

Calico Creek Millworks, Inc.

Business Plan 2023

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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by Calico Creek Millworks, Inc in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of Calico Creek Millworks, Inc.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by the reader, may cause serious harm or damage to Calico Creek Millworks, Inc.

Upon request, this document is to be immediately returned to Calico Creek Millworks, Inc.

Signature _____ Date _____

Signature _____ Date _____

This is a business plan. It does not imply an offering of securities.

Executive Summary

Calico Creek Millworks, Inc. is a Florida retailer of custom woodworking, metal fabrication, mill works and custom furniture. They serve the growing demand for branded or custom furniture, chairs, wood accent walls, and beehives that exists in commercial marketplaces. They are currently in the process of expanding their operation to make it possible for them to manufacture the products they sell in an effort to significantly increase their profit margins. They will be leasing a 5,000-10,000 square foot facility that will be for the making of these products, as well as the purchase of all necessary equipment. The company is also hiring two new employees to make all products, but as most equipment is automated and require little input, our labor costs will be low.

Funding Terms

The investment sought will be used to expand the company into a higher level of profitability. The company is seeking a minimum investment of \$250,000 which will be used to purchase materials, equipment, leasing space for our facility, and the hiring of human resources. The entire loan is sought in the form of debt and will be retired with interest over the next five years from 2018-2023.

Marketing Plan Summary

Our business will dominate the attention of our consumers world-wide through the internet, executing several marketing strategies including;

- Directly contacting businesses that may need our services
- Selling on e-retailers such as Amazon, Ebay, AliExpress, etcetera
- PPC ad campaigns on sites like Google and Facebook
- Online niche portals/blogs related to furniture, millwork, beehives, or other topics related to our industry
- Social media platforms such as Facebook, Instagram, and Twitter

Company Description

Calico Creek Millworks, Inc. is a Florida based millwork business that currently operates as a retailer of custom woodworking, metal fabrication, mill works and custom furniture. As a business that is already successful with an existing customer base, Calico Creek Millworks is expanding their operation by leasing a 5,000-10,000 square foot facility, which will be fully equipped with the proper equipment and human resources to handle the making of all of all their products, which range from custom heirloom furniture pieces to accent walls to wood-beehives. This is an effort to significantly increase their profit margins to 70-72% from it's current 20-34%.

Services, Products & A Niche Opportunity

The company is presently engaged in several millworking and wood markets. Because of this, the company has a vast portfolio in commercial projects. The company currently



sells Custom furniture pieces such as tables, shelves, chairs, and accent walls. The company also has a niche opportunity for beehives. As many beekeepers will tell you, there's a shortage of affordable, commercial-grade beehives. Calico Creek Millworks is already in contact with overseas beekeepers that are interested in the mass production of custom-beehives. Because of the increased need for beehives, Calico Creek Millworks and will begin marketing themselves as the best, most affordable option for commercial beekeeper to store their bees.

Company Formation, Legal Entity & Location

Calico Creek Millworks, Inc was incorporated in Florida in the year 2018. It is owned and operated by Jon Gelman. The company's current mailing address is 110 Tech Drive Sanford, FL 32771 United States.

SWOT Analysis



Strengths

- The business is placing heavy interests in increasing their profit margins by making their own products in an effort to expand their operation and increase revenue.
- The company will be providing a service that is existentially necessary to humanity, as it's been reported that bees pollinate 1 in every 3 bites of food¹.
- The aggressive and focused marketing campaign that we will run has goals and strategies to create immediate impact towards the market and its participants.

Weaknesses

- Poor consumer confidence, uncertainty and pessimism in new startups are not only valid but fueled by media and other companies.
- Our financial resources, such as funding, sources of income and investment opportunities limit our reach and impact in the market.

Opportunities

- No better time to start a business than with low interest rates and affordable prices in technology advancements.
- The proper use of the internet will allow us to market our products to a greater number of potential customers with less marketing dollars by leveraging SEO, PPC and Social Media marketing.
- Price competing with other businesses will allow the company to steal market share from our competitors.

Threats

- As our expansion will require a substantial investment, the outcome of it may determine the future of our business.

¹ https://www.huffingtonpost.ca/david-suzuki/colony-collapse-disorder-_b_5549504.html

Millwork US Industry Analysis

Over the five years to 2017, the Millwork industry has experienced growth as new construction has boosted demand for building products. Demand for industry products, which include wooden window frames, doors, floors and dimension stock (lumber and worked wood products cut or shaped into specific sizes), is primarily linked to the level of activity in residential construction markets, and, to a lesser degree, commercial construction. Trends in interior design have favored the comfortable, polished look that quality millwork can bring to a space, convincing retailers to continue to purchase and market woodwork products and designs from industry operators. IBISWorld expects revenue to rise an annualized 5.2% over the five years to 2017, including projected growth of 5.0% in 2017 alone to total \$28.1 billion.



