

GCM470

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Section 2

Business Plan - Custom Bound

Group #15

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BUSINESS PLAN



Custom Bound

Opening a new chapter to *creativity*

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EXECUTIVE SUMMARY

Custom Bound is embarking on an exciting journey, inviting consumers to open a new chapter to creativity by designing their own dust jackets. The company's mission is to empower book lovers to shape their own narratives, breathing fresh life into their beloved reads with custom dust jackets tailored to their tastes. Whether customers opt for personalized designs or choose from convenient templates, Custom Bound is dedicated to providing an online platform where individuals can unleash their creativity and infuse each book with their unique story.

In today's consumer landscape, personalization and aesthetics hold more sway than ever before. A recent survey conducted by Custom Bound revealed that 91.3% of 103 respondents consider the aesthetic appeal of a book cover to be somewhat important to very important in their purchasing decisions. The full survey can be found in Appendix E. To meet this demand, Custom Bound operates on a transactional business model wherein customers have the option to either personalize their own designs or choose from pre-made templates, catering to their individual tastes and preferences. With 62% of Canadian readers preferring print books, Custom Bound's target market encompasses book enthusiasts of all kinds.

To reach its audience effectively, Custom Bound will leverage social media platforms such as TikTok, Instagram, and Facebook, capitalizing on the significant presence of book communities, particularly on BookTok, where #BookTok has garnered over 79 billion views. As the company progresses, partnerships with bookstores and influencers will complement its marketing strategy, fostering gradual customer growth.

With products priced between \$9.49 and \$17.49 averaging at \$13.49, and production costs at \$2.46 per unit, Custom Bound anticipates a substantial profit margin of 448.37% per sale. Projected sales for Year 1 are \$22,913.15, with anticipated growth to \$65,914.56 in Year 2 and \$193,625.80 in Year 3.

For the initial phase, Custom Bound will be managed solely by owners Alyssa Mintzberg, Alexandra Matias, and Natalie Annabelle as Custom Bound currently operates out of Alyssa's apartment. As the business stabilizes and profitability increases, expansion plans may include hiring additional staff and transitioning to a larger office space.

With a shared passion for books and design, the owners are committed to realizing the full potential of Custom Bound and bringing a fresh wave of creativity to the market. Alyssa, Alexandra, and Natalie have broken down all the necessities needed for the business to be a success.



THE BUSINESS MODEL

INTRODUCTION

Embarking on an exciting journey, Custom Bound is poised to revolutionize the book customization experience by inviting passionate book lovers to design their own dust jackets. With a steadfast mission to empower readers to shape their narratives and breathe fresh life into their beloved reads, Custom Bound offers custom dust jackets tailored to individual tastes. Whether customers choose personalized designs or convenient templates, Custom Bound is dedicated to providing an accessible online platform where creativity knows no bounds.

Operating exclusively online, Custom Bound serves customers across Canada, ensuring a seamless and contact-free transaction process with direct shipping to designated addresses. Dust jackets are meticulously customizable to fit any book size, with customers inputting specific dimensions during the ordering process. Whether a customer desires a single dust jacket or multiple copies, each product is available for individual purchase, showcasing the company's commitment to empowering customers with flexibility in their purchasing decisions. The company's online platform provides a creative haven where individuals can design their own dust jackets from scratch or personalize pre-existing templates, ensuring each book becomes a canvas for personal expression and storytelling.

The target audience for Custom Bound's innovative offerings is diverse and includes avid book lovers who seek to enhance the visual appeal of their collections, collectors interested in protecting and customizing rare editions, and individuals looking for unique and meaningful gifts for fellow book enthusiasts. Book clubs and reading groups can foster connections and identity through custom-shared reads, while authors and publishers can create special edition releases that resonate with collectors and fans.

Additionally, Custom Bound aims to collaborate with social media influencers within the book community, such as Bookstagrammers and BookTokers, to showcase its custom dust jackets and expand its reach to a wider audience of literary enthusiasts, as well as collaborating with interior designers for bulk orders for their staging projects. Independent bookstores and specialty shops can also benefit from offering Custom Bound's services as a unique revenue stream or a way to differentiate themselves in the market.

In summary, Custom Bound's mission is to empower each customer to unleash their creativity and infuse their unique story into every book. Join Custom Bound on this exciting journey of personalized literary expression and discover the endless possibilities of custom dust jackets.

THE CUSTOMERS

Our custom dust jacket services cater to a diverse range of book enthusiasts and industry professionals, making them ideal for book lovers who value the visual presentation of their collections. For avid readers who cherish their books as more than just reading material, our customizable jackets offer a way to enhance and personalize their bookshelves with unique designs.

Collectors of rare and unique editions can protect and elevate their valuable books with bespoke dust jackets, adding exclusivity to their collections. Gift buyers seeking thoughtful and personalized presents for book-loving friends or family members can find inspiration in our custom designs, perfect for birthdays, holidays, or special book-themed occasions. Book clubs looking to foster connections among members can benefit from matching or personalized jackets for shared reads, enhancing group identity and discussion engagement. Authors and small publishers interested in creating limited edition or special release versions of their books can utilize our services to design unique dust jackets that appeal to collectors and fans.

Additionally, social media influencers within the book community, such as Bookstagrammers or BookTokers, can curate aesthetically pleasing content by featuring our custom dust jackets in their posts, expanding our reach to their followers. Furthermore, independent bookstores or specialty shops catering to book lovers may find value in offering our custom jacket services as a way to differentiate themselves and generate additional revenue. Lastly, interior designers staging homes or projects can utilize custom dust jackets to ensure all books align with the desired aesthetic, creating visually cohesive and appealing book displays.

PRODUCTS & SERVICES

Custom Bound operates exclusively online, providing its range of products through the website to customers across Canada. All orders will be shipped directly to the customer's designated address, ensuring a seamless and contact-free transaction process. Dust jackets are customizable to fit any book size, with customers inputting the dimensions of their book during the ordering process. Whether customers desire a single dust jacket or multiple, each product is available for individual purchase. This approach reflects the company's commitment as a small business to empower customers with flexibility in their purchasing decisions, ensuring they feel empowered rather than constrained by predetermined quantities.

Dimension & Pricing

4" x 6" - 6" x 8"	\$9.49
6" x 9" - 7" x 10"	\$13.49
7" x 11" - 8" x 12"	\$17.49

THE OPPORTUNITY

Personalization is a powerful way to evoke a sense of uniqueness, as consumers relish the chance to design products tailored to their tastes. Offering customization empowers consumers, giving them a feeling of individuality and control over their purchasing decisions (Guevara, 2021). Recognizing the growing trend of customization in today's market, the owners of Custom Bound are extending personalization into the realm of books. While smaller personalized items like bookmarks and stickers have been available and larger retailers like Indigo offer limited designs, there are very few companies in the market that offer the same freedom. This gap presents a prime opportunity for Custom Bound to thrive in the market.

Moreover, there's a significant financial opportunity in entering the customization field. According to a recent study by ConfigureID, 90% of surveyed individuals are willing to pay higher prices for customized products. Customers desire customization without the hassle (Cook, 2024), and Custom Bound aligns with this preference by offering accessible templates for customers to personalize and add value to their dust jackets effortlessly.

THE LEGAL ORGANIZATION

Custom Bound will be registering their business under the Ontario Business Registry as a general partnership. Alexandra, Alyssa, and Natalie will work as equal partners throughout the entirety of the business. As entrepreneurs, opting for a general partnership structure can be highly advantageous for Custom Bound. Multiple individuals can collaborate to earn and divide profits, a general partnership provides a suitable framework. Establishing a general partnership is straightforward, often requiring only a verbal agreement, though it's advisable to draft a written agreement detailing profit-sharing rules and partnership terms. Additionally, a general partnership facilitates capital raising efforts, enabling Custom Bound to pool resources more effectively. Compared to a limited partnership, forming and operating a general partnership is more cost-effective, without certification expenses or complex tax requirements. The tax obligations are simpler in a general partnership, as profits and losses are passed through to the owners, who report them on their individual tax returns (bdc, n.d.). Owners will all be very involved in the operation of the company ensuring best interests are in mind. Alexandra, Alyssa, and Natalie have a written agreement and commitment to each other to accept all responsibilities as a group.

