

# 1.0 Executive Summary

[Redacted text block]

[Redacted text block]

[Redacted text block]

## Location Advantage

[Redacted text block]

[Redacted text block]

[Redacted text block]

# 2.0 Division Summary

## 2.1 The Division

[Redacted text block]

[Redacted]

[Redacted]

## 2.2 The People

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

## 2.2 Service

[Redacted text block]

[Redacted text block]

## The Customer Experience

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted]

### 3.0 Market Analysis Summary

#### 3.1 Market Segmentation

[Redacted]

#### 3.2 Market Growth

[Redacted]

#### 3.3 Trends in Industry

[Redacted]

### 4.0 Marketing Strategy

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

**Levels of readiness of consumers**

[Redacted]

- | [Redacted]
- | [Redacted]
- | [Redacted]
- | [Redacted]
- | [Redacted]

**Market Development. . .**

[Redacted]

**Materials Development**

[Redacted]

**Co-Marketing Agreements**

- [Redacted]

[REDACTED]

- | [REDACTED]
- | [REDACTED]

[REDACTED]

- | [REDACTED]
- | [REDACTED]

[REDACTED]

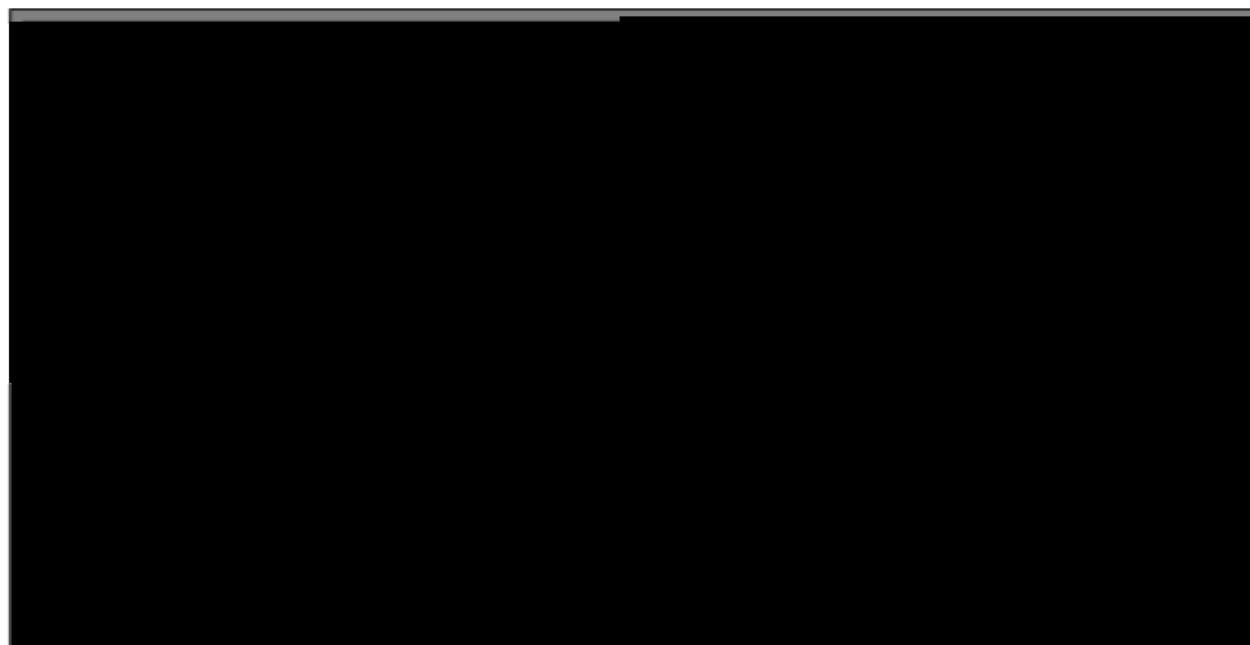
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]

[REDACTED]

- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]
- | [REDACTED]

Marketing/Advertising Allocation	
Public Relations	x
Print	x
Launch Event	x
Advertising	x
Partnerships	x
Social Media	x
Web Design	x

## 5.0 Programs



- [Redacted]
- [Redacted]
- [Redacted]

## Types

- [REDACTED]
- [REDACTED]
  - [REDACTED]
  - [REDACTED]
    - [REDACTED]
    - [REDACTED]
- [REDACTED]
  - [REDACTED]
  - [REDACTED]
- [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
- [REDACTED] [REDACTED]
- [REDACTED]
- [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]

## Other companies in the market

- [REDACTED]



- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**6.2 Personnel Plan**

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	C= 50% I = 95%	C= 50% I = 95%	C= 50% I = 95%	C= 50% I = 95%
[REDACTED]	C= 25% I = 95%	C= 0% I = 0%	C= 0% I = 0%	C= 0% I = 95%

[REDACTED]

[REDACTED]

[REDACTED]

**6.2. [REDACTED] Shared Job Titles & Job Descriptions**

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## 7.0 Site Management

[REDACTED]

## 8.0 Sales Forecast

[REDACTED]

Sales Forecast	2009	2010	2011	2012	2013	2014
[REDACTED]	105,000	170,000	150,000	120,000	150,000	180,000
[REDACTED]	n/a	n/a	n/a	n/a	30,000	70,000
[REDACTED]	n/a	n/a	n/a	n/a	20,000	50,000

## 10.0 Financials

### 10.1 Funding plan

[REDACTED]

### 10.3 Financial Forecasts



#### 10.3a Projected Profit and Loss



Profit & Loss	2012	2013	2014
Revenue	120,000	200,000	300,000
Expense	■	■	■
Net Profit	■	■	■