



Loan Proposal
September 30, 2013

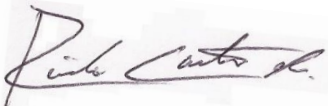
Executive Summary

Exceed is a student-led business birthed from the Integrated Business Core (IBC) in the School of Business Administration at Cedarville University. Our company of 49 business majors came together striving to exceed the boundaries of our predecessors and to become the standard expected from future IBC companies. We will provide various products, services, and events each of which has been carefully and proficiently investigated proving to be both feasible and profitable. Our organization functions through eight departments and eleven Small Business Units.

Mission Statement

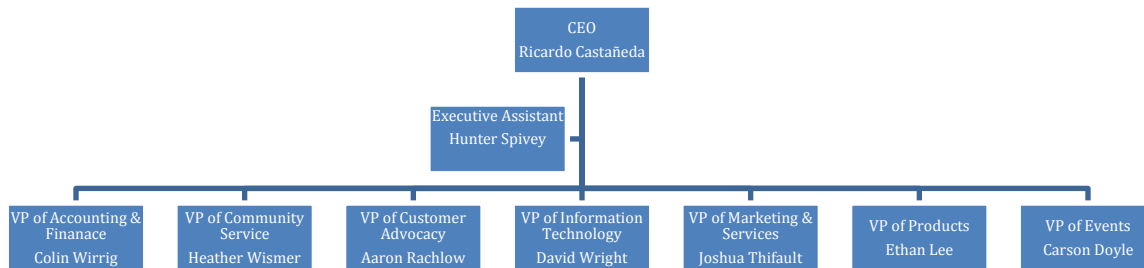
We exist to Exceed customer expectations by implementing exceptional business practices as we transcend traditional boundaries.

Regards,



Ricardo Castañeda, CEO

Organizational Chart



Support Structure

Exceed works in the following eight departments:

- Products
- Services
- Events
- Marketing
- Accounting & Finance
- Information Technology
- Customer Advocacy
- Community Service

Each of these departments receives at least one of eleven SBUs. Each SBU is led by a Vice President who reports to the CEO.

Table of Contents

Corporate | Exceed

- 2 – Executive Summary
- 2 – Mission Statement
- 3 – Organizational Chart
- 3 – Support Structure

Small Business Units

Products:

- 5 – Delicious Discounts

Services:

- 12 – Midnight Munchies
- 18 – Mix It Up

Events:

- 25 – Faculty/Staff Talent Show
- 29 – Dorm Football Games
- 34 – League of Legends Tournament

Support Groups

- 38 – Customer Advocacy
- 39 – Information Technology
- 41 – Community Service

Products



Product Description: Delicious Discounts is a professional coupon book containing a collection of attractive offers from various restaurants in the surrounding area, available for a defined period of time. The book will be distributed to students from Cedarville University and Wright State University in both paper form and electronic form, with advertising options available for each. These discount agreements will be negotiated by our team and contracted with local businesses in order to provide the best possible service to both the students and the restaurants. Those who receive the Delicious Discount book will benefit from receiving exclusive, appealing, and reliable offers from their favorite food establishments; the restaurants will benefit from affordable advertising and our unique ability to access college campuses and advertise to students.

Market Analysis:

Market Characteristics:

Our target market is the businesses within the Cedarville community, as well as the surrounding areas of Xenia, Beavercreek, Kettering and Dayton. Our company will be selling advertising space in the Delicious Discounts book to these local businesses allowing for their company name and coupons to be in the hands of as many as 15,000 college students.

Target Customer Profile:

The target customer of Delicious Discounts is local restaurants. We will focus on selling to local restaurants because we recognize that they need to advertise their business, but advertisements in local newspapers and magazines can be a costly expense for them. We want to provide these restaurants with cost efficient advertising space that will reach a large number of students.

Competitor Assessment:

Newspapers including the Dayton Daily Newspaper, Fairborn Herald, the Xenia Daily Gazette, and Cedars will present the most competition to Delicious Discounts. Each of these competitors sells advertising space in their paper that reaches a large number of people. One advantage Delicious Discounts has over these newspapers is the cost of advertising per person reached. Through our coupon book, businesses will pay 2.5 cents per customer reached. The Dayton Daily Newspaper costs 3 cents, the Fairborn Herald costs 16 cents, and the Xenia Daily Gazette costs 6 cents per customer reached. Not only are our prices lower, but we also have the advantage of direct access to students through our relationships with various Student Government offices.

Marketing Plan:

Explanation:

The primary focus of Delicious Discounts' marketing plan will be to target local restaurants. We will reach this market by personally meeting with restaurant managers and presenting them with a written description of the features, benefits, and pricing options of Delicious Discounts. We will also make a proto-type booklet available to visually communicate the concept and design to the businesses.

Supplier Information: Eveready Printing, Inc. will be responsible for the production of the Delicious Discount books. They will print color advertisements onto 5.5" x 8" booklets containing about 16 pages of advertisements. Eveready Printing Company will charge Exceed \$.37 for each book printed.

Pricing:

½ Page Interior: \$150

Full Page Interior: \$250

½ Page Back Cover: \$300

½ Page Front cover \$350

Regular-size electronic ad: \$100

Large-size electronic ad: \$150

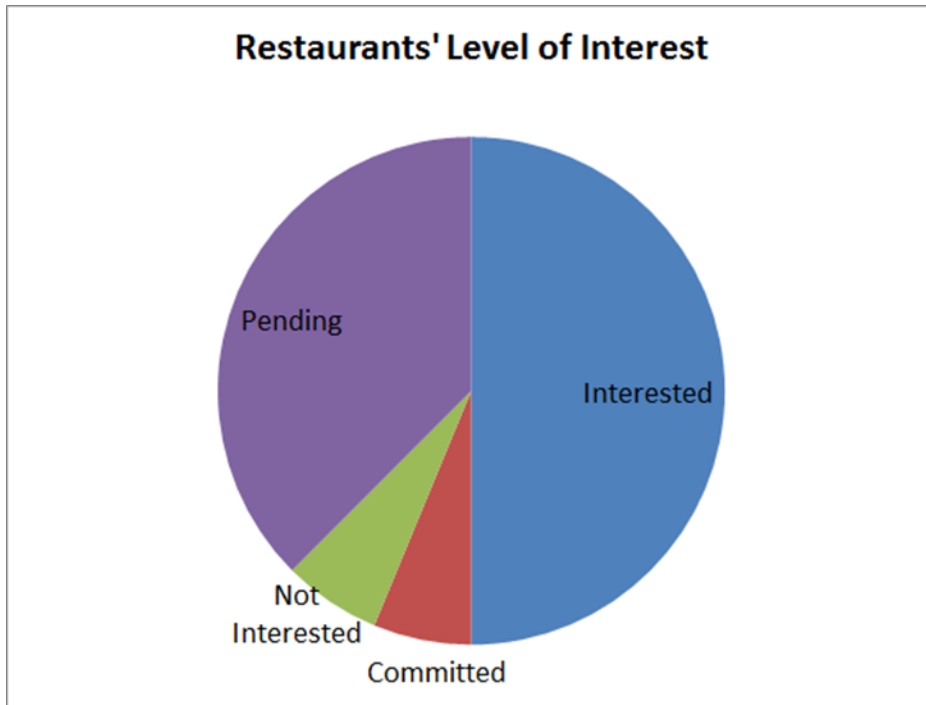
Top placement in electronic ad: \$50

Discount for purchasing both online and paper ads: (\$25)

Our goal is provide businesses with realistic prices relative to the competition, and market size, while also seeking to maximize our potential profits.

Distribution: The Delicious Discounts coupon book will be distributed to all 3,500 Cedarville University college students through the campus mail system and through an email containing a link to the electronic coupon book. At Wright State University, 2,500 students will receive the physical books through their SGA office's student workers, and another 6,000 will receive the electronic version via email.

