

Sam's Micro, LLC

BusinessPlanMyWay

(866)878-3070

Table of Contents

1.0	Executive Summary	1
1.1	Objectives	2
1.2	Mission	3
1.3	Keys to Success	3
2.0	Company Summary	3
2.1	Company Ownership	3
2.2	Start-up Summary	4
2.3	Company Locations and Facilities	5
3.0	Products and Services	5
3.1	Competitive Comparison	6
3.2	Sales Literature	7
3.3	Fulfillment	7
3.4	Technology	7
3.5	Future Products and Services	7
4.0	Market Analysis Summary	8
4.1	Market Segmentation	9
4.2	Target Market Segment Strategy	9
4.2.1	Market Needs	10
4.2.2	Market Trends	10
4.2.3	Market Growth	10
4.3	Service Business Analysis	10
4.3.1	Business Participants	10
4.3.2	Distributing a Service	11
4.3.3	Competition and Buying Patterns	11
4.3.4	Main Competitors	11
5.0	Web Plan Summary	12
5.1	Website Marketing Strategy	13
5.2	Development Requirements	13
6.0	Strategy and Implementation Summary	13
6.1	Value Proposition	13
6.2	Competitive Edge	13
6.3	Marketing Strategy	14
6.3.1	Positioning Statement	14
6.3.2	Pricing Strategy	15
6.3.3	Promotion Strategy	15
6.3.4	Distribution Strategy	15
6.3.5	Marketing Programs	16
6.4	Sales Strategy	16
6.4.1	Sales Forecast	17
6.4.2	Sales Programs	18
6.5	Strategic Alliances	18
7.0	Management Summary	19
7.1	Management Team	19
7.2	Personnel Plan	19
8.0	Financial Plan	20
8.1	Start-up Funding	20
8.2	Important Assumptions	21
8.3	Key Financial Indicators	21
8.4	Break-even Analysis	22
8.5	Projected Profit and Loss	23
8.6	Projected Cash Flow	26

Table of Contents

8.7	Projected Balance Sheet	28
8.8	Business Ratios	28
	Appendix	30

1.0 Executive Summary

Background

Cellular telephones have revolutionized the communications area, redefining how people perceive voice communications. Traditionally, cellular phones remained out of the hands of the most consumers due to their high cost. As a result, cell phone carriers have invested time and resources into finding ways to give the systems higher capacity and thus lower cost. Cell systems are benefiting from this research and starting to develop into large-scale consumer products.

Today, cellular phones are truly consumer electronics devices with over 275 million subscribers in the U.S. market. The Nokia Bowl and Qualcomm Stadium are further evidence of the idea that cell phones are consumer electronics devices. Cell phones have ceased to be an exclusive status symbol of high-powered lawyers and are now in the hands of millions of consumers and businesses.

Company

Sam's Micro, LLC is taking advantage of an opportunity to become a highly distinguished and recognized leader in the cellular communications industry. It is the goal of the company to become established as the leading distributor of wireless communications services in the San Fernando Valley area.

The company will initially be formed as a LLC (Limited Liability Corporation) by Sam Abazari in the San Fernando Valley, and succeeded tremendously in that market with a current company. Capitalizing on the growing wireless communications industry and based on the success at CompuBiz's success, Sam has decided to expand into the consumer electronic market by operating as a Cellular Plus franchise creating a niche market for its products and services.

Products and Service

The products that will be represented by Sam's Micro, LLC include available products through Cellular Plus. Those products include wireless and fixed wireless phones and every accessory that is available. Sam's Micro, LLC will only inventory wireless phone and supporting accessories that are most popular. Other products will be available by delivery.

Services will be in the form of service contracts, customer service and technical help. Sam's Micro, LLC will offer the best customer service in all of San Fernando Valley. Service contracts will be written through Cellular Plus service plans. Technical support will be handled through the store and through Cellular Plus. All staff members will ensure customers are completely satisfied with the service they received at Sam's Micro, LLC.

Management

Sam Abazari will be sole owner of Sam's Micro, LLC. Sam Graduated from Central Oklahoma University in 1984 with a major in Physics Engineering and Math Central. His broad work experience level stretches over several industries: Retail and Distribution, Manufacturing, Food and Consumer Products.

Sam received his first taste of entrepreneurship in 2000 when he became Founder and CEO of CompuBiz Enterprise Inc. Beginning in 2000 till now, as a Wholeseller and on-line Retail store, Sam's work experience emphasized consumer electronics, computer parts and Peripherals. CompuBiz operate out of Panorama city California in 5,000 square warehouse with 10 employees and over \$5 million in sales.

Financials

The financial projections include a conservative sales approach. All financial projections reflect a soft first year of operations with stronger growth in the second, third, fourth and fifth year. Sales projections suggest a 28% increase over the first year of sales with each addition year at roughly 7%. The Profit and Loss Statement suggests that as the company grows so, too, will profits. Profits will begin soft with incrementally increase over the first five years of operations. Profits are projected to be roughly 10.50% by 2014.

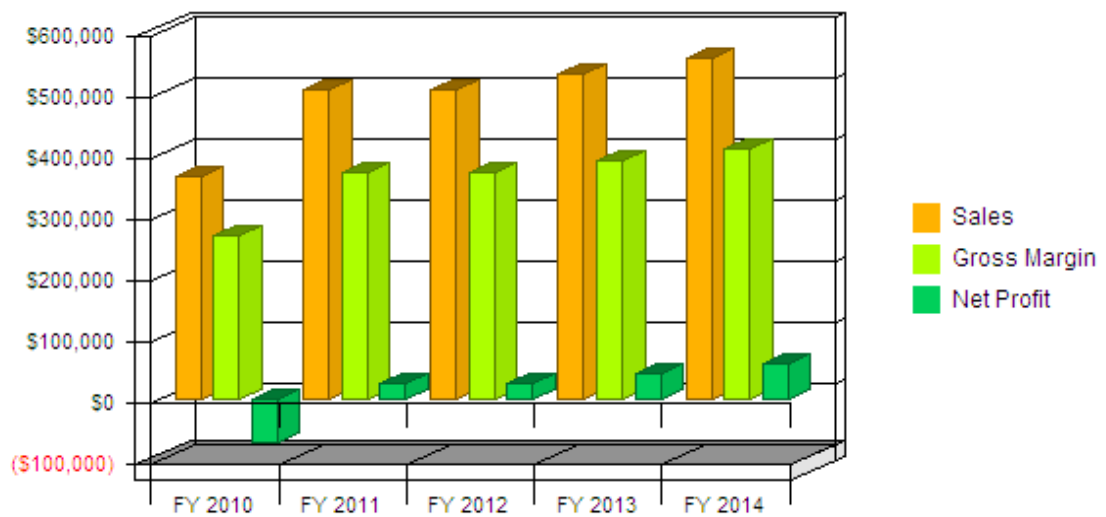
Sam's Micro, LLC

Although Cash Flow will be a negative the first year, Cash Balance will dramatically increase over years two through five. The Balance Sheet projects strong earnings over the five year plan. Similar to the other financials, the Balance Sheet will begin as a negative and become positive in the second year of operations. Each additional year will reflect an increase of roughly 50%.

Capital Requirements

Although no external capital is required, Sam Abazari will finance the entire business virtually with his own capital. Sam's investment capital will finance start-up expenses, inventory and the first years operating costs.

Highlights



1.1 Objectives

The company plans to focus on the following target markets that will provide the company with the greatest market penetration: the specialty business users, the general business user, and the personal users. Sam's Mico, LLC intends to offer products and service packages that are priced appropriately for each segment and will offer the services that best suit each segment's needs.

1.2 Mission

Sam's Micro's mission is to offer its customers the highest quality cell phone products and services. Its owners focus on personalized service to his customers by offering convenience and rapid service. Additionally, Sam's Micro has the technological expertise to assist customers in picking the product and service that best meets their needs. Finally, the staff will have a strong franchise relationship with the company's product's and will be able to meet customer's demand for the newest innovation in cellular phone technology.

Sam believes it is important to remain an active member of the community, and to impact people's lives in more ways than deriving a profit from them. The company will propose to increase community involvement for events that bring out the best in people.

1.3 Keys to Success

The company success will include:

- Provide excellent customer service through retention, follow-up and inspection programs.
- Grow and maintain a referral network of customers.
- Focus expertise in Cellular Plus phones and Cellular Plus phone service plans.
- Respond rapidly to customer problems with great products or easy service plans.

2.0 Company Summary

Sam Micro, LLC will offer its customers wireless cellular phones, and cellular phones accessories.

Market demand drives cell phone manufactures and service providers to offer new and improved services and functions in their cell phones. The demand for more visual interaction and entertainment with cell phones in the Japanese market, for instance, is great and as such, their phones are many years ahead of what we will see in the USA. Phones have definitely become an important part of people's lives all over the world, whereas in the North America many still view the cell phone as a tool and not as an entertainment device. The average phone in North America lasts 3 - 5 years before being replaced, in Japan it is a fraction of this time.

Sam's Micro, LLC believes that, with a long and thorough experience in the EAIA, the store will be in the right location to start the operations in the San Fernando Valley and will start operating in the right time. Sam's Micro, LLC will provide its customers, great customer service, support and convenience.

2.1 Company Ownership

Sam's Mico, LLC is wholly owned by Sam Abazari, who is a citizen of the San Fernando Valley and the owner of Sam's Micro, LLC in the USA.

2.2 Start-up Summary

During the start-up phase of this project, the following major events will occur, in addition to the cost associated. Since this project will be funded by Sam Abazari, there will not be current or long-term assets required. All costs will be either start-up costs or operating expenses.

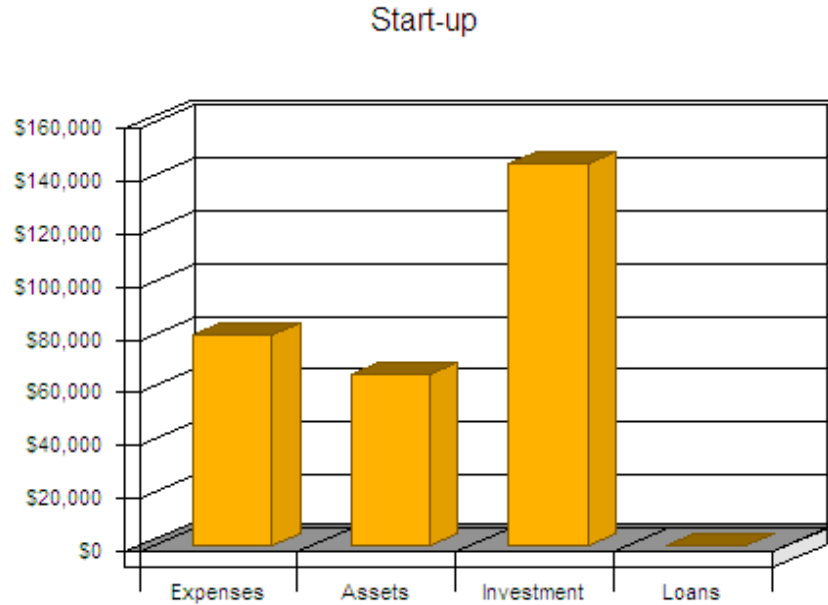
- Build Counters, Fixtures and Displays
- Exterior Signage
- Initial Inventory
- Leasehold Improvements
- POS Equipment & Supplies
- Deposit & Prepaid Rent
- Grand Opening Expenses
- Miscellaneous Expenses
- Cash-on hand
- TMO Contribution

Total start-up requirements will equal \$144,300. The start-up costs are to be completely financed by the owner's investment capital and, to a lesser extent, through Cellular Plus. The details are included in the following table and chart.

