

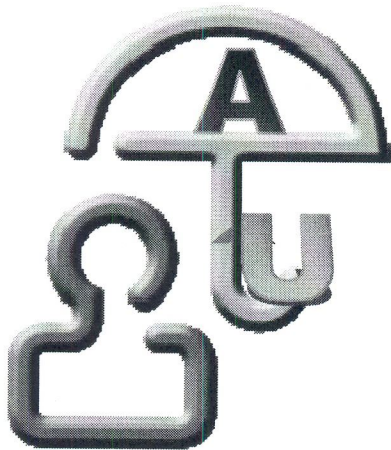
Amazingg Umbrellas Business Plan

Amazingg Umbrellas

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Legal Page

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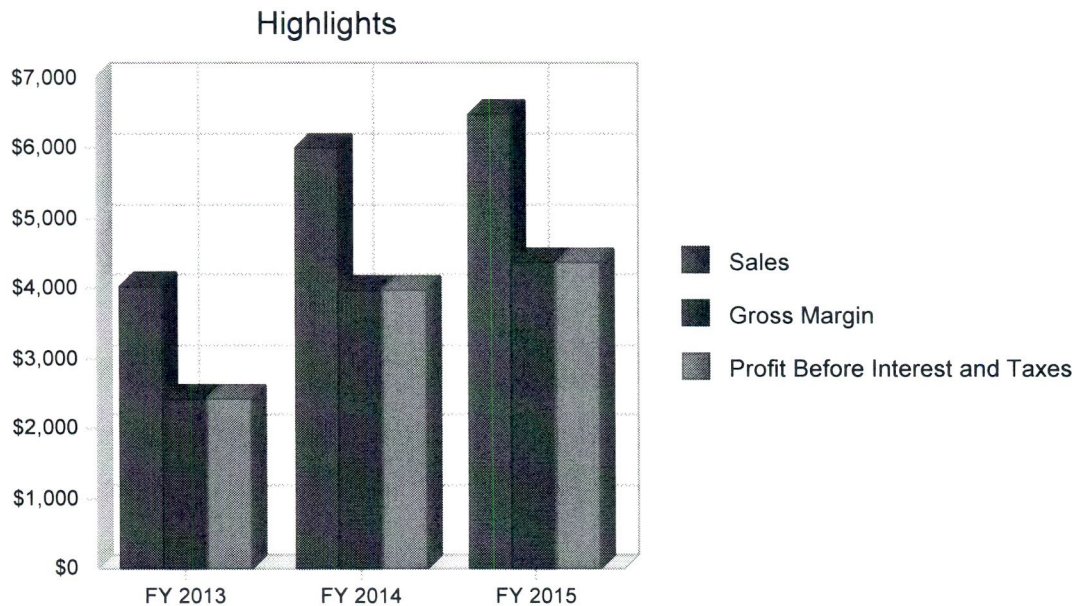
This is a business plan. It does not imply an offering of securities.

1.0 Executive Summary

Amazingg Umbrellas, we are a on campus umbrella selling force to be reckoned with. We decided to sell on campus because we felt that would best fit our target market and we will have a controlled way of taking orders. We will sell umbrellas with different customization based on a consumers specific need. The customer will order their umbrellas with various options on our advertising blog pages. The purpose of this is to tighten up our already sound plan and show figures of how we will accomplish this goal.

Within the first year we expect for most students on campus to have an Amazingg Umbrella

Chart: Highlights



1.1 Company Summary

The name of our business is Amazingg Umbrellas. The nature and purpose of our business is to provide unique, stylish and customized umbrellas in the Savannah Community, it rains often in our region and most times the unexpected weather can ruin someone's day. Our umbrellas will bring a new feel of positivity, motivation, and even encouragement to a rainy day. Customers can use their imagination, fashion, or favorite images to get the best designs for their umbrella. We want to promote personal expression without boundaries for our consumers. The designs can use aspects of their favorite clothing, favorite sports team, pets, quotes, self-portraits and beyond. Amazingg Umbrellas realizes that people are often concerned with not getting wet and damaging hair from the rain. We combine customization with the direct needs of our customers to create an innovation within an innovation. It will become a movement. It will be a creative way for people to express their ideas while being protected from the rainy weather.

2.0 Products

We offer high quality umbrellas that are customizable and unique to each of our customers. They are provided by either personal delivery or pickup from our central campus location. In the future we plan to broaden our means of distribution by selling our product online. We will also sell our product through retailers across the state and simultaneously strengthen relationships with suppliers and distributors.