Promotion: To effectively explain why a restaurant should purchase the advertising space we are selling to them, we will provide a summary information sheet to the managers. This statement will explain what Delicious Discounts' purpose is, overview the pricing options and advertisement sizing options, and provide the managers with our contact information. We believe that this written statement will simply and effectively explain how purchasing ad space in the Delicious Discount book will be a wise business decision because of the large amount of people they will reach for an affordable price. We have already been in touch with many businesses and have received positive feedback on their interest level in advertising in Delicious Discounts:



TOWS Analysis:

Threats

- Competition from other companies that offer advertising space, such as newspapers, magazines, online ad space, billboards, etc.
- Students may be content with their university's meal plan and not desire discounts to outside restaurants
- Inexperience of the management team

Opportunities

- Provides inexpensive advertising space to restaurants
- We have access to a large number of Cedarville University and Wright State University, giving us the ability to advertise directly to a high number of students businesses don't normally have access to.
- Students are constantly looking for ways to save money and many will use these discounts

Weaknesses

- Very short window of time to secure business participation, print the coupon book, and distribute it to students
- Inexperience of the team in the advertising industry and talking to restaurants
- Limited number of team members with busy class and extracurricular schedules

Strengths

- Core group of dedicated team members who are willing to put in much effort to get the tasks completed
- Exclusive, direct access to thousands of college students

- The ability to charge relatively low fees in order to undercut competition and please the business customers

Contingency Plan:

In the event of a change in the printing company or business customers, we will search for alternatives. We will look into printing with Digital Print Solutions if we are unable to print with Eveready Printing, Inc. If we cannot sell advertising space to enough restaurants, we will then go to other non-restaurant businesses and offer the same opportunity to them. In the unlikely event that we are unable to go through with Delicious Discounts, we will refund all down payments made on advertisements, as specified in our contracts.

Timeline:

Loan proposal - 9/30/13

Secure business customers and receive payments - 11/4/13

Print Delicious Discounts coupon book - 11/5/13

Distribute Delicious Discounts coupon book - 11/14/13

Operating Plan:

Ownership and Management: Delicious Discounts is a startup business within the Integrated Business Core of Cedarville University. Our business will be operated by Ethan Lee, Vice President of Products for the IBC. Jordan Redfield will serve as Director of Operations; Julie Bergman as Director of Marketing and Design; and Josh Petrel, Justin Santoro, and Jordan Ammon as Assistant Directors. Management decisions will be made by the team of directors, as overseen by the vice president.

Resources and Production:

Production Methods: The production of Delicious Discounts' coupon books will be done by Eveready Printing, Inc., who will print the physical books, and our IBC IT team, who will publish the electronic version. We will design the format and structure of the book for both the printed and electronic versions.

Operations: Day-to-day operations will be managed with a high emphasis on teamwork and communication. Much of the business of Delicious Discounts will involve designating specific tasks to certain team members, such as presenting our business opportunity to restaurants, meeting with representatives of other universities to clarify details and logistical issues, and managing our business relations with Eveready Printing, Inc.

Legal Issues:

The primary legal issue Delicious Discounts will encounter is establishing professional and secure advertising contracts with the businesses we interact with. This will be done by taking advantage of legal consultants and other written legal resources.

Financial Projections:

Delicious Discounts			
Projected Income Statement			
For the period ended December 13, 2013			
Sales Revenue			\$ 5,000.00
Cost of Goods Sold			\$ 2,220.00
<i>Gross Profit</i>			\$ 2,780.00
Operating Expenses			
Marketing Expense		\$ 50.00	
Merchant Expense		\$ -	
Supplies expense		\$ 100.00	
Printing expense		\$ -	
Miscellaneous expense		\$ 400.00	
<i>Total Operating Expenses</i>			\$ 550.00
Operating Income			\$ 2,230.00
Other Income (Expenses)			
Sales Tax Expense		\$ -	
IBC Reserve		\$ 139.00	
Loan Interest Expense		\$ 38.50	
<i>Total Other Expenses, net</i>			\$ 177.50
Net Income			\$ 2,060.00

Delicious Discounts					
Sales Projection					
For the period ended December 13, 2013					
		Number of Sales			
Estimated Sales To Businesses		Phase I	Phase II	Phase III	Summary
Full page interior sales		0	4	0	4
	Price/page	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00
Half page interior sales		0	12	0	12
	Price/half page	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00
Half page front sales		0	1	0	1
	Price/half page	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00
Half page back sales		0	2	0	2
	Price/half page	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00
Large size ad (online) sales		0	2	0	2
	Price/large size ad	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00
Regular size ad (online) sales		0	10	0	10
	Price/regular size ad	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
Top of page ad (online) sales		0	1	0	1
	Price/top of page	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
Discount		0	4	0	4
	Discount price	\$ (25.00)	\$ (25.00)	\$ (25.00)	\$ (25.00)
Total Estimated Sales		\$ -	\$ 5,000.00	\$ -	\$ 5,000.00

Delicious Discounts					
Projected Cash Budget					
For the period ended December 13, 2013					
		Phase I	Phase II	Phase III	Summary
		Sept. 30 - Oct. 4	Oct. 4 - Nov. 1	Nov. 1 - Dec. 13	Sept. 30 - Dec. 13
Cash Receipts					
	Projected Sales	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00
	<i>Total cash receipts</i>	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00
Cash Payments					
	Cost of Goods Sold	\$ -	\$ 2,220.00	\$ -	\$ 2,220.00
	Marketing expense	\$ -	\$ 50.00	\$ -	\$ 50.00
	Merchant expense	\$ -	\$ -	\$ -	\$ -
	Sales tax expense	\$ -	\$ 316.16	\$ -	\$ 316.16
	Supplies expense	\$ -	\$ 100.00	\$ -	\$ 100.00
	Printing expense	\$ -	\$ -	\$ -	\$ -
	IBC Reserve	\$ -	\$ 139.00	\$ -	\$ 139.00
	Loan repayment	\$ -	\$ -	\$ -	\$ -
	Loan interest expense	\$ 12.83	\$ 12.83	\$ 12.83	\$ 38.50
	Miscellaneous expense	\$ 400.00	\$ -	\$ -	\$ 400.00
	<i>Total cash payments</i>	\$ 412.83	\$ 2,837.99	\$ 12.83	\$ 3,263.66
Cash increase (decrease)		\$ (412.83)	\$ 2,162.01	\$ (12.83)	\$ 1,736.34
Beginning cash balance		\$ -	\$ (412.83)	\$ 1,749.17	\$ -
Ending cash balance		\$ (412.83)	\$ 1,749.17	\$ 1,736.34	\$ 1,736.34

Delicious Discounts	
Loan Amount	
Start-up Costs	
Scholarship donation	\$ 400.00
Marketing expense	\$ 50.00
Supplies expense	\$ 100.00
Total Loan Amount Requested	\$ 550.00

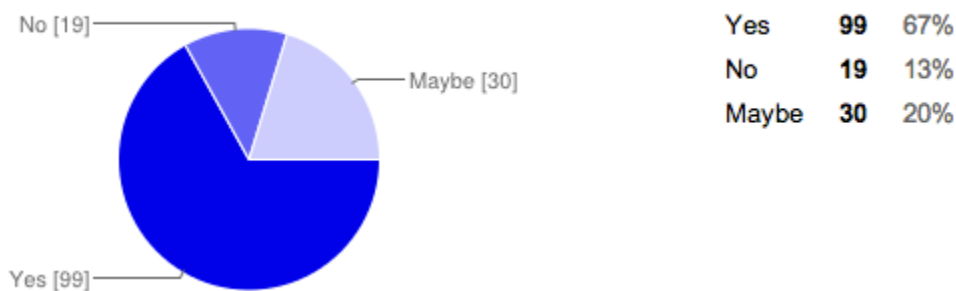
Services

Midnight Munchies

Market Analysis: We are targeting college students, especially those who lack ample time or access to transportation. Cedarville students have limited food choices during the day, and even less options at night. Due to the limited food choices, students have expressed the need for variety. More specifically, they have expressed a need for more late night food options.

