

Galaxy Glow



Business Plan

2013-2014



Mission Statement

As a company, our mission is to become the glow product supplier of choice based on prices, customer service and level of product expertise; while also establishing a unique environment made for a fun, memorable, entertaining experience for everyone to enjoy.



Statement of Purpose

- To obtain a funding loan for our business
- Request **\$68,090** in start up capital



Business Objective

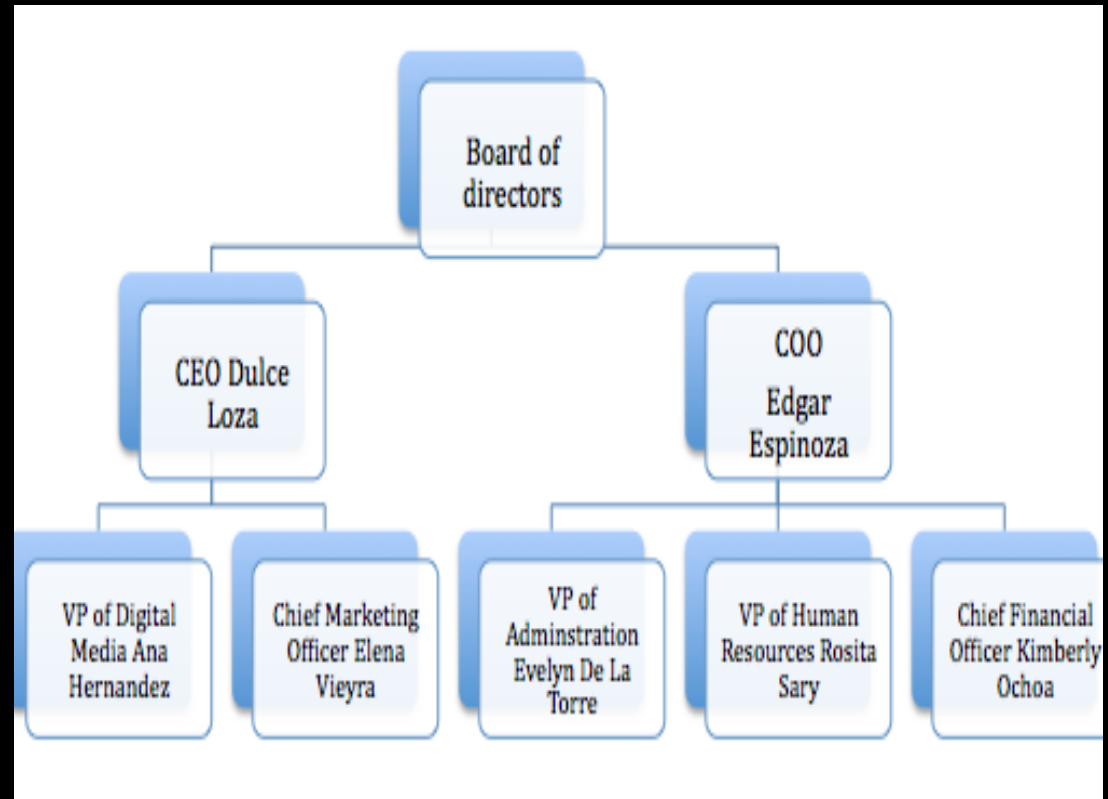
- Increase revenue annually by 15%
- ~~Double the amount of customers every year~~
- Increase web site traffic by 25% the 2nd year with a 5% increase for the next 3 years
- Sell a substantial amount products to meet our financial commitments ~~of products the first year~~



Company Description

- Galaxy Glow, is a unique online enterprise that emphasizes in providing high customer satisfaction by offering a wide variety of glow products built for everyone to enjoy at every occasion possible
- Located in the heart of Orange County at 1401 South Grand Avenue in Santa Ana California.
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- Started in the Fall of 2013 **with the goal of** becoming the #1 supplier of glow products

Management Team



- Dulce Loza CEO
- Edgar Espinoza COO
- Kimberly Ochoa CFO
- Elena Vieyra CMO
- Ana Hernandez VP. Digital Media
- Rosita Sary VP. Human Resources
- Evelyn De La Torre VP. of Administration



Marketing Plan

- Assessment of the Environment
- Industry Analysis
- Target Market
- Market Segmentation
- Break-Even Analysis



Management Functions

- Functions
- Organizing
- Directing
- Controlling



SWOT Analysis

- Strengths
- Weakness
- Opportunities
- Threats

Financial Data

Start-up Costs

Categories

Totals

Furniture

\$9,624.35

Office Equipment

\$39,616.54

Office Supplies

\$5,500.12

Software

\$3,425.63

Inventory

\$9,923.75

Total

\$68,090.38

Financial Data



Revenue Forecast

Revenue Forecast Table (With Monthly Detail)

FY2014	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13	Nov '13	Dec '13	Jan '14	Feb '14	Mar '14	Apr '14
Total Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$158,267	\$158,267	\$158,267	\$158,267	\$158,267	\$158,267
Total Direct Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$79,134	\$79,133	\$79,134	\$79,133	\$79,134	\$79,133
Gross Margin	\$0	\$0	\$0	\$0	\$0	\$0	\$79,133	\$79,134	\$79,133	\$79,134	\$79,133	\$79,134
Gross Margin %	0%	0%	0%	0%	0%	0%	50%	50%	50%	50%	50%	50%

	FY2014	FY2015	FY2016
Total Revenue	\$949,602	\$1,044,562	\$1,149,018
Total Direct Cost	\$474,801	\$522,281	\$574,509
Gross Margin	\$474,801	\$522,281	\$574,509
Gross Margin %	50%	50%	50%