

# ePlace Solutions

BUSINESS PLAN



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# Executive Summary

EPlace Solutions will be an innovative online e-commerce portal offering a variety of products to consumers throughout the globe. Founded by Mr. John Jones, a seasoned business visionary with an eye towards profit and achievement, the organization is set to enter the market during 2012. The timing of market entry is nothing less than exceptional as consumers throughout the globe have begun releasing pent-up spending that was held as a result of the global recession. Online shopping is at an all-time high with new consumer mindsets calling for them to shop for the types of deals and bargains that will be so much a part of the EPlace Solutions business model. While the market has a great deal of potential and is filled with incredible opportunities, in order to capitalize on them, a strong infusion of working capital must be acquired. Working capital will be used in a variety of areas including marketing, logistics, insurance, management as well as the financing of the day to day operations of a business of this type. The founder projects needing a working capital sum of 100K for his venture with repayment of this sum coming from profits made through the website.

Marketing for EPlace Solutions will be done primarily through the Internet. The founder will develop a strong online presence that is user-friendly, easy to navigate and encourages consumers to engage in longer stays that increase the probability of a purchase. In addition to the home website, plans also call for the organization to develop a strong social media presence using Facebook.com and Twitter.com; the world's premier social networks with over 1 billion persons in their combined communities. The social media pages will be updated on a daily basis with information that will drive the marketing message and allow it to resonate with the members of the core audience. Long-term plans call for the founder to possibly explore mass media marketing including print, radio and television but at this time, those mediums simply will not yield an optimal return on investment. For this reason, the founder has decided to forego them but does reserve the right to revisit them as the needs and resources of the business allow.

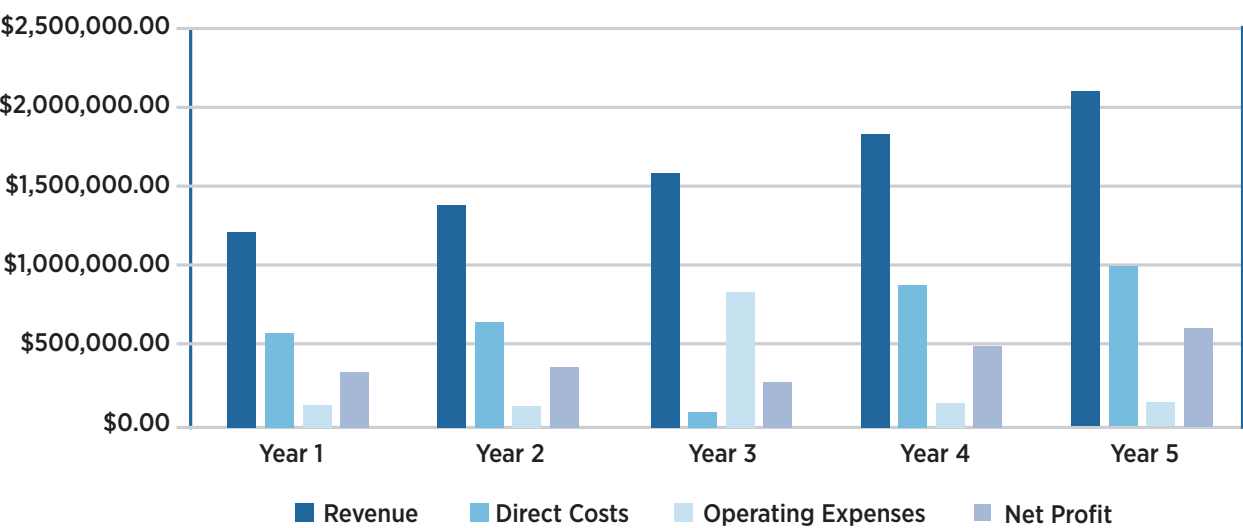
Financials for EPlace Solutions are strong and show patterns of consistent growth over the course of the next five years. Overhead costs are extremely low and do not in any way threaten the projected profit position of the organization in any of the five years that are outlined in the financials. There are no large salaries involved in the financial mix as the founder does not project to immediately need to hire a staff of any type as the majority of the functions can be handled alone. All of these factors bode extremely well for EPlace Solutions as the organization looks to become one of the online commerce's signature brands and a true market leader.

# Loan Analysis

Loan Analysis	
Interest Rate:	8.50%
Years of Loan:	15
Loan Amount:	\$100,000.00
Monthly Payment:	\$984.74
Total Payment:	\$177,253.12
Total Interest:	\$77,253.12

The projected loan analysis for EPlace Solutions is shown in the table above. The organization projects to have a monthly loan payment of \$984.74 with a total loan payment of \$177,253.12 over the 15 year life of the loan.

# Financial Highlights



The financial highlights for EPlace Solutions are shown in the chart above. The organization projects to have strong growth trends over the course of the next five years.

# Startup Summary

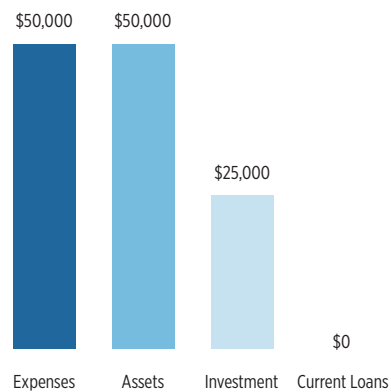
Start-up Expenses	
Payroll	\$10,000
Rent Deposits	\$5,000
Permits	\$6,500
License	\$3,500
Web Development	\$25,000
Total Start-up Expenses	\$50,000

Start-up Assets	
Working Capital	\$10,000
Inventory	\$12,500
Materials	\$1,000
Miscellaneous	\$1,500
Total Start-up Assets	\$27,100

Total Requirements	
Total Start-up Expenses	\$50,000
Total Start-up Assets	\$50,000
Total Requirements	\$100,000

Start-up Investments	
Investment	
Owner	\$25,000
Investor	\$0
Total Planned Investment	\$25,000

## Startup Figures



## Mission Statement

The mission of EPlace Solutions is to provide a reliable online marketplace for consumers that offer quality products at a reasonable price that drives profits for the parent company while adding value to our brand constituents.

