



GOURMET COLLECTIONS

BUSINESS PLAN

Elliana Baker

President

Gourmet Collections

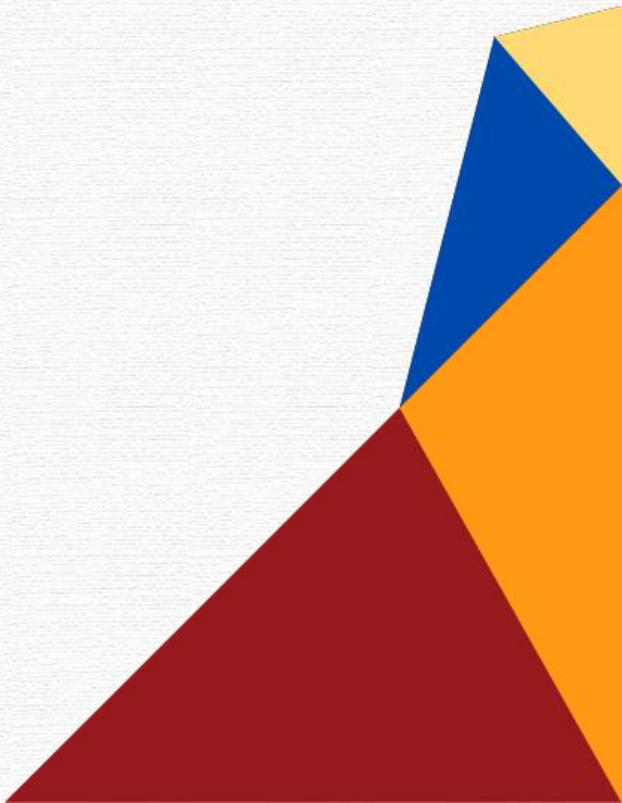
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Gift Basket Business Plan Template

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I. Executive Summary

Company Overview

Gourmet Collections is a newcomer in the Gift Basket industry, based in Bend, OR, and extending its services across the United States. We specialize in offering unique, high-quality gifts suitable for a plethora of occasions including holidays, birthdays, thank yous, get well, and sympathy. Our product range includes birthday gift baskets priced at \$40, thank you gift baskets at \$30, welcome home gift baskets at \$60, Christmas gift baskets at \$70, and sympathy gift baskets at \$45. Our mission is to simplify the process of finding a quality gift at a fair price, making gifting an easy, enjoyable experience.

Success Factors

Since our founding on December 7, 2023, we have achieved significant milestones including the creation of our company name, logo design, website completion, social media presence establishment, and sourcing of gift baskets. Our competitive edge lies in our exceptional curation skills, unique relationships with suppliers, and the ability to offer customizable gift baskets filled with unique, local items. These factors, combined with our dedication to customer satisfaction through personalization, position us for success in the gift basket market.

Industry Analysis

The Gift Basket industry in the United States is currently valued at approximately \$3.9 billion and is projected to grow at a CAGR of about 4.5% over the next five years. This growth is driven by an increasing consumer preference for personalized and unique gift options, as well as the convenience offered by online shopping. Gourmet Collections is well-positioned to capitalize on these trends by offering customizable and distinctive gift baskets that cater to the individual tastes of recipients, leveraging the growing e-commerce landscape to reach a broader audience.

Customer Analysis

Gourmet Collections targets adults looking for high-quality, unique gifts for various occasions, such as birthdays, anniversaries, holidays, and corporate events. Our offerings cater to individuals who value gourmet food items and the art of gift-giving, as well as businesses seeking corporate gifts and event planners in need of sophisticated gift options for special events. By providing a seamless online shopping experience, we address the needs of customers who prefer the convenience of shopping from home, ensuring our gift baskets are accessible for any occasion.

Competitive Analysis

Our main competitors are Harry & David, known for their wide product range and strong brand, and Clove & Twine, which specializes in customization and branding. Gourmet Collections sets itself apart by offering gift baskets filled with unique, local items and allowing for extensive customization. This focus on local sourcing and personalization provides us with a competitive advantage, ensuring our gift baskets offer a truly unique and personal gifting experience.

