

# **TLC WEDDING CONSULTANTS**

**No. 15 Old Town Road, Dallas, Texas, United States of America**

## Non-Disclosure and Confidentiality Agreement

I, Miss Anyanwu Miriam Chidinma, the sole proprietor of this franchise and Miss Aluge Elinor (Recipient) hereby agree that all financial and other information that is, has and will receive concerning TLC Wedding Consultants is confidential and will not be disclosed to any other individual or entity without prior written consent.

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# TLC Wedding Consultants

## 1.0 Executive Summary

TLC Wedding Consultants is a full-service company that provides complete consulting services for weddings, holy unions and anniversaries. Our consultants are experienced and dedicated professionals with many years of event planning experience. TLC is unique in that we give our clients our undivided attention. We listen to their needs and work with them to create the event of their dreams. Our clients' wishes become our commands. So, whether our client wants a Western, Tropical, Las Vegas or more traditional wedding, we can help. Our services include weddings, honeymoons, receptions, anniversary consultations, budget planning, answers to etiquette questions, as well as full-service referrals to florists, hair stylists, entertainers, musicians, etc.

## 1.2 Objectives

Whether this is our client's first wedding, a renewal of their vows or their anniversary, we want every detail of their event to be both a pleasurable and a memorable experience. Therefore we offer a host of packages and services specifically tailored to the needs of each couple. We are confident that this business venture will be a success and we estimate that our net income will increase modestly by the second year.

## 2.0 Company Summary

TLC Wedding Consultants is a start-up company that provides wedding, holy union, and anniversary consulting services to brides, grooms and other family members. We are a full-service bridal consulting group and our goal is to put the "fun" back into planning a wedding, holy union or anniversary party. Too many people become overly stressed and frustrated when planning these wonderful events. We are experienced and professional consultants and will use our expertise to help create memorable and stress free events for our customers. By doing this, our clients can sit back and enjoy their event. The result? We create events suited to the couple's unique style--a true expression of their relationship and individuality as a couple.

## 2.1 Company Ownership

This business will start out as a simple proprietorship, owned by its founder, Anyanwu Miriam Chidinma. As the operation grows, the owners will consider re-registering as a limited liability company or as a corporation, whichever will better suite the future business needs.

## 2.2 Start-up Summary

The company founder, Anyanwu Miriam Chidinma, will handle day-to-day operations of the plan and will work collaboratively to ensure that this business venture is a success.

We estimate that our start-up costs will be \$3,000 (including legal costs, logo design, advertising, direct mail, and related expenses). An additional \$5,000 will be required in the bank account as an operating capital for the first two months of operation. The start-up costs are to be financed in equal portions by the owner's personal funds.

## 2.3 Company Locations and Facilities

Initially this will be a home-based business; however, by Year 5, we intend to expand our facilities into a well-equipped and operational office.

## 3.0 Services

We are a full-service wedding consultant group and provide the following services: etiquette advice, event scheduling, discounted invitations and products, vendor confirmation, rehearsal attendance, supervision of both ceremony and reception setup and budget planning.

## 4.0 Market Analysis Summary

Nearly \$35 billion are spent every year on weddings and receptions. Therefore, professional wedding consultants are a commodity, not a calamity. TLC Wedding Consultants are full-service wedding consultants that offer a variety of services to our clients. We pride ourselves on being professional and courteous at all times and we have packages to suit everyone's needs.

As previously stated, marriage is a billion dollar industry, therefore, just about everyone we meet is a potential client. However, we mostly advertise to brides, grooms, and family members.

#### 4.3.1 Competition and Buying Patterns

Competitive analysis conducted by the company owners has shown that there are 20 companies currently offering some sort of wedding planning services in the Eugene area. However, the majority of the incumbent competitors offer only a limited line of services like catering, flower arrangements or gifts. In fact, of these 25 competitors only three offered a range of services comparable with what TLC Wedding Consultants plan to offer to its customers. The following is the list of the major competitors with a brief description of their services:

- Rent-An-Action offers ceremony preparation, rehearsing and execution services.
- Cross & Reeves provide flower and catering arrangements and wedding consulting services.
- Lafayette Wedding offers its clients entertaining, catering, floral design and hair styling services.