Table: Start-up

Start-up	
Requirements	
Start-up Expenses	
Legal	\$500
Build Counters, fixtures and display	\$40,000
Insurance	\$1,500
Prepaid Rent/Deposit	\$10,000
Computer	\$1,300
Exterior signage	\$15,000
Leasehold improvements	\$15,000
POS Equipment & supplies	\$10,000
Grand opening	\$6,000
Miscellaneous costs	\$5,000
TMO contribution (subject to qualification)	(\$25,000)
Other	\$0
Total Start-up Expenses	\$79,300
Start-up Assets	
Cash Required	\$35,000
Start-up Inventory	\$30,000
Other Current Assets	\$0
Long-term Assets	\$0
Total Assets	\$65,000
Total Requirements	\$144,300

Sam's Micro, LLC



2.3 Company Locations and Facilities

Although the exact location has not been identified, the site will be located somewhere in the San Fernando Valley, California area. Most likely, the site will be in a strip mall center, at a Mall Kiosk or inside another retail outlet such as Best Buy.

3.0 Products and Services

The following are the products and services that will be offered by Sam Micro, LLC:

Products

- **Wireless Cellular Phones:** Motorola, Nokia, Sharp, Siemens, Samsung, Alcatel, Ericsson, Fujitsu, Hyundai, LG Electronics, and other.
- **Fixed Wireless Phones**
- **Cellular Phone Accessories:** antennas, batteries, belt clips, cables and adapters, cases, chargers, faceplates, and modems.

Service

- **Cellular Plus service accounts:** Sales associates will not only provide products but will sell service plans with each phone sold.
- **Customer Service:** Each sales associate will provide excellent customer service to all customers.
- **Technical Help:** Technical service will be provided as required. All staff member will be educated enough to help customers with all of their technical issues.

The customer service philosophy will include the following:

- **Retention and Follow-up Programs** - include calling new customers that have purchase a phone and service contract to help with possible technical issues. Furthermore, after a year of service,

Sam's Micro, LLC

management will phone customers to check on quality of service and upgrade options. Maintaining strong relationships with customers will ensure retention.

- **Inspection Programs** - Each new customer will be asked to bring their phone back into the store to check for technical issues and to inspect new phones purchased. Customers will be asked next time they are in the shopping center to bring their phone in for an assessment.

3.1 Competitive Comparison

For a competitive comparison of Sam's Micro's core products and services, the following options are considered:

- **Verizon Wireless:** Service and products are similar; however, service is questionable at best. Many customers change service carriers based on customer service, product selection and accessory options. Verizon Wireless operates the nation's most reliable and largest wireless voice and data network. Providing America's largest Mobile to Mobile calling family of more than 80 million subscribers, the company works hard to offer customers with the highest level of satisfaction by offering quality products and services. Also, Verizon offers;
 - Change calling plan at any time.
 - Satisfaction guaranteed or your money back.
 - An upgrade every two years with New Every Two®.
- **Sprint/Nextel:** Sprint/Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint/Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two wireless networks serving nearly 51 million customers at the end of the third quarter 2008; industry-leading mobile data services; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone.
- **AT&T Wireless:** Wireless from AT&T has more than 77 million subscribers and the nation's fastest 3G network. AT&T is dedicated to providing customers with wireless technology designed to enrich their lives. The following advantages are with the new at&t;
 - The nation's fastest 3G network.
 - Unlimited Mobile to Mobile calling within AT&T's community of over 77 million.
 - Rollover®, AT&T's exclusive offer on our wireless plans that allows customers to keep their unused Anytime Minutes from month to month.
 - An unprecedented selection of handsets and devices to meet every need in the U.S. and while traveling.
 - The best international coverage of any carrier worldwide, giving customers the ability to make calls on 7 continents in more than 200 countries and on 120 major cruise ships, with wireless data roaming for laptops, PDAs, and other data services in more than 150 countries. AT&T has the most devices that work in the most places - including Japan and South Korea.
 - Cutting-edge data products and services and access to exclusive content from the top names in media and entertainment.
 - The best pay-as-you-go offering with GoPhone®.
 - A simplified yet comprehensive service summary that spells out exactly what customers are buying and estimated future bills.
 - Friendly, high-quality service at every AT&T location.
 - A 30-day, no-questions-asked return policy nationwide lets you test out AT&T service stress-free.

3.2 Sales Literature

Sam's Micro, LLC will begin with a general Cellular Plus corporate brochure establishing offered products and services. This brochure will be developed as part of the start-up expenses and distributed to consumers that enter the store and mailed directly to residents in the San Fernando Valley. After the first year, Sam's Micro, LLC will create and distribute its own brochure with Cellular Plus's products and services plans. Flyers will be periodically drawn up to reflect specials and promotions.

3.3 Fulfillment

Sam's Micro, LLC will have an established relationship with Cellular Plus for all the company's products, accessories and service plans. All discounts and promotions will be the result of negotiations between Sam Abazari and Cellular Plus. Sam's Micro, LLC will implement and employ "just-in-time" inventory strategies for hardware, supplies, parts and accessories to further strengthen customer service and provide on the spot repairs to consumer and business owners phones.

3.4 Technology

Technology has changed almost everything about the cell phone including the accessories that support its use. Since the early 1980's when the first cell phone first made its debut, many changes were made as a result of new technology. Today's cell phone is much sleeker, lighter weight, better quality sound with more options than ever before. In fact, the cell phone has been transformed into a multimedia device rather than a cellular phone. The cell phone's popularity has in effect forced the landline to decline in growth and maybe one day eliminate it all together. The future looks very bright for the cell phone industry. As technology improves the cell phones we have, cell phones will continually be a necessity with the American consumer and business owner.

3.5 Future Products and Services

In the fast-changing world of cell phones, nothing stays the same for long. Even the hottest and hippest handsets are always in danger of being replaced by a device even more advanced. Yet we see a cell phone that represents what the mobile future will bring. These handsets serve as examples of the next big trends in wireless, both through their designs and their features.

The future cell phone selection tells us what's to come. Love it or hate it, AT&T's Apple iPhone did give the cell phone industry a bit of a shake up. Though it was hardly the first device to play music or offer a touch screen, it did both those things in new ways. Critics expect to see a lot more touch-screen devices in the next few years, both in smartphones and mid-range models. Indeed at the GSMA World Congress in Barcelona, Spain, many of the new models featured touch screens.

Back in the present, Verizon's LG Voyager VX10000 and the LG Venus VX8800 also rely heavily on touch screens. The latter also featured a navigation touch pad that changes according to which feature the user is using. That's also a developing trend; many saw new phones at CES (the Motorola Rokr E8) and GSMA (the Samsung Soul) that demonstrated a similar functionality. Another trend is the continued evolution of camera phones. The Samsung SGH-G800 has a 5-megapixel camera, which seems to be the new norm for high-resolution shooters. Quite a few soon-to-be released handsets will offer 5-megapixel cameras.

Finally, there is the unlocked Nokia E90 Communicator. It exhibits the trend of growing convergence. It offers just about every feature you could want in a cell phone including Wi-Fi, 3G, a 3.2-megapixel camera, a music player, e-mail and a full alphabetic keyboard. Lastly, it makes call too.

4.0 Market Analysis Summary

The market potential is huge for the products and service provided by Sam's Micro, LLC. Although the cell phone life cycle is in maturity, the demand for cell phones and accessories remain huge for the telecom industry. The telecom industry has witness growth in an industry that is responsible for huge gains in the capital market. Although the proliferation of cellular phones has been reduced to a slight growth rate, cell phone manufactures have scabbled to find new creative and innovative ways of transforming today's cell phone into a multimedia devise. Such a move will help spur demand and improve growth in the cell phone industry.

Future growth of the market/products is projected in the following areas:

Text messages between friends. Users can send regular Short-Message Service (SMS), pictures or email on their phones. Email is of course limited to small file sizes, but many of the phones allow for English characters to be sent. Each provider also allows special characters to be sent, such as an array of happy and sad faces, small animated images, animals, people, hearts, etc. When special characters are not available, people often use a specialized set of faces to show emotion. Email can also be sent between different provider phones, but many of the special characters are lost, hence users may try to keep a circle of friends on the same provider to receive the special characters. Email, of course, may be sent from computers as well, but files are often stripped of headers and attachments when received on cell phones.

Most North American come with a few games to keep people entertained for a limited duration. Japanese phones come with two different types of games: built-in ones and Java application ones. The built-in ones are simple, but again the graphics are very important to the game value. Java application games are delivered via the network to the customer's phone and there is a charge for this service. These games are much more complex and require streaming data to access. New games come out monthly. You can even buy joysticks and navigation consoles that plug into your phone.

One of the most popular additions to many cell phone models is a CCD Camera that is mounted either on the outside of the clamshell or on the clamshell hinge. The camera lens is slightly smaller than a dime and takes 1.6" x 1.6" pictures to display on the phone's screen or to send to others. Not only can users take pictures, they can take video clips as well. Most phones take between 5 - 15 seconds of footage due to memory limitations, but they can send streaming video. Many of the advertisements for camera phones show people taking to each other and watching each other on the screen (both holding the phone and camera at arm's length and using a hands-free microphone and earpiece). The camera also has a couple supporting accessories including an external flash that pops into an accessory port and a miniature printer that will print out pictures.

Lastly, as a result of California law hands free accessories have become huge for customers who choose to talk while driving. Some of the most popular hands-free accessories are the Bluetooth ear piece. The **Bluetooth** is an open wireless protocol for exchanging data over short distances from fixed and mobile devices, creating personal area networks (PANs). It was originally conceived as a wireless alternative to RS232 data cables. It can connect several devices including cell phones, overcoming problems of synchronization and allowing for greater ease and safety. The Bluetooth will continue to be a popular accessory and will grow 5 to 10 years as states incorporate laws that ban driving while talking on cell phones.