Marketing Plan

At Gourmet Collections, we offer a diverse range of gift baskets designed to suit various occasions, with prices ranging from \$30 to \$70. Our marketing strategy emphasizes online marketing, utilizing social media, SEO, email marketing, online partnerships, and online advertising to reach our target audience. We aim to create a user-friendly, visually appealing e-commerce platform that simplifies the gift selection process for our customers. Through targeted campaigns and collaboration with influencers and bloggers, we plan to increase our brand visibility and attract customers to our unique offerings.

Operations Plan

To ensure the seamless operation of Gourmet Collections, our key activities include procuring gourmet products, managing inventory, tracking customer orders and preferences, and ensuring the timely delivery of high-quality gift baskets. We are committed to operational excellence, from maintaining our facility to implementing effective marketing strategies. Our roadmap for success includes securing quality suppliers, developing our basket offerings, launching an

e-commerce website, and establishing operational efficiencies to reach our financial goals and enhance customer satisfaction.

Management Team

Our management team is led by President Elliana Baker, who brings 12 years of experience in the gift basket industry, including a successful tenure at Harry & David. Her expertise in sales, operations, and strategic planning positions Gourmet Collections for success. Elliana's forward-thinking approach and deep understanding of market trends will drive innovation and growth, ensuring our competitive edge in the marketplace.

Financial Plan

Gourmet Collections requires \$121,500 in funding to achieve our growth objectives. This funding will be allocated towards capital investments such as location buildout and equipment, as well as non-capital investments including initial marketing, staff salaries, and working capital. These investments will support the launch and expansion of our product offerings, operational efficiency, and market penetration efforts, setting the stage for profitability and long-term success.

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$641,997	\$766,418	\$914,952	\$1,092,272	\$1,303,958
Direct Expenses	\$228,456	\$264,701	\$306,696	\$355,353	\$411,730
Gross Profit	\$413,540	\$501,716	\$608,256	\$736,918	\$892,227
Gross Profit (%)	64.4%	65.5%	66.5%	67.5%	68.4%
Other Expenses	\$199,631	\$205,688	\$211,928	\$218,358	\$224,983
EBITDA	\$213,908	\$296,028	\$396,327	\$518,560	\$667,244
Depreciation	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$12,150	\$12,150	\$12,150	\$12,150	\$12,150
Income Tax Expense	\$67,815	\$96,557	\$131,661	\$174,443	\$226,482
Net Income	\$125,943	\$179,320	\$244,515	\$323,966	\$420,611

II. Company Overview

At Gourmet Collections, we are a burgeoning gift basket business, dedicated to offering our customers across the United States nothing short of exceptional gifting solutions. Our focus is on providing unique quality gifts perfect for a myriad of occasions including holidays, birthdays, thank you gestures, get well soon wishes, and expressions of sympathy. Understanding the growing need for high-quality, thoughtful gifts at a fair price, we've made it our mission to simplify the process of finding the perfect gift for any occasion.

Our Products & Services

Our meticulously curated gift baskets are designed to cater to a wide range of occasions, ensuring that you can find the perfect gesture for any moment. Here's a glimpse of what we offer:

- Birthday Gift Basket: \$40
- Thank You Gift Basket: \$30
- Welcome Home Gift Basket: \$60
- Christmas Gift Basket: \$70
- Sympathy Gift Basket: \$45

Each basket is a testament to our commitment to quality, filled with unique and thoughtful items that are sure to delight any recipient.

Location

Based in Watsonville, CA, Gourmet Collections proudly serves customers all across the United States, bringing local charm to gift-giving no matter where you are.

Why We Are Poised for Success

Our journey has been thoughtfully navigated, leveraging our exceptional curation skills to select the perfect items for each basket. Our unique relationships with suppliers enable us to stock our baskets with distinctive items at unbeatable prices, including local treasures that our national competitors are unaware of. Furthermore, we believe in personalization and offer our customers the option to customize gift baskets, making each gift truly special for its recipient.