THE OWNERS



NATALIE ANNABELLE



Natalie Annabelle was born and raised in Vaughan, Ontario, and is finishing her 4th year of Graphic Communications Management at Toronto Metropolitan University (TMU). Initially apprehensive about reading, Natalie's journey transformed when platforms like Booktok sparked her passion for literature, publishing, and writing. Embracing her newfound love, she launched her own book-centric Instagram account and delved into the marketing world as an assistant with TMU's Office of Social Innovation. With a concentration in Publishing, Natalie aspires not only to craft her own book but to customize book aesthetics for herself and others, driven by her enthusiasm and dedication to her craft. As she nears the end of her undergraduate studies, Natalie is poised to leave a lasting impact on the graphic communications and publishing landscape.

ALYSSA MINTZBERG



Alyssa Mintzberg was born and raised in Thornhill, Ontario. She is currently enrolled in her fourth year of Graphic Communications Management at Toronto Metropolitan University. Alyssa briefly ran a sticker company in 2022, this taught her how to manage, run, and operate a small business. Currently, Alyssa is working part-time as a Marketing, Sales and PR Specialist at Reach Global Marketing. She started her journey at this company through a GCM internship and has maintained a strong relationship with her co-workers. Alyssa is someone who is not afraid of a challenge and ready to attack it head-on. Her background in design and management will allow her to effectively work with business partners to ensure timely decisions and workflow operate smoothly.

ALEXANDRA MATIAS



Alexandra Matias is currently enrolled in her fourth year of Graphic Communications Management at TMU. Before starting her journey at TMU, Alexandra inherited her Dad's entrepreneurial genes and started her own small business in December 2020. Alexandra built her custom embroidered apparel business from the ground up and managed to bring in over 1,100 orders within her first year of business. All of her sales originated exclusively from social media promotion, without the need for any budget allocation towards paid promotion. Alexandra has worked as a Corporate Brand Coordinator at Minto Group for one year now and has been offered to transition to a full-time role. Alexandra is extremely excited for her post-graduation career to commence and see what her future has in store for her.





FEASIBILITY

LOCATION & SITE ANALYSIS

Custom Bound operates solely as an e-commerce platform with sales across Canada in the initial years. While a storefront is not required, the company needs an office space to manufacture the dust jackets. Custom Bound will run out of co-owner Alyssa's apartment. The office will occupy a portion of the main room, this will have enough space for storage and equipment. The apartment is located two minutes from the closest subway stop so it is very accessible to transit to. Custom Bound takes pride in handling product shipments themselves, they have ensured resources are in close proximity. Utilizing Canada Post drop-off boxes strategically situated throughout the city, streamlines the delivery process for maximum efficiency and convenience.

SITE EXPENSES

Operating from Alyssa's apartment allows Custom Bound to minimize costs compared to renting a separate office space. Given the absence of additional employees at present, leasing an entire office area would not be financially effective. Custom Bound occupies 30% of Alyssa's apartment and shares 30% of the rent costs with Alyssa and her roommate, effectively reducing overhead expenses. Moreover, by utilizing the apartment, Custom Bound avoids utility fees as Alyssa and her roommate agree to split those personal expenses separately. Visit page 15 for a more detailed view on the space and equipment of the business.

MARKET POTENTIAL

Custom Bound has collected invaluable insights from their own internal survey and external sources in order to calculate the market potential within the book buying industry. This potential is calculated by multiplying the estimated number of potential buyers with the average selling price, and then multiplied by the average consumption rate.

According to the Canadian Book Consumer Study, book buyers aged 35 to 44 bought the most print books and made up 25% of print book purchases (BookNet Canada, 2023). Due to this age gap being the most likely to buy physical books, we've decided to focus on this age gap to calculate our market potential. According to Statistics Canada, the population of people aged 35-44 is approximately 5.5 million (Statistics Canada, 2024).

$$5,500,000 \times .25 = 1,375,000$$

Since we have generalized our prices into three different dimension ranges, we've taken the three prices we have and divided it by three in order to get the average selling price.

Average Selling Price:
 $(9.49 + 13.49 + 17.49) / 3 = \13.49

Our three price offerings

$$1,375,000 \times \$13.49 = \$18,548,750$$

Referring to our survey in Appendix E, just over half of our respondents purchase 1-6 books a year. In order to not over shoot, we've decided to assume buying 2 books a year is the average.

$$\$18,548,750 \times 3 = \$55,646,250$$

Therefore, Custom Bound's market potential comes to \$55,646,250 a year.

COMPETITION

When examining the competitive landscape, a few notable companies have emerged alongside our brand. One of the main competitors we came across was **Juniper Books**, which shares a similar concept. Juniper Books specializes in providing sets of dust jackets with fixed designs with no customization options. Their company offers dust jackets for only 28 various popular book sets, such as Bridgerton, Game of Thrones, etc. Each set is priced differently based on the number of sleeves included in the set. For example, a set of five sleeves for the Twilight Saga is priced at \$103, while their highest-priced set contains 15 sleeves priced at \$310. Generally, Juniper Books' dust jacket sets containing 3-4 dust jackets are priced around \$40-50. Juniper Books caters to customers looking to enhance their book collections with aesthetically pleasing sets of dust jackets.

Another competitor in the market is a company called **Nerdy Ink**. Similarly to Juniper Books, Nerdy Ink offers individual dust jackets with fixed redesigned covers for 11 popular book series. These dust jacket sets range in price from \$34 to \$40 for 1-7 dust jackets, depending on the set. Nerdy Ink also does not provide customers with an option for customization or personalization to their dust jackets.

In addition to these direct competitors, there is a presence of sellers on Etsy, a popular online marketplace, who offer decorative dust jackets and sets, but customization options are non-existent. While these sellers provide a variety of pre-designed options, they may not fully meet the needs of customers seeking personalized dust jackets or looking for a specific feel.

While there are companies offering reimagined dust jackets, none of them provide personalized dust jackets tailored to the specific desires of the customer. What sets Custom Bound apart is their innovative online creation studio, which allows the customers to design their dust jackets exactly as they envision. This unique customization capability allows individuals to match all of their books together seamlessly, regardless of series, ensuring a cohesive aesthetic for their bookshelf. Unlike Custom Bound's competitors, who primarily focus on redesigned sets based on specific book series, Custom Bound recognizes the importance of allowing customers to maintain a consistent vibe, theme, or colour scheme throughout their entire book collection. By offering personalized dust jackets with limitless design possibilities, Custom Bound provides a solution that meets the unique needs of customers seeking to curate a truly personalized and cohesive bookshelf aesthetic.

SALES FORECAST

According to Custom Bound's internal survey, as shown in Appendix C, the company found that more than half of the 103 respondents, approximately 52 individuals, buy books between 1 to 6 times a year. Additionally, 67% of the surveyed participants expressed interest in buying personalized dust jackets.

An examples from their primary competitor, Juniper Books, showcases a set of three dust jackets measuring 6.5 x 8", priced at \$103 CAD. In contrast, if a customer were to customize/select three dust jackets of the same dimensions on Custom Bound's website, their total would amount to \$29 CAD (\$9.49 x 3), marking a significant 72% reduction compared to Juniper Books' pricing for an identical product.

Custom Bound estimates to sell around 100 dust jackets a month that increases at a X% rate. This gives the company of at least \$1,400 of revenue a month that hopefully increases to around \$2,500 a month by the end of the year.

Month	\$9.49 Dust Jackets	\$13.49 Dust Jackets	\$17.49 Dust Jackets	Books/month	Price/month (\$)
Jan 2024	29	42	32	103	1,401.47
Feb 2024	40	24	45	109	1,490.41
Mar 2024	45	38	32	115	1,499.35
Apr 2024	53	29	40	122	1,593.78
May 2024	48	45	35	128	1,674.72
Jun 2024	51	43	40	134	1,763.66
Jul 2024	54	46	40	140	1,832.60
Aug 2024	61	45	48	154	2,025.46
Sept 2024	62	48	56	166	2,215.34
Oct 2024	64	64	48	176	2,310.24
Nov 2024	64	56	66	186	2,517.14
Dec 2024	82	72	48	202	2,588.98
2024 Total	\$6,196.97	\$7,446.48	\$9,269.70	1,735	\$22,913.15

In year two, it is projected the company will begin slowly increase in sales and hope to double in sales by the end of year two.

