280 Silver River Road, Minneapolis, MN 55416 (612) 555-2818 • [orangewhisk.cengage.com](http://www.orangewhisk.cengage.com/)

The Orange Whisk

November 2, 2017

Mr. Craig Bellinger

Ascent Consulting

2400 Hennepin Highway

Minneapolis, MN 55410

Dear Mr. Bellinger:

Thank you for your offer of a complimentary consultation session to discuss strategies and practical methods for launching my business, The Orange Whisk. My mission is to provide farm-to-table meal kits delivered directly to the doors of my customers in the Minneapolis-St. Paul area.

As you requested, the following table lists my start-up finances:

|  |  |
| --- | --- |
| The Orange Whisk Start-up Finances | |
| **Type** | **Amount** |
| Expenses | $20,996 |
| Assets | $35,810 |
| Investment | $30,000 |
| Funding | $56,806 |

I have recently completed a market analysis to identify potential customers. The following table summarizes the results of my market research:

|  |  |
| --- | --- |
| Category | % of Market |
| Families with children | 59% |
| Working couple (no children) | 19% |
| Working single (no children) | 22% |

I welcome the opportunity to discuss these details with you at our upcoming meeting next Wednesday at 10:00 am.

Sincerely,

Jasmin Paynter

