

**BrideBliss Boutique**

# **BUSINESS PLAN**

**March 2024**

**Lucy Richardson**

**CEO**

**BrideBliss Boutique**

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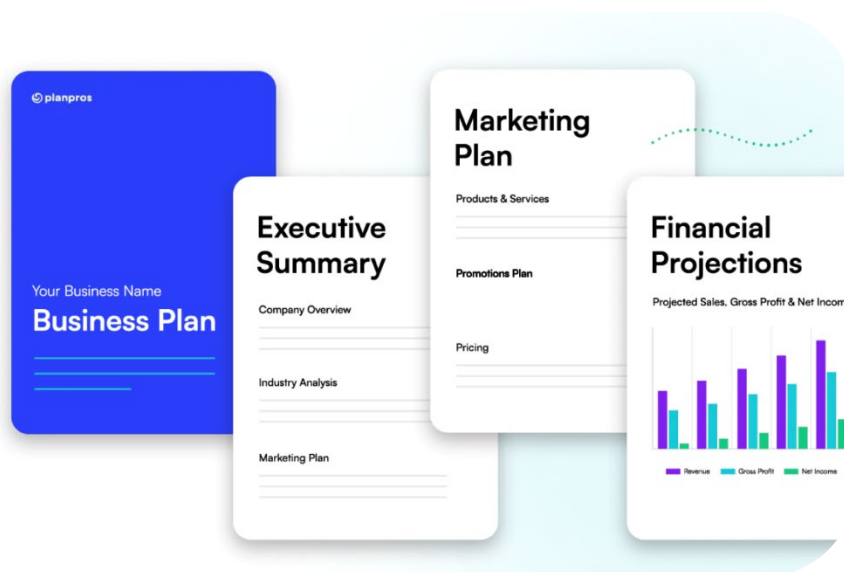
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# Bridal Shop Business Plan Template

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# I. Executive Summary

## Company Overview

At BrideBliss Boutique, we pride ourselves on being a premier bridal boutique located in the heart of Omaha, NE. Our mission is to offer an unparalleled shopping experience for brides-to-be, featuring a meticulously curated selection of bridal gowns, bridesmaid dresses, and accessories from both renowned and up-and-coming designers. Our boutique is designed to provide a welcoming and luxurious environment where every bride can find her dream dress. With a commitment to exceptional customer service, we aim to make each visit memorable, ensuring that every bride leaves feeling beautiful and confident for her special day.

## Success Factors

Our success at BrideBliss Boutique is driven by our dedication to providing a unique and personalized shopping experience for every bride. Key to our success is our extensive range of high-quality bridal wear that caters to a diverse array of bridal styles and preferences. We have also built a strong reputation through our exceptional customer service, creating a warm and supportive environment where brides feel valued and understood. To date, we have achieved significant milestones, including the establishment of a loyal customer base and the forging of beneficial partnerships with leading bridal designers, which have been instrumental in our growth and success in the bridal industry.

## Industry Analysis

The bridal wear industry is characterized by its resilience and steady growth, driven by the continuous demand for wedding gowns and accessories. Despite fluctuations in economic conditions, the desire for personalized and unique wedding experiences maintains a robust market for bridal boutiques like ours. In recent years, there has been a noticeable shift towards online retailing and customization options, reflecting changing consumer preferences and the importance of digital presence. However, the intrinsic value of personalized fitting sessions and the tactile experience of choosing a wedding dress in-store continue to sustain the relevance of brick-and-mortar boutiques within the industry.

## Customer Analysis

Our target customers are brides-to-be who value a personalized and luxurious shopping experience as part of their wedding journey. These individuals are typically between the ages of 24 and 35, seeking unique and high-quality bridal gowns that reflect their personal style. Our clientele appreciates the importance of exceptional customer service and the intimate, supportive environment that BrideBliss Boutique offers. They are not only looking for the perfect dress but also a memorable shopping experience that adds to the joy and excitement of their wedding planning process.

## Competitive Analysis

Top Competitors:

- Luxe Bridal Salon: Offers a wide range of designer bridal gowns in an upscale setting.
- Eternal Vows: Known for its extensive collection and personalized styling services.
- Modern Bride: Focuses on contemporary bridal styles and trends.

