

# *Taste of the World*



**Business Plan  
2017-2018**

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# Executive Summary

Every year people deal with the issue of wanting to travel around the world but either have too many responsibilities to deal with or lack the fundings. This is a problem that millions of people are faced with in the United States, as well as other parts of the world. Statistics reveal that as of 2017, out of the 320 million people that live in the United States only 2.5 million have traveled overseas. Globally, an average of only 9.4% of people travel overseas. With these statistics, it's clear to presume that most individuals are attached to their own region with limited exposure to other cultures around the world. Every country has their own unique traditions, culture, and characteristics. If there was a way to provide an optimal taste of different countries, every society may become more aware about the world around them.

Taste of the World was created for this exact purpose. Our company aims to uncover the allure and knowledge of culture in our world with convenience and authenticity. We complete this task by sending a box, based on a specific country, filled with: snacks, knick-knacks, and background information delivered straight to the customer's doorstep. Taste of the World also provides healthier alternatives such as our Vegan and our Sugar free or Gluten Free boxes and also a bigger Explorer package that contains twice as much content than our regular box. All alternatives vary in size and pricing and can be bought once as a single box or as a subscription. Our subscription options vary from 3 month subscription to a year long subscription. Whatever you subscribe to, Taste of the World will provide "a splendid box" representing a different country each month. This will be an affordable alternative to a costly trip/vacation and allows the customer to experience more than one culture throughout the year. In addition, our product is an impeccable aid to culture awareness because it brings a taste of that country straight to the customer's doorstep without the hassle.

Taste of the World is based off of a box subscription model in which the customers subscribe to our service and pay a set price for a certain amount of time. We will be competing against other box subscription type companies. We differentiate ourselves by focusing on foreign treats from around the world as well as being a global company. Customers are also offered different options for their boxes. Whether you desire all Mexico items, are gluten-free, or wish to be surprised each month with different boxes, we will respond to our customer's needs.

We target those who love to try new things and experience different cultures at an affordable price. Our range is mostly in the middle to upper class at an average of 25-60 years old. Our company is not gender specific or focused on a certain race. We are selling world wide and hope to appeal to everyone in the global market.



# About the Business

## Company Overview:

Taste of the World is in its second year of operation as a C-corp business in the Consumer Goods and Services industry. Our co-founders: Bella Sirgy (Chief Executive Officer), and Miguel Santin (Chief Operations Officer) are the main supervisors for the company, leadership team, and their separate associates, all whom make up our business. We are currently located at 1401 South Grand Ave, Santa Ana, CA 92701. Taste of the World is partnered with two retailers: Albertsons® and Trader Joe's®. Our single boxes are being sold in their stores in return for a 5% stippen of our product sales. In addition, Taste of the World is collaborating with markets from around the world such as: Marché d'Apt® and Portobello Road® to gain authentic foods in our packages.

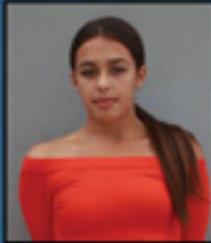
## Company Description:

Based on a box subscription model, Taste of the World specializes in delivering exotic treats and gifts from all over the world straight to the customer's doorstep. Our team assembles a box filled with delectable snacks, specialized items, and background information that varies based off of different countries as well as your requested selection. Each box will be themed with a specific country and filled with their most popular snacks and specialized items, so every month will be a surprise. In addition, if you are subscribed to our year package, the buyer will have the chance to select one country from twelve options. Our team will then set up an extravagant vacation that the subscriber and any additional members will travel to at the end of the year for an additional cost. Our package options vary from Vegan boxes, Gluten free items, Sugar free, and even the Explorer Package with more treats than ever before. Taste of the World is an incredibly unique company that families, young children, and even adults will adore.

## Mission Statement:

Our mission at Taste of the World is to provide our customers with an insight into various cultures around the world by simply delivering a top quality product to their doorstep.

