

CONFIDENTIAL

Green House ~ Holistic Co-op Centre' for Beauty and Wellness

BUSINESS PLAN

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Executive Summary

Opportunity

Problem and Solution

Green House

Holistic Co-op Centre' for Eco-Beauty and Wellness

Welcome to her vision, her dream. Emilene invites you into her wellness journey and hopes to be a part of yours. Emilene wishes to provide an experience, a revolutionary way of reinventing a salon, beauty, and wellness exploration. Green House will integrate a nontoxic and multi-sensory Holistic Beauty Salon and Wellness services for mind, body, and spirit. A La Crosse beauty Centre that focuses on Holistic Beauty and well-being in an atmosphere where nature meets nurture. Nurture all your senses while experiencing elements of a serene, positive, and relaxing environment. Nurture your self-care and self-love rituals from authentic and caring professionals who release a kind of energy for inner peace, balance, and beauty. With this holistic vision quest, Green House allows you to emerge yourself in an oasis of beauty and blessings. Green House embraces a life with conscious decisions, true self care, and thoughtfulness that connects your beauty in a deep and meaningful way. One that transcends the physical.

Emilene is an empowered, compassionate, and motivated soulpreneur leader. She wishes to redefine beauty. The Green House tribe recognizes beauty as a state of being. Beauty can be defined where one lives within their mind and body, how one treats themselves and others, and is individual to every person. She seeks to provide a Holistic Beauty and Wellness space to nourish authentic beauty within and out. Holistic means, we care about the whole person. Holistic beauty connects each aspect of ones life honoring and nurturing their spiritual, physical, emotional, and mental wellness. Green House will provide a healing green oasis of clean air, holistic products and services. Green House will honor each individuals healing and self-care journeys, and strives to achieve a personalized experience to fit individual desires.

Emilene is seeking to flourish, teach, and share the natural healthy beauty and wellness she has experienced in her own journey and career. Her personal passion for a healthy and holistic lifestyle became a calling. The Holistic Beauty and Wellness Oasis will be a cohesive collaboration of other independent contractors(6-12 persons) who are professional, genuine, honest, educated, intuitive, and like minded passionate persons who seek out to be in service

for the universal truth of self-Love and self-care. Persons who share in a common interest and strive to have a positive impact on each individual and our environment.

Salon stylists will be transformed into Holistic Hair Artist who are educated in energy healing, natural beauty, and provide organic hair and color services. This will create a vibrational experience with intentional and mindfulness services and energy. Other services offered from the united tribe at Green House will have a wide range and may include the following: hair cutting, styling, energy healing, reiki, chakra balancing, head spa services, aromatherapy, acupuncture, holistic nutritionist, yoga, holistic makeup & skin care, holistic fashion designer, counseling, consulting, massage, and divine beauty journey packages. Products available in the boutique will be organic hair and body care, aromatherapy products, chakra and metaphysical focused items, local artisan's jewelry, and fair trade/ global products.

This La Crosse Centre for beauty and well-being will provide a holistic platform to enrich the lives of other entrepreneurs, guests, and collaborate with other community businesses. At the heart of Green House we will give back to women survivors of cancer, abuse, or any trauma. We will develop a program to give back quarterly that will encourage women survivors to find their authentic beauty, spirit, and voice. To help guide them into rebuilding confidence, self esteem, and provide self-image remodeling.

Another key contributing factor for this new concept is providing a healing Zen outdoor patio and sun room. A quiet zone where one can truly unplug. Green House will provide a natural light environment to create more healing benefits to the chakra infused services. The eco-friendly Oasis will seek Green Certification, which chooses sustainable and efficient practices. A refill station for products will be a vivid, focal point for setting the salon space apart and reduce the carbon footprint. Green House supports sustainability and will be recognized as a positive, and open space to hold community workshops, pop-up shops, and gatherings for many different interests and services for wellness enhancements. She hopes to collaborate with other salons, yoga studios & independent businesses to share in this vision.

This space will be set apart organically for the healing benefits of aromatherapy. The heart and soul will be transmuted through every experience. Green House will be inviting for all clientele for its peaceful and serene spa-like experience. Aromatherapy is like a warm welcome without the need for words. Nothing creates a more profound, clearly identifiable, memory linked impression than the aroma experienced in the Oasis.

Emilene's intuition for knowing and understanding people will set Emilene up for success. Understanding her customer's needs, professionalism, transparency, and quality service to both renters and guests will be contributing factors to growth. Emilene has witnessed the trends and sees a diversified clientele who are showing great interest in becoming proactive with their beauty, health, and wellness. There is a great need for these services offered together in one

place. This will ensure a new high quality of service and standards for the salon business and to save lives from exposure to harmful chemicals.

Green House will be well respected platform for integrating beauty and wellness to enrich, enlighten, and embrace divine beauty within and out. Happiness, gratitude, and peace reflect true beauty. True holistic beauty is reflected from the inside, how we treat ourselves, others, and our environment. We would be honored if you choose our tribe for your holistic beauty journey, to help you discover and celebrate your own definition of beauty.

Competition

There are two main competitors and multiple smaller competitors in the La Crosse. The main competitors are:

- Naturally Unbridled Wellness, Onalaska
- Integrative Therapies, La Crosse

Indirect competitors includes:

- La Crosse Wellness Center
- Ophiliias Green Spa, La Crosse
- Full Circle Supply, La Crosse
- People's Food Coop, La Crosse
- Ultimate Salon & Spa Aveda Lifestyle, Onalaska
- Sitara Salon & Spa, Onalaska
- Brilliant Bodywork, Massage Therapy & Skin CAre, Onalaska
- Cura Salon & Spa, Sparta
- Rainbow Rock REIKI, Black River Falls

Why Us?

Emilene is a leading beauty artist in La Crosse as a licensed cosmetologist, certified energy healer, and certified holistic aromatherapist are at the top of her credentials. Her mission to be a leader and continue to build connections, friendships, and camaraderie in the community. Emilene's intuition for knowing and understanding people will create a successful atmosphere in a culture that is understanding, professional, and that provides quality services to all. The

business will integrate beauty and wellness into the environment and build a space that supports self care and self love. Nurture will build a network of holistic healers and providers who offer the WHOLE package of beauty within and out. This holistic platform will enrich, enlighten, and embrace authenticity and integrity with the lives within its reach.

Expectations

Forecast

	2018	2019	2020	2021	2022
Gross Revenue	60,750	112,200	123,000	123,800	125,050
Direct Costs	8,829	11,070	12,870	13,270	13,895
Gross Margin	51,291	101,130	110,130	110,530	111,155
Operating Expenses	33,743	76,192	80,760	72,900	84,988
Operating Income	18,179	24,938	29,370	27,630	26,167
ADIT	3,636	11,063	11,990	11,404	10,854
Net Profit	14,543	13,875	17,380	16,226	15,313

Financing Needed

It is estimated that Emilene will need about \$60,000 for working capital, leasehold improvements, inventory, start-up costs, and equipment. Her contribution will be \$5,000 with \$50,000 secured in a business loan and an additional \$5,000 in grant funds.

Company

Overview

Ownership & Structure

Welcome to Emilene's vision, her dream. She invites you into her journey. A revolutionary way of reinventing the nontoxic and multi-sensory Holistic Beauty Salon and Wellness experience.

Emilene Anna, LLC will be the owner of the new Holistic Beauty company. She will oversee the business as a whole and will make executive decisions on the nature and integrity of the business. Nurture is a cooperative space for other entrepreneurs to thrive and grow their Holistic Business.

Business income will be from sole proprietorship or LLCs as independent contractors who want to flourish and grow their own businesses in a nurturing and healing environment. Retail is a huge profit margin and will be offered to clientele to support their beauty journey at home. Emilene will be responsible for inventory and stock on products. Depending on what type of product sold, commissions will be paid to contractors for selling retail.

Company History

Emilene has successfully switched her business over as a Holistic Hair Artist for 2 years, owned her own business for 5 and is now searching for a like minded tribe to join her vision. She has been a licensed cosmetologist for 15 years. 10 of those years consisted diversifying her knowledge in working at the top salons in Onalaska, WI and Salt Lake City, UT as a high level commissioned stylist. She has now owned and successfully ran her own LLC, for 5 years. During her healing journey she has followed her passions and is licensed as a certified Reiki artist and a certified holistic aromatherapist. Aromatherapy is like a welcome without the need for words. Nothing creates a more profound, clearly identifiable, memory linked impression than the aroma experienced in the Oasis.

With a passion and love for all things beauty and with a heart centered approach, Emilene has been helping guests look and feel their best inside and out since 2003. She uses her gifts of communication, intuition, and mindfulness in all of her services to ensure that all of her guests discover their very essence of true beauty. Emilene believes beauty and wellness should co-exist to create healthier, sustainable way of life, beauty, and business. After she set sail on her own Healing and Holistic journey, she is empowered to share, help others, and give

graciously back to the world. Emilene is offering safer products to ensure her own health and the well-being of others. As a light-worker she uses her unique and divine gifts, offers soulful, and compassionate intuitively guided organic services. This is more than "just doing hair" it is about bringing mindfulness and awareness to the industry and honoring the vital energy of the crown chakra that radiates through your whole being. She hopes this new concept brings you clarity and fascinating new insight about your organic beauty experience. You will be sure to have a magical experience.

Emilene Anna's Experience

"I invite you during your chakra balancing scalp massage to release an intention or prayer to the Universe and be still with your mind. Take some deep breaths, enjoy aromatherapy, relax and let go of all today's worries and stress."

- Intake Form- This form was created to provide you full benefits of your Experience. To help raise your vibration, listen, and support your vision for your beauty journey.
- Offering of tea, water, wine, and coffee
- Essential Oil Diffusion- reduce the amount of airborne chemicals with anti-viral, anti-bacteria properties. Essential oils are proven to help release tension in our bodies by balancing blood pressure and heart rate promoting relaxation, balance, and reduce stress and anxiety.
- Reiki infused Chakra Balancing Scalp Massage
- Infused Essential Oil Brush Therapy
- Himalayan Salt Lamp- Purifies the air and releases negative ions to elevate mood, improve air quality, and relaxing.
- Selenite Lamp- Cleanses energies between guests and from any negative influences. Clears confusion and aids in seeing the bigger deeper picture. Brings insight to the root cause of an issue. Calls in the Angels.
- Affirmations- offers emotional support and encouragement. Positive self-talk leads to manifestations of desires and dreams.
- Chakra Mandalas and Yantras- visualizations that aid in meditations, peace, and rituals.
- Cold or Warm Aromatherapy packs- promotes relaxation and soothes sore muscles.

Emilene Anna, Holistic Hair Artist aims to help each of her guests live with self-love and self-confidence. She offers a variety of services to provide personalized beauty plans and the positive support you need to make big lifestyle changes. She believes "it's never just a haircut" it's an

energetic clearing and restoring. Emilene is very honored for the support and energy exchange from each guest that takes time and trust her with her their self-care needs.

Emilene has successfully designed content, and language for her personal website in 2018. Please checkout Emileneanna.com to explore the depths of her creativity and opportunities waiting to be discovered. She has successfully designed two different style business cards and brochures for the visual display and physical touch.

Emilene's intuition for knowing and understanding people will set her up for success. Understanding her customer's needs, professionalism, transparency, and quality service to both renters and guests will be contributing factors to growth. Emilene has witnessed the trends and sees a diversified clientele who are showing great interest in becoming proactive with their health and wellness. There is a great need for these services offered together in one place. This will ensure a new high quality of service and standards for the salon business to save our lives from exposure to harmful chemicals and be well respected for integrating beauty and wellness. True beauty is reflected from the inside.

Operations

Locations & Facilities

Estimated square footage needed is 1300 to 1500 square feet. Location will include an outdoor patio area. Emilene would like to be located on the South side or in central La Crosse.

Emilene intends to find a space with windows and amplitudes of natural light space. Her vision has always included a day lighting. The use of widows and sky lights to bring bright sunlight into your home. How a business is orientated in relation to the sun can have a dramatic impact on heating and cooling. A study shows homes or business reoriented towards the sun saved 10% and 20% on heating costs.

Lots of natural sunlight creates a desirable, natural ambiance, contributing to business overall comfort. South facing rooms allows most winter sunlight but little direct sun in summer. North facing rooms admit relatively even, natural light, and almost no unwanted summer heat. East facing rooms receive the most morning sun. West facing rooms collect early evening light. You can also use strategic planning of trees, trellis or window coverings to minimize unwanted sunlight for the certain areas.

Partnership for eco-friendly guidelines and regulations in support of a holistic environment include:

- Green Circles Salons -greencirclesalons.ca
- Simply Organic Beauty- simplyorganicbeauty.com
- Organic Beauty- oway.it
- Onesta- onestahaircare.com(local MN)
- Matr Boomie- matrboomie.com(fair trade Brazil)
- Lusa Organics- lusaorganics.com(local Viroqua)
- Rahua, Rainforest Grown Company
- vibesUP.com

Operations

Emilene currently uses Square and links to her business account at Altra Federal Credit Union for her current LLC. She will use an on-line booking, point of sale system that can link with her QuickBooks or bookkeeping system. The on-line salon booking system will be accessible to each individual contractor, salon coordinator, and guests for convenient access. There will also be a system required for inventory, keeping track of retail sales and the boutique's Profit and Loss.

Renters Policy: There will be qualifying requirements and guidelines to follow to maintain the safest alignment for the highest good of the mission statement. Reiki (energy healing) will build an energetic connection between souls who share common beliefs and all Hair Artists MUST be energy healing certified. Reiki 1, or their choice of any form of energy healing will be a requirement. The more we choose to raise our vibrations, we are choosing a healthy holistic state of mind and body. This creates mindfulness and awareness towards ourselves and in return this reflects on how we help others. At the heart of Reiki is Love and Compassion.

A company guideline, learning manual, and policy book will be available to understand the clear and very important boundaries and requirements of each individual. Holistic Hair Artists will be required to use organic hair color and products. Studies show 1 out of 5 stylists suffer from use of harmful chemicals which have proven to be linked to illness. Long-term exposure to these chemicals increase risk in breast cancer, infertility, dermatitis, and respiratory problems. With numbers on the rise for health problems in this industry, we must become knowledgeable and have a safe place to practice our trade. Organic Way's company works together to achieve one goal, to promote a healthy and positive lifestyle. Organic Way's color and products are built on ethical and sustainable ingredients. No synthetic additives's, only pure essential oils to heal and protect your hair. Delivering a multi-sensory experience. The color is ammonia free, packaged in a brown amber glass bottle that is 100% recyclable, ethically sourced directly with farmers, organic butters and essential oils for healing hair care. Other organic products may be considered.

Independent contractors will have the freedom to run their own trade or practice within the integrity guidelines of the center. Monthly or quarterly meetings will be held where the tribe will merge together to build a team atmosphere and energetic connection. This may include yoga, vision boards, or self-treatment day. This will help the healing space stay serene and clear minds, also aiding in relationships who share a common goal to build synergy and business harmony.

With an emphasis on energy hygiene for ourselves and our guests, chakra/energy balancing, and understanding auras (electromagnetic field) will be part of our mission. There will be endless energy flow and sync throughout our space, enriching vitality. Many of us already are conduits for energy and emotion. We will discover what it means to be an empath and how to use it to empower and enhance your gifts. As an Artist it is important to understand “how” the tribe will impact others on an energetic level.

