

John Walker Catering, LLC

Business Plan

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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by John Walker Catering, LLC in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of John Walker Catering, LLC.

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 John Walker Catering, LLC.

Upon request, this document is to be immediately returned to John Walker Catering, LLC.

Signature _____ Date _____

Signature _____ Date _____

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

Executive Summary

John Walker Catering, LLC is an in-house catering and food manufacturing/distribution business that focuses mainly on the sale of high-quality demi-glace. Our demi-glaces come in various bases, ranging from veal or pork to seafood. All of our demi-glace products will be made from all-natural ingredients using no GMOs or food preservatives. In addition to food manufacturing, our business also owns a food retail operation and kitchen where all of our catering services take place. At this location we prepare all food for any catering events and serve hot sandwiches for the breakfast and lunch crowd.

The owner has thoroughly analyzed the internal and external factors that could potentially impact the success of the business and have planned contingencies accordingly. We have determined that our business has strengths in its management, its strong project portfolio, and its existing base of clientele. Factors such as the outcome of our business in its first year of expansion are directly related to the threats our business may face.

The catering industry has been booming in recent years. Industry revenue has increased as consumers and businesses have hiked up spending on industry services. Operators have introduced new menu items and are providing a wider range of services to satisfy increasing client requirements. Over the next five years to 2023, the Caterers industry is forecast to continue to improve as both consumer spending and corporate profit increase.

Our business will dominate the attention of local consumers through online marketing strategies such as a strong social media presence or our website, which will feature all information about the company aggregated into one place. We will also directly contact homes and businesses in our area through Facebook with upcoming birthdays and events, as they may be interested in our services. Currently, it cost our business \$47.86 for 100 gallons of demi-glace, retailing for \$64. In addition to revenue from our demi-glace, we also generate \$7000 per month in revenue from sandwich sales.

Company Description

John Walker Catering, LLC is a Melbourne, FL based business that offers catering services, as well as the manufacturing and distribution of high-quality demi-glace. Demi-glace is a rich brown sauce in French cuisine used by itself or as a base for other sauces. All of our demi-glace products will be made from 100% all-natural ingredients, without the use of any GMOs or food preservatives. The company also has a retail operation that serves hot breakfast and lunch sandwiches, as well as baked goods and desserts. John Walker Catering will offer their customers a service and products that demonstrates a sense of urgency, and a delicious sauce that holds several purposes.

Company Formation, Ownership Location

John Walker Catering is a limited liability company that was founded in 2017 in the State of Florida. John Walker Catering, LLC is owned and operated by Jennifer Walker and John Walker.

Keys to Success

- **Ensuring pricing policy is appropriate:** Prices charged for food, drink and all other services provided need to be appropriate to the event catered.
- **Access to niche markets:** Developing an area of specialization or expertise in catering can give an operator a competitive edge.
- **Ability to provide goods/services in diverse locations:** Operators must be able to cater for functions at varying venues.
- **Access to multi skilled and flexible workforce:** Having access to a trained workforce, as required, is vital to ensure good quality staff.
- **Must comply with government regulations:** Industry operators must comply with all government regulations, including health regulations.
- **Ability to control stock on hand:** Minimizing food wastage is important for cost control.

SWOT Analysis

Strengths

- The owners, Jennifer Walker and John Walker have years of industry experience, making them a strong and valuable head of the company.
- We will work effortlessly to provide quality service, food, and atmosphere to provide ultimate customer satisfaction.
- The aggressive and focused marketing campaign that we will run has goals and strategies to create immediate impact towards gaining new clients.
- The management team is highly experienced in the catering industry and has the resume to establish a profitable business.
- The owners offer diverse product lines and services that will generate revenue.

Weaknesses

- Proper marketing will need to be established to assure our target demographic knows and understands our services.

Opportunities

- The proper use of the internet and social media will allow us to market our business to a greater number of potential customers with less marketing dollars.
- Our ability to innovate what's broken or doesn't seem necessary in a busy, thriving market allows us to modify policy, behavior, and structure, and to redeploy resources or deliver new kinds of value not thought of by our competitors or our potential customer base.
- Our business and sales portfolio will continue to grow as we continue to pursue new growth opportunities.

Threats

- New marketing strategies and tactics by established catering companies can limit our sales and potential market share.

US Industry Analysis - Catering Services

The Caterers industry has cooked up a new recipe for growth in recent years. Industry revenue has increased as consumers and businesses have hiked up spending on industry services. Operators have introduced new menu items and are providing a wider range of services to satisfy increasing client requirements. Recent growth has been aided by recovery in consumer spending and corporate profit; therefore, households and businesses are expanding their budgets and hosting more catered events, helping the industry to grow at an annualized rate of 1.8% to \$12.0 billion over the five years to 2018. Growth was somewhat tempered in the second half of the five-year period thanks to lackluster consumer demand and inconsistent demand from conferences and trade shows, which was further exacerbated by slightly volatile corporate profit. Nevertheless, industry revenue is anticipated to rise 1.9% in 2018.

Key Statistics Snapshot



Caterers in this industry specialize in providing individual event-based food services. These companies generally have equipment and vehicles to transport meals and snacks to events or prepare food off-site. Operators cater to a variety of events, such as wedding receptions, business luncheons and trade shows. Over the past five years, operators have adapted their offerings to suit changing consumer preferences. Healthier, organic foods and local produce now dominate the menus of many upmarket caterers, which has led to higher profit margins.