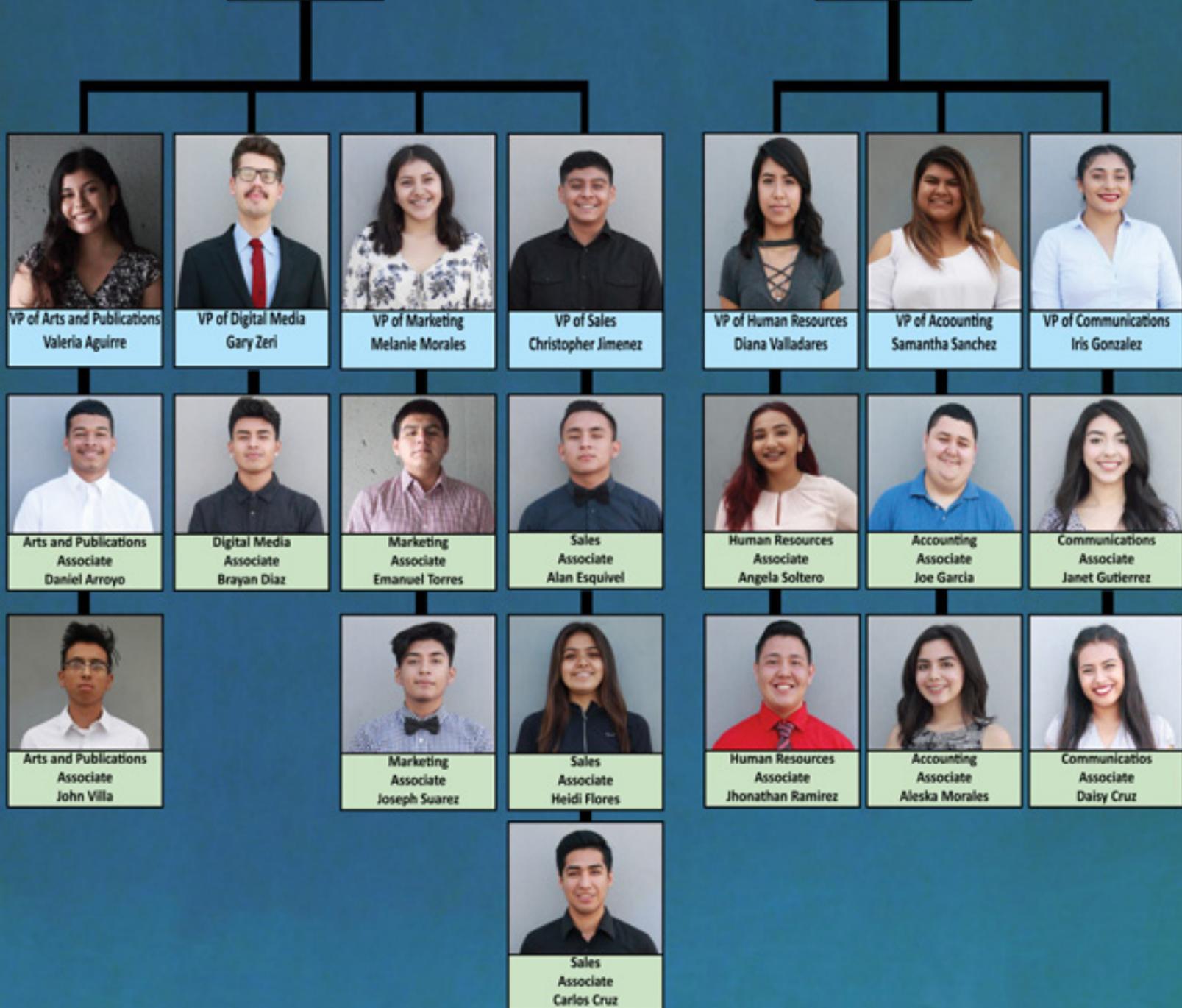




**CEO**  
**Bella Sirgy**



**COO**  
**Miguel Santin**



**VP of Arts and Publications**  
**Valeria Aguirre**

**VP of Digital Media**  
**Gary Zerl**

**VP of Marketing**  
**Melanie Morales**

**VP of Sales**  
**Christopher Jimenez**

**VP of Human Resources**  
**Diana Valladares**

**VP of Accounting**  
**Samantha Sanchez**

**VP of Communications**  
**Iris Gonzalez**

**Arts and Publications Associate**  
**Daniel Arroyo**

**Digital Media Associate**  
**Brayan Diaz**

**Marketing Associate**  
**Emanuel Torres**

**Sales Associate**  
**Alan Esquivel**

**Human Resources Associate**  
**Angela Soltero**

**Accounting Associate**  
**Joe Garcia**

**Communications Associate**  
**Janet Gutierrez**

**Arts and Publications Associate**  
**John Villa**

**Marketing Associate**  
**Joseph Suarez**

**Sales Associate**  
**Heidi Flores**

**Human Resources Associate**  
**Jhonathan Ramirez**

**Accounting Associate**  
**Aleska Morales**

**Communications Associate**  
**Daisy Cruz**

**Sales Associate**  
**Carlos Cruz**

# Management Functions

## Planning:

Taste of the World has just begun its second year in operation. It is working to re-organize our plan, and revise the business plan. Our objective for 2017 is to obtain subscriptions by endorsing the food and travel industry. As our business emerges, we will expand by promoting a travel package in order to entice large families, and the wealthier community.

## Directing:

Our business is managed by seven departments that include a Vice President and their separate associates. Every department is evaluated by the Chief Executive Officer and Chief Operations Officer. The CEO manages the Marketing, Digital Media, Sales, and Art and Publications departments, while the COO manages the Communications, Accounting, and Human Resources departments.

## Controlling:

The leadership team (Vice Presidents and Chief Officers) hold meetings twice a week in which we discuss important events and our progress made in each department. The management team analyzes new ideas for refinement regarding the business and its operations.