4.1 Market Segmentation

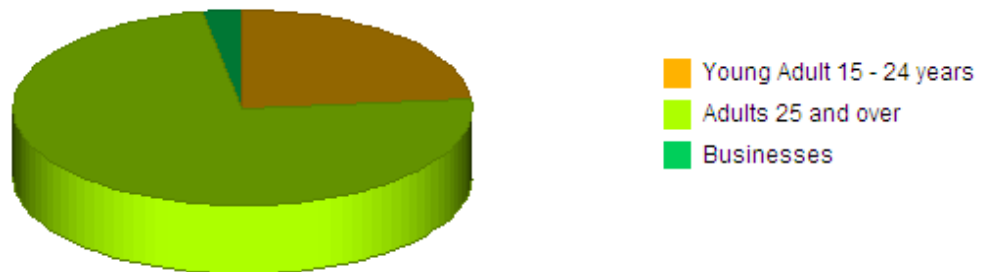
Sam's Micro, LLC will focus on the entire population of the San Fernando Valley. The company will segment the San Fernando Valley based on how Sam's Micro, LLC wants to target the population. Below is segmented population:

- Young adults 15 - 24
- Adults 25 and over
- Businesses

Table: Market Analysis

Market Analysis		2009	2010	2011	2012	2013	
Potential Customers	Growth						CAGR
Young Adult 15 - 24 years	1%	4,211	4,253	4,296	4,339	4,382	1.00%
Adults 25 and over	1%	13,083	13,151	13,219	13,288	13,357	0.52%
Businesses	1%	502	507	512	517	522	0.98%
Total	0.65%	17,796	17,911	18,027	18,144	18,261	0.65%

Market Analysis (Pie)



4.2 Target Market Segment Strategy

The market for cellular phone and their accessories is very fragmented, crowded and competitive. Among these, there are only a few large local firms that serve individual retail outlet stores in the San Fernando Valley and its surrounding area. The remainder is small firms that sell from kiosks in the surrounding malls. Sam's Micro, LLC current niche in its location, variety of products and expertise in serving the public will assure the projected sales.

The company expects to take full advantage of the trends described in the Market Analysis above, and try to penetrate the market with new innovations and gadgets, mainly with the younger generation, using advertisements and demonstrations. Sam's Micro, LLC also will try to lure independent small sellers to join the effort.

4.2.1 Market Needs

Since the target market is the service seeker, the most important market needs are support, service, training, and installation, in that order. Customers want to have a fully functional phone with minimal problems. Should problems arise; customers want to speak to knowledgeable technicians who will help solve any cell phone issues or problems. Good customer service is still the number one concern for customers when choosing a cell phone and service plan.

4.2.2 Market Trends

There are several trends in the cell phone industry for 2009 year that will increase the usability and quality over previous year's models. Some of the must-have features for 2009 in so-called "smart" phones, think mobile computers that make calls, include touch screens with "clickability," sophisticated accelerometers (which can sense when the phone is changed from portrait to landscape view and adjust the screen accordingly), full QWERTY keyboards, GPS capability, high-resolution cameras with flash, 3G networking and WiFi connectivity.

4.2.3 Market Growth

The cell phone industry has seen incredible growth during the early stages of the product life cycle. As the industry moved into maturity, the cell phone industry has seen smaller growth rates and possible decline as a result of the global economy. Market critics suggest that the cell phone market growth will slow to 11% from 16% in 2009, and in US dollar terms growth would slow to 9% from 11%. Handset vendors sold 304.7 million mobile phones globally in Q2 2009, with strong demand in emerging markets lifting sales 11.8% from Q2 2008. The main gainer from surging sales in emerging markets was Nokia, whose market share rose to 39.5% in Q2 2008 from 36.7% in Q2 2007. Although the market in mature phase, the cell phone industry is still a huge industry with millions of users.

4.3 Service Business Analysis

Sam's Micro, LLC will be part of the wireless communication industry, specializing in providing products and services to consumers and small businesses. The company envisions that a converged wireless communications industry operating within the context of an advanced communication infrastructure will continually provide huge growth in the U.S. market. Furthermore, technology will increase the usefulness of the cell phones. Cell phones provide consumers and businesses the ability to use their phones not as a communication tool but rather as an entertainment device.

4.3.1 Business Participants

The wireless communication industry is made up of few companies. These businesses offer very similar products and services with little distinguishable characteristics. All offer cell phones, accessories and service plans. Sam's Micro, LLC will rise above the crowd by offering exceptional service, a large accessory selection and post purchase technical support to all customers.

4.3.2 Distributing a Service

Customers or small businesses are accustomed to buying from wireless companies when visiting their retail store, outlet or mall kiosk. They expect to get answers to their questions. Also, customers and businesses expect to obtain precise details of the products and services that the wireless companies offer. Customers expect all wireless staff members be educated enough to offer suggestions, answers and technical advice when problems arise when using a wireless product.

Ultimately, the wireless company that satisfies all consumer questions, concerns and issues will be better positioned to retain customers than a wireless company that falls short of satisfying consumer issues.

4.3.3 Competition and Buying Patterns

Brand names are of little, if any, importance. The key to the buying decision on the part of the consumer is the sales person and the cell phone being in front of them. As has been pointed out in the Competitive Analysis section there are other sellers with similar brand names as those supplied by Sam's Micro, LLC which may even be less expensive. It is essential that the sales person point out the salient features and selling points favoring the products and services provided. Most importantly, the products and accessories must be available in the retail outlet, since whatever products and accessories the store carries are the ones that are going to be sold. Of course, some of the less requested accessories will be by order only through the Cellular Plus organization.

The need to attract, acquire, leverage, and retain customer's remains a primary concern to business. Revenue growth through customer acquisition and retention is as important a requirement in the wireless industry as any other business. Customers, especially in the Western business culture, count speed of service as a key reason why they do business with a company. They resent delays and hate waiting for service. In the United States, almost 80% of the gross domestic product (GDP) is generated through different kinds of services, and speed of service no longer distinguishes an enterprise as providing superior value. Customers generally are not thrilled if they receive good service, but they are highly dissatisfied if they do not. Sam's Micro, LLC will provide the necessary framework to cope with these demands by cutting the waiting time for a service.

Customers also want consistent, reliable, and easy-to-use service. As the speed of service increases, customers expectations grow, making friendly, easy, and solution-oriented customer service an important business trend.

Sam's Micro, LLC is planning to take advantage of these trends of buying patterns. The company will also be very quick in establishing a company website to take advantage of E-trade.

4.3.4 Main Competitors

The U.S. market is dominated today by three large companies:

Verizon Wireless - Three network-based business groups: Verizon Business, Verizon Telecom, Verizon Wireless. Headquarters in New York City; Operations Center in Basking Ridge, N.J.

- Revenues: \$97.4 billion in annual revenue in January 2009.
- Wireless Phone Service Subscribers: more than 72.1 million customers (more than 80 million customers including January 2009 Alltel acquisition).
- Cellular Phone Service and Technology:
 - Mobile Broadband for wireless Internet, e-mail and Intranet connections coast-to-coast on laptops, PDAs and handsets at broadband speeds

Sam's Micro, LLC

- E-mail and Global e-mail for access from PDAs, smartphones and BlackBerry's.
- V CAST for music downloads, video clips, mobile TV and other multimedia devices.
- The BlackBerry Storm: Touch-screen, multimedia smartphone.
- Get It Now for text and picture messaging, downloading ringtones, ringback tones, games, news alerts and more.

AT&T Wireless - AT&T Wireless, Inc. is the third largest provider of wireless and data services for consumers and businesses in the United States.

- Ownership: Cingular Wireless is a joint venture between the domestic wireless divisions of SBC (NYSE:SBC) and BellSouth (NYSE: BLS). Headquarters in Atlanta, Georgia. SBC owns 60 percent of the company and BellSouth owns 40 percent, based on the value of the assets both contributed to the venture.
- Revenue on the cellular service in Year 2008 was more than \$21.7 billion.
- Cellular Phone Service Subscribers: The company serves more than 20 million subscribers. Through AT&T Wireless's WorldConnect service, subscribers can expect service in more than 100 countries in the Americas, Australia, Asia, and Europe.
- Cellular Phone Service and Technology: A leader in mobile voice and data communications, though the original years of **AT&T Wireless**, Cingular and the New AT&T Wireless, provided some of the newest and most high tech phones including Motorola lines (RAZR, KRZR, SLVR) and of course, the Apple iPhone. AT&T offers a wide variety of standard cell phones and smart phones like Palm and others.

Sprint/Nextel Communications, based in Reston, VA, is a leading provider of fully integrated, wireless communications services on the largest guaranteed, all-digital, wireless network in the country.

- Ownership: Nextel Wireless is traded on the NASDAQ National Market under the symbol NXTL. Nextel Partners is a separate company traded on the NASDAQ National Market.
- Revenue on the cellular service \$35.64 billion (2008).
- Cellular Phone Service Subscribers: 51 million (2008).
- Cellular Phone Service and Technology: offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two wireless networks. Also Sprint Nextel offers convergence, wireline, landline, wireless, mobile, voice, data, IP, VOIP, SIP IP Trucking, Wireless Integration, mobility, MVS, Mobile Extension, International, Global, Business, mobile applications.

Sam's Micro, LLC is aiming to gather a share of the market from these three.

5.0 Web Plan Summary

Sam's Micro, LLC website will be the virtual business card and portfolio for the company, as well as its online "home." The company's website needs to be a simple, yet elegant and well designed, website that stays current with the latest trends. It should provide information to customers and a portal to the company's service plans and products. A site that is too flashy, or tries to use too much of the latest Flash technology and animation can be overdone, and cause potential customers to look elsewhere for product and service information.

5.1 Website Marketing Strategy

The website will rely on three methods of marketing as a means for developing awareness of the company and the products and service that are represented.

- **Search engine submission:** the website will be submitted to various search engines including business.com and Google AdWord.
- **Technology and communication websites:** Sam's Micro, LLC will work with technology and communication information websites to build strong relationships and ensure links are exchanged.
- **Printed material:** Sam's Micro, LLC will reference the website address on all printed material that is passed out when customers enter the store or approach the kiosk. It will be included on all business cards, brochures and flyers.

5.2 Development Requirements

Sam's Micro, LLC will pursue specific, definable, market segments with a multi-tiered, multi-channel approach, Marketing will follow from broad awareness campaigns to specific target customer campaigns. Sam's Micro, LLC will sell directly to the consumer and small business at the retail level and at the website through word-of-mouth advertising and external and internal signage.

6.0 Strategy and Implementation Summary

Sam's Micro, LLC will use a strategy of total market service. Assumptions:

- Every person is a potential customer and all potential markets will experience growth in the next five years.
- Marketing to one segment of the population will lead to an expansion in overall market growth.
- Market growth will be a result of satisfied customers, unhappy customer with competing wireless companies.

6.1 Value Proposition

The value proposition has to be different from other wireless competition in the local market. Sam's Micro, LLC offers the target customer, who is service seeking and not self reliant, a wireless firm that offers relationship service rather than average customer service. Relationship service at a competitive price reflects the value each customer will receive when they move from their current service to Sam's Micro, LLC.