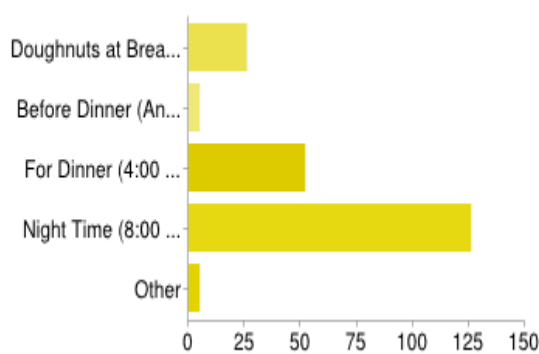
Competitor Assessment: The University Dining Hall will present the most direct competition, because each on-campus student is required to purchase a meal plan and will be inclined to eat there during regular meal times. The Dining Hall closes at 7:00 pm on weekdays, but students also have a few local late-night dining options. On weekdays The Hive is open until 11:30 pm, the Bookstore Convenience Store is open until 10:00, Subway is open until 11:00 pm, Colonial Pizza is open until 11 or 12 pm, Winners is open until 12:00 am, Stoney Creek is open until 10:00 or 11:00 pm, and Beans n’ Cream until 9:00 or 11:00 pm. These will present some competition, because they are conveniently close and students are familiar with them. However, students do not just have a need for food; they have a need for variety. Double Dragon, Main Street Cafe, and Corner Bakery address this need for variety, however they are less accessible and are not open during our late-night operating hours.

Does the description below interest you as a potential customer?



Marketing Plan: Midnight Munchies will fulfill two fundamental needs at Cedarville University: food variety and late night delivery. This service will be successful because there is incredible demand (as demonstrated by our surveys). Our focus will not be on providing many options from one or two restaurants, but a few options from several restaurants that will be offered on Wednesdays and Saturdays. We have talked with Chipotle, who is on board, and will be talking with Chick-Fil-A, Applebee’s, and others very soon. Quality customer experience will be a major key to our marketing, as that leads to positive word of mouth. We contacted Student Life regarding curfew extensions to provide late night delivery on weekends and the proposal was accepted.

When would you most likely order food?



Doughnuts at Breakfast time (8:00 - 11:00 AM)	26	12%
Before Dinner (Anytime before 4:00 PM)	5	2%
For Dinner (4:00 - 6:00 PM)	52	24%
Night Time (8:00 - 11:00 PM)	126	59%
Other	5	2%

Supplier Information

Chipotle Mexican Grill:

1620 W Park Square
Xenia, OH 45385
(937) 372-2943

Applebee's:

1991 Harner Dr
Xenia, OH 45385
(937) 372-2600

Chick-fil-a:

2360 N Fairfield Rd.
Beavercreek, OH
(937) 320-1228

Schuler's Bakery:

1911 S Limestone St
Springfield, OH
(937) 521-1304

Pricing: A burrito from Chipotle Mexican Grill, with the customer's choice of meat, will cost them \$8. For \$1 more, they will be able to add guacamole. Exceed will only be paying \$5.20 for a single burrito plus the \$0.50 fee per mile driven in the University vans (10.2 miles each way). From Applebee's restaurant, the customers will pay \$7 for a wing order. Exceed will be paying \$4.75 for a single wing order plus the \$0.50 fee per mile driven in the University vans (10.3 miles each way). Customers can purchase Chick-Fil-A chicken sandwiches for \$4, deluxe sandwiches for \$5, and 8 Pc. Nuggets for \$4. Exceed will pay a flat fee and the \$0.50 fee per mile driven in the University vans (17.3 miles each way). Customers can purchase an

individual donut for \$1 or a dozen donuts for \$9. We will pay \$7.20 per dozen donuts plus the \$0.50 fee per mile driven in the University vans (8.5 miles each way).

Distribution: The food will be picked up by members of the IBC in Cedarville University vehicles and then distributed to each respective dorm in a central location, such as the lounge.

Promotion: We plan to promote through the use of our IBC 2013 Facebook page, Twitter page for Midnight Munchies, food delivery ordering website, chapel videos, and our food delivery table located in the SSC.

TOWS Analysis:

Threats

- College students generally do not have much expendable income, and their basic need for food is fulfilled by the required meal plan for the university dining hall.

Opportunities

- Students show a need for variety beyond what local Cedarville restaurants can provide; and many do not have the time, transportation, or desire to travel to get that variety.

Weaknesses

- We have little leverage with suppliers, have limited ways of verifying ordering accuracy, and do not yet have a loyal customer base.

Strengths

- We have the ability to pick up food after curfew, and we have personal connections with our potential customers as fellow students. We are more accessible to the student since we will be delivering the food to campus.

Contingency Plan:

One threat to our business is getting incorrect orders from suppliers, which could affect our customers' satisfaction. To offset the risk, we are offering a very basic menu, so there are fewer variables for our suppliers to mismanage. We will also order a few extra food items beyond the pre-orders, which will serve two purposes: having stock to sell to impulse buyers, and also to have a few to substitute for incorrect orders. We have also budgeted \$150 for an allowance to cover the incorrect orders, and will offer "half-price" coupons or "free item" coupons for extreme cases of customer dissatisfaction.

Another threat is suppliers backing out of the deals we have made with them throughout the duration of our service. If this happens, we have the option of contacting a different chain in the area or finding new restaurants to deliver to Cedarville students.

Timeline:

Sept. 23-28 Finalize Supplier Details/Plan and shoot Video/talk to Student Life

Sept. 30-Oct. 5 Prepare marketing materials, prep website

Oct. 7 MRKT Launch/Video - first orders

Oct. 9 First delivery

October 9- November 30 Deliver every Wednesday/Saturday

November 30 Last delivery

Information Technology Strategy:

Information technology will be a key part of our ordering strategy, as we will have a custom, responsive ordering site for customers to use. As items will be simple, and not entirely customizable, the website design will not be difficult to make. Customers will place orders through a form generated by the Cedarville IT department. The Exceed IT team will have easy access to the orders that have been placed, and will be able to pass order details off to the respective departments once they are placed.

Operating Plan:

Ownership and Management: Midnight Munchies is owned and operated by Exceed.

Staffing: At first, the two SBU's working on food delivery will run the program since most familiar with its operations. Then, staffing will expand to the rest of the staff of the IBC working designated shifts

Production Methods: We will need to produce a website which serves as a means for placing the orders. As far as food production goes, this is all the responsibility of the restaurants we are working with.

Facilities and Equipment: The only equipment involved will be the Cedarville University vehicles to provide transportation to pick up and deliver the food and credit card squares to process payment at our table located in the SSC.

Legal Issues: There is liability associated with the transportation of the food. To combat this we are utilizing university vehicles and taking the necessary training steps to be authorized to operate these vehicles. Also, we pass on the risk of foodborne illness if restaurants we are utilizing did not properly prepare/store their food and we then acquire that responsibility once we deliver the food.

We are currently acquiring the proper food handling licenses from Greene County.

Financial Plan:

Midnight Munchies			
Projected Income Statement			
For the period ended December 13, 2013			
Sales Revenue			\$ 6,400.00
Cost of Goods Sold			\$ 4,160.00
<i>Gross Profit</i>			\$ 2,240.00
Operating Expenses			
Marketing Expense		\$ 200.00	
Merchant Expense		\$ 129.60	
Gas expense		\$ 172.80	
Contingency budget		\$ 150.00	
Miscellaneous expense		\$ -	
<i>Total Operating Expenses</i>			\$ 652.40
Operating Income			\$ 1,587.60
Other Income (Expenses)			
Sales Tax Expense		\$ -	
IBC Reserve		\$ 112.00	
Loan Interest Expense		\$ 15.51	
<i>Total Other Expenses, net</i>			\$ 127.51
Net Income			\$ 1,460.00

Midnight Munchies						
Sales Projection						
			Number of Products			
Sales Projection			100			
Total Sales Projection			100			
Midnight Munchies						
Sales Projection						
Estimated Sales To Customer	Per Week	Phase I	Phase II	Phase III	Summary	
Number of burritos sold	100	0	400	400	800	
Price/burrito	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	
Total Estimated Sales	\$ 800.00	\$ -	\$ 3,200.00	\$ 3,200.00	\$ 6,400.00	