Month	\$9.49 Dust Jackets	\$13.49 Dust Jackets	\$17.49 Dust Jackets	Books/month	Price/month (\$)
Jan 2025	86	72	64	222	2,906.78
Feb 2025	82	83	80	245	3,297.05
Mar 2025	91	91	88	270	3,630.30
Apr 2025	106	104	88	298	3,948.02
May 2025	112	120	96	328	4,360.72
Jun 2025	109	131	122	362	4,935.38
Jul 2025	136	134	128	398	5,337.02
Aug 2025	160	155	136	451	5,987.99
Sept 2025	176	189	144	509	6,738.41
Oct 2025	192	206	160	558	7,399.42
Nov 2025	203	222	187	612	8,191.88
Dec 2025	243	240	208	691	9,181.59
2025 Total	\$16,095.04	\$23,567.03	\$26,252.49	4,944	\$65,914.56

By the end of year three, the company is projected to have nearly tripled in sales as outlined in the table below.

Month	\$9.49 Dust Jackets	\$13.49 Dust Jackets	\$17.49 Dust Jackets	Books/month	Price/month (\$)
Jan 2026	251	248	246	745	10,030.05
Feb 2026	269	269	267	805	10,851.45
Mar 2026	290	293	286	869	11,706.81
Apr 2026	317	312	309	938	12,621.62
May 2026	339	338	336	1,013	13,653.37
Jun 2026	368	374	352	1,094	14,694.06
Jul 2026	400	397	384	1,181	15,867.69
Aug 2026	445	432	421	1,298	17,414.02
Sept 2026	512	480	435	1,427	18,942.23
Oct 2026	528	518	510	1,556	20,918.44
Nov 2026	576	560	528	1,664	22,255.36
Dec 2026	610	614	606	1,830	24,670.70
2026 Total	\$46,548.45	\$65,224.15	\$81,853.20	14420	\$193,625.80

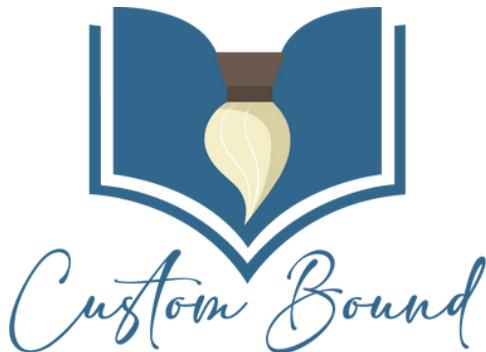
PROTECTING THE BUSINESS

To protect the operations of Custom Bound, insurance measures are being implemented to protect the business. Custom Bound plans to upgrade Alyssa's insurance policy to include "home-based business insurance" offered by ThinkInsure. The company will cover the additional cost of this insurance, which includes a large range of protections. This insurance plan protects the business from various threats, including theft, damaged equipment, liability for customer slip and fall incidents, customer property damage, lawsuits, closure-related losses, and product and service liabilities.

By proactively getting adequate insurance coverage tailored to the needs of a home-based business, Custom Bound is secured from potential threats and ensure the continuity of its operations.



MARKETING



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IMAGE

Brand image is extremely important in today's competitive market landscape. A strong brand image communicates trustworthiness, reliability, and authenticity. A well-made brand image not only attracts customers, but also creates an emotional connection that goes beyond just a transaction. The importance of brand image is exactly why the Custom Bound team carefully discussed every detail, ensuring that their brand elements reflect the vibe of their company and resonate deeply with their customers.

Made up of earthy, relaxing tones of green, navy blue, cream, and brown, Custom Bound's colour scheme gives off a sense of tranquility. These colours not only convey a sense of harmony and balance, but also symbolizes the warmth of a well-loved book. The use of the paintbrush symbolizes the creative and customization aspect of the brand. The book surrounding the paint brush gives a clear understanding that the company works directly with books. Whether it's creating cohesive collections for book clubs or enhancing home aesthetics with tailored dust jackets, Custom Bound represents a sanctuary for book lovers seeking to infuse their reading experiences with personal flair and style.

BUSINESS NAME

In Custom Bound's journey to establish a memorable and meaningful business name, the team took their time brainstorming and selecting the perfect name. The team wanted something simple yet smart, the type of business name that makes consumers excited. They wanted something catchy and intriguing while also clearly indicating what they offer. After careful consideration, the team settled on "Custom Bound".

At Custom Bound, their name reflects their commitment to personalized creativity and the excitement of dust jackets. The team selected the name "Custom Bound" to portray the essence of their company. The "custom" part being the service to allow customers to customize their own dust jackets to their unique taste and preferences. The second part of the name shows that just as books are bound together, the company name also signifies the bond between readers and their stories. The team aimed to provide a service where individuals can express themselves through their literature, whether it's by coordinating with book club members or harmonizing their collection with their home decor.

OUR VISION

At Custom Bound, the team aims to empower book lovers to craft their own narratives by offering custom dust jackets that breathe new life into their cherished books. Whether through personalized designs or convenient templates, Custom Bound aims to provide a platform where individuals can unleash their creativity and infuse each book with their unique story.

BRANDING



PRODUCT MIX

Custom Bound offers a unique service that provides custom dust jackets for a variety of books, catering to diverse tastes and preferences. Customers can either upload their own designs, choose from a selection of premade templates, or opt for professionally designed dust jacket options offered by the company. The online creation studio Custom Bound offers on their website gives the option for customers to personalize dust jacket templates with ease, offering a plethora of design options including images, patterns, text options, and artwork. Custom Bound also offers a feature allowing customers to input their own dimensions, ensuring that their custom dust jackets fit any book they desire, regardless of size or shape. This flexibility further enhances the customization experience, providing customers with the freedom to create personalized dust jackets for a wide range of books in their collection.

Custom Bound aims to ensure a high level of consistency and quality in its products. The team's strategic decisions were backed by their own market research via a survey that indicates a strong demand for custom dust jackets among book enthusiasts, particularly Millennials and Gen Z who are tech-savvy and value personalization. With a focus on customer satisfaction and innovation, Custom Bound aims to revolutionize the way readers engage with and display their favourite books.

STRENGTHS

Customization options stand out as one of Custom Bound's strongest assets. By allowing customers to craft their own dust jackets from scratch, Custom Bound offers a level of personalization unmatched by competitors in the market. Additionally, operating exclusively online enables the company to streamline operations and reduce overhead costs associated with physical stores, allowing them to offer competitive pricing while maintaining quality.

WEAKNESSES

A notable weakness is the company's relatively limited product range compared to competitors who offer both physical books and custom dust jackets. As a new company entering a niche market, Custom Bound may encounter challenges in building brand awareness and competing against more established players. Gaining visibility and trust among consumers will require strategic marketing efforts and a strong emphasis on customer satisfaction to overcome this hurdle.

OPPORTUNITIES

Looking ahead, Custom Bound identifies several opportunities for growth and expansion. One promising avenue is the potential diversification of product offerings beyond dust jackets. Securing copyrights to sell physical books alongside custom dust jackets could broaden the appeal and cater to a wider range of customer preferences. Another potential opportunity lies within a subscription service that allows customers to receive custom dust jackets on a regular basis, with the added bonus of fun book-related accessories.

THREATS

Custom Bound may face the risk of being overshadowed by larger, more established competitors. Economic uncertainties also pose a significant risk, as fluctuations in disposable income could lessen consumer spending on non-essential items like custom dust jackets. Lastly, staying on top of technological advancements and evolving printing techniques could pose obstacles, requiring continual investments in new equipment to maintain a leading position in the market.

PRICING

For our pricing strategy, we have decided to adopt a penetration pricing approach, leveraging our strengths and preemptively addressing potential threats. By implementing this strategy, our goal is to quickly put an anchor in the market and solidify our presence within the online retail landscape. A crucial aspect to this approach is offering our custom dust jackets at a competitive initial price point, which aligns with the preferences of our target demographic. This strategy is particularly effective in online environments where consumers are often price-conscious. This strategy is well-suited to the preferences of our target demographic, particularly Millennials and Gen Z, who prioritize value-driven options and are often price-conscious in their purchasing decisions.