- Connection and compassion.
- Intention and intuition.
- Professionalism and self-awareness.

It is important to maintain healthy and safe energetic boundaries for ourselves and our guests. True beauty is reflected on how we choose to treat and care for ourselves, others and our environment.

Emilene believes in a green, natural, and organic environment to eliminate as many toxins as possible. Artists bodies, posture, overall body mechanics, and carpal tunnel are compromised long term. Emilene and other service providers will work with clients to send their bodies healing love from the Reiki energy that may reduce their pain. At Nurture we created a space where one will leave work feeling more connection and vitality to life.

Emilene can help Hair Artists evolve into their career. They will never be looked at as “just a hairdresser” again. In honor of all that the Holistic Beauty and Wellness Oasis will provide and at the heart of the business, there are multiple ways a life can be transformed. Reiki energy is about protecting Hair Artists and their guests. This will contribute to a positive space and to maintaining high vibration for our guests and providers. Partners will love experiencing how this flows into all areas of their life. Whether these are all new concepts or already lived lifestyle patterns Emilene is passionate about support and teaching team members.

Products and Services

Current Services:

- Aroma Haircut- \$50
- Curly Hair Specialist
- Special Occasion Style \$55
- Urban Organics mini facial- \$30
- add on -\$20
- What better way to leave with a special blend made for you. ADD ONessential oil take home pocket inhaler or 5ml for \$10
- Add essential oils to any product for \$5-10
- Aroma Chakra Journey-Organically designed for you. Chakra assessment and consult, Essential oils chosen for your chakra balancing, relaxation and renewal. Reiki, neck, shoulder, and scalp massage, hot towel, Flower Card guidance, shampoo & style, take home blend in aroma inhaler- \$75 add on to another service- \$55
- Chakra Balancing Essential Oil Hair Masque- Intake and consult, scalp massage, Reiki, hot towel, shampoo, and style- \$50
- add on to any service- \$30
- Herbs and Clay Detoxifying Treatment-a wellness experience that is designed to be in balance with the COSMOS to increase effectiveness. The moon has an effect on the plantings and harvest, determines the ebb and flow of the tides, has an effect on births and enhances hair growth and beauty. Follow ups with Aroma Hair Masque and hot towel, massage and style \$50
- Anti-Aging Floral Flowerfall-A protective antioxidant shield for scalp and hair. Botanical energy with aroma therapeutic power. Bright and uplifting energy of bergamot, orange, and lime. With balancing and soothing flowery notes of rose, lavender, verbena, and yang ylang \$50 add on to any service \$30
- INTUITIVE HOLISTIC HAIR COLOR

Holistic Organic Hair Color- Organics Way Color is the worlds first permanent ammonia free hair color formulated with the highest concentration of organic, biodynamic, and fair trade ingredients. Free of phthalates, parabens, pegs, gmo's, petrolatum, and ammonia. Cruelty free and vegan. Emilene is now offering a GLUTEN FREE and PPD color as well. Please specify if you have any allergies. What we put on our skin, hair, and scalp is important. It is imperative for life's vitality. ALL color services include a PH balancing healing treatment and masque.

PRICES STARTING AT

- Intuitive Full Color-\$110

- Intuitive Partial/Retouch Color- \$90
- Color/Highlight Intuitive Design- \$110
- Ombre Color Design(sweeping and hand painting)- \$110
- Face Frame Highlight- \$50
- Add on toner \$15

Whats New and Innovative

Emilene has created and integrated love and beauty for all her holistic passions. Drawing from her own personal and family experiences but also the lives of her guests for 15 years. Emilene has compiled a list of very real, and honest transitions she has witnessed through her career. She has learned and moved her empathetic abilities to an inner sense knowing to help and support women and children through life ups and downs, through transitions. A space to take sacred time to heal your beauty and reflect. Emilene offers a safe and gentle way to release tension, worry and most importantly so you never feel alone. Emilene currently runs her business with Tease Salon and Barbershop and is seeking a space for these opportunities to come alive. Nurture will be an amazing and opportune space to flourish and help more individuals, to touch more lives. You will leave your Divine Beauty Journey honoring your beauty within so you can be the best representation of your higher self and souls calling. Beauty translates to your entire being.

Divine Beauty Journeys (created 2018)

COME FEEL SAFE, BEAUTIFUL, AND SUPPORTED THROUGH YOUR JOURNEY OF LIFE

Benefits-smooth & balance energy from experiences of your past or present life event or transition that may be holding you back. A GENTLE approach to clear, smooth, and balance your chakras (energy) to help you move forward. Making new space for the beauty and love you deserve. Honor your beauty within so you can be the best representation of your higher self and souls calling.

ALL DIVINE BEAUTY JOURNEY'S INCLUDE-Intake, Reiki, chakra balancing scalp massage, crystals, Aromatherapy, organically written meditation for your life event, take home affirmations and aroma inhaler, oracle card guidance, then YOU BUILD THE REST OF YOUR RITUAL by choosing your hair services.

CHOOSE Your JOURNEY

1. Hair Loss Exploration- Explore holistic healing for hair fall, it may a topical issue, hormone issue, diet, but have you ever thought about it being energetic, An imbalance of energies? Lets explore.
2. The Break Up- You are not alone. Releasing, comforting, forgiving, and balancing from the connection and emotions. Cutting chords energetically. Cursing and Crying allowed;:))
3. Expecting Mom- Exciting and transformational time of your life. Honoring the physical, emotional, and energetic changes that are taking place. Two souls merging. Two worlds submerging. Emilene is certified to use safe Essential Oils and holistic comforting resources.
4. Mommy's Day Out- An old age belief system where we as women feel we need to be in control and do it all our selves. Learn to let go and revitalize inside and out. Take a break from multi tasking and rejuvenate.
5. Stress Relief/ Self Love/Self Care- We all have stress, good and bad. Find out what self love means for you. Nourish your mind, body, soul, and hair. Remember how important it is to start the day with a "GOOD hair day"
6. Soulpreneurs- Self-care is the foundation of sustainable success for Soulpreneurs. Have your dreams come true from opening your own business? You are spreading your light to the world, following your journey with honesty and integrity. For this sensitive soul, time for you to rejuvenate and inner connecting has never been so important. You may need draw more inspiration or feel beautiful for an event.
7. Sensitive Child-Do you have a child suffering from unresolved headaches or stomach pain? Understanding your child's energy field and sensitivities to where the hold and feel their stress can be crucial. There are small, safe and calming holistic ways to help. Emilene would love to share and give them a relaxing experience.
8. Survivor- Have you endured trauma in your life, either form injuries, accidents, physical, emotional, sexual, or emotional abuse? You have survived and this will be gentle way to honor where you are at in your healing journey. Empowerment. Forgiveness.
9. Empath Gifts- Are you a highly sensitive person? Do you get fatigued, drained easily? Do you have unresolved digestive issues. Can you feel other peoples emotions and take them on as your own? Learn how to use you emotion and intuition as gifts. You are not alone.

10. Grieving- Are you experiencing a loss of someone or something and need to feel like YOU again? Allow yourself to relax and let go.
11. Date Night- New love, current love, or girls night out. Feel extra special with some pampering. Energetically send love to the ones we care about.
12. Interview- Unfortunately we are judged within minutes of meeting someone. Leave a great first impression with a relaxed, confident, and stylish energy.
13. Wedding Bliss- Are you a bride to be looking for distress before the wedding and to feel extra special on your day? You will be ready to give and receive love with all your being.
14. Sinus and Headache Relief- Did you know essential oils, massage, and acupressure points can relieve pain and give you comfort?

Build Your DIVINE Journey Package

- Journey \$55
- Journey & Specialty Style \$95
- Journey & AromaCut \$95
- Journey, AromaCut, Specialty Style \$140
- Journey, Intuitive Color, AromaCut \$200
- Add on Urban Organics Mini Facial \$20

Team

Management Team

Emilene is passionate, innovative, compassionate, and motivated soulpreneur who seeks other beauty and wellness independent contractor/soulpreneurs to provide a healing space nurturing beauty within and out. She is seeking out others to help flourish, teach, and share in the natural, holistic beauty and wellness. Emilene is calling out to the universe for other lightworkers who are bodyworkers, providers, healers to spread light and love and be a change in this world. During this process of awakening, and experiencing her own journey, she wants to connect to a tribe of like-minded individuals to learn and expand consciousness within and out. She will be seeking out a team to help her vision and dream come true.

Emilene has been a licensed cosmetologist for 15 years. Ten of those years consisted of diversifying her knowledge in working at the top salons in Onalaska, WI and Salt Lake City, UT as a high level commissioned stylist. She has now owned and successfully ran her own LLC, for 6 years. Emilene has successfully switched her business over as a Holistic Hair Artist using organic color and product for the last two years. During her healing journey she has followed her passions and is licensed as a Certified Reiki Artist and a certified holistic aromatherapist. She designed and integrated these services where beauty within and out is reflected.

The list below will show Emilene's dedication to her personal and career life through holistic healing. Emilene shows consistency in all areas of her areas of her healing journey, in hopes to share and help others with theirs.

- 15 years Licensed Cosmetologist, Hair, Skin, Nails-SE Technical College-New York, Redken Academy -2 yrs Aveda training and knowledge
- multiple classes and education in Hair and business knowledge

Last 5 years beginning 2013

- Level 1 Certified Holistic Healing Aromatherapist-safety, plant species, honest ethics, profiles, chemical constituents, biochemistry, anatomy, physiology
- Level 2 Certified Holistic Healing Aromatherapist-spiritual, energetic, emotional, physical, intuitive healing with essential oils
- Level 2 Certified Reiki Practitioner
- Level 1 Certified Healing Touch Practitioner
- Certification in Chakra and Energy Healing Series
- Certification in Conception to Delivery Series Herbs, Essential oils, and Hydrsols
- Attended a Juicing retreat- experienced raw food diet, fasting with organically pressed juice, experienced miraculous healing. Nutrition and fitness have been a life long journey to ensure a healthy state of mind and body.
- Psychic mentorship program -development towards our natural intuition that is knowing from our soul. These abilities enhance your entire personal and career life.
- Multiple workshops from healing teachers and mentors some including reading oracle cards, pendulum and crystal balls, meet your spirit helpers, energy healing through physical wellness
- Worlds Conscious Living Fair, Chicago-feeding mind, body, and spirit
- participated in Tammy Z's yoga retreat and open house

- 6 figure wellness practice guide and workbook training
- Facilitated and created a chakra healing retreat for 15
- Studies crystals, archangels, and spirit guides
- Crossfit athlete for 5 years and enjoyed a competition
- Student of life through being married to a funeral director, being a mom and step mom
- Aspiring Life Coach, Spiritual Coach

Currently Emilene is offering organically designed experience and wishes to duplicate these transformative ideas in the space at nurture. (designed 2016)

Emilene seeks to create a Holistic, eco-friendly Wellness Oasis to come and feel relaxed, rejuvenated, safe, loved, and beautiful. This space may provide, but not limiting to, Energy Healing Hair Artist, organic color and beauty products, massage, energy healing, consulting, herbalism, aromatherapy, and open to any healing artist unique offerings. She has a deep understanding that everyone has a unique and divine journey. Everyone learns, and communicates differently and this will be it important to honor this between co workers and guests alike. It is also important we are aware and honest with our individual strengths and weaknesses to co create and co exist in a happy and healthy atmosphere. The team will be honest and open with each other with gratefulness and consideration to their love language.

Nurture will be available to hold workshops, day retreats, pop up shops and hold space for local artisan's products and support fair trade goods. These spirited souls will honor themselves in a high vibrating frequency as well as their guests and the space within Nurture.

The team will grow and utilize a Wellness Coordinator, a greeter and facilitator if you will. This person will guide, tour, organize services and products. This person will help or take over product inventory management duties. The coordinator will be the first person you meet with a lovely, warm welcome and the person who wrap up your energetic Love so you can flourish in your beauty.

Emilene has successfully switched her business over as a Holistic Hair Artist for the last two years. She has been a licensed cosmetologist for 15 years. 10 of those years consisted diversifying her knowledge in working at the top salons in Onalaska, WI and Salt Lake City, UT as a high level commissioned stylist. She has now owned and successfully ran an LLC, for 5 years. During her healing journey she followed her passions and is licensed as a certified Reiki Artist and a certified holistic aromatherapist. Aromatherapy is like a welcome without the need for words. Nothing creates a more profound, clearly identifiable, memory linked impression than the aroma experienced within Nurture.

Her intuition for knowing and knowledge for understanding people will set her up for success. Understanding her customer's needs, professionalism, transparency, and quality service to both Renters and guests will be contributing factors to growth. Emilene has witnessed the trends and sees a diversified clientele who are showing great interest in becoming proactive with their health and wellness. There is a great need for these services offered together in one place. This will ensure a new high quality of service and standards for the salon business to save our lives from exposure to harmful chemicals and be well respected for integrating beauty and wellness. True beauty is reflected from the inside.

Advisors

Small Business Development Center at UW - La Crosse (SBDC) - www.uwlax.edu/sbdc

The Wisconsin Small Business Development Center (SBDC) at the University of Wisconsin-La Crosse is part of a statewide network of SBDC's working with business owners and entrepreneurs to facilitate business growth and improvement, and to launch successful new companies. Through no-cost consulting, low-cost entrepreneurial education, and strategic facilitation, SBDC experts serve as resources for small and emerging mid-size companies. The Wisconsin SBDC is hosted by the University of Wisconsin-Extension and is funded in part through a cooperative agreement with the U.S. Small Business Administration.

Opportunity

Problem & Solution

Problem Worth Solving

The problem for Emilene occurs on an interest level to save her health and the health of others. During Emilene's healing, health, and beauty journey she still faces aversions. There may be linked problems with her unexplained and non-desirable health symptoms, shuddering pregnancy and delivery, and aching body posture. She intends to align her entire life, protecting her precious existence to have a long filled, healthy life. Holistic is a lifestyle and she will alleviate these problems for other hair stylists looking to align their career, life, and health.

The problem is for Hair Artist and customers alike. Prolonged exposure to the **harmful chemicals** and **toxins** found in salons as well as skincare and beauty products have been linked to infertility, breast cancer, bladder cancer, dermatitis, and respiratory problems. 1 of every 5 hair stylist will **suffer an illness** directly related to their occupation. With out properly maintaining posture, repetitive work, aligning shampoo bowl settings and stylist chairs, there is an increasing amount of occupational related **musculoskeletal disorders**. 70% of hair stylist will suffer form work related **dermatitis** at some point in their working career. A significant amount of people are developing allergies and other skin conditions and hair color is not an option for them. The smell from most of these products can be **disharmonizing** from the use of ammonia, alcohol, and unnecessary added chemicals and synthetic fragrance.

Emilene has witnessed people who are **detoxing from harmful toxins and chemicals** that have been synthetically added to beauty care products and food. Consumers have been mislead and now are understanding the necessary changes needed to decrease their chances of disease and cancer for themselves and the future generations. Bringing a change in the beauty industry is paramount. Another problem in society is **long term stress** from personal or family health scares and the damage it has on in individuals health. People are realizing preventative measures is the best insurance policy due to unaffordable health care options. A Large numer of scientific studies have proven that **stress** is the number one modern time **killer**. Stress is Major cause in increase in cancer, strokes, heart attacks. **Harmful stress symptoms** will occur in an alarming amount of people such as restless sleep, insomnia, muscle tensions, chronic fatigue, changing moods, food disorders, and major gastrointestinal disturbances. With our exposure to powerful viruses and bacteria they will overcome our immunity. It is important we help our systems fight these intruders and regain balance. Without regulating our stress hormones our cells become destructive, body becomes toxic and we need balance more than ever.

