# Sample Business Case

Business Name- Newman Energy

Mission Statement – Newman Energy will make a statement in the industry through application solar and wind energy technologies and solutions. The company will look to become one of the world’s leading provider of Renewable Energy (RE) products and services. This company has been developed and created by Tyler Newman, Riley Newman, Cortez Milner, and Lynda Milner.

Company Overview – Newman Energy will look to make a statement in the energy industry through application of solar and wind energy technologies and solutions.

Product and Services – Newman Energy will provide affordable electricity to the state of New Jersey by offering attractive financing options for Newman Energy’s solar electric systems. This will allow families to make payments in small manageable installments. In addition to this, N.E. will construct a 25,000 watt solar/wind power station and eco-friendly community center. The services that will be provided are electric coffee processing, water pumping, computing, telecommunications access and internet browsing. This community center will also service as a place for education amongst inspiring entrepreneurs to inspire and motivate them to start their own businesses.

Marketing Strategy – Newman Energy’s target customer is a domestic family that earns a total household income of $40,000. A basic solar electric system will be priced at $600, or $50 per month. A solar electric system is safer, more reliable, provides better lighting, and provides better value than dangerous alternatives like kerosene lamps and dry cell batteries for smaller appliances.

Financials – Solar plan financing will generate $1.9 million net income and $5.6 million in accumulated case by 2016. Newman will seek $5 million in the single round of seed financing to fund the construction of the power station and community center.