Over the five years to 2023, the Caterers industry is forecast to continue to improve as both consumer spending and corporate profit increase. In response, industry revenue is forecast to rise at an annualized rate of 2.0% to \$13.2 billion over the five years to 2023.

Industry operators will need to meet increasing client demands, such as floral arrangement and entertainment services, by developing relationships with providers or bringing these additional services in-house to streamline the client experience. In addition, caterers will experience growing demand for healthier and organically grown food items. While demand for higher-quality products may increase the cost of purchases in the short term, it will enable operators to expand their profit margins over the long term.

Current Performance

Over five years to 2018, the Caterers industry has been rejuvenated by higher consumer and business spending. Catering companies rely on growing corporate profit and higher consumer spending, which influence the likelihood of companies and individuals to host events, such as cocktail parties, product launches and new office openings. Consumer spending and business profit have both risen over the past five years, despite more recent declines in corporate profit stemming from expired tax incentives, uncertain global economic demand and volatile commodity prices. As a result, industry revenue is expected to climb an annualized 1.8% to \$12.0 billion over the five years to 2018. In 2018, industry revenue is anticipated to grow 1.9%.

Stronger demand

Corporate demand for industry services has slightly improved over the past five years, as corporate profit has increased an annualized 1.9%. While volatile commodity prices and economic uncertainty affected profit in the latter half of the five-year period, profit margins have still risen overall and business sentiment has improved. Consequently, businesses across the United States have increased their spending on events that require catering, such as office parties, corporate conferences, product and shop launches, team-building seminars and client events. Additionally, the average amount spent per head has increased. Industry growth was most pronounced immediately following the recession, as business spending quickly rebounded. However, this robust

growth slightly declined in the latter half of the five-year period, as demand from the financial services sector decreased compared with the post recessionary period and extravagant spending largely stopped.

Households, the industry's other major source of demand, have also increased demand for catering services over the past five years. Since 2013, falling unemployment and rising disposable incomes have led to improved consumer confidence, causing greater discretionary spending. Consumer spending has increased an annualized 2.9% during the five-year period. As a result, consumers have been more amenable to the prospect of throwing parties or private events with the help of industry operators, thus boosting revenue. Nevertheless, for events like weddings and engagement parties, some households are opting for less expensive alternatives, including hiring restaurants or bars to provide food and drink, self-catering events by serving frozen food purchased from supermarkets or merely cooking for themselves. Average spending per capita is still somewhat lackluster as well, with some clients choosing inexpensive meal options or drink packages.

Operators add value

As demand for industry services has risen in recent years, industry operators have sought to distinguish themselves in this highly competitive industry. Households and businesses have become more discerning in their requirements. In addition to food and drink, customers have begun to demand decorating, lighting, music, entertainment and flower arrangements. For some events, the catering process has become so complex that caterers and banquet halls have expanded to offer a one-stop solution to meet all of their clients' needs. For example, major operator McCalls Catering and Events in San Francisco offers wedding planning and floral design services. Caterers that choose not to offer these services in-house have needed to develop business relationships with companies that offer complementary event services to attract new customers and satisfy client demand.

In addition to offering a wider range of services, some operators distinguish themselves by the types of food they provide. More customers are demanding healthier options and locally sourced or organic foods. Many of the industry's largest operators have responded to consumer demands; for instance, McCalls is also a certified San Francisco Green Business, a city program that recognizes environmentally responsible businesses, and only buys locally grown produce. Other companies have gone further, extending to growing their own food products. New York-based major company Great Performances began operating its own 60-acre organic farm to streamline their supply and guarantee freshness to clients.

Profit cools amid rising competition

Catering has traditionally been more profitable than other food service operations. Since the number of attendees, menu and venue details and essential equipment are all planned in advance, fewer resources are wasted and cost projections are more accurate. Due to the low overhead costs associated with catering, industry profit margins have remained relatively robust over the past five years. Nevertheless, profit has decreased during the five-year period, as demand increased along with price competition. Profit has fallen only slightly, however, thanks to caterers offering additional services and finding new ways to generate revenue and limit costs. Consequently, the average industry profit margin is expected to account for 7.9% of industry revenue in 2018, down from 9.0% in 2013.

As demand has rebounded over the past five years, so has the number of operators in the industry, particularly in the form of nonemployers. IBISWorld projects that the number of industry enterprises has grown at an annualized rate of 3.2% to 125,464 companies over the five years to 2018. While demand increased over the period, some individuals opened low-level catering companies due to the low capital requirements, rather than scaling up like some larger players. Wages have also increased an

annualized 1.7% to \$4.2 billion over the same period. As a result, labor costs have remained steady as a percentage of total revenue as more individuals entered the industry. However, this growth has remained somewhat hampered, as labor-saving technology has been applied to a greater degree in the industry. Some labor functions have been replaced or reduced by technology that includes more advanced cooking equipment and computers used to handle many back-end functions.

Industry Outlook

The Caterers industry will serve up a new round of growth over the five years to 2023. Corporate demand for catered events is forecast to strengthen as the business climate improves and employers begin hiring again. Caterers will also benefit from robust private demand as rising consumer sentiment and higher disposable incomes will encourage consumers to splurge on weddings, parties and other catered events. Caterers will continue to diversify their service offerings by providing innovative, international cuisine and beverages and using sustainable, locally sourced produce. Consequently, industry revenue is expected to rise an annualized 2.0% to \$13.2 billion over the five years to 2023.

