

# 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