



# hoop!a

Excitement Delivered to You



**BUSINESS PLAN**

2018-2019

1401 S. GRAND AVENUE

SANTA ANA, CA 92705

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# Executive Summary

**H**oopla is a packaging event that may vary when purchasing a product considering the choices of our customers may have for a certain event. Hoopla consists of packages that are prepared for special and well known events. Hoopla focuses on organization and preparation for events to assist in their experiences. We provide packages for events such as Coachella to make it easier for our customers, and we have certain products that go for that event only. The people that would be in need of our packages would be people that are busy and just don't have the time to get the necessary items when going to these events. Accessories and tickets of the theme of the event are provided in Hoopla's packages.

**H**oopla's goal is to help people find their happiness in going to the events of their choice with items that is provided for them to accomplish their goal. Hoopla is a compassionate, simplicity and reliable company for the needs of our customers.

**H**oopla organizes packages that include items for the exclusive need. The types of events that consist of what Hoopla has in mind are sports events for those who enjoy the adrenaline, while others interest may desire concerts or even festivals. Occasional events are also conducted by Hoopla as we provide tickets for any seasonal event that may come up. Options can vary from Universal Studios to Disneyland, your interest is our concern !

**H**oopla is a luxury that customers will want as it is a time saver and is friendly for all. Hoopla understands the struggles people may have, as it is a challenge for many to take the time and work to find a network with items needed for an event and have to purchase a ticket after this. We have items that vary from hats to merchandise from the event of your choosing to even polaroids to capture your moment. Our products can be different for each package as different themes of events change over time. We help solve any stress or misfortune of not being able to find tickets or items that may come across. Understanding that tickets and being able to find accessories for your desired event might take time out of busy schedules, Hoopla takes into consideration all concerns you may have.



# Business Rationale

## Customer Empathy

Hoopla understands the emotions that people may come across when not knowing what to bring for their own desired event. Hoopla does not want to take time out of people's day so needless to say our packages and tickets are something you might consider when traveling or even wanting to go to a concert, festival, a seasonal event or even a sports event. Hoopla knows that people may not all have similar interests so this is why we have different themes for certain packages.

## Problem Statement

After extensive research and understanding it has formed by 51 percent of U.S. vacationers admit they're more stressed today compared to a year ago, and it's causing more than one in three (37%) to cancel or delay their trip, according to a new survey by Wyndham Vacation Rentals. In response Hoopla has brought up packages with items that can be needed for types of events including tickets for concerts, seasonal events, sports events, festivals to make life easier for our customers.

## Ideal Statement

## Company Goals

Hoopla's goal is to please our customers in what they are purchasing. Excitement when having bought what they deserved is our pleasure.

# About the Business

## Company Overview

Hoopla is currently in its first year of operation as a C-Corporation in the Entertainment and Marketing Industry. Located at 1401 South Grand Ave, Santa Ana, CA 92705, Hoopla is a first-year company founded in 2018. Founding partners Gabriela Antunez (Chief Executive Officer), Kendrick Tiscareno (Chief Operations Officer), and Luz Garcia (Chief Financial Officer), are co-owners with equal shares in the ownership of the corporation. No outside investors are involved at this point, though as our company continues to grow, we will be looking for investors for Marketing.



## Mission Statement

Here at Hoopla, we strive to deliver an unforgettable experience to the hardworking individuals in the United States, who are too preoccupied with their employment to create a unforgettable experience themselves.

## Planning

We elaborate all of our quality products and packages in a manner which incorporates to the needs of our customers with excellent quality. We also are striving to become the “first choice” for our customers, friends, and families entertainment activities. Not only will are customers be saving valuable time in researching information for events, but we also will offer competitive pricing in order to guarantee that we continually maintain customers satisfaction.

## Directing/Controlling

Hoopla’s management team consists of the three founders and owners of the company: Gabriela Antunez (Chief Executive Officer), Kendrick Tiscareno (Chief Operations Officer), and Luz Garcia (Chief Financial Officer). Our firm has been organized by the CEO and COO, who divided employees into departments in order to meet objectives. The CEO oversees the Sales, Digital Media, Marketing, and Arts and Publications departments while the COO oversees the Marketing, Communications, and Human Resources departments. Each department was assigned a Vice President, that oversees the associates of their departments. The Company Officers then direct the department VP’s, who then delegate assignments among their associates and provide the required information for each task. The firm monitors it’s progress by verifying tasks with the company consultant and updating a Strategic Planning Sheet that helps determine which department is responsible for specific tasks and ensuring that each department completes them.