## Company Ownership

John Jones is the sole owner of EPlace Solutions. There are no other parties with the ability to claim an ownership stake in this venture. It should however be noted that Mr. Jones is currently soliciting offers from investors or investment groups that share in his long-term vision for profit and success.

## Business Location

EPlace Solutions will be located in San Diego, California with the ability to serve clients throughout the globe. Long-term plans are for this to remain the base of operations due to the familiarity of the founder with the area and the reach that the Internet provides.

## Products and Services

EPlace Solutions will offer a security online marketplace for consumers looking to transact purchases for reduced cost items. The organization will have a drop shipping approach which will greatly enhance the appeal and lower the overall overhead costs that are incurred.

## About the Founder

Mr. John Jones is the founder of EPlace Solutions. Mr. Jones is a seasoned business professional with the ability to develop strategies that yield optimal financial results. His background in architecture will be invaluable as he looks to meticulously create a business model and approach that allow EPlace Solutions to become recognized as a true market leader.



# Industry at a Glance

## Key Statistics Snapshot

Revenue

**\$186.4bn**

Profit

**\$12.7bn**

Annual Growth 06-11

**8.4%**

Wages

**\$7.8bn**

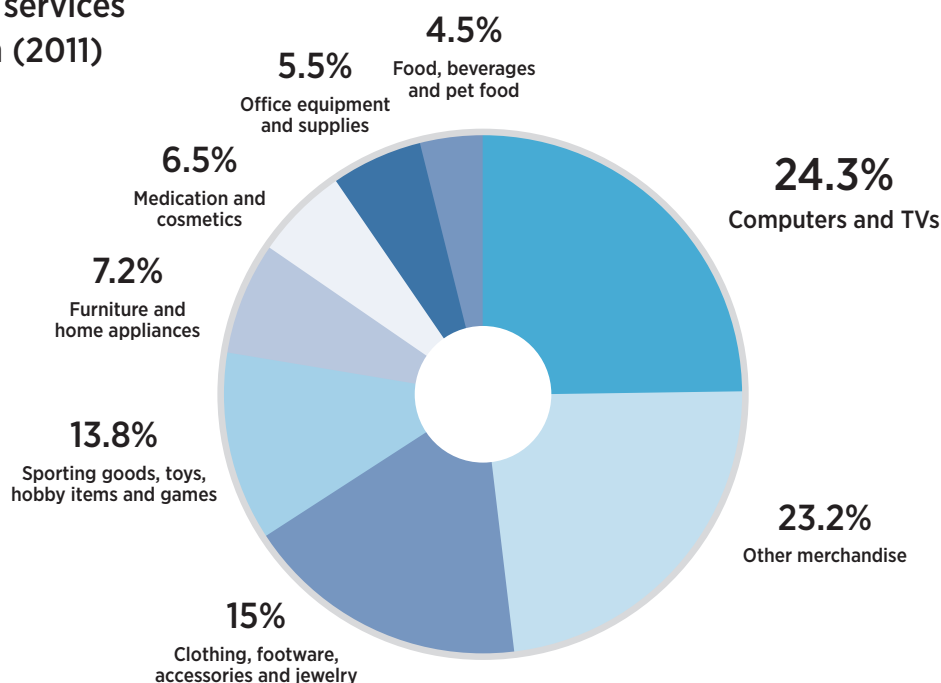
Annual Growth 11-16

**9.4%**

Business

**50,973**

## Products and services segmentation (2011)



SOURCE: WWW.IBISWORLD.COM

Every year, more than 100 million Americans purchase goods from the online retail marketplace, one of the fastest-growing industries in the United States. Since the start of the decade, revenue for the E-Commerce and Online Auctions industry has grown at an exceptional rate, outperforming most retail industries in the country.

Despite the brief recession-induced slump in 2008 and 2009, industry revenue is expected to increase at an average annual rate of 8.4% in the five years to 2011, including a 10.0% jump in 2011 to bring revenue to \$186.4 billion. Because of steady growth, industry margins have also improved, increasing from about 5.0% in 2006 to an estimated 6.8% in 2011.

As online shopping becomes more popular, retailers are expanding the products they carry to include common household goods like

CDs, DVDs, books, clothing, footwear and groceries. Hard-to-find niche products or products that are no longer being produced have also found homes online. As product ranges have grown, so has the number of industry operators. The number of enterprises has grown at an average annual rate of 2.4% in the five years to 2011 to 50,973.

In the coming years, continued economic recovery will contribute to the industry's strong growth. Increases in per capita income and employment will improve consumer sentiment, increasing consumers' likelihood to buy. Also, broadband internet adoption will grow in the next five years, boosting online retailers' accessibility. IBISWorld forecasts that these factors will cause industry revenue to grow at an average annual rate of 9.4% over the five years to 2016 to total \$291.9 billion.



# Projected Industry Growth

In the 10 years to 2016, industry value added, which measures the E-Commerce and Online Auctions industry's contribution to the US economy, is expected to increase by an average annual rate of 11.0%, while US GDP is forecast to rise by an average annual rate of 2.0% over this same period. This indicates that the industry is in growth phase of its life cycle, as its growth rate outpaces GDP over a 10-year period. Rising industry participation and new forms of businesses also indicate a growing industry.

Over the five years to 2011, the number of online retailers and auction sites has increased at an average annual rate of 2.4% to 50,973 businesses. This growth in industry participation can be attributed to an increase in e-commerce demand, mainly driven by the rising prevalence of broadband connections and other high-speed internet services. Such services have allowed more consumers to surf the net and buy products without experiencing any lag time; consequently, more consumers have been able to make purchases online with added convenience. Furthermore, the industry's low barriers to entry and skill requirements has allowed for companies to enter the industry without much difficulties, leading to higher participation. In the five years to 2016, the number of operators is expected to further rise with higher demand for e-commerce websites. Total number of players is forecast to increase by 2.4% annually to total 57,428 businesses.