6.2 Competitive Edge

Sam's Micro's competitive edge will include:

- **Location:** Locating the company in the San Fernando Valley enables the company to cover a large and rapidly developing customer populace.
- **Customer Service:** Sam Abazari, owner and CEO of Sam's Micro, LLC has been the CEO and founder of CompuBiz Enterprise Inc. for many years and accumulated a vast knowledge of experience in the consumer electronics market, with a special expertise in computer parts and electronics. He is very familiar with his target customer base. He has an excellent reputation for customer service.

- **E-commerce:** The company will make an effort to enhance its sales through a serious and advantageous website in order to attract customers that are reluctant to do business with a small company as Sam's Micro, LLC.

6.3 Marketing Strategy

Short-term marketing strategies are those that will bring a temporary boost in traffic. Although these techniques are very important to the overall plan, they are only a temporary traffic source and must not be solely relied upon. Short-term marketing strategies include:

- Purchasing Advertising
- Bulletin Boards
- Search Engines

Long-term marketing strategies are those that will bring a steady stream of targeted traffic over time. These strategies will continue to produce results today and tomorrow. Long-term marketing strategies include:

- Opt-in email lists
- Freebies
- Content
- Signage
 - Internal
 - External

By creating and implementing a balanced marketing strategy, using both short-term and long-term strategies, Sam's Micro, LLC will drive a steady stream of targeted traffic to the store and website.

Using this simple formula when creating the internet and store marketing strategy, and excelling at all three, success will be achievable.

The short-term marketing strategy will focus heavily on sales promotions, niche positioning in the market and customer service with loyalty and retention in sales.

6.3.1 Positioning Statement

For the San Fernando Valley residents and small businesses who are seeking exceptional service at competitive prices, Sam's Micro, LLC will exceed the need by providing a variety of programs including retention, follow-up and inspection programs. Unlike, AT&T Wireless, Verizon and Sprint/Nextel Mobile, Sam's Micro, LLC will focus on service first, whether it is customer service or technical support.

6.3.2 Pricing Strategy

Sam's Micro's pricing strategy will be similar to that of the competitors. The company will not charge over, nor substantially under, standard prices for the services provided. Sam's Micro, LLC will be paying the sales staff an hour rate as well as commission for the service contracts that are activated which is more than what the competitors offer. This will allow Sam's Micro, LLC to hire the best employees, and have a built-in motivational factor that will keep them empowered to enhance their opportunity. Ultimately, this will provide for greater sales and increased profits for Sam's Micro, LLC.

6.3.3 Promotion Strategy

Sam's Micro, LLC will depend on several different channels for advertising to reach new customers. As the company changes strategies, however, Sam's Micro, LLC will need to change the way products and services are promoted:

Advertising

Sam's Micro, LLC will differentiate the service from the competition by providing external signage that will entice customers to the store. To further reach customers, Sam's Micro, LLC will be using local newspaper advertising, radio, and cable TV to launch the initial campaign.

Sales Brochure

The collaterals have to sell the store, and visiting the store, not the specific book or discount pricing but rather providing a value.

Direct Mail

Sam's Micro, LLC must aggressively direct mail efforts, reaching established and new customers with options, support services, upgrades, and accessories.

Local Media

It will soon be time to work more closely with the local media. The company could offer the local radio a regular talk show on wireless service for small business, as one example.

6.3.4 Distribution Strategy

Sam's Micro, LLC will be a retail outlet that will offer products and services to the residents and small businesses of San Fernando Valley. Sam's Micro, LLC must offer the products and services to all segments of the market without isolating any segment in the company target group. Having said that, for the planned penetration into the San Fernando Valley market, Sam's Micro, LLC will need to establish a presence as a Value-Added Reseller (VAR) of wireless products and services for all product lines including accessories which will generate a 75% profit. Sam's Micro, LLC will plan the new location accordingly.

6.3.5 Marketing Programs

Due to the large volume and geographic scope of the wireless market, Sam's Micro, LLC will engage in a mass marketing and advertising campaign to develop brand recognition and market penetration.

This product and service can be communicated effectively in direct mail and print ads to reach the broadest market possible.

Since there is familiarity with the products and services, direct mailings utilizing a targeted industry database from Cellular Plus will be a cost effective means of introducing Sam's Micro, LLC to the market. Cellular Plus has a direct marketer database listing of thousands of San Fernando Valley residents including their wireless buying habits. Such databases provide for a more focused marketing campaign as well as promotions to targeted customer groups.

Print media advertising will be employed sparingly in industry publications like the Los Angeles Times, Wireless Week, People Magazine for the San Fernando Valley market.

Press releases targeted to specific sectors of the industry will be utilized to announce recent developments in technology and customer acquisition as a cost effective means of exposure to the target market.

The marketing campaign will include utilizing search engine optimization techniques to increase the company's visibility on the Internet and drive traffic to Sam's Micro, LLC. There is no current website; however, once a website has been built a promotional description of the services will encourage potential customers to contact the company directly or through the site email.

Industry trade shows draw large numbers of qualified customers that are seeking the latest wireless technological advances to improve their lives or improve business for small businesses. Sam's Micro, LLC will target two to three trade shows annually to increase brand awareness and solicit direct sales.

6.4 Sales Strategy

Constructing the sales strategy will help increase sales and foster higher profits.

- **Sales success requires planning** - Sam's Micro, LLC will formulate sales strategy and tactics to achieve sales success. This can be accomplished by identifying weak areas in the local market and dominate those areas.
- **Analyze the potential** - Sam's Micro, LLC shall step through a structured process that will prepare the company for the development of the sales strategy. Each process will be thoroughly analyzed for opportunities and implemented wherever possible.
- **Strategize around strengths** - the description of the sales activity will be analyzed producing a report that reveals factors impacting the sales potential.
- **Develop the tactics** - Sam's Micro, LLC shall receive guidance from T-Mobile to develop a comprehensive tactical plan to achieve the success that many other franchisees have enjoyed.
- **Measure the success** - Sam's Micro, LLC will constantly develop key measurements that mark the progress of financial estimates that guide the growth.
- **Employ an action plan for success** - Sam's Micro, LLC will provide the sales force a clear tactical plan that is also aligned with T-Mobile's strategic objectives.

Sam's Micro, LLC

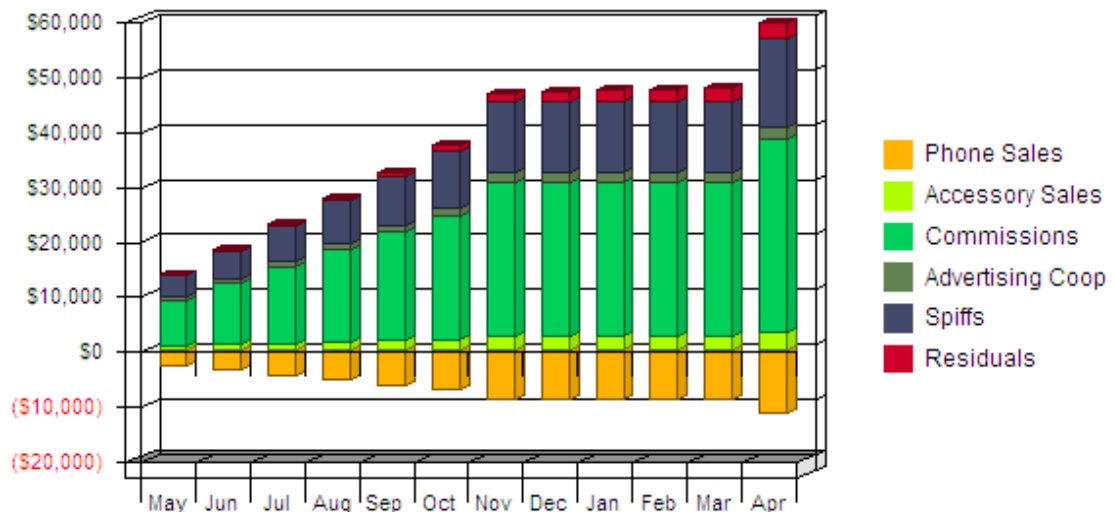
6.4.1 Sales Forecast

Sales forecast displayed here is very conservative. Although, the company will aim very high, Sam has decided to illustrate a very conservative growth rate and revise the plan on an annual basis. As a rule the company expects to expand the volume much more rapidly in years to come as brand awareness increases.

Table: Sales Forecast

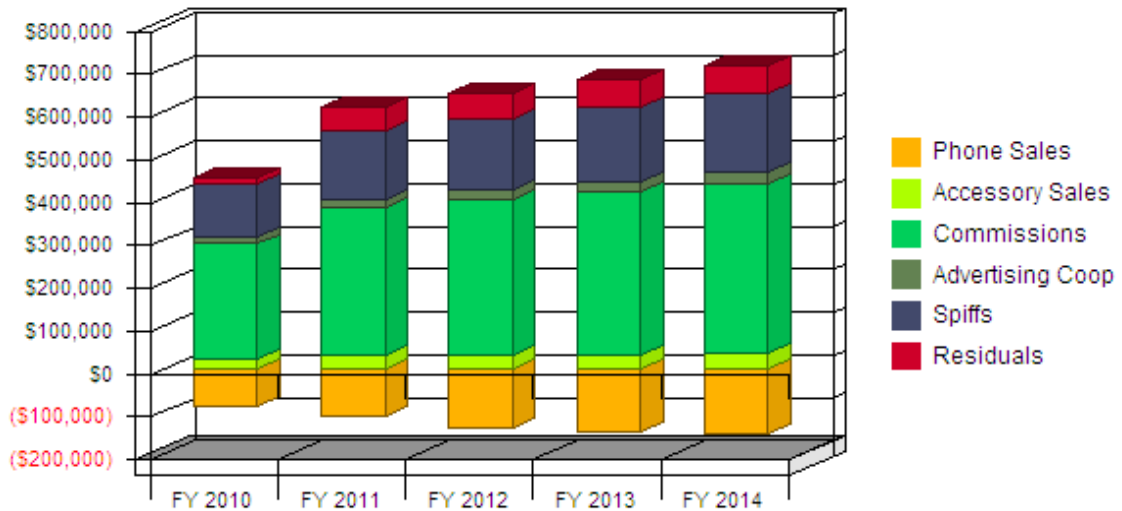
Sales Forecast					
	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Sales					
Phone Sales	(\$85,950)	(\$110,250)	(\$138,240)	(\$145,069)	(\$152,235)
Accessory Sales	\$24,926	\$31,973	\$33,552	\$35,210	\$36,949
Commissions	\$268,451	\$344,348	\$361,359	\$379,210	\$397,943
Advertising Coop	\$17,190	\$22,050	\$23,139	\$24,282	\$25,482
Spiffs	\$123,317	\$158,178	\$165,992	\$174,192	\$182,797
Residuals	\$14,916	\$56,789	\$59,594	\$62,538	\$65,628
Total Sales	\$362,850	\$503,088	\$505,396	\$530,363	\$556,564
Direct Cost of Sales					
Phone Sales	(\$22,949)	(\$29,437)	(\$36,910)	(\$38,733)	(\$40,647)
Accessories Sales	\$6,655	\$8,537	\$8,958	\$9,401	\$9,865
Commissions	\$71,675	\$91,941	\$96,483	\$101,249	\$106,251
Advertising Coop	\$4,590	\$5,887	\$6,178	\$6,483	\$6,804
Spiffs	\$32,927	\$42,234	\$44,320	\$46,509	\$48,807
Residuals	\$3,983	\$15,163	\$15,912	\$16,698	\$17,523
Subtotal Direct Cost of Sales	\$96,881	\$134,325	\$134,941	\$141,607	\$148,603

Sales Monthly



Sam's Micro, LLC

Sales by Year



6.4.2 Sales Programs

The following sales programs are current Sam's Micro, LLC programs.

