Management 333

Team 9

Business Plan Project

16 Nov 2016

Kristin - Company Description

Alyssa - Operations Management

William - Market Analysis

Jalissa - Financial Analysis

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**COMPANY DESCRIPTION**

AppMate

Corporation

Service

Revolutionize how users experience content

Letting clients manage their business while enabling their consumers browse the content they love while using the device they love (phone, tablet, etc.)

What we offer:   The testing of concepts and ideas through quantitative methods in order to create programs for user friendly mobile apps that will drive the value of your business.

Why better than competition:  We take the best ideas and put in the time and exemplary effort to translate them in the best way possible; Because good ideas take time to be put into effect, and so does creating the app that perfectly integrates seamlessly in your customers’ lives.

Why benefits customers:  Unlike other companies, we will ship your project ass soon as we feel it can operates with core functionality. We don’t take any short cuts, and efficiency is sacred to us.

Growth potential: Virtually unlimited.

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**Operations Management:**

**Location:** Chicago, IL. Offices located in the heart of downtown Chicago.

Space: 6,750 sq. feet?

Office building tower.

Our products are created in our offices.

Product development occurs through computer technology

**Equipment:**

Office space

All office equipment-

Internet access CTO

Development ready desktops and laptops

Open-source app creation software

**Personnel:**

Employees**: 24**

3 Project managers

18 App designers/ creators

1 Software Designer

1 Marketing

1 Finance/ Accounting / HR

Type of labor: skilled professional technology

How we find employees: Posting on job website. Looking for recent graduates with the appropriate degree. Hire trained employees with experience/ college degrees. Multiple interview process.

**Management:**

4 owners:

Will Pulkownik: Founder and CEO (Chief executive officer)

Other part owners: Allysa Przybylka:CMO (chief marketing officer) , Kristin Renken: CTO chief technology officer, Jalissa Phillips: CFO chief financial officer.

**Business Plan**

Owners: William Pulkownik,

Allysa Przybylka, Kristin Renken, Jalissa Phillips

AppMate

100 S. Wacker

Suite 100

Chicago, IL 60606

312-123-231

Fax:123456789

appmate@gmail.com

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**II. Executive Summary**

We are AppMate.  Our owners William, Allysa, Kristin, and Jalissa, have created a corporation in which provides the service of mobile application development.  We help deliver one of the most popular, trendy, and in demand betterments of this decade.  The emphasis of our company is driven by competitive pricing, high growth potential, and current social trends including cell phones and all mobile devices.

This industry is built on social media, age-related technology, and the ability to developmentally progress on infinite levels of technology.  Several years ago this company started out as a simple team with simple goals.  Today, our team members are confident in their venture to please every customer with their new, bold, and innovative approach to mobile app development.

Industry statistics show and prove the continuous growth of revenue as well as popularity in this field.  Not only are we headed in the direction of complete success, but we are helping every company that considers our business to head in the very same notably prosperous direction.

The overall objective of our actions is simply to be a competitive aspirant in the industry of mobile application development, and to help smaller companies get their businesses off the ground.  We know how it is to be beginners, and with our knowledge and expertise, we can help them flourish into their dreams we are working to turn into realities.

The principles we apply to our work ethic and collaborative force will keep us leading in our field and  staying ahead of our competitors.

**III. General Company Description**

Here at AppMate, our  goal is to revolutionize how mobile users view and utilize mobile content.  Our  purpose lies within our clients’ company, allowing us to let them manage their business while enabling their consumers browse the content they love while using their favorite mobile devices.

Our mission?  To turn our clients’ visions of success into reality through the programming and development of a user-friendly mobile app.  We use an agile development model to make sure our clients’ needs are met in a timely and accurate manner.

**IV. Products and Services**

Why choose AppMate?  Our corporation takes the best ideas and puts in the time and exemplary effort to translate them in the best way possible;  Because good ideas take time to be put into effect, and so does creating the app that perfectly compliments your business.  We only use the best, industry-leading technology to transform average ideas into extraordinary graphics.  Unlike other companies, we will only reveal your project when we feel it can operate to the best of its ability.  We always put your need for quality and creativity first.  With only a $3,000 down payment and an average cost of $182,400 per app, there is no reason why AppMate wouldn’t be the best choice of companies, especially in such a competitively priced industry.  We don’t take any short cuts, only the correct, yet efficient, steps in order to transform your visions of success into a reality.