Cooking up growth

The industry will benefit from the improving economy, as consumer spending is expected to continue growing over the five years to 2023, at an annualized rate of 2.0%. Households, which account for more than 50.0% of industry demand, are expected to bolster their demand for catering services as consumer conditions improve. Though unemployment is forecast to slightly increase over the next five years, disposable income is expected to moderately grow. Improving economic conditions will boost demand for events viewed as being discretionary, such as birthdays and New Year's parties. Furthermore, average spent per head at nondiscretionary events, such as weddings and religious ceremonies, will rise in line with higher disposable income. As

consumer conditions improve, time-poor consumers are also expected to prefer to use catering services, rather than attempt to self-cater.

Business clients are responsible for about 40.0% of revenue in the Caterers industry. Improving business sentiment and growth in corporate bottom lines are expected to increase business spending on catered events, such as office parties, corporate conferences, product and shop launches, team-building seminars and client events. As businesses hire again, companies will need to spend more on catering for office parties and events. Corporate profit is expected to rise at an annualized rate of 2.4% over the next five years.

Standards rise with competition

Over the next five years, clients will continue to demand higher-quality food, better food presentation and a wider menu selection with healthier alternatives. Many customers will also begin to seek out caterers that use organic and locally sourced foods. Menus will need to more thoroughly describe items, by methods like listing ingredients, where they came from and how they were prepared. These new demands may force some operators to increase their purchase expenses or choose to vertically integrate by owning and operating their own farms. Clients will also demand more value-added services, such as decorations, floral arrangements and entertainment. As a result, caterers will either bring new operations in-house, similar to McCalls Catering and Events, or continue to rely on strong links with complimentary service suppliers. Overall, the number of industry enterprises is anticipated to increase an annualized 2.8% to 144,117 companies over the five years to 2023.

Industry profitability is expected to strengthen over the next five years in line with rising demand. However, profit growth will be limited by strong internal and external competition and rising purchasing costs. As competition rises, it will become even more important for operators to find a way to differentiate themselves from competitors,

whether through services offered or the quality of service. Food costs are forecast to increase due to strong emerging market demand and volatile weather conditions. The trend toward serving more innovative, exotic food and using locally sourced and sustainable produce will also increase purchasing costs for caterers. Industry wages are also expected to increase an annualized 2.5% to \$4.8 billion over the next five years, as higher-paid chefs and consultants are brought on to provide more complex fare.

Demand Determinants

Demand for industry services generally depends on economic activity and its associated effect on growth in household disposable income, which is dependent on employment, tax and interest rates and gas prices. Given the discretionary nature of demand for this industry's services, it is very susceptible to changes in the economy and the associated changes in business and consumer sentiment. Any economic downturn, with an associated rapid spike in unemployment, will typically lead to budget or total event cancellations. During periods of anemic or negative economic growth, clients may scale back events and return to self-catered or partly catered arrangements for their functions.

Time constraints

Households' time constraints due to work, family and other commitments also affect demand, especially high-income households who are a target market for the industry. These households have limited time available to organize special events or functions. Consequently, these families will prefer to outsource catering so they are more actively involved in the celebration rather than arranging menus, cooking and preparing food, renting equipment, setting up facilities, hiring staff and cleaning.

Corporate demand

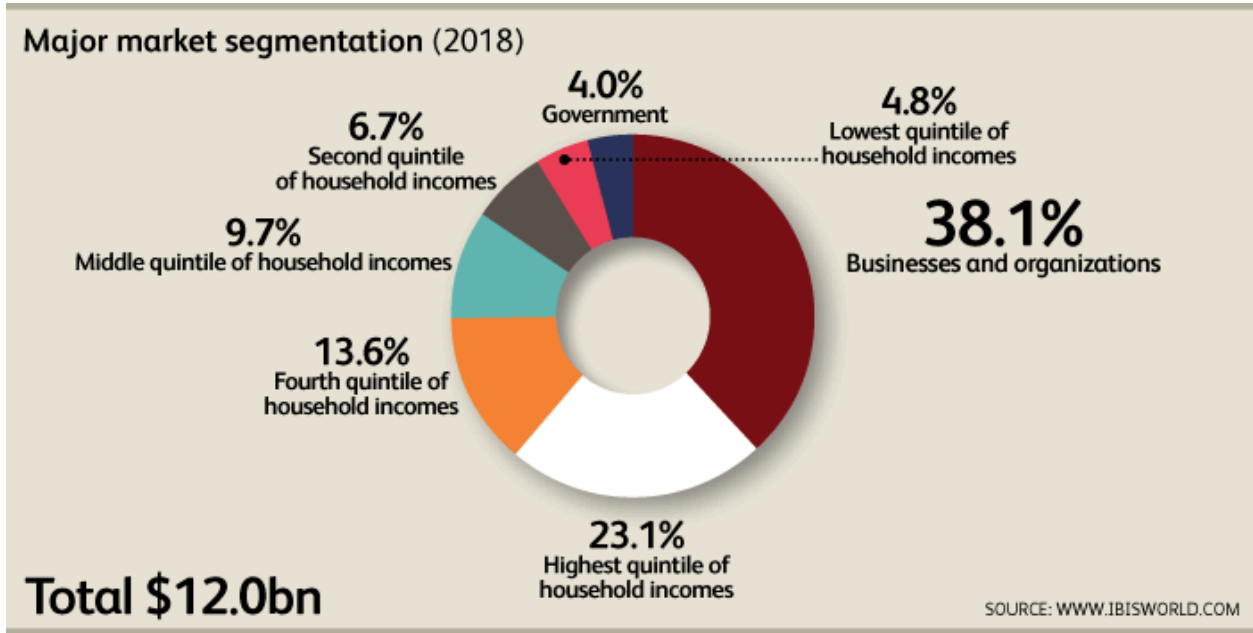
Businesses also may choose to outsource their event catering needs to save time and ensure quality services. For this reason, corporate profit is a good gauge to how well the industry will perform. Often times company's in-house staff or services may not have the