- Refer-a-Friend Coupon All customers
- College Roommate Offer – 2 for 1 Teen and text messaging customers
- Family Plans Household decision-maker
- Employee Plans for Local Businesses Business users and family plans
- Dads and Grads Promotion Tech-savvy users
- Announcing the "X Phone" is here Early adopters, tech-savvy users
- Safety First Promo Safety-only user, glove compartment user

6.5 Strategic Alliances

As mentioned earlier, Cellular Plus will be the company that will support Sam Abazari in his quest to start-up a Cellular Plus franchise. Cellular Plus will help with building the fixture displays, counters and external signage for the store or kiosk. Sam's Micro, LLC will offer Cellular Plus wireless phones and accessories to customers that choose to switch from their previous carrier or want to start a new service. All service plans will be operated through Cellular Plus network and monthly service fees will be paid through Cellular Plus. Sam's Micro, LLC will offer the customers the best service with great products and more accessories than any other provider.

7.0 Management Summary

The management of Sam's Micro, LLC will be made up of the owner who will act as manager of the business along with his partner. The staff will include three full-time and two part-time employees. As sales increase so will the need for help. All employees will be properly trained to exceed all customers' expectations and further customer service excellence.

7.1 Management Team

Sam Abazari will be sole owner of Sam's Micro, LLC. Sam received his first taste of entrepreneurship in 2000 when he became Founder and CEO of CompuBiz Enterprise Inc. Beginning in 2000 till now, as a Wholes and on-line Retail store, Sam's work experience emphasized consumer electronics, computer parts and peripherals. CompuBiz operates out of Panorama city, California in 5,000 square warehouse with 10 employees and over 5 million in sales.

In 1994 Sam was Co-Founder and Executive VP of Lacage Technology Inc. in Commerce CA Importer (OEM) , Distributor and Wholesaler of Computer Parts and peripherals with a 20mil in sales.

Sam Graduated from Central Oklahoma University in 1984 with a major in Physics Engineering and Math Central. He has experience in the following industries: Retail and Distribution, Manufacturing, Food and Consumer Products.

Upon graduation Sam moved from Oklahoma to Los Angeles in 1984 and accepted a position in sales then was promoted to Sales Director with Valley Cable inc. After, Sam accepted a position with Cablevision which was later purchased by Time Warner. Sam's job responsibilities included managing 40 sales people. During the 8 years with the company, Sam helped improve the customer subscription in the Valley area from 35% to 68%.

7.2 Personnel Plan

Sam's Micro, LLC will operate 7-days a week and hours will fluctuate depending on the day of the week. Sales associates will be scheduled based on busier times of the day. Evenings and weekends will have more help than week day mornings. The personnel plan, as detailed in the following table, has been developed to support these hours.

Management will draw an annual salary of \$30,000. Each sales associate will be paid \$12/hr plus commission. As stated earlier, there will be three full-time and two part-time sales associates. All sales associates will receive activation commission of \$20.00 and management will receive \$10.00.

Of course, as the store becomes busier so will the need to hire more sales associates. Training programs for each new hire will be based on Cellular Plus's training program and supported through Sam's Micro's management.

Recruiting and hiring staff members will be an overall company focus. Sam's Micro, LLC will recruit and hire the best and brightest people around. They will excel at aggressively friendly behavior while offering knowledgeable information to all customers. They will be treated with respect with most holidays off. Each staff member will be required to wear a standard uniform that will reflect the professionalism that Sam's Micro, LLC will present.

Sam's Micro, LLC

The following table outlines the payroll expenditures.

Table: Personnel

Personnel Plan	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Employee	\$138,240	\$138,240	\$138,240	\$138,240	\$138,240
Manager	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
Area Manager	\$0	\$0	\$0	\$0	\$0
Total People	5	5	5	5	5
Total Payroll	\$174,240	\$174,240	\$174,240	\$174,240	\$174,240

8.0 Financial Plan

It is assumed that the owner's private resources will be sufficient to finance any monthly cash-flow shortage especially during the first years operation. After, generated revenue will support all operating expenses including payroll expenditures. Sales could very well increase at a much sharper rate than assumed in these conservative projections. Higher sales will result in increased cash flow, greater profits and a larger net worth.

This is considered a very good time to start a new small business. The economy will begin to improve as a result of the economic stimulus that the government has signed into law, giving way to an increase in consumer sediment resulting in more purchases.

Start-up expenses will be financed through the owner, Sam Abazari. Sam will investment \$144,300 to cover all start-up expenses, building fixtures and displays. Also, Sam's investment will help support the first years expenses.

The Profit and Loss Statement is a result of operating expenses, payroll expenditures, depreciation and interest expense. Although the first years projections will begin as a negative, the remaining four years of operation will incrementally increase. The fifth year of this plan projects profits will be roughly 10%.

The Cash Flow Statement is a result of the sales and expenses. Sam is committed to maintaining daily expenses while maximizing sales. The first years net cash flow will begin negative with roughly \$10,000 in cash. Each addition year will increase cash flow by roughly 50%.

The Balance Sheet is a result of liabilities and capital. Net Worth will begin, the first year as a negative figure and become positive in the second year. Net Worth will grow at a rate of roughly 50% for the first five-years.

8.1 Start-up Funding

As stated earlier, Sam Abazari will use personal capital to finance the project. No other financing is required. Sam will invest \$144,300 to cover start-up costs, opening expenses and subsidize the first years operations. The table below illustrates sources for the start-up funding.

Sam's Micro, LLC

Table: Start-up Funding

<u>Start-up Funding</u>	
Start-up Expenses to Fund	\$79,300
Start-up Assets to Fund	\$65,000
Total Funding Required	\$144,300
<u>Assets</u>	
Non-cash Assets from Start-up	\$30,000
Cash Requirements from Start-up	\$35,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$35,000
Total Assets	\$65,000
<u>Liabilities and Capital</u>	
<u>Liabilities</u>	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0
<u>Capital</u>	
<u>Planned Investment</u>	
Owner	\$144,300
Investor	\$0
Additional Investment Requirement	\$0
Total Planned Investment	\$144,300
Loss at Start-up (Start-up Expenses)	(\$79,300)
Total Capital	\$65,000
<u>Total Capital and Liabilities</u>	
Total Capital and Liabilities	\$65,000
<u>Total Funding</u>	
Total Funding	\$144,300

8.2 Important Assumptions

As a general rule Sam's Micro, LLC will not sell on credit for products purchased. However, service contracts will be credit driven and will be written through Cellular Plus, the franchiser of Sam's Micro, LLC. The company will accept cash and checks, Visa, MasterCard, Discover, American Express and PayPal on the Internet. All sales paid via credit cards will be deposited in the company's business checking account within 48 hours.

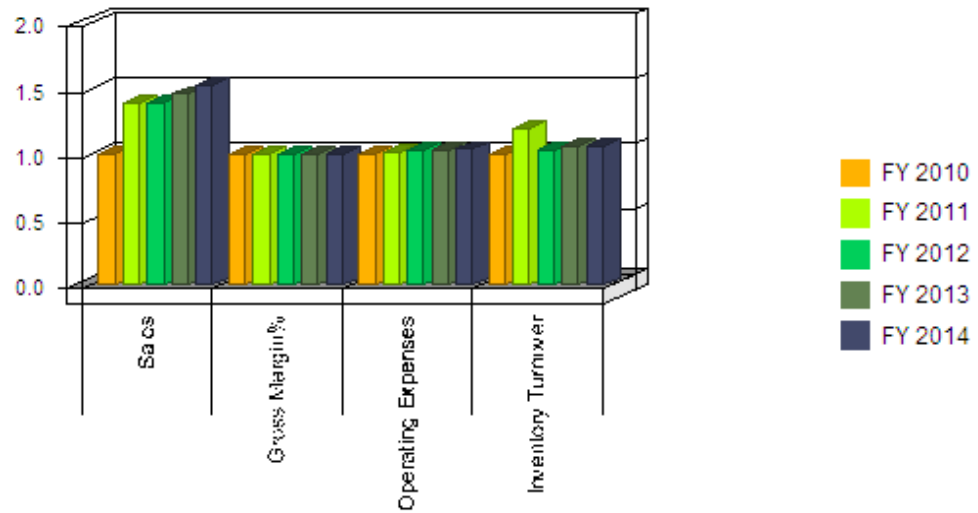
8.3 Key Financial Indicators

The following chart suggests changes in key financial indicators: sales, gross margin, operating expenses, and inventory turnover. The growth in sales goes above 20% for the second year in a row, but then settles. Sam's Micro, LLC expects to maintain gross margin, but projections suggests a slight decline as new product arise and as competition increases.

The projections for collection days and inventory turnover suggests that the company is already expecting a decline in these indicators, due to increase in sales through channels.

Sam's Micro, LLC

Benchmarks



8.4 Break-even Analysis

For the break-even analysis, Sam's Micro, LLC will assume running costs of approximately \$28,097 per month, which includes full payroll, rent, and utilities, and an estimation of other running costs. Payroll alone, at the present run rate, is only about \$138,240.

Margins are harder to assume. The overall average of 73.37% is based on projections for the coming year. Sam's Micro, LLC hopes to attain a margin that high in the future.