Our Competitive Advantages:

BrideBliss Boutique stands out in the competitive landscape through our exceptional customer service, our unique selection of bridal wear that caters to a wide range of styles and preferences, and our luxurious, welcoming boutique environment. These factors, combined with our strong online presence and effective marketing strategies, position us as a leading choice for brides-to-be in Omaha, NE.

## Marketing Plan

At BrideBliss Boutique, we employ a comprehensive marketing strategy that combines both traditional and digital channels to reach our target audience effectively. We offer a wide range of bridal gowns, bridesmaid dresses, and accessories, priced to accommodate various budgets while maintaining high quality and exclusivity. Our promotions plan is multifaceted, encompassing a robust online presence with an SEO-optimized website, active engagement on social media platforms, personalized email marketing, and collaborations with local wedding industry partners. Additionally, we host in-store events and participate in bridal shows to directly engage with potential customers. Through these efforts, we aim to establish BrideBliss Boutique as the top destination for brides in Omaha, NE, by creating a memorable brand experience that encourages both visits to our store and word-of-mouth recommendations.

## Operations Plan

Our operations at BrideBliss Boutique are centered around providing an exceptional shopping experience and maintaining a high level of customer satisfaction. Key operational processes include inventory management, to ensure a diverse and up-to-date selection of bridal wear, and staff training, to provide knowledgeable and empathetic customer service. We have set milestones to expand our designer partnerships, enhance our in-store and online customer experience, and increase our market share within the bridal industry. Achieving these milestones will be critical to our continuous growth and success.

## Management Team

The management team at BrideBliss Boutique is composed of experienced professionals with a passion for the bridal industry. Our team includes a Founder with extensive retail and bridal wear expertise, a Marketing Director skilled in both traditional and digital marketing strategies, and an Operations Manager with a strong background in customer service and boutique management. Together, we bring a wealth of knowledge and a shared vision for creating the ultimate bridal shopping experience, driving the success and growth of BrideBliss Boutique.

## Financial Plan

To achieve our growth goals, BrideBliss Boutique requires funding to expand our inventory, enhance our marketing efforts, and improve our boutique premises. This investment will enable us to meet the increasing demand for our products and services, maintain our competitive edge, and continue providing an exceptional experience for our customers.

### 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	\$18,549,835	\$20,086,321	\$21,750,074	\$23,551,637	\$25,502,423
Direct Expenses	\$14,672,257	\$15,419,740	\$16,205,303	\$17,030,888	\$17,898,532
<b>Gross Profit</b>	<b>\$3,877,578</b>	<b>\$4,666,581</b>	<b>\$5,544,770</b>	<b>\$6,520,748</b>	<b>\$7,603,890</b>
Gross Profit (%)	20.9%	23.2%	25.5%	27.7%	29.8%
Other Expenses	\$103,153	\$106,282	\$109,507	\$112,829	\$116,252
<b>EBITDA</b>	<b>\$3,774,425</b>	<b>\$4,560,298</b>	<b>\$5,435,263</b>	<b>\$6,407,918</b>	<b>\$7,487,637</b>
Depreciation	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$19,700	\$19,700	\$19,700	\$19,700	\$19,700
Income Tax Expense	\$1,307,853	\$1,582,909	\$1,889,147	\$2,229,576	\$2,607,478
<b>Net Income</b>	<b>\$2,428,871</b>	<b>\$2,939,688</b>	<b>\$3,508,416</b>	<b>\$4,140,642</b>	<b>\$4,842,459</b>

## II. Company Overview

BrideBliss Boutique is a new Bridal Shop that proudly serves the community in Omaha, NE. As a local bridal shop, we are dedicated to filling the void in high-quality bridal services within the area. Our mission is to provide an unparalleled shopping experience for brides and their bridal parties, ensuring that each customer finds the perfect attire for their special day.

At BrideBliss Boutique, our product line is comprehensive and curated to meet all your wedding attire needs. We offer a wide selection of wedding dresses, from classic to contemporary designs, to ensure every bride finds her dream dress. Our bridesmaid dress collection is designed to complement the bride's gown and cater to the diverse tastes and body types of each bridal party member. We also provide an array of accessories to complete the look, including veils, tiaras, jewelry, and more. Understanding the importance of the groom and groomsmen looking their best, we offer stylish groom and groomsmen attire. Additionally, our selection of special occasion dresses is perfect for any formal event beyond the wedding day.

