



Loan Proposal
September 29th, 2014



EXECUTIVE SUMMARY

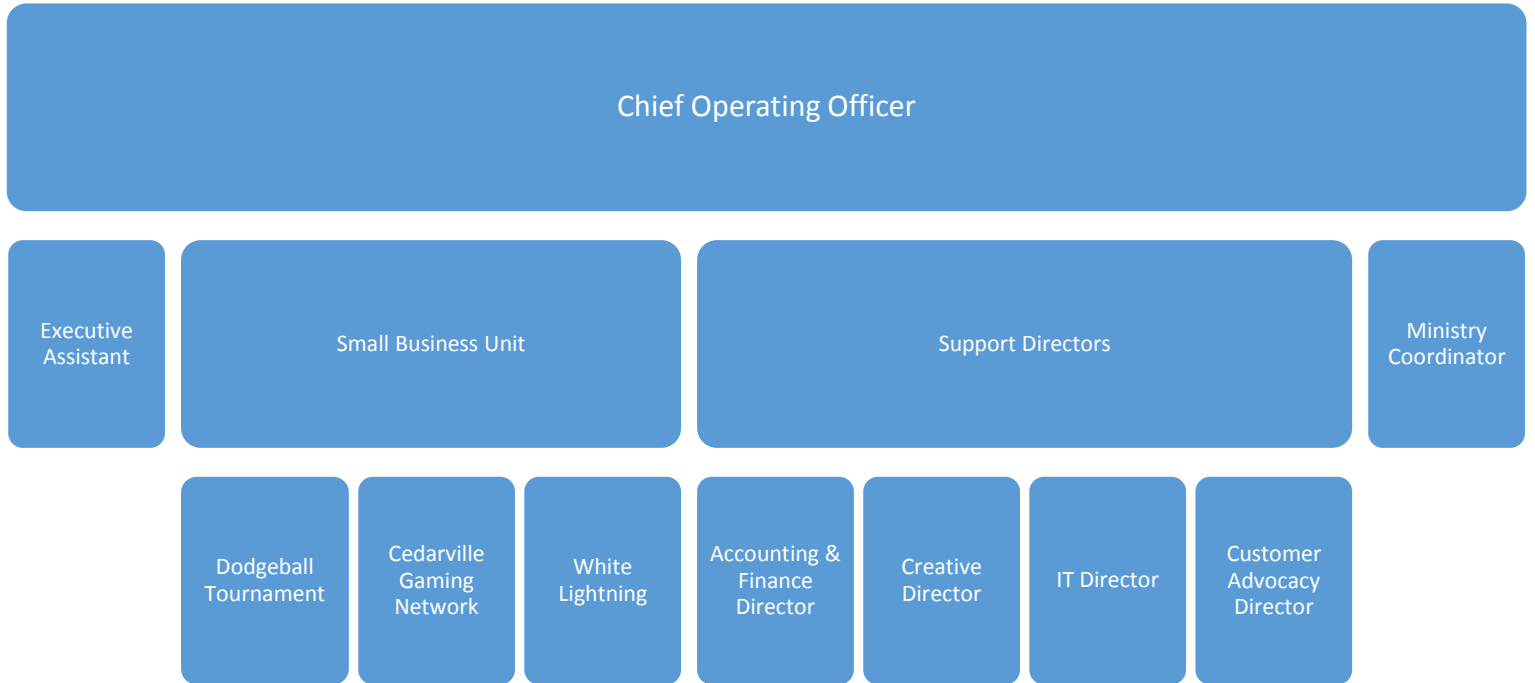
INC. is a division of the Integrated Business Core (IBC) in the School of Business at Cedarville University. As a company, we are 24 members strong; consisting of Accounting, Finance, Management, and Marketing majors. With a company half the size of previous companies, INC. seeks to maximize its human capital through a new structural organization. The horizontal leadership structure that will be implemented empowers the individual Small Business Unit's (SBU) to act more independently and efficiently; resulting in faster decision making and maximization of resources.

As a company, we seek to provide two events and one product that have been proficiently tested among their target market. Each event and product has proved market need, feasibility and profitability; thus, establishing a sustainable business to serve the Cedarville students, faculty, staff, and alumni.

MISSION STATEMENT

INC. exists to inspire community through campus wide events and unique product offerings; incorporating you with the Cedarville faculty, students, and alumni through fun and fellowship.

ORGANIZATIONAL STRUCTURE



SUPPORT STRUCTURE

INC. is comprised of three individual Small Business Units (SBUs). The Small Business Units are the driving forces of the company. Each SBU is guided by a President and internally supported through Accounting & Finance, Marketing, Logistics and other departments as sought by each individual SBU.

Assisting the SBU's in daily operations are 4 support departments; Finance & Accounting, Information Technology, Creative, and Customer Advocacy. These supporting departments provide insight and solutions to each individual business as requested. Support department Accounting and Finance is also responsible for compiling and organizing all SBU financials into one financial structure of INC. as a whole.

