

A p p e n d i x

Sluggers Batting Cage, LLC A Business Plan

Linzie M. Steele, Owner
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Hartsville, SC 29550

EXECUTIVE SUMMARY



Sluggers Batting Cage, LLC will be an indoor baseball/softball facility located at the intersection of U.S. Highway 15 and Lakeview Boulevard within the city of Hartsville, South Carolina. There are currently no other batting/pitching facilities like this one anywhere in the Pee Dee area. This plan will serve as a road map to illustrate the capacity of our services, as well as a means to attain the necessary capital to open the facility. Owners and managers will refer to this plan on a regular basis in order to evaluate the mission, goals, and objectives of Sluggers.

Sluggers' ability to cater to the needs of its customers by providing year-round batting practice, knowledgeable management and staff, a fun atmosphere, and a convenient location will make Sluggers stand far above the competition.

Baseball is huge in Hartsville, and by providing local baseball enthusiasts with a state-of-the-art facility in which we can feed the flame and enrich the skills of our future stars, we will succeed as a company.

OBJECTIVES

The main objectives for Sluggers Batting Cage are as follows:

1. Show a profit by year 4.
2. Attract an average of at least 300 visitors per week by the end of year 1.
3. Set up a portable batting/pitching cage at two community events during year 1 for publicity.
4. Sponsor a Little League baseball team in the community.

MISSION

Sluggers Batting Cage is an indoor, year-round baseball facility designed to develop and enrich batting and pitching skills of baseball and softball enthusiasts of all ages in Hartsville and the surrounding areas. It is our mission to provide the best programs, staff, and equipment to fully meet the needs of our customers while generating a profit for the owners and the investors. Sluggers plans to provide a fun atmosphere unlike any area batting cage for individuals of all ages who love the game of baseball. By working closely with local Little League, high school, and collegiate teams and the community, Sluggers strives to support and sponsor many local baseball programs and events. Our goal is to provide a facility in which families, teams, and individuals may experience enjoyment and appreciation for the game of baseball while enhancing their skills.

KEYS TO SUCCESS

The keys to success for Sluggers Batting Cage are as follows:

1. *Marketing:* Sluggers must become a common name recognized in town and discussed over the dinner table in Hartsville. It must be what kids want to do when they get home from school and the place kids talk about on the playground. It must be where players go in the off-season to keep in shape. By sponsoring a Little League team and hosting clinics and special events throughout the year, Sluggers plans to move into this position.
2. *Atmosphere:* Sluggers will create a "major league" feel to our indoor batting arena by using vibrant colors, first class equipment, and sponsorship banners, displaying local baseball jerseys and other baseball paraphernalia, and playing upbeat music. By providing a relaxing and enjoyable environment for "spectators" we hope to make Sluggers a place where all parties (whether they participate or just drive the mom taxi) enjoy their experience and will want to frequent our facility often.

3. *Knowledgeable/Qualified Staff and Management:* By top management having much experience in baseball and only hiring staff members who have a background in the sport, we will provide our customers with staff who not only know how to run a register but know how to throw a curve ball as well. Sluggers is dedicated to providing customers with a qualified staff who will show genuine concern for them and make them feel comfortable.

COMPANY SUMMARY

Sluggers Batting Cage is a new indoor batting facility that will provide batters of all skill levels a chance to strengthen their batting skills in a casual atmosphere. Sluggers will also serve as a location for teams to hold practices and for pitching and batting clinics to take place. A comfortable and enjoyable environment for those not participating in these activities makes Sluggers a family-friendly place as well.

COMPANY OWNERSHIP

Sluggers Batting Cage will be a limited liability company that will be privately owned. Linzie Steele and Gregory Batchelor will own 12.5 percent of the company, while three other investors will own 87.5 percent. The limited liability company will have limited liability and continuity of life.

START-UP SUMMARY

Our start-up requirements come to approximately \$500,000. Included in these costs are the land, building, all developmental costs, equipment, and start-up capital.

Sluggers Batting Cage, LLC

Start-Up Summary

Item	Cost	Description	Vendor
Start-Up Capital	\$ 10,000	start-up cash on hand	n/a
Land	\$ 205,000	corner of Lakeview Blvd and Bus 15	Warren G. Arthur
Building	\$ 250,000	(including nets/fencing/parking/etc.)	lowest bid
Pitching Machines	\$ 10,000	8 machines	Athletic Training Equipment Company
Batting Equipment	\$ 1,875	25 bats (\$75/bat)	Baseball Warehouse
Dimple Balls	\$ 720	\$29.99/dozen—24 dozen	Baseball Warehouse
Helmets	\$ 152	20 helmets (\$7.60/helmet)	Edge Athletics
Radar Gun	\$ 395	for bull pen	Baseball Tips.com
Paper Materials	\$ 200	forms/etc.	D & G Printers
Decor	\$ 200	picture frames, bulletin boards/etc.	Wal-Mart, etc.
Legal Fees	\$ 1,000	business licence/setup, etc.	Stanton & Jones Attnys at Law
Cleaning Supplies	\$ 175	mops/brooms/vaccum/chemicals	Lowe's/Wal-Mart, etc.
Furniture	\$ 1,500	couches/chairs/TV	various
Computer Supplies	\$ 2,000	computer/printer/etc.	Gateway
Vending Machines	\$ 3,000	vending machines for snacking	American Vending Distributors
Token Card Machine	\$ 1,000	to use for Baseball Bucks	unknown—estimate only
Miscellaneous Goods	\$ 500	misc.	various
	\$ 487,717		