Drawing on extensive market research, including Custom Bound's own survey (see Appendix E) that indicated consumer willingness to pay within certain price ranges, they've strategically priced their products to cater to a broad spectrum of pricing preferences. Their tiered pricing model, based on dimensions and customization options, ensures transparency and flexibility for customers while maximizing market reach. With products priced between \$9.49 and \$17.49, we aim to capture approximately 75% of the market, aligning with the desires of both budget-conscious shoppers and those willing to invest slightly more for additional features or customization.



Projected sales growth over the next three years reflects the market's positive response to Custom Bound's pricing strategy, indicating the potential for long-term success and market dominance in the custom dust jacket industry.

DISTRIBUTION

Custom Bound's distribution strategy is meticulously crafted to ensure maximum convenience and efficiency for customers across Canada. With a commitment to online exclusivity, their product will be readily accessible through digital platforms, offering ease of purchase and flexibility for shoppers. Partnering with reputable shipping carriers, they prioritize reliability and security in transportation. By forging strong alliances with these carriers, they aim to guarantee timely delivery while maintaining the integrity and quality of each product.

In addition to direct shipping, the Custom Bound team has strategically incorporated centralized pick-up locations throughout Canada. By leveraging existing networks like PO Boxes and Penguin Pick-Up sites, they provide a convenient alternative for customers, especially those living in remote areas where shipping costs may be higher. These designated pick-up points not only reduce transit times but also minimize shipping expenses, ultimately enhancing cost-effectiveness and customer satisfaction.

To enhance its distribution efficiency, Custom Bound shows interest in exploring innovative technologies such as route optimization algorithms. By leveraging data analytics and machine learning, they will be able to streamline delivery routes and minimize fuel consumption, and carbon emissions.



PROMOTION & EVALUATION

Custom Bound's promotion strategy involves a multifaceted approach aimed at engaging their target audience of book lovers across various social media channels. Leveraging the popularity and reach of different channels, most specifically the social media platform "TikTok", they plan to use online advertising campaigns to effectively grab the attention of their target audience. These ads will be strategically scheduled to ensure a consistent presence while avoiding audience saturation. Their promotion strategy also involves tapping into the popularity of "#BookTok", a popular niche community on TikTok. #BookTok is a thriving space where book lovers from around the world share book reviews, their favourite book-related accessories, book recommendations, theories, and discussions about their favourite books, genres, and authors. With millions of users actively engaging in conversations about their love for books, especially with the inclusion of book-related accessories, #BookTok presents a prime opportunity for their brand to gain traction and connect with their target audience. Through authentic and engaging content tailored to the interests of #BookTok users, they can establish a presence within this niche community and foster meaningful connections with potential customers.



In addition to online advertising, Custom Bound recognizes the value of offline marketing channels and plan to collaborate with different bookstores. Through co-branded marketing efforts, such as in-store displays, promotional events or pop-up stores, they aim to take advantage of the exact target market that Custom Bound has which are the individuals who walk into these bookstores. This strategic partnership not only increases their brand visibility but also helps to establish trust and credibility among book enthusiasts, tapping into the existing community of avid readers.

To evaluate the effectiveness of their promotion efforts, they will employ a combination of quantitative and qualitative metrics. This may include tracking key performance indicators such as website traffic, social media engagement metrics (likes, shares, comments), conversion rates, and customer feedback. Additionally, they show interest in conducting surveys or hosting focus groups in the future to gather insights into customer perception and satisfaction regarding their promotional campaigns.

By constantly monitoring and analyzing these metrics, Custom Bound will be able to identify areas for improvement and refine their promotion strategies to better resonate with their target audience. Ultimately, their goal is to drive brand awareness, increase customer engagement, and establish a strong presence within the book-loving community, laying the foundation for long-term success and growth.

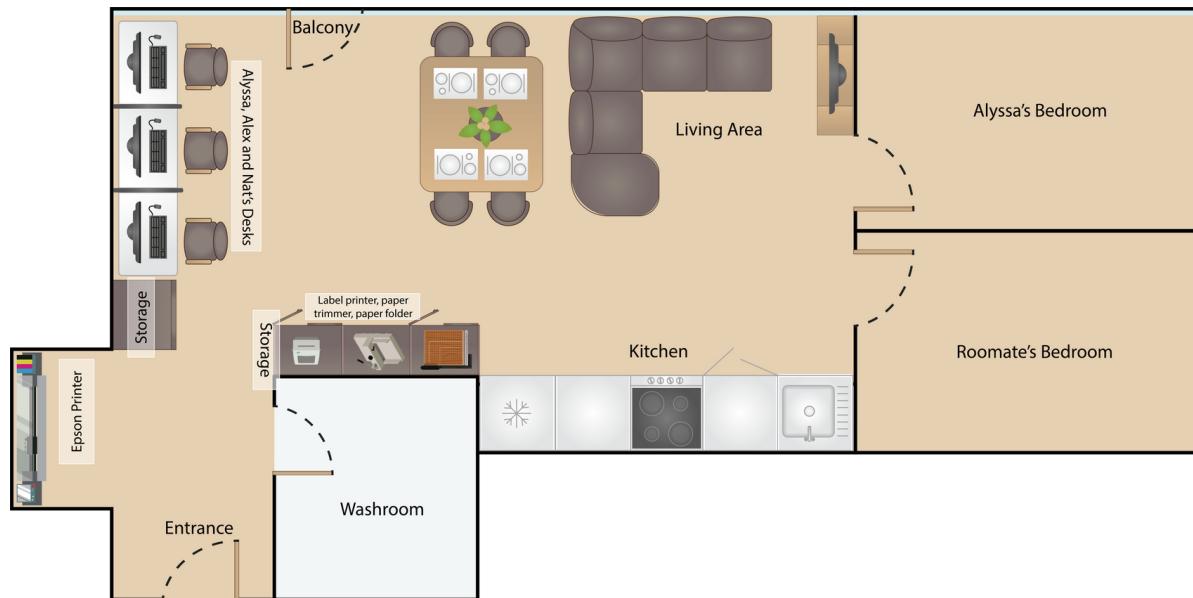
OPERATIONS

SPACE & EQUIPMENT

As previously mentioned, Custom Bound will function from Alyssa's apartment. While office furniture has already been acquired over time from the owners, all manufacturing equipment will need to be purchased. In consideration of the space available for the office, the following equipment and furniture will be needed.

Need	Have
<ul style="list-style-type: none">• 3 Laptops• Epson SureColor T5170 Wireless Printer• Label printer• 24 inch paper trimmer• Manual Creasing Machine	<ul style="list-style-type: none">• Desks• Chairs• Storage

Custom Bound is strategically situated in one corner of Alyssa's apartment, ensuring a streamlined workflow. This arrangement avoids scattering office supplies and equipment throughout the apartment, maintaining an organized and efficient workspace. Careful consideration has been given to the floor plan selection, creating a professional environment favourable to the business's operations.



LOGISTICS & EFFICIENCIES

Effective logistics are crucial for the success of any new business, as they dictate how operations will run and orders will be fulfilled. Given that Custom Bound is a small enterprise, its purchasing system will be relatively straightforward, with the owners procuring supplies from wholesale manufacturers for specific items. The company will be purchasing the SureColor T5170 Wireless Printer and ink cartridges directly from Epson. This is the most direct way to purchase equipment and inventory while also ensuring the quality of the product. Custom Bound will be buying their paper trimmer and creasing machine from Amazon that will cut and score all the dust jackets. Other supplies and inventory such as paper rolls and bubble-lined mailers will be purchased for wholesalers to save on costs. The 24" x 100 ft 240g high glossy paper rolls will be ordered from Alibaba and the mailers will be sourced from ULINE. These reputable companies are affordable and can offer cheaper pricing with large quantities of products. Supplies will be purchased as needed based on projected sales. For example, in year two of the business operating the projected cost of paper purchased is expected to be \$679.83, while the projected cost of paper used within year two is \$659.04. Products purchased in year three will be based on the incoming sales as well as inventory left over. Below is a breakdown of Custom Bound's inventory quantities per one purchase.

