# [Geo’s Famous Business Plan 2021]

[If you’re ready to write, just select a line of text and start typing to replace it with your own.]

* Basic cost set at $14 for 12 oz bottles glass/plastic; Price point of plastics bottle is more cost efficient however glass mason jars are far more superior when bottle is concerned. Year 1-4 plastic bottles. 4th year and beyond, mason jars optional with larger volume of sauce example 24 oz/36oz
* In marketing, we will need to drive a heavy online presence early. Looking for influencer on IG, Twitter, Facebook will be key for year 1-4. Famer’s market, bite of black business, Hempfest, packwood days, any local event should be the focus of 2021. Despite of covid, there should be at least 4 opportunities to capitalize on without cooking. The focus this year will be on the Sales of Sauces and only Sauces.
* Build the website from the ground up. This will be ideal to do no later than June 2021. Website should have fun up-to-date content involving community activities. Product for online purchasing should be simple and easy. Include history and factual information as a way to capture the consumer.
* Create the LLC for with the company will be apart of. Example: Parent Company -> DBA Geo’s Famous. One LLC name is determined open the business account with United One Bank. Separate the house from the business and create company venmo’s, cash app, PayPal's and square when needed.
* Fine tune the ingredients to be should each and every time. The batch that is sent to the lab is the recipe that will be used each and every time. There will be no mild, sweet or spicy. The sauce will need to be a perfect blend of all three.
* Price out the cost for cost of kitchen rental /hr, ingredients required, packaging, shipping. Prep as much allowed from home to maximize product yield from comm kitchen to keep cost a minimum.
* Locate local farmers for as much locally grown product as possible.

Packaging design is completed. No change required.

* DOR must be updated when the LLC is formed.
* Shelf-life testing and analysis must be returned prior to engagement with local shop owners. Proper link and information should be made available on the website for all to view. Being transparent is the difference between Walker’s and Geo’s.

Expansion may be quick but could be slower than desired. In the event of rapid growth and high demand, a sauce product company should be secured within the 1st 6 months of active online sales. This should only be used as a safety net in the event of rapid growth. Because this process will require for the recipe to no longer be a trade secret thru the exposure of leaked information is increased. Ideally, this should be a viable option in year 5+ in order to allow time for creative ideas such as rum infused, marijuana infused (to be sold exclusively with mj retailers) fruit infused sauces.

* Year 1-5 Sauce focus will be to create and output a sauce that is identical to each other. No variations until 1.) gross receipts of 350k YTD or year 5 of operations.
* Year 4, introduction to mason glass jars and larger quantity. No larger Quantity unless $350k in gross sales is reached in 2-3 years of operation or on the 1st quarter of year 4 in order to be circulated to consumers by beginning of 2nd quarter.
* Year 5+, open the sauce for infusion. Rum, Fruit and Cannabis.

There will be no options to for any stake in the company or any silent investors. There’s no such thing as a silent investor, they’ll always feel as if their input weighs more than your knowledge. There is no sell out options. If HEINZ or any company for that matter wants to buy us out, we’re not for sale. No matter the price.

When established in the business of sauce making, a team will be hand selected and picked with direct origins of the Caribbean. The company will remain black owned and operated.

* 1st year (fiscal) target sales goal 3,500 units approximately $49k gross sales
* 2nd year (fiscal) target sales must increase by 10% $53.9k gross sales
* 3rd year (fiscal) Target sales must increase to 25% $67k gross sales
* 4th year (fiscal) target sales must increase by 30% $87.1k
* 5th year (fiscal Target sales must increase by 60+%$139k

Total Revenue of $396,260= $79,252/year Owner salary for tax purposes $17,600 per year $88,000 over 5 years

Company equity of $308,260 by end of year 5year.

Capable to hired 3 employees @ $60k

* Marketing Wiz
* Logistics
* Direct Sales to B2B