The industry has nevertheless been challenged by rising competition from wood substitute products. Windows and door frames made of fiberglass, aluminum, steel and vinyl have become increasingly popular due to their durability and lower price tags. Vinyl, a low-cost alternative to wood windows and doorframes, is one of the fastest-growing products in the window frame market, according to the American Architectural Manufacturers Association. Although the industry has grown strongly over the past five years due to the release of pent-up demand for new housing and home remodeling, sluggish disposable income growth is expected to have pushed consumers toward lower-cost substitutes and further diminished the market share for wood. As the housing market stabilizes over the next five years, this trend is expected to pose a challenge for the industry.

Over the five years to 2022, industry revenue is forecast to increase at an annualized rate of 1.3% to \$29.9 billion. The residential construction market is expected to continue its recovery and push demand for the industry's products, as rising disposable income will support investment in high-quality remodeling activity from consumers.

Current Performance

Over the five years to 2017, demand for the Millwork industry has rebounded strongly from its prior slump as consumers, armed with thicker wallets, have sought quality wooden products for their homes. The industry's main manufactured products are wooden windows, doors, flooring and other cut or shaped dimension stock. These products are used throughout the construction sector, primarily in residential construction; nearly 90.0% of millwork products are used for residential construction, while commercial and industrial construction account for the remainder of industry sales. Therefore, industry performance relies heavily on the level of housing starts, remodeling activity and commercial and industrial construction activity. Industry products are typically installed during the final phases of construction or during home improvement projects, so the industry's rebound from the housing crisis and recession was delayed and has continued into the period. Revenue is expected to increase at an annualized rate of 5.2% to \$28.1 billion over the five years to 2017, including growth of 5.0% projected in 2017 alone.

Construction trends

Construction activity in the United States has undergone relative booms and busts over the past decade in reaction to a volatile housing market. The five years to 2017 have been characterized by steady recovery in the US housing market, reflecting positively on industry revenue. The construction of new homes provides demand for wooden windows, doors, floors and other dimension stock produced by the Millwork industry. IBISWorld estimates that over the five years to 2017, housing starts have increased at an annualized rate of 9.0%.

Low housing prices and mortgage rates increased demand for new home construction in the early part of the period. Housing starts surged 18.4% in 2013. Remodeling construction also contributes to the Millwork industry, with homeowners looking to fix or improve their new homes or increase the value of their likely largest asset. As per capita disposable income and consumer confidence have improved over the past five years, and as home prices have rebounded, Americans have increased their spending on home improvements, as they have had greater cash on hand and have become more confident investing in their homes. Over the five years to 2017, private spending on home improvement has increased an annualized 5.9%, driving demand for millwork products at retail outlets and benefiting the industry.

Competition from substitutes

The rising use of substitute construction products has hurt the Millwork industry. Window frames and doorframes made from aluminum, steel, fiberglass and vinyl have become increasingly popular. Vinyl, currently the fastest-growing segment within the window frame market, offers a low-cost alternative to wooden window frames and doorframes. In fact, according to the latest available data from the American Architectural Manufacturers Association, vinyl makes up 67.0% of the total window and door market for both new construction and remodeling. Fiberglass window frames and doorframes are structurally sound and often come with lifetime warranties, making them a popular choice among consumers. Aluminum and steel frames often provide greater durability and safety than wooden products. In the exterior and garage doors segment, metal frames are experiencing rapid growth and currently account for more than 90.0% of total new garage door sales.

Advances in the aesthetics, feel and durability of synthetic and wood-composite flooring have also boosted the popularity of these products. While wooden products are losing a share of key markets, they are still desired in higher-value product segments due to

their attractive finish and feel. As a result, many metal-framed window and door products use a wood or wood-composite cladding to increase their appeal. Some wooden exterior doors are also being manufactured from wood paneling instead of fiberglass. Due to the comparatively high cost of wooden framing and flooring, demand for these products is positively correlated with trends in per capita income.

Profit and participation

Average industry profit, measured as earnings before interest and taxes, is expected to reach 4.4% of revenue in 2017, representing an increase from 2.9% in 2012. Weak lumber prices in recent years, a result of excess domestic capacity and amid construction slowdowns in some US lumber export markets, has lowered costs for industry manufacturers. At the same time, rising demand has relieved some price pressure on the industry, enabling a substantial increase in its average margin. However, the size of the Millwork industry declined marginally over the five-year period, as operators endured difficult market conditions and low profitability early on. As a result, the number of millwork enterprises has declined at an annualized rate of 0.8% over the five years to 2017, totaling an estimated 3,193 companies. However, employment in the industry is forecast to rise at an annualized rate of 3.4% to reach 115,497 workers during the same period.