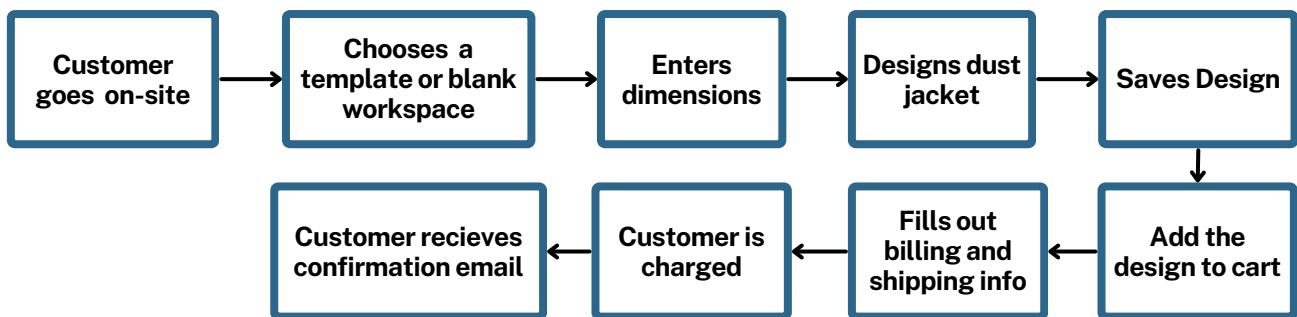
Printer ink	50ml x 4 (CMYK)
High glossy paper roll	24" x 100 ft 240g
Bubble lined mailers	1000 units
Shipping labels	1000 units

To store the supplies mentioned above, the office includes several storage cabinets and drawers to organize the inventory. There is also shelving that will be installed above the Epson printer for extra storage. When the business prepares to expand, a larger office with a designated inventory space will be considered.

METHODS & PROCEDURES

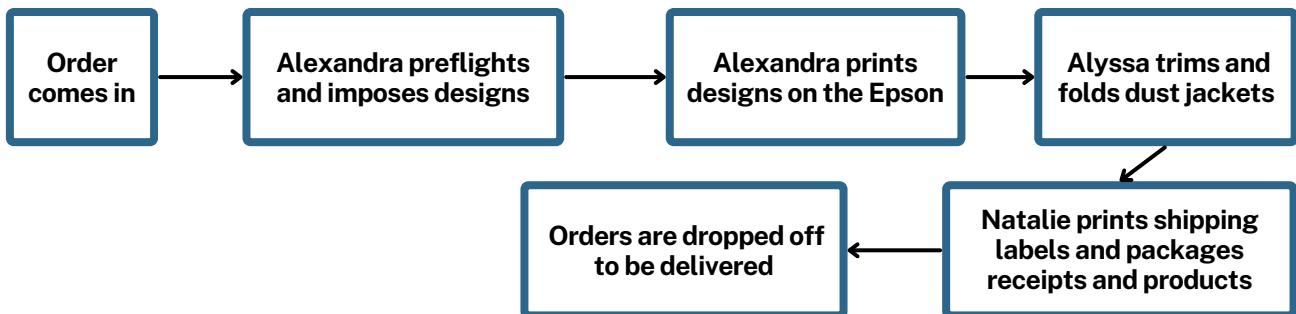
CUSTOMER SIDE

As stated, this will be an online only business. The owners have opted for a Wix business website plan that allows for customer payments. Below shows the typical process of a customer. It is a very simple flow for customers to follow, they can easily create their design and then seamlessly transition into the checkout portion.



BUSINESS SIDE

For the owners the process will run differently behind the scenes. Orders will begin to come through to Alexandra as she starts the preflighting process. From there each order will be passed on to Alyssa and Natalie at different stages in the workflow.



SYSTEMS

Custom Bound will leverage a suite of robust systems and tools to streamline operations and enhance productivity in our business. Our primary software includes Adobe Creative Cloud, featuring InDesign, Illustrator, and Photoshop, empowering our team to design and customize dust jackets with precision and creativity. We will also utilize e-commerce platforms like Shopify or WooCommerce for managing online sales and customer interactions, providing a seamless shopping experience. Additionally, logistics and shipping processes will be optimized through software solutions such as Canada Post's shipping tools for label printing and shipment tracking. These integrated systems will enable us to efficiently handle orders, track inventory, manage customer data, and maintain a smooth workflow from design conception to product delivery, ensuring a seamless and efficient operation of Custom Bound.

ORGANIZATION

WHEN ORDERS COME IN, THE FOLLOWING RESPONSIBILITIES ARE BROKEN DOWN AS SO:

Alexandra Matias:

- Operations & Production:
 - Oversee the production process of custom dust jackets.
 - Manage equipment maintenance and supplies inventory.
 - Ensure quality control and fulfillment of customer orders.
- Technology & Systems:
 - Handle website management and updates.
 - Implement and optimize digital tools for production efficiency.
- Marketing & Branding:
 - Develop branding strategies and visual assets.
 - Collaborate with influencers and manage social media presence.
- Financial Management:
 - Track production costs and manage budget allocations.
 - Contribute to financial planning and analysis.

Natalie Annabelle:

- Marketing & Outreach:
 - Lead marketing campaigns and promotional activities.
 - Cultivate relationships with influencers and industry contacts.
- Creative Design:
 - Develop and refine dust jacket designs.
 - Create visual content for marketing materials.
- Customer Relations:
 - Handle customer inquiries and feedback.
 - Ensure customer satisfaction and engagement.
- Administrative Support:
 - Assist with administrative tasks and project coordination.

Alyssa Mintzberg:

- Sales & Business Development:
 - Drive sales strategies and customer acquisition.
 - Explore partnership opportunities with bookstores and influencers.
- Financial Oversight:
 - Manage financial transactions and bookkeeping.
 - Monitor the profitability and financial health of the business.
- Project Management:
 - Coordinate workflow and timelines among team members.
 - Oversee operational efficiency and process improvements.
- Legal & Compliance:
 - Ensure business compliance with legal regulations.
 - Handle contracts and agreements related to business operations.



This breakdown assigns key responsibilities based on each team member's expertise and role within Custom Bound. Adjustments can be made according to specific needs and preferences as the business evolves.

REGULATIONS

As an online small business operating in Canada, Custom Bound will need to comply with certain regulations, obtain permits, and secure necessary licenses and registrations to operate legally and effectively. Firstly, Custom Bound will register its business with the appropriate government authorities, such as registering as a partnership, chosen by the owners. This registration ensures that Custom Bound is recognized as a legitimate entity and can operate within the legal framework.

Additionally, since Custom Bound operates online and handles customer data, compliance with privacy regulations like Canada's Personal Information Protection and Electronic Documents Act (PIPEDA) is crucial. This entails implementing measures to protect customer data, obtain consent for data collection, use, and disclosure, and handle data breaches appropriately. Custom Bound may also require permits or licenses specific to its operations, such as a home-based business permit if operating from a residential address or permits related to manufacturing or selling customized products. Researching and obtaining these permits ensures that Custom Bound adheres to local regulations and avoids legal complications. Furthermore, securing domain names and trademarks is essential for branding and intellectual property protection. Custom Bound should register a domain name for its website and consider trademarking its business name and logo to protect its brand identity and prevent unauthorized use by competitors.

In summary, Custom Bound will navigate various regulatory requirements including business registration, privacy compliance, permits, and intellectual property protection to establish a legally compliant and secure foundation for its online operations. Regular updates and adherence to these regulations will be critical to the sustained success and growth of Custom Bound in the competitive online marketplace.



FINANCES

FINANCIAL STRATEGY

Custom Bound aims to capture a significant market share by offering their custom dust jackets at lower initial prices compared to competitors by implementing penetration pricing. Currently, competitors include companies such as Juniper Books or Nerdy Ink. These businesses only offer fixed design options or can only be purchased as book sets. Each book within a set is priced at about \$40-\$50 USD, this is quite expensive for the average consumer. Custom Bound ensures its products are accessible to a wide range of customers, attracting both price-conscious buyers and those seeking premium customization options. Penetration pricing allows Custom Bound to establish itself as a market leader while solidifying its position in the competitive landscape. As the business expands and gains momentum, Custom Bound plans to increase selling prices to adapt to the changing economy.