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EVENTS

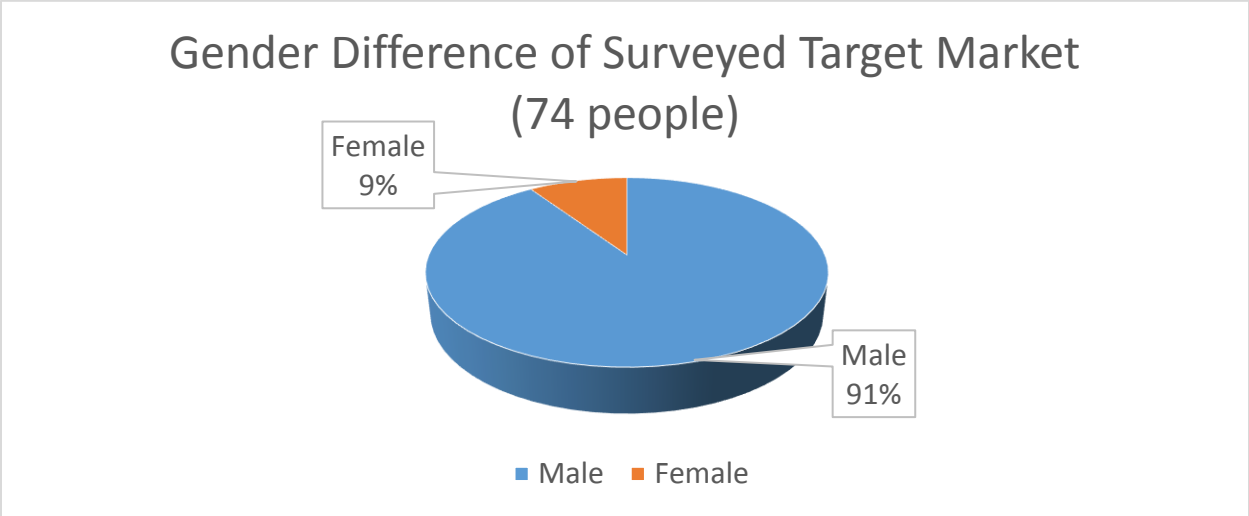
CEDARVILLE GAMING NETWORK

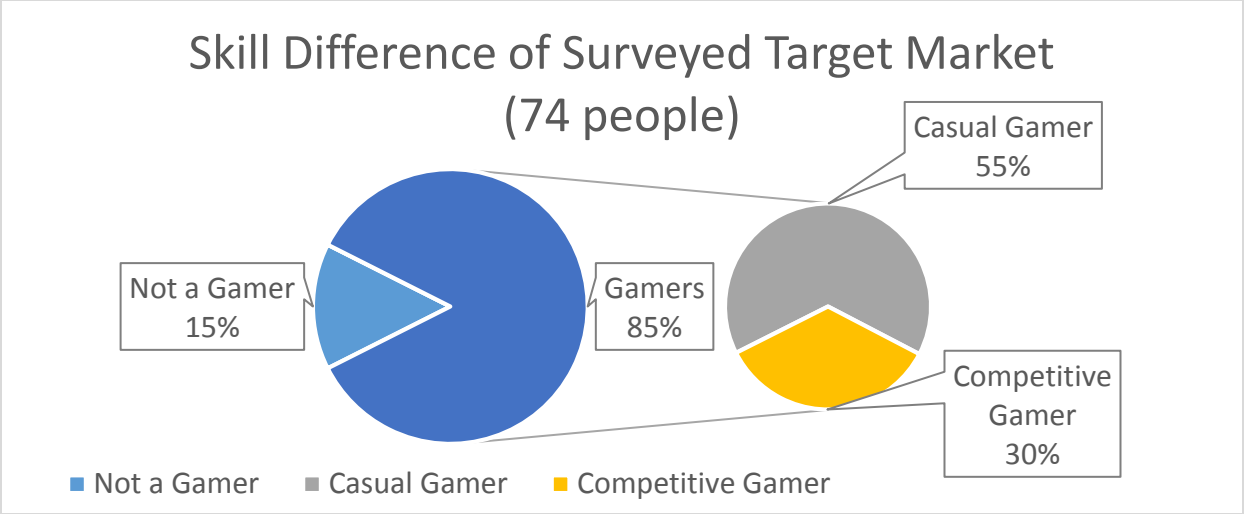
Product Overview

Cedarville Gaming Network is a service that will host two gaming-themed events that will focus on incorporating the gaming community on campus in a way that builds a strong community.

Concept Test Results

The concept testing for this idea returned with positive results. Many people said they would be very interested in our events and look forward to see what we have in store for them. Our survey focused on discovering what kinds of people our target market is comprised of, and discovering how appealing our events would be to these people.





Average Ratings for Smash Tournament

Based on a Scale from 1-10

- How Appealing:7.3
- Attending at \$7:5.3
- Casual/Viewing Games at \$1:.....6.7

Average Ratings for 90’s Game Night

Based on Scale from 1-10

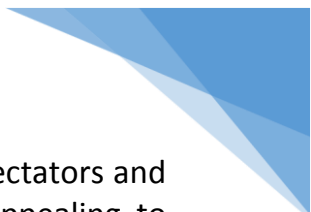
- How Appealing:7.2
- Attending at \$7:5.3

Product Description

This service would be a series of two gaming-themed events, a Super Smash Bros Tournament and a 90’s themed Game Night, that would bring gamers across Cedarville and the surrounding area together, as well as invite anyone who is not as experienced in gaming to come out for a fun night. Tickets to each event would cost \$7 and be held in the Event Rooms. These events would both build community within local gamers and bring competitive gamers together to pit their skills against one another.

Event 1: Super Smash Bros: Melee Tournament

This tournament will be focused around the game “Super Smash Bros: Melee”. This game is a competitive fighting game that pits characters from other game franchises against one another, with the objective being to knock your opponents out of the area of play. We have chosen this game because it has a deep level of strategy, but is still very accessible for those who are not as familiar with it. Contestants will sign up in advance and pay an entrance fee upon registration. Spectators would be allowed to



come and go free of charge, and there will also be stations set up where spectators and eliminated contestants could play in a more casual environment, thus appealing to those who do not like the more competitive environment.

Event 2: 90's Game Night

This event would be a more casual style game-night. Attendees would pay an entrance fee, and then have access to multiple stations where they could play racing games, sports games, dancing games, and more, all of which will have a focus on promoting friendly competition and community. All of the decorations would be a blast from the 90's, including music, how the staff are dressed, and more.

Supplier Information

We will be looking to borrow as much of the equipment as possible in order to minimize costs. We will have written contracts with the lenders to cover liabilities and may include compensation (i.e. free admission to events) for loans.

We have researched vendors selling used consoles, controllers, and games on Amazon.com and pulled the numbers for the cost of our needed equipment. We found that the numbers would not change significantly from the preliminary search to when we would order the equipment.

One benefit to purchasing the goods used from online sources is that we can resell the units for a remarkably similar price. We then expect to retrieve approximately 85% of the cost for equipment.

Process Flow Chart



Strategic Focus Plan

Marketing Missions Statement

The mission of Cedarville Gaming Network is to market to Cedarville University students, with a chance to compete in a Smash Brothers tournament or free-for-all game night.

Goals

- We desire to have 165 participants in our two events.
- We desire to incentivize people to return to our second event.


Core Competency:

Cedarville Gaming Network seeks to...

Help build a better community between gamers on campus.

Situation analysis

- SWOT Analysis
 - Threats

- 
- If people don't enjoy the first event, they won't come back for the second event.
 - People may not feel that they had the opportunity to play enough games to make the event worth their time and money
 - Opportunities
 - By bringing back an older game, we are appealing to a nostalgia that a lot more people have than if we picked a newer game.
 - If our first event goes well, it should increase the need/want for our second event.
 - Weaknesses
 - If we fail to appeal to our target market there is only small interest in other areas.
 - We are appealing to only a certain small group of people.
 - Strengths
 - Our target market in the immediate area.
 - Our target market is very supportive of these types of events.

Customer Analysis

Target Market:

Cedarville University students from the surrounding area are the main target audience.

