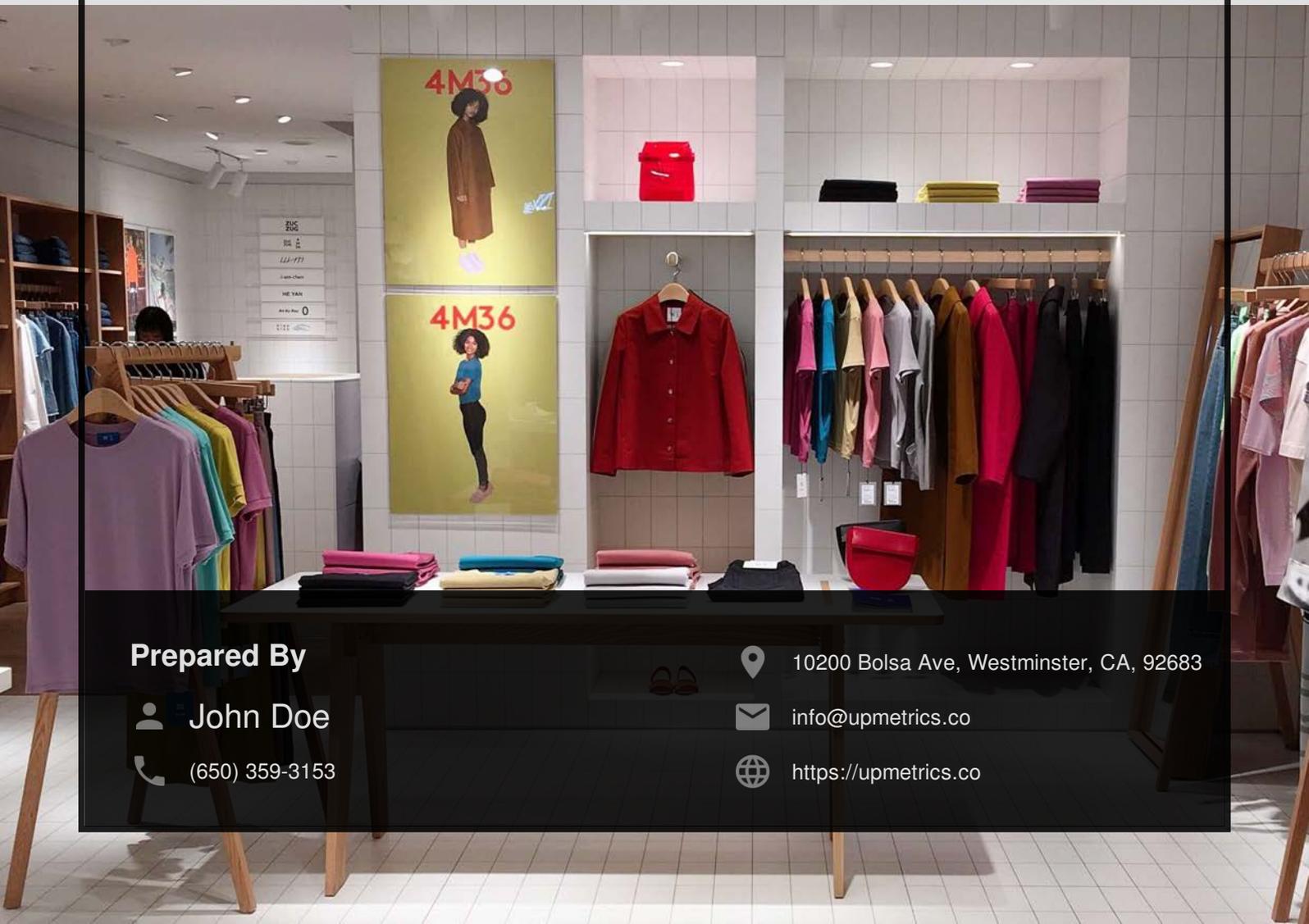




Blozom Boutique

# BUSINESS PLAN

A classic never goes out of style



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# 1.