INVESTMENTS

Cash is critical when starting a business. Alyssa, Alexandra, and Natalie will each be contributing \$15,000, resulting in a combined capital investment of \$45,000 in owner's equity. This alone is not enough for the company to run, the owners received an Explore and Create grant, specifically from the Research and Creation program, of \$25,000 from the Canada Council for the Arts. The Research and Creation program funds the initial stages of creative processes and supports project development. Custom Bound also received a loan to bring in another stream of cash. They received a \$70,000 loan with 4% annual interest paid monthly, the loan will be payable at the end of the 10 years.

$$70,000 \times 0.04 = \$2,800/\text{year}$$

$$2,800/12 \text{ months} = \$233.33 \text{ monthly loan interest payment}$$

Custom Bound will receive a total of \$140,000 through investments within year one of operation.

START-UP COSTS

As a small enterprise, numerous purchases and expenses must be accounted for, including utilities, equipment, supplies, furniture, and various other necessities. Below are all the required costs Custom Bound needs to open the business. For more information see Custom Bound's opening balance sheet in Appendix A.

3 Laptops	$\$1,200 \times 3 = \$3,600$
Epson SureColor T5170 Wireless Printer	\$3,115
Printer ink 50ml	$\$60 \times 4 = \240
24" x 100 ft 240g high glossy paper roll	\$39.99
Bubble lined mailers	$\$0.56 \times 1000 = \560
Shipping labels	$\$0.032 \times 1000 = \32
Label printer	\$166.40
24 inch paper trimmer	\$90
Manual creasing machine	\$305

PROJECTED SALES INCOME

As mentioned in the Sales Forecast, Custom Bound estimates they can achieve a total of 103 sales during the first month, varying in price. In the first year, there will be an increase of 5% each month. An increase of 10% will be seen in the second year, and then down to 8% in the third year as sales will start to slow down due to the company being in the market for a few years. Custom bound predicts August, September, and December will be busier months as people will be more inclined to purchase products due to the school year starting and gift giving during the holidays. During those months sales are predicted to increase by 8% in year 1, 13% in year 2, and 11% in year 3.

The projected sales income for each year is shown below:

Year 1: \$22,913.15

Year 2: \$65,914.56

Year 3: \$193,625.80

NET PROFIT GROWTH & MARGINS

	Year 1	Year 2	Year 3
Sales Revenue	\$22,913.15	\$65,914.56	\$193,625.80
Costs of Goods Sold	\$4,277.30	\$12,188.44	\$35,549.63
Gross Profit	\$18,635.70	\$53,726.12	\$158,076.17
Gross Margin	81.33%	81.50%	81.64%
Total Operating Costs	\$103,372.37	\$105,727.37	\$105,527.37
Net Profit	- \$84,736.67	- \$52,001.25	\$52,748.80

BREAK EVEN

Gross profit=193,625.80-35,549.63

Gross profit=158,076.17

Contribution ratio=(158,076.17 - 3,000)/193,625.80

Contribution ratio=0.8009

Break-even as a dollar value=102,327.37/0.8009

Break-even as a dollar value=127,765.48

Based on our monthly sales from year 1 to year 3 we will reach the break even number midway through April 2026.

CALCULATION EXPLANATIONS

This section will further breakdown the calculations behind the numbers on the financial plan.

GROSS MARGINS

Gross profit=Sales - cost of goods sold

Sales revenue=number of units sold x average selling price

Gross margin (%) = gross profit/revenue

NET PROFIT

Gross profit=Sales-cost of goods sold

Operating Expenses = variable expenses + fixed expenses

Net profit=gross profit-operating expenses



BREAK EVEN

Gross profit=Sales-cost of goods sold

Contribution ratio=(gross profit - variable expense)/sales

Break-even as a dollar value=fixed expenses/contribution ratio

FIXED EXPENSES

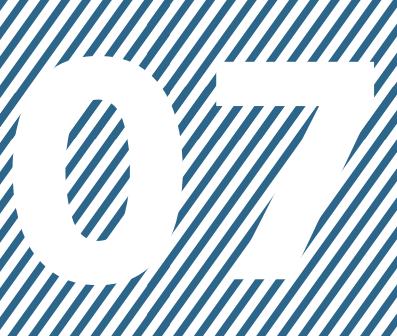
- Rent
- Salaries
- Insurance
- Depreciation Expenses
- Website domain subscription
- Adobe subscription
- General office supplies (paper, pens, staples etc)
- Interest

VARIABLE EXPENSES

- Advertising

There are no other variable expenses as all shipping and delivery costs are included in Custom Bound's costs of goods sold.

For more financial information look at the yearly costs in Appendix #. All balance sheets, income statements, and cash flows can be found in Appendices A through C.



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APPENDICES

APPENDIX A - COMPANY BALANCE SHEETS

Company Name: Custom Bound

Balance Sheet at January 1, 2024

ASSETS

Current Assets

Cash	36,851.61	
Accounts Receivable		
Inventory/supplies	871.99	
Prepaid Expenses		
Other Current Assets		
Total Current Assets		37,723.60

Fixed Assets

Land and Buildings		
Fixtures		
Equipment	7,276.40	
Vehicles		
Other Fixed Assets		
Total Fixed Assets.		7,276.40
Total Assets		45,000.00

LIABILITIES

Current Liabilities

Accounts Payable		
Short-term Loans Payable		
Taxes Payable		
Other Current Liabilities		
Total Current Liabilities		0.00

Long-Term Liabilities

Mortgage Payable		
Long-term Loans Payable		
Other Long-term Liabilities		
Total Long-term Liabilities		0.00
Total Liabilities		0.00

OWNERS' EQUITY

Capital Investment	45,000.00		
Retained Earnings			
Total Equity		45,000.00	
Total Liabilities and Equity			45,000.00

Company Name: Custom Bound**Balance Sheet at December 31, 2024****ASSETS****Current Assets**

Cash	48,670.31
Accounts Receivable	
Inventory/supplies	229.14
Prepaid Expenses	
Other Current Assets	
Total Current Assets	48,899.45

Fixed Assets

Land and Buildings	
Fixtures	
Equipment	6,364.03
Vehicles	
Other Fixed Assets	
Total Fixed Assets.	6,364.03

Total Assets

		55,263.48
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LIABILITIES**Current Liabilities**

Accounts Payable	
Short-term Loans Payable	
Taxes Payable (receivable)	-14,934.13
Other Current Liabilities	
Total Current Liabilities	-14,934.13

Long-Term Liabilities

Mortgage Payable	
Long-term Loans Payable	70,000.00
Other Long-term Liabilities	
Total Long-term Liabilities	70,000.00
Total Liabilities	55,065.87

OWNERS' EQUITY

Capital Investment	45,000.00
Retained Earnings (Deficit)	-44,802.39
Total Equity	197.61
Total Liabilities and Equity	55,263.48

Company Name: Custom Bound**Balance Sheet at December 31, 2025****ASSETS****Current Assets**

Cash	13,848.17		
Accounts Receivable			
Inventory/supplies	296.53		
Prepaid Expenses			
Other Current Assets			
Total Current Assets		14,144.70	

Fixed Assets

Land and Buildings			
Fixtures			
Equipment	4,051.66		
Vehicles			
Other Fixed Assets			
Total Fixed Assets.		4,051.66	

Total Assets

			18,196.36
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LIABILITIES**Current Liabilities**

Accounts Payable			
Short-term Loans Payable			
Taxes Payable (Receivable)	-13,000.31		
Other Current Liabilities			
Total Current Liabilities		-13,000.31	

Long-Term Liabilities

Mortgage Payable			
Long-term Loans Payable	70,000.00		
Other Long-term Liabilities			
Total Long-term Liabilities		70,000.00	
Total Liabilities		56,999.69	

OWNERS' EQUITY

Capital Investment	45,000.00		
Retained Earnings (Deficit)	-83,803.33		
Total Equity		-38,803.33	
Total Liabilities and Equity			18,196.36

Company Name: Custom Bound**Balance Sheet at December 31, 2026****ASSETS****Current Assets**

Cash	80,029.76		
Accounts Receivable			
Inventory/supplies	776.43		
Prepaid Expenses			
Other Current Assets			
Total Current Assets		80,806.19	

Fixed Assets

Land and Buildings			
Fixtures			
Equipment	3,139.29		
Vehicles			
Other Fixed Assets			
Total Fixed Assets.		3,139.29	

Total Assets

		83,945.48	
--	--	-----------	--

LIABILITIES**Current Liabilities**

Accounts Payable			
Short-term Loans Payable			
Taxes Payable (Receivable)	13,187.20		
Other Current Liabilities			
Total Current Liabilities		13,187.20	