Midnight Munchies						
Projected Cash Budget						
For the period ended December 13, 2013						
			Phase I	Phase II	Phase III	Summary
			<i>Sept. 30 - Oct. 4</i>	<i>Oct. 4 - Nov. 1</i>	<i>Nov. 1 - Dec. 13</i>	<i>Sept. 30 - Dec. 13</i>
Cash Receipts						
	Projected Sales		\$ -	\$ 3,200.00	\$ 3,200.00	\$ 6,400.00
	<i>Total cash receipts</i>		\$ -	\$ 3,200.00	\$ 3,200.00	\$ 6,400.00
Cash Payments						
	Cost of Goods Sold		\$ -	\$ 2,080.00	\$ 2,080.00	\$ 4,160.00
	Marketing expense		\$ 200.00	\$ -	\$ -	\$ 200.00
	Merchant expense		\$ -	\$ 64.80	\$ 64.80	\$ 129.60
	Sales tax expense		\$ -	\$ -	\$ -	\$ -
	Gas expense		\$ -	\$ 86.40	\$ 86.40	\$ 172.80
	Contingency budget		\$ 150.00	\$ -	\$ -	\$ 150.00
	IBC Reserve		\$ -	\$ -	\$ 112.00	\$ 112.00
	Loan repayment		\$ -	\$ -	\$ -	\$ -
	Loan interest expense		\$ 5.17	\$ 5.17	\$ 5.17	\$ 15.51
	Miscellaneous expense		\$ -	\$ -	\$ -	\$ -
	<i>Total cash payments</i>		\$ 355.17	\$ 2,236.37	\$ 2,348.37	\$ 4,939.91
	Cash increase (decrease)		\$ (355.17)	\$ 963.63	\$ 851.63	\$ 1,460.09
	Beginning cash balance		\$ -	\$ (355.17)	\$ 608.46	\$ -
	Ending cash balance		\$ (355.17)	\$ 608.46	\$ 1,460.09	\$ 1,460.09

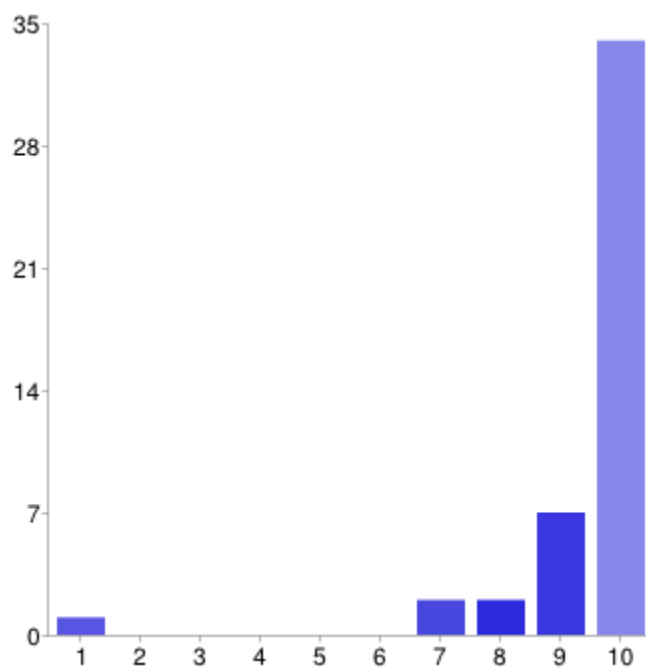
Midnight Munchies		
Loan Amount		
Start-up Costs		
	Marketing expense	\$ 200.00
	Gas expense	
	\$0.50 per mile	\$ 0.50
	21.6 miles (1 trip a week)	43.2
		\$ 21.60
	Total Loan Amount Requested	\$ 221.60

Mix It Up

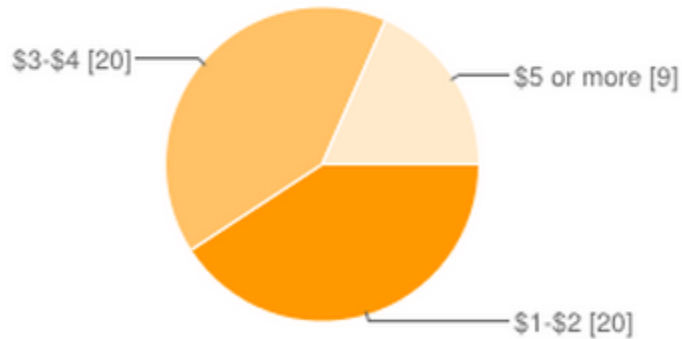
Product Description:

Market Analysis: We are targeting college students, especially those who lack ample time or access to transportation. Central State students have limited food choices during the day, and even less options at night. Due to the limited food choices, students have strongly expressed the need for variety.

These are the responses to the question, “Does the description below interest you as a potential customer?”



These are the responses to the question, “How much would you be willing to pay for a delivery fee?”



Competitor Assessment:

The University’s dining facility Mercer Cafe is open from 7am-7pm Monday-Friday, Saturday 11am-1pm and 4:30-7pm, and Sunday 11am-1pm and 4:30-7pm.

CSU also has a grill, Grill 155, open Monday-Thursday 6pm-11pm and Saturday-Sunday 6-10pm.

Taco Bell is also on campus from Monday-Friday 12-8pm.

There is also a Speedway convenience store open 24/7 that could pose some competition right on CSU’s campus. All of these options could hamper our efforts to sell our product at CSU.

Marketing Plan:

CSU Delivery will fulfill two fundamental needs at Central State University: food variety and late night delivery. This service will be successful because there is incredible demand (as demonstrated by our surveys). Our focus will not be on providing many options from one or two restaurants, but a few options from several restaurants that will be offered on different days. We have talked with Chipotle, who is totally on board, and will be talking with Chick-Fil-A, Applebee’s, and others very soon. Quality customer experience will be a major key to our marketing, as that leads to positive word of mouth. We have already gained approval from the CSU administration, and they are interested in helping us advertise.

Supplier Information:

Chipotle Mexican Grill:

1620 W Park Square
Xenia, OH 45385
(937) 372-2943

Applebee's:

1991 Harner Dr
Xenia, OH 45385
(937) 372-2600

Chick-Fil-A:

2360 N Fairfield Rd.
Beavercreek, OH
(937) 320-1228

Stan the Donut Man:

607 N Detroit St
Xenia, OH 45385
(937) 372-6629

Pricing: A single burrito from Chipotle Mexican Grill, with the customer's choice of meat, will cost them \$8. For \$1 more, they will be able to add guacamole. Exceed will only be paying \$5.20 for a single burrito plus the \$0.50 fee per mile driven in the University vans (10.2 miles each way). From Applebee's restaurant, the customers will pay \$7 for a wing order. Exceed will be paying \$4.75 for a single wing order plus the \$0.50 fee per mile driven in the University vans (10.3 miles each way). Customers can purchase Chick-Fil-A chicken sandwiches for \$4, deluxe sandwiches for \$5, and 8 Pc. Nuggets for \$4. Exceed will pay a flat fee plus the \$0.50 fee per mile driven in the University vans (17.3 miles each way). Customers can purchase an individual donut for \$1 or a dozen donuts for \$9. Exceed will pay \$7.20 per dozen donuts plus the \$0.50 fee per mile driven in the University vans (8.5 miles each way).

Distribution: The food will be picked up by members of the IBC in Cedarville University vehicles and then distributed to each respective dorm in a central location, such as the lounge.

Promotion: We plan to promote through the use of our IBC 2013 Facebook page, Twitter page for Mix It Up, food delivery ordering website, and our food delivery table will be in front of the student center or in areas of high traffic ex. Football games, homecoming.

TOWS Analysis

Threats

- College students generally do not have much expendable income, and their basic need for food is fulfilled by the required meal plan for the university dining hall. CSU has a grill open until 10pm Saturday and Sunday. Speedway could also be a potential threat seeing as though it's open 24/7 and offers snack options right by campus.

Opportunities

- Students show a need for variety beyond what local Wilberforce restaurants can provide; and many do not have the time, transportation, or desire to travel to get that variety. Taco Bell is not open on Saturday nights on campus which is one of the times we are targeting to sell during.