## Executive Summary

Company Overview

Market Analysis

Strategy & Implementation

Financial Plan

Sources & Use of Funds

## Company Overview



TIP

Blozom Boutique is a start-up retail establishment that will sell fashionable clothing to women of the Baby Boom generation. We will locate Blozom Boutique in downtown Pleasantville, Florida, which is a popular retirement and tourist destination. While our initial goal is to open one boutique, expansion plans include potentially franchising our retail store and/or building a well-

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TIP

The fashion and retail industry tends to be overly youth-focused. However, by closely following generational fashion trends as well as our own customers' purchasing preferences, we will tailor our inventory to meet the specific needs of our clientele. We will solely focus on our styles, colors, and fits to flatter the lady Baby Boomer/Meeting the needs of her figure will be our specialty.

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## Products & Services

Start writing here...



TIP

Robin Mathews and Joanna Jensen are co-owners and will co-manage Blozom Boutique.

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## Management Team

Start writing here...



### ROBIN MATHEWS

Co-Founder & CEO [robin@example.com](mailto:robin@example.com)

Mathews has worked ten years in the retail industry, including four years as the manager of an antique furniture shop. She earned a BA degree in finance from Britannica College in Tampa, Florida.



## JOANNA JENSEN

Co-Founder- [Jensen@example.com](mailto:Jensen@example.com)

Jensen's experience lies in the fashion industry. She's worked with designers, wholesalers, and retailers for roughly 20 years. Jensen holds a BA in fashion merchandising from Colliers Fashion Institute in Miami, Florida.

## Market Analysis



TIP

The total sales reported in the U.S. retail industry in 2007 (including food service and automotive) exceeded \$4 trillion. There are roughly 75 million Baby Boomers, half of which are women. In Pleasantville, the current population is just fewer than 40,000. 54 percent of the total population is women who have a median age of 48. The median income is \$48,600. [To unlock help try Upmetrics!](#)

Start Writing here...

## Strategy & Implementation



TIP

Blozom Boutique recognizes the importance of marketing. And to that end, we plan to promote our retail business with an ambitious, targeted marketing campaign, which will include a grand opening event, local media coverage, print advertising, and a direct-mail campaign. Our goal is to keep our marketing budget to no more than 5% of our gross annual sales. [To unlock help try Upmetrics!](#)