Located in the heart of Omaha, NE, BrideBliss Boutique is strategically positioned to serve our local community and the surrounding areas. Our boutique is not just a store; it's a destination for brides and their parties seeking the highest quality wedding and formal attire.

Our success is rooted in several key factors. Firstly, our founder brings invaluable experience from previously running a successful bridal shop, ensuring that we understand the nuances of the bridal retail industry. Moreover, we pride ourselves on offering superior quality wedding and formal dresses and accessories, setting us apart from the competition. Our commitment to excellence in product quality and customer service positions us as the go-to bridal shop in Omaha, NE.

Since our establishment on January 4, 2024, as a Sole Proprietorship, BrideBliss Boutique has achieved several significant milestones. We've created a memorable and meaningful brand identity by designing our logo and developing our company name, which resonates with our target audience. Furthermore, finding a great location for our shop was a crucial step in ensuring accessibility for our customers. These accomplishments are just the beginning of our journey to becoming the premier bridal shop in Omaha, NE.

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## III. Industry Analysis

The Bridal Shop industry in the United States is a thriving market with a current size of over \$3 billion. With an increasing number of couples tying the knot each year, the demand for bridal gowns, accessories, and services continues to grow. This industry is expected to experience steady growth in the coming years, driven by factors such as rising disposable income and an improving economy.

One of the key trends in the Bridal Shop industry is the shift towards more personalized and unique wedding experiences. Couples are increasingly looking for one-of-a-kind items and services to make their special day truly memorable. This trend bodes well for BrideBliss Boutique, as it offers a curated selection of designer gowns and accessories, as well as personalized styling services to help brides create their dream wedding look.

Another trend in the Bridal Shop industry is the increasing popularity of eco-friendly and sustainable wedding options. As more couples become environmentally conscious, there is a growing demand for ethically sourced and sustainable wedding attire. BrideBliss Boutique can capitalize on this trend by offering a selection of eco-friendly wedding gowns and accessories, appealing to environmentally conscious brides in the Omaha, NE area.

## IV. Customer Analysis

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

### Target Customers

BrideBliss Boutique will target primarily local residents planning their weddings, who are in search of unique and personalized bridal wear. These individuals are likely to value a personalized shopping experience that focuses on their specific needs and desires for their big day. The boutique will tailor its offerings and services to meet the expectations of this demographic, ensuring a memorable and satisfying shopping experience.

In addition to local brides-to-be, BrideBliss Boutique will also cater to bridesmaids and wedding guests seeking high-quality attire for the occasion. This customer segment is integral for the boutique as it broadens the target market beyond just brides. By offering a range of products suitable for the entire bridal party and wedding attendees, the boutique will establish itself as a comprehensive destination for wedding attire in Omaha.

Furthermore, BrideBliss Boutique will target individuals looking for formal wear for other special occasions, such as proms, galas, and formal parties. This strategy will allow the boutique to maintain a steady flow of customers outside the traditional wedding season, maximizing profitability year-round. The boutique's unique and diverse inventory will appeal to those seeking standout pieces for any formal event.

### Customer Needs

BrideBliss Boutique fulfills the essential need for high quality bridal dresses, attire, and accessories for those who desire exceptional elegance on their special day. Customers can find a unique selection that meets their specific tastes and preferences. This ensures every bride walks down the aisle in a gown that perfectly mirrors her personality and style.

In addition to offering exquisite bridal wear, BrideBliss Boutique also caters to the need for a personalized shopping experience. Customers can expect attentive service that focuses on understanding their individual desires and requirements. This personalized approach helps to alleviate the stress of wedding planning, making the search for the perfect dress an enjoyable and memorable journey.

Furthermore, BrideBliss Boutique recognizes the importance of providing options that cater to a wide range of budgets without compromising on quality. This means that every bride, regardless of her budget, can find something truly beautiful and of high quality. The boutique also offers a variety of accessories, ensuring that brides can complete their look in one convenient location.



