggest threats right now are online companies that sell similar products to ours. Although our products are unique, other companies products are unique as well. Furthermore, companies like Lokai and Pura Vida already have a solid customer base. This means they have a larger, more recognizable brand, giving them the resources to reach hundreds of thousands of people all over the world. Lokai and Pura Vida also have similar idea of giving back. Lokai donates 10% of certain bracelets to specific charities. Pura Vida sells bracelets handmade by artisans in underdeveloped countries, providing these individuals with a reliable source of income.

In response to this threat, we want to work towards expanding our brand so that it is more recognizable. Most people don't know about our company yet or what we do to help women get an education. Gaining a loyal customer base will allow us to continue to expand so that we can eventually become a well-known brand name. If more people were aware of our company, we would be able to share our message and expand sales. In order to achieve this, we want to continue to expand on social media. One way to do this is to get brand representatives, which will be discussed in more detail in step five of our five year plan.

In-person stores

Another threat to our company is in-person stores. Although online shopping has become very popular in modern times, there are still many people who would prefer to purchase products in person. In person stores pose a large threat, especially with the younger end of our target market. Not all teenagers have credit/debit cards. As a result, our younger clientele would be pushed away from our company since our products are sold mostly online. Similarly, some people dislike the extra cost of shipping.

To face these threats, as we had mentioned before, we want to try to attend more events where we can sell out products in person. In addition, we want to put in place a system where people put in orders online but they can pay and pick up their orders in person. They would remove the shipping cost and wait time. For people who prefer shopping online, occasionally we would create a promotion so that orders over a certain amount will get free shipping. This creates an incentive not only to purchase multiple products, thereby increasing our revenue. In addition, these promotional plans will cause an increase in marketing by word-of-mouth, thereby increasing our client base.

IV. Five year plan

Expansion

Ammayila Kosam is currently working towards our goal of providing education to every child across the globe. We understand that this goal will be extremely difficult to achieve, and we need to expand in order to truly make an impact. We have developed a 5 step plan in order to make necessary expansions, reach a large number of consumers, and increase sales.

Step One: Developing New Products

As of January of 2020, Ammayila Kosam sells solid-color scrunchies, three designs of beaded bracelets, 4 designs of woven bracelets, one t-shirt design available in two colors, and one crewneck sweatshirt design also available in two colors. These products are a fantastic way of testing our type of products on our target market. However, there are lots of opportunities for new products. We plan to expand our scrunchie line by adding in patterned fabric, and designs for holidays and special occasions that will be limited edition. Our beaded bracelets will soon see upgrades, such as new types of beads and a variety of limited edition and permanent designs. Our woven bracelets will soon have three times the number of available patterns in a wider variety of color combinations. Our clothing and apparel lines will be expanded from t-shirts and crewneck sweatshirts to include hoodies, 5 new available colors, and double the number of designs for each. We also intend to make both beaded and woven anklets in a variety of color schemes and designs. With these new products, we

will be able to reach a wider variety of consumers, each with a unique taste in apparel. By appealing to more people, we can raise sales, and our brand awareness.

Step Two: Increasing our Online Presence

As an almost entirely online store, Ammayila Kosam is built off of our online presence. That is why we must work towards a strong presence that demonstrates professionalism, good customer service, and dedication to our cause. This starts with our website, which already has a very strong presence, and is frequently visited. However, we are pushing towards more interactions, and the first way to do this is to advertise on Google, Yelp, and other sites. This will bring up our page with more searches, bringing in more site visits, and more potential consumers. Another great way of increasing touch points with customers is by opening up our website and product line to public selling sites such as Amazon, Ebay, Walmart, and Etsy. This will allow more people to see our products in a trust-worthy setting, and potentially bring more visitors to our webpage.

Step Three: Promotion at Local Events

Promotion at local events is very important, because it allows us to gain personal connections to our client-base. In the past, we have made a lot of sales at our events, and we have met several individuals who have supported us in a variety of fashions, but most importantly, we have gotten the word out. Ammayila Kosam has goals that are supported by the vast majority of people, and many would be willing to support if they only knew who we are and what we stand for. After having many successes at various events for school boards and

Indian cultural festivals, it has become clear that these events are a major source of revenue and advertisement. In order to expand our company, we need to have more events like these. That is why we have been in contact with the presidents of the Kerala Association of Colorado, as well as 3 other Indian cultural groups, which typically meet once every two months, or about 6 times each year. We are also coordinating with the Castle Rock and Parker Farmers markets to set up a booth every Sunday in order to reach out to our local communities. This would give our company the opportunity to grow and flourish in new market places and develop a strong following and client base. Within the next 3 years, we would like to expand beyond these smaller, local events, and attend large, state-wide events such as the annual Home and Garden Show located in Denver, which has hundreds of thousands of attendees each year. By branching out into larger events, we can build up our company on a national level.