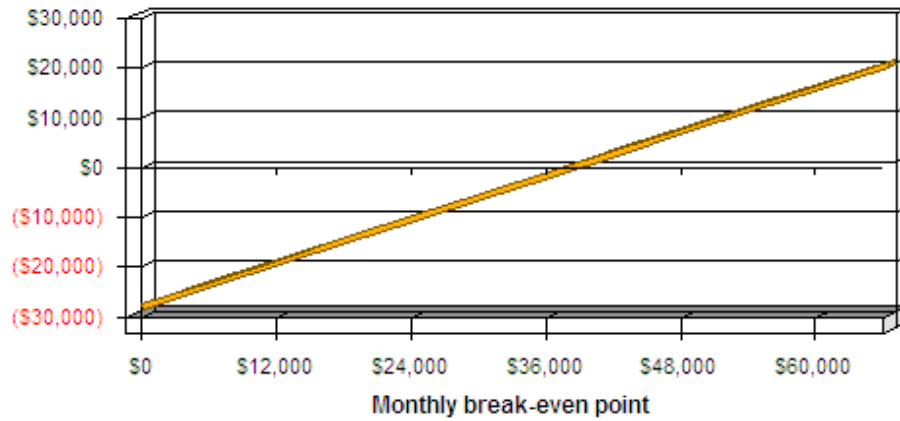
The chart shows that the company needs to sell about \$38,331 per month to break even, according to these assumptions. This is about 25% of the planned 2010 sales level, so Sam's Micro, LLC believes it can be maintained.

Table: Break-even Analysis

Break-even Analysis	
Monthly Revenue Break-even	\$38,331
<u>Assumptions:</u>	
Average Percent Variable Cost	27%
Estimated Monthly Fixed Cost	\$28,097

Sam's Micro, LLC

Break-even Analysis



Break-even point = where line intersects with 0

8.5 Projected Profit and Loss

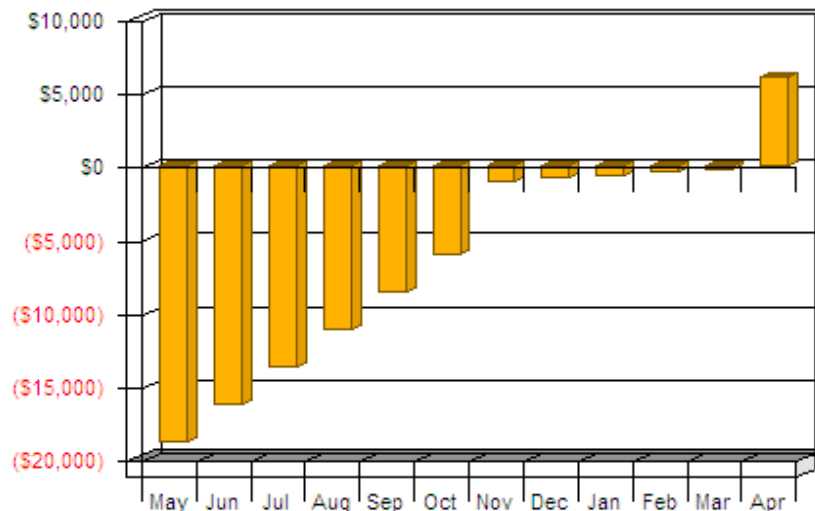
There are many factors to include when determining a projected profit and loss statement, these include operating expenses, payroll expenditures, depreciation and interest expense. The following table represents the projected profit and loss statement.

Sam's Micro, LLC

Table: Profit and Loss

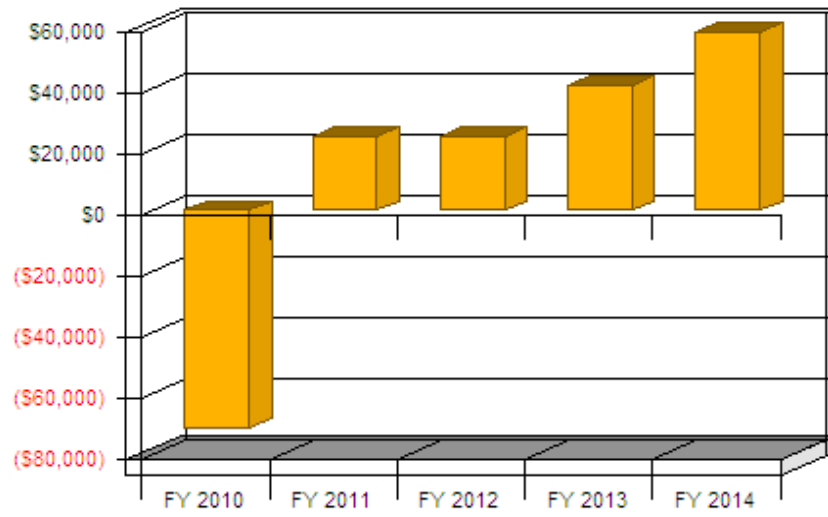
Pro Forma Profit and Loss					
	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Sales	\$362,850	\$503,088	\$505,396	\$530,363	\$556,564
Direct Costs of Goods	\$96,881	\$134,325	\$134,941	\$141,607	\$148,603
Other Costs of Goods	\$0	\$0	\$0	\$0	\$0
Cost of Goods Sold	\$96,881	\$134,325	\$134,941	\$141,607	\$148,603
Gross Margin	\$265,969	\$368,763	\$370,455	\$388,756	\$407,961
Gross Margin %	73.30%	73.30%	73.30%	73.30%	73.30%
Expenses					
Payroll	\$174,240	\$174,240	\$174,240	\$174,240	\$174,240
Marketing/Promotion	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Depreciation	\$0	\$0	\$0	\$0	\$0
Rent	\$66,000	\$66,000	\$66,000	\$66,000	\$66,000
Utilities	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300
Insurance	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300
Payroll Taxes	\$26,136	\$26,136	\$26,136	\$26,136	\$26,136
Commissions	\$25,785	\$33,075	\$34,709	\$36,424	\$38,223
Medical	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Travel/Meals	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Auto	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Office Expenses	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Legal	\$600	\$600	\$600	\$600	\$600
Other Store Expenses	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Total Operating Expenses	\$337,161	\$344,451	\$346,085	\$347,800	\$349,599
Profit Before Interest and Taxes	(\$71,192)	\$24,312	\$24,370	\$40,956	\$58,362
EBITDA	(\$71,192)	\$24,312	\$24,370	\$40,956	\$58,362
Interest Expense	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	\$0	\$0	\$0	\$0	\$0
Net Profit	(\$71,192)	\$24,312	\$24,370	\$40,956	\$58,362
Net Profit/Sales	-19.62%	4.83%	4.82%	7.72%	10.49%

Profit Monthly

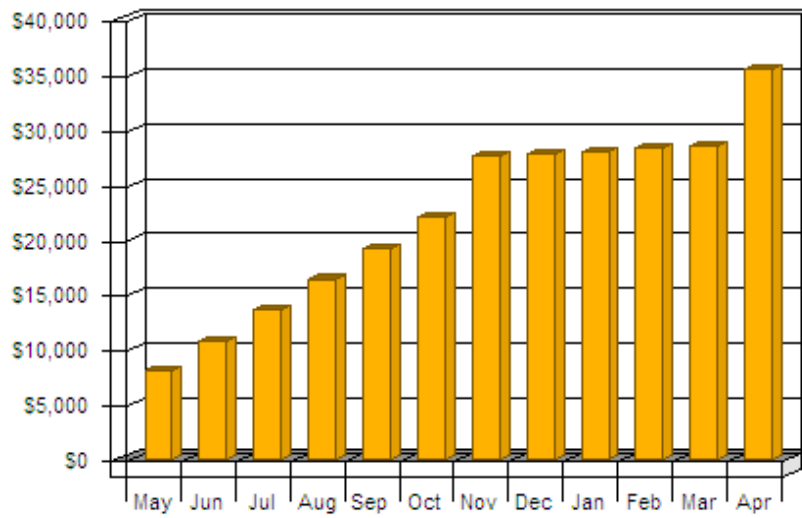


Sam's Micro, LLC

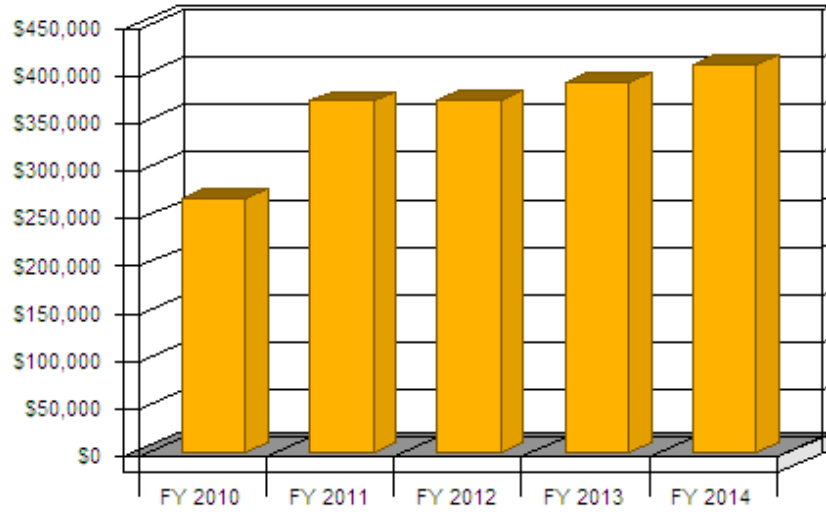
Profit Yearly



Gross Margin Monthly



Gross Margin Yearly



8.6 Projected Cash Flow

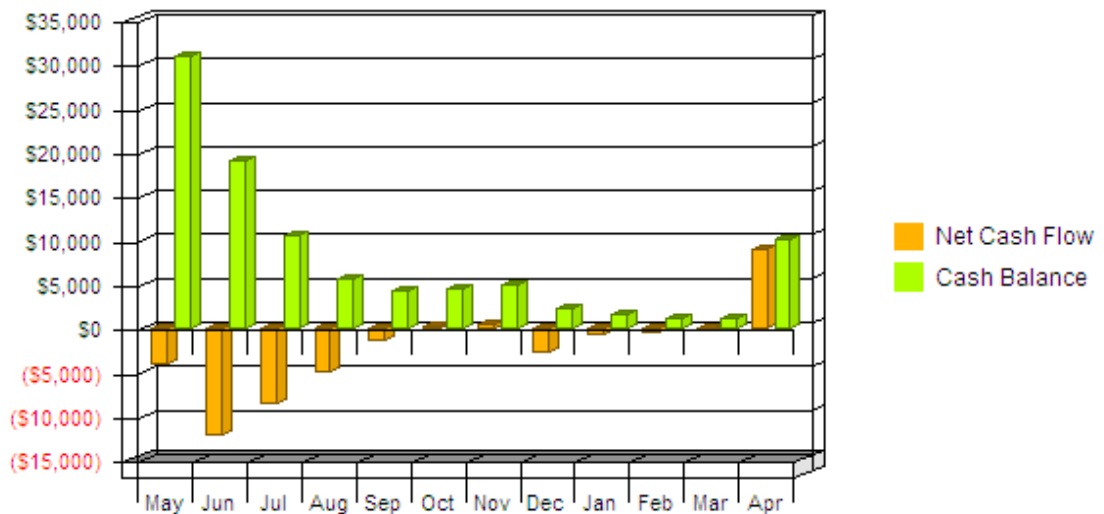
The cash flow depends on assumptions for operating expenses, payroll expenditures, inventory turnover, and accounts receivable management. The projected gross markets are idea, however, they are realistic for the industry and difficult to sustain during daily operations. The initial financing to support start-up expenses and the first years operation will be crucial to maintain daily operations.