Customer Value Proposition:

Our goal is to give our customers a feeling of nostalgia in a more competitive environment.

Points of Difference

- There are no local gaming tournaments or events around here.
 - We can use Cedarville Facebook gaming groups to reach people that others can't.
 - We will offer a chance for businesses to advertise to a market they cannot reach on their own.

Marketing Program

- Product Strategy
 - We are offering the opportunity for students to compete with each other and to find a mutual interest based off of games.

- Price Strategy
 - The \$7 charge for participating has no competition because we are the only type of business offering this type of opportunity. This price will also allow us to easily reach a breakeven point of 16 participants if we resell our equipment. This resale value will possibly cover the small selling cost. In the unlikely event that resale is not an option, our breakeven point will be 105 ticket sales.
- Promotion Strategy
 - We will be using word of mouth to spread word about the events and to build support behind them. We will also be strategically placing posters around campus and will create a video to show in chapel to help advertise these events.

Operation Plan

Ownership and Management

President:	Jonathan Shumaker
Accounting and Finance:	Laura Krizo
Marketing:	Zachary Case
Operations:	Jonathan Gurge
Logistics and Marketing:	Mark Wynalda

Evaluation and Control

We will know that CGN’s marketing has been successful for the first event depending on how many presale tickets are sold and what the turnout is, and for the second event, the overall turnout, and the retention rate between the two events.

We will be able to obtain this information by monitoring the ticket sales and online registration.

Financial Overview

Sales Projections

Sales Projections (In Units)			
	Smash Tournament	90's Night	Total
Unit Sales	90	75	165
Price per unit	\$ 7	\$ 7	-
Total Sales	\$ 630	\$ 525	\$ 1,155

Income Projections

Net income projections		
Sales	\$	1,155
Less: Cost of goods sold	\$	-
Gross Profit		\$ 1,155
Operating expenses		
Marketing expense	\$	220
Supplies Expense	\$	526
Less Resale of Equipment	\$	447
Miscellaneous Expense	\$	50
Transaction Fee		
IBC Reserve	\$	58
Total operating expenses		\$ 407
Operating Income		\$ 748
Interest Expense		\$ 4
Net Income		\$ 744

Break Even Analysis

Finances			
Cedarville Gaming Network			
Breakeven Analysis		Expenses	
Price Per Unit	\$ 7	Product Cost	N/A
Projected Units Sold	165	IBC Reserve (5%)	\$ 58
		Sales Tax (6.75%)	N/A
Projected Revenue	\$ 1,155		
		Total Variable Cost	\$ 58
# Units to Breakeven	49	Total Fixed Cost	\$ 349
		Loan Interest	\$ 4
Projected Net Income	\$ 744	Total Expenses	\$ 411
Type: Event			

Projected Cash Budget

	Present - Sep. 29	Event 1 - October 1 - 25	Event 2 with Resale of Eq.- Nov. 22 - 30	Summary
Cash Receipts				
Projected Sales	\$ -	\$ 630	\$ 525	\$ 1,155
Loan Disbursement	\$ 825	\$ -	\$ -	\$ 825
Resale of Equipment	\$ -	\$ -	\$ 447	\$ 447
<i>Total Cash Receipts</i>	\$ 825	\$ 630	\$ 525	\$ 2,427
Cash Payments				
Marketing Expense	\$ -	\$ 178	\$ 43	\$ 220
Supplies Expense	\$ -	\$ 526	\$ -	\$ 526
Miscellaneous Expense	\$ -	\$ 50	\$ -	\$ 50
Transaction Fee	\$ -	\$ -	\$ -	\$ -
IBC Reserve	\$ -	\$ -	\$ 58	\$ 58
Loan Repayment	\$ -	\$ 413	\$ 413	\$ 825
Interest Expense	\$ -			\$ 4
<i>Total Cash Payments</i>	\$ -	\$ 1,166	\$ 513	\$ 1,683
Cash Increase (Decrease)				\$ (81)
Beginning Cash Balance				\$ 825
Ending Cash Balance				\$ 744

Loan Amount

Loan Request		
Marketing Expense	\$ 220	
Supplies Expense	\$ 526	
Miscellaneous Expense	\$ 50	
Total Expenses		\$ 796
Loan Amount Requested		\$ 825

Internal Controls

Because our sales will be primarily online and on the day of the event, internal controls will not be difficult. For sales that are made during the online registrations for our events, we will provide a direct deposit into our account. For sales that are made on the day of the events, we will have a cash box for collecting the sales that will be under the control of two INC. members. After all sales are collected, two members of our staff will count the money in the cash box, fill out any necessary forms, and deliver the cash directly to the cashier's office.



Contingency Plan

Should circumstances be less favorable than anticipated, our risk would be hedged by both the lower costs associated with equipment that is lent, and the possibility to recoup costs through reselling the purchased equipment. In addition, we could put together a smaller event to raise additional revenue, due to the fact that all the equipment would have already been purchased, and additional costs would be minimal.

Written Contracts

Student Life has approved both the dates for the events, as well as the list of games that are planned to be featured in both events. For any equipment that is lent to us, there will be written contracts signed by both ourselves and the lending parties that will state that we are not responsible for normal wear and tear on the equipment borrowed. There are also possibilities of other parties agreeing to sponsorship deals that would partly cover the costs associated with the two events in exchange for promotion of those parties.

THE HUNGER GAMES DODGEBALL REBELLION

Our Mission:

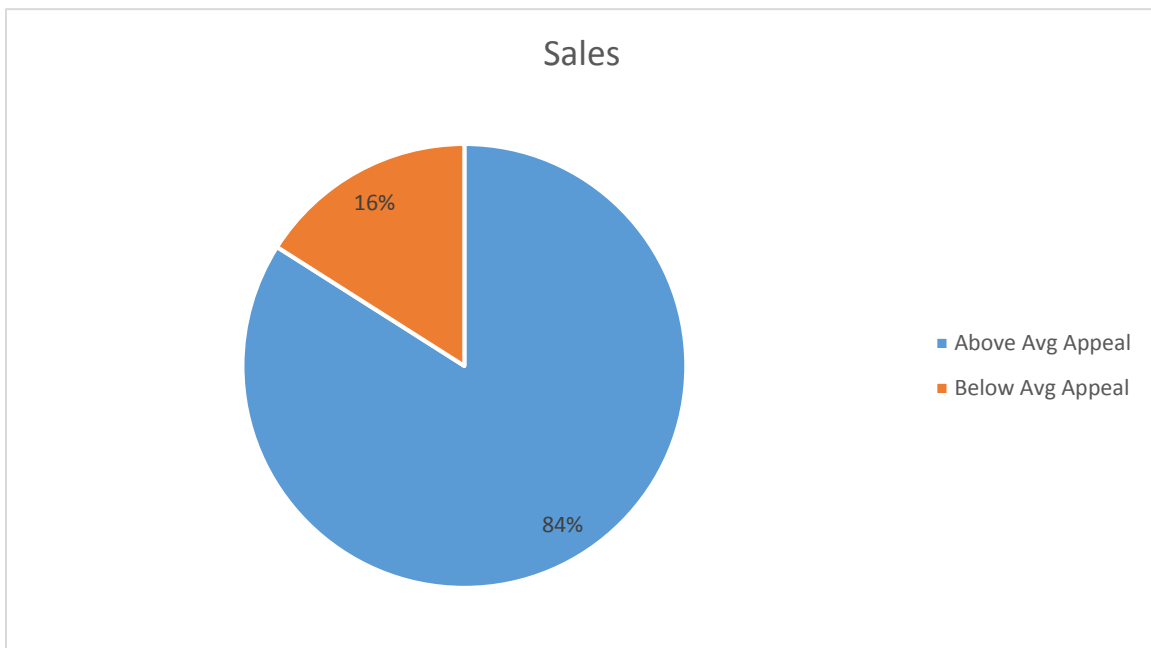
Hunger Games Dodgeball Rebellion exists to build intentional community by bringing students together in a fun, competitive atmosphere through a dodgeball tournament.

Product overview

The Hunger Games Dodgeball Rebellion is a Hunger Games themed dodgeball event for Cedarville University students and CU Friday visitors to participate in a night filled with dodgeball, other games, and food. It will be held on Friday, November 14 from 11p.m through 2 a.m.

Concept Test results

To thoroughly examine our target market, we concept tested 100 students on campus. Our results revealed that students find our service very appealing (7.3 out of 10) and that there are no activities like it available to them on campus (6.4 out of 10). Our results also indicated that students would gladly recommend the dodgeball tournament to a friend (7.4 out of 10), and would attend this event annually if it were offered (7.0 out of 10). On average, students said they would be willing to pay \$8.00 to attend this event.



Product Description

The Hunger Games Dodgeball Rebellion will be a late-night event where tributes, dressed in Hunger Games garb, will be pitted against each other in a survival of the fittest dodgeball tournament. For those awaiting their round, nine-square-in-the-air, wallyball, and corn hole will be provided. Food will also be provided. The event will take place on a Friday night in the Doden Field House at Cedarville University. The event will begin at 11pm and end at 2am. Students attending will receive a curfew extension. Ticket price is \$10.00.

Supplier Information

- Posters and flyers will be produced at Cedarville University's print services
- Dodge balls will be provided by Cedarville University's Campus Recreation
- Corn hole and 9 square in the air will be donated by First Baptist Church of Glen Este
- Sound equipment will be provided by Cedarville University's Production Services
- Food will be purchased from Little Caesars Pizza and Sam's Club

Time Line





Marketing Strategy

The Hunger Games Dodgeball Rebellion will include graphic design posters, the SGA website, a chapel video, and a poster and social media campaign. We seek to employ society's mass advertising of the third Hunger Games movie as a platform to sell our event to students. The current popularity of the Hunger Games, combined with our marketing tools, will convince students that this event is a one-of-a-kind entertainment experience.

Strategic Focus Plan

Marketing Missions Statement

The purpose of our marketing is to increase awareness of how this event satisfies the needs of the student body. As evidenced in our concept testing, students said they desired an event that would foster community, provide an outlet for intense competition, and introduce a fun weekend activity in a convenient location.

Goals

Our marketing goals are to ensure that every student on campus is aware of The Hunger Games Tournament. We will create excitement leading up to the event to raise knowledge of and anticipation for the event. Our goal is to have 400 attendees at the Dodgeball Rebellion.

Core Competency

The Hunger Games Dodgeball Rebellion seeks to tap into the fun-loving, social, and trendy culture of Cedarville students. We will accomplish this through providing an exciting event that people will attend and enjoy based on its convenient location, popular theme, and thrilling environment.

Situation Analysis

- SWOT Analysis
 - Threats
 - Dorm St. Clair vs. McChesney dodgeball tournament
 - ALT Nights
 - Other athletic events
 - Opportunities
 - Relatively low price
 - Field House is in close proximity to dorms
 - It will be on a CU Friday so we will be able to market to prospective students
 - Weaknesses
 - Won't be that appealing to off-campus students

- Large event with limited amount of people running it
- Strengths
 - Hunger Games third film will be coming out the week after the event
 - Appeals to both male and female students

Customer Analysis

Our primary target consists of Cedarville and CU Friday prospective students. We will be marketing ourselves as a fun, action-filled event. As Cedarville students, we see there is a lack of events on campus; our event will fulfill this need.

Marketing Program

- Price Strategy
 - According to our 100 surveys, \$10 is a reasonable price for low budget college students. This price will not act as a barrier to students from participating in the event and give us an easy-to-reach breakeven point.
- Promotion Strategy
 - Flyers to CU Friday students
 - Video in Cedarville Chapel
 - Posters around campus
 - Facebook event page
 - Email campaign to intramural dodgeball players

Financial Strategy

Sales Projections

Sales Projection				
	Early Registration	Late Registration	Tournament Day	Total
Unit Sales	320	60	20	400
Price per unit	\$ 10	\$ 12	\$ 12	
Total Sales	\$ 3,200	\$ 720	\$ 240	\$ 4,160

Income Projections

Net Income Projections		
Revenue		
Sales	\$	4,160
Less: Cost of Goods Sold	\$	-
Gross Profit		\$ 4,160
Operating Expenses		
Marketing Expense		\$ 200
Food Expense		
100 pizza for \$5	\$	500
500 Chips	\$	120
Lemonade	\$	60
Plates, Napkins, Cups	\$	80
Total Food Expense		\$ 760
Supplies Expense		
Decorations	\$	500
Movie Ticket Prices	\$	80
Wrist-bands	\$	35
Total Supplies Expense		\$ 615
Miscellaneous Expense		
Security		\$ 250
Credit Card Transaction Fee		\$ 52
IBC Reserve		\$ 208
Total Operating Expense		\$ 2,085
Operating Income		\$ 2,075
Other Expense		
Interest Expense		\$ 5
Net Income		\$ 2,070