## V. Competitive Analysis

### Direct Competitors

BrideBliss Boutique's competitors include the following companies:

**Arc Bridal** offers a wide range of bridal gowns and accessories, catering to a diverse clientele looking for modern and unique wedding dresses. Their products range from traditional to contemporary styles, aiming to suit various tastes and wedding themes. Price points at Arc Bridal vary widely, accommodating both budget-conscious customers and those willing to invest in premium, designer gowns. Arc Bridal operates exclusively in the Omaha, NE area, serving the local community and its surrounding regions. The boutique's key strength lies in its curated collection of designer dresses and personalized customer service, providing a bespoke shopping experience. However, its weakness may be its higher price points, which could alienate budget-sensitive customers.

**Ready or Knot Wedding Chic** specializes in offering a mix of bridal wear, including wedding dresses, bridesmaid dresses, and accessories. Their services extend to personal styling and consultation, ensuring that brides and their parties receive tailored advice and outfits that reflect their individual styles. Ready or Knot Wedding Chic's price points are competitive, aiming to cater to a wide demographic. Located in Omaha, NE, Ready or Knot Wedding Chic serves the local market and has garnered a loyal customer base due to its extensive range of products and services. The boutique's strength is its comprehensive service offering, including styling services that enhance the customer experience. However, its weakness might be the challenge of constantly updating its inventory to keep up with the latest wedding trends.

**Will Style Bridal Boutique & Tailor** differentiates itself by not only offering a selection of bridal gowns but also providing bespoke tailoring services. This allows customers to customize their dresses or choose from a range of ready-to-wear options. Their price points are flexible, catering to both standard and custom dress needs. This boutique operates in the Omaha, NE area, targeting customers seeking personalized alterations or unique bridal wear. Will Style Bridal Boutique & Tailor's key strength is its tailoring service, offering a level of customization that competitors may not. However, the boutique's weakness could be the potential wait times and higher costs associated with custom tailoring services.

### Competitive Advantages

At BrideBliss Boutique, we pride ourselves on crafting superior wedding and formal dresses that stand out from our competition. Our commitment to excellence is evident in the meticulous attention to detail, unparalleled craftsmanship, and the use of high-quality materials in every piece we create. This dedication ensures that every bride who chooses us finds a dress that not only meets but exceeds her expectations in terms of beauty, fit, and comfort. Furthermore, our accessory line is curated with the same level of care, offering a seamless and harmonious complement to any bridal look. Our products are not just dresses and accessories; they are a testament to our passion for making every bride's dream come true.

Moreover, our competitive edge extends beyond our products. We understand that choosing a

wedding dress is a deeply personal and significant decision. That's why we offer a personalized, one-on-one consultation service, providing expert advice and tailoring the shopping experience to each bride's unique needs and preferences. This customer-centric approach ensures that we not only meet but exceed the expectations of every bride, providing an unforgettable experience from the moment they step into our boutique. By combining superior products with exceptional service, BrideBliss Boutique sets a new standard in bridal wear, making us the premier choice for brides in search of their dream wedding attire.

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## VI. Marketing Plan

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

### Products, Services & Pricing

BrideBliss Boutique offers a comprehensive range of products and services designed to cater to all the needs of a wedding party, ensuring a seamless and beautiful experience for the bride, groom, and their attendants. Emphasizing quality and style, this boutique becomes a one-stop-shop for wedding attire, providing a personalized shopping experience for each client.

At the heart of BrideBliss Boutique's offerings are the wedding dresses. These gowns range from classic silhouettes to modern designs, ensuring every bride finds her dream dress. The boutique sources dresses from a variety of designers to cater to a range of tastes and budgets. Prices for wedding dresses start at approximately \$1,000 and can go up to \$5,000, with the average price around \$2,500. This allows brides of every budget to find something beautiful and unique for their special day.

Bridesmaid dresses are another key offering at BrideBliss Boutique. Understanding the importance of complementing the bridal look while ensuring comfort and style for the bridesmaids, the boutique offers a wide selection of colors, fabrics, and styles. Prices for bridesmaid dresses are set to accommodate various budgets, typically ranging from \$150 to \$400. This ensures that every member of the bridal party looks stunning without breaking the bank.

Accessories play a crucial role in completing the wedding day look, and BrideBliss Boutique does not disappoint. From veils and tiaras to jewelry and shoes, the boutique offers a variety of accessories to add the perfect finishing touches. Prices for accessories vary widely depending on the item, with smaller items like jewelry starting around \$50 and more elaborate pieces such as veils can cost upwards of \$300.