Long-Term Liabilities

Mortgage Payable			
Long-term Loans Payable	70,000.00		
Other Long-term Liabilities			
Total Long-term Liabilities		70,000.00	
Total Liabilities		83,187.20	

OWNERS' EQUITY

Capital Investment	45,000.00		
Retained Earnings (Deficit)	-44,241.72		
Total Equity		758.28	
Total Liabilities and Equity			83,945.48

APPENDIX B - COMPANY INCOME STATEMENTS

Company Name: Custom Bound

INCOME STATEMENT (PROJECTED)

For the One Year Period Ended: December 31, 2024

SALES

Sales from source #1	22,913.15		
Grant Income	25,000.00		
Total sales income		47,913.15	

COSTS

Cost of Goods Sold		4,277.30	
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GROSS PROFIT

Gross Profit		43,635.85	
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EXPENSES

Rent & Utilities	6,480.00		
Salaries and benefits	90,000.00		
Insurance	500.00		
Depreciation expense	912.37		
Miscellaneous	432.00		
Advertising	1,000.00		
Interest	2,800.00		
Supplies	1,248.00		
Total Operating Expenses		103,372.37	

NET PROFIT

Net Before Income Tax		-59,736.52	
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Income Tax (Assumed 25% Tax Rate)		-14,934.13	
-----------------------------------	--	------------	--

Net Profit after Income Tax			-44,802.39
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Company Name: Custom Bound

INCOME STATEMENT (PROJECTED)

For the One Year Period Ended: December 31, 2025

SALES

Sales from source #1	65,914.56		
Sales from source #2			
Total sales income		65,914.56	

COSTS

Cost of Goods Sold		12,188.44	
--------------------	--	-----------	--

GROSS PROFIT

Gross Profit		53,726.12	
--------------	--	-----------	--

EXPENSES

Rent & Utilities	6,480.00		
Salaries and benefits	90,000.00		
Insurance	500.00		
Depreciation expense	2,312.37		
Miscellaneous	387.00		
Advertising	2,000.00		
Interest	2,800.00		
Supplies	1,248.00		
Total Operating Expenses		105,727.37	

NET PROFIT

Net Before Income Tax		-52,001.25	
-----------------------	--	------------	--

Income Tax (Assumed 25% Tax Rate)		-13,000.31	
-----------------------------------	--	------------	--

Net Profit after Income Tax			-39,000.94
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Company Name: Custom Bound

INCOME STATEMENT (PROJECTED)

For the One Year Period Ended: December 31, 2026

SALES

Sales from source #1	193,625.80		
Sales from source #2			
Total sales income		193,625.80	

COSTS

Cost of Goods Sold		35,549.63	
--------------------	--	-----------	--

GROSS PROFIT

Gross Profit		158,076.17	
--------------	--	------------	--

EXPENSES

Rent & Utilities	6,480.00		
Salaries and benefits	90,000.00		
Insurance	500.00		
Depreciation expense	912.37		
Miscellaneous	387.00		
Advertising	3,000.00		
Interest	2,800.00		
Supplies	1,248.00		
Total Operating Expenses		105,327.37	

NET PROFIT

Net Before Income Tax		52,748.80	
Income Tax (Assumed 25% Tax Rate)		13,187.20	
Net Profit after Income Tax			39,561.60

APPENDIX C - COMPANY CASH FLOWS

Company Name: Custom Bound

PROJECTED CASH FLOW

YEAR OF OPERATION, Ending: December 31, 2024

Month	1.00	2.00	3.00	4.00	5.00	6.00	7.00	8.00	9.00	10.00	11.00	12.00
	1,401.47	1,490.41	1,499.35	1,593.78	1,674.72	1,763.66	1,832.60	2,025.46	2,215.34	2,310.24	2,517.14	2,588.98
Sales												
	1,401.47	1,490.41	1,499.35	1,593.78	1,674.72	1,763.66	1,832.60	2,025.46	2,215.34	2,310.24	2,517.14	2,588.98
CASH IN-FLOW												
	1,401.47	1,490.41	1,499.35	1,593.78	1,674.72	1,763.66	1,832.60	2,025.46	2,215.34	2,310.24	2,517.14	2,588.98
Cash sales	95,000.00											
Grant & Loan received	96,401.47	1,490.41	1,499.35	1,593.78	1,674.72	1,763.66	1,832.60	2,025.46	2,215.34	2,310.24	2,517.14	2,588.98
Total Cash In-flow (a)	36,851.61	123,880.25	116,798.82	109,677.35	102,429.80	95,464.19	88,618.52	81,542.80	74,928.92	68,446.94	61,834.85	55,624.66
OPENING Cash Balance (b)												
CASH OUT-FLOW												
Equipment purchased	154.50	163.50	212.49	183.00	231.99	201.00	249.99	231.00	288.99	264.00	318.99	1,135.00
Inventory purchased	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00
Rent & Utilities paid	250.00			250.00			250.00			250.00		
Advertising paid	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33
Loan interest payments	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00
Salaries/deductions	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00
Supplies/equipment												
Taxes Paid (Recovered)	591.00	31.00	31.00	31.00	31.00	31.00	31.00	31.00	31.00	31.00	31.00	31.00
OTHER expenses	9,372.83	8,571.83	8,620.82	8,841.33	8,640.32	8,609.33	8,908.32	8,639.33	8,697.32	8,922.33	8,727.32	9,543.33
Total Cash Out-flow (c)												
BALANCE												
CLOSING Cash Balance (a+b-c)	123,880.25	116,798.82	109,677.35	102,429.80	95,464.19	88,618.52	81,542.80	74,928.92	68,446.94	61,834.85	55,624.66	48,670.31

PROJECTED CASH FLOW												
YEAR OF OPERATION, Ending: December 31, 2025												
Month	1.00	2.00	3.00	4.00	5.00	6.00	7.00	8.00	9.00	10.00	11.00	12.00
Sales	2,906.78	3,297.05	3,630.30	3,948.02	4,360.72	4,935.38	5,337.02	5,987.99	6,738.41	7,399.42	8,191.88	9,181.59
CASH IN-FLOW												
Cash sales	2,906.78	3,297.05	3,630.30	3,948.02	4,360.72	4,935.38	5,337.02	5,987.99	6,738.41	7,399.42	8,191.88	9,181.59
Payments received												
Total Cash In-flow (a)	2,906.78	3,297.05	3,630.30	3,948.02	4,360.72	4,935.38	5,337.02	5,987.99	6,738.41	7,399.42	8,191.88	9,181.59
OPENING Cash Balance (b)	48,670.31	41,794.52	36,274.49	30,218.22	39,703.80	35,122.94	30,233.75	26,024.20	22,014.12	19,499.47	16,240.33	15,024.64
CASH OUT-FLOW												
Equipment purchased												
Inventory purchased	372.99	407.49	1,276.99	486.99	531.99	1,414.99	636.99	1,588.48	843.48	1,748.98	997.98	1,948.48
Rent & Utilities paid	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00
Advertising paid	500.00			500.00			500.00			500.00		
Loan interest payments	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33
Salaries/deductions	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00
Supplies/equipment	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00
Taxes Paid (Recovered)				-14,934.13								
OTHER expenses	532.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25
Total Cash Out-flow (c)	9,782.57	8,817.07	9,686.57	-5,537.56	8,941.57	9,824.57	9,546.57	9,998.06	9,253.06	10,658.56	9,407.56	10,358.06
BALANCE												
CLOSING Cash Balance (a+b-c)	41,794.52	36,274.49	30,218.22	39,703.80	35,122.94	30,233.75	26,024.20	22,014.12	19,499.47	16,240.33	15,024.64	13,848.17