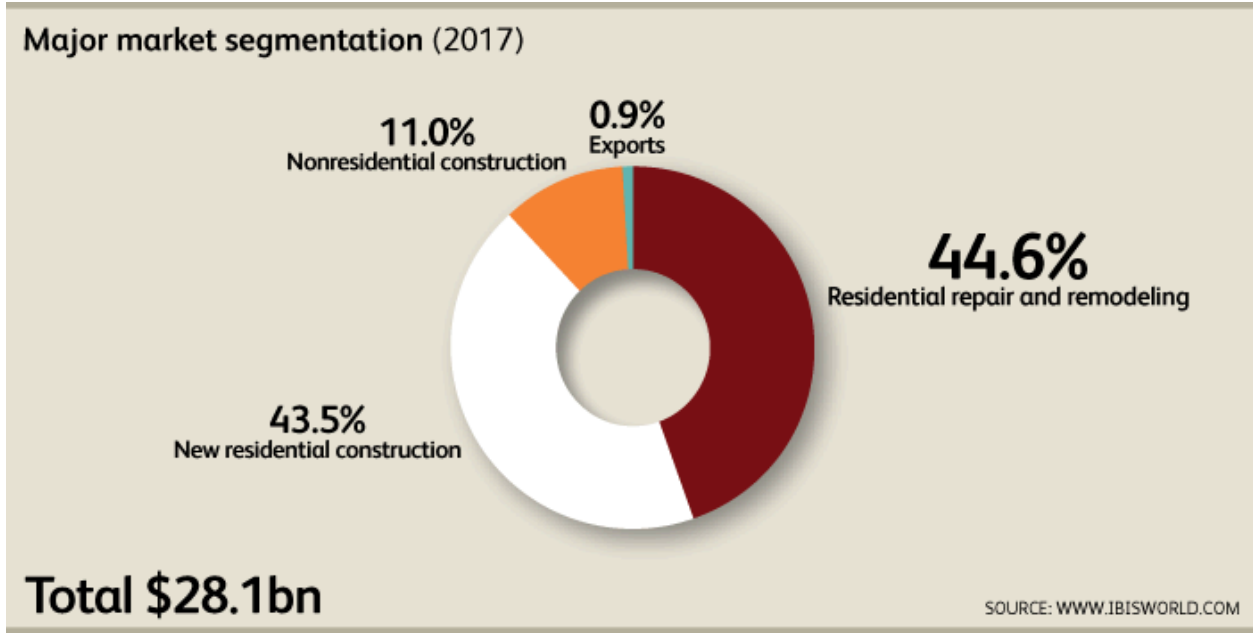
International trade

Millwork products are costly to transport due to their weight and bulk, a factor that limits international trade in the industry. In addition to transportation costs, there are several tariff barriers in place to protect domestic millwork operators. While much of the industry's trade occurs between the United States and Canada, over the past five years China and Brazil have increased their shares of industry imports. Brazil has experienced increased production and construction within the country, increasing its role in the international market for millwork products. Overall, the value of imported

industry-relevant products is expected to grow at an annualized rate of 8.5% to \$2.3 billion over the five years to 2017.

Export revenue is expected to decline at an annualized rate of 12.9% to \$251.0 million over the five years to 2017. Industry exports have slumped as demand from Canada and other international markets have slowed. In addition, Canada's dominance as an export market has reduced foreign sales as the Canadian dollar has decreased relative to its US counterpart. However, Canada is still the top export recipient, accounting for an estimated 58.4% of industry export revenue in 2017.

Major Markets



Residential repair and remodeling

Home improvement projects are the industry's largest downstream market, generating an estimated 45.0% of sales in 2017. Wooden doors, windows and flooring are often viewed as higher-end building products and are frequently installed during upgrades of existing dwellings. Home improvement spending is determined by homeownership rates, access to credit and consumer disposable income, among other factors, and has increased at an annualized rate of 5.9% over the past five years. Industry

manufacturers serve this market mainly through home improvement retailers. Some manufacturers distribute products in this market through intermediate wholesalers, but larger companies often sell directly to big-box chains such as Home Depot and Lowes. Over the next five years, residential construction is expected to remain the largest market for this industry's products, though private spending on home improvements will slow relative to recent years.

New residential construction

New residential construction is the second-largest market for the industry, accounting for an estimated 43.5% of revenue in 2017. The industry also serves this market through home improvement retailers, but is more likely to distribute products in this segment directly to construction contractors. New residential construction has been strong over the past five years as the number of housing starts has increased an annualized 9.0% over the five-year period. Sales to this market lag housing starts somewhat, since products such as doors, windows and flooring are typically installed in the final phases of construction. As a result, this industry has experienced a prolonged recovery from the housing crisis that preceded the five years to 2017. Over the next five years, as interest rates rise and the industry fully completes its rebound, growth in this segment is expected to slow.

Nonresidential construction

Commercial construction is not a significant market for the industry and is expected to generate only 11.0% of revenue in 2017. The industry contends with stronger competition in nonresidential construction markets. Commercial buildings tend to be constructed more from substitute materials such as steel or fiberglass. Since commercial buildings are often larger than residential dwellings, it can be cost prohibitive to use high-end wood products.

Exports

International trade is minimal in the industry, and exports are expected to account for only 0.9% of revenue in 2017. For more information on export markets, see the International Trade section of this report.

E-Commerce US Industry Analysis

The E-Commerce and Online Auctions industry, which comprises companies that sell merchandise online, is growing rapidly as more time-strapped and cost-conscious consumers are lured by the convenience of finding, comparing and purchasing products online easily and quickly. From big-box retailers to specific niche stores, consumers can purchase anything from clothing, precooked meals, bulk home goods and collectible antiques from their computer or smartphone. Driven by increased consumer spending and the rapidly growing number of total internet connections, revenue for the E-Commerce and Online Auctions industry is expected to rise at an annualized rate of 12.9% over the five years to 2018, including an anticipated 11.1% increase in 2018, to reach \$440.2 billion.