The potential growth of our company in the next 5-10 years is expected to increase by just under 50%!  Considering how popular of a business app development is, our growth over 10 years may even be more than predicted.  In 2017, 268 billion app downloads will be made along with $77 billion in revenue worldwide.  With all the new technology advancements and trends that are happening and will continue to happen, our company is headed for huge expansion in the near future.

**V. Marketing Plan**

AppMate provides software development services for applications on various platforms (i.e. iPhone and Android). Software is a vibrant and thriving industry. As the economy continues to grow, application software development is expected to be the fastest growing industry in the Information Technology arena. According to Forbes, 2016 global revenue for software services and platforms for software services are $88.3 billion, up from $69.7 billion in 2015 (all figures in US Dollars). The total revenue for the global software market is $385.3 billion. Since 2014 the software industry has grown 13%, higher than the economy as a whole. The North American software market has been experiencing the fastest growth among all global software markets and controls the majority of the software market.

As application specialists, AppMate is entering in to a rapidly growing division of the software market. Smartphones are increasingly popular devices in what is being called the “post-PC era.” The Pew Research Center, in their study ‘US Smartphone use in 2015,’ reports that 68% of Americans owned a smart phone in 2015, up from 58% the previous year. Highest rates of ownership are among younger Americans. The percentage of smart phone owners who use applications for services other that traditional telecommunications is 97% according to the same study. Statista, a statistics compilation firm, projects global applications revenue to grow to $188.9 billion. To maintain relevance and remain accessible to their customers, businesses are increasingly turning to companies like AppMate to develop mobile applications which meet their needs in ever changing (but increasingly digital) markets. According to Red Hat’s Maturity survey of 200 major US and European businesses, 90% of respondents said their company has or is developing an app, and 60% report having a review process to alter the app as necessary. Gartner, Inc. estimates that by the end of 2017, market demand for mobile platform applications will grow at least five times faster than internal IT organizations' capacity to deliver them. To illustrate the relevance of mobile apps, President Obama ordered that all federal agencies make at least two public services available on smartphones, with the intent to encourage innovation and stimulate employment in mobile communications software. In Sum all of this suggests AppMate is entering a favorable market.

Application development as an industry has relatively low overhead. Because the finished product is designed to run on a mobile device, most modern computers are powerful enough to develop mobile applications. The software used to create applications can be acquired free. In fact, Google only recently stopped using a popular free software development tool program called Eclipse. The majority of revenue goes to compensating employees.

Industry EBITDA profit margins of application development companies are encouraging for smaller software firms (EBITDA is a figure generated by taking Earnings Before Interest, Tax, Depreciation, and Amortization and then dividing that by total revenue, it is considered a more reliable metric for gauging a company’s profitability than simple profit, and is simply called the profit margin.)

According to data gathered from BizMiner: Generally (and surprisingly), the smallest application development firms have higher profit margins than larger firms. There are a great number of small software development firms whose profit margins average around 13% of revenue. Profitability shrinks as a software developer’s revenue increases until it stabilizes around 8%. This relieves from AppMate the pressure to force growth for profitability’s sake, as it makes more financial sense to be a great company instead of a big company. It is worth noting the potential upside to application development. When apps become popular, the return on investment becomes astounding. According to R-Style Lab, a data analytics and software development firm located in Silicon Valley, the average casual mobile gaming app (think Candy Crush or Angry Birds) costs $50,000 to develop. R-Style Lab has compiled the US earnings of the top 200 mobile games. The top five games pull in an average of $1.2 million daily. The bottom 5 games pull in $8,250 daily, still profitable. These companies typically employ 25-200 employees. The fields of Virtual and Augmented Reality (VR/AR) are expected to explode over the next two years as well.