Step Four: Partnerships

As a small, growing company, it is important that we gain recognition and validity from other more prominent brands. We are planning on working with various companies for promotional events and activities. In the next year, we intend on working with Generous Coffee in order to gain publicity. We would have a whole month of promotion and partnership. Additionally, we will be looking out for brands with similar goals and missions so that we can work together and find new ways to improve the lives of young people in developing areas.

Step Five: Opening our Own Brick-and-Mortar Store

Opening a brick-mortar location has a great deal of benefits, but it is also very difficult. By opening a brick-and-mortar store, we would be able to interact with consumers more. This has a great appeal to older generations, which allows us to have a broader client-base. It also makes us more reliable than purely online. Consumers who shop online can always know that if they have something wrong with a product they can come into the brick-and-mortar location to resolve whatever issue they may be having. Additionally, it allows us to have larger storage spaces and more professional operations if we have a real location. Overall, we would appear more valid in the eyes of the public. However, this is a goal that we would be working toward accomplishing at the end of our 5-year plan. In order to effectively run a store, we would need to hire employees to have convenient opening hours for our consumers. Although ideally we would want to look for volunteers, it is likely that we would need to pay our employees, which poses an additional expense. We would also have to pay for utilities, as well as decorations and displays for the shop in order to make it appealing. This is extremely costly. That is why we aim to open up a physical store in the distant future. We need to know that we have a successful, profitable company that can support the expenses of a brick-and-mortar location. There will always be a certain degree of risk to opening a brick-and-mortar, however in the long run, it will result in a strong customer base, and increased sales.

After all of these expansion opportunities that would be available to us in the next five years, Ammayila Kosam would be a successful company. We intend to continue these trends even after the five-year expansion, eventually leading up to holding several stores across the country, and opening our own schools in rural areas of India. Our goal is to never stop

expanding, and to give each child an equal chance at an education, so we will always look for ways to make more sales, collect more donations, and impact more young lives.

Marketing Plan

In order to effectively make these expansions, and have them be profitable, it is important that they are well marketed. This means that all of our expansions are heavily promoted. While we do promote in a number of fashions, it is important that we expand our marketing efforts, too so that we would reach a wide range and vast number of consumers. This can be done by focusing our marketing efforts on three major areas:

Social Media

Social media is a very cost-efficient way of marketing our products. It is free to make posts, which means that we can get the attention of hundreds of people without having a large budget. In order to stay relevant, we will be posting at least once every two weeks, announcing new products, or modeling our merchandise. We are using Instagram, Facebook, and Twitter. However, we will begin to promote on Nextdoor, Snapchat, TikTok, and Yelp.

So far, we have gained over 1700 impressions on Instagram alone, and we are rapidly gaining followers and support. Every post gains an average of 3 website visits, which often result in a purchase. However, we know that we have a long way to go. We plan to increase our outreach by promoting our posts, so that people can see them on their feeds and explore pages. This will draw in more people, and bring attention to our wonderful cause. We have also developed a plan to release one post every two weeks. This will ensure that our pages on all

social media forums stay relevant, but avoid becoming frustrating to our followers. By increasing our following and post impressions, we can reach a wider audience, gain support, make more sales, and increase revenue that can help support education.

Events

As previously stated, events are a major source of attention for Ammayila Kosam. By using bright colors, candy, and samples of our products, we really attract people to come over to our booth. This allows us to share our stories with people who most likely would never have seen us on social media or find our website online. This leads people who have the intention of buying to look at our website, knowing exactly what they will be receiving, as they are able to see sample products, or even purchase our products on-site. In just a few hours we can reach hundreds, or maybe even thousands of new people, something that would take several weeks on social media. There is also the very important aspect of talking with consumers one-on-one, which makes consumers much more likely to make a purchase.