Groom and groomsmen attire is also available, providing a convenient solution for coordinating the entire wedding party's look. The boutique offers a selection of suits, tuxedos, and complementary accessories. The pricing for groom and groomsmen attire is competitive, with suit and tuxedo rentals starting at \$150, ensuring that the men look dapper without overspending.

Lastly, special occasion dresses cater to guests looking for the perfect outfit for the wedding or other formal events. These dresses come in various styles and sizes, suitable for any formal occasion. Prices for special occasion dresses typically range from \$100 to \$500, offering options for every guest to look their best.

BrideBliss Boutique prides itself on providing a wide range of high-quality wedding attire and accessories at varying price points to accommodate the needs and budgets of all their clients. With a focus on customer service, the boutique ensures that from the moment clients step through the door, they receive the guidance and support needed to make their wedding attire dreams come true.

### Promotions Plan

BrideBliss Boutique employs a comprehensive array of promotional methods to attract customers, ensuring a memorable and delightful shopping experience for brides-to-be. With a keen understanding of the bridal market, the boutique leverages both traditional and digital marketing strategies to establish a strong presence in Omaha, NE.

At the core of its promotional efforts, BrideBliss Boutique invests heavily in online marketing. The boutique maintains a robust, SEO-optimized website that showcases its wide range of bridal gowns, bridesmaid dresses, and accessories. This digital platform not only highlights the latest collections but also features customer testimonials, a blog with wedding planning tips, and a gallery of real weddings. Social media platforms, including Instagram, Facebook, and Pinterest, play a pivotal role in engaging with potential customers. Through these channels, BrideBliss Boutique shares captivating content, from new arrivals and behind-the-scenes glimpses to bridal tips and promotions, fostering a community of brides and wedding enthusiasts.

Email marketing is another vital component of the boutique's promotional strategy. By creating a subscriber list, BrideBliss Boutique sends out personalized newsletters that include exclusive offers, upcoming event invitations, and the latest bridal trends. This direct communication not only keeps the brand top of mind but also encourages repeat visits to both the website and the physical store.

In addition to online marketing, BrideBliss Boutique embraces local engagement through partnerships with wedding planners, venues, and other bridal service providers. These collaborations enhance its visibility within the local wedding industry and drive referrals. The boutique also participates in bridal shows and expos, providing a direct opportunity to connect with future brides, showcase its collection, and offer special promotions.

To further incentivize visits to the boutique, BrideBliss Boutique organizes in-store events such as trunk shows, designer meet-and-greets, and private fittings. These exclusive events not only create buzz but also offer brides a unique, personalized shopping experience. Furthermore, the boutique implements a referral program, rewarding past customers for introducing friends and family, thereby fostering a loyal customer base through word-of-mouth marketing.

In conclusion, BrideBliss Boutique employs a multifaceted approach to promotion, combining online marketing with local engagement and in-store experiences. By executing these tactics, the boutique expects to attract a wide audience of brides-to-be, positioning itself as a premier bridal shopping destination in Omaha, NE.

## 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 BrideBliss Boutique, there are several key day-to-day operational processes that we will perform.

- **Inventory Management:** We continuously monitor and reorder inventory to ensure a wide selection of bridal gowns, bridesmaid dresses, and accessories. This includes tracking bestsellers and seasonal trends.
- **Appointment Scheduling:** We manage appointments efficiently to maximize the number of consultations and fittings we can accommodate each day, ensuring a personalized experience for each bride.
- **Customer Service:** We provide exceptional customer service, addressing inquiries and concerns promptly. This includes follow-ups post-consultation to encourage bookings and sales.
- **Dress Fittings and Alterations:** We coordinate dress fittings and manage alterations, ensuring each dress is perfect for the bride's special day. This process involves close collaboration with seamstresses and timely communication with the bride.
- **Store Presentation and Cleanliness:** We maintain a clean, welcoming, and beautifully decorated store environment that enhances the bridal shopping experience. This includes daily cleaning and regular updates to display and decor.
- **Marketing and Promotions:** We execute marketing initiatives and promotions to attract new customers. This involves managing social media, email marketing, and local advertising campaigns.
- **Financial Management:** We oversee daily financial operations, including sales tracking, expense management, and budgeting, to ensure the store operates profitably.
- **Staff Training and Management:** We regularly train staff on product knowledge, customer service excellence, and operational procedures to maintain high service standards. This also involves scheduling staff to ensure adequate coverage.
- **Supplier Relations:** We maintain strong relationships with suppliers to ensure timely delivery of inventory, negotiate favorable terms, and stay informed about new collections and bridal trends.
- **Feedback Collection and Analysis:** We collect customer feedback through various channels and analyze this data to improve our services, product selection, and customer experience.