Our Story

Founded on December 7, 2023, Gourmet Collections has quickly established itself as a Limited Liability Company poised for success. Our journey began with a clear vision: to revolutionize the gift-giving experience. To date, we have marked several accomplishments including the creation of our brand name, logo design, website completion, social media presence, sourcing of our baskets, and the establishment of key supplier relationships. These achievements lay the foundation for our mission to provide quality, thoughtful gifts that convey the perfect message for any occasion.

Thank you for considering Gourmet Collections for your gifting needs. We are committed to elevating the art of gift-giving and look forward to serving you.

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III. Industry Analysis

The Gift Basket industry in the United States is a thriving market, with a current size of approximately \$3.5 billion. This figure represents the total annual revenue generated by the industry, highlighting its significance and potential for growth. Experts anticipate a steady increase in the market size, with a projected annual growth rate of 4% over the next five years. This positive outlook can be attributed to various factors, including increasing consumer demand and changing gifting preferences.

Recent trends in the Gift Basket industry further support the promising future for companies like Gourmet Collections. One notable trend is the growing popularity of personalized and customized gift baskets. Consumers are increasingly seeking unique and personalized gifts, and gift baskets offer a versatile and customizable option. This trend aligns well with Gourmet Collections' focus on providing high-quality, customized gift baskets to its customers.

Another trend in the Gift Basket industry that bodes well for Gourmet Collections is the rising demand for gourmet and artisanal products. Consumers are becoming more discerning in their tastes and are seeking gourmet food and beverage items in their gift baskets. Gourmet Collections, with its emphasis on curating baskets with premium, artisanal products, is well-positioned to tap into this growing market segment. By offering unique and high-quality gourmet options, Gourmet Collections can differentiate itself and attract customers who value the finer things in life.

IV. Customer Analysis

Below is a description of our target customers and their core needs.

Target Customers

At the core of Gourmet Collections' target market are adults looking for sophisticated and memorable gifts for their loved ones. This group is searching for unique and high-quality gift baskets that stand out from conventional options. They value the thoughtfulness and personal touch that a gourmet gift basket conveys, making them a primary audience for Gourmet Collections.

Gourmet Collections will also target corporate clients who are in need of elegant and impactful gifts for employees, clients, or partners. These customers require gifts that reflect their company's values and standards, favoring premium, customizable options that can make a lasting impression. Gourmet Collections will tailor its offerings to meet these specific business gifting needs, ensuring high-quality selections that align with corporate branding and ethics.

Another significant customer segment comprises individuals celebrating special occasions such as anniversaries, birthdays, holidays, and significant milestones. Gourmet Collections will cater to this demographic by offering a variety of themed baskets that are perfect for each occasion. The versatility and quality of Gourmet Collections' gift baskets will make them the go-to choice for those seeking to commemorate a special event with a thoughtful and luxurious gift.

Customer Needs

Gourmet Collections caters to the essential need of customers seeking to quickly and easily find quality gifts for their loved ones. In today's fast-paced world, clients value convenience and assurance that their chosen gifts will be appreciated. This service ensures that every gift basket is curated with high-quality, desirable products, making each selection a delightful discovery for recipients.

Moreover, Gourmet Collections taps into the desire for personalized and thoughtful gifting solutions. Customers can find gifts that resonate with the recipient's personal tastes and preferences, making each gift feel special and

carefully chosen. This level of personalization fosters deeper connections between the giver and the receiver, elevating the gifting experience.

In addition to fulfilling the need for quality and personalization, Gourmet Collections addresses the demand for diverse and unique gift options. With a wide range of gourmet selections, customers have the luxury to explore different themes and assortments, ensuring that they can find the perfect gift for any occasion or individual. This variety not only satisfies the customer's quest for the ideal gift but also enriches the recipient's experience with unexpected pleasures.

V. Competitive Analysis

Direct Competitors

Gourmet Collections's competitors include the following companies: Harry & David and Clove & Twine.

