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# BUSINESS PLAN

Prepared by:

,

1. **EXECUTIVE SUMMARY**

(referred to from hereon in as the "Company")established as a at , , with the expectation of rapid expansion in the industry.

1. **BUSINESS SUMMARY**

## Industry Overview

In the United States, the industry presently makes dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

**Legal Issues**

The Company affirms that its promoters have acquired all legally required trademarks and patents.

**III. MARKETING SUMMARY**

## Target Markets

The Company's major target markets are as follows:

The estimated number of potential clients within the Company's geographic scope is .

## Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

## IV. FINANCIAL PLAN