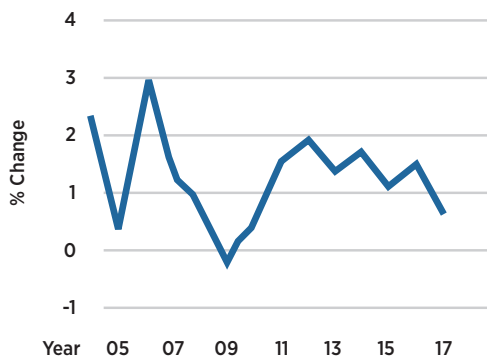
In recent years, a relatively new form of e-commerce known as social commerce has emerged within the industry. Unlike traditional e-tailers, social commerce involves using social media, online media that encourages online interaction and user contribution, to assist in the online buying and selling of goods. This subset of e-commerce retailers has gained wide acceptance to consumers in the five years to 2011, by providing engaging content and discounted (or wholesale) prices through user interaction (i.e. sharing information and purchasing as groups). IBISWorld expects more form of social media or new e-commerce businesses to arise in the next five years to 2016, further contributing to the growth stage designation of the industry.



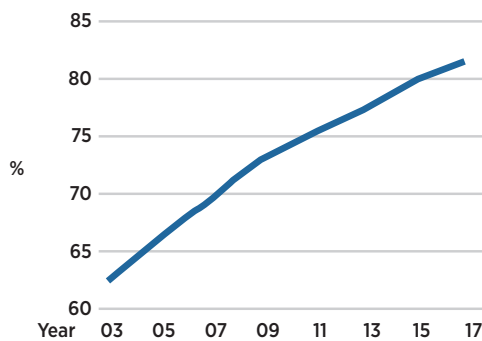


# Key External Drivers

Per capita disposable income



Percentage of households with at least one computer



Disposable income is a deciding factor in determining the quantity and quality of online purchases. Changes in income can occur because of movements in wages, government benefits, unemployment and tax rates and returns on assets. This driver is expected to increase over 2011, making it a potential opportunity for industry growth. The E-Commerce and Online Auctions industry is sensitive to the penetration rate of PCs. If the rate of computer ownership increases, then a larger proportion of the population has access to e-tailers. Additionally, increased computer and internet use will likely raise confidence, leading to greater computer activity and sales. This driver is expected to increase over 2011.

During periods of low economic growth, consumer sentiment declines; as a result, consumers limit their expenditure. This factor subsequently affects demand for products online. This driver is expected to rise over 2011, but because of high unemployment, it remains a threat to industry growth. When more households have access to broadband internet as opposed to dial-up, they are more likely to make online purchases because of the speed gains derived from a broadband connection. This driver is expected to increase over 2011.

## Objectives

What follows is a listing of the core objectives for EPlace Solutions.

**1. Develop a strong customer base.** Developing a strong customer base will be the first priority. To achieve this end the founder will create an effective customer service model that adequately addresses all of the unique needs of the online consumer.

**2. Create a broad marketplace.** Having a broad marketplace with a variety of goods will be another of the core objectives. From furniture to electronics to kitchen and fashion, the founder is intent on creating a marketplace that is as broad as the consumers taste.

**3. Online security.** As the online shopping industry has continued to grow, so too has the need for online security. With that being said the founder will look to develop a secure environment that protects the consumer on all levels.

**4. Drive profits.** Driving profits will be the final objective for EPlace Solutions as the founder will look to grow the revenue and profit streams exponentially over the course of the coming years.

# SWOT Analysis

What follows is an analysis of the core strengths and weaknesses of the EPlace Solutions business model as well as the opportunities and threats that currently exist within the marketplace.

## Strengths

**1. Knowledge of the founder.** EPlace Solutions founder Mr. John Jones is a seasoned business professional who is well attuned to the e-commerce and Internet driven marketplace. His broad skill set will be invaluable during all phases of business growth and evolution.

**2. Low overhead costs.** EPlace Solutions will have extremely low overhead costs due to the fact that the business will not carry inventory or need office space to operate effectively.

**3. Growth of the industry.** The growth of the industry is another of the core strengths of the EPlace Solutions business model. With more and more shopping traffic going online, the long-term prospects for EPlace Solutions are nothing less than promising.

## Weaknesses

**1. Lack of funding.** Lack of funding is the primary weakness for EPlace Solutions as all of the other components of the business model and approach are extremely sound.

## Opportunities

**1. Increase in online activity among minorities.** Minorities are beginning to turn to the Internet for their shopping needs in large quantities. Research conducted via IBISworld.com shows that appealing to this segment of the market will be one of the keys to success for companies like EPlace Solutions that are looking for long-term sustainability.

## Threats

**1. Larger competitors.** Larger competitors such as Ebay.com and Amazon.com pose a threat as they are already firmly entrenched in the marketplace and have acquired a large share of the online shopping market.

# Marketing

EPlace Solutions will rely primarily on the Internet to drive the marketing efforts. Planned marketing efforts include the creation of a user friendly website developed using all of the latest in design and online technologies. The website will also feature SEO (Search Engine Optimization) which will allow it to rank higher with popular search engines including Yahoo.com and Google.com among others. Social networking using Facebook.com and Twitter.com will round out the EPlace Solutions marketing model and approach with each being used extensively throughout the course of each calendar year.