SERVICES

Sluggers Batting Cage will be an indoor batting cage that provides its users with various services: a state-of-the-art batting facility, a bull pen with radar gun to detect speed, and a food and lounge area for guests. Along with these services, Sluggers Batting Cage will provide its customers with qualified and knowledgeable people to make sure all of their needs are met. See Appendix B for floor plan.

BATTING CAGE

Sluggers Batting Cage will house eight batting cages at varying speeds aimed at meeting batting needs at all levels. There will be one slow pitch softball, one fast pitch softball, two slow-speed (45 mph) baseball, two medium-speed (70 mph) baseball, and two fast-speed (85 mph) pitching machines. Sluggers will provide high-quality baseball and softball bats of varying lengths and weights for users, as well as top-of-the-line helmets for ultimate safety. Dimple balls of the same size and weight as regulation standards will be used in order to most accurately resemble actual pitches.

The batting cage will be the most widely used and the main focus of the company. A staff person will remain in this area during hours of operation in order to ensure users are adhering to proper safety techniques.

BULL PEN

The Bull Pen, located at the far right of the facility, will be a practice pitching area in which pitchers can work on their form as well as measure the speed of their pitches. A radar gun, which will be measured for accuracy on a regular basis, will be mounted in order to measure pitch speeds. A "Fastest Pitch" sign will be posted on the wall adjacent to the Bull Pen, displaying the name and speed of the person holding the record of the fastest pitch. Diamond-brand high school regulation baseballs will be used.

DUGOUT

The Dugout is a food/drink/lounge area designed as a waiting area and an area for parents and nonparticipating visitors to hang out while others use the facility. A PowerAde drink machine and a Pepsi drink machine will be available in this area, as well as a Lance snack machine. A large-screen television, several couches, and a variety of magazines will be available for users to enjoy. Our goal is for mothers, fathers, and grandparents to *enjoy* taking their children to the batting cage and not make it feel like such a chore. The Dugout will provide an area for them to relax, socialize, and observe the activities in Sluggers.

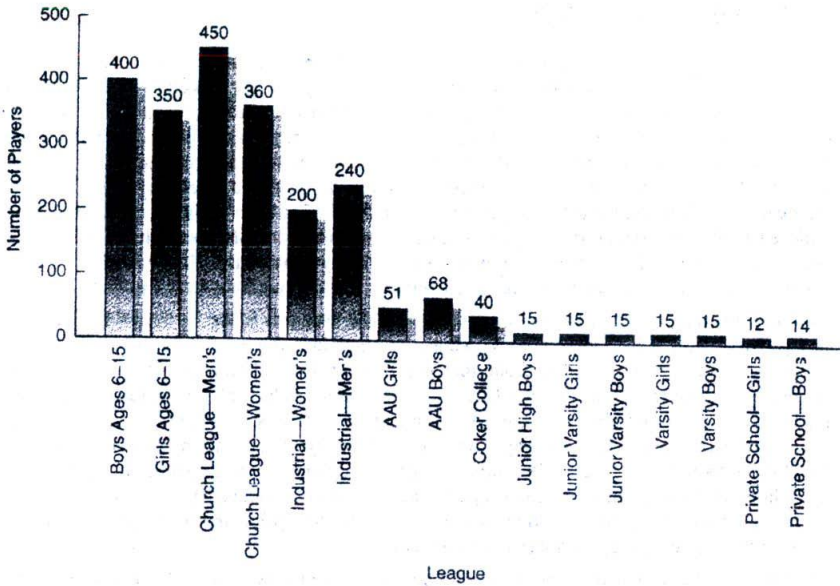
MAIN DESK

The main desk will serve as a hub for all of the activities going on in Sluggers. It is here that users can purchase their "Baseball Bucks" using cash, check, or credit cards, to pay for the use of the batting cage and Bull Pen. The main desk will have a staff person on hand at all times ready to sell Baseball Bucks, answer questions, and greet customers with a smile. The main desk will also serve as an area for local teams and groups to post information regarding upcoming activities, events, and registration.