# SWOT Analysis

## Strengths: (Internal)

Taste of the World specializes in selling exotic treats from varying countries all over the world. Our company has several advantages over other corporations because of the combination of the following: authentic foreign foods, items from the country itself, ultimate convenience, and overall experience that we provide. For instance, unlike several grocery stores and marketplaces, our company is able to deliver delectable treats and items straight to your doorstep without the hassle. We strive to spread knowledge of different cultures by providing our customers with informational sheets and facts about the country itself. In addition, we also offer a travel package in which our team assembles an entire vacation to the country of your choice at the end of the subscription year. Taste of the World presents a completely unique, and exhilarating opportunity that people of all ages, genders, and races would enjoy.

## Weaknesses: (Internal)

Because Taste of the World is a fresh, new company, we have several areas of opportunity and improvement for the business. Our main weakness is maintaining our customer's interest once they subscribe to the company. Yet, we have added additional countries, snacks, and items that we will inevitably add onto our list each year as well as our further expansion to a global market that will help us succeed. We have also included new options to our boxes to appeal to a wider audience who might not have been interested in our company otherwise.

## Opportunities: (External)

After we have developed and refined our business, Taste of the World will have fortuity to partner with popular markets such as Trader Joe's®, Target®, and Albertsons® in order to further sell our product to the general population. Our company's growth will be based off of marketing strategies and expansion of our company as a whole in order to upscale into a larger corporation, and be recognized nationally.

## Threats: (External)

Our company has an incredibly unique ensemble, filled with plentiful options for our customers. Taste of the World has one direct competitor and three indirect competitors fitting into this specific industry because of our broad product options and competing with alternative box subscription companies.



# External Environment

## Industry Analysis

The current market of online subscriptions is a rapidly growing marketplace. The “Subscription boxes business model” has taken America by storm in the last few years. In a new consumer insights retail report found that visits to top subscription box sites have exploded by nearly 3,000% in the United States over the past three years. According to Hitwise® data, there were more than 21.4 million visits made to a custom category of leading subscription box sites in January 2016, compared to just 722,000 in 2013. By comparison, visits to the Hitwise® Retail 500, an aggregation of the top 500 online retail sites, grew by just 168% during that same period and is constantly growing.



While there are numerous regional subscription box services around the world, many of the top sites operate in multiple countries including Birchbox™, Dollar Shave Club, Loot Crate™ and Graze®. Here are the top five sites in the US.



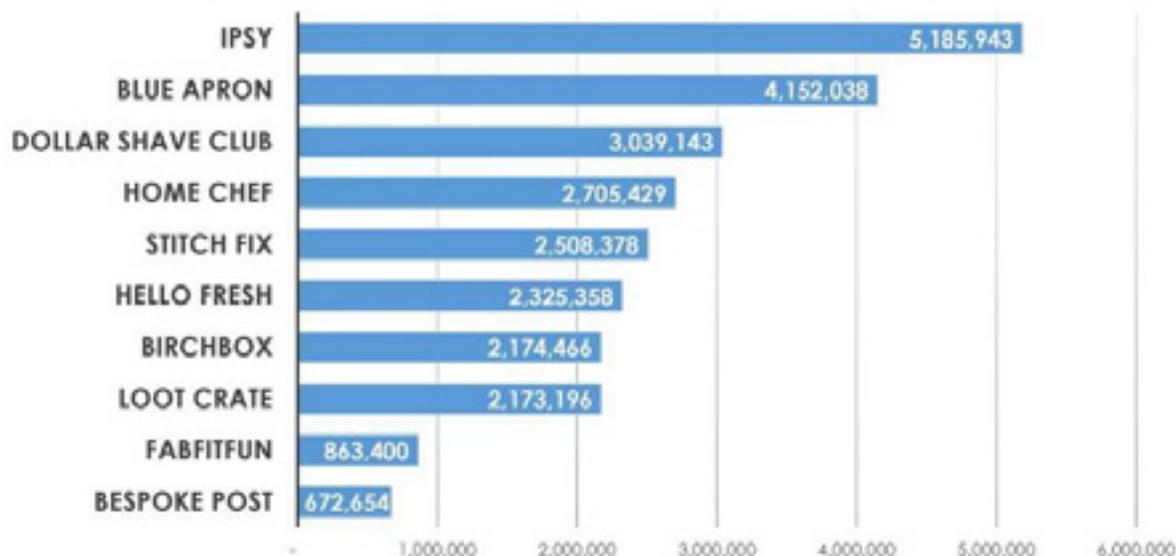
## UNITED STATES

Site	Visits	Description
<b>Birchbox</b>	3.6 million	Monthly deliveries of personalized beauty, grooming and lifestyle samples. \$10 a month for women and \$20 a month for men.
<b>Dollar Shave Club</b>	3.6 million	Customers pay between \$3 and \$9 to receive a shipment of the razor blades of their choice monthly or every other month.
<b>Loot Crate</b>	3.3 million	Multiple types of crates for gamers, anime fans or dog owners. Each crate features a curated collection of goods for \$30 and up each month.
<b>Blue Apron</b>	2.8 million	Weekly delivery of the precise amounts of fresh ingredients required to make three home-cooked meals. Cost is \$60 for two people/\$70 for four.
<b>Graze</b>	1.7 million	Four individual snacks selected according to customer's taste are delivered weekly for \$12 per box.