# Management Summary

Personnel Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Personnel Count					
Founder	1	1	1	1	1
Operations	2	2	2	2	2
Total Personnel	3	3	3	3	3
Personnel Wage					
Founder	\$60,000	\$63,000	\$66,150	\$69,458	\$72,930
Operations	\$78,000	\$81,900	\$85,995	\$90,295	\$94,809
Personnel Costs					
Founder	\$60,000	\$63,000	\$66,150	\$69,458	\$72,930
Operations	\$156,000	\$163,800	\$171,990	\$180,590	\$189,619
Total Payroll	\$216,000	\$226,800	\$238,140	\$250,047	\$262,549

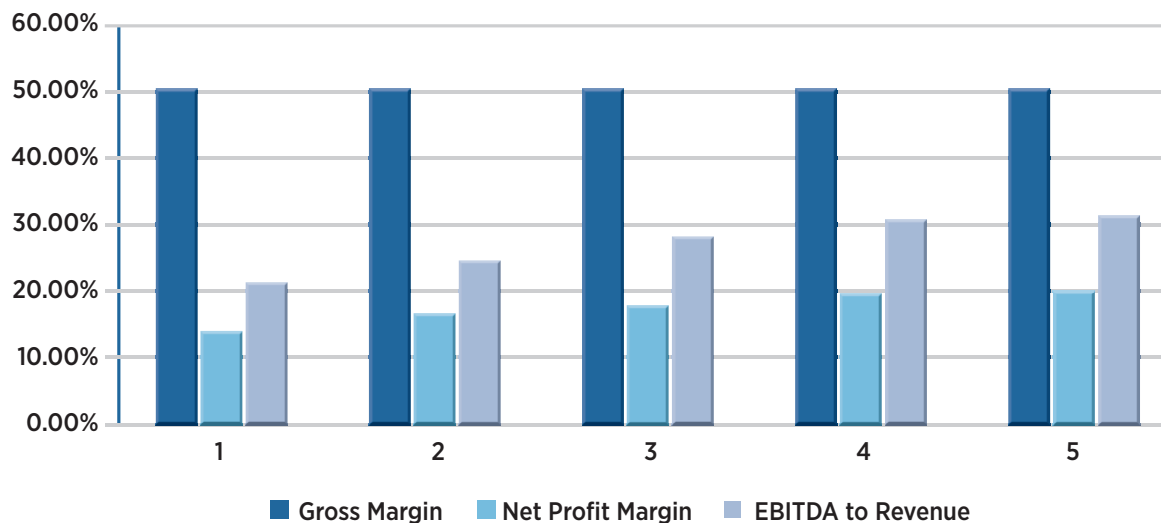
The projected management and personnel summary for EPlace Solutions is shown in the table above.



# Financial Indicators

Financial Indicators					
	Year 1	Year 2	Year 3	Year 4	Year 5
Profitability %'s:					
Gross Margin	92.50%	92.50%	92.50%	92.50%	92.50%
Net Profit Margin	13.55%	16.63%	20.39%	23.82%	26.95%
EBITDA to Revenue	26.91%	32.78%	38.13%	42.99%	47.41%
Leverage Ratios:					
Debt to Equity	0.24	0.29	0.30	0.29	0.27
Debt to Assets Ratio	17.88%	21.63%	22.37%	21.82%	20.71%
Interest Coverage Ratio	3.59	4.65	5.75	6.90	8.09
Liquidity Ratios:					
Current Ratio	20.91	31.74	45.94	64.12	86.93
Current Debt to Total Assets Ratio	4.58%	3.07%	2.14%	1.54%	1.14%
Additional Indicators:					
Revenue to Equity Ratio	2.41	1.89	1.51	1.23	1.02

## Financial Indicators

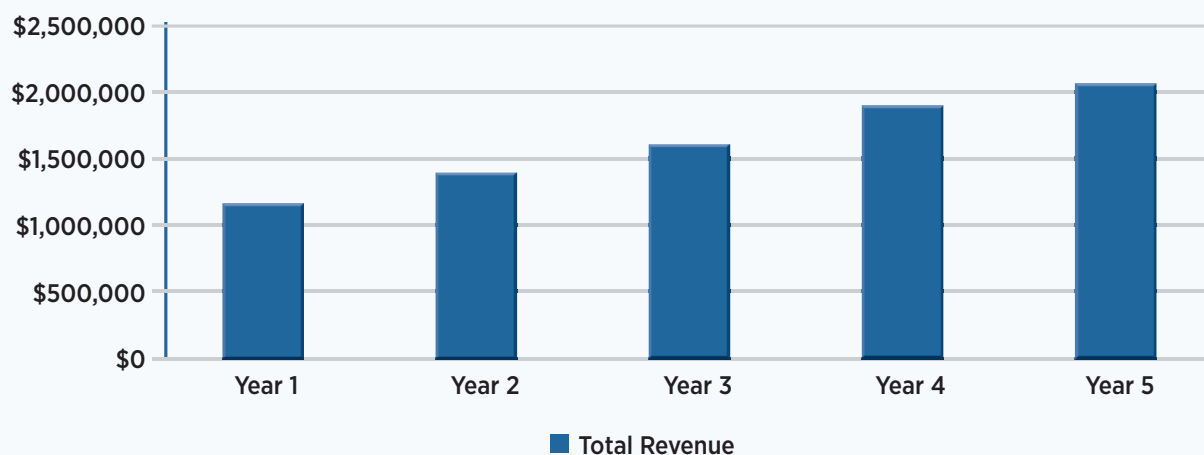


The financial indicators for EPlace Solutions are shown in the table above and graph. The organization projects to have a favorable growth in profit margin in each of the first five years of operations.