Posters and Flyers

Posters and flyers often seem old-fashioned, however they are a great way to draw attention to a certain cause. Posters are being used less frequently, as many companies see them as a waste of time, but that means that they are more rare. People are more likely to see a poster or a flyer when there are only 5 as opposed to 50. This is something that we can really take advantage of. By putting up posters (see appendix 2) in local stores and coffee shops, we can raise awareness, and catch the attention of local buyers.

Brand Representatives

Brand representatives are private individuals who represent a certain company. This is primarily done over social media. It typically entails a set of individuals receiving free products, discussing them on their social media pages, and then wearing them on a regular basis. These individuals must reach certain criteria in order to be considered. They must have at least 600 followers, as the goal is to reach as many people as possible. Their pages must be clean, refraining from inappropriate or false images or words. They are representing the company, so it is important that they leave a good impression. What this will do is demonstrate the products in a natural way. When a third-party is interested in a brand and vouches for its quality, that often holds more weight than the company doing it. This often results in a better brand image, stronger social media presence, and ultimately more products sold.

Demographics of market area

Ammayila Kosam is based in Parker, Colorado, with merchandise mostly directed at white middle class females aged 14-30. Parker, Colorado is a middle-class community, with an average income of \$36,763 annually per person. This does not include the unemployed. 90.16% of the population is Caucasian, 4.92% is Hispanic/Latino, 3.36% is Asian, and 1.56% African-American. The median age for the area is 35. The male to female ratio is 1:1. This puts us in an ideal market area, as our demographic matches the age, income, and gender that our merchandise is aimed for.

V. FINANCIAL PLAN

Current financial situation, including financial documents

Ammayila Kosam is currently not profitable. The cost of online Operations is \$54 per month. We do not sell enough products to cover this and our expansion plans at this time. The three founders put forth equal amounts of out-of-pocket donations every month.

Capital needed for expansion opportunities

Many of the expansion opportunities come free of charge, however there are some that would be very expensive. Before we would make these expansions, it is important that we have enough capital to fully carry it out. This will ensure that the expansions go all the way through, and are actually implemented. The two main categories that need to be focused on are the product expansion, our online marketplace expansion, and the opening of a brick-and-mortar location.

In order to make a product expansions, we will need to have enough materials to make at least 30 of each product initially, to guarantee that we will not immediately sell out. However, we do not want to have an excessive stock of any one product, because it is difficult to tell if a certain product will not be as popular, and will take longer to sell, so we do not want to spend time and resources on products that will never sell. In order to introduce our new scrunchie line, we will need to have \$150 upfront. Our woven bracelet additions will cost approximately \$50. Our clothing expansions will cost \$2,250. This will lead us to need approximately \$2,450 (see appendix 3).

Opening up new marketplaces on Amazon, Walmart, EBAY, and other forums will allow us to reach a broader audience, as more people are likely to see our products, and purchase

them as well. It costs \$40 to be added to each marketplace. We plan to be a part of Amazon, EBay, Etsy, and Walmart, meaning that we will need \$160 initially.

The most expensive expansion is going to be the opening of a physical store. We are looking to have enough initial capital to completely fund a year of being in the location before we open, to ensure that we can manage the location financially. We would require a space of around 1,800 square feet in order to adequately store our products in a back room, and have enough space for shopping and displays in the front of the store. At the average rate per square foot per year in the parker area, adding on fees, we would need approximately \$30,000. Displays, storage, and decorations would cost at least \$5,000. We would also have to pay employees the minimum wage, which would mean that we would need around \$50,000 to cover the years worth of wages. This means that we would need up front \$89,640 (see appendix 4).

Once again, these expansions are necessary for becoming an impactful, profitable company that can truly make a difference. Ammayila Kosam would need to have a bare minimum of \$92,090 in order to achieve these expansion plans.

Fixed overhead and cost of operations

Our fixed overhead consists of our website, our paypal account, our company email and phone services at this point. This costs us \$60 per month. However, after our expansion into a real brick-and-mortar location, these prices will drastically go up, costing us between \$2,400 and \$3,600 per month in addition to our current operational costs.

