

BUSINESS PLAN

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EXECUTIVE SUMMARY

The Company

Something Old, Something New Bridal Boutique will be a start-up retail bridal shop specializing in bridal gowns, bridal party wear, tuxedo rental, flower arrangements, bridal event miscellaneous rentals, and bridal consulting. The business will be located off Exit 7 of I-80 at the Route 338/State Route (SR) 3007 intersection in Wentling Corners, Pennsylvania. Something Old, Something New Bridal Boutique will be a sole proprietorship owned and operated by Rebecca Black, of Marble, Pennsylvania.

The Company Mission

Ms. Black's mission is to establish Something Old, Something New Bridal Boutique as a premier bridal shop committed to providing the highest quality bridal merchandise at fair market prices. The company's products and services will reflect Ms. Black's belief that, as a specialty business creating a once-in-a-lifetime event, her customers will be able to secure all their wedding needs in one place.

Products and Services

Something Old, Something New Bridal Boutique will offer a variety of bridal and attendant attire, tuxedo, rental, bridal consulting, flower arrangements, wedding ceremony and reception miscellaneous items for rent, miscellaneous wedding supplies, and, beginning in the second year, rental of formal dresses. The store will offer a selection of bridal gowns, veils, shoes, gloves, jewelry, lingerie, and miscellaneous items for the bride for her big day. In the attendant-wear line, Something Old, Something New Bridal Boutique will offer gowns and dresses in a variety of styles and price ranges. In addition to bridal and attendant wear, Something Old, Something New Bridal Boutique will offer a selection of clothing for the mother of the bride, including dresses and suits in a variety of styles and price ranges, as well as jewelry, shoes, hats, and gloves for the mother of the bride to wear on her daughter's special day. Something Old, Something New Bridal Boutique will also offer tuxedo rental for the male members of the bridal party. Flower arrangements, wedding invitations, wedding favors ceremony and reception decorations, gifts and accessories will also be offered. The store will provide rental of various items to make the reception hall a delight to the eye, items such as topiary trees, altar arrangements, lattice arbors, vases, etc. See Appendix J for a complete listing of rental items. Something Old, Something New Bridal Boutique will also offer a selection of party dresses for various social occasions, such as proms, sorority functions, holidays, etc. In addition, Ms. Black will offer her services as a bridal consultant, providing a variety of consulting packages to the bride. A final unique offering, beginning the second year, will be the rental of party dresses for any occasion.

Something Old, Something New Bridal Boutique of Wentling Corners will be open six days a week, Monday through Saturday. Hours will be from 10 a.m. to 6 p.m. Monday, Wednesday, and Friday; 10 a.m. to 9 p.m. on Tuesday and Thursday; and 8 a.m. to 4 p.m. on Saturday.

Company Location

Something Old, Something New Bridal Boutique will be located on SR 3007, Wentling Corners, Pennsylvania. The business located to the northeast of the bridal shop are the Wolf's Camping Resort, The Wolf's Den Restaurant, The Wolf's Den Bed and Breakfast, Wolf's Mini-Storage, a Pennzoil gasoline station, Don Hartzell Auto Sales, and Good Tire Service Inc. Located to the south of the bridal shop are the following businesses: BJ's Eatery, Frye's Garage, Kerle Tire Service, Mt. Joy Lanes, and two offices for Clarion Riverhill Gas. To the west of the bridal shop are located Countryside Crafts & Countryside Quilts and Tharan Custom Contracting Inc. Exit 7 of I-80 is located less than one quarter mile from Something Old, Something New Bridal Boutique.

There is storefront parking at Something Old, Something New Bridal Boutique. There is also additional parking located in front of the adjacent businesses. This commercially zoned property is located on Wentling Corners in a 40-ft by 50-ft building. The location affords easy visibility for travelers on either side of SR3007, which is the access road to I-80 at Exit 7.