## Company Organization Chart



## SWOT Analysis

### STRENGTHS

INTERNAL

- Limited Competitors
- Specific Target Market
- Wide Variety of Products
- Specific Target Market
- Geographical Location is not a factor

### WEAKNESSES

INTERNAL

- Don't offer transportation to event
- Don't offer hotel reservations to consumers planning to attend the event
- Less experience than other companies in our market

### OPPORTUNITIES

EXTERNAL

- Provide transportation to the event
- Provide hotel reservations for consumers traveling to the event
- Expand to Broadway plays, theater, and other sports events.

### THREATS

EXTERNAL

- Consumers might only want to buy tickets, not the entire entertainment package
- Competition from more experienced companies

## External Environment

### Current Economic Conditions

The current unemployment rate in the United States is at 3.7% of the working population. This is favourable for our company as greater employment leads to an increase in consumer spending, which in turn, leads to a stronger economy that is more beneficial for incoming small businesses. The current Gross Domestic Product (GDP) in the United States is 19.39 trillion dollars. This is currently the second longest period of economic growth in the United States history, which is a great sign for our company. With the economy performing exceptionally well, this is a good time for emerging businesses to stake their claim in the global economy, as consumer spending will continue to rise as a result of consumer benefit from this trend.





The current inflation rate in the United States as of October 2018 is 2.5%. The inflation rate appears to have stayed at relatively the same levels, almost appearing as a “flat-line”. This is beneficial because this has and continues to greatly encourage consumers to buy goods and businesses to invest and borrow money, which in turn, strongly contributes to an economy that is strong and vital.



## Industry Analysis - Real and Virtual World

The entertainment industry and the marketing industries are constantly adapting to changes in consumer habits and in their own environments. The entertainment industry is the 11th biggest industry in the United States, making up 4% of the United States GDP and is the largest industry in the world, reaching revenues of up to 735 billion dollars in 2017. According to PriceWaterhouseCoopers (PWC), it is expected to reach more than 830 billion by 2020. The marketing industry has reached a revenue of \$192 billion and it is expected to reach \$220.55 billion by 2018. The industry that we're leaning towards would be event planning where top products are provided for the perfect event. Hoopla provides a variety of themes





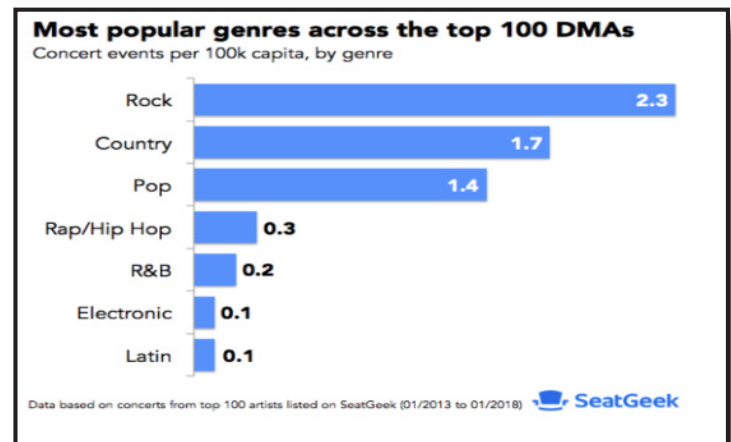
surrounding different industry including sports, concerts, festivals, and seasonal events. The event industry has been growing over the few past years. According to Forbes it is expected that the sporting event industry is to reach \$73.5 billion by 2019. Over the year Hoopla has concluded that sports events are more popular in the fall, concerts may vary considering the artist and date, seasonal events depend on the date and festivals generally are more popular during the summer. Factors that are most likely going to influence Hoopla are a shift in demand and with supplies. It is necessary that Hoopla has the items and tickets that our customers will want to buy. These industry will grow, as time goes on more and more people seem to be interested as years go by.

Virtual

Real

## Competitive Analysis

A few of our real world competitors include SeatGeek, and Ticketmaster are very known companies for selling tickets as seen in the bar graph below it shows the most popular genres SeatGeek found. In our packages tickets are something we provide and it is a main important product. When it comes to tickets we will have competition with ticket businesses because it is easier for people to get tickets online. Although, Hoopla will assist you with the tickets of your choice which will be included with other variety of items. Packages for events aren't really global at the moment it's not something other companies have really been able to create and establish. The items we provide are sold in stores such as Forever 21, Target, or any other store. However, Hoopla has everything in just one package making it much more reliable and easier for our customers. Hoopla differs from other companies do to our companies uniqueness in providing things that other companies lack in. For instance, other than the tickets we include the packages. Hoopla helps in planning what's best for our customers.