Key Statistics Snapshot



The rapid and continuous rise of the internet has given industry companies the opportunity to reach hundreds of millions of customers without opening even a single store. Faster internet speeds and a surge in mobile device use has contributed to the mainstream adoption of internet shopping, which has contributed to stronger industry operating margins. Economies of scale have also helped large industry companies boost profit, as these companies are able to achieve better purchases and shipping rates. Finally, wage expense has been outpaced by revenue growth, as new technology

has increased per-employee productivity, which has reduced the number of hires needed to keep up with rising demand.

Over the five years to 2023, the industry is expected to continue on its current course as internet traffic volume continues to grow and spending further shifts from traditional retailing to e-commerce. The greatest opportunity for growth will come from product categories that were traditionally dominated by brick-and-mortar shopping, including groceries, major appliance products and clothing. Over the next five years, revenue is estimated to increase at an annualized rate of 9.1%, to reach \$680.8 billion in 2023. As revenue continues to increase, the number of enterprises is also expected to rise. To effectively compete in this increasingly competitive market, companies will need to continue to differentiate themselves from competitors using targeted marketing campaigns, offering a wider range of products and implementing new technology. Some companies will also introduce alternative business models and nontraditional delivery methods to make merchandise more affordable and increase delivery efficiency.

Current Performance

The E-Commerce and Online Auctions industry, which comprises companies that sell merchandise online, has surged during the past decade. Encouraged by the ease of ordering at home and the ability to quickly compare prices and product reviews among retailers, a growing number of households are choosing to shop online instead of purchasing products at brick-and-mortar locations or via mail-order catalogs. Over the five years to 2018, industry revenue has increased at an annualized rate of 12.9% to \$440.2 billion, including projected growth of 11.1% in 2018 alone.

Average profit margins, measured as earnings before interest and taxes, have increased over the past five years, from 4.0% of revenue in 2013 to an estimated 5.3% in 2018. The rise in profit is largely due to lower wage expenses. Over the past five years, wages as a percentage of total revenue have decreased from 4.8% in 2013 to

4.2% in 2018; this is a small change, but enough to help boost profit. Technology continues to increase per-employee productivity; for example, warehouse management systems (WMS) improve efficiency by calculating the best routes for employees to take to pick products in the warehouse. Also, robotic systems are being used in conjunction with warehouse personnel to reduce travel time within the warehouse, and in some cases, automatically retrieve items without the help of humans. Such systems include Locus Robotics System, Swisslog CarryPick and Knapp Open Shuttle.

Mobile drives growth

The proliferation of mobile device connections, such as smartphones and tablets, has further facilitated growth by giving consumers the opportunity to shop on the go. During the five-year period, the number of mobile internet connections grew significantly, at an annualized rate of 10.7%. As a result, retailers have introduced mobile applications to tailor their shopping experiences to consumers' buying habits. Companies like Amazon.com Inc., eBay Inc. and Jet.com (now owned by Walmart) all have mobile applications that give customers the ability to purchase products directly from their phones.

Large companies have also increased investment in artificial intelligence technology to enhance the shopping experience. For example, artificially intelligent chatbots are being used to act as customer service agents, where customers can receive immediate answers to questions or even submit orders without being required to browse the internet. Additionally, artificial intelligence is being used to forecast user behavior, sometimes even acting as a personal shopping assistant. An example is Facebook's M, a personal assistant that included features that placed e-commerce orders through Facebook Messenger. M, however, was shut down in 2018. Nevertheless, for mobile users, new technology makes it simpler to accomplish tasks that might be more challenging on a smaller screen.

Rising competition

Technical barriers to entry and initial capital costs are low for the industry, which gives individuals the ability to create their own e-commerce platform with ease. Companies such as Squarespace and Shopify Inc. are third-party software tools that provide a variety of templates and themes for new retailers to choose from, eliminating the need to be proficient in web development. The simplicity of launching an e-commerce store has contributed to a rise in industry participation, with the number of industry participants expected to grow at an annualized rate of 9.6% over the five years to 2018 to reach 194,876 companies. In line with these trends, industry employment is also expected to rise, increasing an annualized 10.3%, to 491,808 workers in 2018.

Increased industry competition puts pressure on online retailers to differentiate themselves from industry rivals. Amazon.com has become the leader in the e-commerce industry by singlehandedly defining and redefining customer expectations. For example, while two-day shipping was once a luxury, Amazon set the new standard by offering free two-day shipping to millions of its “Prime” members. Then, it redefined customer expectations by offering one-day shipping to select metro areas across the country. However, rival Walmart Inc. has responded by increasing investment in its e-commerce business by acquiring Jet.com, a company founded and led by former Amazon employees. Also, Walmart recently announced it would apply discounts to online orders that are picked up in store. In-store pickup is becoming increasingly popular, as chain brick-and-mortar stores such as Walmart, Target, Nordstrom and Macy’s can quickly fulfill purchases and have bags ready for pickup that same day, presenting a challenge to Amazon and other e-commerce stores that do not have physical locations. However, Amazon acquired Whole Foods in 2017, which operates more than 400 physical stores in the US.

