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PETWELL CLINICS
BUSINESS PLAN

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President

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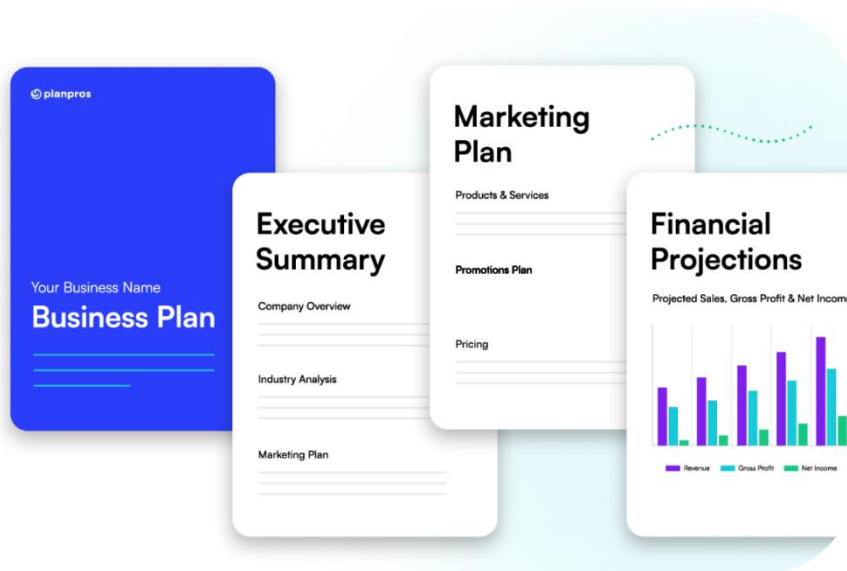
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Veterinary Clinic Business Plan Template

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I. Executive Summary

Company Overview

At PetWell Clinics, located in the heart of Bullhead City, AZ, we are dedicated to filling the significant gap in the market for high-quality veterinary services. Our mission centers on the health and well-being of pets in our community, offering a comprehensive suite of services that cater to all aspects of pet health. From routine examinations, diagnostics, and laboratory services to dental care and emergency responses, our skilled team ensures the best possible care for your pets. Our convenient location in Bullhead City not only makes us easily accessible but also underscores our commitment to becoming an integral part of the community we serve.

Success Factors

Our ability to establish ourselves as the leading veterinary clinic in Bullhead City stems from a blend of experienced leadership and a commitment to superior service. Our founder's previous success in the veterinary field provides us with invaluable insights and expertise, setting the foundation for our high-quality care. Since our inception on January 9, 2024, we have marked significant achievements such as developing a strong brand identity, securing a prime location, and beginning our journey with a clear vision towards enhancing pet health in our community. These milestones, coupled with our focus on offering a wide variety of top-tier services, position us uniquely in the market.

Industry Analysis

The pet care industry in the United States, currently exceeding \$70 billion, is on an upward trajectory fueled by increasing pet ownership and the humanization of pets. Key trends such as the focus on preventive care and the rising adoption of pet health insurance reflect a growing commitment among pet owners to invest in their pets' health. PetWell Clinics is strategically positioned to capitalize on these trends, offering affordable and comprehensive preventive care services that resonate with the needs and expectations of pet owners in Bullhead City, AZ. Our entrance into this booming market is timely, as we aim to meet the demand for quality veterinary care and build a loyal customer base.

Customer Analysis

Our target market in Bullhead City, AZ, consists of pet owners who view their pets as family members and prioritize their health and wellness. This includes a diverse customer base from families to elderly pet owners, and young professionals, all seeking reliable veterinary care. Recognizing the unique

needs of each segment, we offer tailored services, including mobile and home visits for those with mobility issues and comprehensive wellness programs for proactive pet owners. Our approach is designed to cater to the evolving needs of our community, ensuring all pets receive the care they need for a long and healthy life.

Competitive Analysis

Our main competitors, Advanced Animal Care, North Valley Pet Hospital, and Greene Anita DVM, offer a range of veterinary services in our area. Despite their strengths, PetWell Clinics sets itself apart through a dedication to superior veterinary services, a wider array of offerings, and the latest in veterinary technology and techniques. Our comprehensive approach to pet healthcare, combined with our focus on continuous improvement and community engagement, positions us as the preferred choice for pet owners seeking the best care for their pets.