Weaknesses

- We have little leverage with suppliers, have limited ways of verifying ordering accuracy, and do not yet have a loyal customer base.

Strengths

- We have the ability to pick up food after curfew; huge need on campus

Contingency Plan:

Our service has one major problem that can and will happen, and it's our job to make sure it occurs infrequently. This problem is *incorrect orders*. Because of the simplified menu, these mistakes will not happen often. However, we will be prepared when they do go wrong. These issues will be resolved with "half-price" coupons or "free item" coupons redeemable in the future.

Timeline:

Sept. 30th- Oct 5th - Prepare marketing materials, prep website
Oct. 7th - MRKT Launch - first orders
Oct. 8th - First delivery
Dec. 3rd- 9th Close down operations

Information Technology Strategy:

Information technology will be a key part of our ordering strategy, as we will have a custom, responsive ordering site for customers to use. As items will be simple, and not entirely customizable, the website design will not be difficult to make. Customers will place orders through a form generated by the Cedarville IT department. The Exceed IT team will have easy access to the orders that have been placed, and will be able to pass order details off to the respective departments once they are placed.

Operating Plan:

Ownership and Management

Mix It Up Is Owned and operated by Exceed
Director of Marketing - Caleb Stockdale
Director of Customer Service - Sam Summerlin
Director of Rest. Relations - Micah Brant
Director of Delivery - Marcus Reineke

Resources and Production:

Staffing: At first, the two SBU's working on food delivery will run the program since most familiar with its operations. Then, staffing will expand to the rest of the staff of the IBC working designated shifts

Production Methods: We will need to produce a website which serves as a means for placing the orders. As far as food production goes, this is all the responsibility of the restaurants we are working with.

Facilities and Equipment: The only equipment involved will be the Cedarville University vehicles to provide transportation to pick up and deliver the food and credit card squares to process payment at our table in front of the student center.

Legal Issues:

There is liability associated with the transportation of the food. To combat this we are utilizing university vehicles and taking the necessary training steps to be authorized to operate these vehicles. We are also obtaining a food license from Greene County.

Financial Plan:

Mix It Up			
Projected Income Statement			
For the period ended December 13, 2013			
Sales Revenue			\$ 6,400.00
Cost of Goods Sold			\$ 4,160.00
<i>Gross Profit</i>			\$ 2,240.00
Operating Expenses			
Marketing expense	\$	400.00	
Merchant expense	\$	129.60	
Gas expense	\$	172.80	
Contingency budget	\$	150.00	
Miscellaneous expense	\$	40.00	
<i>Total Operating Expenses</i>			\$ 892.40
Operating Income			\$ 1,347.60
Other Income (Expenses)			
Sales Tax Expense	\$	-	
IBC Reserve	\$	112.00	
Loan Interest Expense	\$	29.51	
<i>Total Other Expenses, net</i>			\$ 141.51
Net Income			\$ 1,206.00

Mix It Up						
Sales Projection						
			Number of Products			
Sales Projection			100			
Total Sales Projection			100			

Mix It Up						
Sales Projection						
Estimated Sales To Customer	Per Week	Phase I	Phase II	Phase III	Summary	
Number of burritos sold	100	0	400	400	800	
Price/burrito	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00	
Total Estimated Sales	\$ 800.00	\$ -	\$ 3,200.00	\$ 3,200.00	\$ 6,400.00	

Mix It Up				
Projected Cash Budget				
For the period ended December 13, 2013				
	Phase I	Phase II	Phase III	Summary
	<i>Sept. 30 - Oct. 4</i>	<i>Oct. 4 - Nov. 1</i>	<i>Nov. 1 - Dec. 13</i>	<i>Sept. 30 - Dec. 13</i>
Cash Receipts				
Projected Sales	\$ -	\$ 3,200.00	\$ 3,200.00	\$ 6,400.00
<i>Total cash receipts</i>	\$ -	\$ 3,200.00	\$ 3,200.00	\$ 6,400.00
Cash Payments				
Cost of Goods Sold	\$ -	\$ 2,080.00	\$ 2,080.00	\$ 4,160.00
Marketing expense	\$ 400.00	\$ -	\$ -	\$ 400.00
Merchant expense	\$ -	\$ 64.80	\$ 64.80	\$ 129.60
Sales tax expense	\$ -	\$ -	\$ -	\$ -
Gas expense	\$ -	\$ 86.40	\$ 86.40	\$ 172.80
Contingency budget	\$ 150.00	\$ -	\$ -	\$ 150.00
IBC Reserve	\$ -	\$ -	\$ 112.00	\$ 112.00
Loan repayment	\$ -	\$ -	\$ -	\$ -
Loan interest expense	\$ 9.84	\$ 9.84	\$ 9.84	\$ 29.51
Miscellaneous expense	\$ 40.00	\$ -	\$ -	\$ 40.00
<i>Total cash payments</i>	\$ 599.84	\$ 2,241.04	\$ 2,353.04	\$ 5,193.91
Cash increase (decrease)	\$ (599.84)	\$ 958.96	\$ 846.96	\$ 1,206.09
Beginning cash balance	\$ -	\$ (599.84)	\$ 359.13	\$ -
Ending cash balance	\$ (599.84)	\$ 359.13	\$ 1,206.09	\$ 1,206.09

Mix It Up		
Loan Amount		
Start-up Costs		
Marketing expense		\$ 400.00
Gas expense		
\$0.50 per mile	\$ 0.50	
21.6 miles (1 trip a week)	43.2	
		\$ 21.60
Total Loan Amount Requested		\$ 421.60

Events

Faculty/Staff Talent Show

Product Description: The Faculty/Staff Talent Show is an opportunity for students to see many of their favorite professors perform in a variety show that will display their various talents and abilities. Professors will be recruited to participate by both students and their respective department heads. The show will follow a format similar to popular TV show American Idol. Participating fac/staff will perform a 2-4 minute act that will then be followed by comments and feedback from a panel of 3 students. At the end of the night, the crowd will have the opportunity to vote for their favorite act of the night.

Market Analysis:

This event has the unique opportunity to market to three distinct markets. The primary market will be students who are looking for entertainment on the weekend. Additionally, this event falls in the middle of parents/grandparents weekend. We will capitalize on this by offering students and their parents something to do on Saturday night since the university does not provide any alternative events that evening. Lastly, we will target the rest of the faculty/staff as many of them will be interested in coming out to see/support their performing colleagues.

Competitor Assessment:

New student talent show

Marketing Plan:

Our primary marketing scheme will be a comprehensive campus poster campaign. We will work with the campus organization "The Studio" to develop attractive posters that feature many well-known professors performing various talents. Posters will be hung in every heavily trafficked campus building and all dorms. In addition to posters we will also encourage the participating faculty to promote the events in their classes. We will have a banner on the student homepage and a slide up in chapel.

TOWS Analysis

Threats

- New student talent show

Opportunities

- Taking advantage of a new event that hasn't been offered at Cedarville
- Raise funds for the SGA Ministry
- Parents /Grandparents Weekend - potential to bring in more people

Weaknesses

- Quality and quantity of talent

Strengths

- Parents Weekend
- Positive feedback from students from concept testing

Contingency Plan: The only contingency we have at this point is professors backing out or becoming unable to perform at the last second. In any such case, we will simply go on without the professor and continue the show.

Timeline:

- **Friday, September 27th:**
 - Contact all department heads (or administrative assistants) via email.
- **Tuesday, October 1st:**
 - Meetings arranged with Department heads.
- **Wednesday, October 16th:**
 - Posters submitted to Print Services
 - Audition screening is complete, Judges confirmed.
- **Monday, October 21st:**
 - Marketing drops
- **Saturday, November 2nd:**
 - Faculty/Staff Talent Show

Information Technology Strategy - We will have the IT group develop a qr code that will take the voter to a google form for our online voting. By using this, we will be able to have instant results for the show.