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## Financial Plan

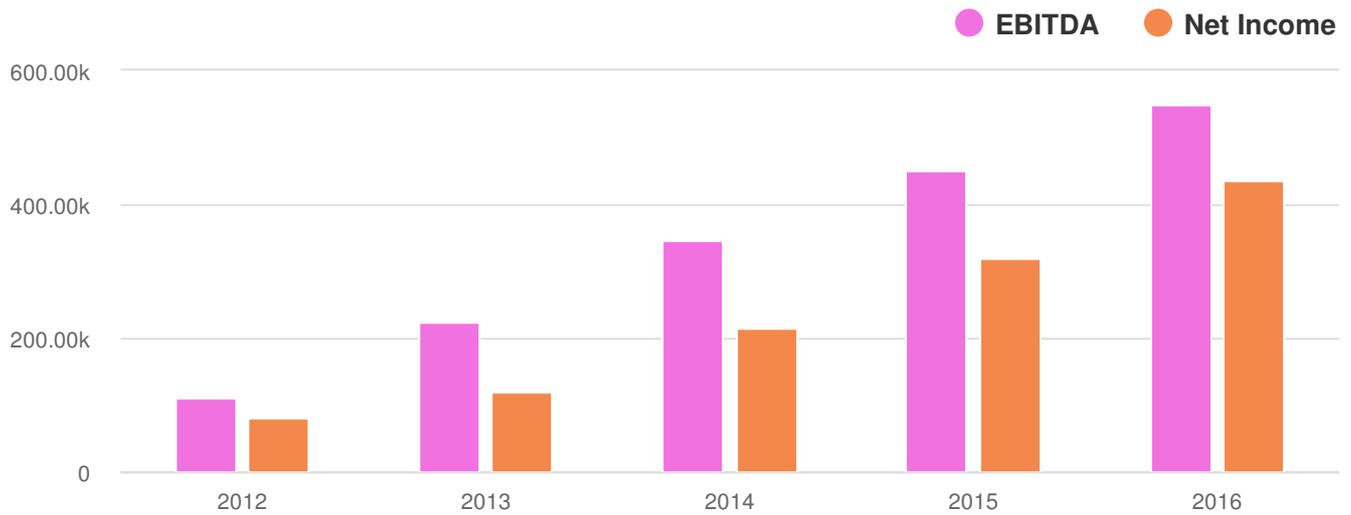


TIP

Our company will earn revenue from our customers' purchases of our products. Blozom Boutique's first-year income statement illustrates a profit margin of at least 52%, with a net income of \$44,075 per month – after taxes. Finally, we have determined our break-even point will equal no less than \$15,500 in total monthly sales. We project our annual profits to reach [To unlock help try Upmetrics!](#)

Start Writing here...

## EBITDA and Net Income



## Sources & Use of Funds



**TIP**

Blozom Boutique requires \$282,000 to launch successfully. We've already raised \$62,000 through personal investments and a small community grant. We are currently seeking additional funding from outside angel investors and business loans. Start-up funds will be used for renovations, inventory and operating expenses such as rent, utilities, and payroll.

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# 2.

## Company

Company & Industry

Legal Entity & Ownership

Company History To Date

Facilities

Key Assets

## Company & Industry



TIP

Blozom Boutique will be located in downtown Pleasantville, Florida. Our company is a retail establishment selling fashionable women's clothing to up-and-coming Baby Boomer retirees. Our business operates within the retail industry and is classified under NAICS code 448120 - women's clothing stores.

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## Legal Entity & Ownership



TIP

Blozom Boutique is a multi-member Limited Liability Corporation formally organized in Florida. Robin Mathews and Joanna Jensen are the company's principal owners. We hold equal shares of ownership in the company.

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Start Writing here...



**ROBIN MATHEWS**

*Co-Founder & CEO*

Mathews has worked ten years in the retail industry, including four years as the manager of an antique furniture shop. She earned a BA degree in finance from Britannica College in Tampa, Florida.



**JOANNA JENSEN**

*Co-Founder - [Joana@example.com](mailto:Joana@example.com)*

Jensen's experience lies in the fashion industry. She's worked with designers, wholesalers, and retailers for roughly 20 years. Jensen holds a BA in fashion merchandising from Colliers Fashion Institute in Miami, Florida.

## Company History To Date



TIP

The Company is a new business aimed at providing women of the Baby Boom generation stylish clothing options to buy and wear. As the company's founders and as Baby Boomers ourselves, we found that Florida's current boomer-wear market is missing the mark.

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## Facilities



TIP

Presently, Blozom Boutique does not have a bricks-and-mortar location. However, we have identified an ideal spot in the downtown district of Pleasantville. The gorgeous area includes numerous restaurants, an art gallery, a coffee shop, a candy store, and a picturesque park in the town square. We have signed a three-year lease for a 1,7

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## Key Assets



TIP

Our key assets are our co-owners, Robin Mathews and Joanna Jensen, who bring tremendous experience and relationships to this business.

Once we launch Blozom Boutique, our primary asset will be our brand, which will convey style, quality, and a great shopping experience.

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# 3.

## Products And Services

Products

Features & Benefits

Development

# Products

## Description



Blozom Boutique will sell a combination of widely recognized name brands as well as clothing lines from select fashion designers. We will closely follow generational fashion trends as well as our own customers' purchasing preferences. Moreover, we will tailor our inventory to meet the needs of our "boomer" clientele. Solely focusing on the styles, colors, and fits to flatter the female Baby Boomer's figure will be our specialty. While apparel, such as business clothing, casual wear, jeans, and formal wear will be our main staple, we will also offer some accessories such as belts, scarves, and hats.