MARKET ANALYSIS SUMMARY

Sluggers will be the only indoor baseball facility in all of Darlington County. Most aspects of the facility will cater mainly to the City of Hartsville residents. Other aspects, however, will appeal to everyone in the Pee Dee area.

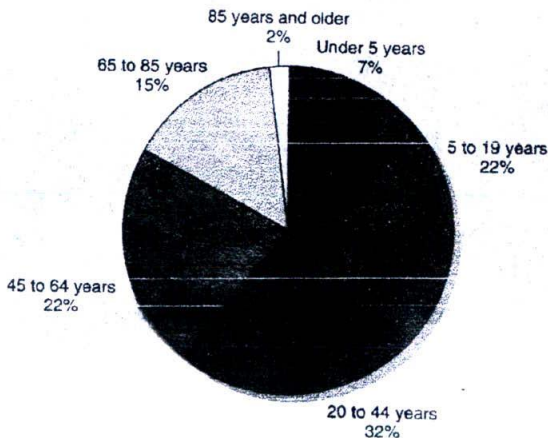
Because of the nature of this company, Sluggers will appeal to a variety of groups including dedicated Little League players to high school and collegiate players to casual players who just want to give the bat a swing.



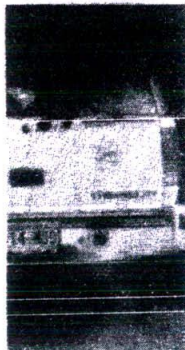
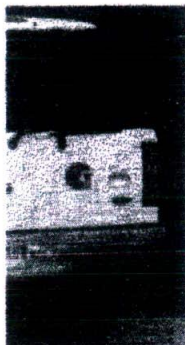
According to Hartsville Area Recreation Department (HARD) manager, Robbie Lewinger, "Hartsville is baseball city. People of all ages play baseball or softball here. We have 6-year-olds playing Little League Baseball, all the way up to 60-year-olds playing Church League Softball. Also, 80% of kids we have registered play baseball [or softball] seven to eight months out of the year." Figures from HARD show that approximately 2,119 people were on team rosters for the year 2002. This number includes boys' baseball, ages 6-15; girls' softball, ages 6-17; Industrial League softball, men's and women's; Church League softball, men's and women's; and AAU baseball teams. There are an additional 127 players involved in junior high, junior varsity, and varsity baseball and softball programs, one private school program, and one college program. A grand total of 2,246 players in a community with a population of 7,556 people represents a figure close to 30 percent of Hartsville's residents who participate in baseball or softball.

PROFILE OF HARTSVILLE COMMUNITY

According to the U.S. Census Bureau, Census 2000, Hartsville is home to 7,556 people. The population is 43.9 percent male and 56.1 percent female. The median age of persons living in Hartsville is 37.2 years. The target area that Sluggers is most interested in are the age groups of 5-19 years old, and 20-44 years old. These two groups combined equal 54 percent of Hartsville's total population.