### Milestones

BrideBliss Boutique expects to complete the following milestones in the coming months in order to ensure its success:

- **Securing a Prime Location:** Identifying and leasing a shop space in a high-traffic area of Omaha, NE, that is accessible and appealing to our target demographic. This location should also provide enough space for a wide selection of bridal gowns, fitting areas, and a comfortable waiting space for family and friends.
- **Acquiring Necessary Permits and Licenses:** Completing all legal requirements, including obtaining a business license, seller's permit, and any other local permits necessary to operate a bridal shop in Omaha, NE. This step ensures compliance with local laws and regulations.
- **Building Out and Decorating the Shop:** Creating an inviting and elegant interior that resonates with brides-to-be and their entourage. This includes not only the functional build-out of the shop but also investing in décor that aligns with the boutique's brand image.
- **Sourcing Inventory from Reliable Suppliers:** Establishing relationships with reputable bridal gown designers and manufacturers to ensure a diverse and high-quality selection of dresses. This includes not only wedding dresses but also bridesmaid dresses, accessories, and related bridal attire.
- **Hiring and Training a Skilled Team:** Recruiting a team that is passionate about bridal fashion and customer service. Providing comprehensive training to ensure team members are knowledgeable about the products, fitting processes, and are able to deliver an exceptional customer experience.
- **Implementing an Effective Marketing Strategy:** Launching marketing campaigns that utilize social media, local advertising, and bridal shows to generate buzz and attract customers to the shop. Developing partnerships with local wedding vendors and venues can also provide valuable referrals.
- **Soft Opening:** Hosting a soft opening event for friends, family, and select members of the local community. This allows the boutique to test operations, gather initial feedback, and make adjustments before the grand opening.
- **Grand Opening:** Organizing a grand opening event that garners attention from the local community and media. This milestone is critical for creating a strong initial customer base and generating word-of-mouth referrals.
- **Achieving Operational Efficiency:** Streamlining operations to ensure customer satisfaction, manage inventory effectively, and maintain financial health. This includes implementing a point-of-sale (POS) system, customer relationship management (CRM) software, and an inventory management system.
- **Reaching \$15,000/Month in Revenue:** This financial milestone is critical for demonstrating the boutique's market viability and sustaining its operations. Strategies to reach this goal include expanding the product range, offering promotional deals, and enhancing marketing efforts to increase foot traffic and sales conversions.

## VIII. Management Team

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

### Management Team Members

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

#### Lucy Richardson, CEO

Lucy Richardson brings a rich background of entrepreneurship and bridal industry expertise to BrideBliss Boutique. With a proven track record as a successful bridal shop owner, Lucy possesses the essential skills and experience to lead the boutique towards achieving its vision. Her deep understanding of the bridal market, combined with her ability to innovate and adapt to market trends, makes her an invaluable asset to the team. Lucy's leadership is characterized by her commitment to excellence, customer satisfaction, and her ability to inspire and motivate her team to deliver exceptional service to brides-to-be. Her previous success in managing a bridal shop not only showcases her capability in business management but also her dedication to making dream weddings come true, making her perfectly positioned to steer BrideBliss Boutique toward 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	\$18,549,835	\$20,086,321	\$21,750,074	\$23,551,637	\$25,502,423
Direct Expenses	\$14,672,257	\$15,419,740	\$16,205,303	\$17,030,888	\$17,898,532
<b>Gross Profit</b>	<b>\$3,877,578</b>	<b>\$4,666,581</b>	<b>\$5,544,770</b>	<b>\$6,520,748</b>	<b>\$7,603,890</b>
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Other Expenses	\$103,153	\$106,282	\$109,507	\$112,829	\$116,252
<b>EBITDA</b>	<b>\$3,774,425</b>	<b>\$4,560,298</b>	<b>\$5,435,263</b>	<b>\$6,407,918</b>	<b>\$7,487,637</b>
Depreciation	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$19,700	\$19,700	\$19,700	\$19,700	\$19,700
Income Tax Expense	\$1,307,853	\$1,582,909	\$1,889,147	\$2,229,576	\$2,607,478
<b>Net Income</b>	<b>\$2,428,871</b>	<b>\$2,939,688</b>	<b>\$3,508,416</b>	<b>\$4,140,642</b>	<b>\$4,842,459</b>