capacity or capability for larger numbers of attendees or to prepare gourmet foods. However, in times of poor economic conditions, corporate and institutional clients may look to satisfy catering needs through in-house staff to cut costs. In addition, operators may reduce the number of new product launches, conferences and trade shows during poor business conditions, further damaging industry demand.

Regulation

Increased regulations affecting food safety can potentially drive demand for industry services. To comply with the growing regulatory burden of food-service provisions, many businesses and public and private institutions have outsourced catering to professional caterers that have the systems and staff to provide services in compliance with relevant laws.

Major Markets



IBISWorld estimates that households account for about 58.0% of industry revenue, while 42.0% of demand is derived from businesses', organizations' and government entities' events and functions. These business functions are usually more lavish, with a larger number of guests and higher budgets per person. The relative proportions of

household and business markets that compose industry revenue have been relatively stable during the past five years, though demand from both segments has increased.

Households

Household functions typically include social events like graduations, retirements, engagement parties, birthdays and weddings. Hosts of large private parties, such as weddings and bar mitzvahs, may have substantial budgets and a larger number of guests. Events such as baptisms, graduations, retirement parties and birthday parties usually have a smaller number of attendees. The number of social events is generally greater than the number of corporate or institutional events, but social events typically generate less revenue per function due to their smaller size.

Among individuals and households, income levels are a strong indicator of people's propensity to dine out or spend money on catered events. As incomes rise, particularly in households that earn \$100,000 or more, there are large jumps in the amount of money spent on dining out. Members of higher-income households are more likely to have busy lifestyles with less time to spend on organizing personal events. They are also more likely to have spare discretionary income to spend on special occasions. As a result, households in the highest income quintile account for the largest share of household catering purchases, making up 23.1% of industry revenue. Meanwhile, households in the lowest income quintile account for an estimated 4.8% of revenue. The households segment accounts for the vast majority of total events, but because of its relatively smaller size, the segment represents just over half of total revenue. Over the past five years there has been a slight shift toward spending by the highest-income households because their wealth and earnings have increased at a faster rate than lower-income households since 2012.

Business and organizations

Events run by private businesses and other organizations typically consist of conferences, trade shows, product launches and other functions (i.e. holiday parties, annual events and shareholder meetings). In addition, sporting and entertainment events also fall into this category. These events can also include breakfast, lunch or dinner, but are provided for clients or staff only. Events held by corporations and institutions are often larger and more lavish, and call for a wider range of menu items, equipment, formats and personnel. Many of these events take a more formal approach, generally causing menu items to be more expensive. As a result, these types of functions generate a much greater amount of revenue per event than more-common social events. The industry also offers catering for special functions, banquets or reception centers. During the past five years, overall demand from trade shows and conferences has fallen slightly; however, more recently, demand has begun to recover as corporate profit has rebounded strongly during the five-year period.

Government

Government functions and events are estimated to account for 4.0% of industry revenue. Many different departments of government often hold different functions for a wide variety of purposes (e.g. generate support and recognize service). For example, major operator Occasions Caterers counts the White House and the US Departments of Commerce, Education, State, and Treasury among its clients. In addition, this segment receives a boost every four years during the Democratic and Republican National Conventions, following the presidential election cycle.

Market Research - Melbourne, FL

As of 2010, there were 38,955 households out of which 12.6% were vacant. As of 2000, 24.0% had children under the age of 18 living with them, 44.0% were married couples living together, 11.5% had a female householder with no husband present, and 40.7% were non-families. 32.9% of all households were made up of individuals and 13.3% had someone living alone who was 65 years of age or older. The average household size was 2.22 and the average family size was 2.82.

In 2000, the city the population was spread out with 20.7% under the age of 18, 9.3% from 18 to 24, 28.4% from 25 to 44, 21.9% from 45 to 64, and 19.7% who were 65 years of age or older. The median age was 40 years. For every 100 females, there were 94.3 males. For every 100 females age 18 and over, there were 91.1 males.

The per capita income for the city was \$19,175. In 2000, the median income for a household in the city was \$34,571, and the median income for a family was \$42,760. Males had a median income of \$32,242 versus \$22,419 for females. In Melbourne, about 8.6% of families and 11.5% of the population were below the poverty line, including 15.4% of those under age 18 and 8.5% of those age 65 or over.