Projected Cash Budget

Hunger Games Dodgeball Rebellion						
Projected Cash Budget						
For the Period Ended December 8, 2014						
			Early Registration:	Late Registration:	Tournament Day:	Summary
	Present- Oct 1	10/15/2014	10/27/2014	11/7/2014	11/14/2014	
Cash Receipts						
Projected Sales	\$ -	\$ -	\$ 3,200	\$ 720	\$ 240	\$ 4,160
Loan Disbursement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Total Cash Receipts</i>	\$ -	\$ -	\$ 3,200	\$ 720	\$ 240	\$ 4,160
Cash Payments						
Cost of Goods Sold						
Marketing Expense	\$ 25	\$ 25	\$ 150	\$ -	\$ -	\$ 200
Supplies Expense						
Food	\$ -	\$ -	\$ -	\$ -	\$ 760	\$ 760
Decorations	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 500
Movie Ticket Prices	\$ -	\$ -	\$ -	\$ -	\$ 80	\$ 80
Wrist-bands	\$ -	\$ -	\$ -	\$ -	\$ 35	\$ 35
Miscellaneous Expense	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Credit Card Transaction Fee	\$ -	\$ -	\$ -	\$ -	\$ 52	\$ 52
IBC Reserve	\$ -	\$ -	\$ -	\$ -	\$ 208	\$ 208
Loan Interest Expense	\$ -	\$ -	\$ -	\$ -	\$ 5	\$ 5
Loan Repayment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Total Cash Payments</i>	\$ 25	\$ 25	\$ 150	\$ -	\$ 1,890	\$ 2,090
Cash Increase	\$ (25)	\$ (25)	\$ 3,050	\$ 720	\$ (1,650)	\$ 2,070
Beginning Cash Balance	\$ -	\$ (25)	\$ (50)	\$ 3,000	\$ 3,720	\$ -
Ending Cash Balance	\$ (25)	\$ (50)	\$ 3,000	\$ 3,720	\$ 2,070	\$ 2,070

Break Even Analysis

Finances			
Hunger Games Dodgeball Rebellion			
Breakeven Analysis		Expenses	
Price Per Unit	\$ 10	Product Cost	N/A
Projected Units Sold	400	IBC Reserve (5%)	\$ 208
		Sales Tax (6.75%)	N/A
		*Credit Card Expense (2.5%)	\$ 52
Projected Revenue	\$ 4,160		
		Total Variable Cost	\$ 260
# Units to Breakeven	187	Total Fixed Cost	\$ 1,825
		Loan Interest	\$ 5
Projected Net Income	\$ 2,070	Total Expenses	\$ 2,090
Type: Event		*Credit card sales account for 50% of total sales	

Loan Amount

Hunger Games Dodgeball Rebellion		
Loan Amount		
Start Up Cost		
Marketing Expense		\$ 200
Supplies Expense		
Decorations	\$ 500	
Movie Ticket Prices	\$ 80	
Tickets	\$ 35	
Total Supplies Expense		\$ 615
Miscellaneous Expense		
Security		\$ 250
Total Loan Amount Requested		\$ 1,065



IT Strategy

We will provide an online registration process through Cedarville University for teams and individuals. Customers will have the option to pay with credit and debit.

Operating Plan

Ownership and Management

Co-Presidents:	David Miller & Jessica Evanoff
Accounting & Finance:	Katie Daniels & Jordan Adams
Marketing:	David Green & Scott Kneeland
Sales & Customer Service:	Deborah Obielodan
Tournament Director:	Andrew Cutting

Contingency Plan

- In the case of an injury due to the contact nature of dodgeball, we will have medical personnel on hand for emergency purposes.
- To monitor the event, we will employ Cedarville University's Production Services and Field House staff.
- Teams that have registered and paid for the tournament could cancel and demand refunds. We will not be offering refunds.

PRODUCTS

WHITE LIGHTNING

Our Mission:

White Lightning exists to unify Cedarville University's student body, its faculty members, and other supporters of the university through tangible goods; specifically products that are humor-oriented.

Product Overview

"Throwback" t-shirts with Dr. White's personal White Lightning logo will be offered for \$10 each. The shirts will have "Thomas White's American Karate Academy" printed on the back (this is the name of Dr. White's old karate training academy).

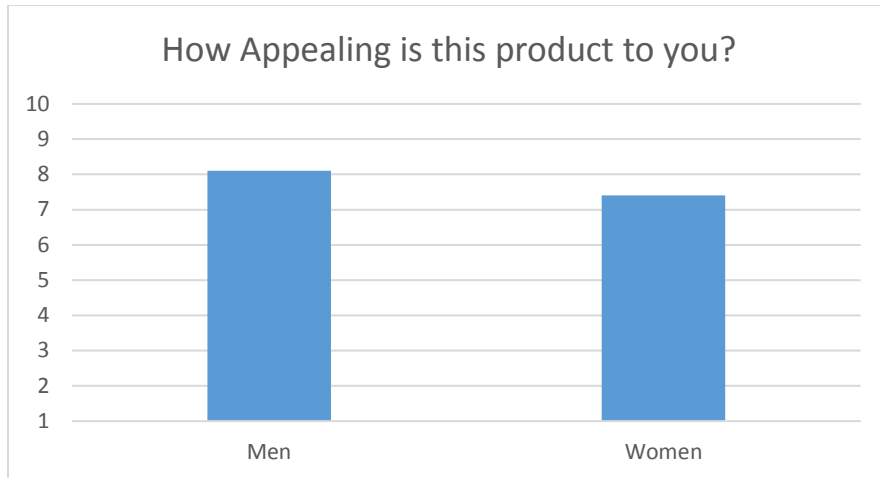
Travel coffee mugs will be offered for \$7. They will have a caricature of Dr. White with his arms crossed printed on them, as well as the words "Like a Boss."

Navy blue gloves with the Cedarville University Yellow Jacket printed on them will be offered to students, alumni, faculty, and staff for \$8 a pair. The gloves are stretch-fit, come in all sizes (male and female), and allow touch-screen use without removing the glove.