Specialty and new online retailers

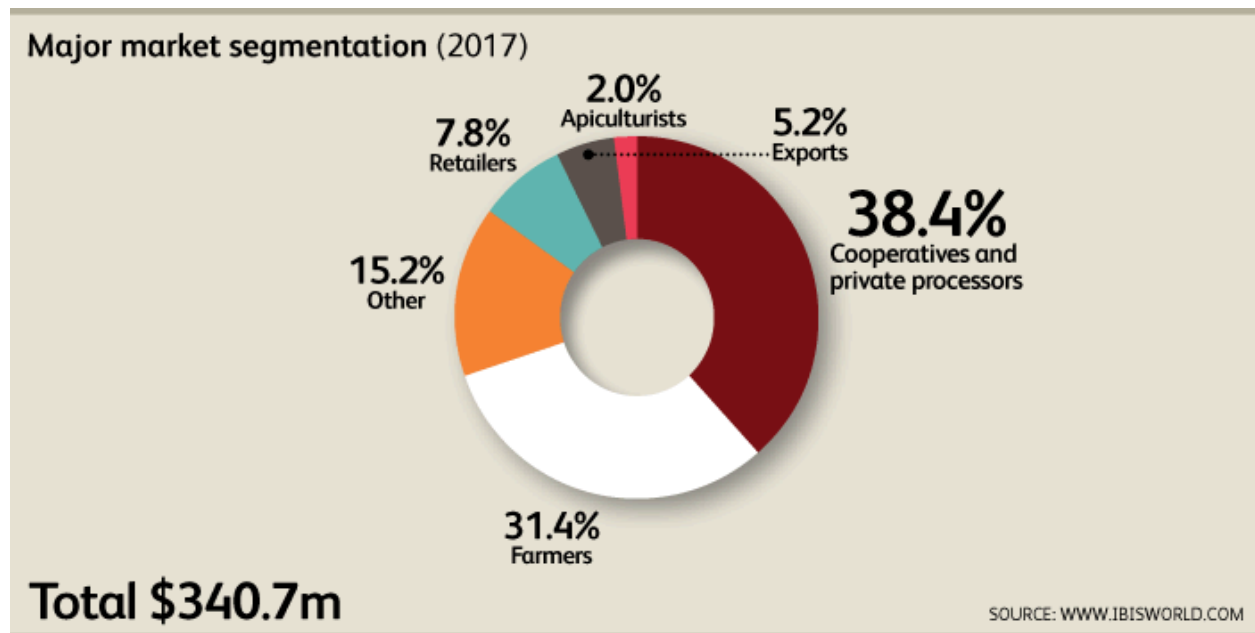
As competition rises and companies seek out new ways to stand out, many operators have had success by selling niche products for specific customer segments. For example, Etsy offers handmade, vintage and unique items from a variety of sellers. The internet also provides opportunities for new types of sellers to enter the market. New forms of online retailing known as social commerce have emerged as operators attempt to generate higher sales and reduce costs. For instance, websites such as Groupon and LivingSocial sell products at discounted prices but require group participation, which encourages word-of-mouth promotion and high levels of customer engagement.

Subscription box services such as Birchbox and BarkBox have also become popular during the five-year period, although many of them are startups and still small.

Consumers sign up for the service via a company's website and receive a box each month filled with different products to sample; if they like the products in the box, they can purchase it again from the company's e-commerce platform.

Different variations on the subscription box business model also exist. For example, companies such as Blue Apron Inc. and Plated let consumers select meals from a weekly menu. The companies then send consumers a box filled with recipes and ingredients to make the chosen meals. Other companies, such as Stitch Fix Inc., send consumers a box filled with products, such as clothing, which customers can try out. Customers send back the items that they do not like and only pay for the ones they want to keep. Businesses like these often appeal to time-sensitive consumers that want to try a variety of products but may not have time to figure out what to buy or go to the store.

Major Markets



A majority of the key selling markets in the Beekeeping industry are domestic. Producers primarily sell their honey crops in bulk containers to cooperatives or downstream processors on the domestic market; exports are only expected to account for 5.2% honey production in 2017.

Co-ops and processors

The largest share (38.4%) of honey production is sold to processors and cooperatives. Processors sell honey to downstream retailers, the food service industries and the food manufacturing industries. Beekeepers are able to increase their collective bargaining power by joining cooperatives such as the Sioux Honey Association. As more apiculturists integrate vertically, sales to cooperatives should increase.

Farmers and local markets

Producers also sell their honey, combs or beeswax directly to consumers through farmers' markets, roadside stands or supermarkets. Sales to these markets are estimated to account for 31.4% of industry sales. Producers selling via this method are

likely to be small scale producers, often marketing organic honey to niche markets. Other markets include brokers or dealers who contact a bottler and organize the distribution of the honey. The increased focus on eating naturally made foods has expanded this market for honey producers.