# Marketing Plan

## Market Analysis

Sporting events are generally very popular as great amounts of people go in favor of their team which they go to watch for entertainment. Through the years going to popular events such as Coachella has become a trend. Numerous of consumer demand comes from popular events during the time in which people post all over their social media. Especially when there's a new breakout artist people tend to feel the need to go to their events. For some people going to certain festivals has become a regular thing or a tradition. If our company provides a well organized and prepared package for these multiple events we will solve our customers need as well as helping them enjoy their time in these events.

## Target Market & Market Segmentation

### Target Market

The target market for Hoopla consists of the middle and upper classes between the ages of 16 and older. Hoopla differs itself from other competitors do to the ability of planning special packages for seasonal, sporting, concerts and festival events which include the tickets as well as Hoopla merch. Additionally, allowing customers flexibility with time and preparation for the event. According to Nielsen research adults 18+ who have gone to concerts/festivals in the past year spend 60% of their average annual music on live events. Hoopla benefits from this do to the high amount of people interested in going to events which allows us to target people in need of preparing for the special event without having to stress.

### Demographics

Hoopla consumers would consist of high school students to adults of any ages looking to go an event. The adults would have to have at least an income of \$30,000, but an income that is higher is more likely to buy from us. Our focus isn't to a specific gender it can be for either male or female. The ages diverse do to the events that we offer from concerts, festivals and seasonal events. In some events we have you have to be a

certain age which allows to have consumers of multiple ages.



### Geographics

Hoopla sales mainly in larger cities in the U.S. such as Los Angeles, San Francisco, and Dallas, but also in other countries. There's always events all around the world



such as artists the tour all around the U.S. or Europe. Such as Ariana Grande a very well known pop artist who has her Sweetener tour who'll go to Los Angeles which is in the Staples Center on May 06, 2019 and also in other places such as in Phoenix at the Talking Stick Resort Arena on May 14, 2019. A lot of people go to these huge events in hopes to see their artist and to have fun. Hoopla's website is accessible which allows consumers to buy the packages easily with the tickets included. Hoopla's social media interacts with customers and gives them updates about upcoming events and promotions.

### Psychographics

The people that appeal to Hoopla are women and men that are either strugglers that want to save their time over stressing out for the planning of an event. Especially people that like to buy from well established companies or people that enjoy shopping online and prefer to pay a service or others to do something for them. As well as for ravers, fans or just people that are seeing a new artist, sports team or concert. There's also events that young high school or young college students attend that is the "trend", but all are seeking to have a fun and good experience. We know there are some events that are either +18 or +21 and older that don't allow certain groups of ages to go. However, the seasonal events we have such as "Knotts Merry Farm" are good for younger kids and or people that want to spend some family time.

### Feature Benefits

Hoopla solves the problems for you no stress and better organization for you. Hoopla researches important information for the events we have. Which is significant to our packaging in knowing what items are allowed in the events and about the tickets. There's no need for our consumers to panic over sold out tickets or last minute preparations. Our packages have it all in one there's no need to go to multiple stores making it hard for people to get the items they need. Our company is also beneficial to people that are new and are lacking of ideas what they believe is necessary to take. These events tend to take up to hours so our best interest is to care and help our consumers in having a great and amazing experience.

## Marketing Mix

### Products

Hoopla offers many packages for events that includes products for the specific event the customer is attending, as well as your ticket or pass for the event. In which we also help those that have the lack of knowledge or time needed to plan for their event. Our products appeal to the customers personal interest with fun items consisting of fanny packs, clothing, portable chargers, Hydro flasks and a polaroid, all depending on the event the customer will decide to attend. With the tickets there are other companies such as "Ticketmaster" and "SeatGeek" in which also sell tickets for events, although, Hoopla is very unique because not only do we



help provide the tickets we focus on the importance  
items needed for their event while they also get to

the

# Coachella

## VIP Package Includes (Festival Event)

- Backpack
- Polaroid Camera
- Mobile Fan
- Hat & Festival Clothing
- Refillable Water Bottle
- Portable Charger
- Cost \$800



# Grinchmas

## VIP Package Includes (Seasonal Event)

- Seasonal Ticket
- Polaroid Camera
- Refillable Water Bottle
- Portable Charger
- Santa Hat
- Cost \$300



# NFL Playoffs

## VIP Package Includes (Sports Event)

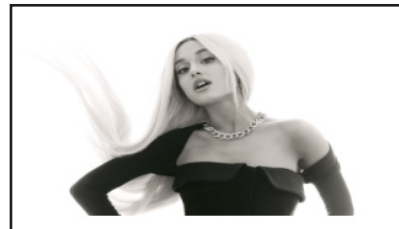
- Game Tickets
- Fan Jersey
- Fan Hat
- Portable Charger
- Inflatable Cheering Stick
- Polaroid Camera
- Mini Backpack
- Cost \$600