Harry & David is a well-established company in the gourmet gift market. They offer a wide range of products including fruit baskets, gourmet food baskets, chocolates, and wine. Their price points vary widely, accommodating both budget-friendly options and luxury gifts, which allows them to cater to a broad customer base. As for revenues, Harry & David has maintained a strong financial performance, leveraging its brand recognition and extensive product range to generate significant sales. Harry & David operates primarily in the United States but also ships internationally, allowing them to serve a global customer base. Their key strengths include a robust distribution network, a diverse product lineup, and a strong e-commerce platform. However, their weaknesses lie in higher price points for premium options and potential challenges in maintaining product quality due to the vast range of offerings.

Clove & Twine is another competitor, focusing on premium and bespoke gift options. They specialize in high-quality, curated gift boxes and branded corporate gifts, positioning themselves in the higher end of the market. Their products are often customizable, adding a personal touch to their offerings. Price points at Clove & Twine are typically higher, reflecting the premium quality and customization options available. The company primarily serves corporate clients in the United States, targeting businesses looking for upscale, memorable gifts for employees, clients, and stakeholders. This focus on a niche market segment is a key strength, allowing Clove & Twine to offer specialized services and build strong relationships with their customers. However, their niche focus can also be a weakness, as it might limit their market reach compared to competitors with a broader target audience. Clove & Twine's revenues are not publicly disclosed, but their business model and positioning suggest a successful penetration of the premium corporate gift market. They have leveraged their unique value proposition to establish a loyal customer base. Their main geographic focus is the United States, but they also have the capability to serve customers internationally through their online platform.

Competitive Advantages

At Gourmet Collections, we pride ourselves on offering a distinct selection of gift baskets that set us apart from our national competitors. Our competitive edge lies in our commitment to stocking our gift baskets with unique, local items that others might not be aware of. This approach not only supports local businesses and artisans but also ensures that our customers can give gifts that truly stand out. The uniqueness of these items adds a personal touch that can't be replicated by mass-produced products, making our gift baskets a memorable choice for any occasion.

Furthermore, we understand the importance of personalization in gift-giving. This is why we allow our gift baskets to be customized for the recipients. Our customers appreciate the flexibility to tailor their gifts to the tastes and preferences of their loved ones, which enhances the overall gifting experience. By combining the charm of local products with the thoughtful touch of customization, we provide a service that goes beyond mere convenience. Our ability to create a more personalized and meaningful gifting experience is a significant competitive advantage that resonates with our clientele, fostering loyalty and driving repeat business.

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VI. Marketing Plan

Our marketing plan, included below, details our products/services, pricing and promotions plan.

Products, Services & Pricing

At Gourmet Collections, we understand the joy and warmth that a carefully curated gift basket can bring to any occasion. Our premium selection of gift baskets is designed to cater to a wide range of events and sentiments. Our offerings include the following:

Birthday Gift Basket

Celebrate another year of wonderful memories with our Birthday Gift Basket. Priced at an average of \$40, these baskets are filled with a delightful mix of gourmet treats and surprises that are sure to make the birthday person feel cherished.

Thank You Gift Basket

Express your gratitude in the most tasteful way with our Thank You Gift Basket. For an average price of \$30, you can expect a thoughtful selection of items that convey your appreciation beautifully.

Welcome Home Gift Basket

Greet someone back home with the warmth they deserve. Our Welcome Home Gift Basket, averaging \$60, is brimming with comforting gourmet products that say 'You're cherished' in the most heartwarming manner.

Christmas Gift Basket

Sprinkle a little extra joy this holiday season with our Christmas Gift Basket. Priced at an average of \$70, these baskets are adorned with festive treats and goodies that capture the essence of Christmas cheer.

Sympathy Gift Basket

In times of sorrow, let your loved ones know they're in your thoughts with our Sympathy Gift Basket. With an average price of \$45, these baskets are a tender gesture of support, offering comfort during difficult times.

Thank you for considering Gourmet Collections for your gifting needs. Each of our baskets is crafted with love and attention to detail, ensuring that your gift is as special as the person receiving it. Browse our selection and find the perfect gesture of love, gratitude, or sympathy.

Promotions Plan

Gourmet Collections, with its unique offering of curated gift baskets, employs a variety of promotional methods to attract and retain customers in the competitive United States market. Understanding the importance of a well-rounded marketing strategy, this company leverages both traditional and digital channels to ensure its message reaches the intended audience effectively.