Time to Achieve Profitability

Ammayila Kosam is currently not profitable. We make an average of \$25 under the cost of operations per month. In order to close this gap, we must sell three times as many products as we currently sell. With our new plan set in place, and more products that intrigue our consumer base, we will be selling more product. Although we will see a drop in profitability at first in order to make initial purchases required for expansion, over time, this implementation will see a jump in sales. We expect to raise sales directly after these products are released, and to make up for all expenditures, and cover overhead costs, becoming profitable within the next five months. Our sales are anticipated to be four times as frequent after our product expansion, which is more than it takes to cover overhead. All of the additional funds will be used to cover the expenses of expansion.

VI. CONCLUSION

Ammayila Kosam started with three high school kids wanting to make a difference. Now this company is up and running. Although we have had successes so far in this journey, We continually want to further expand our company so it grow and grow everyday. We currently have made over \$400 and continue to make more. Our company wants to succeed and make as much money as possible. Although seeing success is very rewarding, the true reward for us is being able to donate the money. Knowing that we are able to help other women get an education that we are so lucky to have, is a reward in itself. Everyday we strive to earn more, expand more, and be more for this company.

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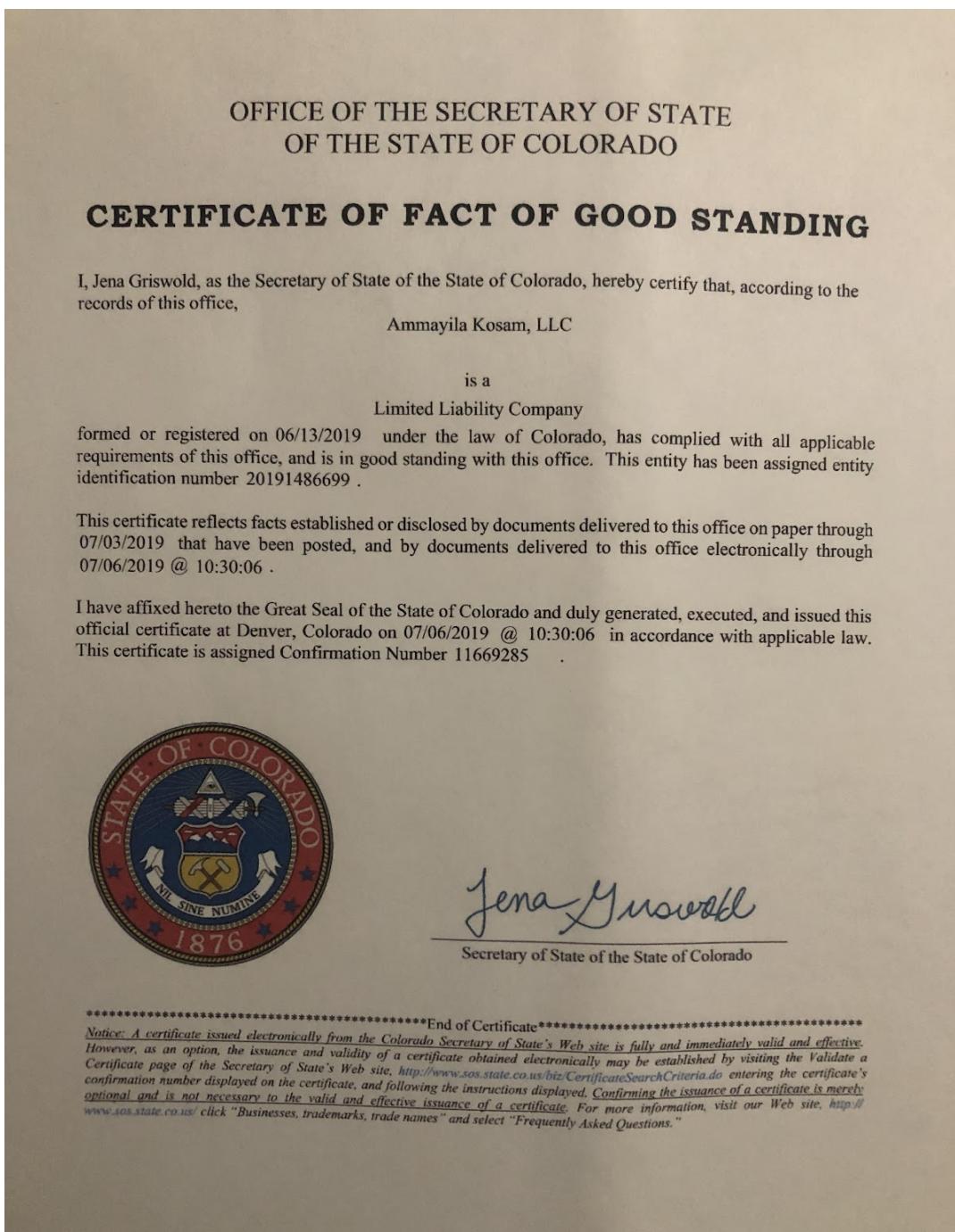
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VIII. APPENDIX:

Appendix 1: Certificate of Good Standing



Appendix 2: Sample Advertisement Poster

A photograph of a classroom setting. Several students, mostly girls, are seated at wooden desks, looking towards the right side of the frame where a teacher stands. The teacher, a woman wearing a blue sari, is holding a pink flower and appears to be interacting with the students. The students are dressed in casual attire, including green t-shirts and blue shirts. The room has large windows in the background, and the overall atmosphere is one of a typical classroom environment.

AMMAYILA KOSAM
{For The Girls}

Visit us online at
akaforgirls.org
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Appendix 3: Additional Expenses

Expansion Expenses

| Project | Due date | | |
|--------------------------------|-----------|------------|-------------|
| Product Expansion | 2/23/2020 | | |
| <hr/> | | | |
| Description | Qty | Unit price | Total price |
| Snunchie Fabric Per Yard | 10 | \$15.00 | \$150.00 |
| Woven Bracelet Thread Per Foot | 25 | \$2.00 | \$50.00 |
| T-shirts | 50 | \$20.00 | \$1,000.00 |
| Crew-Necks | 50 | \$25.00 | \$1,250.00 |
| Notes: | | Subtotal | \$2,450.00 |

Additional Store-Fronts

| Project | Due date | | |
|-----------------------|-----------|-------------|-------------|
| Store-Front Expansion | 2/23/2020 | | |
| <hr/> | | | |
| Description | Qty | Unit price | Total price |
| Amazon | 1 | \$40.00 | \$40.00 |
| Walmart | 1 | \$40.00 | \$40.00 |
| E-Bay | 1 | \$40.00 | \$40.00 |
| Etsy | 1 | \$40.00 | \$40.00 |
| Store-Front Rent | 1800 | \$20.00 | \$36,000.00 |
| Store-Front Fees | 1 | \$500.00 | \$500.00 |
| Clothing Rack | 4 | \$100.00 | \$400.00 |
| Decorations | 1 | \$1,500.00 | \$1,500.00 |
| Bracelet Displays | 1 | \$30.00 | \$30.00 |
| Storage Units | 2 | \$400.00 | \$800.00 |
| Mannequins | 5 | \$50.00 | \$250.00 |
| Employee Wages | 1 | \$50,000.00 | \$50,000.00 |
| Notes: | | Subtotal | \$89,640.00 |

PROOF OF OWNERSHIP DOCUMENT:



Document must be filed electronically.
Paper documents are not accepted.
Fees & forms are subject to change.
For more information or to print copies
of filed documents, visit www.sos.state.co.us.

Colorado Secretary of State
Date and Time: 06/13/2019 09:49 AM
ID Number: 20191486699
Document number: 20191486699
Amount Paid: \$50.00

ABOVE SPACE FOR OFFICE USE ONLY

Articles of Organization filed pursuant to § 7-90-301 and § 7-80-204 of the Colorado Revised Statutes (C.R.S.)

1. The domestic entity name of the limited liability company is

Ammayila Kosam, LLC

(The name of a limited liability company must contain the term or abbreviation "limited liability company", "ltd. liability company", "limited liability co.", "ltd. liability co.", "limited", "l.l.c.", "llc", or "ltd.". See §7-90-601, C.R.S.)

(Caution: The use of certain terms or abbreviations are restricted by law. Read instructions for more information.)

2. The principal office address of the limited liability company's initial principal office is

Street address

3841 Deer Valley Drive

(Street number and name)

Castle Rock

CO

80104

(City)

(State)

(ZIP/Postal Code)

Colorado

United States

(Province – if applicable)

(Country)

Mailing address

(leave blank if same as street address)

3841 Deer Valley Drive

(Street number and name or Post Office Box information)

Castle Rock

CO

80104

(City)

(State)

(ZIP/Postal Code)

Colorado

United States

(Province – if applicable)

(Country)

3. The registered agent name and registered agent address of the limited liability company's initial registered agent are

Name

(if an individual)

Vakkalanka

Lavanya

Kaumari

(Last)

(First)

(Middle)

(Suffix)

or

(if an entity)

(Caution: Do not provide both an individual and an entity name.)