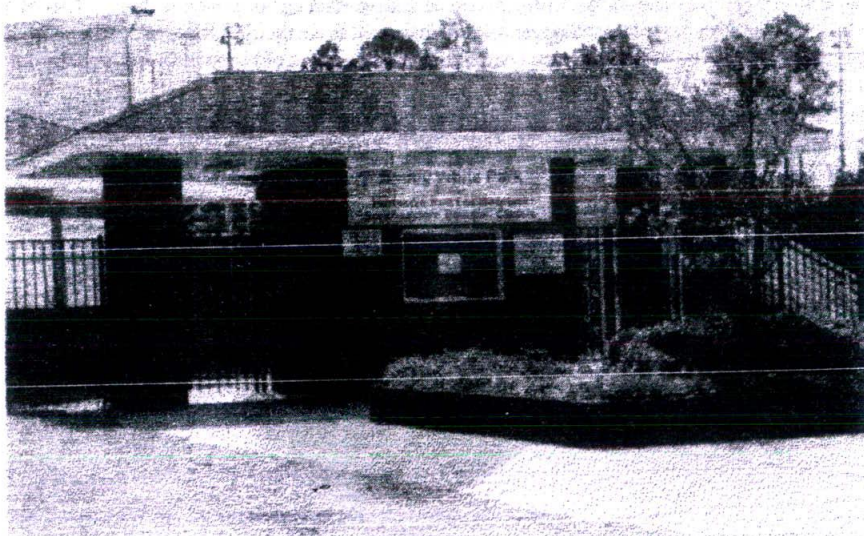


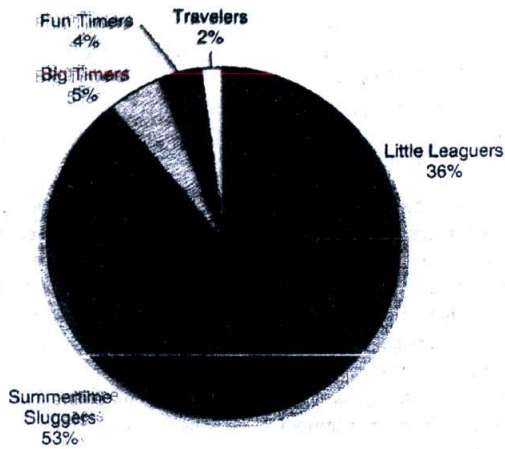
Hartsville Population Distribution



MARKET SEGMENTATION

1. *Little Leaguers*: An important market segment for Sluggers will be the Little Leaguers. This group includes boys' and girls' baseball and softball from ages 6–15, as well as AAU boys' and girls' baseball and softball. Although this group is second in size, making up only 36 percent of our target market, they are most important to us because they play baseball/softball for the longest period of time. Starting in early spring until late in the fall, these teams play for almost eight months out of the year. Parents of these children sport magnetic baseballs and softballs on their cars with their child's name and jersey number. A benefit of this age group is that often the children are the ones begging their parents to take them to bat, and Sluggers can provide this no matter what the weather. We hope to reach these folks by sponsoring a Little League softball and baseball team and allowing teams to rent a portion of our facilities for a discounted rate.
2. *Summertime Sluggers*: Another important market for Sluggers is the Summertime Sluggers group. This group mainly consists of working moms and dads who participate in softball teams during the summer months. This group includes 10 women's and 12 men's Industrial League teams, and 12 women's and 15 men's Church League teams. Industrial League teams play tournaments every Saturday beginning in May and ending in August, and Church League teams play three games per week (Tuesday, Thursday, and Friday) beginning in May and ending in late July. Although this group makes up the largest percentage of our target market, coming in at a whopping 51 percent, these teams do not practice year-round and only play four months out of the year. By offering discounted team practice rates for this group and participating in advertising at their fields, Sluggers hopes to reach them as well.
3. *Big Timers*: This group consists of the elite group of baseball/softball enthusiasts who have worked hard and achieved their dreams of playing junior high, junior varsity, varsity, or college baseball. Although this group makes up a small percentage of the target market, most of these individuals will be able to drive themselves to Sluggers instead of relying on a parent or guardian to provide them with transportation. This group is more likely to practice in the off-season in order to improve performance during season play. Sluggers hopes to attract this group by maintaining a "cool" atmosphere that is alluring to players in this age group.
4. *Fun Timers*: A small but important portion of our target market includes the group of individuals in the area who may not be baseball enthusiasts but who are just looking for something fun to do. This group is most likely to visit Sluggers over the weekend and summertime for the sole purpose of entertainment. This group may include people on a date or even youth groups from one of the more than 50 churches in the Hartsville area. We will strive to attract this group by sending flyers to local churches inviting them to have group outings at our facility and by advertising in local newspapers as a "fun place for everyone!" By offering birthday party packages and a portable batting cage/pitching cage that we can provide at various downtown events, we hope to attract various people from the community who are just looking for fun.





5. *Travelers*: A final group that Sluggers would like to cater our marketing toward is the Travelers groups. With Hartsville being home to two large recreational lakes, one college, two golf courses, annual Jazz Festival, and the Hobie Regatta, many travelers come through the area. In fact, 13 percent of Hartsville homes are used solely for recreational and seasonal use! (U.S. Census Bureau, Census 2000) Hartsville High School annually hosts the Southeastern Baseball Classic, which brings the top 15 teams from the Southeast for a week filled with tournament play. Sluggers hopes to capitalize on the Travelers; whether they're here for the baseball classic and need some batting practice after traveling for hours, or whether they're just looking for some entertainment, we can provide them with both.

TARGET MARKET SEGMENT STRATEGY

Because of the uniqueness and convenience of our facility, many people will be attracted to Sluggers just to check out our establishment and see what we have to offer. We do not want to just sit back and wait for customers to appear. Therefore, we will execute an aggressive market strategy to attract customers who best match our offerings.

Our first objective is to get people into Sluggers to see what we have to offer. Our hope is that they like what they experience, tell other people about it, and come back themselves.

Some of the ways Sluggers will get people into the facility include:

1. Introducing our business to the community with a huge grand opening promotional event that will be free to everyone.
2. Hosting various baseball and softball camps that will attract many players who otherwise would not come.
3. Mailing out discount coupons and free batting vouchers to everyone in zip code 29550.
4. Providing a portable batting cage at various community events and tournaments (either for free or for a small charge) to publicize our facility.
5. Advertising in *The Messenger*, Hartsville's area newspaper to invite folks from the community and to display hours of operation.