Marketing Plan

At PetWell Clinics, we provide a full spectrum of veterinary services tailored to meet the unique health needs of pets at competitive prices. Our marketing strategy revolves around online engagement, community involvement, and traditional advertising to build our brand and attract customers. Through social media, SEO, and email marketing, we aim to educate and inform pet owners about our services and special offers. Community outreach and referral programs will further embed us into the local fabric, establishing PetWell Clinics as a trusted name in pet healthcare in Bullhead City, AZ.

Operations Plan

Our operational blueprint encompasses efficient appointment scheduling, client reception, and patient record management to ensure seamless service delivery. A focus on high-quality medical services, robust pharmacy and inventory management, and meticulous billing and payment processing underpins our day-to-day operations. We are committed to maintaining a clean and welcoming environment, continually training our staff, and engaging with clients to educate and gather feedback. Achieving operational milestones such as securing a convenient location, obtaining necessary permits, and launching a comprehensive marketing campaign will be pivotal in our quest for excellence and community integration.

Management Team

Under the leadership of Sophie Bennet, our president with extensive experience in veterinary clinic management, PetWell Clinics boasts a management team equipped to steer our clinic towards achieving its objectives. Sophie's expertise and passion for animal care are instrumental in fostering a

culture of excellence and compassion at PetWell Clinics, ensuring that both pets and their owners receive the highest standard of service.

Financial Plan

To achieve our growth objectives, PetWell Clinics requires \$210,000 in funding. This investment will be allocated towards capital investments such as location buildout and equipment purchase, as well as operational expenses including staff salaries, marketing, and initial inventory. Our financial strategy is designed to ensure a solid foundation for our clinic, enabling us to provide exceptional care while pursuing sustainable growth and profitability.

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	\$3,277,137	\$3,548,583	\$3,842,513	\$4,160,789	\$4,505,428
Direct Expenses	\$1,222,688	\$1,284,978	\$1,350,441	\$1,419,240	\$1,491,544
Gross Profit	\$2,054,449	\$2,263,605	\$2,492,071	\$2,741,548	\$3,013,883
Gross Profit (%)	62.7%	63.8%	64.9%	65.9%	66.9%
Other Expenses	\$103,153	\$106,282	\$109,507	\$112,829	\$116,252
EBITDA	\$1,951,296	\$2,157,322	\$2,382,563	\$2,628,718	\$2,897,630
Depreciation	\$22,000	\$22,000	\$22,000	\$22,000	\$22,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000
Income Tax Expense	\$667,903	\$740,012	\$818,847	\$905,001	\$999,120
Net Income	\$1,240,392	\$1,374,309	\$1,520,716	\$1,680,717	\$1,855,510

II. Company Overview

At PetWell Clinics, we are proud to introduce ourselves as a new and promising presence in Bullhead City, AZ. As a local Veterinary Clinic, we've noticed a significant gap in the market for high-quality veterinary services, and we've stepped in to fill it. Our commitment is to the health and well-being of pets in our community, offering a range of services designed to meet their every need.

Our offerings are comprehensive, ensuring that every pet's health is maintained from routine check-ups to more complex surgical procedures. We provide Routine Examinations and Wellness Checks to ensure pets are always at their best. Our Diagnostics and Laboratory Services are top-notch, enabling us to accurately diagnose and treat a wide range of conditions. For those pets in need of surgical intervention, we offer Surgical Procedures conducted with the utmost care and professionalism. Dental care is another pillar of our services, understanding its critical role in overall pet health. Moreover, we are always ready to respond with Emergency and Critical Care for those unexpected situations, ensuring we're there for our pet patients and their owners when they need us the most.

Located in the heart of Bullhead City, AZ, PetWell Clinics serves the local community with dedication and pride. Our presence here allows us to be accessible and convenient for our customers, providing them with peace of mind knowing quality veterinary care is just around the corner.

Our ability to succeed in this industry comes from a solid foundation. Our founder brings invaluable experience from running a successful Veterinary Clinic, setting the stage for PetWell Clinics to thrive. Moreover, we distinguish ourselves by offering superior Veterinary services compared to what's currently available in the market. This unique combination of experience, quality, and dedication positions us as a leader in the local veterinary scene.