# Revenue Forecast

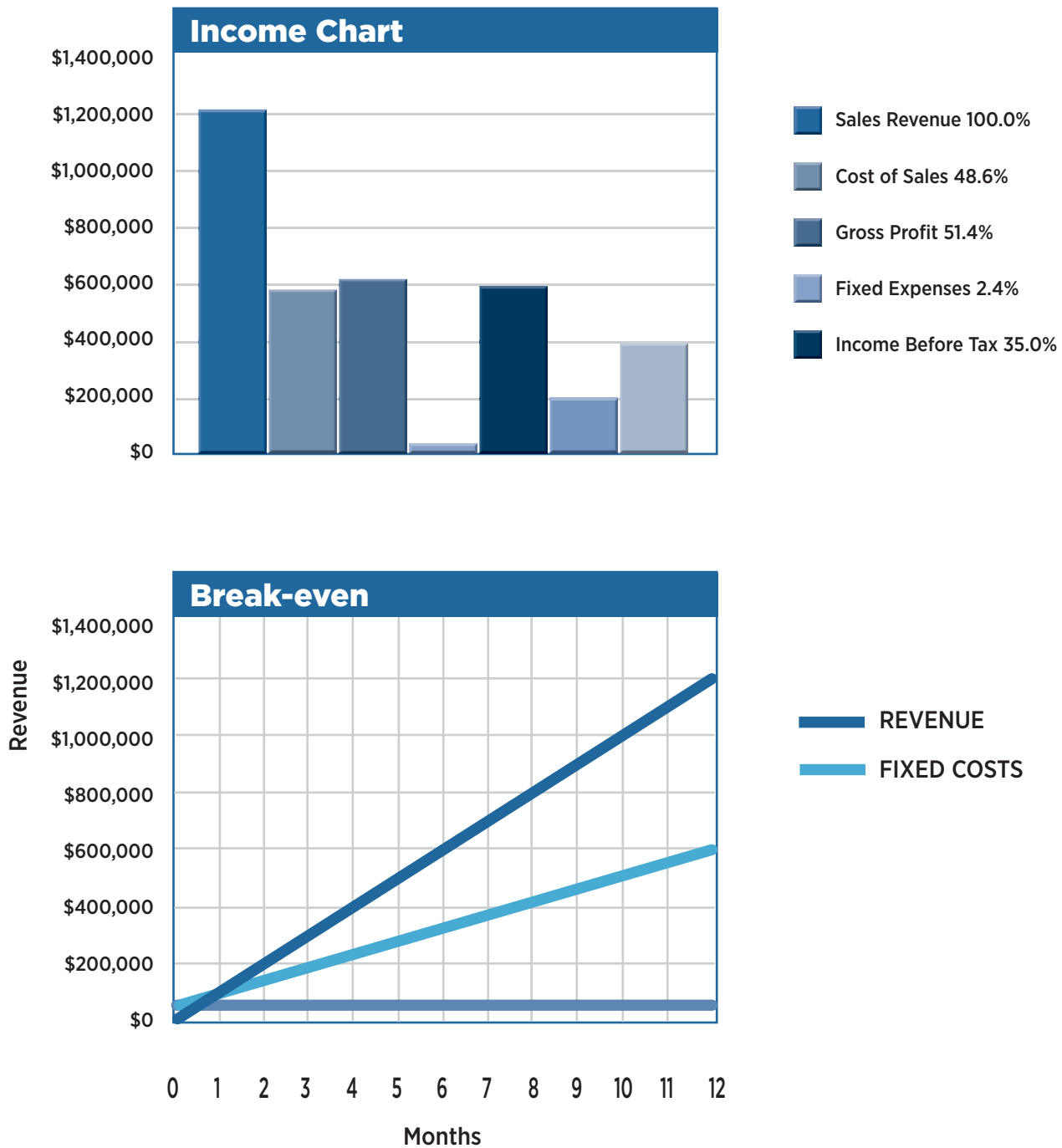
Revenue Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Units					
Products	6,876	7,908	9,094	10,458	12,027
Total Units	6,876	7,908	9,094	10,458	12,027
Unit Price					
Products	\$175.00	\$175.00	\$175.00	\$175.00	\$175.00
Revenue					
Products	\$1,203,335	\$1,383,835	\$1,591,410	\$1,830,122	\$2,104,640
Total Revenue	\$1,203,335	\$1,383,835	\$1,591,410	\$1,830,122	\$2,104,640
Direct Unit Cost					
Products	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00
Direct Cost of Revenue					
Products	\$584,477	\$672,148	\$772,971	\$888,916	\$1,022,254
Subtotal Cost of Revenue	\$584,477	\$672,148	\$772,971	\$888,916	\$1,022,254

## Total Revenue



The projected revenue forecast for EPlace Solutions is shown in the chart and graph above. The organization projects to have strong revenue growth that is commensurate with research conducted via IBISworld.com.

# Break-Even Analysis



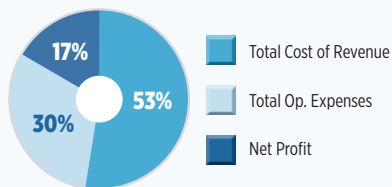
The projected break-even analysis for EPlace Solutions is shown in the table above. The organization projects to have first year average monthly revenues of \$100,278 with costs of \$77,373.



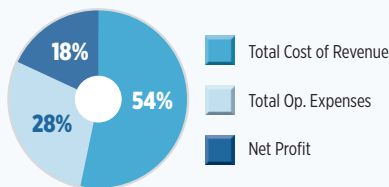
# Profit and Loss Statement

Pro Forma Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$1,203,335	\$1,383,835	\$1,591,410	\$1,830,122	\$2,104,640
Total Cost of Revenue	\$584,477	\$672,148	\$772,971	\$888,916	\$1,022,254
Gross Margin	\$618,858	\$711,687	\$818,440	\$941,205	\$1,082,386
Gross Margin/Revenue	51.43%	51.43%	51.43%	51.43%	51.43%
Expenses					
Supplies	\$18,000	\$18,900	\$19,845	\$20,837	\$21,879
Rent	\$36,000	\$37,800	\$39,690	\$41,675	\$43,758
Marketing	\$26,400	\$27,720	\$29,106	\$30,561	\$32,089
Insurance	\$2,400	\$2,520	\$2,646	\$2,778	\$2,917
Miscellaneous	\$4,800	\$5,040	\$5,292	\$5,557	\$5,834
Payroll Taxes	\$32,400	\$34,020	\$35,721	\$37,507	\$39,382
Total Personnel	\$216,000	\$226,800	\$238,140	\$250,047	\$262,549
Total Op. Expenses	\$336,000	\$352,800	\$370,440	\$388,962	\$408,410
Profit Before Interest and Taxes	\$282,858	\$358,887	\$448,000	\$552,243	\$673,976
EBITDA	\$282,858	\$358,887	\$448,000	\$552,243	\$673,976
Interest Expense	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Taxes Incurred	\$83,401	\$122,810	\$154,000	\$190,485	\$233,092
Net Profit	\$191,457	\$228,076	\$286,000	\$353,758	\$432,885
Net Profit/Revenue	15.91%	16.48%	17.97%	19.33%	20.57%