PRICING STRATEGY

Initially, Sluggers will offer three pricing options:

1. *\$1.50/15 pitches, or 10 Bull Pen Pitches* This price is available to any customer who would like to bat in any of our eight batting lanes. It is also good for 10 radar-measured speed pitches in the Bull Pen.

2. *\$20/hr Team Warm-Up (per lane)* This price is available to any team that would like to use the facility as a practice time, or before a game. Lanes can be rented for up to two hours at a time and must be reserved at least one day in advance.
3. *\$50/2 hr Birthday Party* This price is available to any group of individuals or church who would like to host a party at Sluggers. Price includes two lanes and can only be reserved for two hours at a time and must be reserved at least one week in advance.

Customers will use "Baseball Bucks" to pay for these services. At the main desk, customers may purchase a Baseball Buck card for fifty cents. After purchasing the card, the customer may place any dollar amount of money on the card. The card may be used at a later time, and the balance will carry over if not all of it is used. This procedure prevents awkward fumbling around for coins and correct change, alleviating parents from being frustrated by constantly pulling out more money. Since customers get to keep their cards, they will be reminded of Sluggers each time they see our card in their wallets.

After using these pricing strategies for a while and becoming firmly established, Sluggers may then choose to offer a Sluggers Member pass, which is good for unlimited use for one year from purchase, at a flat rate.

LOCATION

Sluggers has chosen the location of a heavily trafficked intersection within the city limits of Hartsville. A triangular shaped corner lot at the intersection of US 15 and Lakeview Boulevard marks the area where Sluggers will be established. The lot is 250 feet long on each side and 300 feet across in the back. The lot is located approximately one mile from the center of town, one mile from the Dixie Youth T-ball, Major, Pony, and Major fields, two miles from Lee Street Softball Complex, one mile from Coker College, 2 miles from Hartsville High School, and 3 miles from the new Hartsville Recreational Complex. Because of its highly visible location, Sluggers hopes to draw several customers due to curiosity and pure convenience. By being located so close to area baseball and softball fields, Sluggers also hopes to attract customers wishing to get in a little batting practice before that big game. For map of location see Appendix A.

STRATEGY

Potentially Sluggers has a very large market. Because there are no other batting cages in the area of this type, we believe we will become a popular place among baseball/softball enthusiasts quickly. This will be accomplished by our aggressive marketing strategy and our continuous focus on improvement in order to meet the needs of our customers.

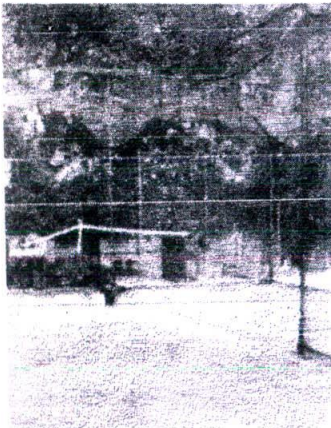
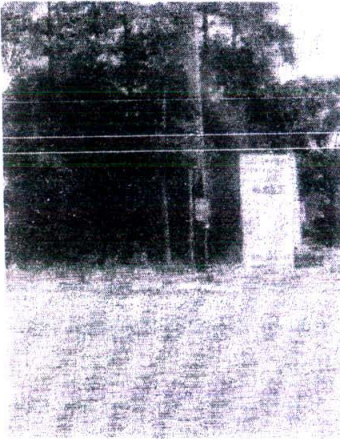
COMPETITIVE EDGE

Sluggers has a great advantage in that it is the only indoor batting cage in Darlington and Florence Counties. Our greatest competitive edge is that we are an indoor facility that provides us with the opportunity to offer year-round batting practice to the many baseball/softball enthusiasts in the Hartsville area.

We will also have a competitive edge by offering clinics and private coaching sessions in order to help our customers increase their hitting abilities.

COMPETITION

The only competition that Sluggers faces is the batting cage at Sonic Drive-In, located approximately .75 miles from our facility. Sonic offers one slow-pitch and one fast-pitch outdoor batting cage for a price of \$.50 per 15 pitches. The pitching machines have been on location for



approximately 15 years, are rarely serviced, often throw "balls," and are in poor shape. The cage itself is not well-kept; loose balls and trash surround the batting area. No bats are provided for batters to use, and the helmets that are provided are in poor shape. Batters also feel pressured to make a food purchase while they are using the batting facility at *Sonic*.

Baseball enthusiasts want the best facilities to improve their swing. By offering a clean, safe, and family-friendly environment, customers will choose to bat at Sluggers instead of the Sonic.

SALES STRATEGY

By providing everything players need (indoor batting, multiple pitching machines, reasonable prices, convenient location, pitching radar), Sluggers hopes to lure potential customers into our facility. By providing a fun atmosphere, top-notch training, food and drinks, and comfy couches for moms, we hope to keep them there a while and encourage them to come back and bring a friend.