Operating Plan:

The 5 students in this event will be able to run it

1. Amanda - Show manager
2. Sam - Tickets/Programs
3. Tyler - Tickets/Programs
4. Olivia - Customer compliance
5. Travis - Coordinating with SCAB

Resources and Production:

SCAB will be primarily in charge of all production with our input on how we want the show to be presented

Production Methods:

6 to 10 acts will perform with judges commenting at the end of each performance. There will be an MC who will keep the show running with smooth transitions. Light and sound transitions for all acts will be reviewed and practiced with SCAB during our dry run that afternoon.

Facilities and Equipment:

We will be using the Recital Hall with SCAB sound equipment and lights.

Legal Issues

- Theatre capacity
- Recording the show
- Dangerous stunt. If we run into this issue, we will have the participant sign a waiver that they will not hold the school, IBC, business department, or any student responsible.

Financial Plan:

Faculty/Staff Talent Show			
Projected Income Statement			
For the period ended December 13, 2013			
Sales Revenue			\$ 1,800.00
Cost of Goods Sold			\$ 10.00
<i>Gross Profit</i>			\$ 1,790.00
Operating Expenses			
Marketing Expense	\$	50.00	
Merchant Expense	\$	-	
Supplies expense	\$	300.00	
Printing expense	\$	-	
Miscellaneous expense	\$	-	
<i>Total Operating Expenses</i>			\$ 350.00
Operating Income			\$ 1,440.00
Other Income (Expenses)			
Sales Tax Expense	\$	-	
IBC Reserve	\$	89.50	
Loan Interest Expense	\$	25.20	
<i>Total Other Expenses, net</i>			\$ 114.70
Net Income			\$ 1,325.00

Faculty/Staff Talent Show					
Sales Projection					
		Number of Sales			
Estimated Sales To Customer		<i>Phase I</i>	<i>Phase II</i>	<i>Phase III</i>	<i>Summary</i>
Presale ticket sales		0	100	0	100
Price/ticket	\$	3.00	\$ 3.00	\$ 3.00	\$ 3.00
At the door ticket sales		0	0	300	300
Price/ticket	\$	5.00	\$ 5.00	\$ 5.00	\$ 5.00
Total Estimated Ticket Sales	\$	-	\$ 300.00	\$1,500.00	\$1,800.00

Faculty/Staff Talent Show					
Projected Cash Budget					
For the period ended December 13, 2013					
		Phase I	Phase II	Phase III	Summary
		Sept. 30 - Oct. 4	Oct. 4 - Nov. 1	Nov. 2	Sept. 30 - Dec. 13
Cash Receipts					
	Projected Sales	\$ -	\$ 300.00	\$ 1,500.00	\$ 1,800.00
	Loan disbursement	\$ -	\$ -	\$ -	\$ -
	<i>Total cash receipts</i>	\$ -	\$ 300.00	\$ 1,500.00	\$ 1,800.00
Cash Payments					
	Cost of Goods Sold	\$ -	\$ -	\$ 10.00	\$ 10.00
	Marketing expense	\$ 10.00	\$ 40.00	\$ -	\$ 50.00
	Merchant expense	\$ -	\$ -	\$ -	\$ -
	Sales tax expense	\$ -	\$ -	\$ -	\$ -
	Supplies expense	\$ -	\$ 300.00	\$ -	\$ 300.00
	Printing expense	\$ -	\$ -	\$ -	\$ -
	IBC Reserve	\$ -	\$ -	\$ 89.50	\$ 89.50
	Loan repayment	\$ -	\$ -	\$ -	\$ -
	Loan interest expense	\$ 8.40	\$ 8.40	\$ 8.40	\$ 25.20
	Miscellaneous expense	\$ -	\$ -	\$ -	\$ -
	<i>Total cash payments</i>	\$ 18.40	\$ 348.40	\$ 97.90	\$ 474.70
	Cash increase (decrease)	\$ (18.40)	\$ (48.40)	\$ 1,402.10	\$ 1,325.30
	Beginning cash balance	\$ -	\$ (18.40)	\$ (66.80)	\$ -
	Ending cash balance	\$ (18.40)	\$ (66.80)	\$ 1,335.30	\$ 1,325.30

Faculty/Staff Talent Show		
Loan Amount		
Start-up Costs		
	Marketing expense	\$ 50.00
	Supplies expense	\$ 300.00
	Printing expense	\$ -
	Tickets expense	
	Estimated number of tickets sold	500
	Cost/ticket	\$ 0.02
		\$ 10.00
	Total Loan Amount Requested	\$ 360.00

Dorm Football Games

Product Description:

The Lawlor vs. Hill and Printy vs. Maddox flag football games are an established annual tradition at Cedarville University. Students of the participating dorms are the players in these games, and they are cheered on by an audience of students, parents, and staff. This event will take place on November 2nd, Cedarville's Parent's weekend, as is tradition, and will allow for ample planning of the event. The games will take place across the street from the University on Cedar Cliff's football field where there is plenty of seating and is convenient for students to attend.

Players will be required to wear a team shirt during the game that will be sold by IBC. These shirts will also be sold to those who wish to support their dorms, providing a large part of the profit for this event. Food vendors such as Stoney Creek Roasters and Chick -fil-A will be present to provide concessions. This will be another source of profit for IBC.

During half time and other breaks the audience will participate in small competitions involving prizes donated either by local businesses or purchased by IBC. Many of the other needed materials such a meter markers, footballs, and flags are already available from the University and would not have much cost for the company. This event is a relatively low cost, low risk, and high profit opportunity that will continue a great tradition for Cedarville and provide a new opportunity for IBC. We are confident that we can improve upon previous management of this event and make this into a great experience that will leave everyone involved highly satisfied.

Supplier Information:

Purchase concessions from Chick-fil-A for sale as concessions
Partner with Stoney Creek Roasters to provide drinks
Purchase T-shirts through Screen Play.

Process/Flow Timeline:

Sep. 28 - Coach/Head Ref. Deadline
Oct. 2 - Regulation Meeting (Coaches, Refs.)
Oct. 7- Opening t-shirt orders in lower SSC
Oct. 12 - Food Vendor Contract Deadline
Oct. 16 - T-shirt Order Completed
Oct. 21 - Marketing Drop
Nov. 3 - Event Date (Games)

Marketing Strategy

Promotion:

- Postcards to parents
 - Postcards will be mailed to the parents of the students in these four dorms to inform them of the game and how they can make it
 - These mailed postcards will allow parents to give them some details about the game
 - Addresses will need to be received for all members of the dorms
 - The admissions and information desks will both be informed of these plans so they are not caught off guard if/when they are called
- Social Media
 - Facebook updates and page
 - Twitter updates and posts
 - With these updates we will reach a largest population of the students through this.
 - Updates will be given on the day of and days leading up to the event
 - We will be updating people on the details of Chick Fil A food being there and other activities provided that will be family friendly and student friendly
- Promotional Video
 - This video will be made by the Film Gate organization.
 - This video will be shown in Chapel on an SGA Friday chapel. It will be from 30-90 seconds. After this video there will be some sort of promo during this time to inform the student body of the activities planned
- T-shirts
 - T-shirts will be sold in the lower Stevens Student Center
 - The design will be developed by the Studio.
 - There will be four different colored shirts all with the same design.
 - Sales for t-shirts will open October 7th and close October 16th
- Chick Fil A advertisement
 - We will use Chick Fil A as our prime food provider for this event
 - We will need to obtain a food license before this process
 - The Chick Fil A cow is going to be present at the event

TOWS Analysis:

Threats

- Lack of participation by teams, students, or the community
- Inclement weather on the day of the game
- Other food options available in town
- Other similar events occurring during the year

Opportunities

- Potentially large profit for IBC
- Marketing for the company
- Large student body
- Large number of parents will be on campus

Weaknesses

- Limited scope
- Targets only four dorms on campus

Strengths

- Event is a popular Cedarville tradition
- Does not require extensive planning
- Has been successful in the past
- Fulfills needs for entertainment and food variety among Cedarville students

Contingency Plans:

Our top venue is Cedar Cliff high school. If we are unable to use this venue then we have permission from Mark Matthews to use the cage field located on campus. The field can easily be converted into a football field and seating can be provided by the movable bleachers on campus. Students and parents will not be inconvenienced because the field is even closer than the high school and Chick-Fil-A will be notified of the change in plenty of time. If significant obstacles prevent us from using the cage field, we have reserved the Athletes in Actions turf football field located in Xenia, Ohio. They are reserving it for us as our back-up plan.