3.0 Market Analysis Summary

Initially, we are targeting students of all ages at our university. We chose this target market because it will be easier to test and forecast our sales potential once we open our online market. Also, students are always looking for new methods of personal expression all while staying within slim budgets. Lastly, we chose this very important target market because "Word of Mouth" marketing will skyrocket and easily dominate the standard "bookstore umbrella"

Thereafter, we will create a new target market of young adults from the ages of 18-25. Our focus is on a market that is actively expressing their personalities, beliefs, and values and wants to do so without constraints.

4.0 Strategy and Implementation Summary

We are trying to reach creative mindsets, while making our products affordable so that we can have a strong consumer base. We plan to first reach out to students on our campus, and then expand our business to the local community. The startup funds for our company are coming from each person that is in our company. Each person in the company is subject to invest \$600.00 dollars towards the start up for production.

4.1 Competitive Edge

Innovation, customization

The competitive edge for Amazingg Umbrellas is undeniable. We are the only company with patented umbrella designs that are highly customizable and functional enough for everyone. In a recent survey conducted by two members of our management team who specialize in market research and advertising, more consumers demanded an umbrella that they could customize to their liking and would last for years to come versus the same plain umbrella that 99% of those in the umbrella industry are selling.

4.2 Marketing Strategy

Slide shows online, store displays; our target market is students at Savannah State University. Posters around the campus will help advertise our product to the students at our school, in which we are targeting first.

4.3 Sales Strategy

Once the results of our sales start to accumulate we will set a budget for the necessities of our company. We will strive to keep our customers satisfied by staying innovative, affordable, and improving quality of our umbrellas. We are going to eliminate compensation for the first year until we have enough profit to distribute above the necessary funds needed to be invested in our business.

We will keep record of orders in our database created with Microsoft Excel. Our files will be shared amongst the 6 of us by using various file sharing programs.

Carolyn: Keeping track of orders that are to be processed (Customer Service)

Brejia: Keeping record of past customers, their orders, addresses, and preferences (Record Keeping/Secretary)

John: Financing orders

4.4 Milestones

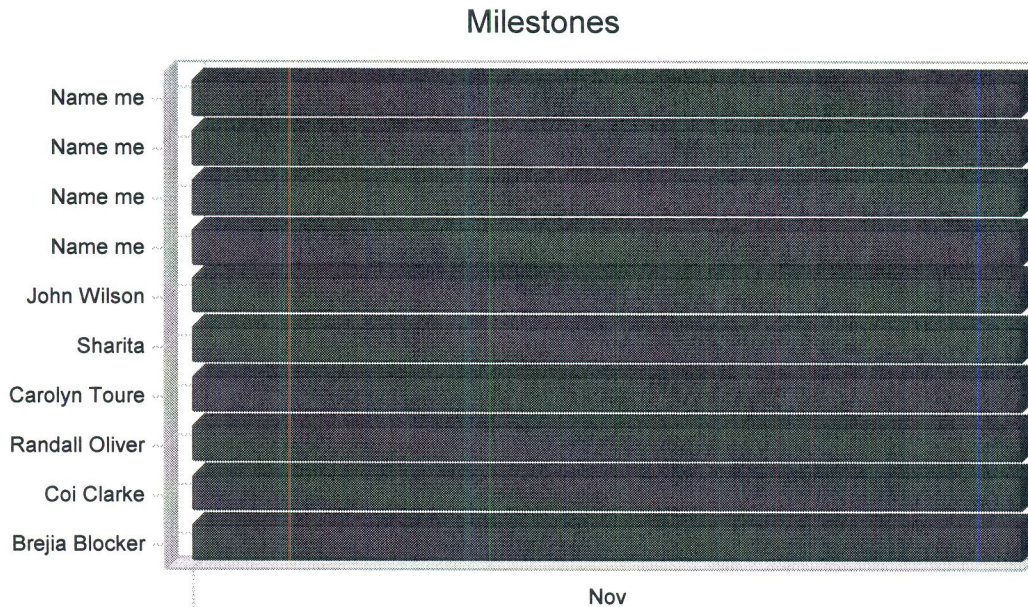
The purpose of this milestone table is to exhibit our company's budget at our start up point and to track our progress henceforth, and also to control expenses. This step will give our company an outlook on our sale goals, and will also show our strengths and weaknesses within our plan.