Sam's Micro, LLC

Table: Cash Flow

Pro Forma Cash Flow	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Cash Received					
Cash from Operations					
Cash Sales	\$362,850	\$503,088	\$505,396	\$530,363	\$556,564
Subtotal Cash from Operations	\$362,850	\$503,088	\$505,396	\$530,363	\$556,564
Additional Cash Received					
Sales Tax, VAT, HST/GST Received	\$29,935	\$41,505	\$41,695	\$43,755	\$45,917
New Current Borrowing	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$392,785	\$544,593	\$547,091	\$574,118	\$602,481
Expenditures					
Expenditures from Operations					
Cash Spending	\$174,240	\$174,240	\$174,240	\$174,240	\$174,240
Bill Payments	\$213,476	\$313,324	\$307,087	\$315,300	\$324,168
Subtotal Spent on Operations	\$387,716	\$487,564	\$481,327	\$489,540	\$498,408
Additional Cash Spent					
Sales Tax, VAT, HST/GST Paid Out	\$29,934	\$41,505	\$41,695	\$43,755	\$45,917
Principal Repayment of Current Borrowing	\$0	\$0	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent	\$417,650	\$529,069	\$523,022	\$533,295	\$544,325
Net Cash Flow	(\$24,865)	\$15,524	\$24,070	\$40,823	\$58,156
Cash Balance	\$10,135	\$25,659	\$49,729	\$90,551	\$148,707

Cash



Sam's Micro, LLC

8.7 Projected Balance Sheet

The table suggests the annual balance sheet results, with a healthy projected increase in net worth. Detailed monthly projections are in the appendix.

Table: Balance Sheet

Pro Forma Balance Sheet					
	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Assets					
Current Assets					
Cash	\$10,135	\$25,659	\$49,729	\$90,551	\$148,707
Inventory	\$12,912	\$17,902	\$17,985	\$18,873	\$19,805
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$23,047	\$43,561	\$67,713	\$109,424	\$168,512
Long-term Assets					
Long-term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
Total Long-term Assets	\$0	\$0	\$0	\$0	\$0
Total Assets	\$23,047	\$43,561	\$67,713	\$109,424	\$168,512
Liabilities and Capital					
Current Liabilities					
Accounts Payable	\$29,238	\$25,441	\$25,222	\$25,977	\$26,704
Current Borrowing	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$1	\$1	\$1	\$1	\$1
Subtotal Current Liabilities	\$29,239	\$25,441	\$25,223	\$25,978	\$26,704
Long-term Liabilities					
Long-term Liabilities	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$29,239	\$25,441	\$25,223	\$25,978	\$26,704
Paid-in Capital	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300
Retained Earnings	(\$79,300)	(\$150,492)	(\$126,180)	(\$101,810)	(\$60,854)
Earnings	(\$71,192)	\$24,312	\$24,370	\$40,956	\$58,362
Total Capital	(\$6,192)	\$18,120	\$42,490	\$83,446	\$141,808
Total Liabilities and Capital	\$23,047	\$43,561	\$67,713	\$109,424	\$168,512
Net Worth	(\$6,192)	\$18,120	\$42,490	\$83,446	\$141,808

8.8 Business Ratios

Business ratios for the years of this plan are shown below. Industry profile ratios based on the Standard Industrial Classification (SIC) code 4812, Telecommunication equipment are shown for comparison.

Sam's Micro, LLC

Table: Ratios

Ratio Analysis						
	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	Industry Profile
Sales Growth	0.00%	38.65%	0.46%	4.94%	4.94%	6.95%
Percent of Total Assets						
Inventory	56.02%	41.10%	26.56%	17.25%	11.75%	32.15%
Other Current Assets	0.00%	0.00%	0.00%	0.00%	0.00%	30.08%
Total Current Assets	100.00%	100.00%	100.00%	100.00%	100.00%	91.29%
Long-term Assets	0.00%	0.00%	0.00%	0.00%	0.00%	8.71%
Total Assets	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Current Liabilities	126.87%	58.40%	37.25%	23.74%	15.85%	50.70%
Long-term Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	12.40%
Total Liabilities	126.87%	58.40%	37.25%	23.74%	15.85%	63.10%
Net Worth	-26.87%	41.60%	62.75%	76.26%	84.15%	36.90%
Percent of Sales						
Sales	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Gross Margin	73.30%	73.30%	73.30%	73.30%	73.30%	11.94%
Selling, General & Administrative Expenses	92.92%	68.47%	68.48%	65.58%	62.81%	4.46%
Advertising Expenses	6.61%	4.77%	4.75%	4.53%	4.31%	0.35%
Profit Before Interest and Taxes	-19.62%	4.83%	4.82%	7.72%	10.49%	0.40%
Main Ratios						
Current	0.79	1.71	2.68	4.21	6.31	1.66
Quick	0.35	1.01	1.97	3.49	5.57	0.92
Total Debt to Total Assets	126.87%	58.40%	37.25%	23.74%	15.85%	64.50%
Pre-tax Return on Net Worth	1149.74%	134.17%	57.35%	49.08%	41.16%	1.05%
Pre-tax Return on Assets	-308.90%	55.81%	35.99%	37.43%	34.63%	2.95%
Additional Ratios						
	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	
Net Profit Margin	-19.62%	4.83%	4.82%	7.72%	10.49%	n.a
Return on Equity	0.00%	134.17%	57.35%	49.08%	41.16%	n.a
Activity Ratios						
Inventory Turnover	7.28	8.72	7.52	7.68	7.68	n.a
Accounts Payable Turnover	8.30	12.17	12.17	12.17	12.17	n.a
Payment Days	27	32	30	30	30	n.a
Total Asset Turnover	15.74	11.55	7.46	4.85	3.30	n.a
Debt Ratios						
Debt to Net Worth	0.00	1.40	0.59	0.31	0.19	n.a
Current Liab. to Liab.	1.00	1.00	1.00	1.00	1.00	n.a
Liquidity Ratios						
Net Working Capital	(\$6,192)	\$18,120	\$42,490	\$83,446	\$141,808	n.a
Interest Coverage	0.00	0.00	0.00	0.00	0.00	n.a
Additional Ratios						
Assets to Sales	0.06	0.09	0.13	0.21	0.30	n.a
Current Debt/Total Assets	127%	58%	37%	24%	16%	n.a
Acid Test	0.35	1.01	1.97	3.49	5.57	n.a
Sales/Net Worth	0.00	27.76	11.89	6.36	3.92	n.a
Dividend Payout	0.00	0.00	0.00	0.00	0.00	n.a

Appendix

Table: Sales Forecast

Sales Forecast																		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	
Sales																		
Phone Sales	0%	(\$2,700)	(\$3,600)	(\$4,500)	(\$5,400)	(\$6,300)	(\$7,200)	(\$9,000)	(\$9,000)	(\$9,000)	(\$9,000)	(\$11,250)	(\$85,950)	(\$110,250)	(\$138,240)	(\$145,069)	(\$152,235)	
Accessory Sales	0%	\$783	\$1,044	\$1,305	\$1,566	\$1,827	\$2,088	\$2,610	\$2,610	\$2,610	\$2,610	\$3,263	\$24,926	\$31,973	\$33,552	\$35,210	\$36,949	
Commissions	0%	\$8,433	\$11,244	\$14,055	\$16,866	\$19,677	\$22,488	\$28,110	\$28,110	\$28,110	\$28,110	\$35,138	\$268,451	\$344,348	\$361,359	\$379,210	\$397,943	
Advertising Coop	0%	\$540	\$720	\$900	\$1,080	\$1,260	\$1,440	\$1,800	\$1,800	\$1,800	\$1,800	\$2,250	\$17,190	\$22,050	\$23,139	\$24,282	\$25,482	
Spiffs	0%	\$3,874	\$5,164	\$6,456	\$7,748	\$9,039	\$10,330	\$12,913	\$12,913	\$12,913	\$12,913	\$16,141	\$123,317	\$158,178	\$165,992	\$174,192	\$182,797	
Residuals	0%	\$0	\$208	\$356	\$533	\$739	\$975	\$1,270	\$1,564	\$1,858	\$2,152	\$2,446	\$2,815	\$14,916	\$56,789	\$59,594	\$62,538	\$65,628
Total Sales		\$10,930	\$14,780	\$18,572	\$22,393	\$26,242	\$30,121	\$37,703	\$37,997	\$38,291	\$38,585	\$38,879	\$48,357	\$362,850	\$503,088	\$505,396	\$530,363	\$556,564
Direct Cost of Sales																		
Phone Sales		(\$721)	(\$961)	(\$1,202)	(\$1,442)	(\$1,682)	(\$1,922)	(\$2,403)	(\$2,403)	(\$2,403)	(\$2,403)	(\$3,004)	(\$22,949)	(\$29,437)	(\$36,910)	(\$38,733)	(\$40,647)	
Accessories Sales		\$209	\$279	\$348	\$418	\$488	\$557	\$697	\$697	\$697	\$697	\$871	\$6,655	\$8,537	\$8,958	\$9,401	\$9,865	
Commissions		\$2,252	\$3,002	\$3,753	\$4,503	\$5,254	\$6,004	\$7,505	\$7,505	\$7,505	\$7,505	\$9,382	\$71,675	\$91,941	\$96,483	\$101,249	\$106,251	
Advertising Coop		\$144	\$192	\$240	\$288	\$336	\$384	\$481	\$481	\$481	\$481	\$601	\$4,590	\$5,887	\$6,178	\$6,483	\$6,804	
Spiffs		\$1,034	\$1,379	\$1,724	\$2,069	\$2,413	\$2,758	\$3,448	\$3,448	\$3,448	\$3,448	\$4,310	\$32,927	\$42,234	\$44,320	\$46,509	\$48,807	
Residuals		\$0	\$56	\$95	\$142	\$197	\$260	\$339	\$418	\$496	\$575	\$653	\$752	\$3,983	\$15,163	\$15,912	\$16,698	\$17,523
Subtotal Direct Cost of Sales		\$2,918	\$3,947	\$4,958	\$5,978	\$7,006	\$8,041	\$10,067	\$10,146	\$10,224	\$10,303	\$10,381	\$12,912	\$96,881	\$134,325	\$134,941	\$141,607	\$148,603

Appendix

Table: Personnel

Personnel Plan		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Employee	0%	\$11,520	\$11,520	\$11,520	\$11,520	\$11,520	\$11,520	\$11,520	\$11,520	\$11,520	\$11,520	\$11,520	\$11,520	\$138,240	\$138,240	\$138,240	\$138,240	\$138,240
Manager	0%	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
Area Manager	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total People		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Total Payroll		\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$174,240	\$174,240	\$174,240	\$174,240	\$174,240