We will earn profits by selling our merchandise. Our pricing structure will remain flexible, as we will implement suggested retail pricing on common brands as well as the standard practice of key stoning prices. Additionally, we will use a value-based pricing structure, which measures the value of our products to our customers such as easy access, quality, customer service, and styles flattering to our target consumer. We will implement end of season sales, holiday and overstock sales, multi-buy savings, and promotional coupons at strategic intervals.

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## List of products



**Tops (long sleeve and short sleeve)**



**Bottoms (pants, skirts, skorts, shorts)**



**Sleepwear**



Swimwear



Accessories



Shoes

## Features & Benefits



TIP

One key feature that separates Blozom Boutique from all other local boutiques and chain department stores in the area is our commitment to providing women of the Baby Boom generation stylish, quality clothing options. Because our primary concern will be ensuring our consumers are happy with the fit and style of their purchase, we will provide products tailored to

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## Development



TIP

As our company grows and our boutique earns a positive reputation, several opportunities will open to us. And we are considering some options already. Should we choose to remain a small local boutique, we will develop and grow our company by increasing existing clothing lines and expanding our selection to include additional products such as swimwear, lin

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*Start Writing here...*

# 4.

## Market Analysis

Target Customer

Market Size

Trends

SWOT Analysis

## Target Customer



TIP

Blozom Boutique is a business-to-consumer retail company. Female Baby Boomers are our clear target customers. However, we do realize that we will likely attract some younger women with our peripheral products (handbags, scarves, etc.). Moreover, we expect a portion of our products to catch on with the younger generations. It's important that we do not

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TIP

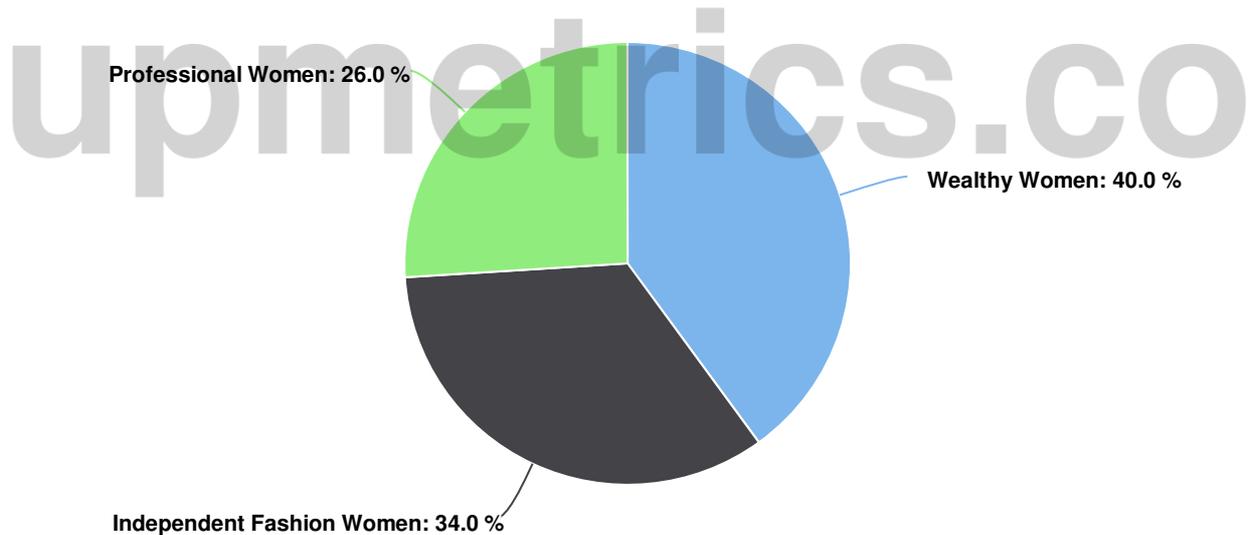
We will primarily target the following three customer segments:

1. **Wealthy Women:** The line will attract wealthy women looking to dress fashionably.

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## Customer Segmentation

Start writing here...



