

Executive Summary, example 1: Start-up business



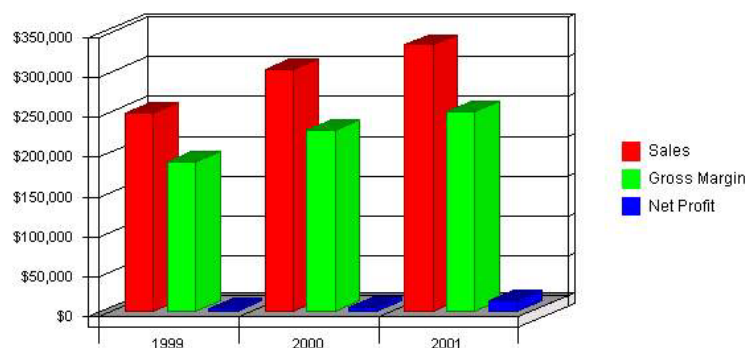
JavaNet, unlike a typical cafe, will provide a unique forum for communication and entertainment through the medium of the Internet. JavaNet is the answer to an increasing demand. The public wants: (1) access to the methods of communication and volumes of information now available on the Internet, and (2) access at a cost they can afford and in such a way that they aren't socially, economically, or politically isolated. JavaNet's goal is to provide the community with a social, educational, entertaining, atmosphere for worldwide communication.

This business plan is prepared to obtain financing in the amount of \$24,000. The supplemental financing is required to begin work on site preparation and modifications, equipment purchases, and to cover expenses in the first year of operations. Additional financing has already been secured in the form of: (1) \$24,000 from the Oregon Economic Development Fund (2) \$19,000 of personal savings from owner Cale Bruckner (3) \$36,000 from three investors (4) and \$9,290 in the form of short-term loans.

JavaNet will be incorporated as an LLC corporation. This will shield the owner Cale Bruckner, and the three outside investors, Luke Walsh, Doug Wilson, and John Underwood, from issues of personal liability and double taxation. The investors will be treated as shareholders and therefore will not be liable for more than their individual personal investment of \$12,000 each.

The financing, in addition to the capital contributions from the owner, shareholders and the Oregon Economic Development Fund, will allow JavaNet to successfully open and maintain operations through year one. The large initial capital investment will allow JavaNet to provide its customers with a full featured Internet cafe. A unique, upscale, and innovative environment is required to provide the customers with an atmosphere that will spawn socialization. Successful operation in year one will provide JavaNet with a customer base that will allow it to be self sufficient in year two.

Highlights

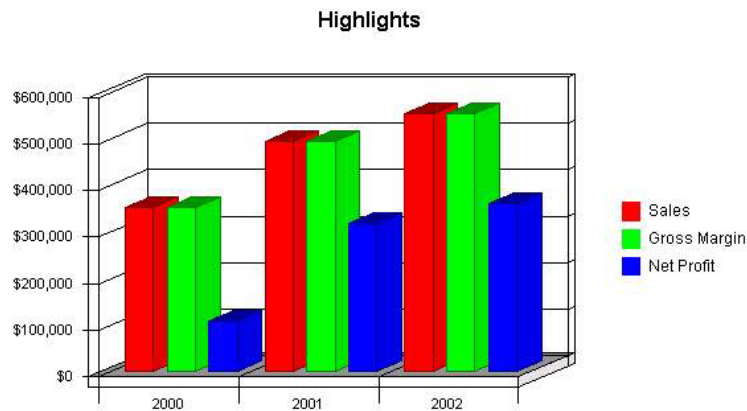


Executive Summary, example 2: Products and Services business



Welcome to the future of event planning! *Occasions, The Event Planning Specialists*, brings to the community of Portland a new breath of air in the event planning market. By combining old fashioned values, going the extra mile, and using cutting edge event-planning software, *Occasions* will lead the market, providing the same quality results, every time.

Occasions is an equal opportunity business making its expertise and its products available to help its customers plan their own events. Party Packs (complete kits for their event), make hosting a party a snap, right down to the refreshments. The event planning software brings interactive event planning as close as their personal computer. Through these and other affordable products and services, *Occasions* aims to be the number one resource for any event.



Executive Summary, example 3: Home business



Salvador's is a manufacturer of authentic Hispanic foods including salsa and chips. Their products are positioned at the high end of the market in terms of both quality and price. Salvador's has been in business now for three years and has grown in popularity. What was once a business targeting solely the Hispanic community has grown into a business that has far broader appeal.

Salvador's has several objectives that they will achieve within the next three years. The first is an increase in sales reaching two million dollars by 2000. Salvador's also would like gross margins to be above 55%. Salvador's also hopes to have 40 different outlets that will distribute their product. Lastly, they aim to become known as the premier authentic Hispanic food producer in the area with an ever-expanding geographic distribution area.

Currently, Salvador's has two main line of products. Their flagship product is their salsa, renowned for its freshness, uniqueness, and quality ingredients. Originally introduced in one temperature, hot, the market demand has asked for milder temperatures and Salvador's has responded with both a medium and mild version. To compliment their salsa, Salvador's offers fresh chips in both yellow and blue corn.