Amounts in local currency unless otherwise stated.  
Source: Hitwise, a division of Connexity, and company websites

According to Richard Kestenbaum, Contributor to Forbes Magazine, and his research on box subscription companies, he states “In the month of April 2017, subscription company websites had about 37 million visitors. Since 2014, that number has grown by over 800%... The subscription companies in the chart below from Hitwise got more visitors than any others in the month of April this year:”

## Top subscription sites Number of visits in April 2017



# Competitive Analysis

## Competitors:

Taste of the World has one direct competitor known as CultureCrate. Like us they offer subscription based packages containing snacks from various countries from around the world. Their product includes snacks from two countries mixed into a single box for a price of \$50 per box. They also offer single month, 3 month, 6 month and one year subscription options. We also have a few indirect competitors, however, they only provide snacks from the U.S in their packages.

## Our Advantages:

Taste of the World offers much more. Taste of the World's purpose is to bring world culture to our customers. We do this with our boxes that not only include snacks from various countries around the world but also souvenirs, travel information, and brochures about those countries providing a much more enjoyable and enriched experience for our customers. We also offer the travel package to our customers subscribed to our one year subscription that makes our company very unique. In addition, we have many alternatives to our packages such as the Vegan, Sugar free, Gluten free, and the Explorer options.

Our pricing is another advantage to our company as our prices for the regular single box is much more affordable at \$35 and our Explorer Package at \$45. Our Vegan, Sugar-free and Gluten Free options varying in size and price depending on the country. With all these options we allow for a much more customizable, affordable and enjoyable experience for the customer.



# Marketing Plan

## Target Market

Our target market has expanded from subscription box shoppers in the United States to citizens world wide. Taste of the World is selling internationally to the twelve countries represented in our products. In order to appeal to people from around the world, we have provided several different prices for our products; targeting the poor, middle, and upper classes. Generally our shoppers tend to be within the 25 to 41 year-old age bracket and skew more heavily female than the average online shopper. Furthermore, our customers live in several different regions of the world. Therefore, our company is able to reach those world wide customers by partnering with global markets in local neighborhoods.

### Demographics

Country	Median Age	Gender: Female	Median Household Income*
US	41	58%	\$78,436 (>6% average)
UK	33	56%	£32,593 (>6% average)
Australia	31	56%	\$71,398 (>11% average)

\*Amounts are in local currency

Source: Hitwise, a division of Connexity

Taste of the World's target market is not gender specific or limited by geographic location. We are catering to three distinct demographic groups. The first being the the person who is looking to expand their experience. Taste of the World is for those who enjoy trying new foods from different places. Our mission is to provide the best snacks for our consumers and fulfill our consumer's needs.



# Marketing Mix

## Products:

Our product is a box filled with delectable snacks, specialized items, and background information that varies based off of different countries as well as your requested selection. Each box will be themed with a specific country and filled with their most popular snacks and specialized items, so every month will be a surprise. In addition, if you are subscribed to our year package, the buyer will have the chance to select one country from twelve options and get the option to experience to visit that country of their choice. We also have alternative Vegan, Sugar free and Gluten free options and a bigger Explorer option available to the customers.

## Price:

The pricing strategy that we have at Taste of the World is based on a model that enables the company to gain optimal profit from each box. We manufacture our individual boxes at an average cost of \$9.59 and sell for \$35 giving us 72 percent margins (\$25.41 profit). A year round subscription costs the company \$119 to manufacture and is sold at \$300 gaining us a 60 percent margin (\$181.00 profit). Our prices were decided by comparing competitors prices and how much people are willing to pay. We decided that \$35 per box was a much more affordable price when compared to our competitor's \$50 price per box making our company more appealing. We sell our subscriptions at a discounted bulk rate to make it more appealing to customers.

## Placement:

25% of sales will come from trade shows, 15% is web based and 60% of sales will be from business to business customer contracts.

## Promotion:

Customers will know about our company by promoting through commercials, advertising through social media sites and selling our products in popular stores such as: Albertson's® and Trader Joe's®. Our company is a beneficial investment because we sell authentic foods, focus on our customer's needs, and are partnered with global businesses to provide an excellent product and experience for our buyers.