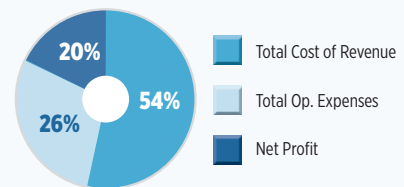
## Year 1



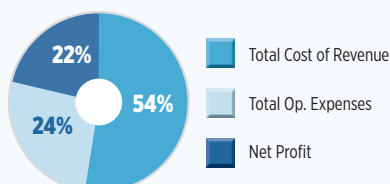
## Year 2



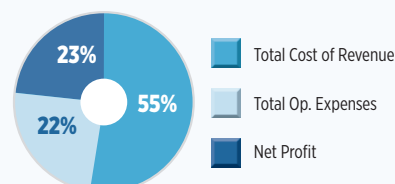
## Year 3



## Year 4



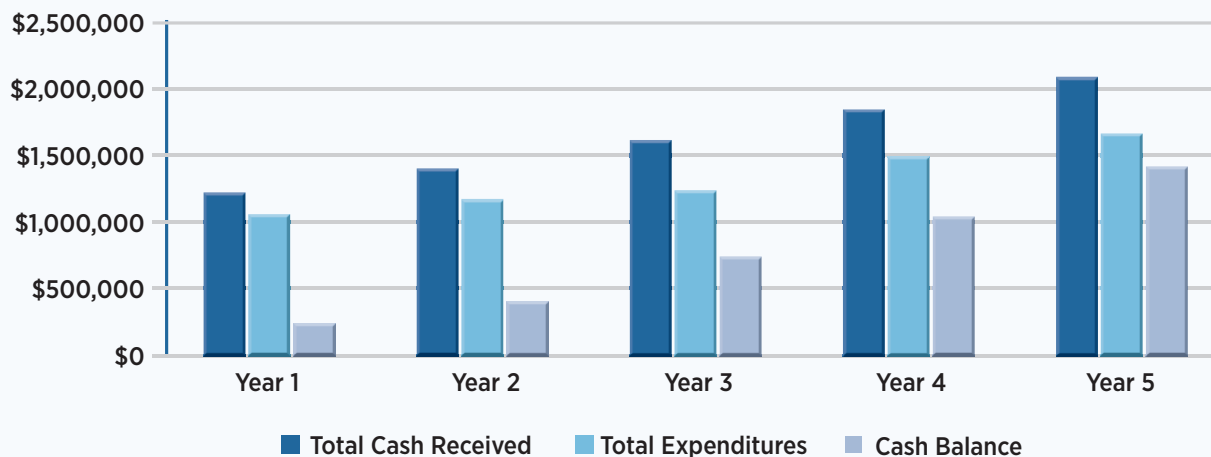
## Year 5



# Projected Cash Flow

Pro Forma Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Revenue	\$1,203,335	\$1,383,835	\$1,591,410	\$1,830,122	\$2,104,640
New Current Borrowing	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0
Sale of Other Current Assets	\$0	\$0	\$0	\$0	\$0
Sale of Long-term Assets	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$1,203,335	\$1,383,835	\$1,591,410	\$1,830,122	\$2,104,640
Expenditures					
Operating Expenses & Direct Costs	\$1,011,878	\$1,155,759	\$1,305,411	\$1,476,364	\$1,671,755
Current Borrowing Repay.	\$0	\$0	\$0	\$0	\$0
L-T Liabilities Principal Repay.	\$11,817	\$11,817	\$11,817	\$11,817	\$11,817
Purchase Other Current Assets		\$0	\$0	\$0	\$0
Purchase Long-term Assets		\$0	\$0	\$0	\$0
Dividends		\$0	\$0	\$0	\$0
Total Expenditures	\$1,023,695	\$1,167,576	\$1,317,228	\$1,488,181	\$1,683,572
Net Cash Flow	\$179,640	\$216,259	\$274,183	\$341,941	\$421,068
Cash Balance	\$204,640	\$420,899	\$695,082	\$1,037,023	\$1,458,091