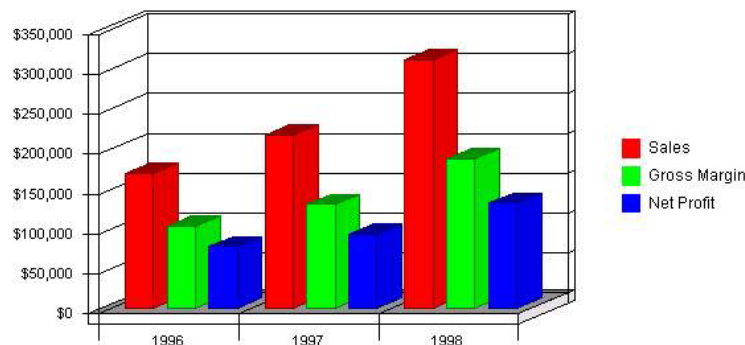
Salvador's has targeted three main customer groups to sell their products to. The first group is grocery stores. The grocery stores will be then sell directly to the end consumer. This segment is growing at 75% and there currently are 53 potential customers. The second group is wholesale distributors. This segment has a 100% growth rate with 5 potential distributors. The last customer segment is restaurants which have a 45% growth rate. There are 18 potential restaurant customers. As mentioned before, Salvador's originally targeted the Hispanic community. The market has indicated that their products have broader appeal and Salvador's has recognized this and acted accordingly. The Hispanic community was initially targeted because of its exciting growth rate. The community has been growing at 22% a year, almost double the average of the overall US population.

While there are many competitors at the mid price point, both regional and national, there are few direct competitors at Salvador's high price point. This is quite advantageous for Salvador's, providing them with additional breathing room to establish themselves as the premier brand of authentic Hispanic food.

Salvador's strong management team of Ricardo and Pat Torres will ensure sustainable growth for Salvador's. Pat is the President and has 12 years of food industry experience. The previous five years was as manager of a four store Tex-Mex restaurant chain. This provided Pat with incredible insight and industry knowledge that reinforced the idea to start a business from scratch. Ricardo brings Salvador's over six years of financial control experience that was gained as a CPA with Arthur Andersen. Salvador's management team, due to its seasoned strength will help Salvador's achieve the dream of being the premier Hispanic food manufacturer.

Salvador's has already reached profitability and forecasts \$59,000 in net profit in three years. The profit margin will reach 19.20% from sales of \$312,000. The financials within the plan further reinforce the exciting nature of this business.

Highlights



Executive Summary, example 4: Established business

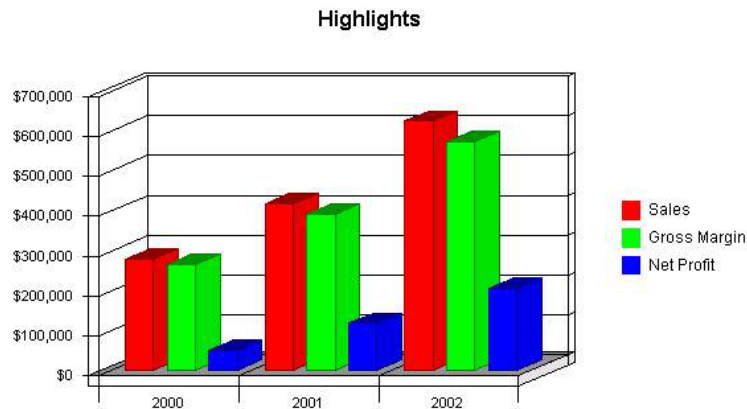


Concrete Fabricators is a company that provides services for concrete fabrication, utilizing formwork, laying foundations, concrete placement, and excavation. The company has worked on several projects in the Norman and Southwestern Oklahoma areas, and plans to bid on contracts for commercial concrete projects at all levels throughout the state.

The company plans to develop into the leading formwork-services provider for reinforced concrete in the state. This means always having the best and most efficient facilities, processes, and people. To achieve this, Concrete Fabricators will invest in ways that will pay off in competitive advantages for its customers, such as structural plan review, including pre-job conferencing upon request, equipment, and a full line of forming, reinforcing, and aftermarket products. The company has developed a client evaluation form to gather feedback from our clients. The ultimate goal is to meet these needs and better the company.

The biggest concern within the concrete work industry is the health and safety of its employees. Concrete Fabricators has made safety its number one concern; our employees and our customers expect to be safe on the job. The company has recognized the need to keep taking steps to develop a comprehensive infrastructure designed to make us not just a company with a safety policy, but a "safe company."

Concrete fabricators participates in the concrete work industry. This includes special trade contractors primarily engaged in concrete work, including portland cement and asphalt. Companies in this industry generated total annual sales of approximately \$21 million, with an average sales per establishment of \$.7 million. Establishments that are primarily engaged in manufacturing portland cement concrete generated sales of approximately \$19 million, with an average sales per establishment of \$6.5 million.



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