The most immediate threat to the success of AppMate is entering and surviving the market during those inherently volatile formative years, particularly building an initial client base. As a disabled combat veteran, my business receives hiring preference for federal contracts, this will help generate income. Regarding competition: It is true that there are a multitude of developers in the market, and according to multiple 2016 market reports, between 30% and 40% are unprofitable. Through my research I have divined that the cause of this failure is not lack of business but failing to cultivate happy any loyal client bases. Disappointed clients gave three main reasons for their dissatisfaction with the applications they’d had built: poor functionality, clumsy User Interfaces, and poor user experiences. In my experience, a low-quality product is often the symptom of low enthusiasm for the product by its manufacturer. AppMate takes pride in crafting sleek, usable products. The agile development model allows us to create a Minimum Viable Product (MVP) within weeks of conception, depending on the size of the project. This MVP is then distributed to the client who may assess its functionality and provide feedback, and revisions are released at regular intervals. A strength of the Agile Development model is near continuous engagement with our clients and the opportunities for feedback. AppMate distinguishes itself from More successful competitors, those in the black, through high quality service and vision. Another separating factor is our passion to solve peoples’ problems. To quote app designer Bob Moesta, “Customers desire a future state where they are better off than their current reality. Once you can identify the success dimensions of this desired future state and study the obstacles keeping them from achieving that state – therein lie the problems worth solving.”

Aside from businesses as customers, our typical customer’s demographic profile is smartphone app users. According to The Pew Research, this demographic is “disproportionately male, young, educated, and affluent,” with incomes in the 50-75k range. We will reach our potential customers through: Requests for Proposals, Social Media, Freemium app distribution, and reputation / word-of-mouth.

Naturally, as CEO, I have better designs for my company than just contracting out jobs. I want to change the way people live, to revolutionize the way people use mobile technology. I realize that the absolute best applications have single-minded utility, are very intuitive and provide a solution to some problem. VR/AR is one area of the software market that is only now beginning to bud. For an example of VR’s utility, imagine shopping for a watch at an Amazon-like site and being able to hold, examine and even try on a lifelike digital replica. VR offers this opportunity. To fund these in-house projects, I plan to funnel company profits towards promising ideas.

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|  | **AppMate** | |  |  |  |  |  |
|  | **2017 Sales Forecast** | |  |  |  |  |  |
|  | **Company Confidential** | |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | Instructions: Enter values into the white and yellow cells only. | | |  |  |  |  |
|  | **Opportunity Name** | **Platform** | **Sales Category** | **Forecast Amount** | **Probability of Sale** | **Forecast Close** |  |
|  | Aurora Libraries | iOS | Government | $54,800 |  | January |  |
|  | Aurora Libraries | Android | Government | $51,750 |  | January |  |
|  | Social Media unity platform | iOS | Social App | $166,000 |  | January |  |
|  | Chicago Parks | iOS | Government | $50,000 |  | March |  |
|  | Chicago Parks | Android | Government | $51,800 |  | March |  |
|  | Kiddie Land | Android | Small Biz | $9,200 |  | April |  |
|  | Kiddie Land | iOS | Smal Biz | $8,350 |  | April |  |
|  | OZ Tattoo | iOS | Individual | $6,800 |  | June |  |
|  | Dupage County Waste | iOS | Government | $54,000 |  | June |  |
|  | Dupage County Waste | Android | Government | $52,130 |  | June |  |
|  | podcast app w/ ads | Android | AppMate | $1,296 |  | June |  |
|  | StretchArmstrong limos | iOS | Small Biz | $189,855 |  | June |  |
|  | StretchArmstrong limos | Android | Small Biz | $216,160 |  | June |  |
|  | Mud Jumper (game) | Android | game contract | $60,000 |  | June |  |
|  | Non-Profit | iOS | Donation app | $36,000 |  | August |  |
|  | Non-Profit | iOS | Charity prototype | $10,000 |  | August |  |
|  | Local Deals | iOS | coupons market | $237,320 |  | October |  |
|  | Local Deals | Android | coupons market | $255,855 |  | October |  |
|  | in-house simple game w/ ads | Android | games | $15,900 |  | October |  |
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|  | **Total** |  |  | **$1,527,136** |  |  |  |
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|  | **AppMate** | |  |  |  |  |  |  |  |  |
|  | **2017 Sales Forecast** | | **Worst Case** | **Worst Case** | **Worst Case** | **Worst Case** | | |  |  |
|  | **Company Confidential** | |  |  |  |  |  |  |  |  |
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|  | Aurora Libraries | iOS | Government | $54,800 |  | January |  |  |  |  |
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|  | Kiddie Land | iOS | Smal Biz | $8,350 |  | April |  |  |  |  |
|  | OZ Tattoo | iOS | Individual | $6,800 |  | May |  |  |  |  |
|  | Dupage County Waste | iOS | Government | $54,000 |  | May |  |  |  |  |
|  | Dupage County Waste | Android | Government | $52,130 |  | May |  |  |  |  |
|  | podcast app w/ ads | Android | AppMate | $585 |  | May |  |  |  |  |
|  | Mud Jumper (game) | Android | game contract | $60,000 |  | June |  |  |  |  |
|  | Non-Profit | iOS | Donation app | $36,000 |  | August |  |  |  |  |
|  | Non-Profit | iOS | Charity prototype | $10,000 |  | August |  |  |  |  |
|  | Local Deals | iOS | coupons market | $237,320 |  | October |  |  |  |  |
|  | Local Deals | Android | coupons market | $255,855 |  | October |  |  |  |  |
|  | in-house simple game w/ ads | Android | games | $108 |  | October |  |  |  |  |
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|  | **Total** |  | **$1,104,698** |  |  |  |  |  |  |  |
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**Ethos**