At Green House we will advocate for **Pro active** not reactive. Human beings are awakening and realizing that self-care is not selfish, but a **necessity for survival of the human experience**. They are seeking a lifestyle change to support their self-care journey. Other spa's or wellness centers may not see the **guaranteed foot traffic** and sustainable services that salons do. Salons offer a **tangible results** which require guaranteed upkeep and pre books. This is an advantage for anyone who wants to grow their business and educate on a larger scale. The beauty behind this revolutionary idea is salons have high volume of clientele who service more guests.

Emilene believes there is a need for a space for those who are awakening on a **soulful journey**, looking for the truer deeper meaning to life and ready to live their authentic life. This may be from feeling like just another number at a company, feeling replaceable or micro-managed, to life transitions such as job change, divorce, death, and/or empty nesters. This space would be perfect for individuals, that are ready to take their business to the next level and evolve as entrepreneurs. This will create an opportunity for like minded entrepreneurs to have a place to continue their practice in a supported and honest environment. At Green House customers will be viewed as **guests**. Families, women, men, teenagers, and children will seek this experience because they are in need of feeling **supported and loved through touch, empathy, relaxation**. A space to feel appreciated, valued and **destress**. They will be apart of a movement witnessing a breakthrough of a beauty and wellness experience.

Education is a significant piece in changing this atmosphere. There are many profitable companies selling beauty care products, but unfortunately doing so without properly educating their reps. Nuture will be passionate about **informing** and **sharing** different ideas of safer beauty products and other alternatives. Emilene and the team will be sure to set a new standard with **integrity** and **professionalism in a mindful informative experience**. All artists will share the very importance of clearing and re-balancing ones energetic aura as well as provide services that will **destress** and help clients on their self care-journey.

From the insider perspective, Emilene wants only the best of the best. Do you ever wonder what your stylist thinks about before, after, or during your services. Are you sick of them talking about themselves or **overindulging** to things you didn't ask them about. Or have you ever been told about the crappy day they are having? Or what partying they have done? Have you been greeted improperly or heard rude backtalk. The reality of this is, everyone has bad days. This space will provide a solution by having Hair Artists who **send their Reiki energy to all**. They will tune-in with **intention** and **awareness** to a **client's energetic field, sending light and love through their experience**.

From surveys Emilene conducted she found their is a **need for knowledge** on the amazing effects of **holistic healing**. Potential clients do not know or have the education or awareness the concepts of holistic healing that work on an individual and worldly

level. The surveys confirmed Emilene's thoughts that there is a **need for an organic beauty and wellness experience**. Energy and holistic healing have been available since the creation of the universe. Integrating plants, essential oils, and drawing on the belief system that miracles do occur, two highly important needs of self care and wellness, will offer a healing space, one person, one family at a time.

The concept presented below will have a gentle solution for offering what matters the most, **peace and balance for internal beauty and safe products to magnify the beautiful physical vessel we were born with**. Each service providers practice will have integrity, awareness and compassion to guide to what works best for **YOU**, and give their **clients full undivided attention**. A profound learning experience in development of ones holistic career, is how to manage to meet clients where they are at on their journey.

Our Solution

Green House will be a space to **destress, clarify your mind, purify your soul, beautify your body**. A Holistic Beauty and Wellness Oasis will be a clean air, green, and Eco-friendly space providing the **non toxic, multi sensory spa** like experience. Green House will offer a safe environment from harmful chemicals and provide positive posture support for Artist. Emilene has witnessed the trends and sees a diversified clientele who are showing great interest in becoming **proactive** with their health, beauty, and wellness. There is a great need for these services offered together in **one place and to co exist**.

Healing is second nature to humans, since the greatest source is within our selves. This healing and subtle energy will illuminate a field around Nurture that will follow you through your visit. This will ensure a new high quality of professional, honest, and compassionate service and standards for the salon business that is well respected for integrating beauty and wellness.

Love is a huge factor in healing. One will receive this Love. Love within oneself, love for each other, and love for our entire planet. Together our space at Nurture will commune love and healing for the mind, body, soul.

- multi-sensory spa like experience
- integrating beauty and wellness
- proactive with health, beauty, and wellness

A Holistic Beauty and Wellness Oasis is just what our **community needs**. A sacred place to enhance self-care needs inside and out. Purchase **organic product with education**, support local artisans and other entrepreneurs in one space with a **cooperative-like minded tribe** of holistic

hair artist's, body workers, and other holistic care and healing services. This will also be an opportunity for licensed individuals to share knowledge about skin and beauty care products. Nurture will emphasize the support for one's self care where they can purchase **sustainable** products and services. Nurture will be a place to support other holistic entrepreneurs who want to **grow** their business. A place where clients can gather for **retreats** and **workshops** to support healing journeys.

Whats Revolutionary: Natural Beauty and Holistic providers will be offering a **never been done before** business design with collaboration of **energy healing hair stylists**. The title of hairdresser or hairstylist will be redesigned to bridge the gap between "just a hairstylist" to a more authentic and honorable title. Holistic Hair Artists will be providing intuitive guidance while honoring a client's whole being during hair care services. What does this mean to the public? As any artist approaches each product or canvas differently, a hair artist will treat each guest to what their particular **whole essence needs**. As the hair artist works with and learns about safe and **healthy energetic boundaries**, this will **transform** a typical hair service with more relaxation, compassion, presence, and authentic experience.

- Holistic Hair Artist
- Honor your whole essence with energetic connection
- Safe and healthy boundaries

Reiki and Head spa Services: Every Hair Artist will attune to **Reiki** to raise their vibration and awareness towards themselves and others. Reiki means "**universal life energy**". One seeks to treat their spirit within, while this energy is drawn through the universe and is **transmitted** through the palms of the hands. What better way to emit this energy through Hair Artist hands to include a deeper meaning to a shampoo, massage, and cut and make it into an experience. One's experience at the shampoo bowl will be set apart like no other. They will be offered head spa services which include massage and warming pads on the chairs, aromatherapy, facial steamers, and one of a kind treatments promoting wellness and renewal for their sense of well being.

- Reiki definition and vibration
- Healing Hands from your Hair Artist
- An Experience, deeper meaning
- One of a kind Head spa services with original offerings

Men, women, children, and families will all benefit from more of a **professional and compassionate** experience. Each Hair Artist will be an independent contractor and have the

freedom to choose what services and prices they offer based upon their experience, talents, and unique gifts.

- available to all clientele
- professional and compassionate experience

Save The People: As a **certified Aromatherapist** Emilene will use **aromatherapy** throughout the space. Persons seeking a mind, body, spirit, and hair experience will be delighted with this concept. Emilene's research indicates this new concept will be **profound and sought after**. This will be setting a new standard for the utmost respect and **intentional space** for each provider and guest. Emilene for see's teaching other stylist and salons the importance of safe and organic hair care, and other energetic offerings and holistic services. Many Hair Artists have been **risking** their own health with long term exposure to these salon chemicals and aromatherapy helps purify the environment. **Education** and awareness will be a vital interaction for the change in the industry.

- aromatherapy
- safe and holistic products
- education

Save The Environment & Energetic Space: Nurture, a Holistic Beauty and Wellness Oasis space will offer something new and unique to this industry as well. The entire space will be **eco-friendly** and green certified for a sustainable and environmentally friendly area. The natural light space will have amplitudes of **natural sunlight** and have sky lights to allow as much natural light as possible. When a client walks in the essence and natural environment will evoke many striking and everlasting feelings of comfort, healing, and positive energy.

- sustainable
- eco-friendly
- natural light

Outdoor Healing: At Green House, Artists understand the longing and natural desire to be around **healing aspects** of plants and the outdoors. This will be a reason for Artists and guests alike to take advantage of the four seasons when it is possible. The Oasis will also have an outdoor healing zen patio area to create a hair experience, or provide sessions and/or relaxation opportunities with a water fountain, wind chimes, and plants. Because experiencing the elements of nature can be very healing and grounding, fans, essential oils, and plants will keep the bugs away.

- backyard healing
- plants and outdoor elements

Healing Sun-room & SAD in Wisconsin: There will be a room called the **Healing Sun Room**. With the rise in numbers of people suffering from depression this will be a space for **natural sun light** and healing infrared lights as well as aromatherapy. Also, living in Wisconsin with shorter days and shorter nights there is a rise in numbers with people suffering from SAD, seasonal affective disorder. This is when **serotonin** can hibernate in your neurons, causing depression. By allowing natural sunlight and providing a sun room, one will benefit in many ways. Nurture provides an experience.

The sunroom and natural light will add to your experience will help **relax and stimulate mental**, spiritual, and emotional health. **Light** is a natural stress reducer and can be an area for starting or ending a service, while processing, or may be booked as an individual session service. Adult Color Therapy books, journals, Intentional books, oracle cards, and magazines will be available for before, after, or during services. Artists and guests alike to relish in nature on the healing Zen outdoor patio and sun room. Light Therapy in conjunction of other holistic therapies as well as incorporating yoga, exercise, mindfulness and outdoors can help **soothe seasonal depression**.

- soothing sunroom for winter months
- stimulate mental, emotional, and spiritual healing
- reflection and quiet space

Wellness & Beauty Mingle: Nurture becomes an environment where **beauty and wellness mingle**. Providing a **one stop shop** for a healing journey, self-care, hair care, and self-love needs. Each Individual contractor will be offering an array of services. In support of healing journeys of self-love and self-care, the hand selected service providers will offer their choice of hair, mind, body, and soul services. Services that may be offered will include organic hair color, haircuts, traveling hair care services for the immobile, hair removal, massage, wellness consulting, energy healing, Reiki, chakra balancing, aromatherapy, skin care, light therapy, zone therapy, nutritional consulting, life coaching, herbalist, doula, counseling, therapy, henna, astrology, crystal healing, medium/psychic.

- one stop shop for natural beauty services/ products & other wellness enhancements
- mind, body, soul experience
- inner and outer beauty enhancements

Community & Boutique: The word *community* derives from the Latin ,*commune*, meaning "common". The same root informs the word *communicate* (to share understanding, to have

understanding in common) and *communion* (to share our experiences, to have experiences in common). It is not by a chance that the word *community* contains *unity*. The seed of community is waiting to be planted so we can care and share in a space, to understand and learn from experiences in our time here on earth. Nurture will be a space to nourish and deepen our understanding of **daily compassion** and **being in service**.

Nurture supports sustainability and will be working with local artisans and promoting global wellness and **fair trade products**. Providers will be **offering tools and products** to continue their guests self care, beauty, and wellness journey's at home. The retail space will have one of a kind offerings for ones needs.

This space will be available to hold community **workshops, pop up shops, retreats, and gatherings** for many different interests and services for wellness enhancements. The serene environment will be a beautiful space to provide day healing retreats, offering a multitude of services. Emilene believes in **giving back** to her community and plans to hold quarterly adjustable scale or complimentary services for survivors of trauma, violence, or abuse as well as a safe place for cancer patients and survivors. She will be seeking to work with non-profits, women's alliances and environmental groups.

- support fair trade and local artists
- workshops and pop-up shops
- philanthropy

WHY IT IS IMPORTANT YOUR HAIR ARTIST UNDERSTANDS UNIVERSAL CONNECTION

Emilene honors that physical touch is not just part of a beauty treatment, but above all it is an interaction with emotions, thought, and sensations of a human being. The word "cosmetic" is derived from the word "cosmos" which was introduced by Pythagoras in 550 B.C. He defined "cosmos" as the order of the universe. The intimate relationship of appearance to one's visual harmony was obvious to the ancient Greeks and before them the ancient Egyptians. The head is a very important part of the body, it is delicate, sensitive, and highly receptive.

She honors this space which is your CROWN chakra, it holds your connection to the universe/cosmos. Our hair acts as antennas that help us receive and release energy and emotion. Hair is apart of our journey of life and our experiences. According to Ayurveda cultures the head includes 7 of the 10 portals to the body, both physical and energetic. Receiving a haircut is energetically creating and releasing. A rebirth. From a Yogi perspective hair is an amazing gift of nature. It will help raise your Kundalini Energy(creative life force) which increases vitality, intuition, and tranquility.

WHY SHOULD MY HAIR ARTIST UNDERSTAND MY CHAKRAS

We have 7 main energy points on the body where we receive, perceive, and transmit vital information to our emotional, physical, mental, and spiritual life. These all will correspond with an endocrine gland. Chakra's are our spiritual batteries. Everything surrounding us, every person has an energy field, and how we take care of ourselves is directly correlated with how we are perceived through this "invisible" energy field. Understanding and allowing the awareness of these centers has led her on an enlightened path. Combining her love for beauty, with the inner love, compassion, and awareness helps her transcend your experience with a deeper meaning. She can feel and sense energy and emotion to help guide you into your whole beauty experience.

WHY YOUR HAIR ARTIST IS REIKI CERTIFIED

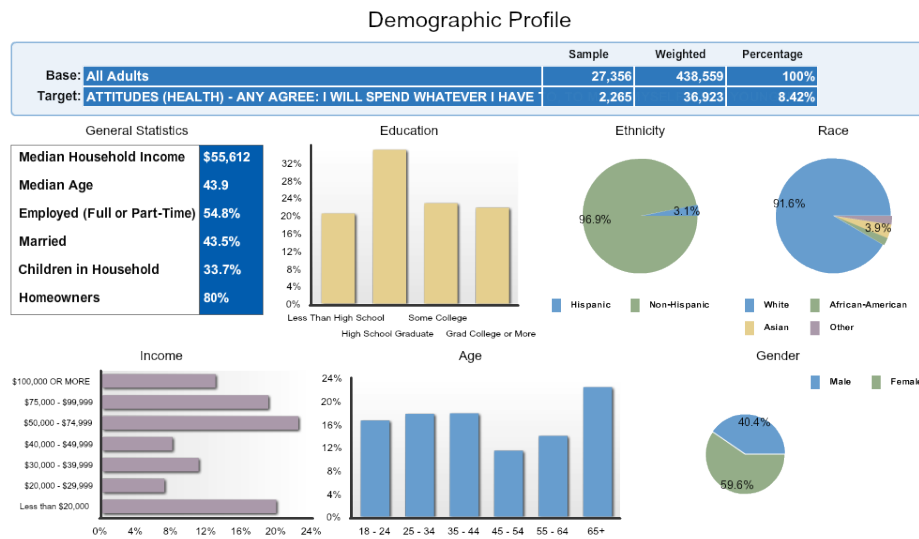
"Reiki" means universal life energy. Seeking to treat the spirit within, which is a key source of an imbalance in our minds and bodies. In Reiki the energy is drawn from the universe and transmitted through the palms of the hands to achieve a re-balancing of life force. It starts with the power of healing our own lives and then feeling called to share this universal love and truth to help others. Emilene attended her first wellness retreat, received energy healing and a Mayan stomach massage. With an open heart and mind, it was nothing short of a miracle. Constant pain she had lived with for years was gone. At the heart of healing is compassion and love. When we are closer to love, we feel closer to people and nature. Through this your Reiki Hair Artist can build your relationship of trust, awareness, intention, honesty, and receive the insight to honor vision and experience. Reiki will help allow your inner beauty shine. You may feel more peaceful, relaxed, and lighter. This will promote a positive atmosphere and a soulful experience.