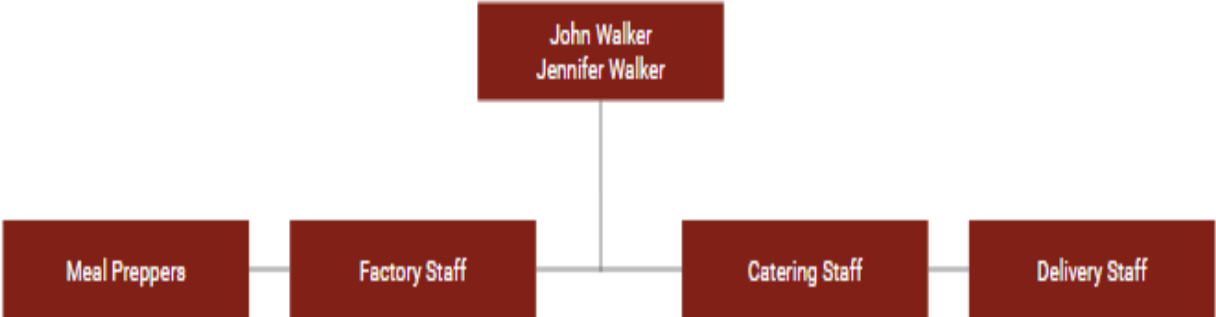
Census Data - Brevard County

U.S. Census Bureau 2010 Ethnic/Race Demographics:

- White (non-Hispanic) (83.0% when including White Hispanics): 77.6% 17.3% German, 15.7% Irish, 12.8% English, 8.7% Italian, 4.0% French, 3.6% Polish, 2.5% Scottish, 2.2% Scotch-Irish, 1.9% Dutch, 1.2% Swedish, 1.0% French Canadian, 0.9% Norwegian, 0.8% Russian, 0.7% Hungarian, 0.7% Welsh, 0.5% Greek, 0.5% Portuguese
- Black (non-Hispanic) (10.1% when including Black Hispanics): 9.7% (2.2% West Indian/Afro-Caribbean American[1.0% Jamaican, 0.6% Haitian, 0.1% Trinidadian and Tobagonian, 0.1% Other or Unspecified West Indian, 0.1% British West Indian, 0.1% Bahamian,] 0.6% Sub Saharan African)
- Hispanic or Latino of any race: 8.1% (3.2% Puerto Rican, 1.3% Mexican, 0.9% Cuban)
- Asian: 2.1% (0.5% Indian, 0.5% Filipino, 0.3% Chinese, 0.3% Other Asian, 0.3% Vietnamese, 0.1% Korean, 0.1% Japanese)
- Two or more races: 2.6%
- American Indian and Alaska Native: 0.4%
- Native Hawaiian and Other Pacific Islander: 0.1%
- Other Races: 1.7% (0.5% Arab)

Management & Organizational Plan

The company's management is led by the founder Mr. John Walker. Mr. Walker is committed to making the newly formed business a success, and he understands 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 core team members focused on executing this business plan. In order of effectiveness and sustainability we will execute the following marketing strategy post-investment:

- **Direct Contact:** Our business will have a strong focus on directly contacting commercial operations such as restaurants, grocery stores, and even other catering companies.
- **Word of Mouth:** We will focus on the marketing that makes most catering companies successful, word-of-mouth.
- **Signage and Road Frontage:** Signage and location will act as a marketing.
- **A Facebook, Instagram & Twitter Page:** Administration duties will be outsourced. Each post will engage users by asking a question propose an idea, take an action, and sign-up forms. Content will mainly be pictures of our food or the inside of our facility. Post will be daily. Each post will have a link and/or call-to-action to encourage social media users to visit our website. All friends of company executes & current employees will make the first round of likes on the Facebook Page and the second round of likes will be targeted on Facebook Ads to profiles that like pages of other caters in our area. Post on this account should happen three to four times a week.
- **Google AdWords:** Ads will be run to dominate cost effective keyword phrases such as “Melbourne, FL” “Melbourne, FL Catering”, “Demi-Glace”, etc.
- **Online Local Listings:** Listing services such as Yelp and Google My Business can drive many local consumers into seeking further information about our catering company. We plan to encourage customers to rate their experience so we can establish ourselves as a trusted and honest business.
- **Television Advertising:** Upon success of our other advertising campaigns, we will invest into television advertising.

Financial Plan

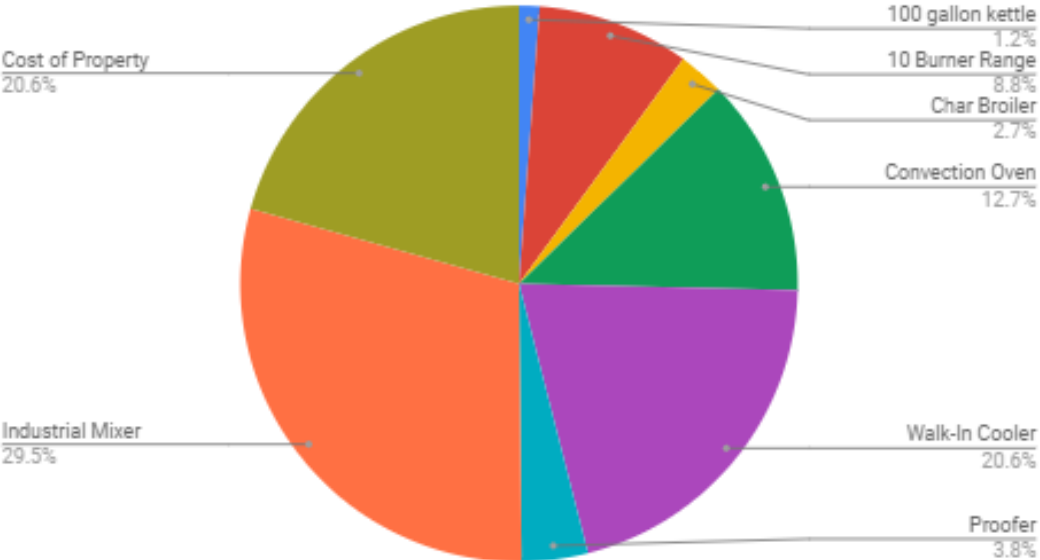
It is important John Walker Catering, as a company, estimates our expenses accurately, but even with the best of research, however, expanding the business has a way of costing more or less than anticipated. The company has made allowances for surprise expenses to account for the unforeseeable. After years of experience in the catering management and operations business as well as careful research and talking to others who have started similar businesses to get a good idea of how much to allow for contingencies, 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