Street address

12077 Bay Oaks Court

(Street number and name)

Parker

CO

80138

(City)

(State)

(ZIP Code)

Mailing address

(leave blank if same as street address)

(Street number and name or Post Office Box information)

(City) CO

(State) (ZIP Code)

(The following statement is adopted by marking the box.)

The person appointed as registered agent has consented to being so appointed.

4. The true name and mailing address of the person forming the limited liability company are

| | | | | |
|----------------------------|-------------------------------|----------------------------------|----------------------------------|----------------------------|
| Name (if an individual) | <u>Ruwet</u> <i>(Last)</i> | <u>Rebecca</u> <i>(First)</i> | <u>Louise</u> <i>(Middle)</i> | <u></u> <i>(Suffix)</i> |
|----------------------------|-------------------------------|----------------------------------|----------------------------------|----------------------------|

or

| | | | | |
|----------------|-------|--|--|--|
| (if an entity) | <hr/> | | | |
|----------------|-------|--|--|--|

(Caution: Do not provide both an individual and an entity name.)

| | | | | |
|-----------------|---|--|--|--|
| Mailing address | <u>6586 N Windfield Ave</u> <i>(Street number and name or Post Office Box information)</i> | | | |
|-----------------|---|--|--|--|

| | | |
|--------------------------------|-----------------------------|--|
| <u>Parker</u> <i>(City)</i> | <u>CO</u> <i>(State)</i> | <u>80134</u> <i>(ZIP/Postal Code)</i> |
|--------------------------------|-----------------------------|--|

Colorado
(Province - if applicable) United States
(Country)

(If the following statement applies, adopt the statement by marking the box and include an attachment.)

The limited liability company has one or more additional persons forming the limited liability company and the name and mailing address of each such person are stated in an attachment.

5. The management of the limited liability company is vested in

(Mark the applicable box.)

one or more managers.

or

the members.

6. *(The following statement is adopted by marking the box.)*

There is at least one member of the limited liability company.

7. *(If the following statement applies, adopt the statement by marking the box and include an attachment.)*

This document contains additional information as provided by law.

8. *(Caution: Leave blank if the document does not have a delayed effective date. Stating a delayed effective date has significant legal consequences. Read instructions before entering a date.)*

(If the following statement applies, adopt the statement by entering a date and, if applicable, time using the required format.)

The delayed effective date and, if applicable, time of this document is/are

(mm/dd/yyyy hour:minute am/pm)

Notice:

Causing this document to be delivered to the Secretary of State for filing shall constitute the affirmation or acknowledgment of each individual causing such delivery, under penalties of perjury, that the document is the individual's act and deed, or that the individual in good faith believes the document is the act and deed of the person on whose behalf the individual is causing the document to be delivered for filing, taken in conformity with the requirements of part 3 of article 90 of title 7, C.R.S., the constituent documents, and the organic statutes, and that the individual in good faith believes the facts stated in the document are true and the document complies with the requirements of that Part, the constituent documents, and the organic statutes.

This perjury notice applies to each individual who causes this document to be delivered to the Secretary of State, whether or not such individual is named in the document as one who has caused it to be delivered.

9. The true name and mailing address of the individual causing the document to be delivered for filing are

| | | | |
|-------------------------------|----------------------------------|----------------------------------|----------------------------|
| <u>Ruwet</u> <i>(Last)</i> | <u>Rebecca</u> <i>(First)</i> | <u>Louise</u> <i>(Middle)</i> | <u></u> <i>(Suffix)</i> |
|-------------------------------|----------------------------------|----------------------------------|----------------------------|

6586 N Windfield Ave

Apgar, Rebecca Lynn
3841 Deer Valley Dr, Castle Rock CO 80104

Vakkalanka, Samyukta Priya
12077 Bay Oaks Ct, Parker CO 80138

Morgheim, Tori DeZuo
1418 N Tabor Dr, Castle Rock CO 80104