HOW ANGELS CAN IMPACT OUR LIFE AND BEAUTY

Angels are only one thought away and always remember you are not alone. We are spiritual beings having a human existence and they are here to help and guide us to our soul purpose. Emilene believes it is apart of her to share the spiritual knowledge that she has been so blessed to receive from signs, healing, and encounters. She blends calling in the Angels and Guides into her intentional beauty services. She also blends her love for essential oils to assist calling in the Angels for a powerful way to help heal the mind, body, and spirit. There is no problem to little to call on the Angels. Did you know there is an Archangel for beauty and art? Archangel Jophiel can also help us manifest and create harmony in our daily lives. Essential oils that will help bring self esteem and confidence to our daily lives, cinnamon, clove, jasmine, orange, vanilla, and ylang yang.

Target Market

While salons overall may seem to draw in a diverse crowd, from young women to older men, certain characteristics define the majority of the customers at each salon. This space will set us apart from other salons or wellness businesses. The Holistic Beauty and Wellness Boutique will provide a cohesive collaboration offering a *multitude* of body and hair services that will appeal to *Women, men, children* and *families*. Clientele will consist of persons interested in *natural health* and *beauty & wellness*. Persons looking to compliment their western medicine care by *reducing stress* or persons who want a *holistic* approach with their needs and wants in their beauty and self care. Naturopaths, chiropractors, athletes, artists, yogi's, health care field, cancer patients and survivors, persons with sensitivities and allergies will all be great candidates. This space would be serene and tranquil for *spa, healing, or wellness day retreats*.



This space will be ideal for the persons who are on a journey of self-love and self-care. Nurture would be perfect for the person looking for safer and healthier beauty alternatives. Someone who may be detoxing from toxins in their environment. This space is intentionally created for the person who feels called to experience a mind, body, soul experience while receiving hair care. Privacy Curtains will be available at the preference of guest and/or service provider. The beauty and excitement one leaves with, creates outside tangible results, and the glow within will bring light to this world.

Each individual Hair Artist will have a clientele ranging from 100-300 guests. The beautiful thing is each unique hair artist will draw in people who connect with their energy and their talent. This will provide a huge range of persons, careers, and ages as a whole. This space will set the tone for a Natural based clientele but wont be limiting to anyone. This space is surely going to draw in persons who seek positive and professional energy.

Nurture, a Holistic Beauty and Wellness Oasis will offer spaces to 3-5 Holistic Hair Artist and 3-6 bodyworkers, healers, or providers offering part time or full time rental to grow and flourish their soul based business. Research shows persons visit a salon and/or spa 4-6 times a years. Energy healing and holistic services are on the rise, this space could provide an opportunity to providers looking to leave the cooperate world, and/or build their holistic business practices, offering one day, part time, or full time rental.

IBIS World Industry Analysis

Health Stores in the US

Industry Description: The Health Stores industry includes retailers that primarily sell health and personal care products. Industry establishments include nutritional supplement stores, convalescent and prosthetic supply stores and specialized medical supply stores. The industry excludes pharmacies and optical goods, perfume, cosmetics and beauty supply stores. Online sales are also excluded from the industry. NAICS: 44619

Industry Overview: Rising demand for dietary supplements, paired with an aging population, will benefit the Health Stores industry's performance over the next five years. Even so, increased competition from e-commerce sites and heightened regulatory constraints are expected to threaten the industry. Consequently, revenue is anticipated to rise an annualized 0.3% to \$24.6 billion over the five years to 2022.

Aging population boosts demand- The aging population is expected to increasingly purchase products with purported age-defying capabilities to combat memory loss and promote physical performance, muscle retention and skin health, which will lead to industry growth. Since supplement use typically increases with age, demand for Vitamin D and Coenzyme Q10 supplements is expected to surge during the five-year period. Additionally, media attention to health issues will continue to boost consumers' interest in maintaining their health. Sales of vitamins and supplements that boost immunity will likely grow, including medicinal mushrooms, Echinacea, Astragalus and prebiotic and probiotic foods.

The core customer base for health stores is forecast to continue growing due to the aging US population. Over the five years to 2022, the number of US adults aged 50 and older is expected

to grow at an annualized rate of 1.7%. The older population's increasing awareness of health and fitness will expand the market for osteoarthritis braces and supports in the future. Postoperative braces are also gaining ground, especially as the number of surgeries increases. However, improvements in minimally invasive surgeries may create a challenge to the industry as people recover and return to their normal activities more quickly. Despite this potential challenge, the aging population is expected to have a positive net effect on the industry.

Regulation- As in the previous period, increasing regulation is expected to significantly influence industry operators over the five years to 2022. In December 2015, the FDA introduced the Office of Dietary Supplement Programs (ODSP). The creation of this office is largely a result of numerous product content and labeling offenses over the past five years. The goal of the ODSP is to monitor the safety of dietary supplements and penalize operators who threaten consumer health by selling banned substances and falsely labeling products. In March 2016, the FDA announced that a new revision to the Food, Drug and Cosmetic Act (FD&C) would update the requirements on product labels to more clearly display the health facts for associated with a given product. Additionally, due to continued controversy over deceptive labeling, in June 2016, the FDA is announced more conclusive guidelines for products classified as "natural." More regulations are expected to be implemented over the next five years as health concerns continue.

To comply with these new policies, industry operators will have to closely monitor their supply chain, product labels and promotional activity. Additionally, the heightened regulatory environment will create more penalties for noncompliance. As a result, industry operators will have to allocate larger amounts of resources toward legal fees and compliance-related activities to reduce the risk of consequence.

Competition and profit- As the industry experiences mounting competition from other retailers, further consolidation is anticipated. In the coming years, the e-commerce sector will likely attract more customers as households continue to adopt internet technology and become increasingly confident in purchasing items online. Additionally, warehouse clubs and supercenters are set to benefit from a multiyear increase in consumer spending. As a result, over the next five years, the number of industry stores is forecast to increase at a more modest annualized rate of 3.0% to 120,191 establishments. Future consolidation will help stabilize industry sales as larger operators with greater bargaining power and more financial resources emerge, while new niche companies continue to slowly enter the industry. As larger companies continue to expand operations, however, employment growth will follow suit. Industry employment is forecast to increase an annualized 1.4% to 215,066 workers during the five-year period.

Despite larger companies benefiting from economies of scale with more control of the market, profit is set to decline slightly over the next five years. In 2022, profit is expected to reach

6.2%, down slightly from 6.4% in 2017. Regulatory constraints are also expected to constrict profit margins, as operators will be forced to take on more legal fees and compliance-related costs.

Competition: The Health Stores industry is a large, fragmented industry that is highly competitive. It is subject to internal and external competition, which are both increasing in intensity.

Internal competition- Operators in this industry compete with other health and personal care stores. One of the main bases of competition is price; this industry is highly price competitive particularly for nonessential general categories and consumables, such as multivitamin tablets and vitamin, mineral and food supplements.

Participants also compete on the bases of product quality and range. The ability to provide a wide product range that satisfies most consumer needs is an important basis from which to compete within this industry, as is the ability to provide high quality goods, particularly in the case of convalescent, hearing and prosthetic goods designed to assist consumers in achieving a better quality of life. Thus, marketing plays an important role with various promotional activities undertaken by participants to develop customer awareness and foster customer relationships. In some instances, the industry participant may stock national brands manufactured by large-scale prescription or food companies which are supported by the upstream manufacturer.

Location and store set up play an additional role with health store retailers ideally aiming to be exposed to high shopping traffic areas (i.e. shopping malls and strip malls) or any area that is convenient to customers. Furthermore, a well-designed shop front which displays products effectively and appeals to a wide market has a bearing on store success as does the ability to hire well-informed sales staff to support and advise customers in making purchasing decisions.

External competition- The industry is also subject to external competition from participants in other industries. Over the five years to 2017, supermarkets and mass merchandisers have expanded their product range to include an increasing range of vitamin and mineral supplements. This has resulted in health stores losing market share. Some mass merchandisers, such as Walmart, offer their own range of private label vitamins and nutrition supplements. Walmart, Target, Costco and www.Amazon.com are forecast to increase their market share in the next five years. This will force health stores to differentiate and stay competitive on price. The need for in-store expertise or product breadth lessens the success of discounters. Vitamin Shoppe's positioning as an expert in the marketplace (within a category wherein consumers are looking for specific answers) generates solid competitive barriers to raw discount impact in the industry.

Other operators outside the industry offer substitutes, such as medication, that may assist the treatment of particular conditions (see IBISWorld report 44611, Pharmacies and Drug Stores industry). Competition also arises from electronic and mail order operators that provide multivitamin tablets, vitamins, minerals and food supplements via electronic home shopping, mail-order and direct sales.

Opportunities: Despite recent acquisitions and mergers, the Health Stores industry has a low level of market share concentration, with the top two players accounting for an estimated 12.9% of total industry revenue. The industry is highly fragmented because of the specialty nature of health stores. Specialty health retailers typically cater to a more sophisticated customer by focusing on selection and customer service, while the mass merchandisers generally offer a limited assortment composed of more mainstream products with less customer care. The more customized nature of the industry makes it difficult to achieve a large national presence, in that products must be monitored closely and staff must be trained and educated. Many health stores also specialize in a small range of products, such as sports nutrition or convalescent aids.

Key Success Factors:

- **Ability to control stock on hand:** Adequate stock controls can reduce inventory costs and increase stock turnover.
- **Ability to alter goods and services sold in favor of market conditions:** Health stores must evaluate their offerings to meet consumer demands and differentiate from competitors. It is particularly important when competing with mass retailers to ensure that a company's offerings do not overlap with these competitors' products.
- **Establishment of brand names:** A growing number of retailers are stocking private-label products. Consumers tend to purchase health products from brands that they know and trust. Certain national brands are highly sought after and operators should ensure adequate stock of these.
- **Easy access for clients:** Industry operators need to be in suitable locations that are convenient for customers. This includes access to parking. Easy access encourages customers to be repeat clients.
- **Experienced work force:** Knowledgeable and experienced staff are more capable in advising clients on what supplements or apparatus would best suit the customer's requirements. This is particularly important when competing with mass retailers.
- **Having a supply contract:** Supply contracts can enable an operator to receive favorable pricing terms and enhance the ability to obtain high-demand merchandise.

Competition

Current Alternatives

Currently there is nothing in the surrounding area offering Organic Beauty services and wellness options in one place in an eco friendly, green space. Emilene is not aware of anyone offering an zen outdoor patio and healing sun room.

There are two other beautiful businesses offering holistic healing services and green, organic spa services. Emilene will continue to recommend persons to these businesses because this space can not and will not offer exactly what they do. PLUS she 100% believes each individual draws in their own attraction aligned with their unique gift and offering. Even if persons offer the same service, it will be a different experience depending on the divinity from within. People resonate with an energetic connection and match.

Naturally Unbridled Wellness-1129 Riders Club Rd, Onalaska, WI
<https://naturallyunbridled.com/> Facebook Likes- 3,063

Patti Barth founded Naturally Unbridled Wellness in 2009 and, when she relocated to southeastern Minnesota during the summer of 2011, she opened a location in Onalaska, WI and works full time supporting clients in naturally achieving their wellness goals. Considered a "Traditional Naturopath", Patti educates and empowers her clients to regain balance of body, mind, and spirit. Her consultations, therapies, and suggestions are not intended to replace medical care and she encourages her clients to work closely with their physicians when making wellness choices. Services provided include: Naturopathy, bioenergetics assessment, Nutrition Reponses Testing, Zone Therapy/Reflexology, Craniosacral Therapy, Acupuncture, Reiki, Massage, prenatal massage, quantum feedback, prismatic energy balancing, animal homeopathy.

Best Review: Very knowledgeable and helpful! Everyone has been great to work with.

No bad reviews.

Integrative Therapies- 2316 State Rd, La Crosse, WI
<http://integrativetherapiesoflacrosse.com/> Facebook Likes- 700

A collective of holistic practitioners, guided by Franciscan values, committed to offering affordable, compassionate, integrative health care for the Common Good. The business model of Integrative Therapies is driven by a passion for affordable, accessible, and holistic care. We operate our businesses with the understanding of the crisis in healthcare at this time and a

desire to help alleviate this crisis. We strive to be fair and wise in our advice and actions, as well as inclusive in issues of gender, race, creed, color, age, personal situation or conditions of anyone who walks through our doors. We envision our Integrative Therapies collective to be a small vehicle for justice, peace and healing that joins with the multitude of healing movements in our world today. Ayurveda, Craniosacal massage, qigong, tai chi, community acupuncture, massage, yoga, spirituality

Best Review: Nancy did a combination of trigger point massage and craniosacral therapy during my session. She truly has a healing touch and knows how to listen to the body to release tension, knots, and stress. I would highly recommend it to anyone!

No bad reviews.

Lacrosse Wellness Center-2839 Darling Court, La Crosse, WI

<https://laxwc.com/>

Facebook Likes 2,058

No comparable club in your neighborhood gives you more value. Here are a few of the ways we help you enjoy a better experience and get better results:

- * No long-term commitments - pay as you go
- * Open 24/7 - work out when you want, nearby
- * Affordable rates - gym memberships starting at about \$1 a day
- * The best equipment - without the long waiting lines
- * Free fitness classes with membership (Zumba, Yoga, Pilates, Spinning, Strength, Dance, TurboKick)
- * Bonus online training, nutrition and wellness services
- * Clean, comfortable, safe and friendly fitness gym

What's more, we back our service with the industry's best guarantee: Look and feel better in 30 days or we'll return all your money! Services offered include: Nutrition, Meal Prep, Dynamic Physio, Chiropractic, Salon and Spa, Massage Therapy, Wellness Workshops, Courageous Grace-Wellness Coaching, Fieldhouse, Youth Services, and Corporate Wellness.

Best Review: Great place to be member! Staff is exceptional, from trainers to instructors, to front desk!! All are friendly, welcoming, and knowledgeable!! There is the added benefit of nutritional counseling and PT evaluations. The facility is kept clean and organized and there is a huge variety of equipment and work out tools, (bands, kettle bells, medicine balls, etc). I highly recommend LWC to anyone looking for a great place to work out, get healthy, and make friends!!

No bad reviews.

Ophelias Green Spa- 1800 Jackson St Suite B, La Crosse, WI

<https://www.opheliasgreenspa.com/>

Facebook Likes-522

Our passion and dedication at Ophelia Green Spa lies in our unwavering commitment to the mental, physical and spiritual health and wellness of our clients, and the wider community. Stress and disconnection will be swept away, leaving behind a deep inner calm and tranquility; a harmony with nature and all life. As a green spa, we are socially conscious and committed to reducing our environmental footprint. We aim to conserve natural resources and operate in environments which promote well-being and health. We use certified organic products, provide professional and pro-bono healing, aesthetic and wellness services including organic facials; massage, reflexology, hot stones, aromatherapy, reiki, pedicures; natural manicures and hair removal. The name Ophelia should remind us of how we can easily sink or swim. Life lesson: when you're swimming and you see someone sinking you might have the power to lift that person up, lend a hand if you can. It's that easy! Be a good person and if you want an amazing Facial, Massage, or Reiki treatment get a hold of us. Services include: Facials, Waxing, pedicures, manicures, LED Light Therapy, The Green Retail Room, Aromatic Reiki, Featuring Luxurious Green Products

Best Review: Love it here! I've received services from Amber, Nicole and Marvel and all excel at being personable, professional and caring about the details. Today's facial with Amber was AMAZING! It was hands-down the best facial experience I've had with the breathing exercise at the beginning, the hand and arm massage, aromatherapy - not to mention my skin feels more hydrated than it ever has! So grateful to have this green spa in LaCrosse!