Total Investment: \$160,000

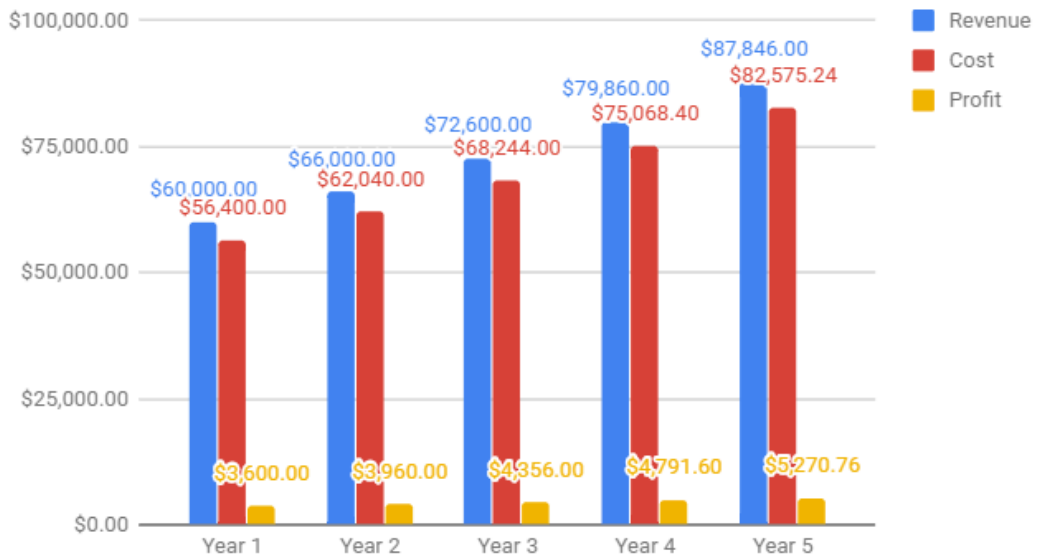
100 gallon kettle	\$400.00
10 Burner Range	\$3,000.00
Char Broiler	\$900.00
Convection Oven	\$4,300.00
Walk-In Cooler	\$7,000.00
Proofer	\$1,300.00
Industrial Mixer	\$10,000.00
Cost of Property	\$7,000.00