The price varies depending on the market in which the product is sold. For example, there is a considerable difference in the average price of honey retailed to consumers by producers compared with that sold to processors and cooperatives. This price differential is largely a reflection of the bulk volumes sold to downstream processors and cooperatives. The price of also varies depending on the type and quality of honey. Retail markets are expected to account for 7.8% of industry sales.

Apiculturists and other

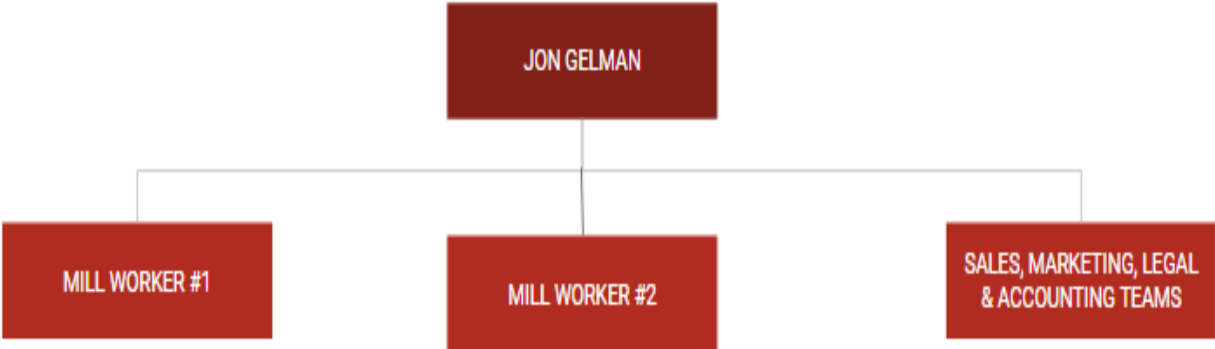
Apiculturists also earn revenue through the sale of pollination services to farmers. This market has been growing over the past five years mainly because pollination fees have increased. Almonds are entirely dependent on bees for pollination and therefore almond growers have no choice but to accept the high price hikes. Apiculturists also sell live bees to each other for replacements or to establish colonies. Due to the skyrocketing cost of renting colonies, revenue coming from this market segment has increased in the past five years. Apiculturists only account for 2.0% of total market sales. Other markets are expected to account for 15.2% of major selling markets.

Exports

Export markets are expected to account for an estimated 5.2% of industry revenue in 2017. Major Export destinations include China, Canada, Korea and the Philippines. Together these countries account for an estimated 53.4% of all industry exports. Overall, exports have been declining as a result of an appreciating dollar, which has eroded the price competitiveness of US-made honey.

Management & Organizational Plan

The company's management is led by the founder Mr. Jon Gelman. Mr. Gelman is the sole owner and is committed to making this business a scaled success. Through his experienced and seasoned career he has a profound understanding of what it takes to make this business both profitable and sustainable. Under his direction, the company will hire and manage the following employees.



A good team that truly adds value is not just a group of high performing individuals but a balanced team with complementary skill sets and a culture that allows them to work together to make the most effective decisions for our organization. While the leadership from the top is crucial, the participation of every team member is also essential for effectiveness. We are confident that the team we will attract will continue to execute in a timely manner the business plan presented.

Marketing Plan

The company currently has its management members focused on executing this business plan. The team is focused on creating a strong brand, mainly by marketing themselves to beekeepers and other commercial operations across the world, increasing brand awareness to a global level. We will be executing the following marketing strategies post-investment:



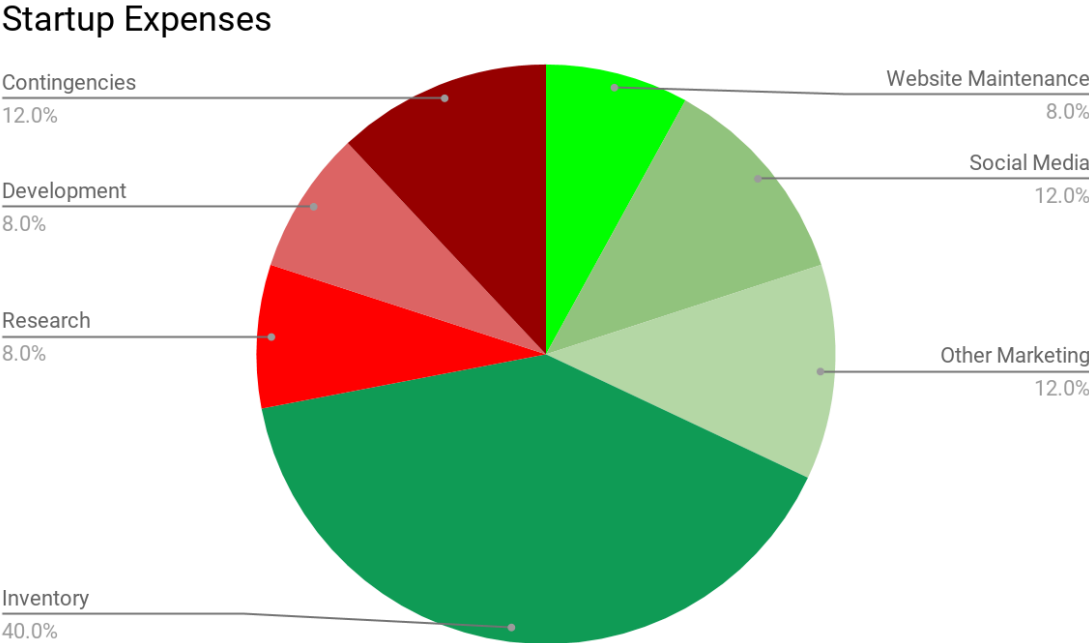
- **Direct Contact:** Our business will have a strong focus on directly contacting commercial operations such as beekeepers, offices, coffee shops, boutique hotels, restaurants, microbrews, and retail storefronts.
- **Internal Sales Platforms(Our Website):** Our website will act as our main storefront. This website will feature all of our products, discounts, and news aggregated into a single platform for potential and returning customers.
- **External Sales Platforms(Ebay, Amazon, etc):** Our business will have a strong presence on platforms such as the Ebay and Amazon. These platforms will generate income for our business outside of our internal websites and platforms with little to no need for marketing. This is because they already have an extremely strong following of people that are already looking for our products.
- **A Facebook & Instagram Page:** A Facebook and Instagram page will be started. Administration duties will be outsourced. Each post will engage users by asking a question, proposing an idea, a call to action, or a sale of some form. Content will mainly be pictures or videos of the making of our products, our products, or customer submitted photos. Our business will include the hashtags and geolocations with the heaviest pertinent traffic in our posts. These will be hashtags such as #Beehive(s), #MillWork, #Wood, #WoodWorking, #Fabrication, #WoodFurniture, #WoodDecor, or any other trending hashtag that will generate targeted traffic. is will assure that these platforms are a lead generation service driving pertinent traffic to our website. Posts will be daily.

Financial Projections

The Company, while minimal, will have expenses as it moves to initiate operations of its first location. It's important that the company estimate these expenses accurately and then plan on obtaining sufficient capital. Even with the best of research, however, expanding a business has a way of costing more or less than anticipated. The company has made allowances for surprise expenses, called contingencies to account for the unforeseeable. After careful research and talking to others who have started similar businesses to get a good idea of how much to allow for contingencies, and careful market research, the Company projects distribution of capitalization in the amount recorded below to operate and sustain the business for the first years of operations and beyond.

Startup Expenses

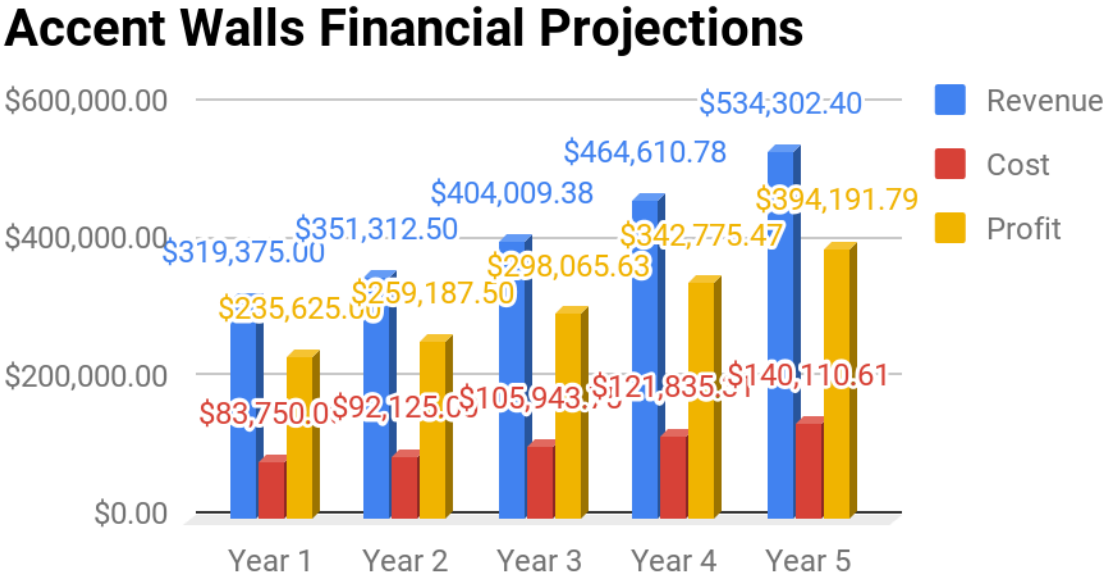
The company will invest the capital for startup operations in the following manner:



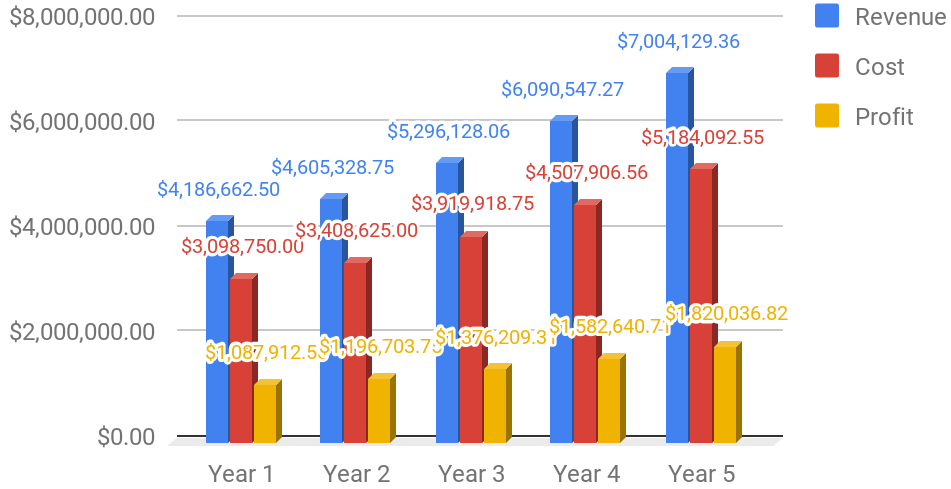
The foregoing represents our current intentions based upon our present plans and business conditions to use and allocate the net proceeds of this offering. The amounts and timing of any expenditure will vary depending on the amount of cash generated by our operations, and the rate of growth of our business. If an unforeseen event occurs or business conditions change, we may use the proceeds of this offering differently than as described in this business plan prospectus.

Financial Projections

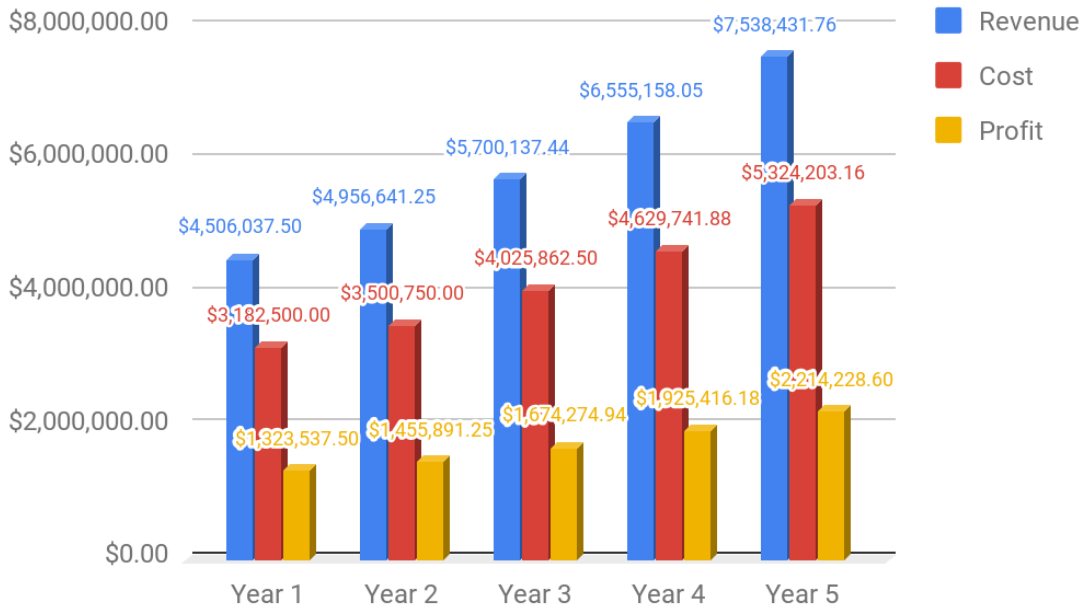
The following is the company’s financial revenue and expense projections and break-even for the Company. Together they constitute a reasonable estimate of our company's financial future. More important, the projections through the financial plan will improve our insight into the inner financial workings of our company. We estimate that we will have sales of \$260 thousand in year one with sales growing 10% per year for the first five years of operations:



Beehive Financial Projections



Revenue, Cost and Profit



Conclusion

The company's management is confident that Calico Creek Millworks, Inc can achieve its conservative financial projections, generating a gross revenue in excess of \$4.5 million in year one after starting our business. In addition, management has carefully considered its market, potential customer base, and its ability to grow its sales average to capture market share of the total population in our area of business. With our projected numbers, total market share, and revenue in the industry, we confidently project over a \$7.5 million value in year four.

As owners, the Managers' commitment is to take personal accountability for all financial debt. The Company has taken the necessary precautions to ensure the business is fully capitalized and has addressed all financial shortfalls to ensure a successful business expansion.

In all the above we intend to communicate our ability to expand our operations to increase our profit margins and further exceed our customer's needs. All above promotional tools that we have mentioned throughout the plan shall be well integrated and utilized in tandem so as to maximize their effect.

Entrepreneurs have a tendency to paint any business plan with a very optimistic brush, highlighting strengths and camouflaging the risks. The Company Managers, as business owners, have a vested stake and financial commitment in the success of this business. The Company has taken all precautions to validate the Company business and financial models, focusing on realistic projections. If you have any questions, please contact us directly.