No bad reviews.

Full Circle Supply- 531 Main St, La Crosse, WI <https://www.fullcirclesupplylax.com/>

Facebook Likes- 3,781

Full Circle Supply is located on the east end of Main Street in beautiful downtown La Crosse. Upon arrival, you'll be greeted by the fresh scent of locally made, package free bar soaps, a smile, and feel good tunes. You will find innovative and essential products for the whole family that are sustain-ably produced & packaged, free of harsh chemicals, fair-trade, cruelty free, and give back in great ways to our local and global community. Josh and Mary are continually curating their collection of home, baby, and beauty goods that empower them to reduce waste. Products include: natural and earth friendly essentials for home, baby, and beauty refill stations.

Best Review: I applaud the mission of this small, local business! The bulk cleaning and bath products they carry are mindfully selected – high quality, eco friendly and often local products at the lowest possible price. The owners & their employees are helpful, and will always take the time to help you find a product. They even offered once to order in something for me that they didn't carry in store! They also carry a great selection of kitchen, home, and children's items – I can always find something cute for my nieces and nephew. I love this place!

No bad reviews.

Peoples Food Co-op- 315 5th Ave S, La Crosse, WI <http://www.pfc.coop/>

Facebook likes 7,425

wellness, health food store, deli,

Best Review: This store is a co op store. Well taken care of and friendly people. It is almost all organic. I love it for it is not a overly large store but has about everything you need. Fresh produce great bakery fresh and frozen meats and sea food. Large selection of bulk spices. Large selection of supplements you need. Just about anything a large food store has this medium grocery store has. Maybe not as many different types and brands.

Worst Review: I don't shop co-ops much, but it was close to our hotel so I used it. Seemed a bit pricey and limited, but I'm a meat eater so I was looking for a good deli--if I had wanted a cake I'd be happy, but I was hoping for cold cuts and cheeses from behind the glass and this wasn't the joint. Again, I suppose if I wanted granola and couscous....the chianti I bought was good, though.

Ultimate Salon & Spa Aveda Lifestyle- 2850 Midwest Dr Ste 101, Onalaska, WI
<http://theultimatesalon.com/> FB likes, 2,922

Ultimate Salon and Spa has over 30 years dedicated in delivering the Aveda Lifestyle Concept and they are proud to have spent the last 22 years doing so in the La Crosse area. You have to "be" Aveda to be successful with Aveda, and that takes a great deal of time, passion and commitment. For many salons in the industry, it is a constant search for what seems to be a right product retail line to partner with, but for myself Aveda was the only choice for Ultimate Salon & Spa! In order to achieve the greatest level of success, you must live and breathe what you represent which is exactly what we do at the Ultimate Salon & Spa.

Best Review: I could not love Bethany more! Every haircut feels like the first in terms of service; what I liked, what I might want to do different, etc. Very happy with the whole experience and of course love to come early to shop the Shoetique!

Worst Review: Terrible experience. They used cheap product on my hair that made my hair smell like sewers for 2 days. Bad understanding of what needed to get done. It did not meet my expectations. When I tried to explain that's not what I asked for I got attitude in return. I was told by another professional that I could have done better haircut and color by myself at home. Very disappointed with customer service. Will never go back there and I do not recommend it.

Sitara Salon & Spa- W6822 Hilltop Dr, Onalaska, WI

<http://www.sitarasaloon.com/> FB likes 1,624

Our Mission at Sitara Salon & Spa is to involve you in the decision making process and give you a relaxing salon experience through a peaceful and nurturing environment.

The AVEDA mission that we agree with is to care for the world we live in from the products we make to the ways in which we give back to society. At AVEDA we make to the ways in which we give back to society. We strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world. The team of motivated professionals are trained to listen to your needs and wishes to create the perfect result for your hair texture, facial features, and lifestyle to help you feel better, inside and out! We provide professional hair services with unique designs, elegant creations, and customized color. We are committed to rejuvenation, reducing stress, and total pampering using Aveda's plant-based products.

Best Review: Whatever you do, go to this salon! I walked in as a new customer with horrible hair from a previous salon. Morgan walked me through fixing my hair, and let me be involved and made sure I understood the process (and price!) before starting. I could not be happier! Worth every penny, not only for the result, but also for the full experience this salon offers. Great staff, great results, and a great environment.

Worst Review: I had a Groupon for partial highlights, haircut and blow dry. I added a touch up for greys for \$50. I told stylist Saima i wanted very subtle highlights. I have dark hair when she was done my hair was blonde! She offered to fix it with toner but I didn't trust her and wanted to leave after being there for two hours! Later on in the week I washed my hair which is now dry and brittle after being over bleached and my greys were not covered. I called her and said I wanted to be reimbursed only for my greys and she said she credited my credit card which she did not I called again two days later and left a message . I never got a call back! Do not waste your time or money stylist doesn't listen to what you want, damages your hair and then lies!!

Brilliant Bodywork, Massage therapy and Skin Care- 314 Main St, Onalaska, WI

<http://brilliantbodywork.com/> FB Likes-3522

Brilliant Bodywork's Spa and Boutique mission is to help you unplug and recharge your life by providing a premier full-service spa experience to the greater Onalaska and La Crosse, Wisconsin community. We help you revitalize and pamper your skin and body through invigorating massage, manicure and pedicure services, along with professional makeup packages for special events. Let Brilliant Bodywork become your destination when it comes time to take care of yourself. Be beautiful. Be brilliant. Be You!

Brilliant Bodywork is also dedicated to helping people in the transformative treatment of chronic skin conditions through the latest advances in scientific research. This includes the highly skilled use of laser technology which has become very effective and affordable for the cosmetic treatment of the affects of acne, aging and other damage to the skin.

Our Philosophy: To building lasting and meaningful relationships. To individualize your treatments and experiences leading to life changing results. To be your zen place to Unplug, Recharge and Transform!

Best Review: Sending out a huge thank-you to Kendra and Louise. My boyfriend and I did a couples package over the week-end and I can't put into words the incredible time we had. These lady's know what they are doing! They were both so welcoming and made our time there amazing! It was his first time to a spa and the look of pure peace on his face was priceless. We will definitely be back! Thanks again ladies and we look forward to seeing you soon!

No bad reviews.

Cura Salon & Spa- (2470 Riley Rd, Sparta, WI

<http://curasaloon.net/> FB likes-1703

Cura Salon is a full service Redken Salon and day spa located in the heart of Sparta, Wisconsin, only minutes away from Fort McCoy Army base. We pride ourselves on being the best in the area for fashion trends and having a tranquil environment to enjoy any Spa service offering Wellness, Essential Oils, Clinical Thermography, Healing Stones and Crystal Healing , Hair(Redken) "Signature Cura Shampoo".

Best Review: I first went 1 year ago for relaxation massage for my birthday. I had been so sick for over a year so I just made the appointment. I saw Kirk was nervous but have been seeing him for almost a year. He has helped me tremendously! Everyone can see the difference and it is all thanks to Kirk! He listened to me and helped me. He is the best!

Worst Review: Please do not come here for your color needs. After 5 hours and \$260 later I walked out with yellow and orange highlights. I asked for mushroom brown and owner said she

could do it..looked at the picture numerous times...I will have to go elsewhere to fix the problem costing me more money in the end....very disappointed and will never come back here.

Rainbow Rock REIKI Wellness Center, 25 S 2nd St #2, Black River Falls,
<https://www.facebook.com/rainbowrockreiki>

FB Likes 1.211

RAINBOW ROCK REIKI is a Wellness Center for Your Body, Mind & Spirit! ~Reuju, Medical Reiki(TM), Essentials Oils, Crystals and more....Reiki, chakra clearing and balancing, classes, shop crystals, salt lamps, herbs, pendulums.

Best Review: Sue is an amazing teacher and a world class mentor and friend.. Rainbow Rock Wellness Center is so inviting and calm. A true treasure to have close to home. Give her a call for Reiki(WOW) and her classes and you'll be a be blown away!!

No bad reviews.

Our Advantages

The advantages that will set a Holistic Beauty and Wellness Oasis apart will be the collaboration of a like minded tribe offering a revolutionary experience.

The Holistic Beauty and Wellness Oasis will be a cohesive collaboration of other LICENSED independent contractors who are professional, genuine, educated, intuitive, like minded passionate persons who seek out to be in service for the universal truth of self-Love and self-care. Believing everyone can make a positive impact on each individual and environment. Services offered by your Reiki Hair Artist and body workers may include a wide arrange of services including organic color, hair cutting and styling, energy healing, reiki, chakra balancing, head spa services, aromatherapy, acupuncture, counseling, consulting, massage, and divine makeovers. Products available in the boutique will be organic hair and body care, aromatherapy products, local artisan's jewelry, and fair trade and global products all in one place. Products to support ones healing journey at home.

An advantage of wellness partnering with Holistic Salon is that all will benefit from the accessible clientele from the salon. Salons are proven to have sustainable services with larger and diverse clientele and more pre-books than a spa and wellness center. Salon Services give TANGIBLE physical results while other services provide healing within. This will allow more knowledge and awareness to holistic healing modalities.

Being an eco friendly, green salon offering boutique self care items will set us apart as well as offering fair trade and organic products with a refill station. The space having a healing sun room and zen outdoor patio will be a huge advantage for Artists and providers as well as clientele.

Nurture will be modeled after other national Holistic Salons and Wellness Businesses:

- Mandala- Holistic Hair and Wellness Studio mandalastudio107.com Santa Cruz, CA
- Soho Sanctuary – Spa, Beauty, and Fitness for Women sohosanctuary.com NY, New York
- Hale Organic Salon- "Clean" is not just an advertising buzzword, it is a way of life. halesalon.com New York, NY
- BECOME – Organic Salon, Hippocrates Health Institute becomeorganicsalon.com West Palm Beach, FL
- Great Jones Spa- Energy Work, gasp.com

SWOT Analysis

SWOT Analysis

Strengths- As a business owner Emilene will be revolutionizing a salon experience integrating wellness and beauty. She is passionate about sharing the understanding self care and self love that are necessities, not selfish. Emilene understands Beauty first is embraced through your soul, your inner spirit, then transcends to outer beauty. When we feel healthy and happy in all areas of our life true beauty is reflected. By offering this space for ones healing journey where **multitude** of holistic healing services will be offered as well as the positive energy that will be held in the space, will be an *soulful* advantage. A place where day *retreats* and *workshops* can be held.

- Beauty is first embraced through your soul, felt by your inner spirit, and transcends to outer beauty and confidence
- soulful
- self care and self love

Leave it to the Professionals

The boutique will have *licensed* cosmetologist recommending beauty care products and needs. You don't ask your banker what kind of oil to put in your car do? You don't ask your accountant

what medicine to take? Lets leave it to the *professionals* to consult with you for your *intuitive* artist who understand what works for YOU! Take the *guessing* out of the million of products out their. Leave it to the best to *guide* you on your beauty and wellness journey.

A beautiful strength is each Holistic Hair Artist will be certified in Reiki. Each artist has made a commitment to understand their energy field and their body awareness. In return this makes a guests experience more thoughtful and intentional. A person who is certified in energy healing has made the choice to care for themselves and for the world around them.

- Reiki
- Body awareness and energy field

Cost should be considered factor for every consumer, but with the level of knowledge, experience and certifications there should be something suitable for a range of clientele.

We are about *safe* and healthy use of all holistic healing. WE are driven to find what works for the whole *YOU*. Finding what is special about each *individual* needs. How you might ask? Your *intuitive* guides will work in collaboration with each other to find what your specific needs are for services and at home care. We will *sample* out products ensure likable results. We will *cross* promote to find the best resources for ones journey.

- Safe
- Holistic- WHOLE
- Sample
- Intuitive guides

The Healing *space* will add great strength for *guides* and *customers* both!

Weaknesses: -no location yet, only one person -may need help in building the culture Emilene wants -difficult to find a company/person that can help with that, accounting -has basic knowledge,

Opportunities: Finding "tribe" -independent contractors--create a team of like people and build a culture of holistic health, supports other entrepreneurs in establishing or growing their business,

Threats: finding "tribe" -may not be able to initially gather a full team, new team members may not want to switch/change products being used, life change for Emilene who is currently

working part-time and is a stay at home mom --balancing personal time with hours needed to build the business may be difficult. Change in economy could threaten revenue.

Risks & Mitigation

Mitigation of Weaknesses:

Continue to look for an appropriate location. Emilene will not "settle" for just any spot. The space will need to fit and support the vision. Interviews of local realtors will help find the right fit to work with Emilene in identifying an appropriate space.

The team of providers will be carefully selected through an interview process that will be designed to find people of like mindedness. Emilene will first look for one or two people who will hold key positions in the company and help build the culture.

Emilene will track basic expenses and revenue and will work with a local accountant to develop financial statements.

Mitigation of Threats:

Work with key people to ensure that the right people are hired for the right jobs. Will not hire just to fill a spot, need to find other people who are willing to support the culture and the products used in the business.

Emilene will work hard to maintain a work/life balance and designate time to spend at home, with her child. She will use her key people to help her stay balanced.

Economy remains a constant threat, but can be addressed by creating packages of services or offering discounts to repeat customers. Building relationships with customers will be key in maintaining and growing the customer base.

Execution

Marketing & Sales

Marketing Plan

Emilene is passionate about building and maintaining a consistent, honorable, and reliable clientele. She has shown her valiant efforts in these important areas and pre books 75% of her guests. Emilene has built a strong report and connections with her clients, family, and friends she has been blessed to grow with since residing in Lacrosse. With Emilenes professional experience she will be able to provide others the skills to grow a clientele. With genuine and professional care towards everyone, this alone people feel and understand.

- Emilene is involved with Holistic networking groups and a local online directory for coulee region body, mind, soul and green.
- Evolvedirectory.org is an amazing advantage for connecting and marketing. Emilene has been a member since Oct 4th, 2016. Annually fee 69\$ If you refer 3 members you get one year free, which Emilene is accounted for.
- She is aware that the best form of marketing is referrals, happy clientele. Referral program will be in place. 15% off first time customer and referrer.
- Emilene is currently taking a Wellness Practice Online Program from one of the leading naturopaths in this area. She is sharing knowledge from her 6 figure wellness practice on ideal client magnetism, mastering the money monster, rocking reputation and referrals, and effective events and expos. Patti offered a special for 99\$ and Emilene accepted 4/26/18.
- Emilene currently has around 200 guests and from the La Crosse area and continues to make connections. She has built her own website and has a strong, soulful presence on social media.
- visit Emileneanna.com for more about her. Follow her on instagram and facebook as well.
- Facebook: @aromahairapy- promote adds about 30\$ total
- Instagram: @eromatherapy
- Joining a woman's marketing group would be another great way to meet other connections. Facebook, website, and blog will be imperative.