Like entertainment industries App Development requires a little magic sometimes That magic comes from my warrior ethos:

1. I am ready to radically change parts of this operation if opportunity for excellence arises.
2. I have faith in Big Data and Statistics.
3. I listen to my employees and clients.
4. I protect our methods fiercely.
5. I encourage innovation and collaboration.
6. I believe that Culture chews up Strategy and spits it out.
7. I deliver on my word.

**VI. Operational Plan**

**Production**

Production techniques are with our computer technology. Costs include computer costs and software costs. Quality Control includes consumes testing out the application before it is released.

We stick to the customers request. We want you to be 100 percent satisfied with our work. We will work with your company to ensure satisfaction.

Product development starts with our creative team who will design the application the way you want. Then goes to our programmers and software engineers who essentially “create” the mobile application.

**Location**

Our services are conducted by our professionals in our offices located in downtown Chicago, IL. Our office space is approximately 6,750 square feet in an office building located in a commercial zone. Access includes going through lobby of office building up to the eighth floor. Parking requirements include the parking structure across the street. Pay for one day or pay per year. Located near freeways, railroad, and shopping centers.

**Legal Environment**

Licensed software technology. Licensed in Android and Apple licensing policies for publishing applications to their app store. Health and workplace regulations include workplace safety and health regulations. Building requirements include contract agreements and fire codes. Industry regulations include privacy laws and legality. Copyright laws included with contract.

**Personnel**

Our company will include 50-100 employees. The type of labor being conducted is skilled professional labor. We will find the best employees possible by posting on job websites and recruiting from colleges. Looking for recent graduates with appropriate degrees and demonstrable skill. We aim to hire experienced employees. Existing staff have the qualified experience needed. Our pay structure is an internal equity method so each job is compensated according to the jobs above and below it. Our training methods include our current employees training new hires. Our employees consist of several departments including Management, Creative team, Programmers/ concept developers, Tech support/ Security, Software engineers, Marketing, Finances/Accounting, and an office assistant. Employees also include Founder and CEO, CFO, CTO, CMO, and Office/Project Manager. We have Schedules prepared each week for employee convenience.

Sample Job description:

Software engineer: Responsible for software product and information systems. They research and design systems. They are responsible for operations by conducting systems analysis and installing solutions.

**VII. Management and Organization**

On a day-to-day basis our business will be managed by the office manager and owners. Manager will have experience in management and computer technologies for app development. They will in turn oversee employees work.