Marketing and Sales Strategy

Something Old, Something New Bridal Boutique will quickly develop a reputation for quality merchandise and service, which will help to expand the customer base for the new store. In addition, one of the shop's employees, Rebecca Black, sister-in-law of the owner, has six years of experience in bridal shop operations. The sister-in-law will be referred to as Becky Black hereinafter, to avoid confusion. In addition to assisting Rebecca Black in day-to-day operations, Becky Black will provide assistance to the company during the annual buying trip, better assuring a proper mix of inventory items. Becky Black, the employee, has agreed to fill in for Rebecca Black, the owner, for vacations and emergencies.

Promotional efforts will include advertising in local publications, Yellow Page advertisements, promotional letters in response to engagement announcements, "monthly specials", fashion shows, advertising in school publications, and cross-promotional advertising with appropriate bridal industry vendors. These efforts will combine to inform the public that Something Old, Something New Bridal Boutique will be promoted as a complete bridal store.

A combination of newspaper and radio advertising will be used, with repetition being the key to advertising success. Available services will be advertised to keep the name of Something Old, Something New Bridal Boutique in the public's eye. Special methods of promotion, such as fashion shows, will be planned regularly. Ms. Black has provided wedding consulting services in the past, including consulting on flowers, decorations, clothing patterns, and colors of attire. She also is an excellent seamstress and has created a number of dresses for various weddings. She, personally, will do some of the tailoring for the shop.

The Competition

Something Old, Something New Bridal Boutique has several closely located competitors, including her foremost local competitor, Jeanne's Bridal Shop of Van. Ms. Black will be purchasing the assets of what would have been another primary competitor – Cloud Nine, which is located in Clarion. Several florist shops in Knox and Clarion offer primary competition for the floral arranging segment of the business. These shops include Vickers Florist and Gehres Gift & Flower Shop, both located in Knox; and The Flower Center, Flowers N' Bows, Wilshire's Flowers & Gifts, and Phillips Flowers, all located in Clarion. Competition for the sale of invitations will come from Matthew's Hallmark with locations in Clarions and the Cranberry Mall, Banker's Supply House of Clarion, and Knox Printing of Knox. Competitors for the rental of reception items will be Clarion Candy Company and Scott Rental, both of Shippenville, and Grand Rental Station of Cranberry. Competition for tuxedo rental will come from various dry cleaning establishments, such as Town and Country Cleaners of Clarion and Brockville, as well as from a number of clothing stores, such as Wear Else and Crooks Clothing, both of Clarion. There are no competitors for the bridal consulting services.

Management

Something Old, Something New Bridal Boutique will be owned and operated by Rebecca Black. Ms. Black will be responsible for the development of the business and will serve as the day-to-day manager, developing operational policy and initiating personnel policy. Her husband, Benjamin Black, a professional contractor, will oversee leasehold renovations and general building maintenance. Ms. Black will handle the bookkeeping and banking duties for the store. Something Old, Something New Bridal Boutique will employ one full-time person. A second individual will be employed on a part-time basis, working approximately 20 hours per week. These individuals will assist in clerical, sales, and general labor duties.

Financials

For the year ending October 31, 1996, Something Old, Something New Bridal Boutique projects net income to be \$20,411, with an ending cash balance of \$5,000. The net income and ending cash balance for the year ending October 31, 1997 are projected to be \$29,209 and \$16,360, respectively. For the year ending October 31, 1998, net income is projected to be \$41,511, with an ending cash balance of \$33,697. Break-even sales for the three years ending October 31, 1996, 1997, & 1998 are \$108,785, \$113,489, and \$122,177, respectively.

Funds Sought and Utilization

Rebecca Black is seeking a commercial loan of \$50,000. To this amount, she will be adding \$13,000 in equity funds. The application of funding will be as follows: Inventory - \$27,300; Furniture and Fixtures - \$8,443; Leasehold Improvements - \$16,713; Alarm System - \$300; Supplies Inventory - \$1,000; Rental Inventory - \$1,000; Gifts Inventory - \$300; Computer System - \$3,350; and Working Capital - \$4,594.