# Ariana Grande

## VIP Package Includes (Concert Event)

- Backpack
- Polaroid Camera
- Merchandise Shirt
- Refillable Water Bottle
- Portable Charger
- Cost \$490



**TICKETS INCLUDED IN ALL PACKAGES**



## Price

The pricing strategy that our company will be using to sell our products is Cost based Pricing. This strategy works by seeing the cost of production and distribution and then deciding on a mark up on which we would like to profit to become the final price for the products. This being a good strategy for the company because since our packages include a variety of different products, the products will never have a set price. Our prices can change due to the products that we will be offering since the packages would be changing throughout the year. Based on the different events, each package will include different products, so we cannot just set a price because it would either be a really cheap package or a really expensive package, and for the cheap packages we wouldn't be making any profit and then if the packages are expensive people would not want to buy them.

## Placement

Hoopla's products are available through our website in which you can select your choice of packages, tickets and buy the necessary items needed for your trip. Our products are also available at trade show events where you can physically choose your preferred package that will best suit the event of your choice.

## Promotion

Hoopla wants to help customers plan for events and help them live up to a great experience by giving them necessary items using our packages. Hoopla's main target is high school students and adults. Hoopla would be using social media, trade shows, and sponsorships and collabs. Through social media such as Instagram, Twitter, and Facebook we will be giving regular updates on events that are approaching and promotional deals. We would also be using social media to get to know our customers and answer their questions about Hoopla. We would offer our loyal customers discounts which will make them want to come back.

It's a loyalty program in which we'd track those regular customers or customers that follow us and are very well interested in our company. For customers that keep buying from us various of times will be given discounts for either what they bought at the moment or for their next purchase. We would also be having our own website where they can find specific details they might need. Through trade shows we would be selling and promoting to other Virtual Enterprise students. We would also be collaborating with different companies to gain more customers using other customers following.

## Positioning

Hoopla has positioned itself in the market as an online shop as well as a service. Hoopla appeals to a variety of ages and multiple groups of people for different events which allows us to have buyers from all around the world. Hoopla aspires to have customers knowing that they have purchased a package of items including a ticket of their choice just by looking at the logo. We want customers to believe that everything they will do will be exciting to them and are pleased to buy from Hoopla.



# Financial Planning



## Break Even Analysis

Average selling price per sale	\$517.00
Average cost of goods sold per sale	\$365.00
Average profit rate	30%
Annual Fixed Cost	\$1,633,986.00

X	Y	Y	Y	Y
Units Sold	Revenue	Variable Cost	Fixed Cost	Total Cost
750	\$387,750.00	\$273,750.00	\$1,633,986.00	\$1,907,736.00
1500	\$775,500.00	\$547,500.00	\$1,633,986.00	\$2,181,486.00
2250	\$1,163,250.00	\$821,250.00	\$1,633,986.00	\$2,455,236.00
3000	\$1,551,000.00	\$1,095,000.00	\$1,633,986.00	\$2,728,986.00
3750	\$1,938,750.00	\$1,368,750.00	\$1,633,986.00	\$3,002,736.00
4500	\$2,326,500.00	\$1,642,500.00	\$1,633,986.00	\$3,276,486.00
5250	\$2,714,250.00	\$1,916,250.00	\$1,633,986.00	\$3,550,236.00
6000	\$3,102,000.00	\$2,190,000.00	\$1,633,986.00	\$3,823,986.00
6750	\$3,489,750.00	\$2,463,750.00	\$1,633,986.00	\$4,097,736.00
7500	\$3,877,500.00	\$2,737,500.00	\$1,633,986.00	\$4,371,486.00
8250	\$4,265,250.00	\$3,011,250.00	\$1,633,986.00	\$4,645,236.00
9000	\$4,653,000.00	\$3,285,000.00	\$1,633,986.00	\$4,918,986.00
9750	\$5,040,750.00	\$3,558,750.00	\$1,633,986.00	\$5,192,736.00
10500	\$5,428,500.00	\$3,832,500.00	\$1,633,986.00	\$5,466,486.00
11250	\$5,816,250.00	\$4,106,250.00	\$1,633,986.00	\$5,740,236.00
12000	\$6,204,000.00	\$4,380,000.00	\$1,633,986.00	\$6,013,986.00
12750	\$6,591,750.00	\$4,653,750.00	\$1,633,986.00	\$6,287,736.00
13500	\$6,979,500.00	\$4,927,500.00	\$1,633,986.00	\$6,561,486.00
14250	\$7,367,250.00	\$5,201,250.00	\$1,633,986.00	\$6,835,236.00
15000	\$7,755,000.00	\$5,475,000.00	\$1,633,986.00	\$7,108,986.00
15750	\$8,142,750.00	\$5,748,750.00	\$1,633,986.00	\$7,382,736.00
16500	\$8,530,500.00	\$6,022,500.00	\$1,633,986.00	\$7,656,486.00
17250	\$8,918,250.00	\$6,296,250.00	\$1,633,986.00	\$7,930,236.00