Table: Milestones

Milestones

Milestone	Start Date	End Date	Budget	Manager	Department
Brejia Blocker	10/31/2012	11/30/2012	\$0	ABC	CEO
Coi Clarke	10/31/2012	11/30/2012	\$0	ABC	Public Relations
Randall Oliver	10/31/2012	11/30/2012	\$200	ABC	Manufacturing
Carolyn Toure	10/31/2012	11/30/2012	\$0	ABC	Customer Service
Sharita	10/31/2012	11/30/2012	\$50	ABC	Marketing Strategy
John Wilson	10/31/2012	11/30/2012	\$0	ABC	Finances
Totals			\$250		

Chart: Milestones



5.0 Management Summary

Right now we have 5 employees; all five employees are managers and founders. For right now our team is complete until we see how the first year goes. Yes, we sat down and made sure each person was fulfilling their position and had the experience to do the job. We know the importance of having the right people, that are passionate about this company.

Brejia is the CEO of the company and design manager

John is the financial consultant

Coi is head of public relations

Randal is head of manufacturing

Sharita is marketing manager

Carolyn is head of customer service

6.0 Financial Plan

To gauge our success growth we need to monitor our first month sales to make sure our product enters into the market successfully; once we evaluate our target market we will form a record of demand. We are determined to not be a fly by night sensation; we want to be respected as a long-term brand and also make a profit. After evaluating the sales forecast, costs, and marketing results at the year's end, we will restructure our business plan. If the numbers and forecasts are accurate we plan to increase production and better equip all divisions of our business for growth.

Each member is contributing ⁵⁰⁰\$600.00 dollars to startup costs. We will invest 100% of our profits in the first year to our company savings, and after the second year we will commence employee compensation by taking 50% of profit for each month to distribute amongst the company's employees.

When it comes to the company's sales, our product will cost \$15 for our standard umbrellas and depending on how many umbrellas we sell each month will be the result of our profit. Any designs requested of the company that is not of the standard custom design, price will be determined by cost of materials to make the umbrella.

Our production cost depends on how many umbrellas we will keep in inventory, how much our manufacturing supplier charges our company for each umbrella, and money set aside for operating supplies. We will keep at least 30 umbrellas on hand for each month until the months of March, April, and May. Of those months, we will keep 40 umbrellas in inventory. Our manufacturing supplier, Wholesale Mart, will charge the company \$5 for each umbrella and \$1 for each umbrella sleeve resulting in \$6 in production costs. The operating supplies that we will purchase every month will be \$100 minimum.

In order to continue the financial growth of the company, we plan to have sponsors and fundraisers.

We don't want to enter into something too fast; as a result we prefer slow growth so we can monitor our product and profits. We know the importance of having a sound financial plan and we definitely don't want our product to flop.

Table: Financials

Financials	FY 2013	FY 2014	FY 2015
Beginning Balance			
Opening Balance Cash & Checking	\$3,000	\$1,890	\$5,870
Plus Money Received			
New Investment	\$0	\$0	\$0
New Loans	\$0	\$0	\$0
Sales	\$4,050	\$6,000	\$6,500
Other	\$0	\$0	\$0
Subtotal Money Received	\$4,050	\$6,000	\$6,500
Less Money Spent			
Direct Costs			
Direct Cost of Sales	\$1,620	\$2,020	\$2,120
Other Costs of Sales	\$0	\$0	\$0
Normal Operating Expenses			
Payroll and Payroll Taxes, Benefits, Etc.	\$0	\$0	
Rent and Utilities	\$0	\$0	\$0
Sales and Marketing Expenses	\$0	\$0	\$0
Other Operating Expenses	\$0	\$0	\$0
Other Outflows			
Payments of Taxes	\$0	\$0	\$0
Debt Payments	\$0	\$0	\$0
Purchase of Assets	\$3,540	\$0	\$0
Other	\$0	\$0	\$0
Subtotal Money Spent	\$5,160	\$2,020	\$2,120
Ending Balance			
Ending Balance Cash and Checking	\$1,890	\$5,870	\$10,250
Profit Before Interest and Taxes			
Sales	\$4,050	\$6,000	\$6,500
Less Cost of Sales	(\$1,620)	(\$2,020)	(\$2,120)
Gross Margin	\$2,430	\$3,980	\$4,380
Less Operating Expenses	\$0	\$0	\$0
Profit Before Interest and Taxes	\$2,430	\$3,980	\$4,380
Net Cash Flow	(\$1,110)	\$3,980	\$4,380