Concept Test Results

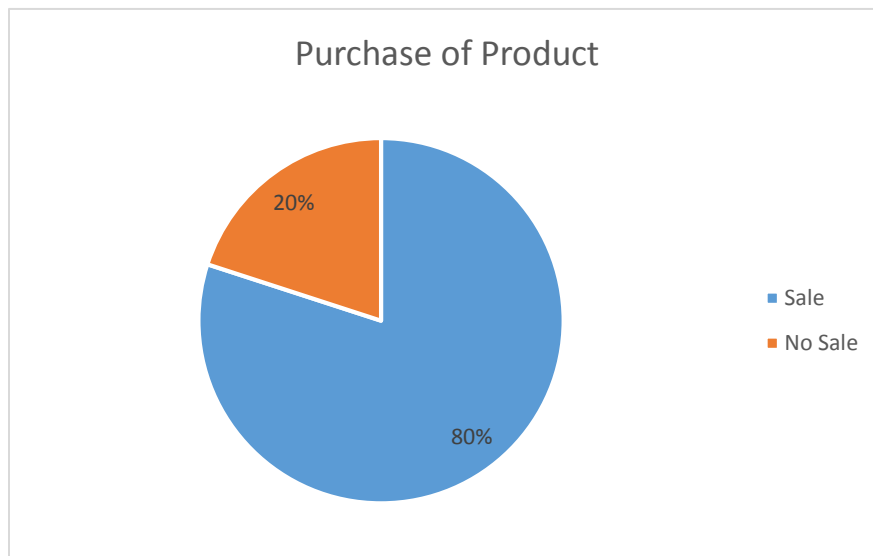
Our concept tests have provided us with very specific information on our target markets and multiple other facets of our approach to successful business.

- "Throwback" t-shirts
 - Our surveys have revealed that male Cedarville University students are very likely to purchase this product for \$10 or less.
 - On a scale of 1-10, male students averaged 8.1 for the question, "How appealing do you find this product?"
 - Overall (female students included), this same question averaged 7.4.



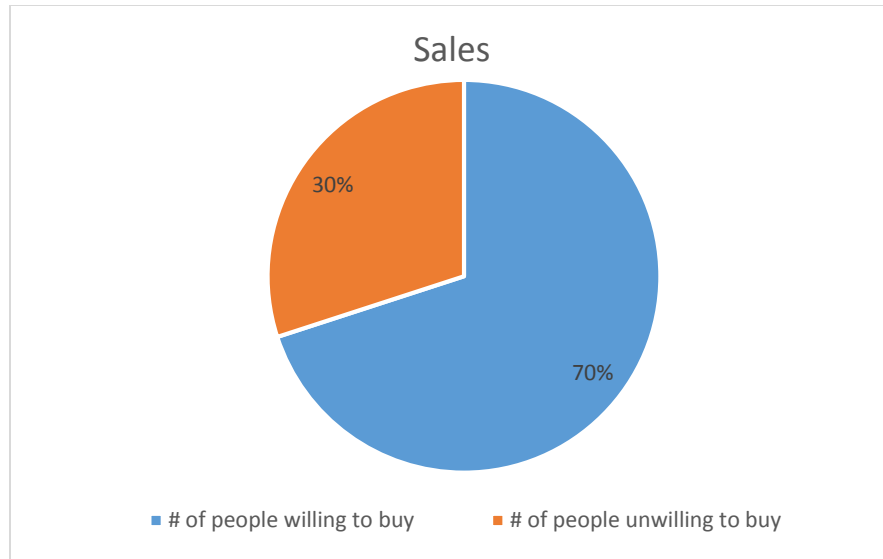
- Travel Coffee Mugs

- Our surveys have revealed that male and female Cedarville University students found this product to be very appealing.
- On average (derived from our total survey results), 8 out of 10 students desire to make a trial purchase of this product.



- Gloves

- Our surveys have revealed that both male and female Cedarville University students found this product to be very appealing.
- On average (derived from our total survey results), 7 out of 10 students desire to make a trial purchase of this product.

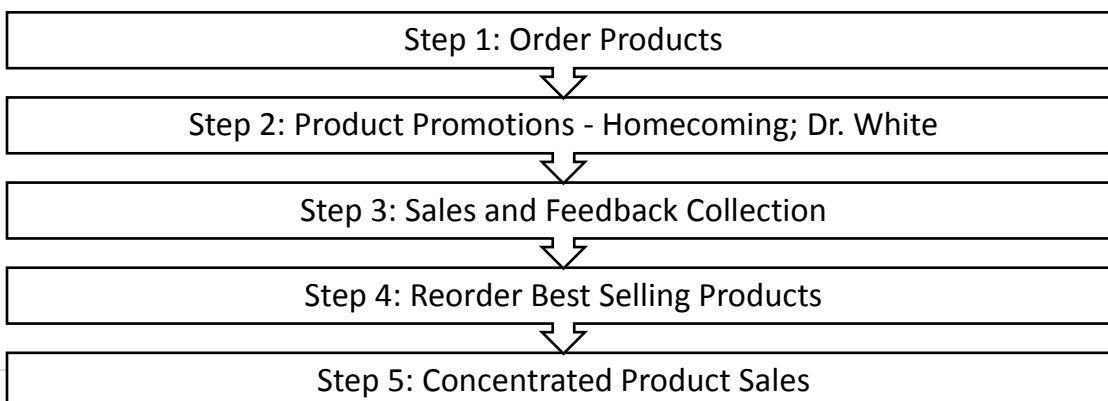


Process/Flow Chart

a. Timeline

- September 29: Loan Proposal Presentation
- September 30: Order T-Shirts and Mugs
- October 3, 4, 5: Sell Gloves at Homecoming
- October 4: Set up meeting with Advancement Services to pursue order
- October 6: Reorder Gloves
- October 6: Meet with Dr. White – product sell
- October 13: Dr. White sell in chapel
- October 13: Begin Sale of T-Shirts, Mugs, and Gloves in Lower SSC
- October 15: Meeting with Advancement Services – take products
- October 15: Order Dodgeball Event Collateral
- November 3: Take stock of Inventory – reorder best sellers
- November 14: Sell Dodgeball Tournament Products at Event
- December 8: Final company/SBU presentations

b. Flowchart





Marketing Strategy:

The white lightning product line will be marketed using a variety of marketing tools available to students at Cedarville University. Personal selling, in the form of word of mouth, and a table in the student center will be the main strategy. We will supplement this with print advertising, in the form of posters and flyers, and digital advertising on the Cedarville website. In addition to traditional marketing tools, our product line will be enhanced with the personal support of Dr. White.

Strategic Focus Plan:

Marketing Mission Statements

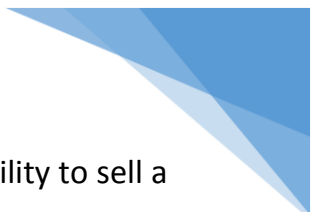
Our Mission is to incorporate the Cedarville community with Dr. White. Through our products, we hope to build a closer relationship between the students and their president.

Goals

Our goal is to create a better relationship between people, whether that be the students and Dr. White, or between other students and faculty. We also seek to meet the needs of our target market, and the products that they desire, and that will help them build a relationship.