## Market Size



TIP

Pleasantville accommodates a robust retail market. While car dealerships, grocers, and home improvement retailers account for a sizable portion of the retail market, the main local shopping district is downtown. With tree-lined streets and quaint shops and restaurants, the downtown retail district is the social and shopping hub of the community. The current

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## Target Market

	Pleasantville
Total Female Population	40,000
Median Age	31%
<b>Target Population by age</b>	
Age 25 to 34	13.08%
Age 35 to 44	12.94%
<b>Target Population by Income</b>	
Income \$50,000 to \$74,999	18.03%
Income \$75,000 to \$99,999	12.97%
Income \$100,000 to \$124,999	8.65%
Income \$125,000 to \$149,999	5.40%
Income \$150,000 to \$199,999	5.12%
Income \$200,000 and Over	5.34%

## Trends



**TIP**

The retail fashion industry is a solid business with ever-changing styles and ever-present consumer demand. While supercenters and megastores ruled the past two decades, more and more consumers are looking for a change. They're searching for a more serene and customer-friendly shopping experience. This is true especially for those nearing

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## SWOT Analysis

## Strengths

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- Experience and understanding of the fashion industry.
- Unique shopping experience with exceptional customer service
- Great downtown location.
- Large and growing consumer base.

S

## Weaknesses

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- Untested market in Pleasantville.
- While market is large, it is a niche market (Baby Boomers).

W

## Opportunities

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- Outstanding shopping experience will lead to repeat business.
- Growing online clothing store Blozom Boutique.
- Establish a Blozom Boutique clothing line.

O

## Threats

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- Cost and effectiveness of marketing to women “Baby Boomers”.
- New retail shops that may or may not open in the future.

T

# 5.

## Competitive Analysis

Competition

Competitive Pricing

# Competition



TIP

In Pleasantville, there are no direct competitors offering our unique services or targeting Baby Boomers specifically. In the Downtown District, the shops most closely competing with Blozom Boutique are as follows:

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## Competitors



### EcoWise Boutique

EcoWise Boutique, which targets a younger demographic and specializes in natural fiber clothing. They also carry local art and jewelry.



### Caddy Corner Kids

Caddy Corner Kids, which targets parents shopping for children, specializes in children's clothing, accessories, and toys.



### Kati Kouture

Kati Kouture, which targets younger women, specializes in offering industrial chic clothing with "classic lines and a punk-gothic edge."



### Marjorie Joe's Fashion & Gifts

Marjorie Joe's Fashion & Gifts targets older women within our target demographic, but specializes in the more homemade, old-fashioned style clothing.



TIP

There is one super-store within a 60-mile radius of Pleasantville. The store is similar to Walmart in that it sells lesser quality items at a lower price. But there are two chain department stores. They sell men's, women's, and children's clothing along with home accents, electronics, and appliances. While familiarity is comforting, industry research indicates increasing frustration with the internet.

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## Competitive Advantage



### Consumer Demand for Unique Designs

Blozom will focus solely on unique clothing not available through mass market channels.



### Management

Our management team has years of fashion experience that allows us to sell to and serve customers in a much more sophisticated manner than our competitors.



### Relationships

Having been in the fashion community for years, [Founder's Name] knows all of the relevant players and media outlets. As such, it will be relatively easy for us to build branding and awareness of our store.



### Exclusive

To date, our primary competitive advantage is the absence of any store like ours in the Pleasantville area

## Competitive Pricing

	Chelsea	Helmut Lang	Haute Hippie
Sweaters	\$30-\$40	\$100-\$150	\$50-\$60
Pants/Jeans	\$60-\$80	\$150-\$200	\$60-\$75
Dresses	\$40-\$60	\$100-\$150	\$75-85
Tops	\$30-\$40	\$75-\$150	\$40-\$60

# 6.

## Strategy & Implementation

Philosophy

Internet Strategy

Marketing & Promotion Strategy

Sales Strategy

Strategic Alliances

Goals

Exit Strategy

## Philosophy



TIP

Our company's core business strategy is to combine exceptional and knowledgeable customer service with quality stylish merchandise. And in turn, we'll provide an enjoyable shopping experience for our customers. Blozom Boutique's mission is to offer women of the Baby Boom generation a wide selection of fashionable, figure-flattering clothing. O