Chart: Profit Monthly

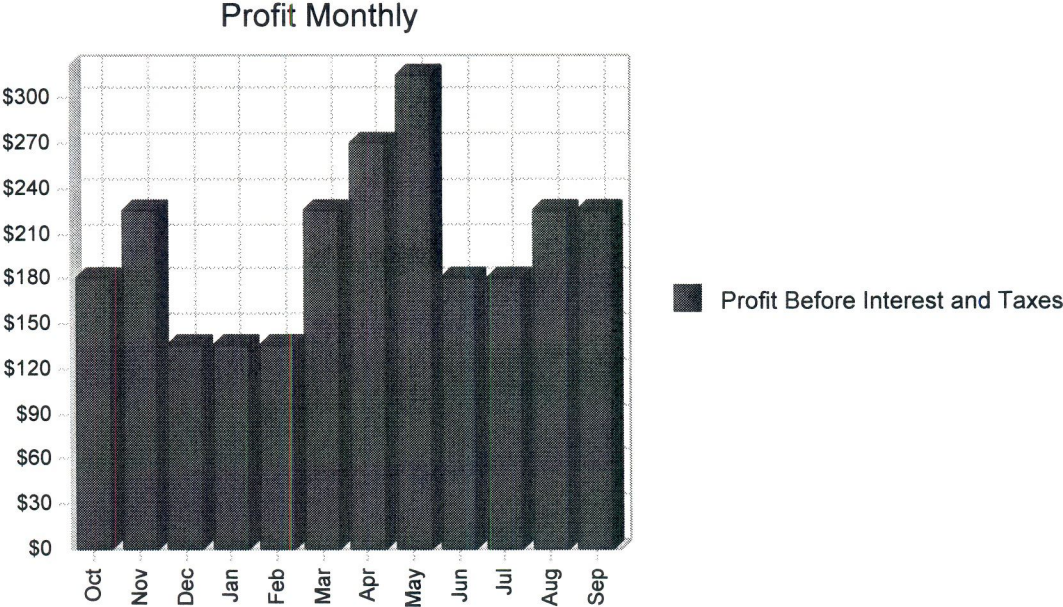
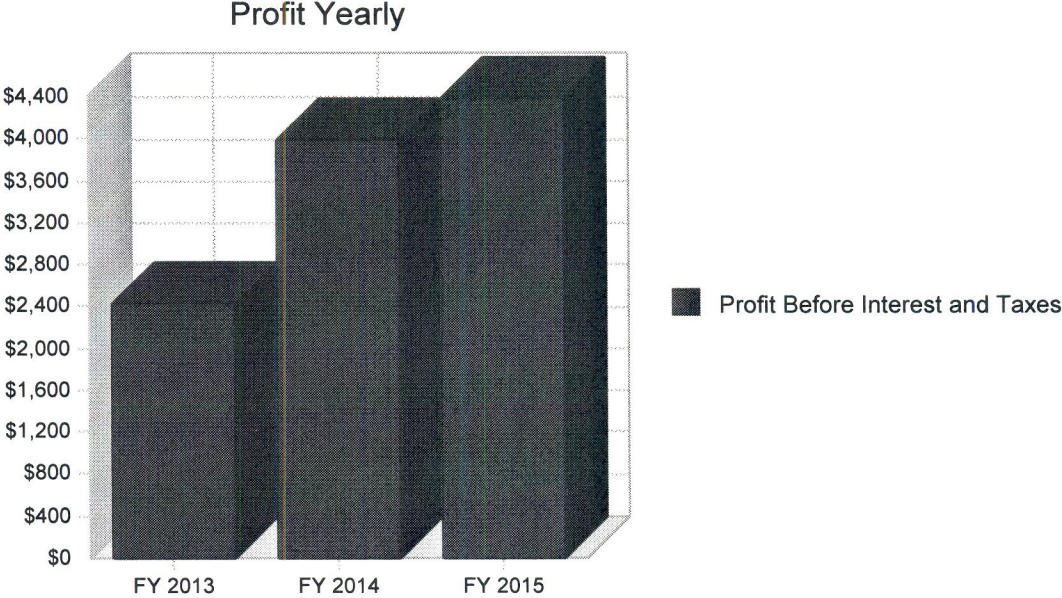