Since our inception on January 9th, 2024, PetWell Clinics has operated as a Sole Proprietorship. We've made significant strides in establishing our brand, from creating a distinctive logo to developing a name that resonates with our mission. Finding a prime location for our clinic was a milestone achievement, laying the foundation for us to start serving our community. These accomplishments mark just the beginning of our journey, and we're excited for what the future holds.

III. Industry Analysis

The pet care industry in the United States is a booming market, with an estimated size of over \$90 billion in 2021. This includes spending on pet food, veterinary care, supplies, and other services. With pet ownership on the rise and pet owners increasingly treating their pets as members of the family, the industry is expected to continue growing at a steady pace.

One of the key trends in the pet care industry is the increasing demand for convenient and affordable veterinary care options. Pet owners are looking for alternatives to traditional veterinary clinics that offer quality care at a lower cost. This trend bodes well for PetWell Clinics, which is a new player in the market offering affordable veterinary services in Bullhead City, AZ. With their innovative business model and focus on customer convenience, PetWell Clinics is well positioned to capitalize on this trend and attract a loyal customer base.

Another trend driving growth in the pet care industry is the increasing focus on preventive care and wellness for pets. Pet owners are willing to invest in regular check-ups, vaccinations, and preventive treatments to ensure their pets stay healthy and happy. PetWell Clinics, with their emphasis on preventive care and affordable wellness packages, is well aligned with this trend. By offering high-quality preventive care services at a lower cost, PetWell Clinics can attract budget-conscious pet owners and establish themselves as a trusted provider in the Bullhead City area.

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IV. Customer Analysis

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

Target Customers

We will target local residents of Bullhead City, AZ, who are pet owners, recognizing that their pets are considered part of the family. This primary customer segment is composed of individuals and families who prioritize the health and well-being of their pets. They will seek regular check-ups, vaccinations, and prompt treatment for their pets, ensuring a long and healthy life.

We will also cater to the needs of the elderly pet owners within the community. This segment often requires more support in terms of pet care, including mobile services and home visits, due to mobility issues or lack of transportation. We will tailor our services to accommodate these needs, ensuring that all pet owners have access to quality veterinary care.

Additionally, we will target the segment of pet owners who are focused on preventive care and wellness for their pets. This includes young professionals and millennial pet owners who are seeking services such as regular wellness exams, nutritional counseling, and early detection of potential health issues. Our services will be designed to meet the evolving needs of this informed and proactive customer base.

Customer Needs

PetWell Clinics emerges as a beacon of hope for pet owners seeking high-quality routine examinations and wellness checks. Residents in the area can expect comprehensive care that ensures their furry companions maintain optimal health. This commitment to preventative health measures is fundamental in identifying and mitigating potential health issues early on, providing peace of mind to pet owners.

In addition to routine care, PetWell Clinics offers advanced diagnostics and laboratory services. This allows for accurate and timely diagnosis of various conditions, enabling effective treatment plans to be established swiftly. Pet owners can rely on state-of-the-art equipment and experienced professionals to get to the root of their pets' health concerns, ensuring their beloved animals receive the best possible care.

Beyond these essential services, PetWell Clinics understands the diverse needs of its clientele. The clinic is prepared to offer a range of additional services tailored to meet the specific needs of each pet, enhancing their overall well-being. Whether it's dealing with a chronic condition or requiring emergency care, pet owners can trust that their pets are in capable hands. This comprehensive

approach to pet healthcare ensures that every visit to PetWell Clinics is a step towards a happier, healthier pet.

V. Competitive Analysis

Direct Competitors

PetWell Clinics's competitors include the following companies:

- **Advanced Animal Care** offers a comprehensive range of veterinary services, including wellness exams, vaccinations, dental care, surgery, and emergency services. Their price points vary depending on the service, but they aim to provide affordable care with high-quality standards. They generate revenue through their services and the sale of pet care products. Advanced Animal Care operates primarily in the Fort Mohave area, serving pet owners in the local community and surrounding regions. Their customer segments include pet owners seeking routine veterinary care as well as those requiring specialized or emergency treatment for their pets. The clinic's key strengths lie in its wide range of services and its experienced veterinary team. However, its location limits its accessibility to pet owners living further away.
- **North Valley Pet Hospital** offers a similar suite of veterinary services, including diagnostics, surgical procedures, and preventive care. Their prices are competitive within the market, aiming to balance quality care with affordability. The hospital's revenue comes from both its veterinary services and the sale of pet health products. It is located in the northern part of Bullhead City, catering to the local population and pets in that area. The hospital's primary customer segments are pet owners looking for reliable and comprehensive pet care services. North Valley Pet Hospital's strengths include its state-of-the-art facilities and a commitment to using the latest veterinary technology. A potential weakness could be its higher price point for certain advanced services, which may not be accessible to all pet owners.
- **Greene Anita DVM** operates as an individual veterinary practitioner, offering personalized veterinary care that includes wellness checks, vaccinations, and treatment of various pet illnesses. Her service prices tend to be on par with or slightly higher than average due to the personalized care and attention she provides. She generates revenue through direct billing for her services. Greene Anita DVM serves pet owners in and around Bullhead City, focusing on a smaller, more localized customer base. Her key strengths are the personalized care and deep veterinary expertise she offers. However, as an individual practitioner, her capacity to serve a large number of patients simultaneously is limited. This can be seen as a weakness, along with a potentially limited range of specialized services compared to larger veterinary hospitals.

Competitive Advantages

At PetWell Clinics, our dedication to providing superior veterinary services sets us apart from the competition. We understand that the health and well-being of pets are paramount to our clients, and

as such, we have invested in the latest medical technologies and training for our staff. Our team consists of highly skilled and experienced veterinarians who are passionate about animal care. This ensures that every pet receives the highest level of care, whether it's for routine check-ups, emergency services, or specialized treatments. We also pride ourselves on our ability to offer personalized care plans, tailored to meet the unique needs of each pet, enhancing our clinic's reputation for excellence in veterinary services.

Furthermore, our competitive advantage extends beyond just the quality of our medical services. We recognize the importance of creating a welcoming and stress-free environment for both pets and their owners. Our clinic is designed to make visits as comfortable and anxiety-free as possible, which is especially important for pets who may be nervous or apprehensive about medical treatments. Additionally, our commitment to customer service is unmatched. We ensure that pet owners are fully informed about their pets' health and treatment options, empowering them to make the best decisions for their beloved companions. This holistic approach to veterinary care, combining medical excellence with compassionate service, positions us as the leading choice for pet healthcare in our community.

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VI. Marketing Plan

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

Products, Services & Pricing

PetWell Clinics offers a comprehensive range of veterinary services designed to cater to the complete healthcare needs of pets. These services are meticulously tailored to ensure pets receive the best possible care in Bullhead City, AZ. The clinic prides itself on providing high-quality services at competitive prices, making pet healthcare accessible to all pet owners.

One of the foundational services offered by PetWell Clinics is routine examinations and wellness checks. These are crucial for maintaining a pet's health and are recommended on a yearly basis. During these visits, veterinarians conduct thorough physical examinations to assess the pet's overall health and to detect any potential health issues early on. The average cost for these examinations and wellness checks is approximately \$50 to \$70, depending on the specific requirements and tests performed during the visit.

Diagnostics and laboratory services are also available at PetWell Clinics, providing essential insights into the health conditions of pets. These services include blood tests, urine analysis, X-rays, and more, helping in the accurate diagnosis of various health issues. The pricing for diagnostics and laboratory services varies widely based on the type of test or procedure required, with an average price range of \$100 to \$200. This range ensures that pet owners have access to critical diagnostic services without facing exorbitant costs.

Surgical procedures represent another critical aspect of PetWell Clinics' offerings. From routine spaying and neutering to more complex surgeries, the clinic is equipped to handle a wide range of surgical needs. The cost for surgical procedures can vary significantly based on the complexity and type of surgery, with prices generally ranging from \$200 to \$1,000. PetWell Clinics ensures that all surgical procedures are performed with the utmost care and professionalism, prioritizing the safety and well-being of each pet.

Dental care is an often overlooked but essential service for maintaining a pet's overall health. PetWell Clinics offers comprehensive dental care services, including teeth cleaning, extractions, and dental health assessments. The average cost for dental care services ranges from \$150 to \$400, depending on the extent of the dental work required. Regular dental care can prevent serious health issues and contribute to a pet's long-term well-being.