Our goal is for our customers to spend 45 minutes to an hour in our facility during each visit. If they are comfortable and are having a good time, they will spend more money while they're in our facility and be more likely to visit again.

ASSUMPTIONS

- Income from batting, pitching, parties, and advertising
- \$500/month income from advertising
- Peak operating months February to July
- Yearly sales increase
 - 10 percent increase in year 2
 - 12 percent increase in year 3
 - 13 percent increase in years 4–5
- Approximately 3 percent increase in operating expenses yearly

SALES FORECAST

Sales and income projects were calculated using the assumptions listed previously and by using a worksheet on Microsoft Excel. The following chart demonstrates that Sluggers will be earning a net profit by year 4.

(See Appendix C for Most Likely Cash Budget and Income Statement).

MANAGEMENT SUMMARY

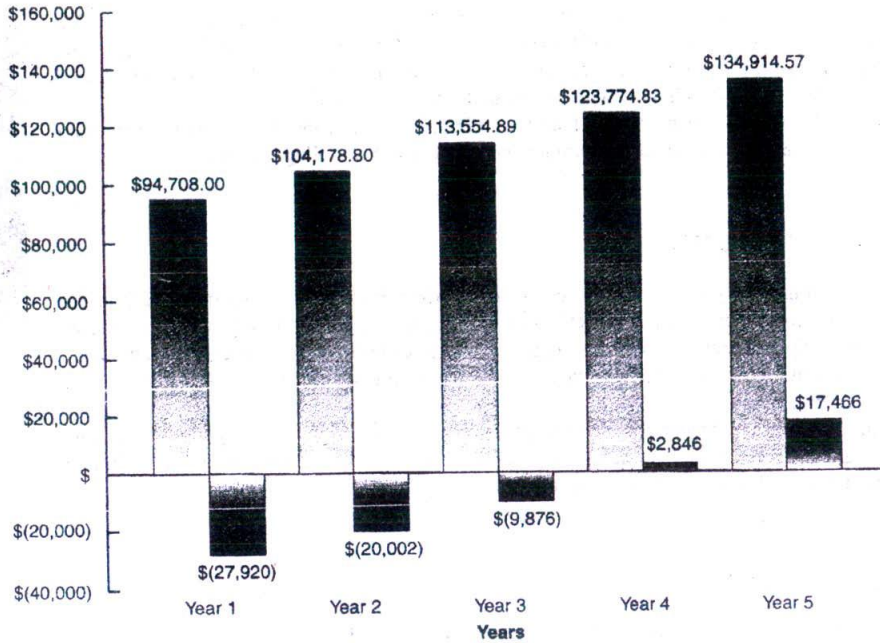
The initial management for Sluggers will include the two primary owners, Linzie Steele and Gregory Batchelor. Steele will be in charge of running everyday activities such as scheduling, marketing, promotion, finance, and public relations, whereas Batchelor will be responsible for maintaining equipment, leading and coordinating batting and pitching clinics, and offering on-site instruction and personal coaching to customers. General help staff will be hired to work during peak hours and more will be hired as the company grows. Hiring priority will be given to applicants with baseball experience to ensure a well-informed staff. A janitor will be hired to clean the facility each evening. Manager's résumés are available under separate cover.



Sales and Income Projections

Blue bars: Sales

Grey bars: Net Income



PERSONNEL PLAN

<i>Personnel</i>	<i>Approximate Salary</i>
Linzie Steele	\$20,000
Gregory Batchelor	\$20,000
Part-Time Staff	\$6,000 (20 hrs/wk for 50 weeks, \$6.00/hr)

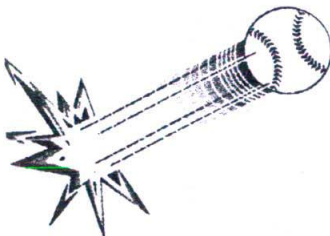
FINANCIAL PLAN

The following summarizes where the funds to start Sluggers Batting Cage, LLC will come from. The owners decided to use their personal funds, funds from one to three private investors, and a bank loan in order to ensure that the company will not suffer from the advice from a plethora of investors and a dissipation of ownership.

<i>Investment by Owners</i>	\$ 25,000
Loan	\$300,000
Private Investors (see Appendix D)	<u>\$175,000</u>
Total Funding	\$500,000