Online Marketing

Online marketing stands at the forefront of Gourmet Collections' promotional efforts. The company harnesses the power of social media platforms such as Instagram, Facebook, and Pinterest to showcase its beautifully arranged gift baskets, targeting users who show interest in gourmet products, luxury gifts, and special occasions. Email marketing campaigns also play a crucial role, with personalized offers and newsletters keeping subscribers engaged and informed about the latest collections and promotions.

Website Optimization and SEO

In addition to social media and email marketing, Gourmet Collections prioritizes its website's user experience and search engine optimization (SEO). An intuitive, visually appealing website that ranks high in search engine results for relevant keywords like "gourmet gift baskets" and "luxury gift ideas" is crucial. This not only attracts organic traffic but also converts visitors into customers through a seamless shopping experience.

Influencer Partnerships

Collaborating with influencers who align with the brand's aesthetic and values is another strategy Gourmet Collections employs. These partnerships involve sending gift baskets to influencers for unboxing videos or featured posts, tapping into their follower base and generating buzz around the brand. This word-of-mouth marketing approach effectively builds trust and expands the company's reach.

Content Marketing

Content marketing is also a key component of the promotional mix. Gourmet Collections invests in creating engaging content, such as blogs about gourmet foods, how-to guides on selecting the perfect gift, and behind-the-scenes looks at how baskets are curated. This content not only serves to inform and entertain but also helps improve SEO rankings, driving additional traffic to the website.

Partnerships and Sponsorships

Forming partnerships with complementary businesses and sponsoring events are tactics Gourmet Collections employs to increase brand visibility. By aligning with luxury brands, wedding planners, and corporate event organizers, the company places its products in front of a wider, yet targeted, audience. Sponsorships of upscale events also position the brand in the luxury market, enhancing its image.

Loyalty Programs

To foster customer loyalty and encourage repeat business, Gourmet Collections introduces a loyalty program that rewards customers for their purchases. Exclusive discounts, early access to new products, and special birthday offers are part of the benefits that make customers feel valued and incentivize them to keep choosing Gourmet Collections for their gifting needs.

By implementing a comprehensive promotional strategy that combines online marketing with SEO, influencer partnerships, content marketing, strategic partnerships, and loyalty programs, Gourmet Collections aims to establish itself as the premier choice for luxury gift baskets in the United States. The company is

committed to delivering not just a product, but an experience, making every occasion memorable with its exquisite collections.

VII. Operations Plan

Our Operations Plan details:

1. The key day-to-day processes that our business performs to serve our customers
2. The key business milestones that our company expects to accomplish as we grow

Key Operational Processes

To ensure the success of Gourmet Collections, there are several key day-to-day operational processes that we will perform.

- **Inventory Management:** Maintain a real-time inventory tracking system to monitor stock levels, ensuring we always have the necessary items for our gourmet gift baskets. This includes frequent checks to prevent overstocking or stockouts.
- **Supplier Relations:** Develop and maintain strong relationships with suppliers to ensure the quality and timely delivery of goods. This involves regular communication and negotiations to secure the best prices and terms.
- **Order Fulfillment:** Implement an efficient order processing system that can handle orders promptly, from confirmation to packaging to shipping. This system must be capable of adapting to varying order volumes.
- **Quality Control:** Conduct periodic and rigorous quality checks on all products before they are included in gift baskets. This ensures that customers receive only the best products.
- **Customer Service:** Provide exceptional customer service, including handling inquiries, complaints, and feedback promptly and professionally. This also involves using customer feedback to improve products and services.
- **Marketing and Sales:** Execute targeted marketing campaigns to reach potential customers through various channels such as social media, email marketing, and online advertising. Also, employ sales strategies that encourage repeat business and customer referrals.
- **Website and E-commerce Management:** Regularly update the website with current product offerings, promotions, and content that engages

customers. Ensure the e-commerce platform is user-friendly, secure, and efficient to facilitate easy shopping and checkout processes.