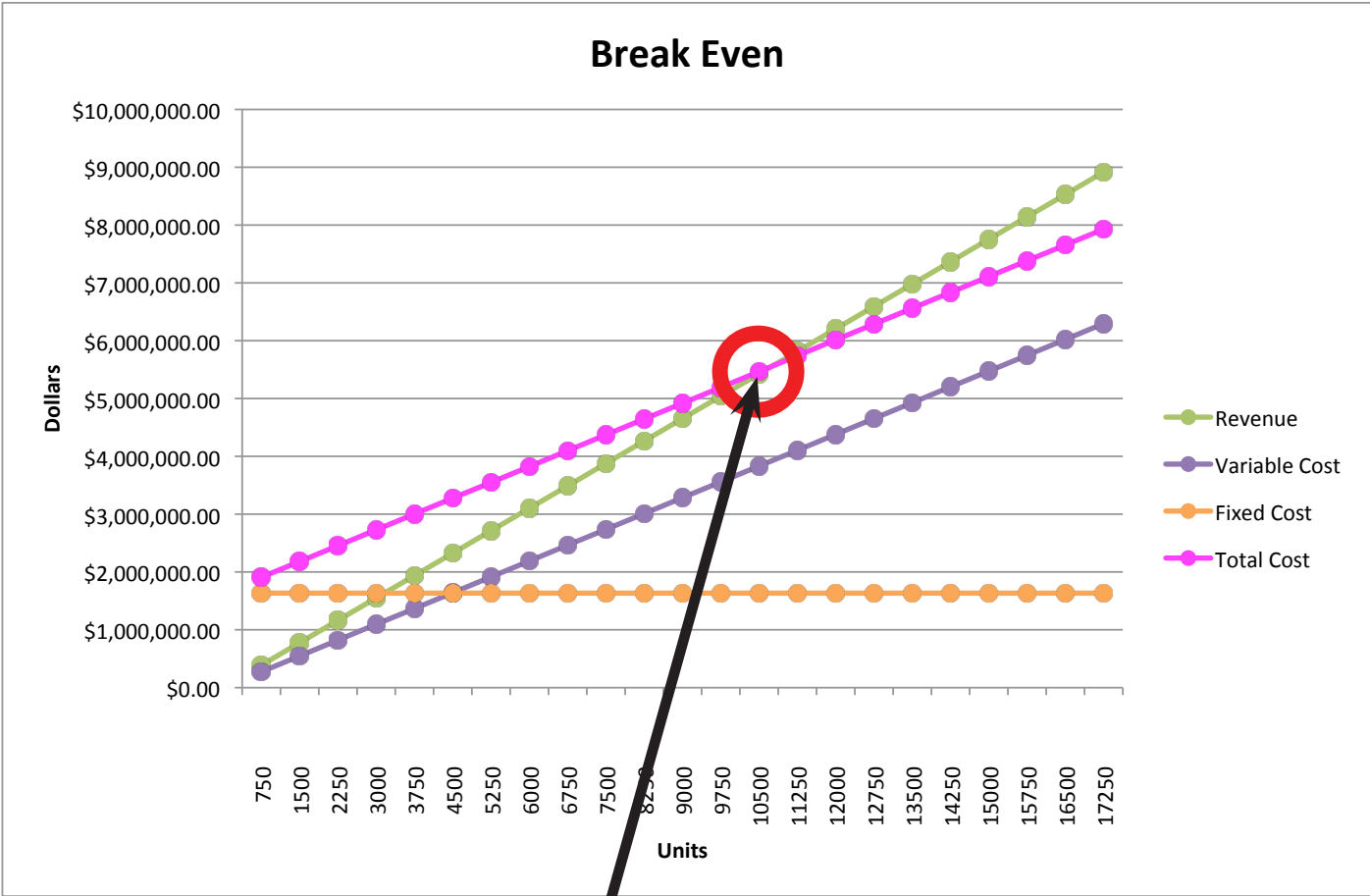
### Break even point in sales dollars: =