SUMMARY

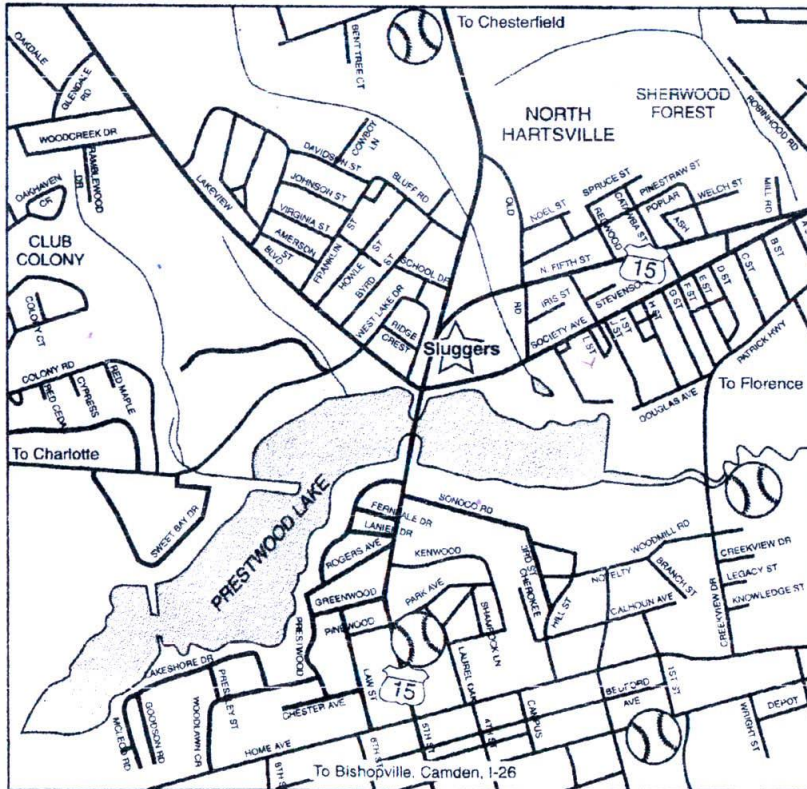
Sluggers Batting Cage, LLC is a grand-slam investment. As a state-of-the-art facility with an experienced, competent, and cohesive management, there is great potential for fast growth of this company and possible expansion into other areas of the state/region.




A p p e n d i x

A

Location Map



 Denotes location of a baseball/softball complex

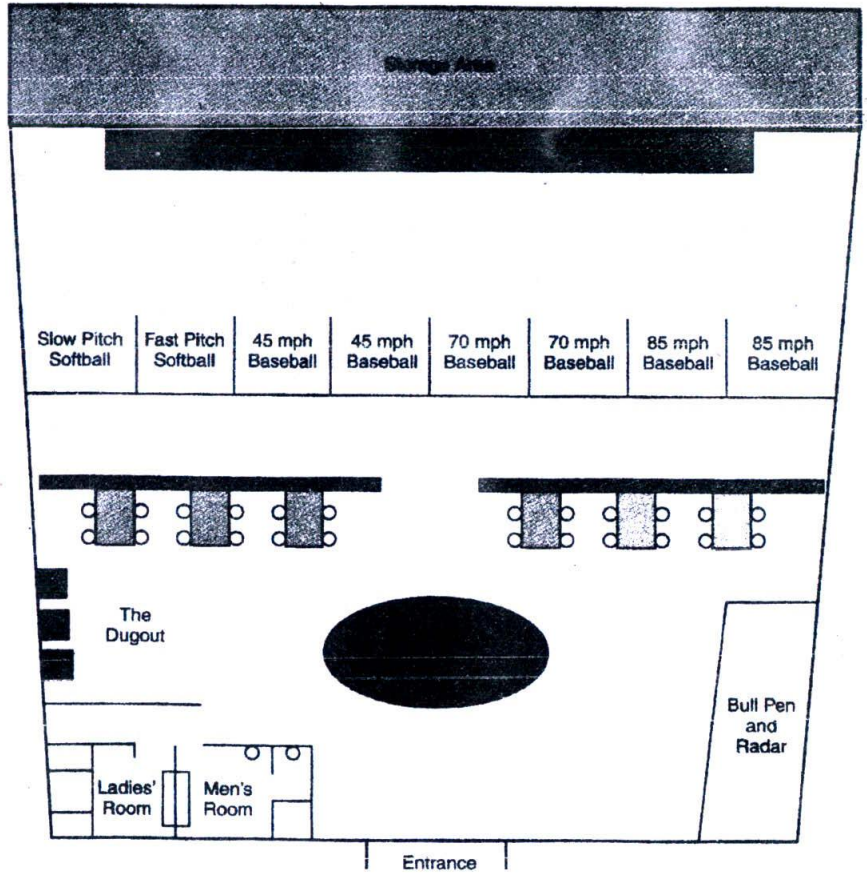
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A p p e n d i x