Projected Cash Flow												
Year of Operation, Ending: December 31, 2026												
Month	1	2	3	4	5	6	7	8	9	10	11	12
Sales	10,030.05	10,851.45	11,706.81	12,621.62	13,653.37	14,694.06	15,867.69	17,414.02	18,942.23	20,918.44	22,255.36	24,670.70
Cash In-Flow												
Cash sales	10,030.05	10,851.45	11,706.81	12,621.62	13,653.37	14,694.06	15,867.69	17,414.02	18,942.23	20,918.44	22,255.36	24,670.70
Payments received												
Total Cash In-flow (a)	10,030.05	10,851.45	11,706.81	12,621.62	13,653.37	14,694.06	15,867.69	17,414.02	18,942.23	20,918.44	22,255.36	24,670.70
OPENING Cash Balance (b)	13,848.17	12,109.18	12,351.58	13,353.35	27,416.74	30,149.07	33,800.58	37,745.23	43,810.71	51,210.89	58,811.79	68,337.61
Cash Out-Flow												
Equipment purchased												
Inventory purchased	2,109.46	2,199.46	2,295.46	2,398.96	2,511.46	2,632.96	2,763.46	2,938.96	3,132.46	4,157.96	4,319.96	4,568.96
Rent & Utilities paid	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00	540.00
Advertising paid	750.00			750.00			750.00			750.00		
Loan interest payments	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33	233.33
Salaries/deductions	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00
Supplies/equipment	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00	104.00
Taxes Paid (Recovered)				-13,000.31								
OTHER expenses	532.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25	32.25
Total Cash Out-flow (c)	11,769.04	10,609.04	10,705.04	-1,441.77	10,921.04	11,042.54	11,923.04	11,348.54	11,542.04	13,317.54	12,729.54	12,978.54
BALANCE												
CLOSING Cash Balance (a+b-c)	12,109.18	12,351.58	13,353.35	27,416.74	30,149.07	33,800.58	37,745.23	43,810.71	51,210.89	58,811.79	68,337.61	80,029.76



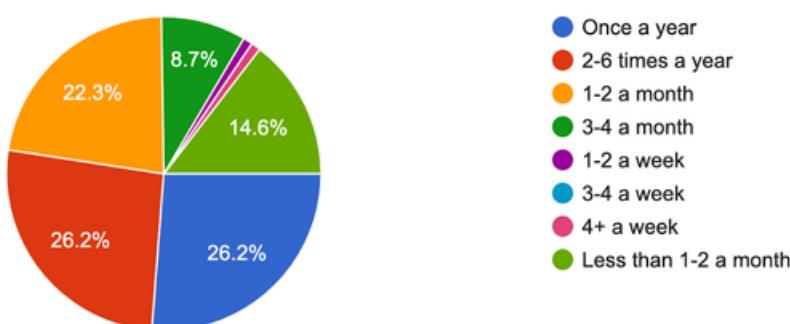
APPENDIX D - COMPANY YEARLY COSTS

	Opening	Year 1	Year 2	Year 3
Laptops	\$3,600.00			
Laptops Depreciation		\$600.00	\$600.00	\$60.00
Office Rent		\$6,480.00	\$6,480.00	\$6,480.00
General Office Supplies		\$300.00	\$300.00	\$300.00
Website Domain Subscription		\$372.00	\$387.00	\$387.00
Business Registration		\$60.00		
Adobe Subscription		\$948.00	\$948.00	\$948.00
Business Insurance		\$500.00	\$500.00	\$500.00
Advertising		\$1,000.00	\$2,000.00	\$3,000.00
Salaries		\$90,000.00	\$90,000.00	\$90,000.00
Interest		\$2,800.00	\$2,800.00	\$2,800.00
Epson SureColor T5170 Wireless Printer	\$3,115.00			
Epson Printer Depreciation		\$276.50	\$276.50	\$276.50
Printer Ink 50ml	\$240.00	\$240.00	\$1,200.00	\$3,600.00
24" x 100 ft 240g High Glossy Paper Roll	\$39.99	\$199.95	\$679.83	\$1,919.52
Bubble Lined Mailers & Shipping Labels	\$592.00	\$592.00	\$2,960.00	\$8,880.00
Postage Stamps		\$2,602.50	\$7,416.00	\$21,630.00
Label Printer	\$166.40			
Label Printer Depreciation		\$12.62	\$12.62	\$12.62
24 Inch Paper Trimmer	\$90.00			
24 Inch Paper Trimmer Depreciation		\$9.00	\$9.00	\$9.00
Manual Creasing Machine	\$305.00			
Manual Creasing Machine Depreciation		\$14.25	\$14.25	\$14.25
Total Costs	\$8,148.39	\$107,006.82	\$116,583.20	\$140,816.89

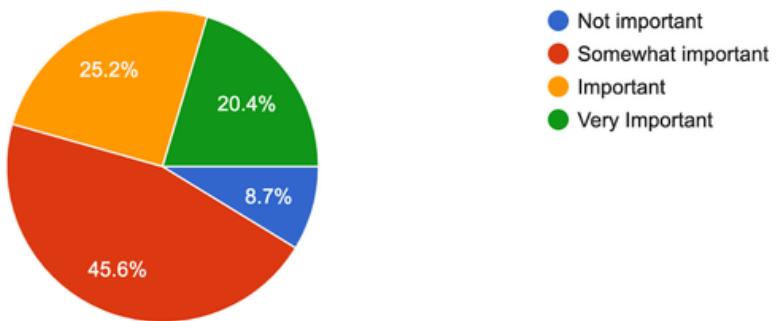
APPENDIX E - CUSTOM BOUND CONDUCTED SURVEY

How often do you purchase books

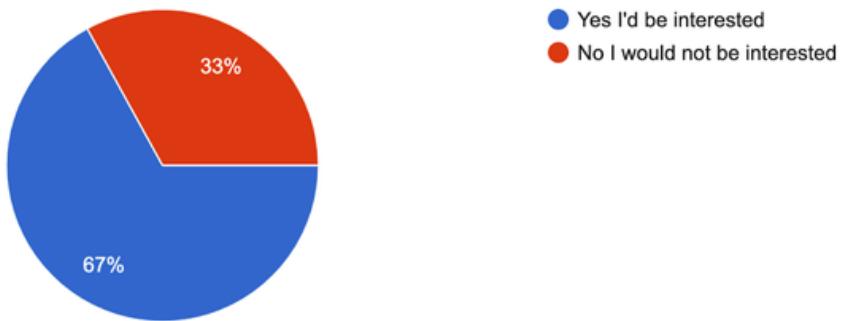
103 responses



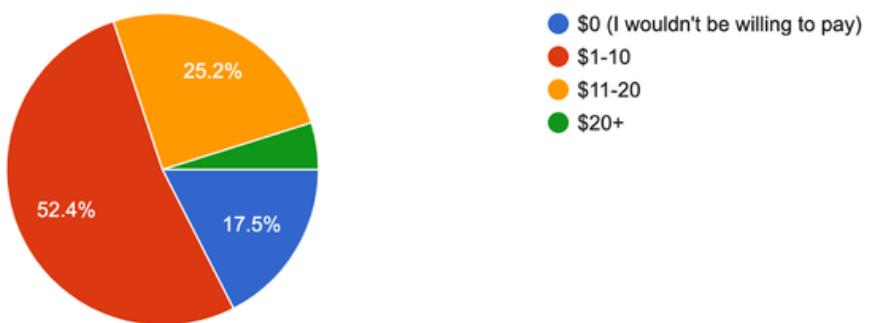
How important is the aesthetic appeal of a book cover to you when making a purchasing decision?
103 responses



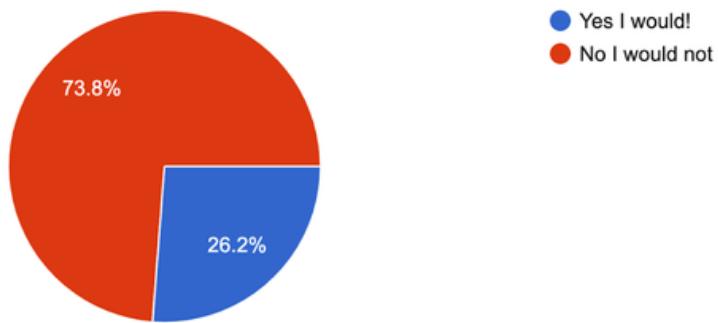
Would you be interested in personalized book sleeves, designed to enhance the aesthetics of your book collection, provide cohesiveness, and potentially store digital codes or logos? (refer to example image above)
103 responses



How much would you be willing to pay per book sleeve?
103 responses



Would you pay for a subscription service that gives you a custom amount of monthly book sleeves?
103 responses



How much would you pay monthly for 2-3 book sleeves?
103 responses

