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| PROPOSAL AND INVESTMENT STRATEGY  CLAUDE J. EDNEY FUNEAL HOME INC |
| CLAUDE J. EDNEY FUNEARAL HOME INC 634 SHARON AVENUE  SHARON HILL, PA  Phone – 610-586-8890  Email- cjedneyfuneralhomeinc@yahoo.com |



## TECHNOLOGICAL INNOVATIONS

### **INNOVATION LEADS**

### **2 WALL MOUNTED SCREENS**

### **50-100 TABLETS**

### **2 OUTDOOR SPEAKERS**

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#### SYNOPSIS

The Claude J. Edney Funeral Home Inc., is proposing to add new technological advancements in the form of media broadcast to enhance the experience and performance of Chapel. The entertainment value is monumental during service and also adds profitability to the building structure with these new innovations.

2 Wall mounted screens –

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| Cost | Value |
| Price estimate - $600-$1000 – 2 screens | Chapel price increase - +$400($1200) |
| Use value – info screens, ads, digital condolences, DVD screening, communication |  |

50-100 tablets

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| --- | --- |
| Cost | Value |
| Price estimate - $1500-$3000 | Per funeral package increase, digital branding, digital organizing |
| Use value – info screens, ads, digital condolences, DVD screening, communication, contact info collecting |  |

2 Outdoor Speakers

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| Cost | Value |
| Price estimate - $500-800 | Vigils, outdoor events, Chapel service cost increase |
| Use value – outdoor sound projection,  in-house sound projection |  |

## STOCK INVESTMENT

### **INVESTMENT PORTFOLIO**

### **ESTABLISH STOCK ACCOUNT**

### **BUILD WEALTH FOR BUSINESS**

### **INITIAL INVESTMENT PHASE**

Claude J. Edney Funeral Home Inc., is proposing an initial investment of $1000 to begin the business portfolio. We will choose only 2 companies to buy stock from that have high market caps, solid returns, and most importantly huge stability. We will only be choosing from “FANG” stocks, and we will choose Facebook and Apple, due to high earnings reports this year in 2018. We are looking to hold on long term, and build a solid foundation within the portfolio for future investments and endeavors. We want to begin a consistent pledge of $1000 per month and hopefully graduate annually.

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| INTIAL INVESTMENT | TIME | COMPANY |
| $1000 | 9/30/2018 | TD AMERITRADE |