Average selling price x Breakeven point in units  
 Total sales at break even = \$3,267,972.00

### Break even point in # of sales:

Breakeven point in units = Fixed costs / (Average selling price per unit - average variable cost per unit)  
 Breakeven point in units = 10,750





**Break Even Point: Sales = \$3,267,972.00**

**Units = 10,750**





**Balance Sheet**  
**As of October 31, 2018**

**Assets**

**Current Assets**

Cash	\$ 3,087.89
Investments in stocks	\$ -
Accounts receivable	\$ -
Merchandise inventory	\$ -
Supplies	\$ -

**Total Current Assets** \$ 3,087.89

**Fixed Assets**

Computers	\$ -
Less: accumulated depreciation	
Furniture and fixtures	\$ -
Less: accumulated depreciation	
Office equipment	\$ -
Less: accumulated depreciation	

**Total Fixed Assets** \$ -

**Total Assets** \$ 3,087.89

**Liabilities and Stockholders' Equity**

**Current Liabilities**

Accounts payable	\$ -
Sales tax payable	\$ -
Salaries payable	\$ -
Payroll tax payable	\$ -
401(k) payable	\$ -
Other payable	\$ -
Corporate tax payable	\$ -

**Total Current Liabilities** \$ -

**Long Term Liabilities**

Loan payable	\$ -
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**Total Liabilities** \$ -

**Stockholders' Equity**

Common stock, \$10 par value, * # shares issued	\$ -
Additional paid-in-capital	\$ -
In excess of par value	\$ -
Retained earnings	\$ 3,088.00

**Total Stockholders' Equity** \$ 3,088.00

**Total Liabilities and Stockholders' Equity** \$ 3,088.00





# Appendix



# Bank Statement

October 1, 2018

A. gersten (Hoopla - PF Code US021721) | [Return to portal](#) | [Sign out](#)

## US Network Bank

**Account details**

Account:  [Download account details \(Excel\)](#)

Period: from  until

Date	Name/Description/Acct#	Ref#	Amount	Balance
Oct. 31, 2018	HIND BELAATIK (US021511), Santa Ana, CA september Acct #630534918	3850550	\$50.00	\$3,087.98
Oct. 27, 2018	Elvira Garcia (US021511), Santa Ana, CA hoopla Acct #630535019	3844708	\$159.43	\$3,037.98
Oct. 25, 2018	Aldo Iglesias (US021721), Santa Ana, CA Fountain Valley trade show Acct #630586217	3842361	\$164.78	\$2,878.55
Oct. 25, 2018	Hugo Flores (US021515), Santa Ana, CA fountain valley tradeshow Acct #630532559	3842351	\$159.43	\$2,713.77
Oct. 25, 2018	Bryan Nunez (US021721), Santa Ana, CA Knotts Scary Farm Acct #630586632	3842345	\$164.78	\$2,554.34
Oct. 24, 2018	Kevin Recinos (US021721), Santa Ana, CA Knotts Scary Farm Package Acct #630586691	3841057	\$174.43	\$2,389.56
Oct. 23, 2018	Justin Magallon (US021515), Santa Ana, CA	3839682	\$159.43	\$2,215.13

## Current Bank Statement

A. gersten (Hoopla - PF Code US021721) | [Return to portal](#) | [Sign out](#)

## US Network Bank

**Account details**

Account:  [Download account details \(Excel\)](#)

Period: from  until

Date	Name/Description/Acct#	Ref#	Amount	Balance
Nov. 17, 2018	Ashley Cienfuegos (US021511), Santa Ana, CA Knott's Scary Farm Package (October) Acct #630534969	3901828	\$174.43	\$277,681.57
Nov. 16, 2018	Kimberly Oviedo (US021721), Santa Ana, CA November 1st payment Acct #630586659	3898156	-\$962.70	\$277,507.14
Nov. 16, 2018	Kevin Recinos (US021721), Santa Ana, CA November 1st payment Acct #630586691	3898152	-\$962.70	\$278,469.84
Nov. 16, 2018	Stacy Garcia (US021721), Santa Ana, CA November 1st payment Acct #630586195	3898148	-\$962.70	\$279,432.54
Nov. 16, 2018	Maria Nava (US021721), Santa Ana, CA November 1st payment Acct #630586624	3898146	-\$962.70	\$280,395.24
Nov. 16, 2018	Emily Martinez (US021721), Santa Ana, CA November 1st payment Acct #630586586	3898144	-\$962.70	\$281,357.94

## Loan Amortization



# Business Contract

## CONTRACT FOR THE PURCHASE AND SUPPLY OF GOODS

This Deed of Agreement is entered into as of the Effective Date identified below.