- Emilene has a passion for writing and will BLOG personal and holistic beauty blogs to get more followers. The followers will bring more customers. Emilene currently writes spiritual universal messages once a week.
- posts one-two times a week on instagram and business FB using CANVA, which makes graphic images to get peoples attention and brings people to her website
- Emilene has been ordering and working with a similar business model for two years as a holistic hair stylist. They offer impeccable marketing tips, visuals, on personal clientele, holistic salons, products, and education.
- Simplyorganicbeauty.com
- Greencirclesalons.com partnering with them and will promote on website

Philanthropy

Part of the mission is bringing awareness to the importance of ones healing journey to our community. Healing is a continuum of an everlasting journey as we settle into our physical bodies for this human existence. From birth to our current age people hold energy for everything they encounter. At Green House every aspect of the person is honored and considered. Healing through mental, emotional, spiritual, and physical awareness .

Green House wants to help woman reclaim their beauty, within and out. Nurture wants to help them feel empowered, confident, and brave. As women have overcome multitudes of diversity, a few big ones remain. We will hold a serene and safe place for victims and survivors of physical, sexual, and emotional abuse and cancer to feel beautiful and let their soul shine.

As a survivor of sexual abuse and witnessing emotional and physical abuse herself, Emilene and her family know they are not alone in enduring abuse. One in ten children will be sexually abused before age 18 and 90% know their abusers. This is where the problem has potential to foster in the cycle continuing. Emotions can and will manifest into physical pain and issues to be dealt with for a lifetime. On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year this equates to more than 10 million women and men. Nurture will offer a safe place to feel supported through transformation of beauty and inside and out. Beauty that is felt within is empowering. Feeling beautiful is powerful. These women deserve this. We will call this part of our Self-Image Remodeling Program.

In efforts to save our health and environment, we want to continue to raise the vibration of the planet by helping others and giving back to the community and women so no one feels alone.

A Holistic Beauty and Wellness Oasis will hold quarterly day retreats to give back to these survivors. This can be confidential, safe and gentle way to support women on their healing journey. Intention and awareness to meet everyone where they are at and help them feel whole again.

After establishment Green House will look to partner with New Horizons or other groups to organize such day retreats. Each provider at Nurture may also use a sliding scale or give complimentary services. If we continue to pay it forward, show light upon darkness, these efforts will prevail and bring awareness and light to a silenced epidemic.

Sales Plan

Experience Nurture- Holistic Beauty and Wellness Oasis

- Reinvent, Rebalance , Reawaken, Rediscover, and Reclaim your authentic Beauty that lives deep within and out.
- Relax to be beautiful
- Nurture your Mind, Body, and Soul while experiencing elements of a serene, positive, uplifting, and relaxing Healing Self Care and Self Love rituals from your authentic and caring professionals.
- Salon and Wellness Oasis offering your Vibrational Holistic Beauty Services and products
- Energies Therapies, Energy Healing Hair Artist, Aromatherapy, Chakra Balancing , Spiritual Wellness, Private Holistic Wellness Services, Wellness Workshops, Outdoor Zen Patio
- Choose our tribe for your Healing, Self love and Self Care journey
- WE believe in giving back and sharing healing gifts with those Women who have experienced Cancer, Trauma, and Abuse. We understand it is a forever journey and offer a safe place to reclaim your beauty within and out. Beauty is power.
- Color therapy station- Find out how colors can affect your mood and boost your energy, learn more about how color can change your life and look best on you
- Self Image Remodeling
- Indulge all your senses
- Blessings and Beauty
- Nurture Your Soul

- Clarify your mind, Purify your Soul, Beautify your Body
- Nurture creates moments of Holistic Wellness and supports your journey at home
- Holistic Beauty Wellness Transforms your Spiritual, emotional, energetic, and physical wellness
- Aromatherapy deeply relaxes the body and mind
- Community driven, we welcome pop up shops, speakers, workshops, day retreats

Holistic Salon

- First Holistic Salon in LaCrosse area recognizing the need for clean air, is conscious of our earth, and focusing on nurturing others, ourselves, and the earth. At Nurture you will find everything is consciously thought about, from the products, music, and plants chosen that will directly influence your nurturing your experience.
- First in the area to provide clean air, ethical, green, and fair trade opportunities
- Holistic Salon, a transformative experience and services that aligns health, beauty, and wellness
- Luxury salon experience
- Holistic Hair Color- Safe alternative with beautiful and healing results. Ammonia Free, PPD, gluten free, Organic Essential Oils and butters
- Holistic and Organic Hair Products- Safe and Healing Hair Care with out compromising results
- Refill Station- Save your glass Amber bottles, save money, and the environment
- Energy Healing Holistic Hair Artist offering a mindful, genuine, and professional experience.
- Chakra Focused -tuning in as a whole
- Welcoming Experience and Rituals- invoking all your senses, drink offering, aromatherapy, chosen music-fountains-windchimes, sensory journey shoulder massage, visual healing with color-plants
- privacy curtains are available to honor your privacy needs
- Head Spa Services- Have you ever wanted to change in your haircut for a full service of scalp massage? This is your chance with aromatherapy, facial steamer, customized scalp and hair treatments, dim lighting, Hot towels, cosmic clay mask, chakra balancing, and individualized customizable chakra and wellness treatments
<https://www.oway.it/en/head-spa/discover-services/>

- Is the Shampoo your favorite part? Add on 15 min of head massage
- Simply Organic Concept Salon
- ask about our thankful hearts and gratitude for your business and support? We are always offering First time experiences and Referral program discount.

Holistic Wellness

- Nurture your healing journey with energy therapies
- looking for a tribe that may consist of
- Acupuncture, Reiki, Energy Healing, Massage, Counseling, Herbalist, anyone in the healing arts
- may have 3-6 available spots
- Aromatherapy station available for custom blending

Outdoor Zen Patio

- Quiet area-no cell phones
- A space to disconnect and recharge
- Trelles, Refurbished stations, plants, seating, fountain, wind chimes
- for healing sessions or consultations available outside to experience the elements of nature for relaxation, reflection, and healing

Healing Sun Room

- Naturally brightened porch for stress reduction and healing benefits of Light
- A space to disconnect and recharge
- Therapy and Aromatherapy
- Quiet zone - no cell phones
- Available before, during or after services
- Start your morning or end your day in reflection in a healing and relaxing space

Nurture Healing Packages

- Find your favorite Healing Artist and Services

Boutique- Everything Energetic- Spirit Guides, Intuition follows, Beauty Prevails

- Healing Support for Home
- Natural/Organic/Holistic Hair Care Products - Oway.it Simplyorganicbeauty.com
- Fair Trade Jewelry - Matrboomie.com
- Handmade and Heart centered local aritans
- Aromatherapy products for mind, body, soul
- therapeutic neck wraps
- Local Lusa Organics -lusaorganics.com
- Chakra Healing Glasses- rainbowoptx.com
- VibesUP- vibrational energy - vibes.com
- Metaphysical -pendulums, diffuser, oracle cards, crystals -shop.vibesup.com
- supplements from local producer (possibly)

Metrics

- Client count/average clients per day (week, month)
- Average service ticket & Product units per client
- Percentage booked
- Client retention & number of new vs. returning clients
- Retail sales per client
- Popularity of each type of product/service

Financial Plan

Forecast

Key Assumptions

Number of Services/Products per Month for 2019

2019				
Month	Hair Services	Products	Rent Stylists*	Rent Wellness
January	65	24	5	4
February	65	30	5	4
March	65	24	5	4
April	65	30	5	4
May	65	24	5	4
June	65	30	5	4
July	65	24	5	4
August	65	30	5	4
September	65	24	5	4
October	65	30	5	4
November	65	24	5	4
December	65	30	5	4
TOTAL	780	324		

*2 Part-time and 4 Full-time stylists.

- Average Price for hair services \$ 75
- Average Price for Products \$ 25

- Space/chair rent for Stylists \$400
- Space/chair rent for Wellness \$300

Emilene is the only actual employee and she will be paid from proceeds of the business. She is currently listed in the projections as a regular contract labor and will draw \$24,000 per month from the business. All other providers are sub-contractors with specialties.

Marketing Costs are set at 3% of gross revenue and credit card charges are also set at 3% of gross revenue.

Income taxes assume a 20% rate and sales tax is set at 5.5% on services and products. Both are paid on a quarterly basis to appropriate authorities.

Revenue Forecast Table

	2018	2019	2020	2021	2022
Revenue					
Hair Services	\$56,700	\$58,500	\$58,500	\$58,500	\$58,500
Products	\$4,050	\$8,100	\$11,700	\$12,500	\$13,750
PT Subcontractor Stylists		\$4,800	\$9,600	\$9,600	\$9,600
PT Subcontractor -Wellness		\$8,400	\$25,200	\$25,200	\$25,200
FT Subcontractor		\$10,800	\$21,600	\$21,600	\$21,600
Total Revenue	\$60,750	\$90,600	\$126,600	\$127,400	\$128,650
Direct Cost					
product cost	\$2,025	\$4,050	\$5,850	\$6,250	\$6,875
Hair Services	\$6,804	\$7,020	\$7,020	\$7,020	\$7,020
Direct Labor					
Total direct costs	\$8,829	\$11,070	\$12,870	\$13,270	\$13,895
Gross margin	\$51,921	\$79,530	\$113,730	\$114,130	\$114,755
Gross margin %	85%	88%	90%	90%	89%

Financing

Use of Funds

Item	Estimated Cost	Useful Life
Leasehold Improvements	\$9,000	7 years
Equipment	\$17,300	7 years
Sign/Website/Cost Over	\$2,700	7 years
Prof. fees/Permits/Ins	\$2,900	Current Asset
Initial Supplies	\$10,000	Current Asset
Retail Inventory	\$13,500	Current Asset
Working Capital	\$4,600	

Sources of Funds

Source	Amount	Date	Interest Rate	Length of Loan
Business loan	50,000	2019	7.75%	10 years
Personal investment	5,000	2019	n/a	n/a
MOBA grant	5,000	2019	n/a	n/a

Statements

Projected Profit and Loss

	2018	2019	2020	2021	2022
Revenue	\$60,750	\$90,600	\$126,600	\$127,400	\$128,650
Direct Costs	\$8,829	\$11,070	\$12,870	\$13,270	\$13,895
Gross Margin	\$51,921	\$79,530	\$113,730	\$114,130	\$114,755
Gross Margin %	85%	88%	90%	90%	89%
Operating Expenses					
Salaries & Wages	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
Advertising		\$2,718	\$3,798	\$3,822	\$3,860
credit card charges	\$1,823	\$2,718	\$3,798	\$3,822	\$3,859
Dues and subscriptions		\$1,200	\$1,200	\$1,200	\$1,200
Insurance	\$480	\$2,350	\$2,100	\$2,250	\$2,500
Legal and auditing	\$180	\$2,550	\$600	\$600	\$600
Maintenance and repairs		\$600	\$600	\$600	\$600
Office supplies		\$300	\$300	\$300	\$300
Lease	\$4,800	\$16,518	\$28,518	\$29,088	\$29,670
Shop Supplies		\$3,600	\$4,800	\$6,000	\$7,000
Telephone & Internet	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980
Utilities		\$4,200	\$4,200	\$4,200	\$4,200
vehicle salon	\$480	\$480	\$480	\$480	\$480
Amortization of Other Current Assets		\$0	\$0	\$0	\$0
Total Operating Expenses	\$45,743	\$75,214	\$88,374	\$90,342	\$92,249

Operating Income	\$6,179	\$4,316	\$25,356	\$23,788	\$22,506
Interest Incurred		\$3,452	\$3,501	\$3,205	\$2,883
Depreciation and Amortization		\$4,143	\$4,143	\$4,143	\$4,142
Income Taxes	\$1,236	(\$656)	\$3,542	\$3,288	\$3,096
Total Expenses	\$55,808	\$93,222	\$112,430	\$114,248	\$116,266
Net Profit	\$4,943	(\$2,623)	\$14,170	\$13,152	\$12,384
Net Profit / Sales	8%	(3%)	11%	10%	10%

Projected Balance Sheet

	2018	2019	2020	2021	2022
Cash	\$6,109	\$11,376	\$27,578	\$40,829	\$53,010
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory					
Other Current Assets		\$23,500	\$23,500	\$23,500	\$23,500
Total Current Assets	\$6,109	\$34,876	\$51,078	\$64,329	\$76,510
Long-Term Assets		\$29,000	\$29,000	\$29,000	\$29,000
Accumulated Depreciation		(\$4,143)	(\$8,286)	(\$12,429)	(\$16,571)
Total Long-Term Assets		\$24,857	\$20,714	\$16,571	\$12,429
Total Assets	\$6,109	\$59,733	\$71,792	\$80,900	\$88,939
Accounts Payable	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$325	(\$656)	\$883	\$827	\$781
Sales Taxes Payable	\$841	\$1,217	\$1,266	\$1,273	\$1,291
Short-Term Debt		\$3,699	\$3,996	\$4,316	\$4,663
Prepaid Revenue					
Total Current Liabilities	\$1,166	\$4,260	\$6,145	\$6,416	\$6,735
Long-Term Debt		\$43,153	\$39,158	\$34,841	\$30,178
Total Liabilities	\$1,166	\$47,413	\$45,302	\$41,258	\$36,913
Paid-In Capital		\$10,000	\$10,000	\$10,000	\$10,000
Retained Earnings		\$4,943	\$2,320	\$16,490	\$29,642
Earnings	\$4,943	(\$2,623)	\$14,170	\$13,153	\$12,384

Total Owner's Equity	\$4,943	\$12,320	\$26,490	\$39,642	\$52,026
Total Liabilities & Equity	\$6,109	\$59,733	\$71,792	\$80,900	\$88,939

Projected Cash Flow Statement

	2018	2019	2020	2021	2022
Net Cash Flow from Operations					
Net Profit	\$4,943	(\$2,623)	\$14,170	\$13,152	\$12,384
Depreciation & Amortization		\$4,143	\$4,143	\$4,143	\$4,143
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Change in Inventory					
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$325	(\$981)	\$1,539	(\$56)	(\$46)
Change in Sales Tax Payable	\$841	\$376	\$49	\$7	\$18
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$6,109	\$915	\$19,901	\$17,247	\$16,498
Investing & Financing					
Assets Purchased or Sold		(\$52,500)			
Investments Received		\$10,000			
Change in Long-Term Debt		\$43,153	(\$3,996)	(\$4,316)	(\$4,663)

Change in Short-Term Debt		\$3,699	\$297	\$321	\$347
Dividends & Distributions					
Net Cash Flow from Investing & Financing		\$4,352	(\$3,699)	(\$3,996)	(\$4,316)
Cash at Beginning of Period	\$0	\$6,109	\$11,376	\$27,578	\$40,829
Net Change in Cash	\$6,109	\$5,267	\$16,202	\$13,251	\$12,182
Cash at End of Period	\$6,109	\$11,376	\$27,578	\$40,829	\$53,010

Appendix

Profit and Loss Statement (With monthly detail)