Startup Expenses

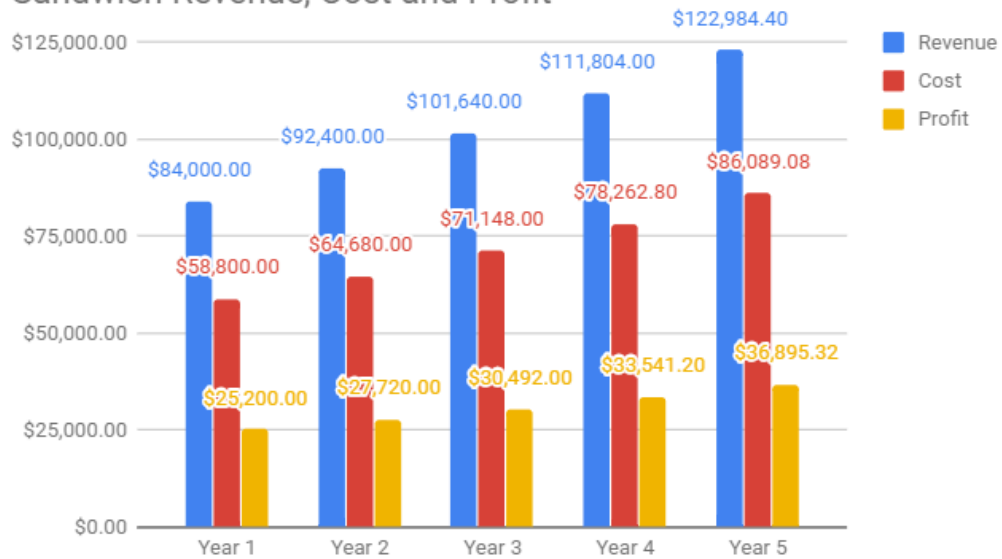


Revenue Projections

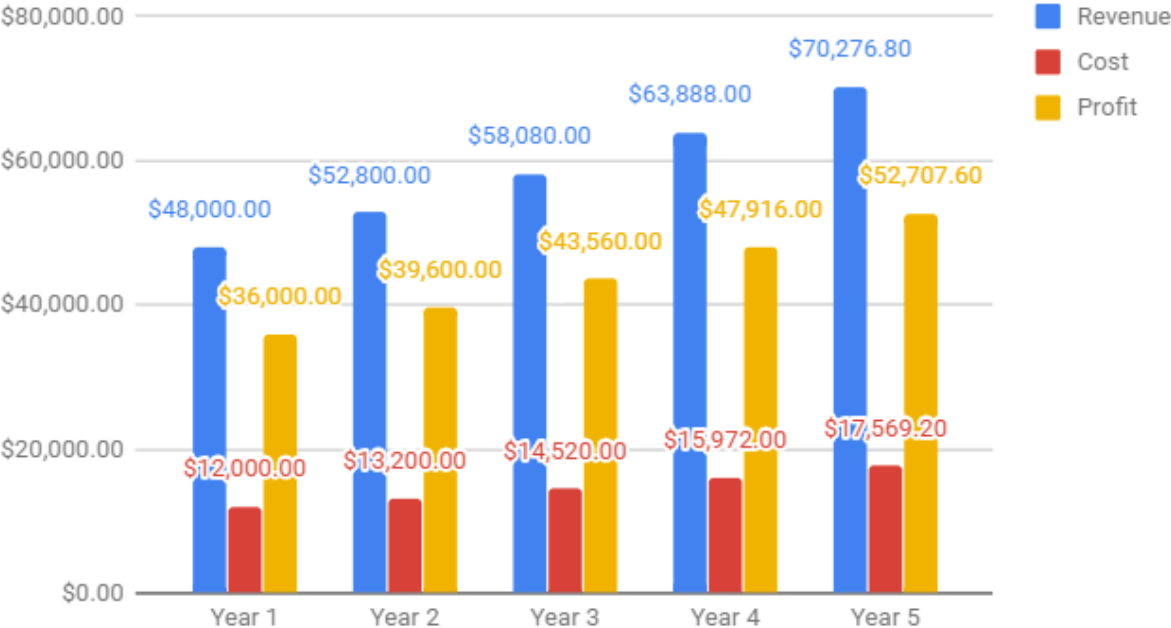
Demi-glace - Revenue, Cost, and Profit



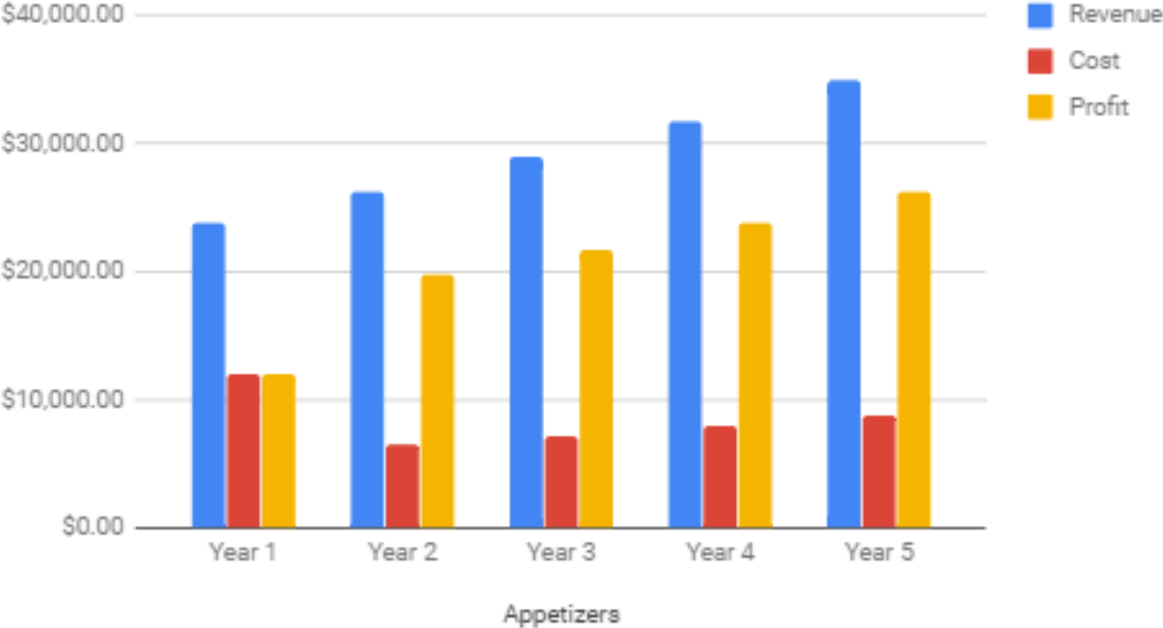
Sandwich Revenue, Cost and Profit



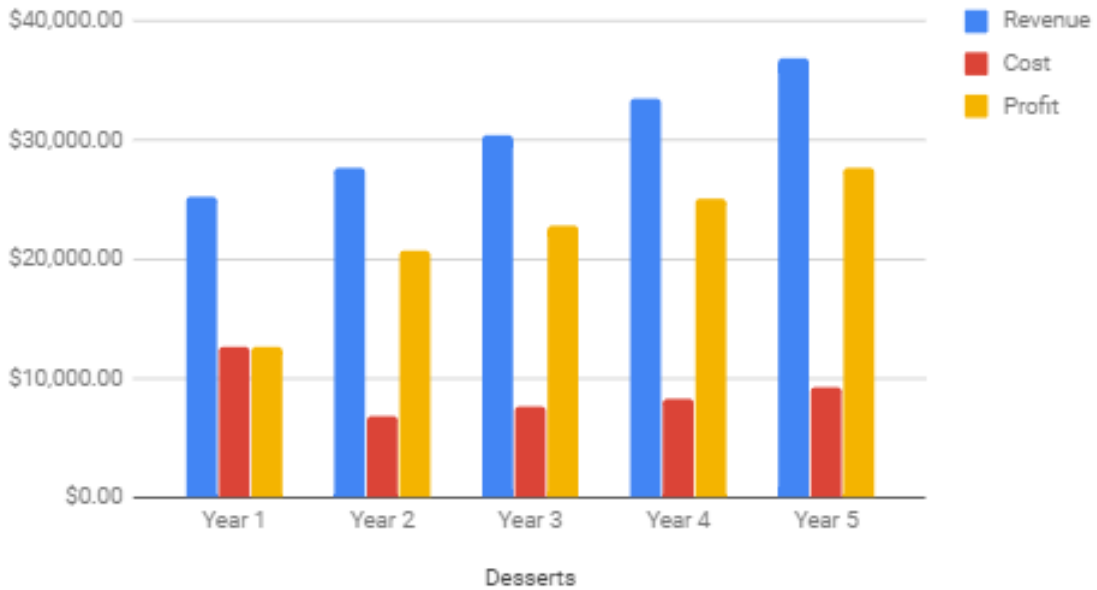
EasyCater.com - Revenue, Cost and Profit



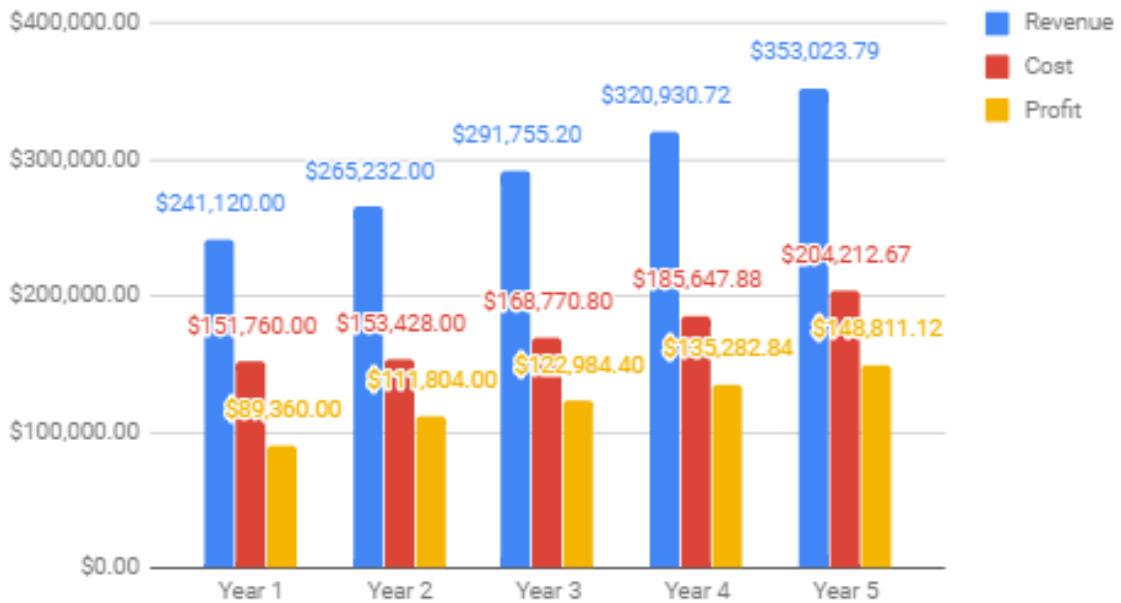
Appetizers Revenue, Cost and Profit



Deserts Revenue, Cost and Profit



Total Revenue, Cost and Profit



Our business will sell approximately 100 units of demi-glace per month, selling at a wholesale rate of 50 cents per gallon, with a profit of 3 cents per gallon(wholesale). We

also estimate that we will sell approximately \$7,000 worth of breakfast sandwiches per month, with an additional \$4,000 in revenue coming in from EasyCater.com. In addition to our demi-glace sales, we also anticipate to sell 100 units per week in appetizers and an additional 8 units in desserts. 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 differently than as described in this business plan. The majority of any revenue will be used to increase marketing efforts and expand operations. These efforts will increase production and profits to assure a profitable business. The restaurant re-establishment and success relies on the ability to outfit the space and renovate to location. Thus, the company seeks financial assistance from the landlord in the buildout phase of the operation.

Conclusion

The company's management is confident that we can achieve our conservative financial projections, generating a gross revenue in excess of \$240 thousand in year one. In addition, management has carefully considered our market, potential customer base, and our ability to grow our sales average to capture market share of the total population in our area of business. With our projected numbers, and the total market share and revenue in the industry, we confidently project over a \$704 thousand entity value in year five.

In all the above we intend to communicate our ability to create a successful expansion that will work to further exceed our customer's needs and provide favorable returns to investors. All the above promotional tools that we have mentioned throughout the plan shall be well integrated and utilized in tandem so as to maximize their effect.

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.

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.