### Funding Requirements/Use of Funds

To accomplish our growth goals, BrideBliss Boutique needs \$197,000 in funding. Key uses of this funding will be as follows:

Capital Investments	
Location Buildout	\$50,000
Furniture	\$10,000
Equipment	\$20,000
Machines	\$5,000
Computers and POS System	\$5,000

Non Capital Investments	
Working Capital	\$50,000
Initial Rent/Lease	\$10,000
Staff Salaries for the First 3 Months	\$30,000
Initial Marketing and Advertising	\$10,000
Supplies	\$5,000
Insurance	\$2,000



# Financial Projections

## Projected Sales, Gross Profit & Net Income



## BrideBliss Boutique Business Plan

### 5 Year Annual Income Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
Revenues						
	Revenues	\$18,549,835	\$20,086,321	\$21,750,074	\$23,551,637	\$25,502,423
<b>Total Revenues</b>		<b>\$18,549,835</b>	<b>\$20,086,321</b>	<b>\$21,750,074</b>	<b>\$23,551,637</b>	<b>\$25,502,423</b>
Direct Costs						
	Direct Costs	\$14,672,257	\$15,419,740	\$16,205,303	\$17,030,888	\$17,898,532
<b>Total Direct Costs</b>		<b>\$14,672,257</b>	<b>\$15,419,740</b>	<b>\$16,205,303</b>	<b>\$17,030,888</b>	<b>\$17,898,532</b>
<b>GROSS PROFIT</b>		<b>\$3,877,578</b>	<b>\$4,666,581</b>	<b>\$5,544,770</b>	<b>\$6,520,748</b>	<b>\$7,603,890</b>
<b>GROSS PROFIT %</b>		<b>20.9%</b>	<b>23.2%</b>	<b>25.5%</b>	<b>27.7%</b>	<b>29.8%</b>
Other Expenses						
	Salaries	\$72,814	\$75,023	\$77,299	\$79,644	\$82,060
	Marketing Expenses	\$6,067	\$6,251	\$6,441	\$6,637	\$6,838
	Rent/Utility Expenses	\$6,067	\$6,251	\$6,441	\$6,637	\$6,838
	Other Expenses	\$18,203	\$18,755	\$19,324	\$19,911	\$20,515
<b>Total Other Expenses</b>		<b>\$103,153</b>	<b>\$106,282</b>	<b>\$109,507</b>	<b>\$112,829</b>	<b>\$116,252</b>
<b>EBITDA</b>		<b>\$3,774,425</b>	<b>\$4,560,298</b>	<b>\$5,435,263</b>	<b>\$6,407,918</b>	<b>\$7,487,637</b>
	Depreciation	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
	Amortization	\$0	\$0	\$0	\$0	\$0
<b>EBIT</b>		<b>\$3,756,425</b>	<b>\$4,542,298</b>	<b>\$5,417,263</b>	<b>\$6,389,918</b>	<b>\$7,469,637</b>
	Interest Expense	\$19,700	\$19,700	\$19,700	\$19,700	\$19,700
<b>PRETAX INCOME</b>		<b>\$3,736,725</b>	<b>\$4,522,598</b>	<b>\$5,397,563</b>	<b>\$6,370,218</b>	<b>\$7,449,937</b>
	Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Taxable Income	\$3,736,725	\$4,522,598	\$5,397,563	\$6,370,218	\$7,449,937
	Income Tax Expense	\$1,307,853	\$1,582,909	\$1,889,147	\$2,229,576	\$2,607,478
<b>NET INCOME</b>		<b>\$2,428,871</b>	<b>\$2,939,688</b>	<b>\$3,508,416</b>	<b>\$4,140,642</b>	<b>\$4,842,459</b>
	Net Profit Margin (%)	13.1%	14.6%	16.1%	17.6%	19%