Lastly, emergency and critical care services are available for pets in need of immediate medical attention. These services are crucial for life-threatening situations or when urgent care is required. The

cost for emergency and critical care services can vary widely based on the nature of the emergency and the treatment needed, with prices starting at around \$100 and can go significantly higher based on the situation. PetWell Clinics ensures that emergency services are prompt and effective, providing peace of mind to pet owners during stressful times.

In conclusion, PetWell Clinics offers a wide range of veterinary services at competitive prices, ensuring that pets in Bullhead City, AZ, receive the care they need. From routine wellness checks to emergency services, the clinic is dedicated to providing high-quality care that caters to the diverse needs of its pet patients.

Promotions Plan

At PetWell Clinics, we understand the importance of reaching out and connecting with our community in Bullhead City, AZ. To attract customers and establish ourselves as the go-to veterinary service, we will implement a variety of promotional methods centered around online marketing and community engagement. Our approach is designed to build trust, educate pet owners, and showcase our commitment to pet health and wellness.

Online marketing will play a pivotal role in our promotional strategy. We will leverage social media platforms such as Facebook, Instagram, and Twitter to engage with pet owners. Through these channels, we will share valuable pet care tips, our services, special offers, and success stories from our clinic. This will not only help in building our brand's online presence but also foster a community of pet lovers.

In addition to social media, we will also focus on search engine optimization (SEO) to ensure that PetWell Clinics appears at the top of search engine results when potential customers are looking for veterinary services in Bullhead City, AZ. By optimizing our website with relevant keywords, informative content, and a user-friendly interface, we expect to attract more visitors to our site and, ultimately, to our clinic.

Email marketing will be another cornerstone of our promotional efforts. We will collect email addresses through our website and in-clinic visits, then send out regular newsletters. These newsletters will feature pet health tips, clinic updates, and promotional offers, providing ongoing value to our subscribers and keeping PetWell Clinics top of mind.

Beyond online marketing, we will also engage in community outreach programs. Hosting free pet health seminars, participating in local events, and partnering with pet stores and shelters are just a few ways we expect to connect with pet owners in person. These activities will not only increase our visibility but also allow us to demonstrate our expertise and commitment to the community's pet health needs.

We will also implement a referral program that rewards existing customers for referring new clients to our clinic. This word-of-mouth marketing is invaluable and will help us build a loyal customer base.

Lastly, we will not overlook the power of traditional marketing methods. Strategic placement of billboards and flyers in key locations around Bullhead City, AZ, and local newspaper advertisements will complement our digital efforts and ensure we reach a wide audience.

By combining online marketing with community engagement and traditional advertising, PetWell Clinics will effectively attract and retain customers, establishing ourselves as a trusted and caring provider of veterinary services in Bullhead City, AZ.

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 PetWell Clinics, there are several key day-to-day operational processes that we will perform.

- Maintain a clean and hygienic clinic environment to ensure the safety and comfort of pets and their owners. This includes regular disinfection of surfaces, proper waste disposal, and ensuring the clinic is well-ventilated.
- Manage appointment scheduling efficiently to minimize wait times and maximize the number of pets we can care for each day. This involves using a reliable scheduling system and confirming appointments with pet owners.
- Provide a warm and welcoming reception for all visitors, ensuring that both pets and their owners feel comfortable and valued from the moment they enter the clinic.
- Conduct thorough and compassionate consultations, taking time to understand the needs of each pet and owner, and to explain diagnoses, treatment options, and preventative care clearly.
- Ensure all medical equipment is in proper working order and that the clinic is stocked with the necessary medical supplies and medications. Regular checks and inventory management are critical for this process.
- Offer a range of payment options and provide clear, itemized bills to ensure transparency and convenience for pet owners.
- Implement a follow-up system to check on the progress of pets after treatment or surgery, enhancing customer satisfaction and the overall care experience.
- Maintain up-to-date records of all patient visits, treatments, and communications. This is vital for ongoing care and legal compliance.
- Continuously train and educate our staff on the latest veterinary practices and customer service techniques to ensure the highest standard of care.
- Engage with the local Bullhead City, AZ, community through events, educational programs, and social media to build a strong relationship and promote pet health awareness.