Financial Projections:

Dorm Football Games			
Projected Income Statement			
For the period ended December 13, 2013			
Sales Revenue			\$ 3,720.00
Cost of Goods Sold			\$ 1,849.80
<i>Gross Profit</i>			\$ 1,870.20
Operating Expenses			
Marketing Expense	\$	150.00	
Merchant Expense	\$	-	
Supplies expense	\$	250.00	
Printing expense	\$	50.00	
Miscellaneous expense	\$	50.00	
<i>Total Operating Expenses</i>			\$ 500.00
Operating Income			\$ 1,370.20
Other Income (Expenses)			
Sales Tax Expense	\$	235.22	
IBC Reserve	\$	93.51	
Loan Interest Expense	\$	53.13	
<i>Total Other Expenses, net</i>			\$ 381.86
Net Income			\$ 990.00

Dorm Football Games				
Sales Projection				
For the period ended December 13, 2013				
	Number of Sales			
Estimated Sales to Customer	Phase I	Phase II	Phase III	Summary
Spectator t-shirts	0	30	20	50
Price/shirt	\$ 12.00	\$ 12.00	\$ 12.00	\$ 12.00
Player t-shirts	0	160	0	160
Price/shirt	\$ 12.00	\$ 12.00	\$ 12.00	\$ 12.00
Chick-Fil-A sandwiches	0	0	300	300
Price/sandwich	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00
Total sales	\$ -	\$2,280.00	\$1,440.00	\$3,720.00

Dorm Football Games						
Projected Cash Budget						
For the period ended December 13, 2013						
			Phase I	Phase II	Phase III	Summary
			<i>Sept. 30 - Oct. 4</i>	<i>Oct. 4 - Nov. 1</i>	<i>Nov. 2</i>	<i>Sept. 30 - Dec. 13</i>
Cash Receipts						
	Projected Sales		\$ -	\$ 2,280.00	\$ 1,440.00	\$ 3,720.00
	Loan disbursement		\$ -	\$ -	\$ -	\$ -
	<i>Total cash receipts</i>		\$ -	\$ 2,280.00	\$ 1,440.00	\$ 3,720.00
Cash Payments						
	Cost of Goods Sold		\$ -	\$ 1,087.80	\$ 762.00	\$ 1,849.80
	Marketing expense		\$ -	\$ 150.00	\$ -	\$ 150.00
	Merchant expense		\$ -	\$ -	\$ -	\$ -
	Sales tax expense		\$ -	\$ 144.17	\$ 91.05	\$ 235.22
	Supplies expense		\$ -	\$ 250.00	\$ -	\$ 250.00
	Printing expense		\$ -	\$ 50.00	\$ -	\$ 50.00
	IBC Reserve		\$ -	\$ -	\$ 93.51	\$ 93.51
	Loan repayment		\$ -	\$ -	\$ -	\$ -
	Loan interest expense		\$ 17.71	\$ 17.71	\$ 17.71	\$ 53.13
	Miscellaneous expense		\$ -	\$ 50.00	\$ -	\$ 50.00
	<i>Total cash payments</i>		\$ 17.71	\$ 1,749.68	\$ 964.27	\$ 2,731.66
	Cash increase (decrease)		\$ (17.71)	\$ 530.32	\$ 475.73	\$ 988.34
	Beginning cash balance		\$ -	\$ (17.71)	\$ 512.61	\$ -
	Ending cash balance		\$ (17.71)	\$ 512.61	\$ 988.34	\$ 988.34

Dorm Football Games		
Loan Amount		
Start-up Costs		
	Marketing expense	\$ 150.00
	Supplies expense	\$ 250.00
	Printing expense	\$ 50.00
	Miscellaneous expense	\$ 50.00
	T-shirt expense	
	Estimated number of player t-shirts sold	50
	Cost/t-shirt	\$ 5.18
		\$ 259.00
	Total Loan Amount Requested	\$ 759.00

League of Legends Tournament

Product Description:

League of Legends is a free web-based computer game where teams of people play with fictional characters in a competitive strategy-conquest game. We will hold a double elimination tournament in which teams can pre-register to participate and win prizes provided by Riot Games, the game's creator. Teams consist of five members. The event will take place in the BTS Youth room and two surrounding classrooms. The tournament will be held over the course of two days.

Supplier Information:

Riot games offers the League of Legends software and tournament prizes for free. The Information Technology department will provide us with computers. The food delivery service team will cater the event with Chick-Fil-A on the Saturday of the event.

Process/Flow Timeline:

- Oct. 9 - Riot Registration Due / Team Registration Opens
- Nov 2 - Early Registration Closes
- No. 9 - Late Registration Closes
- Nov. 13 – Schedule Fixed, Event Finalized
- Nov. 16-17 – Tournament

Marketing Strategy:

We will use niche target marketing through Facebook to excite the devoted community members to use word of mouth to promote the tournament among friends. We will also use chapel slides, posters, and webpage banner (on Cedarville's student page). This will help reach potential players who haven't been contacted by word of mouth. We will also use the posters to promote to local high school students. Cedarville University Admissions has contracted with us to cover the marketing expense with the posters.

TOWS Analysis:

Threats

- Riot Games doesn't sponsor our tournament, we are unable to use Cedarville desktops, we don't get permission to follow through the tournament

Opportunities

- There is a dedicated group of players on campus, Riot Games has a policy where they will sponsor registered tournaments for free

Weaknesses

- Limited profit potential

Strengths

- Very little financial cost, enthusiastic response to primary research

Contingency Plans:

Should the Cedarville University internet fail, we will be using the following weekend to run the tournament. We already have the room reserved and have taken the necessary precautions to try to avoid this.

Financial Projections:

League of Legends Tournament			
Projected Income Statement			
For the period ended December 13, 2013			
Sales Revenue			\$ 492.00
Cost of Goods Sold			\$ -
<i>Gross Profit</i>			\$ 492.00
Operating Expenses			
Marketing Expense		\$ -	
Merchant Expense		\$ 3.32	
Supplies expense		\$ 50.00	
Printing expense		\$ -	
Miscellaneous expense		\$ -	
<i>Total Operating Expenses</i>			\$ 53.32
Operating Income			\$ 438.68
Other Income (Expenses)			
Sales Tax Expense		\$ -	
IBC Reserve		\$ 21.00	
Loan Interest Expense		\$ 3.50	
<i>Total Other Expenses, net</i>			\$ 24.50
Net Income			\$ 415.00

League of Legends Tournament					
Sales Projection					
		Number of Sales			
Estimated Sales To Customer		Phase I	Phase II	Phase III	Summary
	Team sales	6	2	4	12
	Price/team	\$ 25.00	\$ 25.00	\$ 35.00	\$ 25.00
	Individual sales	10	2	8	20
	Price/individual	\$ 6.00	\$ 6.00	\$ 10.00	\$ 6.00
Total Estimated Sales		\$ 210.00	\$ 62.00	\$ 220.00	\$ 492.00

League of Legends Tournament					
Projected Cash Budget					
For the period ended December 13, 2013					
		Phase I	Phase II	Phase III	Summary
		Sept. 30 - Oct. 4	Oct. 4 - Nov. 1	Nov. 1 - Dec. 13	Sept. 30 - Dec. 13
Cash Receipts					
	Projected Sales	\$ 210.00	\$ 62.00	\$ 220.00	\$ 492.00
	CU Admissions Discount	\$ 25.00	\$ 75.00	\$ -	\$ 100.00
	Loan disbursement	\$ -	\$ -	\$ -	\$ -
	<i>Total cash receipts</i>	\$ 235.00	\$ 137.00	\$ 220.00	\$ 592.00
Cash Payments					
	Marketing expense	\$ 25.00	\$ 75.00	\$ -	\$ 100.00
	Merchant expense	\$ 1.42	\$ 0.42	\$ 1.49	\$ 3.32
	Sales tax expense	\$ -	\$ -	\$ -	\$ -
	Supplies expense	\$ 25.00	\$ 25.00	\$ -	\$ 50.00
	Printing expense	\$ -	\$ -	\$ -	\$ -
	IBC Reserve	\$ -	\$ -	\$ 21.00	\$ 21.00
	Loan repayment	\$ -	\$ -	\$ -	\$ -
	Loan interest expense	\$ 1.17	\$ 1.17	\$ 1.17	\$ 3.50
	Miscellaneous expense	\$ -	\$ -	\$ -	\$ -
	<i>Total cash payments</i>	\$ 52.58	\$ 101.59	\$ 23.65	\$ 177.82
Cash increase (decrease)		\$ 182.42	\$ 35.41	\$ 196.35	\$ 414.18
Beginning cash balance		\$ -	\$ 182.42	\$ 217.83	\$ -
Ending cash balance		\$ 182.42	\$ 217.83	\$ 414.18	\$ 414.18