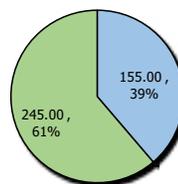
# Breakeven Analysis

## Taste of The World

Amounts shown in U.S. dollars

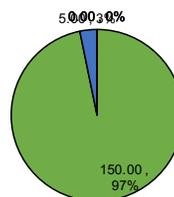
Sales			
Sales price per unit		400.00	
Sales volume per period (units)		550	
<b>Total Sales</b>			<b>220,000.00</b>
Variable Costs			
Direct material per unit		150.00	
Shipping per unit		5.00	
Supplies per unit			
Other variable costs per unit			
<b>Variable costs per unit</b>		<b>155.00</b>	
<b>Total Variable Costs</b>			<b>85,250.00</b>
<b>Unit contribution margin</b>		<b>245.00</b>	
<b>Gross Margin</b>			<b>134,750.00</b>
Fixed Costs Per Period			
Administrative costs		115,425.00	
Insurance		500.00	
Property tax		150.00	
Rent		2,376.00	
Other fixed costs		750.00	
<b>Total Fixed Costs per period</b>			<b>119,201.00</b>
<b>Net Profit (Loss)</b>			<b>15,549.00</b>

### Unit Contribution Margin



■ Variable costs per unit  
■ Unit contribution margin

### Variable Costs Per Unit



■ Commission per unit  
■ Direct material per unit  
■ Shipping per unit  
■ Supplies per unit  
■ Other variable costs per unit

## Results:

**Breakeven Point (units):**

**487**

**Sales volume analysis:**

Sales volume per period (units)	0	55	110	165	220	275	330	385	440	495	550
Sales price per unit	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00
Fixed costs per period	119,201.00	119,201.00	119,201.00	119,201.00	119,201.00	119,201.00	119,201.00	119,201.00	119,201.00	119,201.00	119,201.00
Variable costs	0.00	8,525.00	17,050.00	25,575.00	34,100.00	42,625.00	51,150.00	59,675.00	68,200.00	76,725.00	85,250.00
Total costs	119,201.00	127,726.00	136,251.00	144,776.00	153,301.00	161,826.00	170,351.00	178,876.00	187,401.00	195,926.00	204,451.00
Total sales	0.00	22,000.00	44,000.00	66,000.00	88,000.00	110,000.00	132,000.00	154,000.00	176,000.00	198,000.00	220,000.00
Net profit (loss)	(119,201.00)	(105,726.00)	(92,251.00)	(78,776.00)	(65,301.00)	(51,826.00)	(38,351.00)	(24,876.00)	(11,401.00)	2,074.00	15,549.00



ASSETS

Current Assets		
Checking Account	\$	806,255.34
Accounts Receivable		27,264.00
Inventory		<u>11,123.86</u>
Total Current Assets		844,643.20
Property and Equipment		
Property and Equipment		<u>173,266.68</u>
Total Property and Equipment		173,266.68
Other Assets		<u>                    </u>
Total Other Assets		<u>0.00</u>
Total Assets	\$	<u><u>1,017,909.88</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		
Accounts Payable	\$	100,000.00
Sales Tax Payable		5,370.00
Federal Payroll Taxes Payable		179,620.72
State Payroll Taxes Payable		<u>39,124.00</u>
Total Current Liabilities		324,114.72
Long-Term Liabilities		
Long Term Debt-Noncurrent		<u>2,626.00</u>
Total Long-Term Liabilities		2,626.00

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Unaudited - For Management Purposes Only



Company Expense Report  
Month Year

Fixed Monthly Utilities	
Electricity	\$550.00
Gas	\$0.00
Water	\$150.00
Internet	\$120.00
Phone	\$250.00
Gasoline	\$10.00
Office Rent	\$2,376.00
Proper Management	\$350.00
Custodial Services	\$150.00
Workmans Compensation	
Vehicle Insurance	
Vehicle Payment	\$150.00
Software Licenses	\$250.00
Warehouse Rent	\$0.00
<b>TOTAL</b>	

Monthly Company Expenses	
Monthly Payroll	\$103,984.97
Vehicle Maintainence	\$0.00
Inventory Restock	\$0.00
Office Supplies	\$200.00
Repair/Maintainence	\$0.00
Printing Costs	\$200.00
Advertsing	\$0.00
Travel Expenses	\$320.00
Registration Fees	\$0.00
Services	\$0.00
	\$0.00
	\$0.00
	\$0.00
	\$0.00
<b>TOTAL</b>	<b>\$104,704.97</b>

Shipping Expenses	
Customer Shipping	\$5.00
Business Contract Shipping	\$0.00
<b>TOTAL</b>	<b>\$3,541.00</b>

Sales Taxes	
California Sales Tax (8%)	\$0.00
<b>TOTAL</b>	<b>\$9,607.62</b>

Payroll	
Benefits -Company Portion	\$0.00
Benefits -Employee Portion	\$0.00
Commisson on Sales	\$0.00
Charity	\$0.00
Federal Withholdings	\$0.00
Social Security	\$2,954.84
Medicare	\$691.05
California Income Tax	\$5,024.66
SDI	\$937.07
<b>TOTAL</b>	<b>\$9,607.62</b>

BUSINESSS CONTRACT	
Wholesale Market Place Order	0.00
<b>TOTAL</b>	<b>0.00</b>

Business Loan Payment	
Monthly Loan Payment	\$1,312.98
<b>TOTAL</b>	<b>\$116,145.57</b>

Grand Total **\$243,606.78**



Taste of the World, Inc.  
Income Statement  
For the Three Months Ending October 31, 2017