Milestones

PetWell Clinics expects to complete the following milestones in the coming months in order to ensure its success:

- **Secure a Location:** Identify and finalize the lease or purchase of a clinic location that is accessible and convenient for pet owners in Bullhead City, AZ.
- **Obtain Necessary Permits and Licenses:** Successfully navigate local regulations to secure all required permits and licenses to operate a veterinary clinic legally.
- **Build Out and Equip the Clinic:** Complete the construction, outfitting, and equipment installation necessary to create a state-of-the-art veterinary care facility.
- **Hire and Train Staff:** Recruit a team of qualified veterinarians, veterinary technicians, and support staff. Implement a comprehensive training program to ensure high-quality care and customer service.
- **Launch Marketing Campaign:** Initiate a pre-launch marketing campaign to build awareness and interest in the community. This should include digital, print, and community-based strategies.
- **Launch Our Veterinary Clinic:** Officially open the clinic for business, ensuring that all services are available from day one and the team is prepared to provide exceptional care.
- **Establish Operational Efficiencies:** Within the first six months, optimize clinic operations for efficiency, including appointment scheduling, patient flow, and inventory management.
- **Implement a Customer Feedback System:** Create avenues for receiving and acting on customer feedback to continuously improve service quality and client satisfaction.
- **Reach \$15,000/month in Revenue:** Achieve the financial milestone of generating at least \$15,000 in monthly revenue, indicating a growing client base and successful market penetration.
- **Expand Services Offered:** Based on customer demand and feedback, consider expanding the range of services offered, such as adding specialized veterinary services or wellness programs, within the first 18 months of operation.

VIII. Management Team

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

Management Team Members

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

Sophie Bennet, President

Sophie Bennet, President, brings to PetWell Clinics a wealth of leadership and veterinary management experience. With a proven track record of success, Sophie has previously managed a veterinary clinic, showcasing her ability to lead, innovate, and grow a healthcare facility specialized in animal care. Her background is instrumental in steering PetWell Clinics towards achieving its mission of providing exceptional pet healthcare services. Sophie's expertise not only in veterinary medicine but also in business operations, customer service, and team management positions her as a pivotal figure in ensuring the lasting success of PetWell Clinics. Her leadership is expected to drive the company towards excellence in veterinary care while maintaining a profitable and sustainable business model.

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	\$3,277,137	\$3,548,583	\$3,842,513	\$4,160,789	\$4,505,428
Direct Expenses	\$1,222,688	\$1,284,978	\$1,350,441	\$1,419,240	\$1,491,544
Gross Profit	\$2,054,449	\$2,263,605	\$2,492,071	\$2,741,548	\$3,013,883
Gross Profit (%)	62.7%	63.8%	64.9%	65.9%	66.9%
Other Expenses	\$103,153	\$106,282	\$109,507	\$112,829	\$116,252
EBITDA	\$1,951,296	\$2,157,322	\$2,382,563	\$2,628,718	\$2,897,630
Depreciation	\$22,000	\$22,000	\$22,000	\$22,000	\$22,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000
Income Tax Expense	\$667,903	\$740,012	\$818,847	\$905,001	\$999,120
Net Income	\$1,240,392	\$1,374,309	\$1,520,716	\$1,680,717	\$1,855,510

Funding Requirements/Use of Funds

To accomplish our growth goals, PetWell Clinics needs \$210,000 in funding. Key uses of this funding will be as follows:

Capital Investments	
Location Buildout	\$50,000
Furniture	\$10,000
Equipment	\$20,000
Machines	\$25,000
Computers	\$5,000