**BETWEEN** Hoopla of Santa Ana, California To be known as the Hoopla **AND:** The VEI Regional Office To be known as the VEI in this agreement

**WHEREAS** Hoopla desires to enter into an agreement to supply VEI with packages To be known as Hoopack in this Agreement.

**NOW IT IS HEREBY AGREED** that Hoopla and VEI shall enter into an agreement subject to the following terms and conditions:

### 1. Definitions and Interpretations

- 1.1 Price, Dollars or \$ is a reference to the currency of the United States of America unless otherwise stated.
- 1.2 This agreement shall be governed by United States law, and the parties hereby agree to submit to the jurisdiction of the Courts of the United States with respect to this agreement.

### 2. Commencement and Completion

The commencement date is scheduled as of November 1, 2018. The completion date is scheduled as May 31, 2019. The schedule may be modified by agreement as defined in Section 9. Effective date of this agreement: The first day of November 2018

Teri Jones  
California Regional Director,  
18543 Devonshire Street, Suite 472  
Northridge, CA 91324

Desteny Mejia  
Vice President of Sales  
1401 S. Grand Avenue  
Santa Ana, CA 92705

### 3. Purchase Orders

- 3.1 VEI shall follow the Hoopla price lists.
- 3.2 VEI shall present Hoopla with a purchase order for the provision of varies Hoopla for their theme parks within 7 days of the commencement date.
- 3.3 The purchase order shall nominate the method of delivery as defined in Section 4.
- 3.4 Purchase orders are to be sent electronically, and are to be interpreted under standards and guidelines outlined in Supplement A.

### 4. Delivery

- 4.1 VEI shall arrange for delivery to be made according to one of the following terms: The shipping and insurance of the Hooppack shall be the responsibility of the Hoopla . VEI shall provide the Hoopla at least 7 days notice and pay the carriage and insurance costs from the Hoopla delivery price list.

### 5. Payment

- 5.1 The payment terms shall be in full upon receipt of invoice. Interest shall be charged at 25% on accounts not paid within 14 days of the invoice date. The prices shall be as stated in the sales order unless otherwise agreed in writing by the Hoopla .
- 5.2 Payments are to be sent electronically, and are to be performed under standards and guidelines outlined in Supplement B.



## 6. Rejection

- 6.1 If the electronic devices and accessories do not comply with the Order or the Hoopla does not comply with any of the conditions, then VEI shall at its sole discretion be entitled to reject the Hoopack and the Order. VEI shall return the rejected Hoopack to the Hoopla at VEI risk and expense or notify the Hoopla to collect the Hoopack. The Hoopla may use its discretion to replace the Hoopack according to the invoice or refund any monies paid.

## 7. Termination

- 7.1 If VEI fails to carry out any of its obligations and duties under this agreement Hoopla may issue a notice specifying the breach and request that it be remedied within 14 days after receipt of such notice.
- 7.2 If VEI fails to provide adequate remedy within the specified 14 days the agreement may be terminated forthwith.

## 8. Disputes

- 8.1 Hoopla and VEI shall attempt to settle all disputes, claims or controversies arising under or in connection with the agreement through consultation and negotiations in good faith and a spirit of mutual cooperation.
- 8.2 This method of determination of any dispute is without prejudice to the right of any party to have the matter judicially determined by a United States Court of competent jurisdiction.

## 9. Amendment

- 9.1 This agreement may only be amended in writing signed by or on behalf of both parties.

## SIGNATURES

In witness where of Hoopla and VEI have caused this agreement to be entered into by their duly authorized representatives as of the effective date written below.

---

Seller: Desteny Mejia, Vice President of Sales

Date

---

Buyer: Teri Jones, California Regional Director, VEI

Date



# Small Business Loan

## Virtual Enterprises International Loan Amortization Table

### Loan Information

Loan Amount (Principal)	150,000
Annual Interest Rate	7.25%
Term of Loan in Years	2
# of Payments per Year	12
Payment Type	end of period
Monthly Payment	(\$2,987.90)

### Summary

Rate (per period)	0.6042%
Number of Payments	24
Total of Payments	179,274.25
Total Interest	29,274.25