## BrideBliss Boutique Business Plan

### 5 Year Annual Balance Sheet

		FY 1	FY 2	FY 3	FY 4	FY 5
<b>ASSETS</b>						
	Cash	\$2,215,877	\$5,105,399	\$8,555,965	\$12,662,625	\$17,236,108
	Other Current Assets	\$1,592,250	\$1,724,137	\$1,866,947	\$1,962,636	\$2,125,201
	<b>Total Current Assets</b>	<b>\$3,808,128</b>	<b>\$6,829,537</b>	<b>\$10,422,913</b>	<b>\$14,625,261</b>	<b>\$19,361,310</b>
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Acc Amortization	\$0	\$0	\$0	\$0	\$0
	<b>Net Intangibles</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
	Fixed Assets	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000
	Accum Depreciation	\$18,000	\$36,000	\$54,000	\$72,000	\$90,000
	<b>Net fixed assets</b>	<b>\$72,000</b>	<b>\$54,000</b>	<b>\$36,000</b>	<b>\$18,000</b>	<b>\$0</b>
	Preliminary Exp	\$0	\$0	\$0	\$0	\$0
<b>TOTAL ASSETS</b>		<b>\$3,880,128</b>	<b>\$6,883,537</b>	<b>\$10,458,913</b>	<b>\$14,643,261</b>	<b>\$19,361,310</b>
<b>LIABILITIES &amp; EQUITY</b>						
	Current Liabilities	\$1,254,257	\$1,317,976	\$1,384,937	\$1,428,643	\$1,501,232
	Debt outstanding	\$197,000	\$197,000	\$197,000	\$197,000	\$0
	<b>Total Liabilities</b>	<b>\$1,451,257</b>	<b>\$1,514,976</b>	<b>\$1,581,937</b>	<b>\$1,625,643</b>	<b>\$1,501,232</b>
	Share Capital	\$0	\$0	\$0	\$0	\$0
	Retained earnings	\$2,428,871	\$5,368,560	\$8,876,976	\$13,017,618	\$17,860,077
	<b>Total Equity</b>	<b>\$2,428,871</b>	<b>\$5,368,560</b>	<b>\$8,876,976</b>	<b>\$13,017,618</b>	<b>\$17,860,077</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>\$3,880,128</b>	<b>\$6,883,537</b>	<b>\$10,458,913</b>	<b>\$14,643,261</b>	<b>\$19,361,310</b>

## 5 Year Annual Cash Flow Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
<b>CASH FLOW FROM OPERATIONS</b>						
	Net Income (Loss)	\$2,428,871	\$2,939,688	\$3,508,416	\$4,140,642	\$4,842,459
	Change in Working Capital	(\$337,993)	(\$68,166)	(\$75,850)	(\$51,982)	(\$89,976)
	Plus Depreciation	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
	Plus Amortization	\$0	\$0	\$0	\$0	\$0
	<b>Net Cash Flow from Operations</b>	<b>\$2,108,877</b>	<b>\$2,889,522</b>	<b>\$3,450,565</b>	<b>\$4,106,659</b>	<b>\$4,770,482</b>
<b>CASH FLOW FROM INVESTMENTS</b>						
	Fixed Assets	(\$90,000)	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	<b>Net Cash Flow from Investments</b>	<b>(\$90,000)</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>CASH FLOW FROM FINANCING</b>						
	Cash from Equity	\$0	\$0	\$0	\$0	\$0
	Cash from Debt financing	\$197,000	\$0	\$0	\$0	(\$197,000)
	<b>Net Cash Flow from Financing</b>	<b>\$197,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>(\$197,000)</b>
	<b>Net Cash Flow</b>	<b>\$2,215,877</b>	<b>\$2,889,522</b>	<b>\$3,450,565</b>	<b>\$4,106,659</b>	<b>\$4,573,482</b>
	Cash at Beginning of Period	\$0	\$2,215,877	\$5,105,399	\$8,555,965	\$12,662,625
		<b>\$2,215,877</b>	<b>\$5,105,399</b>	<b>\$8,555,965</b>	<b>\$12,662,625</b>	<b>\$17,236,108</b>

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