2018	Jan '18	Feb '18	Mar '18	Apr '18	May '18	June '18	July '18	Aug '18	Sept '18	Oct '18	Nov '18	Dec '18
Revenue												
Hair Services	\$4,650	\$4,800	\$4,650	\$4,800	\$4,650	\$4,800	\$4,650	\$4,800	\$4,650	\$4,800	\$4,650	\$4,800
Unit Sales	62	64	62	64	62	64	62	64	62	64	62	64
Unit Prices	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Products	\$300	\$375	\$300	\$375	\$300	\$375	\$300	\$375	\$300	\$375	\$300	\$375
Unit Sales	12	15	12	15	12	15	12	15	12	15	12	15
Unit Prices	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
PT Subcontractor Stylists												
Unit Sales												
Unit Prices	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
PT Subcontractor - Wellness												
Unit Sales												
Unit Prices	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350
FT Subcontractor												
Unit Sales												
Unit Prices	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Total Revenue	\$4,950	\$5,175	\$4,950	\$5,175	\$4,950	\$5,175	\$4,950	\$5,175	\$4,950	\$5,175	\$4,950	\$5,175

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Direct Costs

product cost	\$150	\$188	\$150	\$187	\$150	\$188	\$150	\$187	\$150	\$188	\$150	\$187
Hair Services	\$558	\$576	\$558	\$576	\$558	\$576	\$558	\$576	\$558	\$576	\$558	\$576

Total Direct Costs	\$708	\$764	\$708	\$763	\$708	\$764	\$708	\$763	\$708	\$764	\$708	\$763
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Gross Margin	\$4,242	\$4,412	\$4,242	\$4,412	\$4,242	\$4,412	\$4,242	\$4,412	\$4,242	\$4,412	\$4,242	\$4,412
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Gross Margin %	86%	85%	86%	85%	86%	85%	86%	85%	86%	85%	86%	85%
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Operating Expenses

Salaries and Wages

Emilene	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Total Salaries & Wages	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000

Employee Related Expenses

Advertising

credit card charges	\$149	\$155	\$148	\$156	\$148	\$155	\$149	\$155	\$149	\$155	\$148	\$156
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Dues and subscriptions

Insurance	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
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Legal and auditing

	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15	\$15
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Maintenance and repairs

Office supplies

Lease	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
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Shop Supplies

Telephone & Internet	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165
Utilities												
vehicle salon	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Amortization of Other Current Assets												
Total Operating Expenses	\$3,809	\$3,815	\$3,808	\$3,816	\$3,808	\$3,815	\$3,809	\$3,815	\$3,809	\$3,815	\$3,808	\$3,816
Operating Income	\$434	\$596	\$433	\$597	\$433	\$596	\$434	\$596	\$434	\$596	\$433	\$597
Interest Incurred												
Depreciation and Amortization												
Income Taxes	\$87	\$119	\$87	\$119	\$87	\$119	\$87	\$119	\$87	\$119	\$86	\$120
Total Expenses	\$4,604	\$4,697	\$4,604	\$4,698	\$4,603	\$4,698	\$4,603	\$4,698	\$4,604	\$4,697	\$4,603	\$4,699
Net Profit	\$347	\$477	\$346	\$478	\$346	\$477	\$347	\$477	\$347	\$477	\$347	\$477
Net Profit / Sales	7%	9%	7%	9%	7%	9%	7%	9%	7%	9%	7%	9%

2019	Jan '19	Feb '19	Mar '19	Apr '19	May '19	June '19	July '19	Aug '19	Sept '19	Oct '19	Nov '19	Dec '19
Revenue												
Hair Services	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875
Unit Sales	65	65	65	65	65	65	65	65	65	65	65	65
Unit Prices	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Products	\$600	\$750	\$600	\$750	\$600	\$750	\$600	\$750	\$600	\$750	\$600	\$750
Unit Sales	24	30	24	30	24	30	24	30	24	30	24	30
Unit Prices	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
PT Subcontractor Stylists							\$800	\$800	\$800	\$800	\$800	\$800
Unit Sales							2	2	2	2	2	2
Unit Prices	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
PT Subcontractor - Wellness							\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400
Unit Sales							4	4	4	4	4	4
Unit Prices	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350
FT Subcontractor							\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
Unit Sales							3	3	3	3	3	3
Unit Prices	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Total Revenue	\$5,475	\$5,625	\$5,475	\$5,625	\$5,475	\$5,625	\$9,475	\$9,625	\$9,475	\$9,625	\$9,475	\$9,625
Direct Costs												
product cost	\$300	\$375	\$300	\$375	\$300	\$375	\$300	\$375	\$300	\$375	\$300	\$375
Hair Services	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585
Total Direct Costs	\$885	\$960	\$885	\$960	\$885	\$960	\$885	\$960	\$885	\$960	\$885	\$960
Gross Margin	\$4,590	\$4,665	\$4,590	\$4,665	\$4,590	\$4,665	\$8,590	\$8,665	\$8,590	\$8,665	\$8,590	\$8,665

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Gross Margin %	84%	83%	84%	83%	84%	83%	91%	90%	91%	90%	91%	90%
Operating Expenses												
Salaries and Wages												
Emilene	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Total Salaries & Wages	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Employee Related Expenses												
Advertising	\$164	\$169	\$164	\$169	\$164	\$169	\$284	\$289	\$284	\$289	\$284	\$289
credit card charges	\$164	\$169	\$164	\$169	\$164	\$169	\$284	\$289	\$284	\$289	\$284	\$289
Dues and subscriptions	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Insurance	\$700	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Legal and auditing	\$2,000	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Maintenance and repairs	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Office supplies	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
Lease	\$400	\$400	\$400	\$400	\$400	\$400	\$2,353	\$2,353	\$2,353	\$2,353	\$2,353	\$2,353
Shop Supplies	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Telephone & Internet	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165
Utilities	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350
vehicle salon	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Amortization of Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Total Operating Expenses	\$7,458	\$4,968	\$4,958	\$4,968	\$4,958	\$4,968	\$7,151	\$7,161	\$7,151	\$7,161	\$7,151	\$7,161
Operating Income	(\$2,869)	(\$302)	(\$369)	(\$302)	(\$369)	(\$302)	\$1,438	\$1,505	\$1,438	\$1,505	\$1,438	\$1,505
Interest Incurred		\$323	\$321	\$319	\$318	\$316	\$313	\$312	\$311	\$308	\$306	\$305
Depreciation and Amortization	\$345	\$345	\$346	\$345	\$345	\$345	\$346	\$345	\$345	\$345	\$346	\$345
Income Taxes	(\$643)	(\$194)	(\$207)	(\$192)	\$0	\$0	\$0	\$0	\$81	\$171	\$157	\$171
Total Expenses	\$8,045	\$6,402	\$6,303	\$6,400	\$6,506	\$6,589	\$8,695	\$8,778	\$8,773	\$8,945	\$8,845	\$8,941
Net Profit	(\$2,571)	(\$777)	(\$828)	(\$775)	(\$1,031)	(\$964)	\$780	\$847	\$702	\$680	\$630	\$684
Net Profit / Sales	(47%)	(14%)	(15%)	(14%)	(19%)	(17%)	8%	9%	7%	7%	7%	7%

2020	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20
Revenue												
Hair Services	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875	\$4,875
Unit Sales	65	65	65	65	65	65	65	65	65	65	65	65
Unit Prices	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Products	\$900	\$1,050	\$900	\$1,050	\$900	\$1,050	\$900	\$1,050	\$900	\$1,050	\$900	\$1,050
Unit Sales	36	42	36	42	36	42	36	42	36	42	36	42
Unit Prices	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
PT Subcontractor Stylists	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Unit Sales	2	2	2	2	2	2	2	2	2	2	2	2
Unit Prices	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
PT Subcontractor - Wellness	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100
Unit Sales	6	6	6	6	6	6	6	6	6	6	6	6
Unit Prices	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350
FT Subcontractor	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
Unit Sales	3	3	3	3	3	3	3	3	3	3	3	3
Unit Prices	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Total Revenue	\$10,475	\$10,625	\$10,475	\$10,625	\$10,475	\$10,625	\$10,475	\$10,625	\$10,475	\$10,625	\$10,475	\$10,625
Direct Costs												
product cost	\$450	\$525	\$450	\$525	\$450	\$525	\$450	\$525	\$450	\$525	\$450	\$525
Hair Services	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585
Total Direct Costs	\$1,035	\$1,110	\$1,035	\$1,110	\$1,035	\$1,110	\$1,035	\$1,110	\$1,035	\$1,110	\$1,035	\$1,110
Gross Margin	\$9,440	\$9,515	\$9,440	\$9,515	\$9,440	\$9,515	\$9,440	\$9,515	\$9,440	\$9,515	\$9,440	\$9,515

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Gross Margin %	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Operating Expenses												
Salaries and Wages												
Emilene	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Total Salaries & Wages	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Employee Related Expenses												
Advertising	\$314	\$319	\$314	\$319	\$314	\$319	\$314	\$319	\$314	\$319	\$314	\$319
credit card charges	\$314	\$319	\$314	\$319	\$314	\$319	\$314	\$319	\$314	\$319	\$314	\$319
Dues and subscriptions	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Insurance	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175
Legal and auditing	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Maintenance and repairs	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Office supplies	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
Lease	\$2,353	\$2,353	\$2,353	\$2,353	\$2,353	\$2,353	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Shop Supplies	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Telephone & Internet	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165
Utilities	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350
vehicle salon	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Amortization of Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Total Operating Expenses	\$7,336	\$7,346	\$7,336	\$7,346	\$7,336	\$7,346	\$7,383	\$7,393	\$7,383	\$7,393	\$7,383	\$7,393
Operating Income	\$2,103	\$2,170	\$2,103	\$2,170	\$2,103	\$2,170	\$2,056	\$2,123	\$2,056	\$2,123	\$2,056	\$2,123
Interest Incurred	\$302	\$301	\$299	\$296	\$295	\$293	\$291	\$289	\$287	\$285	\$282	\$281
Depreciation and Amortization	\$345	\$345	\$346	\$345	\$345	\$345	\$346	\$345	\$345	\$345	\$345	\$346
Income Taxes	\$291	\$305	\$292	\$305	\$293	\$306	\$284	\$298	\$285	\$298	\$286	\$299
Total Expenses	\$9,310	\$9,407	\$9,307	\$9,403	\$9,304	\$9,400	\$9,339	\$9,434	\$9,336	\$9,430	\$9,333	\$9,427
Net Profit	\$1,165	\$1,218	\$1,168	\$1,222	\$1,171	\$1,225	\$1,136	\$1,191	\$1,139	\$1,195	\$1,142	\$1,198
Net Profit / Sales	11%	11%	11%	12%	11%	12%	11%	11%	11%	11%	11%	11%

	2018	2019	2020	2021	2022
Revenue					
Hair Services	\$56,700	\$58,500	\$58,500	\$58,500	\$58,500
Unit Sales	756	780	780	780	780
Unit Prices	\$75	\$75	\$75	\$75	\$75
Products	\$4,050	\$8,100	\$11,700	\$12,500	\$13,750
Unit Sales	162	324	468	500	550
Unit Prices	\$25	\$25	\$25	\$25	\$25
PT Subcontractor Stylists		\$4,800	\$9,600	\$9,600	\$9,600
Unit Sales		12	24	24	24
Unit Prices		\$400	\$400	\$400	\$400
PT Subcontractor -Wellness		\$8,400	\$25,200	\$25,200	\$25,200
Unit Sales		24	72	72	72
Unit Prices		\$350	\$350	\$350	\$350
FT Subcontractor		\$10,800	\$21,600	\$21,600	\$21,600
Unit Sales		18	36	36	36
Unit Prices		\$600	\$600	\$600	\$600
Total Revenue	\$60,750	\$90,600	\$126,600	\$127,400	\$128,650
Direct Costs					
product cost	\$2,025	\$4,050	\$5,850	\$6,250	\$6,875
Hair Services	\$6,804	\$7,020	\$7,020	\$7,020	\$7,020
Total Direct Costs	\$8,829	\$11,070	\$12,870	\$13,270	\$13,895
Gross Margin	\$51,921	\$79,530	\$113,730	\$114,130	\$114,755
Gross Margin %	85%	88%	90%	90%	89%
Operating Expenses					
Salaries and Wages					
Emilene	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000

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Total Salaries & Wages	\$36,000	\$36,000	\$36,000	\$36,000	\$36,000
Employee Related Expenses					
Advertising		\$2,718	\$3,798	\$3,822	\$3,860
credit card charges	\$1,823	\$2,718	\$3,798	\$3,822	\$3,859
Dues and subscriptions		\$1,200	\$1,200	\$1,200	\$1,200
Insurance	\$480	\$2,350	\$2,100	\$2,250	\$2,500
Legal and auditing	\$180	\$2,550	\$600	\$600	\$600
Maintenance and repairs		\$600	\$600	\$600	\$600
Office supplies		\$300	\$300	\$300	\$300
Lease	\$4,800	\$16,518	\$28,518	\$29,088	\$29,670
Shop Supplies		\$3,600	\$4,800	\$6,000	\$7,000
Telephone & Internet	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980
Utilities		\$4,200	\$4,200	\$4,200	\$4,200
vehicle salon	\$480	\$480	\$480	\$480	\$480
Amortization of Other Current Assets		\$0	\$0	\$0	\$0
Total Operating Expenses	\$45,743	\$75,214	\$88,374	\$90,342	\$92,249
Operating Income	\$6,179	\$4,316	\$25,356	\$23,788	\$22,506
Interest Incurred		\$3,452	\$3,501	\$3,205	\$2,883
Depreciation and Amortization		\$4,143	\$4,143	\$4,143	\$4,142
Income Taxes	\$1,236	(\$656)	\$3,542	\$3,288	\$3,096
Total Expenses	\$55,808	\$93,222	\$112,430	\$114,248	\$116,266
Net Profit	\$4,943	(\$2,623)	\$14,170	\$13,152	\$12,384
Net Profit / Sales	8%	(3%)	11%	10%	10%

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Balance Sheet (With Monthly Detail)

2018	Jan '18	Feb '18	Mar '18	Apr '18	May '18	June '18	July '18	Aug '18	Sept '18	Oct '18	Nov '18	Dec '18
Cash	\$706	\$1,587	\$2,292	\$2,052	\$2,757	\$3,638	\$3,177	\$4,058	\$4,764	\$4,522	\$5,228	\$6,109
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory												
Other Current Assets												
Total Current Assets	\$706	\$1,587	\$2,292	\$2,052	\$2,757	\$3,638	\$3,177	\$4,058	\$4,764	\$4,522	\$5,228	\$6,109
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	\$706	\$1,587	\$2,292	\$2,052	\$2,757	\$3,638	\$3,177	\$4,058	\$4,764	\$4,522	\$5,228	\$6,109
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$87	\$206	\$293	\$119	\$206	\$325	\$87	\$206	\$293	\$119	\$205	\$325
Sales Taxes Payable	\$272	\$557	\$829	\$285	\$557	\$842	\$272	\$557	\$829	\$284	\$557	\$841
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$359	\$763	\$1,122	\$404	\$763	\$1,167	\$359	\$763	\$1,122	\$403	\$762	\$1,166
Long-Term Debt												