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*Start Writing here...*

## Internet Strategy



TIP

As the Internet has become a staple of American life and retail merchandising, Blozom Boutique will build a website on which we will sell our products, too. We have secured the domain name BlozomBoutique.com and will begin site development using Shopify or Wix. These platforms allow us to create an online storefront quickly and will manage all aspects

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TIP

Blozom will utilize an existing client book and begin to capture email addresses at various events and directly through their website. Newsletters will be sent out at the beginning of each month and include updates about the collection, new postings on the company blog, behind the scenes materials, and other brand-related information.

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## Direct E-mail

*Start writing here...*



TIP

Blozom pricing will be appropriate for the high quality and level of service associated with the store. Pricing will be on par with Helmut Lang.

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## Pricing Strategy

*Start writing here...*

## Marketing & Promotion Strategy



**TIP**

We both have strong marketing backgrounds and recognize the significance of effective marketing. We expect our strategy to draw consumers into Blozom Boutique from the very beginning. Moreover, we will hire a local PR firm to help us develop and implement a strategic marketing plan and guide our publicity efforts in a cost-effective manner. Our marketing me

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**TIP**

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of Blozom.

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## Public Relations

*Start writing here...*



**TIP**

Blozom will initially advertise in newspapers and sponsor fashion and charity events in order to gain awareness.

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## Advertising

*Start writing here...*



**TIP**

Blozom will maintain a website and publish a monthly email newsletter to tell customers about new events, products, and more.

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## Ongoing Customer Communications

*Start writing here...*



**TIP**

Before opening the store, Blozom will organize pre-opening events to create buzz and awareness for Blozom.

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## Pre-Opening Events

Start writing here...



TIP

Fashion shows are generally events where a collection premieres, designer launches, and new runway trends are shown and are thus the most connected and widely attended events for the Company's targeted members.

The most well-known fashion show is the New York

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## Fashion Shows

Start writing here...

## Sales Strategy



TIP

Blozom Boutique plans to generate sales via strategic marketing efforts. These concentrated efforts will be targeting new and returning customers as well as single-visit tourist consumers. We will also implement a referral program for rewarding customers who refer new customers with discount coupons.

Following our grand opening, we will conduct a direct

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## Strategic Alliances



TIP

Blozom Boutique plans to join the Pleasantville Chamber of Commerce as well as the Pleasantville Downtown Merchants Association. These organizations are dedicated to promoting local businesses within our community and sponsor several events downtown each year. As a member of these organizations,

Blozom Boutique will gain exposure, make business

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## Goals



**TIP**

The following is a list of business goals and milestones we intend to accomplish in our first year of operations.

- Complete renovating, stocking, hiring, and initial marketing
- Host a successful grand-opening event.

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## Exit Strategy



**TIP**

The co-owners intend to launch and grow Blozom Boutique for many years into the future. In the event that our investors require repayment of their initial investments, plus a large return on their investments, we will seek a partner to buy out the investors' shares. Another alternative is a management buyout which will be agreed upon in advance.

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*Start Writing here...*

# 7.

## Operations Plan

Product Development

Operations

## Product Development



TIP

We are currently working with several apparel wholesalers, garment manufacturers, and two freelance fashion designers to assemble our inventory. We are also working with city economic-development officials to secure all required permits and occupational licensees. Once we secure financing, we will move ahead with the facade renovation, which we w

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## Operations



TIP

As a retail establishment, Blozom Boutique will conduct business seven days a week from 10 a.m. to 6 p.m. Monday through Thursday, from 10 a.m. to 8 p.m. Friday and Saturday, and 12 p.m. to 6 p.m. on Sunday. During the holiday seasons and during special events, we will extend store hours. At this point the retail store will take require approximately 2/3 of

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*Start Writing here...*



TIP

Blozom expects to achieve the following milestones in the following 6 months:

Date	Milestone
[Date 1]	Finalize lea

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## Milestones

*Start writing here...*

# 8.

## Management

Organizational Structure

Leadership

Staff Members

# Organizational Structure



TIP

As a small business, we will have a small staff. Both co-owners will assume leadership roles within the company and will be responsible for daily operations, overseeing marketing efforts, buying merchandise, and managing inventory, and all other administrative duties. A small sales staff will assist co-owners with securing sales, assisting customers, and

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# Leadership



TIP

Co-owners, Robin Mathews, and Joanna Jensen created this boutique business plan. Both will co-manage Blozom Boutique. However, daily responsibilities will differ.

Robin Mathews will manage the day-to-day operations

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Start Writing here...

# Staff Members



TIP

Blozom Boutique will employ a sales staff of 3 part-time employees. These positions are yet to be filled. However, we feel the labor pool is such that finding qualified employees will not be an issue. Our sales associates will be paid an hourly wage, plus commission. We will provide bonuses via sales incentives and conduct an annual review to encourage

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Start Writing here...



TIP

Robin Mathews will serve as the CEO. In order to launch, we need to hire the following personnel:

- Assistant Manager
- Designers

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# Hiring Plan

Start writing here...

# 9.

## Financial Plan

Fund Requirements

Use Of Funds

Income Statement Projections

Cash Flow Projections

Balance Sheet

Key Assumptions & Forecasts

## Fund Requirements



TIP

Blozom Boutique will need \$282,000 to get our business off the ground. We are currently seeking funding from outside investors and business loans.

At this time we have raised \$50,000 in equity capital and an additional \$12,000 for a specific-use grant. Both co-owners, Robin Mathe

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*Start Writing here...*

## Use Of Funds



TIP

We will use the funds we obtain from investment in this boutique business plan to pay for renovations, including the outside facade (to be paid for via PDRC grant), construction of fitting rooms, sales counter, painting, carpeting, lighting, decor, and display fixtures. We will also purchase inventory, a cash register, computer equipment, and an inventory management system. We will use the

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## Income Statement Projections

Based on our marketing plans, location, store size, and product offerings, we expect to collect annual sales of \$285,000 in year one, \$375,000 in year two and \$525,000 in year three.

Our average cost of goods sold will be 40%, which leaves us with a gross margin of 60%. Our minimum monthly fixed costs are \$15,500 per month, so we will need to generate sales of \$25,833 per month to break even. We will become profitable on a monthly basis before the end of our first year.

In our third year, we will earn a net income of \$105,000. The accompanying income statement demonstrates our company's profitability.

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenues</b>					
Product/Service A	\$151,200	\$333,396	\$367,569	\$405,245	\$446,783
Product/Service B	\$100,800	\$222,264	\$245,046	\$270,163	\$297,855
<b>Total Revenues</b>	<b>\$252,000</b>	<b>\$555,660</b>	<b>\$612,615</b>	<b>\$675,408</b>	<b>\$744,638</b>

	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses & Costs					
Cost of goods sold	\$57,960	\$122,245	\$122,523	\$128,328	\$134,035
Lease	\$60,000	\$61,500	\$63,038	\$64,613	\$66,229
Marketing	\$20,000	\$25,000	\$25,000	\$25,000	\$25,000
Salaries	\$133,890	\$204,030	\$224,943	\$236,190	\$248,000
Other Expenses	\$3,500	\$4,000	\$4,500	\$5,000	\$5,500
<b>Total Expenses &amp; Costs</b>	\$271,850	\$412,775	\$435,504	\$454,131	\$473,263
EBITDA	(\$19,850)	\$142,885	\$177,112	\$221,277	\$271,374
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
EBIT	(\$56,810)	\$105,925	\$140,152	\$184,317	\$234,414
Interest	\$23,621	\$20,668	\$17,716	\$14,763	\$11,810
EBT	(\$80,431)	\$85,257	\$122,436	\$169,554	\$222,604
Net Operating Loss	(\$80,431)	(\$80,431)	\$0	\$0	\$0
Income Tax Expense	\$0	\$1,689	\$42,853	\$59,344	\$77,911
<b>NET INCOME</b>	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693
<b>Net Profit Margin (%)</b>	-	15.00%	13.00%	16.30%	19.40%

## Cash Flow Projections

Our business will collect immediate payment from customers, so our cash flow statement will be substantially similar to our income statement. Our cash flow statement clearly demonstrates our ability to cover all bills.