No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	150,000	906.25	150,906.25	2987.90	2081.65	147,918.35
2	147918.35	893.67	148,812.02	2987.90	2094.23	145,824.11
3	145824.11	881.02	146,705.14	2987.90	2106.88	143,717.23
4	143717.23	868.29	144,585.52	2987.90	2119.61	141,597.62
5	141597.62	855.49	142,453.10	2987.90	2132.42	139,465.20
6	139465.20	842.60	140,307.80	2987.90	2145.30	137,319.90
7	137319.90	829.64	138,149.54	2987.90	2158.26	135,161.64
8	135161.64	816.60	135,978.24	2987.90	2171.30	132,990.33
9	132990.33	803.48	133,793.82	2987.90	2184.42	130,805.91
10	130805.91	790.29	131,596.20	2987.90	2197.62	128,608.29
11	128608.29	777.01	129,385.30	2987.90	2210.90	126,397.40
12	126397.40	763.65	127,161.05	2987.90	2224.25	124,173.14
13	124173.14	750.21	124,923.36	2987.90	2237.69	121,935.45
14	121935.45	736.69	122,672.15	2987.90	2251.21	119,684.24
15	119684.24	723.09	120,407.33	2987.90	2264.81	117,419.43
16	117419.43	709.41	118,128.84	2987.90	2278.50	115,140.93
17	115140.93	695.64	115,836.58	2987.90	2292.26	112,848.67
18	112848.67	681.79	113,530.47	2987.90	2306.11	110,542.56
19	110542.56	667.86	111,210.42	2987.90	2320.04	108,222.52
20	108222.52	653.84	108,876.36	2987.90	2334.06	105,888.46
21	105888.46	639.74	106,528.20	2987.90	2348.16	103,540.30
22	103540.30	625.56	104,165.86	2987.90	2362.35	101,177.95
23	101177.95	611.28	101,789.23	2987.90	2376.62	98,801.33
24	98801.33	596.92	99,398.26	2987.90	2390.98	96,410.35
25	96410.35	582.48	96,992.83	2987.90	2405.42	94,004.93
26	94004.93	567.95	94,572.87	2987.90	2419.96	91,584.97
27	91584.97	553.33	92,138.29	2987.90	2434.58	89,150.39
28	89150.39	538.62	89,689.01	2987.90	2449.29	86,701.10
29	86701.10	523.82	87,224.92	2987.90	2464.09	84,237.02
30	84237.02	508.93	84,745.95	2987.90	2478.97	81,758.05
31	81758.05	493.95	82,252.00	2987.90	2493.95	79,264.10
32	79264.10	478.89	79,742.98	2987.90	2509.02	76,755.08
33	76755.08	463.73	77,218.81	2987.90	2524.18	74,230.90
34	74230.90	448.48	74,679.38	2987.90	2539.43	71,691.48
35	71691.48	433.14	72,124.61	2987.90	2554.77	69,136.71
36	69136.71	417.70	69,554.41	2987.90	2570.20	66,566.51
37	66566.51	402.17	66,968.68	2987.90	2585.73	63,980.77
38	63980.77	386.55	64,367.33	2987.90	2601.35	61,379.42
39	61379.42	370.83	61,750.25	2987.90	2617.07	58,762.35
40	58762.35	355.02	59,117.37	2987.90	2632.88	56,129.47
41	56129.47	339.12	56,468.58	2987.90	2648.79	53,480.68
42	53480.68	323.11	53,803.79	2987.90	2664.79	50,815.89
43	50815.89	307.01	51,122.90	2987.90	2680.89	48,135.00
44	48135.00	290.82	48,425.81	2987.90	2697.09	45,437.91
45	45437.91	274.52	45,712.43	2987.90	2713.38	42,724.52
46	42724.52	258.13	42,982.65	2987.90	2729.78	39,994.75
47	39994.75	241.63	40,236.38	2987.90	2746.27	37,248.48
48	37248.48	225.04	37,473.52	2987.90	2762.86	34,485.62
49	34485.62	208.35	34,693.97	2987.90	2779.55	31,706.06
50	31706.06	191.56	31,897.62	2987.90	2796.35	28,909.72
51	28909.72	174.66	29,084.38	2987.90	2813.24	26,096.48
52	26096.48	157.67	26,254.14	2987.90	2830.24	23,266.24
53	23266.24	140.57	23,406.80	2987.90	2847.34	20,418.90
54	20418.90	123.36	20,542.26	2987.90	2864.54	17,554.36
55	17554.36	106.06	17,660.42	2987.90	2881.85	14,672.51
56	14672.51	88.65	14,761.16	2987.90	2899.26	11,773.26
57	11773.26	71.13	11,844.39	2987.90	2916.77	8,856.48
58	8856.48	53.51	8,909.99	2987.90	2934.40	5,922.09
59	5922.09	35.78	5,957.86	2987.90	2952.12	2,969.96
60	2969.96	17.94	2,987.90	2987.90	2969.96	(0.00)
<b>Totals</b>		<b>29,274.25</b>		<b>179,274.25</b>	<b>150,000.00</b>	