	Current Month		Year to Date	
Revenues				
Sales Income	\$ 177,752.28	100.00	\$ 177,752.28	100.00
	<u>177,752.28</u>	<u>100.00</u>	<u>177,752.28</u>	<u>100.00</u>
Total Revenues				
Cost of Sales				
Cost of Sales	88,876.14	50.00	88,876.14	50.00
	<u>88,876.14</u>	<u>50.00</u>	<u>88,876.14</u>	<u>50.00</u>
Total Cost of Sales				
Gross Profit	88,876.14	50.00	88,876.14	50.00
Expenses				
Salary Expense	100,620.70	56.61	100,620.70	56.61
Payroll Tax Expense	8,384.94	4.72	8,384.94	4.72
Rent or Lease Expense	2,376.00	1.34	2,376.00	1.34
Maintenance & Repairs Expense	500.00	0.28	500.00	0.28
Utilities Expense	900.00	0.51	900.00	0.51
Office Supplies Expense	250.00	0.14	250.00	0.14
Telephone Expense	250.00	0.14	250.00	0.14
Other Office Expense	400.00	0.23	400.00	0.23
Freight Expense	857.40	0.48	857.40	0.48
	<u>114,539.04</u>	<u>64.44</u>	<u>114,539.04</u>	<u>64.44</u>
Total Expenses				
Net Income	(\$ 25,662.90)	(14.44)	(\$ 25,662.90)	(14.44)

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For Management Purposes Only



## PROJECTED INCOME STATEMENT (PROFIT & LOSS STATEMENT)

### BUSINESS NAME

#### Time Periods

	End of Year 1 (actual)	End of Year 2 (Projected)	End of Year 3 (Projected)
<b>Sales</b>			
Business to Business	\$ 173,200.00	\$ 178,396.00	\$ 183,747.88
Trade Show Sales	\$ 270,000.00	\$ 278,100.00	\$ 286,443.00
Internet Sales	\$ 51,250.00	\$ 52,787.50	\$ 54,371.13
Cost of Goods Sold	\$ 1,621,805.11	\$ 1,670,459.27	\$ 1,720,573.05
<b>GROSS PROFIT</b>	<b>\$ (1,127,355.11)</b>	<b>\$ (1,161,175.77)</b>	<b>-\$ 1,196,011.04</b>
		\$ (1,409,193.89)	\$ (1,761,492.37)
<b>Operating Expenses</b>			
Salary (Office & Overhead)	\$ 384,484.45	\$ 392,174.14	\$ 400,017.62
Payroll (taxes, etc.)	\$ 135,922.90	\$ 138,641.36	\$ 141,414.19
Outside Services	\$ 3,200.00	\$ 3,232.00	\$ 3,264.00
Supplies	\$ 1,000.00	\$ 1,010.00	\$ 1,020.00
Repairs & Maintenance	\$ 1,000.00	\$ 1,000.00	\$ 1,200.00
Advertising	\$ 1,500.00	\$ 1,515.00	\$ 1,530.00
Car, Delivery, Travel	\$ -	\$ -	\$ -
Legal Expenses	\$ 500.00	\$ 505.00	\$ 510.00
Rent	\$ 11,880.00	\$ 11,998.80	\$ 12,117.60
Telephone	\$ 1,250.00	\$ 1,262.50	\$ 1,275.00
Utilities	\$ 12,250.00	\$ 12,372.50	\$ 12,495.00
Insurance	\$ 500.00	\$ 505.00	\$ 510.00
Corporate Taxes (real estate, etc)	\$ -	\$ -	\$ -
Interest	\$ 1,385.40	\$ 1,399.25	\$ 1,413.11
Depreciation	\$ 13,496.67	\$ 13,631.64	\$ 13,766.60
Other Expenses:	\$ -	\$ -	\$ -
Miscellaneous	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -
(other 3)	\$ -	\$ -	\$ -
<b>TOTAL OPERATING EXPENSES</b>	<b>\$ 568,369.42</b>	<b>\$ 579,247.19</b>	<b>\$ 590,533.12</b>
<b>NET PROFIT/LOSS BEFORE TAXES</b>	<b>\$ (1,695,724.53)</b>	<b>\$ (1,740,422.95)</b>	<b>\$ (1,786,544.16)</b>
Income Taxes	\$ (254,358.68)	\$ (261,063.44)	\$ (267,981.62)
<b>NET PROFIT/LOSS AFTER TAX</b>	<b>\$ (1,441,365.85)</b>	<b>\$ (1,479,359.51)</b>	<b>\$ (1,518,562.53)</b>
Owner draw or dividends			
<b>RETAINED EARNINGS</b>	<b>\$ (1,441,365.85)</b>	<b>\$ (1,479,359.51)</b>	<b>\$ (1,518,562.53)</b>

# APPENDIX

Company Bank Statement .....	A
Business Contract .....	B
Loan Amortization Table .....	C