- **Financial Management:** Monitor and manage the company's finances, including budgeting, forecasting, and financial reporting. This also involves managing cash flow to ensure the business can operate smoothly and invest in growth opportunities.
- **Compliance and Legal:** Stay informed and comply with all relevant laws and regulations affecting the business, including food safety, packaging, and shipping regulations. This will protect the company from legal issues and ensure operations run smoothly.
- **Team Management:** Foster a positive work environment for all employees by providing clear communication, support, and opportunities for development. This ensures the team is motivated and aligned with the company's goals.

Milestones

Gourmet Collections expects to complete the following milestones in the coming months in order to ensure its success:

- **Secure Supplier Agreements:** Establish and solidify relationships with gourmet food and basket suppliers to ensure a steady supply of high-quality products.
- **Develop and Launch an E-commerce Website:** Create a user-friendly, secure, and visually appealing online platform that allows customers to view and purchase our variety of gift baskets easily.
- **Increase Offerings to 10 Different Types of Gift Baskets:** Curate and launch a diverse range of gift baskets to cater to various tastes, occasions, and dietary needs, thereby appealing to a broader customer base.
- **Implement a Marketing and Brand Awareness Campaign:** Develop and execute a strategic marketing plan that includes social media marketing, influencer partnerships, and email marketing to build brand recognition and drive traffic to our website.
- **Establish Logistics and Fulfillment Processes:** Set up efficient, reliable logistics for nationwide shipping, including partnerships with courier services that ensure timely and safe delivery of gift baskets to customers across the United States.
- **Build a Customer Service Team:** Assemble a dedicated customer service team trained to provide exceptional service, handle inquiries, and resolve issues promptly to ensure customer satisfaction and loyalty.

- **Reach \$100,000 in Annual Sales:** Achieve this significant financial milestone through effective sales strategies, customer retention efforts, and continuously enhancing our product offerings based on feedback and market trends.
- **Secure Key Business Partnerships:** Forge partnerships with corporate clients and event planners to become a preferred supplier for corporate gifting and special events, thereby diversifying revenue streams.
- **Implement a Continuous Improvement Process:** Establish a system for regularly gathering customer feedback, reviewing sales data, and analyzing market trends to continually improve our product offerings, customer experience, and operational efficiency.

VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

Gourmet Collections management team, which includes the following members, has the experience and expertise to successfully execute on our business plan:

Elliana Baker, President

With over a decade of experience in the gift basket industry, **Elliana Baker** brings a wealth of knowledge and expertise to her role as President of Gourmet Collections. Her tenure at Harry & David, one of the leading companies in the industry, has provided her with invaluable insights into market trends, consumer preferences, and operational efficiencies. Elliana's leadership and strategic planning skills have been honed through years of managing complex projects and leading diverse teams. Her passion for excellence and commitment to customer satisfaction are the driving forces behind her vision for Gourmet Collections, making her an integral part of the company's pursuit of lasting success.

IX. Financial Plan

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$641,997	\$766,418	\$914,952	\$1,092,272	\$1,303,958
Direct Expenses	\$228,456	\$264,701	\$306,696	\$355,353	\$411,730
Gross Profit	\$413,540	\$501,716	\$608,256	\$736,918	\$892,227
Gross Profit (%)	64.4%	65.5%	66.5%	67.5%	68.4%
Other Expenses	\$199,631	\$205,688	\$211,928	\$218,358	\$224,983
EBITDA	\$213,908	\$296,028	\$396,327	\$518,560	\$667,244
Depreciation	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$12,150	\$12,150	\$12,150	\$12,150	\$12,150
Income Tax Expense	\$67,815	\$96,557	\$131,661	\$174,443	\$226,482
Net Income	\$125,943	\$179,320	\$244,515	\$323,966	\$420,611