League of Legends Tournament			
Loan Amount			
Start-up Costs			
	Marketing expense	\$ 100.00	
	CU Admissions Office Discount:	<u>\$(100.00)</u>	
			\$ -
	Supplies expense		\$ 50.00
Total Loan Amount Requested			\$ 50.00

Customer Advocacy

Mission Statement

- The Customer Advocacy Department exist to serve the SBU's by representing the customer's views and opinions within the company.

How we serve:

- Challenge SBU's to see potential problems ahead of time and address those
- Survey and interview customers before, during, and after the SBU's existence to help the company understand the consumer's point of view
- We develop and test new concept tests for new products, services, or events ideas within the company

Information Technology

Mission Statement:

The IT department exists to assist Exceed's numerous departments & small business units through innovative website design, and a simple ordering process for customers.

Our Approach:

The combination of information and technology is a field in business that has been rapidly expanding over the past decade. It is our intention to bring IBC up to date with Exceed. The IT department will create an innovative website that will promote Exceed's products, events, and services. We will be working with the Cedarville IT department to supply Exceed with necessary computer equipment, and to create a simple online registration process for customers. We will be also be working with the marketing department to have our website be promoted through social media sites, such as Facebook and Twitter.

Website Development:

The Information Technology department will be creating two websites for the company:

(1) Our first task will be to recreate the IBC homepage. For those searching for IBC on Google, the homepage will often come up first. The unattractive and frustrating design of this website has likely turned customers or interested parties off to past IBC groups. We intend to create an attractive and usable website, which will grant visitors easy access to Exceed's current website, information regarding the IBC program, as well as access to company websites from previous years. We hope that this will increase online visibility, while promoting Exceed's products, events, and services to interested parties.

(2) As IBCs in the past, the IT department is currently developing a company website. Our website will not only provide easy access to customers regarding information about our products, services, and events, but is also a way for them to understand Exceed. Through an innovative and elegantly-designed site, customers will be able to research product information, and communicate with Exceed's numerous departments.

Our homepage will contain information pertinent to Exceed's brand, and will provide visitors with details regarding the departmental structure of the company and its products. Through a creative menu (built-in to the company logo) customers will be able to access information and order forms by navigating to the respective secondary product pages. Our website will be clean and intuitive. At these pages, visitors will be presented with a simple and intuitive ordering process that will allow them to place orders using their credit card, or simply learn more about the product they are interested in.

Customer Support:

The IT department will work with the small business units to create a webpage that will allow customers to ask questions or give comments regarding their products and their experiences using them. These questions or comments will be sent directly to the respective

SBUs as well as to the customer advocacy department. This will allow us to continually improve their experience and create a stronger customer base.

Order Processing System:

All ordering will be done through forms created by the Cedarville IT department. When placing an order, customers will be redirected from Exceed's page, and to a secure page hosted by CU's IT department. Here customers will be able to place orders using their credit card. They will place their order through online forms which our IT department will create, allowing customers to put in their information, as well as the option to customize their order (depending on the product). These forms will generate a spreadsheet listing order and customer information. Our IT department will then make these spreadsheets accessible to the respective departments and small business units.

Community Service

Mission Statement: To start at a local level, with what we have readily available, to make a difference far greater than ourselves.

GROW Ministries:

Grace Refuge Outreach Worldwide exists to rescue at risk children and youth who are targets of the sex trade industry, by supporting, educating, and providing them with a safe place to live, grow, and learn about Christ. Led by Sumitra “Faa” Choemue, GROW was formed in 2009. Their children’s home is in Chiang Mai, Thailand, and U.S. headquarters in Wooster, Ohio.

Nehemiah Foundation:

Nehemiah Foundation aspires to serve their community by identifying and supporting Christ-centered leadership and by providing resources to programs meeting the spiritual and physical needs of children and families. Based out of Springfield, Ohio and formed in 1992, this non-profit organization exists to assist other local ministries in their goals to further the gospel.

Our Commitment:

Exceed has been given this semester as an opportunity to reach out to the surrounding community and truly make an impact in the lives of others. The company will be donating all financial profits and volunteer hours to non-profit organizations within the area. Because our goal is to work at a local level, we have decided to partner with several organizations who will be able to use our donations for a much greater cause than what we could ever do on our own. Not only will this help others on a higher level, but we are also able to see the positive effects of teamwork on a grander scale.

This year, Cedarville’s Student Government Association (SGA), has decided to set a goal of \$60,000 to donate to GROW Ministries. Exceed recognizes the difficulty of such a goal, and would like to assist in the attainment of it. We will be donating all financial profits to SGA to be used as a part of Cedarville’s donation to GROW. Therefore, allowing us to work with other orgs on campus and be a part of something greater.

We have over 490 volunteer hours to donate, so we have decided to become a part of several different ministries. By working with the Nehemiah Foundation, we will be able to work with an assortment of ministries, allowing each company member to truly find something they care about and feel connected to. By partnering with the Nehemiah Foundation, we are again mirroring the idea of putting our time to something greater. We also intend to be a large part of the CU in the Community day, allowing group members to get out in the surrounding neighborhoods and get to know the people they have been living around for almost three years. IBC feels that these ministry opportunities will allow for a significant ministry impact, for both those being served and our own company members.

Exceed Financial Statements

Exceed		
Projected Consolidated Income Statement		
For the period ended December 13, 2013		
Revenue		
Products		
	Coupon Book	\$ 5,000.00
	<i>Total product revenue</i>	\$ 5,000.00
Services		
	Food delivery - CU	\$ 6,400.00
	Food delivery - CSU	\$ 6,400.00
	<i>Total service revenue</i>	\$ 12,800.00
Events		
	Dorm Football Games	\$ 3,720.00
	Faculty/Staff Talent Show	\$ 1,800.00
	League of Legends Tournament	\$ 492.00
	<i>Total events revenue</i>	\$ 6,012.00
	Total revenue (net of 6.75% sales tax)	\$ 22,310.00
Cost of Goods Sold		\$ 12,400.00
Gross Profit		\$ 9,910.00
Operating Expenses		
	Marketing Expense	\$ 850.00
	Merchant Expense	\$ 263.00
	Supplies expense	\$ 700.00
	Gas expense	\$ 346.00
	Printing expense	\$ 200.00
	Miscellaneous expense	\$ 490.00
	<i>Total Operating Expenses</i>	\$ 2,850.00
Operating Income		\$ 7,060.00
Other Income (Expenses)		
	Sales Tax Expense	\$ 236.00
	IBC Reserve	\$ 568.00
	Loan Interest Expense	\$ 166.00
	<i>Total Other Expenses, net</i>	\$ 970.00
Net Income		\$ 6,090.00

Exceed			
Loan Request			
Products			
	Scholarship Donation	\$	400.00
	Marketing Expense	\$	50.00
			\$ 450.00
Services			
	Marketing expense	\$	600.00
	Gas expense	\$	43.20
	<i>Total</i>		\$ 650.00
Events			
	Marketing expense	\$	200.00
	Supplies expense	\$	600.00
	Printing expense	\$	50.00
	Miscellaneous expense	\$	50.00
	Tickets expense	\$	10.00
	T-shirts expense	\$	259.00
	<i>Total</i>		\$ 1,170.00
Total Loan Amount Requested			\$ 2,270.00