Date	Name	Account no
11/20/2017	Anaemely Baez (US01334)	630495335
11/20/2017	Jessica Dorantes (US01334)	630495319
11/18/2017	Jazmin Ortega (US021515)	630535310
11/18/2017	Stephanie Arroyo (US021515)	630530637
11/17/2017	VEI-WESTERN REGION CENTRAL OFFICE	210003855
11/14/2017	Matthew Yonkers (US011950)	630547521
11/13/2017	Michael Novak (US011950)	630545936
11/13/2017	Matthew Yonkers (US011950)	630547521
11/08/2017	Joshua Cheung (US021563)	630509255
11/07/2017	VEI-COLLEGE NETWORK CENTRAL OFFICE BANK	520000005
11/07/2017	VEI-COLLEGE NETWORK CENTRAL OFFICE BANK	520000005
11/07/2017	VEI-COLLEGE NETWORK CENTRAL OFFICE BANK	520000005
11/07/2017	VEI-WEST PROPERTY MANAGEMENT	610119117
11/07/2017	VEI-WEST Gasoline	630189439
11/07/2017	VEI-WEST CELL PHONE	610412884
11/07/2017	VEI-WEST INTERNET SERVICE	610119192
11/07/2017	VEI-WEST WATER	610119060
11/07/2017	VEI-WEST GAS	610119079
11/07/2017	VEI-WEST ELECTRIC	610119087
11/01/2017	Matthew Yonkers (US011950)	630547521
10/30/2017	Michael Novak (US011950)	630545936
06/14/2017	Andrea Valdes (US021515)	630292353
06/13/2017	Carina Martinez (US021511)	630297169
06/13/2017	Carina Martinez (US021511)	630297169
06/13/2017	Lizet Luviano (US021511)	630301913
06/13/2017	Lizet Luviano (US021511)	630301913
06/13/2017	Jasmin Diaz (US021511)	630289859
06/13/2017	Lizet Luviano (US021511)	630301913
06/13/2017	Jasmin Diaz (US021511)	630289859
06/13/2017	Lizet Luviano (US021511)	630301913
06/13/2017	Joceline Martinez (US021511)	630301883
06/13/2017	Joceline Martinez (US021511)	630301883
06/13/2017	Jocelyne Valencia (US021511)	630304130
06/13/2017	Joceline Martinez (US021511)	630301883
06/13/2017	Nallely Perez (US021511)	630306389
06/13/2017	Joceline Martinez (US021511)	630301883
06/13/2017	Jackie Palacios (US021511)	630304106
06/13/2017	Karla Chavez (US021511)	630301905
06/13/2017	Joceline Martinez (US021511)	630301883
06/13/2017	Jackie Palacios (US021511)	630304106
06/13/2017	Alyssa Medrano (US021511)	630392692
06/13/2017	Diana Castrejon (US021511)	630306354





# Taste of the World

Virtual Enterprise Southern California Office and Taste of The World. Seller hereby agrees to sell, and buyer hereby agrees to buy, under terms of this contract. 5,400 yearly subscriptions at a cost of \$300 per subscription from Taste of the World. Totaling the amount of \$1,599,774.55 in one year. With each subscription from Taste of the World, the recipient will receive an enjoyable variety of snacks from around the world.

Southern California Regional Office  
18543 Devonshire Street, Suite 472  
Northridge, Ca 91324

## Sales, Prices, Taxes, and Shipping Charges

Buyers agrees to pay seller \$177,752.28 per month including shipping cost of \$4477.00

Buyer agrees to pay seller any sales tax required by each U.S. Territory, and any such sales or use tax or customs duty imposed by a foreign country.

Seller warrants that all sales items provided to buyer under the terms of this contract shall be part of good quality, and agrees to refund any trips that are deemed unsuitable due to weather hazards or other unforeseen hindrances. No refunds will be given due to buyer cancellations. This shall be seller's exclusive warranty and shall be in lieu of any warranty of general merchantability or fitness for a designates destination.

This document shall constitute the entire agreement between the parties and hereby supersedes all previous or contemporaneous oral or written representation between the parties of any of their representatives.

Intending to bind their respective principles, the representative or agent(s) of the parties of this contract hereby execute this contract as of the date and with the VEI Southern California Office at the location shown below:

Date: November 5, 2017

Terri Jones  
Southern California Regional Director  
18543 Devonshire Street, Suite 472  
Northridge, Ca 91324

Samantha Sanchez  
Chief Financial Officer, Taste of The World  
1401 S. Grand Avenue  
Santa Ana CA, 92705



## Virtual Enterprises International Loan Amortization Table

**Loan Information**

Loan Amount (Principal)	200,000
Annual Interest Rate	4.75%
Term of Loan in Years	5
# of Payments per Year	12
Payment Type	end of period
Monthly Payment	<b>(\$3,751.38)</b>

**Summary**

Rate (per period)	0.3958%
Number of Payments	60
Total of Payments	225,082.94
Total Interest	25,082.94