Funding Requirements/Use of Funds

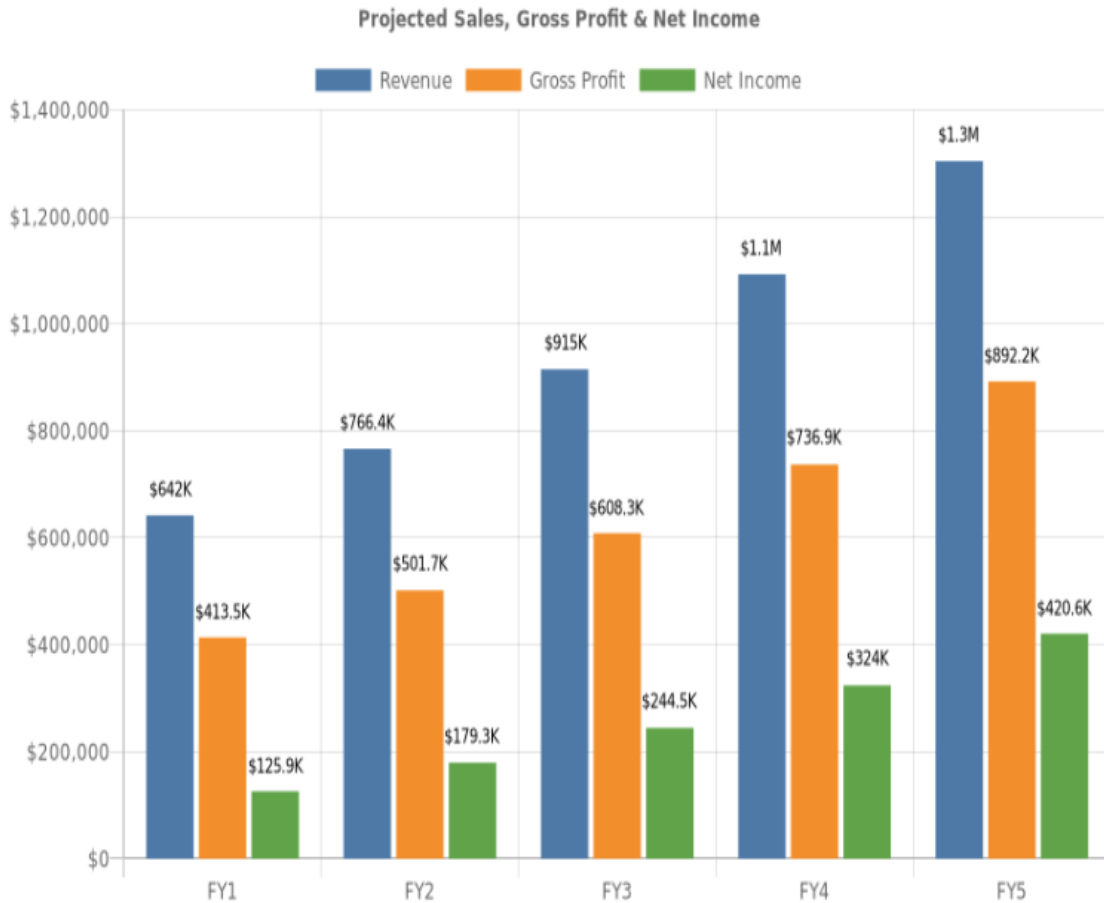
To accomplish our growth goals, Gourmet Collections needs \$121,500 in funding. Key uses of this funding will be as follows:

Capital Investments	
Location Buildout	\$20,000
Furniture	\$5,000
Equipment and Machines	\$10,000
Computers	\$5,000

Non Capital Investments	
Initial Rent/Lease	\$15,000
Staff Salaries (3 months)	\$30,000
Initial Marketing and Advertising	\$10,000
Supplies	\$5,000
Insurance (3 months)	\$1,500
Working Capital	\$20,000