B

Floor Plan



A p p e n d i x

C

Forecasted Financial Statements

Cash Budget—Most Likely Sales Forecast

	June	July	August	September	October	November	December	January	February	March	April	May	Year 1
Cash Receipts													
Sales	\$ 11,107	\$ 9,387	\$ 7,826	\$ 5,357	\$ 5,357	\$ 5,357	\$ 6,016	\$ 6,016	\$ 6,016	\$ 7,531	\$ 7,581	\$ 11,107	\$ 88,708
Advertising Sales	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 6,000
Collections													\$ 94,708
Cash Sales	\$ 11,107	\$ 9,387	\$ 7,826	\$ 5,357	\$ 5,357	\$ 5,357	\$ 6,016	\$ 6,016	\$ 6,016	\$ 7,581	\$ 7,581	\$ 11,107	
Total Cash Receipts	\$ 11,107	\$ 9,387	\$ 7,826	\$ 5,357	\$ 5,357	\$ 5,357	\$ 6,016	\$ 6,016	\$ 6,016	\$ 7,581	\$ 7,581	\$ 11,107	
Cash Disbursements													
Utility Expense	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700	\$ 700
Insurance Premiums	\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ -
Office Supplies	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50
Maintenance	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75
Computer Supplies	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50
Advertising	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550	\$ 550
Legal and Accounting Fees	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
Miscellaneous Expense	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60	\$ 60
Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Wages and Salaries	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834	\$ 3,834
Total Cash Disbursements	\$ 9,469	\$ 5,469	\$ 5,469	\$ 5,469	\$ 5,469	\$ 6,869	\$ 5,469	\$ 9,469	\$ 5,469	\$ 5,469	\$ 5,469	\$ 5,469	\$ 5,469
End of Month Balance													
Cash (beginning of month)	\$ 10,000	\$ 8,850	\$ 12,768	\$ 8,750	\$ 8,638	\$ 8,526	\$ 7,014	\$ 7,561	\$ 4,108	\$ 4,655	\$ 6,767	\$ 8,879	
Plus Cash Receipts	\$ 4,319	\$ 9,387	\$ 7,826	\$ 5,357	\$ 5,357	\$ 5,357	\$ 6,016	\$ 6,016	\$ 6,016	\$ 7,581	\$ 7,581	\$ 11,107	
Minus Cash Disbursements	\$ 5,469	\$ 5,469	\$ 5,469	\$ 5,469	\$ 5,469	\$ 6,869	\$ 5,469	\$ 9,469	\$ 5,469	\$ 5,469	\$ 5,469	\$ 5,469	
Cash (end of month)	\$ 8,850	\$ 12,768	\$ 15,125	\$ 8,638	\$ 8,526	\$ 7,014	\$ 7,561	\$ 4,108	\$ 4,655	\$ 6,767	\$ 8,879	\$ 14,517	
Borrowing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Repayment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cash (end of month after borrowing)	\$ 8,850	\$ 12,768	\$ 15,125	\$ 8,638	\$ 8,526	\$ 7,014	\$ 7,561	\$ 4,108	\$ 4,655	\$ 6,767	\$ 8,879	\$ 14,517	

Income Statement	Year 1	Year 2	Year 3	Year 4	Year 5	
Net Sales Revenue	\$ 94,708	104,178.80	116,680.26	131,848.69	148,989.02	10% 12% growth factor

Operating Expenses	Year 1	Year 2	Year 3	Year 4	Year 5	
Utilities	\$ 8,400					
Insurance	\$ 8,000					
Office Supplies	\$ 600					
Maintenance	\$ 900					
Computer Supplies	\$ 600					
Advertising	\$ 6,600					
Legal and Accounting Fees	\$ 1,800					
Taxes	\$ 3,000					
Salaries	\$ 46,008					
Miscellaneous	\$ 720					
Supplies	\$ 1,000					
Total Operating Expenses	\$ 77,628	79,180.56	81,555.98	84,002.66	86,522.74	(3% increase yearly)
Other Expenses						
Interest Expense	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	(\$300,000 at 15%)
Total Other Expenses	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	
Total Expenses	\$ 122,628	\$ 124,181	\$ 126,556	\$ 129,003	\$ 131,523	
Net Income/Loss	\$ (27,920)	\$ (20,002)	\$ (9,876)	\$ 2,846	\$ 17,466	



A p p e n d i x

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Profile of Investors

Linzie Steele, Owner and Manager
Hartsville, SC

Gregory Batchelor, Owner and Manager
Hartsville, SC

John Roth, Investor
Manager of Outage and Operations,
CP&L
Hartsville, SC

Julian Green, Investor
Mainframe Computers, Sonoco
Products, Inc.
Hartsville, SC

Orlando Hart, Investor
Retired
Scranton, SC

Thaddeus Stern, Investor
Retired
Scranton, SC

Michael Caldwell, Investor
Owner/Manager, Gainey's Heating
and Cooling, Inc.
Hartsville, SC

Kenneth Tusa, Investor
Retired
Hartsville, SC

Jack O'Brien, Investor
Dept. of Natural Resources
Patrick, SC

Teresa Alexander, Investor
Retired
Patrick, SC

State of Illinois



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