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Total Liabilities	\$359	\$763	\$1,122	\$404	\$763	\$1,167	\$359	\$763	\$1,122	\$403	\$762	\$1,166
Paid-In Capital												
Retained Earnings												
Earnings	\$347	\$824	\$1,170	\$1,648	\$1,994	\$2,471	\$2,818	\$3,295	\$3,642	\$4,119	\$4,466	\$4,943
Total Owner's Equity	\$347	\$824	\$1,170	\$1,648	\$1,994	\$2,471	\$2,818	\$3,295	\$3,642	\$4,119	\$4,466	\$4,943
Total Liabilities & Equity	\$706	\$1,587	\$2,292	\$2,052	\$2,757	\$3,638	\$3,177	\$4,058	\$4,764	\$4,522	\$5,228	\$6,109

2019	Jan '19	Feb '19	Mar '19	Apr '19	May '19	June '19	July '19	Aug '19	Sept '19	Oct '19	Nov '19	Dec '19
Cash	\$10,200	\$9,607	\$8,615	\$7,110	\$6,442	\$5,850	\$6,168	\$7,481	\$8,719	\$8,825	\$10,063	\$11,376
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory												
Other Current Assets	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500
Total Current Assets	\$33,700	\$33,108	\$32,115	\$30,610	\$29,942	\$29,350	\$29,668	\$30,981	\$32,219	\$32,325	\$33,563	\$34,876
Long-Term Assets	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000
Accumulated Depreciation	(\$345)	(\$690)	(\$1,036)	(\$1,381)	(\$1,726)	(\$2,071)	(\$2,417)	(\$2,762)	(\$3,107)	(\$3,452)	(\$3,798)	(\$4,143)
Total Long-Term Assets	\$28,655	\$28,310	\$27,964	\$27,619	\$27,274	\$26,929	\$26,583	\$26,238	\$25,893	\$25,548	\$25,202	\$24,857
Total Assets	\$62,355	\$61,417	\$60,079	\$58,229	\$57,216	\$56,278	\$56,251	\$57,219	\$58,112	\$57,872	\$58,765	\$59,733
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	(\$318)	(\$512)	(\$1,044)	(\$1,236)	(\$1,236)	(\$1,236)	(\$1,236)	(\$1,236)	(\$1,155)	(\$984)	(\$827)	(\$656)
Sales Taxes Payable	\$301	\$611	\$912	\$309	\$610	\$920	\$400	\$808	\$1,208	\$409	\$809	\$1,217
Short-Term Debt	\$3,446	\$3,468	\$3,490	\$3,513	\$3,536	\$3,558	\$3,581	\$3,605	\$3,628	\$3,651	\$3,675	\$3,699
Prepaid Revenue												
Total Current Liabilities	\$3,429	\$3,567	\$3,358	\$2,586	\$2,910	\$3,242	\$2,745	\$3,177	\$3,681	\$3,076	\$3,657	\$4,260
Long-Term Debt	\$46,554	\$46,255	\$45,954	\$45,650	\$45,345	\$45,038	\$44,729	\$44,418	\$44,105	\$43,790	\$43,472	\$43,153
Total Liabilities	\$49,983	\$49,822	\$49,312	\$48,236	\$48,255	\$48,281	\$47,474	\$47,594	\$47,786	\$46,866	\$47,129	\$47,413

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Paid-In Capital	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Retained Earnings	\$4,943	\$4,943	\$4,943	\$4,943	\$4,943	\$4,943	\$4,943	\$4,943	\$4,943	\$4,943	\$4,943	\$4,943
Earnings	(\$2,571)	(\$3,347)	(\$4,175)	(\$4,950)	(\$5,982)	(\$6,945)	(\$6,166)	(\$5,318)	(\$4,616)	(\$3,936)	(\$3,306)	(\$2,623)
Total Owner's Equity	\$12,372	\$11,595	\$10,767	\$9,992	\$8,961	\$7,997	\$8,777	\$9,624	\$10,326	\$11,006	\$11,636	\$12,320
Total Liabilities & Equity	\$62,355	\$61,417	\$60,079	\$58,229	\$57,216	\$56,278	\$56,251	\$57,219	\$58,112	\$57,872	\$58,765	\$59,733

2020	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20
Cash	\$12,079	\$14,073	\$16,649	\$16,498	\$18,418	\$20,413	\$20,114	\$22,062	\$23,935	\$23,758	\$25,630	\$27,578
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory												
Other Current Assets	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500	\$23,500
Total Current Assets	\$35,579	\$37,573	\$40,149	\$39,998	\$41,918	\$43,913	\$43,614	\$45,562	\$47,435	\$47,258	\$49,130	\$51,078
Long-Term Assets	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000
Accumulated Depreciation	(\$4,488)	(\$4,833)	(\$5,179)	(\$5,524)	(\$5,869)	(\$6,214)	(\$6,560)	(\$6,905)	(\$7,250)	(\$7,595)	(\$7,940)	(\$8,286)
Total Long-Term Assets	\$24,512	\$24,167	\$23,821	\$23,476	\$23,131	\$22,786	\$22,440	\$22,095	\$21,750	\$21,405	\$21,060	\$20,714
Total Assets	\$60,091	\$61,740	\$63,970	\$63,474	\$65,049	\$66,698	\$66,054	\$67,657	\$69,185	\$68,662	\$70,190	\$71,792
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	(\$365)	(\$60)	\$888	\$305	\$598	\$904	\$284	\$582	\$867	\$298	\$584	\$883
Sales Taxes Payable	\$417	\$842	\$1,258	\$425	\$842	\$1,267	\$416	\$841	\$1,258	\$425	\$841	\$1,266
Short-Term Debt	\$3,722	\$3,746	\$3,771	\$3,795	\$3,820	\$3,844	\$3,869	\$3,894	\$3,919	\$3,944	\$3,970	\$3,996
Prepaid Revenue												
Total Current Liabilities	\$3,774	\$4,528	\$5,917	\$4,525	\$5,260	\$6,015	\$4,569	\$5,317	\$6,044	\$4,667	\$5,395	\$6,145
Long-Term Debt	\$42,832	\$42,509	\$42,183	\$41,855	\$41,526	\$41,194	\$40,860	\$40,524	\$40,186	\$39,845	\$39,503	\$39,158
Total Liabilities	\$46,606	\$47,037	\$48,100	\$46,380	\$46,785	\$47,209	\$45,429	\$45,841	\$46,230	\$44,513	\$44,897	\$45,302

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Paid-In Capital	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Retained Earnings	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320
Earnings	\$1,165	\$2,383	\$3,551	\$4,773	\$5,944	\$7,169	\$8,306	\$9,496	\$10,635	\$11,830	\$12,972	\$14,170
Total Owner's Equity	\$13,485	\$14,703	\$15,871	\$17,093	\$18,264	\$19,489	\$20,625	\$21,816	\$22,955	\$24,150	\$25,292	\$26,490
Total Liabilities & Equity	\$60,091	\$61,740	\$63,970	\$63,474	\$65,049	\$66,698	\$66,054	\$67,657	\$69,185	\$68,662	\$70,190	\$71,792

	2018	2019	2020	2021	2022
Cash	\$6,109	\$11,376	\$27,578	\$40,829	\$53,010
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory					
Other Current Assets		\$23,500	\$23,500	\$23,500	\$23,500
Total Current Assets	\$6,109	\$34,876	\$51,078	\$64,329	\$76,510
Long-Term Assets		\$29,000	\$29,000	\$29,000	\$29,000
Accumulated Depreciation		(\$4,143)	(\$8,286)	(\$12,429)	(\$16,571)
Total Long-Term Assets		\$24,857	\$20,714	\$16,571	\$12,429
Total Assets	\$6,109	\$59,733	\$71,792	\$80,900	\$88,939
Accounts Payable	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$325	(\$656)	\$883	\$827	\$781
Sales Taxes Payable	\$841	\$1,217	\$1,266	\$1,273	\$1,291
Short-Term Debt		\$3,699	\$3,996	\$4,316	\$4,663
Prepaid Revenue					
Total Current Liabilities	\$1,166	\$4,260	\$6,145	\$6,416	\$6,735
Long-Term Debt		\$43,153	\$39,158	\$34,841	\$30,178
Total Liabilities	\$1,166	\$47,413	\$45,302	\$41,258	\$36,913
Paid-In Capital		\$10,000	\$10,000	\$10,000	\$10,000
Retained Earnings		\$4,943	\$2,320	\$16,490	\$29,642
Earnings	\$4,943	(\$2,623)	\$14,170	\$13,153	\$12,384
Total Owner's Equity	\$4,943	\$12,320	\$26,490	\$39,642	\$52,026
Total Liabilities & Equity	\$6,109	\$59,733	\$71,792	\$80,900	\$88,939

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Cash Flow Statement (With Monthly Detail)

2018	Jan '18	Feb '18	Mar '18	Apr '18	May '18	June '18	July '18	Aug '18	Sept '18	Oct '18	Nov '18	Dec '18
Net Cash Flow from Operations												
Net Profit	\$347	\$477	\$346	\$478	\$346	\$477	\$347	\$477	\$347	\$477	\$347	\$477
Depreciation & Amortization												
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$87	\$119	\$87	(\$174)	\$87	\$119	(\$238)	\$119	\$87	(\$174)	\$86	\$120
Change in Sales Tax Payable	\$272	\$285	\$272	(\$544)	\$272	\$285	(\$570)	\$285	\$272	(\$545)	\$273	\$284
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$706	\$881	\$706	(\$241)	\$706	\$881	(\$462)	\$881	\$706	(\$242)	\$707	\$880
Investing & Financing												
Assets Purchased or Sold												

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Investments
Received

Change in
Long-Term
Debt

Change in
Short-Term
Debt

Dividends &
Distributions

**Net Cash
Flow from
Investing &
Financing**

Cash at Beginning of Period	\$0	\$706	\$1,587	\$2,292	\$2,052	\$2,757	\$3,638	\$3,177	\$4,058	\$4,764	\$4,522	\$5,228
Net Change in Cash	\$706	\$881	\$706	(\$241)	\$706	\$881	(\$462)	\$881	\$706	(\$242)	\$707	\$880
Cash at End of Period	\$706	\$1,587	\$2,292	\$2,052	\$2,757	\$3,638	\$3,177	\$4,058	\$4,764	\$4,522	\$5,228	\$6,109

2019	Jan '19	Feb '19	Mar '19	Apr '19	May '19	June '19	July '19	Aug '19	Sept '19	Oct '19	Nov '19	Dec '19
Net Cash Flow from Operations												
Net Profit	(\$2,571)	(\$777)	(\$828)	(\$775)	(\$1,031)	(\$964)	\$780	\$847	\$702	\$680	\$630	\$684
Depreciation & Amortization	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	(\$643)	(\$194)	(\$532)	(\$192)	\$0	\$0	\$0	\$0	\$81	\$171	\$157	\$171
Change in Sales Tax Payable	(\$540)	\$310	\$301	(\$603)	\$301	\$310	(\$520)	\$408	\$400	(\$799)	\$400	\$408
Change in Prepaid Revenue												
Net Cash Flow from Operations	(\$3,409)	(\$315)	(\$714)	(\$1,225)	(\$385)	(\$308)	\$605	\$1,600	\$1,528	\$397	\$1,532	\$1,608
Investing & Financing												
Assets Purchased or Sold	(\$52,500)											
Investments Received	\$10,000											

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Change in Long-Term Debt	\$46,554	(\$299)	(\$301)	(\$303)	(\$305)	(\$307)	(\$309)	(\$311)	(\$313)	(\$315)	(\$317)	(\$319)
Change in Short-Term Debt	\$3,446	\$22	\$22	\$23	\$23	\$23	\$23	\$23	\$23	\$23	\$24	\$24
Dividends & Distributions												
Net Cash Flow from Investing & Financing	\$7,500	(\$277)	(\$279)	(\$281)	(\$282)	(\$284)	(\$286)	(\$288)	(\$290)	(\$292)	(\$294)	(\$296)
Cash at Beginning of Period	\$6,109	\$10,200	\$9,607	\$8,615	\$7,110	\$6,442	\$5,850	\$6,168	\$7,481	\$8,719	\$8,825	\$10,063
Net Change in Cash	\$4,092	(\$593)	(\$992)	(\$1,505)	(\$668)	(\$592)	\$319	\$1,313	\$1,238	\$106	\$1,238	\$1,313
Cash at End of Period	\$10,200	\$9,607	\$8,615	\$7,110	\$6,442	\$5,850	\$6,168	\$7,481	\$8,719	\$8,825	\$10,063	\$11,376

2020	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20
Net Cash Flow from Operations												
Net Profit	\$1,165	\$1,218	\$1,168	\$1,222	\$1,171	\$1,225	\$1,136	\$1,191	\$1,139	\$1,195	\$1,142	\$1,198
Depreciation & Amortization	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345	\$345
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$291	\$305	\$948	(\$583)	\$293	\$306	(\$620)	\$298	\$285	(\$569)	\$286	\$299
Change in Sales Tax Payable	(\$800)	\$425	\$416	(\$833)	\$417	\$425	(\$851)	\$425	\$417	(\$833)	\$416	\$425
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$1,001	\$2,294	\$2,877	\$152	\$2,226	\$2,302	\$11	\$2,259	\$2,187	\$138	\$2,190	\$2,267
Investing & Financing												
Assets Purchased or Sold												
Investments Received												

Change in Long-Term Debt	(\$321)	(\$323)	(\$325)	(\$328)	(\$330)	(\$332)	(\$334)	(\$336)	(\$338)	(\$340)	(\$343)	(\$345)
Change in Short-Term Debt	\$24	\$24	\$24	\$24	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$26
Dividends & Distributions												
Net Cash Flow from Investing & Financing	(\$297)	(\$299)	(\$301)	(\$303)	(\$305)	(\$307)	(\$309)	(\$311)	(\$313)	(\$315)	(\$317)	(\$319)
Cash at Beginning of Period	\$11,376	\$12,079	\$14,073	\$16,649	\$16,498	\$18,418	\$20,413	\$20,114	\$22,062	\$23,935	\$23,758	\$25,630
Net Change in Cash	\$703	\$1,994	\$2,576	(\$152)	\$1,921	\$1,994	(\$298)	\$1,948	\$1,873	(\$177)	\$1,872	\$1,947
Cash at End of Period	\$12,079	\$14,073	\$16,649	\$16,498	\$18,418	\$20,413	\$20,114	\$22,062	\$23,935	\$23,758	\$25,630	\$27,578

	2018	2019	2020	2021	2022
Net Cash Flow from Operations					
Net Profit	\$4,943	(\$2,623)	\$14,170	\$13,152	\$12,384
Depreciation & Amortization		\$4,143	\$4,143	\$4,143	\$4,143
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Change in Inventory					
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$325	(\$981)	\$1,539	(\$56)	(\$46)
Change in Sales Tax Payable	\$841	\$376	\$49	\$7	\$18
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$6,109	\$915	\$19,901	\$17,247	\$16,498
Investing & Financing					
Assets Purchased or Sold		(\$52,500)			
Investments Received		\$10,000			
Change in Long-Term Debt		\$43,153	(\$3,996)	(\$4,316)	(\$4,663)
Change in Short-Term Debt		\$3,699	\$297	\$321	\$347
Dividends & Distributions					
Net Cash Flow from Investing & Financing		\$4,352	(\$3,699)	(\$3,996)	(\$4,316)
Cash at Beginning of Period	\$0	\$6,109	\$11,376	\$27,578	\$40,829
Net Change in Cash	\$6,109	\$5,267	\$16,202	\$13,251	\$12,182
Cash at End of Period	\$6,109	\$11,376	\$27,578	\$40,829	\$53,010

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