Founder/CEO

   |

 CTO/CFO

  |

CMO

  |

Office/Project Manager

 |

Creative team, Software Engineers,

Programmers/Concept developers,

Tech support/ Security, Marketing, Finance, Office assistant

**VII. Personal Financial Statement**

|  |  |  |
| --- | --- | --- |
| **STATEMENT OF PROJECTED INCOME** | | |
|  | | |
|  | **2016** | **2017** |
| **Revenue from AppMate**  **Gross Revenue** | **$1,527,136** | **$1,276,800** |
| **Direct Costs**  Internet Security System | **-$147** | **-$147** |
| Telephone Utilities Employee Salaries and Wages  Rent | **–$100**  **–$585**  **-100,000**  **-$2,156**  =$102,988x12  **=$1,235,856** | **–$100**  **–$585**  **-100,000**  **-$2,156**  =$102,988x12  **=$1,235,856** |
| **Operating Profit** | **$291,280** | **$40,944** |
|  |  |  |

**IX. Startup Expenses and Capitalization**

AppMate owners plans to take out a loan for $140,000 to cover startup expenses.

**Startup Expenses:**

1. Advertising: $1,600
2. Brand Development: $2,800
3. Building Down Payment: $65,000
4. Equipment

* Desks: $10,000
* Computers: $47,000
* Telephones: $1,400
* Projectors: $9,000
* Office Supplies: $1,000

    5.  Website: $2,000

**Total: $139,800**

**Average Monthly Expenses:**

1. Telephone: **$100/month**
2. Utilities: **$585/month**
3. Internet Security System: **$147/month**
4. Employee Salaries and Wages: 10 employees @ $60,000/year =$600,000

15 employees @ 40,000/year=$600,000

=1,200,000 per year/12

**=$100,000 per month on Salaries**

1. Rent: **$2,156**

**Total Average Monthly Expenses: $102,988**

**X. Financial Plan**

**Operating Expenses**

**Daily Operations:**

AppMate will be open Monday through Friday 8-7 PM and Saturday 10-6 PM. Each week, there will be **63 hours of operation.**

**Salaries and Wages:**

AppMate will pay Computer/Technology/Engineering employees **$40-50k**/year.

Each App creation will take about 300 hours, which is equivalent to 6.34 weeks of operating time. Though, we average the creation and editing time to about 8 weeks in total. That means we can make 6-7 app projects per year.

**Operation Pricing**

AppMate creates user-friendly apps for other companies. When developing an app, a company can choose from many different features to add to the app depending on the company’s need.

\*There is a down payment of $3,000 after signing the contract. After the signing of the contract, there will be 2 scheduled meetings. The first meeting will be where we lay discuss

**Simple Features:**

* Stock/Template-based interface: $5,000 IOS/$4,500 Andriod
* Email Login: $1,500 IOS/$1,500 Andriod
* Sync data across devices: $6,000 IOS/$5,500 Android
* User profiles: $6,000 IOS/$6,000 Android
* Custom app icon design: $500 IOS/$500 Android

**Advanced Features:**

* Custom User Interface: $13,000 IOS/$12,000 Android
* Social login: $6,000 IOS/$5,500 Android
* In App Payments:$6,500 IOS/$6,000 Andriod
* Shopping Cart:$5,700 IOS/$5,700 Android
* In app rating/review system: $6,000 IOS/$5,500 Android
* Camera access:$6,500 IOS/$5,500 Android
* Bar code scanning : $10,000 IOS/$10,000 Android
* Messaging: $10,000 IOS/$9,000 Android
* Geolocation: $7,000 IOS/$5,000 Android
* Calendar integration: $5,500 IOS/$5,000 Android

**Pricing Summary**

Because of the variability of clients’ needs the cost of developing an application may range from $10,000 to almost $1 million. An “average” moderately complex app will cost from $50-150k, and annual maintenance is 15-20% of the build price. This cost is the price of developing the app for one mobile platform. Clients may require their app be operable on two or more platforms. It is worth noting that if a client chooses only one platform for his app, he will choose iOS more often because app functionality is more reliable across Apple’s standardized hardware. Also, iOS users are statistically wealthier than Android users. We expect our first clients to come from the public sector. Government Agencies do not usually require much complexity, averaging $15k per app across three platforms (Windows phone is the third) for a total of $45k (plus 7k maintenance expected over the following year.)

average cost per app is $182,400. Seeing as though we can make 12-14 projects per year and our average cost to build one app is $182,400, our revenue will be **$1,276,800** per year.

**XI. Appendices**

https://www.entrepreneur.com/article/236832

Statista.com

Forbes.com

**Jalissa Phillips**

Dekalb, IL 60115

Jalissaphillips@yahoo.com

(773) 440-8189

**Objective**     To be in a stimulating work environment in the hospitality industry and build the success of a company while enhancing my skills.