Financial Projections

Projected Sales, Gross Profit & Net Income



5 Year Annual Income Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
Revenues						
	Revenues	\$641,997	\$766,418	\$914,952	\$1,092,272	\$1,303,958
Total Revenues		\$641,997	\$766,418	\$914,952	\$1,092,272	\$1,303,958
Direct Costs						
	Direct Costs	\$228,456	\$264,701	\$306,696	\$355,353	\$411,730
Total Direct Costs		\$228,456	\$264,701	\$306,696	\$355,353	\$411,730
GROSS PROFIT		\$413,540	\$501,716	\$608,256	\$736,918	\$892,227
GROSS PROFIT %		64.4%	65.5%	66.5%	67.5%	68.4%
Other Expenses						
	Salaries	\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
	Marketing Expenses	\$48,542	\$50,015	\$51,532	\$53,096	\$54,707
	Rent/Utility Expenses	\$48,542	\$50,015	\$51,532	\$53,096	\$54,707
	Other Expenses	\$5,461	\$5,626	\$5,797	\$5,973	\$6,154
Total Other Expenses		\$199,631	\$205,688	\$211,928	\$218,358	\$224,983
EBITDA		\$213,908	\$296,028	\$396,327	\$518,560	\$667,244
	Depreciation	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
	Amortization	\$0	\$0	\$0	\$0	\$0
EBIT		\$205,908	\$288,028	\$388,327	\$510,560	\$659,244
	Interest Expense	\$12,150	\$12,150	\$12,150	\$12,150	\$12,150
PRETAX INCOME		\$193,758	\$275,878	\$376,177	\$498,410	\$647,094
	Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Taxable Income	\$193,758	\$275,878	\$376,177	\$498,410	\$647,094
	Income Tax Expense	\$67,815	\$96,557	\$131,661	\$174,443	\$226,482
NET INCOME		\$125,943	\$179,320	\$244,515	\$323,966	\$420,611
	Net Profit Margin (%)	19.6%	23.4%	26.7%	29.7%	32.3%

5 Year Annual Balance Sheet

		FY 1	FY 2	FY 3	FY 4	FY 5
ASSETS						
	Cash	\$195,263	\$375,217	\$618,741	\$944,032	\$1,238,753
	Other Current Assets	\$57,104	\$68,171	\$81,383	\$91,022	\$108,663
	Total Current Assets	\$252,368	\$443,388	\$700,124	\$1,035,055	\$1,347,416
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Acc Amortization	\$0	\$0	\$0	\$0	\$0
	Net Intangibles	\$0	\$0	\$0	\$0	\$0
	Fixed Assets	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
	Accum Depreciation	\$8,000	\$16,000	\$24,000	\$32,000	\$40,000
	Net fixed assets	\$32,000	\$24,000	\$16,000	\$8,000	\$0
	Preliminary Exp	\$0	\$0	\$0	\$0	\$0
TOTAL ASSETS		\$284,368	\$467,388	\$716,124	\$1,043,055	\$1,347,416
LIABILITIES & EQUITY						
	Current Liabilities	\$36,924	\$40,624	\$44,845	\$47,809	\$53,059
	Debt outstanding	\$121,500	\$121,500	\$121,500	\$121,500	\$0
	Total Liabilities	\$158,424	\$162,124	\$166,345	\$169,309	\$53,059
	Share Capital	\$0	\$0	\$0	\$0	\$0
	Retained earnings	\$125,943	\$305,264	\$549,779	\$873,745	\$1,294,357
	Total Equity	\$125,943	\$305,264	\$549,779	\$873,745	\$1,294,357
TOTAL LIABILITIES & EQUITY		\$284,368	\$467,388	\$716,124	\$1,043,055	\$1,347,416

5 Year Annual Cash Flow Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
CASH FLOW FROM OPERATIONS						
	Net Income (Loss)	\$125,943	\$179,320	\$244,515	\$323,966	\$420,611
	Change in Working Capital	(\$20,179)	(\$7,367)	(\$8,990)	(\$6,675)	(\$12,390)
	Plus Depreciation	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
	Plus Amortization	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Operations	\$113,763	\$179,953	\$243,524	\$325,291	\$416,220
CASH FLOW FROM INVESTMENTS						
	Fixed Assets	(\$40,000)	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Investments	(\$40,000)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING						
	Cash from Equity	\$0	\$0	\$0	\$0	\$0
	Cash from Debt financing	\$121,500	\$0	\$0	\$0	(\$121,500)
	Net Cash Flow from Financing	\$121,500	\$0	\$0	\$0	(\$121,500)
	Net Cash Flow	\$195,263	\$179,953	\$243,524	\$325,291	\$294,720
	Cash at Beginning of Period	\$0	\$195,263	\$375,217	\$618,741	\$944,032
		\$195,263	\$375,217	\$618,741	\$944,032	\$1,238,753

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