Situation Analysis:

- SWOT Analysis
 - Threats:
 - Our products are humor based, and not everybody has the same sense of humor, so we could possibly turn people off. Another threat is that students are offered a lot of similar products throughout their time as a student.
 - Opportunities:
 - We have the opportunity to create an incredible culture and relationship between Dr. White and the student body. We also have a great opportunity to increase the business program, and our company's reputation in the eyes of Cedarville University Administration. Through that, we have an opportunity to bring a unique and fun product to Cedarville University students.
 - Weakness:
 - We don't have a precedent for how much inventory to hold, or not hold. Because of this, we could be put in a situation where we have too much, or not enough inventory. In addition, our main outlets



are personal selling on campus, which could limit our ability to sell a lot of products.

- Strengths:
 - Our product line has a strong connection to Cedarville student culture, and to the desires of the university to build a stronger connection amongst students, and to incorporate the students and administration. The humor of our products is also a strength, as it allows us a wider target market from a more serious product.

Marketing Program

- Product Strategy
 - Our product line offers consumers a unique, quality product that meets the need of connecting Dr. White to the student body. Our ability to use Dr. White’s position as a marketing vehicle will help us to create more of a hype around our products. In addition, our winter gloves are designed to take advantage of Cedarville’s winter weather. While they are warm, and flexible, they also allow users to use touch screens, and connect them to the university.
- Price Strategy
 - Our pricing varies from product to product, but across the board, our purpose is to find the right price that will be appealing to consumers, but also help us gain the most profits.
- Promotion Strategy
 - Use of Dr. White and his influence is key to our promotional efforts. In addition we will make use of traditional marketing such as print advertising, digital advertising, and other forms of marketing communications such as video’s or emails.

Financial Strategy

Sales Projection

Projected Sales for product Catalog				
Name of Products	Gloves	Throwback T's	Mugs	
# Of Products Sold	200	425	240	865
Selling price	\$ 8	\$ 12	\$ 7	
Total Sales	\$ 1,600	\$ 5,100	\$ 1,680	\$ 8,380

Income Projection

Net Income Projections		
For the period end December 12, 2014		
Revenue		
Sales:		
Gloves	\$ 1,600	
Throwback T's	\$ 5,100	
Mugs	\$ 1,680	
Total Sales (net of 6.75% tax)	\$ 7,814	
Less: Cost of Goods Sold		
Gloves	\$ 1,038	
Throwback T's	\$ 2,380	
Mugs	\$ 888	
Total CoGS	\$ 4,306	
Gross Profit		\$ 3,508
Operating Expense		
Marketing Expense	\$ 200	
Credit Card Expense	\$ 105	
IBC Reserve	\$ 419	
Total Operating expense		\$ 724
Operating Income		\$ 2,785
Loan Interest Expense		\$ 60
Net Income		\$ 2,725

Projected Cash Budget

Projected Cash Budget				
For the Period Ended December 8, 2014				
	Present- Oct 5	Oct. 6- Oct. 31	Nov.1- Dec.12	Summary
Cash Recipients				
Projected Sales, (net of 6.75% sales tax)	\$ 800	\$ 5,940	\$ 1,640	\$ 7,814
Loan Disbursement	\$ 3,987	\$ -	\$ -	\$ 3,987
<i>Total Cash Receipts</i>	\$ 4,787	\$ 5,940	\$ 1,640	\$ 11,801
Cash Payments				
Cost of Goods Sold	\$ 519	\$ 2,824	\$ 963	\$ 4,306
Marketing Expense	\$ 150	\$ 25	\$ 25	\$ 200
Supplies Expense				
Credit Card Transaction Fee	\$ 10	\$ 74	\$ 21	\$ 105
IBC Reserve	\$ 40	\$ 297	\$ 82	\$ 419
Loan Interest Expense			\$ 60	\$ 60
Loan Repayment	\$ -	\$ -	\$ -	\$ -
<i>Total Cash Payments</i>	\$ 719	\$ 3,220	\$ 1,150	\$ 5,090
Cash Increase	\$ 4,068	\$ 2,720	\$ 490	\$ 2,725
Beginning Cash Balance	\$ -	\$ -	\$ -	\$ -
Ending Cash Balance	\$ 4,068	\$ 2,720	\$ 490	\$ 2,725

Break Even Analysis

Finances			
White-Lightning : Mugs			
Breakeven Analysis		Expenses	
Price Per Unit	\$ 7	IBC Reserve (5%)	\$ 84
Projected Units Sold	240	Sales Tax (6.75%)	\$ 113
		*Credit Card Expense (2.5%)	\$ 21
Projected Revenue	\$ 1,680		
		Total Variable Cost	\$ 218
# Units to Breakeven	153	Total Fixed Cost	\$ 931
		Interest Expense	\$ 5
Projected Net Income	\$ 526	Total Expenses	\$ 1,154
Type: Product		*Credit card sales account for 50% of total sales	

Finances			
White-Lightning : Gloves			
Breakeven Analysis		Expenses	
Price Per Unit	\$ 8	IBC Reserve (5%)	\$ 80
Projected Units Sold	200	Sales Tax (6.75%)	\$ 108
		*Credit Card Expense (2.5%)	\$ 20
Projected Revenue	\$ 1,600		
		Total Variable Cost	\$ 208
# Units to Breakeven	159	Total Fixed Cost	\$ 1,105
		Interest Expense	\$ 3
Projected Net Income	\$ 284	Total Expenses	\$ 1,316
Type: Good		*Credit card sales account for 50% of total sales	

Finances			
White-Lightning : Throwback T's			
Breakeven Analysis		Expenses	
Price Per Unit	\$12	IBC Reserve (5%)	\$ 255
Projected Units Sold	425	Sales Tax (6.75%)	\$ 344
		*Credit Card Expense (2.5%)	\$ 64
Projected Revenue	\$5,100		
		Total Variable Cost	\$ 663
# Units to Breakeven	234	Total Fixed Cost	\$ 2,447
		Interest Expense	\$ 12
Projected Net Income	\$1,978	Total Expenses	\$ 3,122
Type: Good		*Credit card sales account for 50% of total sales	

Loan Amount

White Lightning			
Loan Amount			
Start-up cost			
Marketing Expense			\$ 200
Mugs Expense			
	Estimated Number of Mugs Sold	240	
	Cost/Mug	\$ 4	
			\$ 888
Gloves Expense			
	Estimated Number of Gloves Sold	200	
	Cost/Gloves	\$ 5	
Throwback T's			
	Estimated Number of Tee Shirts Sold	425	
	Cost/Shirt	\$ 6	
			\$ 2,380
Total Loan Amount Requested			\$ 4,506



Operating Plan

Ownership and Management

President:	Christopher Batts
Accounting & Finance:	Matthew Smith
Marketing:	Alyssa Barkley
Operation Assistants:	Jordan Lee, Mike Miller, Katie Wormald
Sales:	David Elgersma

Evaluation and Control

Proving that we created a better relationship between Dr. White and the students may be difficult, but the fact that students will buy products related to him shows that a connection exists and is being cultivated.