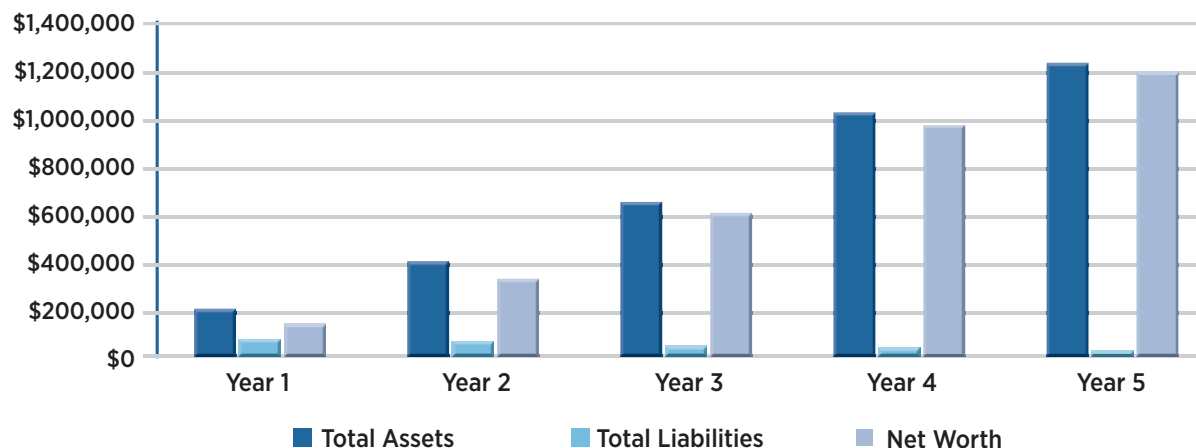
## Pro Forma Cash Flow



# Projected Balance Sheet

Pro Forma Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	\$204,640	\$420,899	\$695,082	\$1,037,023	\$1,458,091
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$204,640	\$420,899	\$695,082	\$1,037,023	\$1,458,091
Long-term Assets					
Long-term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
Total Long-term Assets	\$0	\$0	\$0	\$0	\$0
Total Assets	\$204,640	\$420,899	\$695,082	\$1,037,023	\$1,458,091
Liabilities and Capital					
Current Liabilities					
Current Borrowing	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0
Subtotal Current Liabilities	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Long-term Liabilities	(\$11,817)	(\$23,634)	(\$35,451)	(\$47,268)	(\$59,085)
Total Liabilities	\$88,183	\$76,366	\$64,549	\$52,732	\$40,915
Paid-in Capital	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Retained Earnings	(\$50,000)	\$141,457	\$369,533	\$655,533	\$1,009,291
Earnings	\$191,457	\$228,076	\$286,000	\$353,758	\$432,885
Total Capital	\$166,457	\$394,533	\$680,533	\$1,034,291	\$1,467,176
Total Liabilities and Capital	\$254,640	\$470,899	\$745,082	\$1,087,023	\$1,508,091
Net Worth	\$116,457	\$344,533	\$630,533	\$984,291	\$1,417,176

## Pro Forma Balance Sheet





# APPENDIX: YEAR ONE FINANCIALS

YEAR 1 REVENUE FORECAST												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Total												
Jet Ski Rental	123	148	148	172	172	197	370	370	370	246	148	0
Boat Rental	46	55	55	65	65	74	139	139	139	92	55	0
0	0	0	0	0	0	0	0	0	0	0	0	0
Jet Boat Tours (New)	123	148	148	172	172	197	370	370	370	246	148	0
0	0	0	0	0	0	0	0	0	0	0	0	0
Bathing Suits	15	18	18	22	22	25	46	46	46	31	18	0
Water Tight Box	15	18	18	22	22	25	46	46	46	31	18	0
Beach Towel/Shoes	31	37	37	43	43	49	92	92	92	62	37	0
Hats/T-Shirts	31	37	37	43	43	49	92	92	92	62	37	0
Sun Screen	23	28	28	32	32	37	69	69	69	46	28	0
Other products	39	46	46	54	54	62	116	116	116	77	46	0
Price												
Jet Ski Rental	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00	\$99.00
Boat Rental	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00	\$499.00
0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jet Boat Tours (New)	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bathing Suits	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99
Water Tight Box	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
Beach Towel/Shoes	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99	\$19.99
Hats/T-Shirts	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49	\$11.49
Sun Screen	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99
Other products	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00
Revenue												
Jet Ski Rental	\$12,197	\$14,636	\$14,636	\$17,076	\$17,076	\$19,515	\$36,590	\$36,590	\$36,590	\$24,394	\$14,636	\$0
Boat Rental	\$23,054	\$27,665	\$27,665	\$32,275	\$32,275	\$36,886	\$69,161	\$69,161	\$69,161	\$46,108	\$27,665	\$0
0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Jet Boat Tours (New)	\$9,240	\$11,088	\$11,088	\$12,936	\$12,936	\$14,784	\$27,720	\$27,720	\$27,720	\$18,480	\$11,088	\$0
0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Bathing Suits	\$462	\$554	\$554	\$647	\$647	\$739	\$1,386	\$1,386	\$1,386	\$924	\$554	\$0
Water Tight Box	\$308	\$370	\$370	\$431	\$431	\$493	\$924	\$924	\$924	\$616	\$370	\$0
Beach Towel/Shoes	\$616	\$739	\$739	\$862	\$862	\$985	\$1,847	\$1,847	\$1,847	\$1,231	\$739	\$0
Hats/T-Shirts	\$354	\$425	\$425	\$495	\$495	\$566	\$1,062	\$1,062	\$1,062	\$708	\$425	\$0
Sun Screen	\$231	\$277	\$277	\$323	\$323	\$369	\$692	\$692	\$692	\$462	\$277	\$0
Other products	\$154	\$185	\$185	\$216	\$216	\$246	\$462	\$462	\$462	\$308	\$185	\$0
Total Revenue	\$46,615	\$55,938	\$55,938	\$65,261	\$65,261	\$74,584	\$139,844	\$139,844	\$139,844	\$93,230	\$55,938	\$0
Direct Cost												
Jet Ski Rental	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80	\$19.80
Boat Rental	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80	\$99.80
0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Jet Boat Tours (New)	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50
0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bathing Suits	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50
Water Tight Box	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00

YEAR 1 PERSONNEL FORECAST												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Management Staff												
CEO	1	1	1	1	1	1	1	1	1	1	1	1
Boat Captain	1	1	1	1	1	1	1	1	1	1	1	1
Sales & Marketing	2	2	2	2	2	2	2	2	2	2	2	2
Bookkeeper	0	0	0	0	0	0	0	0	0	0	0	0
Customer Service	1	1	1	1	1	1	1	1	1	1	1	1
Deck/Launch Support	1	1	1	1	1	1	1	1	1	1	1	1
Total Personnel	6	6	6	6	6	6	6	6	6	6	6	6
Management Salaries												
CEO	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250
Boat Captain	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Sales & Marketing	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750
Bookkeeper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Customer Service	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917
Deck/Launch Support	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Management Staff												
CEO	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250
Boat Captain	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Sales & Marketing	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Bookkeeper	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Customer Service	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917	\$2,917
Deck/Launch Support	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Total Payroll	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167