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

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	\$3,277,137	\$3,548,583	\$3,842,513	\$4,160,789	\$4,505,428
Total Revenues		\$3,277,137	\$3,548,583	\$3,842,513	\$4,160,789	\$4,505,428
Direct Costs						
	Direct Costs	\$1,222,688	\$1,284,978	\$1,350,441	\$1,419,240	\$1,491,544
Total Direct Costs		\$1,222,688	\$1,284,978	\$1,350,441	\$1,419,240	\$1,491,544
GROSS PROFIT		\$2,054,449	\$2,263,605	\$2,492,071	\$2,741,548	\$3,013,883
GROSS PROFIT %		62.7%	63.8%	64.9%	65.9%	66.9%
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
Total Other Expenses		\$103,153	\$106,282	\$109,507	\$112,829	\$116,252
EBITDA		\$1,951,296	\$2,157,322	\$2,382,563	\$2,628,718	\$2,897,630
	Depreciation	\$22,000	\$22,000	\$22,000	\$22,000	\$22,000
	Amortization	\$0	\$0	\$0	\$0	\$0
EBIT		\$1,929,296	\$2,135,322	\$2,360,563	\$2,606,718	\$2,875,630
	Interest Expense	\$21,000	\$21,000	\$21,000	\$21,000	\$21,000
PRETAX INCOME		\$1,908,296	\$2,114,322	\$2,339,563	\$2,585,718	\$2,854,630
	Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Taxable Income	\$1,908,296	\$2,114,322	\$2,339,563	\$2,585,718	\$2,854,630
	Income Tax Expense	\$667,903	\$740,012	\$818,847	\$905,001	\$999,120
NET INCOME		\$1,240,392	\$1,374,309	\$1,520,716	\$1,680,717	\$1,855,510
	Net Profit Margin (%)	37.8%	38.7%	39.6%	40.4%	41.2%

5 Year Annual Balance Sheet

		FY 1	FY 2	FY 3	FY 4	FY 5
ASSETS						
	Cash	\$1,193,584	\$2,572,145	\$4,095,461	\$5,785,075	\$7,430,176
	Other Current Assets	\$281,297	\$304,597	\$329,827	\$346,732	\$375,452
	Total Current Assets	\$1,474,882	\$2,876,743	\$4,425,289	\$6,131,808	\$7,805,628
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Acc Amortization	\$0	\$0	\$0	\$0	\$0
	Net Intangibles	\$0	\$0	\$0	\$0	\$0
	Fixed Assets	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000
	Accum Depreciation	\$22,000	\$44,000	\$66,000	\$88,000	\$110,000
	Net fixed assets	\$88,000	\$66,000	\$44,000	\$22,000	\$0
	Preliminary Exp	\$0	\$0	\$0	\$0	\$0
	TOTAL ASSETS	\$1,562,882	\$2,942,743	\$4,469,289	\$6,153,808	\$7,805,628
LIABILITIES & EQUITY						
	Current Liabilities	\$112,489	\$118,041	\$123,870	\$127,672	\$133,983
	Debt outstanding	\$210,000	\$210,000	\$210,000	\$210,000	\$0
	Total Liabilities	\$322,489	\$328,041	\$333,870	\$337,672	\$133,983
	Share Capital	\$0	\$0	\$0	\$0	\$0
	Retained earnings	\$1,240,392	\$2,614,702	\$4,135,418	\$5,816,135	\$7,671,645
	Total Equity	\$1,240,392	\$2,614,702	\$4,135,418	\$5,816,135	\$7,671,645
TOTAL LIABILITIES & EQUITY		\$1,562,882	\$2,942,743	\$4,469,289	\$6,153,808	\$7,805,628

5 Year Annual Cash Flow Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
CASH FLOW FROM OPERATIONS						
	Net Income (Loss)	\$1,240,392	\$1,374,309	\$1,520,716	\$1,680,717	\$1,855,510
	Change in Working Capital	(\$168,807)	(\$17,748)	(\$19,400)	(\$13,102)	(\$22,409)
	Plus Depreciation	\$22,000	\$22,000	\$22,000	\$22,000	\$22,000
	Plus Amortization	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Operations	\$1,093,584	\$1,378,561	\$1,523,315	\$1,689,614	\$1,855,100
CASH FLOW FROM INVESTMENTS						
	Fixed Assets	(\$110,000)	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Investments	(\$110,000)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING						
	Cash from Equity	\$0	\$0	\$0	\$0	\$0
	Cash from Debt financing	\$210,000	\$0	\$0	\$0	(\$210,000)
	Net Cash Flow from Financing	\$210,000	\$0	\$0	\$0	(\$210,000)
	Net Cash Flow	\$1,193,584	\$1,378,561	\$1,523,315	\$1,689,614	\$1,645,100
	Cash at Beginning of Period	\$0	\$1,193,584	\$2,572,145	\$4,095,461	\$5,785,075
		\$1,193,584	\$2,572,145	\$4,095,461	\$5,785,075	\$7,430,176

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