CUSTOMER ADVOCACY

Mission Statement

The Customer Advocacy position exists to support the small business units by representing customer's desires and feedback on various products and services; during and after all business sales or events.

Our Approach

- Continuously advocate for the customer's best interest
- Distribute, collect, and analyze customer satisfaction surveys
- Advocate for adjustments to customer strategy for the future IBCs
- Improved customer service, perception and satisfaction
- Follow word of mouth and social media sites for business impact

Operating Plan

Ownership and Management

Customer Advocacy Director: Matthew Smith

INFORMATION TECHNOLOGY

Mission Statement

The Information Technology department exists to provide and support the small business units through web development and registration processing for customers.

Our Approach

IT seeks to develop a professional website that actively assists the event SBUs with registration and sales for their event. Due to the need for information technology and the limited capabilities we have in this department, we are considering outsourcing website creation in the event that we use an online registration process.

Website Development

The website will allow customers to sign up individually and/or as a team for each of the events. This allows us to market our services and allow our customers to be able to register for our event from any location. The website will also allow for customers to make their payments online via credit card.

Operating Plan

Ownership and Management

IT Director:

Connor Haskins

MINISTRY SERVICE

Mission Statement

Our mission is to serve, build and impact the less fortunate in our community around us through one small action at a time.

Matthew 25 Ministries

Matthew 25: Ministries is a humanitarian aid organization that helps more than 15 million people around the world each year and sends more than 15 million pounds of aid such as food, personal care items, medical supplies, and other products to the poorest of the poor and seek to provide much needed aid to the poor and fight against world poverty.

Matthew 25 Ministries began as the result of a trip Founder and President Rev. Wendell Mettey made with a group of doctors and nurses to Nicaragua in 1990. It exists for the purpose of fulfilling Matthew 25: 34-40 by providing nutritional food to the hungry, clean water to the thirsty, clothing to the naked, affordable shelter to the homeless, medical care to the ill, and humanitarian supplies to those in need. Additionally, Matthew 25: Ministries is committed to fulfilling Matthew 25:40 by educating the public on the conditions and needs of the “least of these” and by providing resources for action.

Process

Matthew 25 Ministries solicit obsolete, slightly distressed or overstock inventory from corporations, organizations and individuals in the United States. With the help of thousands of volunteers, these goods are processed and then shipped throughout the United States and around the world.

Our Commitment

INC has been given the opportunity to impact the lives of people in the community around us. Therefore we will be working alongside Matthew 25 Ministries by donating service hours as well as all of our profits to them. We will volunteer at their facility in Blue Ash, Cincinnati and help sort out the donations that they receive, which are then shipped throughout the United States and around the world. Through our small actions, we will impact the less fortunate in our community and around the world.

Location: 11060 Kenwood Rd, Blue Ash, OH 45242

Contact: (513) 793-6256

Operating Plan

Ownership and Management

Ministry Coordinator:

Gloria Shaw

FINANCE AND ACCOUNTING

Mission Statement

The Finance and Accounting department exists to support each business unit by consolidating financial information across the company and overseeing financial procedures.

Our Approach

Finance

- A member of the Small Business Unit, representing each financial portion, will meet weekly with the appointed Finance and Accounting Director to review recent transactions; ensuring accuracy between inventory and cash received.
- In the event of a reimbursement for any reason, all transactions must go through the Director. Reimbursements will not be made without proof of purchase.
- Financial statements will be updated and the company's financial position as a whole assessed on a weekly basis to evaluate progress.

Cash Box Guidelines

- At the beginning of the day, the appointed Director of Finance and Accounting for each business unit will retrieve the cash box.
- Two sales people will record inventory and beginning cash amount before each sales shift and reconcile any differences. In case of discrepancy, one will fill out a discrepancy form and follow proper procedures.
- At the end of each group's shift, two sales people must reconcile cash with inventory and sales recorded. They will sign the sales ledger form to affirm that all cash is accounted for.
- Cash boxes will be stored in the closet in the IBC room and the cash/checks will be deposited daily.
- The cash box will contain at least \$50 petty cash.

Operating Plan

Ownership and Management

Finance and Accounting Director: Michael Miller

CREATIVE

Mission Statement

The creative department exists to assist the Small Business Units with creative, new insight throughout the marketing process; helping to develop and design strong marketing plans.

Our Approach

- The creative director will meet weekly, or upon request of the SBU with the marketing directors to provide any advice and insight needed
- Assists in the creation of presentations, promotions, and videos

Operating Plan

Ownership and Management

Creative Director:

Jordan Lee

INC. FINANCIAL STATEMENTS

INC.		
Projected consolidated Income Statement		
For the period ended Decemeber 12, 2014		
Revenue		
Products		
White Lightning	\$ 7,814	
<i>Total product revenue</i>		\$ 7,814
Events		
Hunger Games Dodgeball Rebellion	\$ 4,160	
Cedarville Gaming Network	\$ 1,155	
<i>Total events revenue</i>		\$ 5,315
Total revenue (net of 6.75% sales tax)		\$ 13,129
Cost of Goods Sold		\$ (3,475)
Gross Profit		\$ 9,654
Operating Expenses		
Marketing expense	\$ 620	
Supplies expense	\$ 1,141	
Food expense	\$ 760	
Miscellaneous expense	\$ 300	
<i>Total operating expenses</i>		\$ (2,821)
Operating Income		\$ 6,833
Other Income (Expenses)		
IBC reserve	\$ 685	
Loan interest expense	\$ 29	
<i>Total other exepenses, net</i>		\$ (714)
Net Income		\$ 6,119

INC. FINANCIAL STATEMENTS (CONT.)

INC.			
Loan Request			
Products			
	Marketing expense	\$ 200	
	Product Expense	\$ 4,306	
	<i>Total</i>		\$ 4,506
Events			
	Marketing expense	\$ 420	
	Supplies expense	\$ 1,141	
	Miscellaneous expense	\$ 300	
	<i>Total</i>		\$ 1,861
Total Loan Amount Requested			\$ 6,367