	Year1	Year2	Year3	Year4	Year5
<b>CASH FLOW FROM OPERATIONS</b>					
Net Income (Loss)	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693

	Year1	Year2	Year3	Year4	Year5
Change in working capital	(\$11,340)	(\$1,625)	(\$2,350)	(\$2,133)	(\$2,409)
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
Net Cash Flow from Operations	(\$54,811)	\$118,902	\$114,193	\$145,037	\$179,244
<b>CASH FLOW FROM INVESTMENTS</b>					
Investment	(\$246,450)	\$0	\$0	\$0	\$0
Net Cash Flow from Investments	(\$246,450)	\$0	\$0	\$0	\$0
<b>CASH FLOW FROM FINANCING</b>					
Cash from equity	\$0	\$0	\$0	\$0	\$0
Cash from debt	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
Net Cash Flow from Financing	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
<b>SUMMARY</b>					
Net Cash Flow	\$16,710	\$73,478	\$68,769	\$99,613	\$133,819
Cash at Beginning of Period	\$0	\$16,710	\$90,188	\$158,957	\$258,570
<b>Cash at End of Period</b>	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389

## Balance Sheet

Blozom Boutique will launch with \$220,000 in equity capital and \$50,000 in loans. Credit amounts and supplier terms for inventory will appear in our balance sheet as short-term liabilities. We will not document jewelry consignments from vendors in our balance sheet and will expense these items as we sell them. Details are shown in our enclosed balance sheet.

	Year1	Year2	Year3	Year4	Year5
<b>ASSETS</b>					
Cash	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389
Accounts receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$21,000	\$23,153	\$25,526	\$28,142	\$31,027

	Year1	Year2	Year3	Year4	Year5
Total Current Assets	\$37,710	\$113,340	\$184,482	\$286,712	\$423,416
Fixed assets	\$246,450	\$246,450	\$246,450	\$246,450	\$246,450
Depreciation	\$36,960	\$73,920	\$110,880	\$147,840	\$184,800
<b>Net fixed assets</b>	\$209,490	\$172,530	\$135,570	\$98,610	\$61,650
<b>TOTAL ASSETS</b>	\$247,200	\$285,870	\$320,052	\$385,322	\$485,066
<b>LIABILITIES &amp; EQUITY</b>					
Debt	\$317,971	\$272,546	\$227,122	\$181,698	\$136,273
Accounts payable	\$9,660	\$10,187	\$10,210	\$10,694	\$11,170
<b>Total Liabilities</b>	\$327,631	\$282,733	\$237,332	\$192,391	\$147,443
Share Capital	\$0	\$0	\$0	\$0	\$0
Retained earnings	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
<b>Total Equity</b>	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
<b>TOTAL LIABILITIES &amp; EQUITY</b>	\$247,200	\$285,870	\$320,052	\$385,322	\$485,0

## Key Assumptions & Forecasts

We base our projections on the assumption that the economy, consumer spending habits and population growth in Pleasant ville will continue for the foreseeable future.

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years.

	Retail Price	% of Collection	Wholesale Price	Cost of Production
Jackets	\$227.00	17%	\$117.98	\$58.93
Dresses	\$220.00	22%	\$114.23	\$54.92
Tops	\$134.00	31%	\$68.43	\$36.23

	<b>Retail Price</b>	<b>% of Collection</b>	<b>Wholesale Price</b>	<b>Cost of Production</b>
Bottoms	\$167.00	25%	\$86.88	\$48.45
Scarves	\$78.00	3%	\$39.53	\$24.03
Accessories	\$75.00	3%	\$38.25	\$24.75

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