**Work Experience**   **NIU Residential Administration** 08/2014-Present

**Front Desk Student Manager/ Mail Courier**

●    Assisted walk-in office traffic and telephone calls

●    Delivered on and off campus mail

●    Programmed Residential meal plans

●    Managed/Oversaw front desk operations

●    Arranged front desk scheduling

**Crocs** 06/2013-08/2014        Chicago, IL

**Sales Associate**

●    Sold retail products through accurate knowledge about the products and the customers’ needs

●    Balanced the cashiers draw

●    Maintenance

**Jewel- Osco** 09/2012-06/2013              Chicago, IL

**Service Clerk**

●    Organized food items to make the shelves look presentable

·         Assisted Customers to their vehicle to carry loads of groceries

**Education**    Northern Illinois University 2013- Present

**Skills**

**Leadership**

* Hosted/Planned Baby Showers
* Hosted/Planned Family Reunion in 2010
* Gave tours of Residential halls for Northern Illinois University

**Customer Service**

* Assisted Customers to their vehicle to carry loads of groceries
* Assisted walk-in traffic and telephone calls
* Was described by Customers as *“polite and kind”*

**Volunteer Work**

* Consulting inMarketing
* Open House Representative for Housing and Dining
* Soup Kitchen

**KRISTIN RENKEN**

10231 Kolin Ave Oak Lawn, IL 60453

 (708)-691-8222   krisrenk@yahoo.com

**OBJECTIVE**

To achieve an inspiring and exhilarating career in the field of nutrition in order to absorb and spread knowledge of nutritional health awareness.

**EDUCATION**

**Bachelor of Science in Nutrition, Dietetics and Wellness,** May 2018

Northern Illinois University, DeKalb, IL

**Associates of Applied Science in Culinary Arts Management, June 2014**

Moraine Valley Community College, Palos Hills, IL

**Work EXPERIENCE**

**Cake Decorator**

Mariano’s, Oak Lawn, IL, August 2014 – December 2015

·  Worked closely with clientele in order to correctly and accurately create cakes and various desserts to their liking.

·  Portrayed superlative customer service through knowledge and skill in my cake decorating profession

**Cake Decorator/Bakery Clerk**

Jewel Osco, Oak Forest IL, June 2013 – August 2014

·  Creatively and efficiently decorated, packaged, baked, and produced perfect quality bakery items

**·**Delivered excellent customer service to shoppers and clients by displaying exceptional communication skills and adequately filling their orders

**Sales Representative**

Sears, Chicago Ridge, IL, November 2012 – February 2013

·  Worked efficiently to deliver best quality shopping experiences to customers by taking care to meet their needs effectively

**Customer Service Associate**

Kmart, Oak Lawn, IL, July 2011 – October 2012

·  Resolved challenging customer service issues quickly and efficiently

·  Collaborated with team members to deliver positive customer shopping experiences by exhibiting a helpful attitude and knowledge of store merchandise

**ACTIVITIES AND VOLUNTEER EXPERIENCE**

·  Student Dietetics Association, Northern Illinois University, DeKalb, IL, October 2016 – Present

**CERTIFICATIONS/LICENSES**

·  CPR and First Aid

·  Sanitation

**ALLYSA ANN PRZYBYLKA**

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Muskego, WI 53150

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(262)-894-3269

OBJECTIVE

Seeking an Internship opportunity in Merchandising

EDUCATION

B.S. Fashion Merchandising

Marketing Minor

Northern Illinois University, DeKalb, IL

Graduation date May 2017

EMPLOYMENT EXPERIENCE

Sales Associate

Charlotte Russe, Greenfield, WI | June 2014-Present

o   Provided customer service and influenced decisions to purchase items

o   Controlled fitting rooms and encouraged outfits

o   Completed sales

o   Maintained organization of the floor

Sales Associate

Wet Seal, Brookfield, WI | June 2013-Jan 2015

o   Provided customer service

o   Completed sales

o   Controlled fitting rooms and helped customers select outfits

o   Maintained organization of floor

SKILLS

o   JDA software for registers

o   Microsoft office programs

o   Proficient in organization and customer service