Appendix

Table: Profit and Loss

Pro Forma Profit and Loss																	
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Sales	\$10,930	\$14,780	\$18,572	\$22,393	\$26,242	\$30,121	\$37,703	\$37,997	\$38,291	\$38,585	\$38,879	\$48,357	\$362,850	\$503,088	\$505,396	\$530,363	\$556,564
Direct Costs of Goods	\$2,918	\$3,947	\$4,958	\$5,978	\$7,006	\$8,041	\$10,067	\$10,146	\$10,224	\$10,303	\$10,381	\$12,912	\$96,881	\$134,325	\$134,941	\$141,607	\$148,603
Other Costs of Goods	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cost of Goods Sold	\$2,918	\$3,947	\$4,958	\$5,978	\$7,006	\$8,041	\$10,067	\$10,146	\$10,224	\$10,303	\$10,381	\$12,912	\$96,881	\$134,325	\$134,941	\$141,607	\$148,603
Gross Margin	\$8,012	\$10,833	\$13,614	\$16,415	\$19,236	\$22,080	\$27,636	\$27,851	\$28,067	\$28,282	\$28,498	\$35,445	\$265,969	\$368,763	\$370,455	\$388,756	\$407,961
Gross Margin %	73.30%	73.29%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%	73.30%
Expenses																	
Payroll	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$174,240	\$174,240	\$174,240	\$174,240	\$174,240
Marketing/Promotion	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$66,000	\$66,000	\$66,000	\$66,000	\$66,000
Utilities	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300
Insurance	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$275	\$3,300	\$3,300	\$3,300	\$3,300	\$3,300
Payroll Taxes	15% \$2,178	\$2,178	\$2,178	\$2,178	\$2,178	\$2,178	\$2,178	\$2,178	\$2,178	\$2,178	\$2,178	\$2,178	\$26,136	\$26,136	\$26,136	\$26,136	\$26,136
Commissions	\$810	\$1,080	\$1,350	\$1,620	\$1,890	\$2,160	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$3,375	\$25,785	\$33,075	\$34,709	\$36,424	\$38,223
Medical	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Travel/Meals	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Auto	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Office Expenses	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Legal	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600	\$600	\$600	\$600	\$600
Other Store Expenses	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Total Operating Expenses	\$26,758	\$27,028	\$27,298	\$27,568	\$27,838	\$28,108	\$28,648	\$28,648	\$28,648	\$28,648	\$28,648	\$29,323	\$337,161	\$344,451	\$346,085	\$347,800	\$349,599
Profit Before Interest and Taxes	(\$18,746)	(\$16,195)	(\$13,684)	(\$11,153)	(\$8,602)	(\$6,028)	(\$1,012)	(\$797)	(\$581)	(\$366)	(\$150)	\$6,122	(\$71,192)	\$24,312	\$24,370	\$40,956	\$58,362
EBITDA	(\$18,746)	(\$16,195)	(\$13,684)	(\$11,153)	(\$8,602)	(\$6,028)	(\$1,012)	(\$797)	(\$581)	(\$366)	(\$150)	\$6,122	(\$71,192)	\$24,312	\$24,370	\$40,956	\$58,362
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Profit	(\$18,746)	(\$16,195)	(\$13,684)	(\$11,153)	(\$8,602)	(\$6,028)	(\$1,012)	(\$797)	(\$581)	(\$366)	(\$150)	\$6,122	(\$71,192)	\$24,312	\$24,370	\$40,956	\$58,362
Net Profit/Sales	-171.51%	-109.57%	-73.68%	-49.81%	-32.78%	-20.01%	-2.68%	-2.10%	-1.52%	-0.95%	-0.39%	12.66%	-19.62%	4.83%	4.82%	7.72%	10.49%

Appendix

Table: Cash Flow

Pro Forma Cash Flow	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	
Cash Received																		
Cash from Operations																		
Cash Sales	\$10,930	\$14,780	\$18,572	\$22,393	\$26,242	\$30,121	\$37,703	\$37,997	\$38,291	\$38,585	\$38,879	\$48,357	\$362,850	\$503,088	\$505,396	\$530,363	\$556,564	
Subtotal Cash from Operations	\$10,930	\$14,780	\$18,572	\$22,393	\$26,242	\$30,121	\$37,703	\$37,997	\$38,291	\$38,585	\$38,879	\$48,357	\$362,850	\$503,088	\$505,396	\$530,363	\$556,564	
Additional Cash Received																		
Sales Tax, VAT, HST/GST Received	8.25%	\$902	\$1,219	\$1,532	\$1,847	\$2,165	\$2,485	\$3,110	\$3,135	\$3,159	\$3,183	\$3,208	\$3,989	\$29,935	\$41,505	\$41,695	\$43,755	\$45,917
New Current Borrowing		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Investment Received		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$11,832	\$15,999	\$20,104	\$24,240	\$28,407	\$32,606	\$40,813	\$41,132	\$41,450	\$41,768	\$42,087	\$52,346	\$392,785	\$544,593	\$547,091	\$574,118	\$602,481	
Expenditures																		
Expenditures from Operations																		
Cash Spending	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$14,520	\$174,240	\$174,240	\$174,240	\$174,240	\$174,240	
Bill Payments	\$408	\$12,247	\$12,517	\$12,787	\$13,117	\$15,382	\$22,783	\$26,159	\$24,356	\$24,433	\$24,513	\$24,776	\$213,476	\$313,324	\$307,087	\$315,300	\$324,168	
Subtotal Spent on Operations	\$14,928	\$26,767	\$27,037	\$27,307	\$27,637	\$29,902	\$37,303	\$40,679	\$38,876	\$38,953	\$39,033	\$39,296	\$387,716	\$487,564	\$481,327	\$489,540	\$498,408	
Additional Cash Spent																		
Sales Tax, VAT, HST/GST Paid Out	\$902	\$1,219	\$1,532	\$1,847	\$2,165	\$2,485	\$3,110	\$3,135	\$3,159	\$3,183	\$3,208	\$3,989	\$29,934	\$41,505	\$41,695	\$43,755	\$45,917	
Principal Repayment of Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Other Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Long-term Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Purchase Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Subtotal Cash Spent	\$15,830	\$27,986	\$28,569	\$29,154	\$29,802	\$32,387	\$40,413	\$43,814	\$42,035	\$42,136	\$42,241	\$43,285	\$417,650	\$529,069	\$523,022	\$533,295	\$544,325	
Net Cash Flow	(\$3,998)	(\$11,987)	(\$8,465)	(\$4,914)	(\$1,395)	\$219	\$401	(\$2,682)	(\$585)	(\$367)	(\$154)	\$9,062	(\$24,865)	\$15,524	\$24,070	\$40,823	\$58,156	
Cash Balance	\$31,002	\$19,015	\$10,550	\$5,637	\$4,241	\$4,460	\$4,861	\$2,179	\$1,595	\$1,227	\$1,073	\$10,135	\$10,135	\$25,659	\$49,729	\$90,551	\$148,707	

Appendix

Table: Balance Sheet

Pro Forma Balance Sheet																		
	Starting Balances	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Assets																		
Current Assets																		
Cash	\$35,000	\$31,002	\$19,015	\$10,550	\$5,637	\$4,241	\$4,460	\$4,861	\$2,179	\$1,595	\$1,227	\$1,073	\$10,135	\$10,135	\$25,659	\$49,729	\$90,551	\$148,707
Inventory	\$30,000	\$27,082	\$23,135	\$18,177	\$12,199	\$7,006	\$8,041	\$10,067	\$10,146	\$10,224	\$10,303	\$10,381	\$12,912	\$12,912	\$17,902	\$17,985	\$18,873	\$19,805
Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$65,000	\$58,084	\$42,150	\$28,727	\$17,836	\$11,247	\$12,501	\$14,928	\$12,325	\$11,819	\$11,530	\$11,454	\$23,047	\$23,047	\$43,561	\$67,713	\$109,424	\$168,512
Long-term Assets																		
Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Assets	\$65,000	\$58,084	\$42,150	\$28,727	\$17,836	\$11,247	\$12,501	\$14,928	\$12,325	\$11,819	\$11,530	\$11,454	\$23,047	\$23,047	\$43,561	\$67,713	\$109,424	\$168,512
Liabilities and Capital																		
Current Liabilities																		
Accounts Payable	\$0	\$11,830	\$12,091	\$12,352	\$12,613	\$14,627	\$21,909	\$25,347	\$23,541	\$23,616	\$23,693	\$23,767	\$29,238	\$29,238	\$25,441	\$25,222	\$25,977	\$26,704
Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$0	(\$0)	\$0	\$0	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1
Subtotal Current Liabilities	\$0	\$11,830	\$12,091	\$12,352	\$12,614	\$14,627	\$21,909	\$25,348	\$23,542	\$23,617	\$23,694	\$23,768	\$29,239	\$29,239	\$25,441	\$25,223	\$25,978	\$26,704
Long-term Liabilities																		
Total Liabilities	\$0	\$11,830	\$12,091	\$12,352	\$12,614	\$14,627	\$21,909	\$25,348	\$23,542	\$23,617	\$23,694	\$23,768	\$29,239	\$29,239	\$25,441	\$25,223	\$25,978	\$26,704
Paid-in Capital	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300	\$144,300
Retained Earnings	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$79,300)	(\$150,492)	(\$126,180)	(\$101,810)	(\$60,854)
Earnings	\$0	(\$18,746)	(\$34,941)	(\$48,625)	(\$59,778)	(\$68,380)	(\$74,408)	(\$75,420)	(\$76,217)	(\$76,798)	(\$77,164)	(\$77,314)	(\$71,192)	(\$71,192)	\$24,312	\$24,370	\$40,956	\$58,362
Total Capital	\$65,000	\$46,254	\$30,059	\$16,375	\$5,222	(\$3,380)	(\$9,408)	(\$10,420)	(\$11,217)	(\$11,798)	(\$12,164)	(\$12,314)	(\$6,192)	(\$6,192)	\$18,120	\$42,490	\$83,446	\$141,808
Total Liabilities and Capital	\$65,000	\$58,084	\$42,150	\$28,727	\$17,836	\$11,247	\$12,501	\$14,928	\$12,325	\$11,819	\$11,530	\$11,454	\$23,047	\$23,047	\$43,561	\$67,713	\$109,424	\$168,512
Net Worth	\$65,000	\$46,254	\$30,059	\$16,375	\$5,222	(\$3,380)	(\$9,408)	(\$10,420)	(\$11,217)	(\$11,798)	(\$12,164)	(\$12,314)	(\$6,192)	(\$6,192)	\$18,120	\$42,490	\$83,446	\$141,808