

BUSINESS PLAN

Prepared by:

,

I. EXECUTIVE SUMMARY

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

II. 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