

## **Business Plan**

### **Part 1: The Executive Summary**

As consultants for Habitat for Humanity, we started our business on June 23, 2009. The founders of this business are Imari Hazelwood, who is the designer or the creative mind, Shatara Hazelwood, who is the researcher, and Madison Beach who is also the researcher, Brittany Taul who is the secretary, and Dakara Hazelwood who is the team leader. The location of the business is at Center square in Lebanon, Kentucky. In this facility, there are many offices for each employee. The employees deal with Habitat for Humanity affiliates ordering Energy Star appliances. This is the first company in Lebanon Kentucky to provide Habitat for Humanity with these types of appliances. This business' future plans are to make all habitat homes as energy efficient as funds will allow.

### **Part 2: Market Analysis**

This business is targeting the community and Habitat for Humanity affiliates. We feel that if we get the word out to them, it will be a huge success. Since this is a new business, we hope to target all of Marion County and the rest of the district. We plan to purchase Energy Star appliances at a discounted price and hope to sell them at the retail price. We plan to advertise our target audience through our local television station, the radio, and the newspaper.

### **Part 3: Company Description**

This business plans to make future habitat houses more energy efficient by using Energy Star appliances provided by us. For delivery options, if affiliates are local, they should pick up the appliances from our offices, or we can deliver them if it's not too far out of the way. On the other hand, if affiliates are looking to buy and they are from out of town, then their orders will be shipped to them, with the exception that they pay for the shipping and handling fees.

### **Part 4: Organization and Management**

Imari Hazelwood: Creative Mind, Designer

Shatara Hazelwood: Researcher

Madison Beach: Researcher

Brittany Taul: Secretary

Dakara Hazelwood: Team Leader

We are bringing everyone together because each individual has their own unique talents that will make this business a great success in the near future. Everyone in this business is paid the same salary, but, the salary that we do make will go back into helping Habitat because we will use our money to buy more Energy Star appliances for new habitat homes all over. There are no incentives either, because we are a charity based organization. So basically, we are not in this business to make money for ourselves, but to make money to give back by buying energy efficient appliances to put into people's homes.

#### Part 5: Marketing and Sales

Our plan is to advertise through local television stations, by radio, and possibly billboards. There will be personal selling and printed materials such as brochures, flyers, and business cards as well.

#### Part 6: Service and Product Line

As a new business, we will be selling all Energy Star appliances to help Habitat for Humanity affiliates and the community save money and use less energy in their homes. They will want to buy these different products because in the long run, they will spend less money on utility bills while using less energy at the same time.

#### Part 7: Funding Request

To start our business, we are going to write a proposal giving the very specific details of our business and also tell who will benefit from it hoping that we will receive a grant. Once the business has started, we plan to sell the discounted appliances at the retail price and keep the cycle going by purchasing more appliances with the money earned.

#### Part 8: Financials

Like we said before, this is a recently started business so we have no historical financial data.