Chart: Profit Yearly



Amazingg Umbrellas

Chart: Sales Monthly

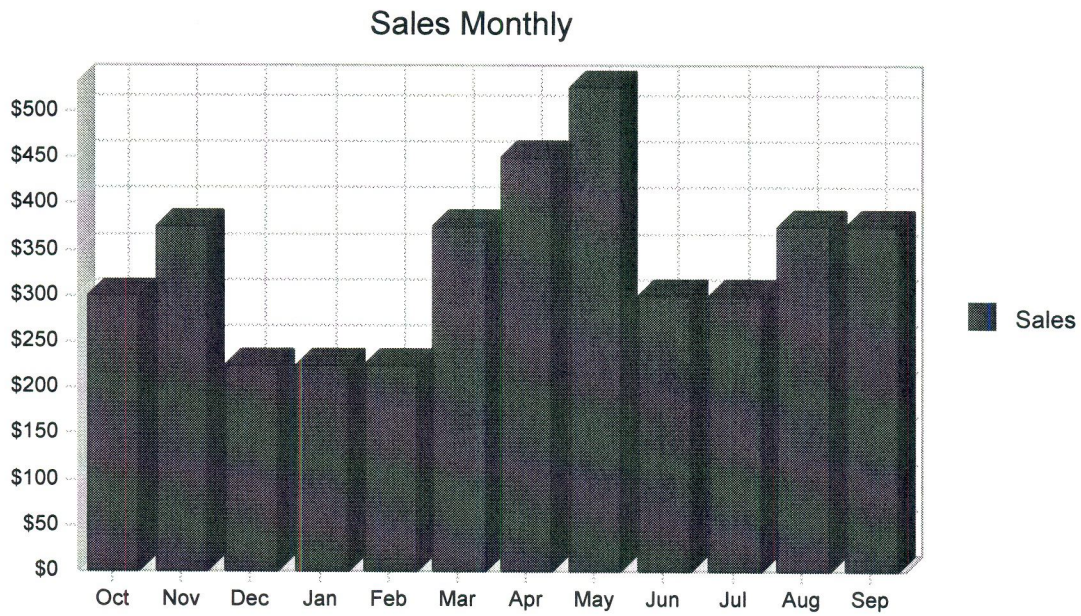
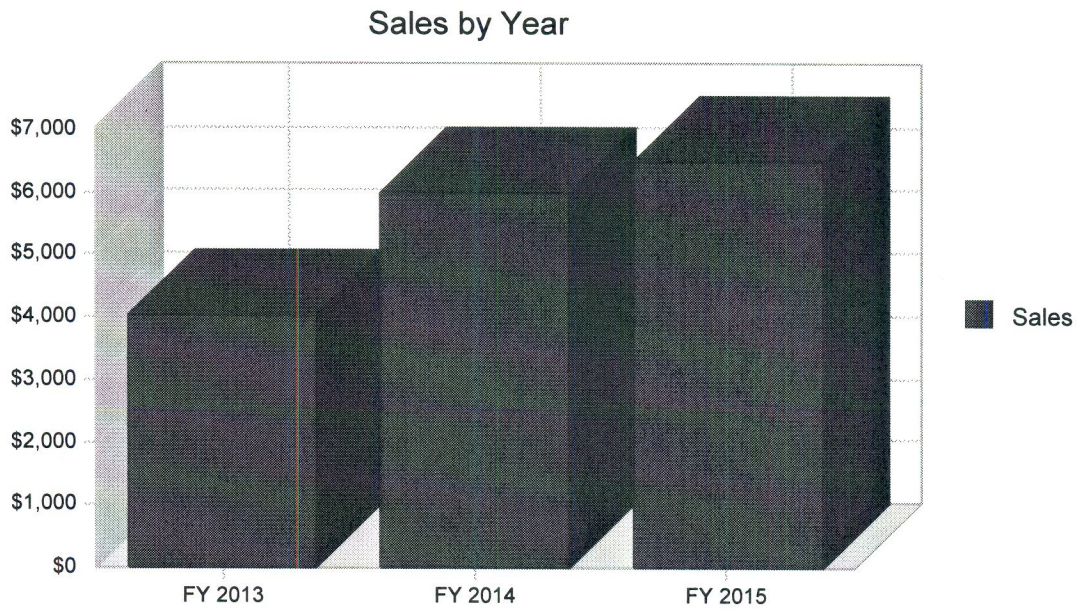


Chart: Sales by Year



6.1 Projected Cash Flow

Amazingg Umbrellas expects to manage cash flow over the next year with our own personal finances and fundraisers including sponsors' support. This financial assistance will aid in purchasing

of inventory, supplies, and marketing expenses. We want to ensure that there will be no need to borrow money so that we will not have to owe money to any outside establishments.

Chart: Cash