YEAR 1 INCOME STATEMENT												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	\$46,615	\$55,938	\$55,938	\$65,261	\$65,261	\$74,584	\$139,844	\$139,844	\$139,844	\$93,230	\$55,938	\$0
Subtotal Cost of Revenue	\$8,505	\$10,206	\$10,206	\$11,907	\$11,907	\$13,608	\$25,516	\$25,516	\$25,516	\$17,010	\$10,206	\$0
Merchant Credit Card Fees	\$1,398	\$1,678	\$1,678	\$1,958	\$1,958	\$2,238	\$4,195	\$4,195	\$4,195	\$2,797	\$1,678	\$0
Total Cost of Revenue	\$9,904	\$11,884	\$11,884	\$13,865	\$13,865	\$15,846	\$29,711	\$29,711	\$29,711	\$19,807	\$11,884	\$0
Gross Margin	\$36,711	\$44,053	\$44,053	\$51,396	\$51,396	\$58,738	\$110,134	\$110,134	\$110,134	\$73,422	\$44,053	\$0
Gross Margin/Revenue	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	78.75%	N/A
Expenses												
Docking Fee	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$0
Business Liability Insurance	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$0
Telephone/Internet	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$0
Utilities	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$0
Supplies	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$0
Marketing & Advertising	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$0
Website Updates	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$0
Facility Maintenance	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$0
Professional Services	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$700	\$0
Travel & Entertainment	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$0
Facility Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Repair & Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation & Amortization	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163	\$3,163
Payroll Taxes & Benefits	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695
Total Personnel	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167
Total Operating Expenses	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$38,407	\$30,024
Profit Before Interest and Taxes	(\$1,696)	\$5,646	\$5,646	\$12,989	\$12,989	\$20,331	\$71,726	\$71,726	\$71,726	\$35,015	\$5,646	(\$30,024)
Interest on Loan Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	\$0	\$1,920	\$1,920	\$4,416	\$4,416	\$6,912	\$24,387	\$24,387	\$24,387	\$11,905	\$1,920	(\$10,208)
Net Profit	(\$1,696)	\$3,727	\$3,727	\$8,572	\$8,572	\$13,418	\$47,339	\$47,339	\$47,339	\$23,110	\$3,727	(\$19,816)
Net Profit/Revenue	-3.64%	6.66%	6.66%	13.14%	13.14%	17.99%	33.85%	33.85%	33.85%	24.79%	6.66%	N/A

YEAR 1 BALANCE SHEET												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Current Assets												
Cash	\$29,848	\$40,638	\$47,527	\$63,739	\$75,474	\$96,532	\$178,373	\$228,875	\$279,377	\$283,264	\$272,245	\$233,196
Inventory	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$39,848	\$50,638	\$57,527	\$73,739	\$85,474	\$106,532	\$188,373	\$238,875	\$289,377	\$293,264	\$282,245	\$243,196
Long-term Assets	\$282,600	\$282,600	\$282,600	\$282,600	\$282,600	\$282,600	\$282,600	\$282,600	\$282,600	\$282,600	\$282,600	\$282,600
Accumulated Deprecia- tion	\$3,163	\$6,325	\$9,488	\$12,650	\$15,813	\$18,975	\$22,138	\$25,300	\$28,463	\$31,625	\$34,788	\$37,950
Total Long-term Assets	\$279,438	\$276,275	\$273,113	\$269,950	\$266,788	\$263,625	\$260,463	\$257,300	\$254,138	\$250,975	\$247,813	\$244,650
Other Assets												
Other Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Assets	\$319,286	\$326,913	\$330,639	\$343,689	\$352,261	\$370,157	\$448,836	\$496,175	\$543,515	\$544,239	\$530,057	\$487,846
Current Liabilities												
Accounts Payable	\$20,982	\$24,882	\$24,882	\$29,359	\$29,359	\$33,836	\$65,176	\$65,176	\$65,176	\$42,790	\$24,882	\$2,487
Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Current Li- abilities	\$20,982	\$24,882	\$24,882	\$29,359	\$29,359	\$33,836	\$65,176	\$65,176	\$65,176	\$42,790	\$24,882	\$2,487
Long-term Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$20,982	\$24,882	\$24,882	\$29,359	\$29,359	\$33,836	\$65,176	\$65,176	\$65,176	\$42,790	\$24,882	\$2,487
Paid-in Capital	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
Retained Earnings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Earnings	(\$1,696)	\$2,031	\$5,757	\$14,330	\$22,902	\$36,320	\$83,660	\$130,999	\$178,339	\$201,449	\$205,175	\$185,360
Total Capital	\$298,304	\$302,031	\$305,757	\$314,330	\$322,902	\$336,320	\$383,660	\$430,999	\$478,339	\$501,449	\$505,175	\$485,360
Total Liabilities and Capital	\$319,286	\$326,913	\$330,639	\$343,689	\$352,261	\$370,157	\$448,836	\$496,175	\$543,515	\$544,239	\$530,057	\$487,846
Net Worth	\$298,304	\$302,031	\$305,757	\$314,330	\$322,902	\$336,320	\$383,660	\$430,999	\$478,339	\$501,449	\$505,175	\$485,360



YEAR 1 CASH FLOW												
Additional Cash Received	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	\$46,615	\$55,938	\$55,938	\$65,261	\$65,261	\$74,584	\$139,844	\$139,844	\$139,844	\$93,230	\$55,938	\$0
Proceeds from Line-of-Credit	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Proceeds from Bank Loan	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Owner Contribution	\$300,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Proceeds From Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Proceeds from Investor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$346,615	\$55,938	\$55,938	\$65,261	\$65,261	\$74,584	\$139,844	\$139,844	\$139,844	\$93,230	\$55,938	\$0
Total Personnel	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167	\$24,167
Bill Payments	\$0	\$20,982	\$24,882	\$24,882	\$29,359	\$29,359	\$33,836	\$65,176	\$65,176	\$65,176	\$42,790	\$14,882
Additional Cash Spent												
Investor Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Start-up Costs	\$12,600	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Principal Loan Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Inventory	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	\$270,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends Paid	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash Spent	\$316,767	\$45,148	\$49,049	\$49,049	\$53,526	\$53,526	\$58,003	\$89,342	\$89,342	\$89,342	\$66,957	\$39,049
Net Cash Flow	\$29,848	\$10,790	\$6,889	\$16,212	\$11,735	\$21,058	\$81,842	\$50,502	\$50,502	\$3,887	(\$11,019)	(\$39,049)
Cash Balance	\$29,848	\$40,638	\$47,527	\$63,739	\$75,474	\$96,532	\$178,373	\$228,875	\$279,377	\$283,264	\$272,245	\$233,196