No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	200,000	791.67	200,791.67	3751.38	2959.72	197,040.28
2	197040.28	779.95	197,820.24	3751.38	2971.43	194,068.85
3	194068.85	768.19	194,837.04	3751.38	2983.19	191,085.66
4	191085.66	756.38	191,842.04	3751.38	2995.00	188,090.66
5	188090.66	744.53	188,835.18	3751.38	3006.86	185,083.80
6	185083.80	732.62	185,816.42	3751.38	3018.76	182,065.04
7	182065.04	720.67	182,785.72	3751.38	3030.71	179,034.33
8	179034.33	708.68	179,743.01	3751.38	3042.70	175,991.63
9	175991.63	696.63	176,688.26	3751.38	3054.75	172,936.88
10	172936.88	684.54	173,621.42	3751.38	3066.84	169,870.04
11	169870.04	672.40	170,542.44	3751.38	3078.98	166,791.06
12	166791.06	660.21	167,451.27	3751.38	3091.17	163,699.89
13	163699.89	647.98	164,347.87	3751.38	3103.40	160,596.49
14	160596.49	635.69	161,232.18	3751.38	3115.69	157,480.80
15	157480.80	623.36	158,104.16	3751.38	3128.02	154,352.78
16	154352.78	610.98	154,963.76	3751.38	3140.40	151,212.38
17	151212.38	598.55	151,810.93	3751.38	3152.83	148,059.54
18	148059.54	586.07	148,645.61	3751.38	3165.31	144,894.23
19	144894.23	573.54	145,467.77	3751.38	3177.84	141,716.39
20	141716.39	560.96	142,277.35	3751.38	3190.42	138,525.97
21	138525.97	548.33	139,074.30	3751.38	3203.05	135,322.91
22	135322.91	535.65	135,858.57	3751.38	3215.73	132,107.19
23	132107.19	522.92	132,630.11	3751.38	3228.46	128,878.73
24	128878.73	510.14	129,388.87	3751.38	3241.24	125,637.49
25	125637.49	497.32	126,134.81	3751.38	3254.07	122,383.42
26	122383.42	484.43	122,867.86	3751.38	3266.95	119,116.47
27	119116.47	471.50	119,587.98	3751.38	3279.88	115,836.60
28	115836.60	458.52	116,295.12	3751.38	3292.86	112,543.73
29	112543.73	445.49	112,989.22	3751.38	3305.90	109,237.84
30	109237.84	432.40	109,670.24	3751.38	3318.98	105,918.85
31	105918.85	419.26	106,338.12	3751.38	3332.12	102,586.73
32	102586.73	406.07	102,992.81	3751.38	3345.31	99,241.42
33	99241.42	392.83	99,634.25	3751.38	3358.55	95,882.87
34	95882.87	379.54	96,262.41	3751.38	3371.85	92,511.03
35	92511.03	366.19	92,877.21	3751.38	3385.19	89,125.83
36	89125.83	352.79	89,478.62	3751.38	3398.59	85,727.24
37	85727.24	339.34	86,066.58	3751.38	3412.05	82,315.19
38	82315.19	325.83	82,641.03	3751.38	3425.55	78,889.64
39	78889.64	312.27	79,201.91	3751.38	3439.11	75,450.53
40	75450.53	298.66	75,749.19	3751.38	3452.72	71,997.81
41	71997.81	284.99	72,282.80	3751.38	3466.39	68,531.42
42	68531.42	271.27	68,802.69	3751.38	3480.11	65,051.30
43	65051.30	257.49	65,308.80	3751.38	3493.89	61,557.42
44	61557.42	243.66	61,801.08	3751.38	3507.72	58,049.70
45	58049.70	229.78	58,279.48	3751.38	3521.60	54,528.10
46	54528.10	215.84	54,743.94	3751.38	3535.54	50,992.56
47	50992.56	201.85	51,194.40	3751.38	3549.54	47,443.02
48	47443.02	187.80	47,630.81	3751.38	3563.59	43,879.43
49	43879.43	173.69	44,053.12	3751.38	3577.69	40,301.74
50	40301.74	159.53	40,461.27	3751.38	3591.85	36,709.88
51	36709.88	145.31	36,855.19	3751.38	3606.07	33,103.81
52	33103.81	131.04	33,234.85	3751.38	3620.35	29,483.46
53	29483.46	116.71	29,600.17	3751.38	3634.68	25,848.79
54	25848.79	102.32	25,951.11	3751.38	3649.06	22,199.72
55	22199.72	87.87	22,287.60	3751.38	3663.51	18,536.21
56	18536.21	73.37	18,609.59	3751.38	3678.01	14,858.20
57	14858.20	58.81	14,917.02	3751.38	3692.57	11,165.64
58	11165.64	44.20	11,209.83	3751.38	3707.19	7,458.45
59	7458.45	29.52	7,487.97	3751.38	3721.86	3,736.59
60	3736.59	14.79	3,751.38	3751.38	3736.59	0.00
<b>Totals</b>		<b>25,082.94</b>		<b>225,082.94</b>	<b>200,000.00</b>	