The market research has also shown that customers anticipate the complete wedding consulting services to be expensive and they budget accordingly. In fact, lower prices are very often associated with poor service quality. By aggregating a complete range of wedding services under one roof, TLC Wedding Consultants will offer its customers the ease of one-stop shopping.

#### 5.2 Sales Strategy

The company's sales strategy will be based on the following elements:

- Advertising in the Yellow Pages - two inch by three inch ads describing the services will be placed in the local Yellow Pages.
- Placing advertisements in the local press, including The Register Guard, Eugene Weekly, The Oregon Daily Emerald.
- Developing affiliate relationships with other service providers (florists, hair stylists, caterers) that would receive a percentage of sales to the referred customers.
- Word of mouth referrals - generating sales leads in the local community through customer referrals.

6.1 Personnel Plan

Initially, TLC Wedding Consultants' personnel will include only the one owner, who will be working full time. As the personnel plan (appendix) shows, we expect to hire an additional wedding consultant in the next year. This person will work full time, but will not be included in the management decisions.

7.0 Financial Plan

The following subtopics represent the financial plan of TLC Wedding Consultants.

7.1 Break-even Analysis

The following table summarizes our break-even analysis.

Table: Break-even Analysis

<i>Break-even Analysis</i>	
Monthly Revenue Break-even	\$4,804
Assumptions:	
Average Percent Variable Cost	0%
<b>Estimated Monthly Fixed Cost</b>	<b>\$4,804</b>

7.2 Projected Profit and Loss

Our projected profit and loss are shown in the following table.

Table: Profit and Loss

<i>Pro Forma Profit and Loss</i>	Year 1	Year 2	Year 3
Sales	\$95,300	\$114,360	\$125,796
Direct Cost of Sales	\$0	\$0	\$0
Other	\$0	\$0	\$0
Total Cost of Sales	\$0	\$0	\$0
Gross Margin	\$95,300	\$114,360	\$125,796

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Gross Margin %	100.00%	100.00%	100.00%
Expenses			
Payroll	\$53,100	\$76,200	\$85,800
Sales and Marketing and Other Expenses	\$4,550	\$1,000	\$2,000
Depreciation	\$0	\$0	\$0
Leased Equipment	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Insurance	\$0	\$0	\$0
Rent	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0
Other	\$0	\$0	\$0
Total Operating Expenses	\$57,650	\$77,200	\$87,800
Profit Before Interest and Taxes	\$37,650	\$37,160	\$37,996
EBITDA	\$37,650	\$37,160	\$37,996
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$9,443	\$9,290	\$9,657
Net Profit	\$28,208	\$27,870	\$28,339
<b>Net Profit/Sales</b>	<b>29.60%</b>	<b>24.37%</b>	<b>22.53%</b>

Table: Cash Flow

<i>Pro Forma Cash Flow</i>	Year 1	Year 2	Year 3
Cash Received			
Cash from Operations			
Cash Sales	\$38,120	\$45,744	\$50,318
Cash from Receivables	\$45,494	\$66,279	\$74,075
Subtotal Cash from Operations	\$83,614	\$112,023	\$124,394
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0

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Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
Subtotal Cash Received	\$83,614	\$112,023	\$124,394
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending	\$53,100	\$76,200	\$85,800
Bill Payments	\$12,748	\$10,689	\$11,545
Subtotal Spent on Operations	\$65,848	\$86,889	\$97,345
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
Subtotal Cash Spent	\$65,848	\$86,889	\$97,345
Net Cash Flow	\$17,766	\$25,134	\$27,049
<b>Cash Balance</b>	\$22,766	\$47,900	\$74,949

#### 7.4 Projected Balance Sheet

Three years of annual totals are presented in the Projected Balance Sheet below.

Table: Balance Sheet

<i>Pro Forma Balance Sheet</i>			
	Year 1	Year 2	Year 3
Assets			
Current Assets			
Cash	\$22,766	\$47,900	\$74,949
Accounts Receivable	\$11,686	\$14,023	\$15,426



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Other Current Assets	\$0	\$0	\$0
Total Current Assets	\$34,452	\$61,923	\$90,374
Long-term Assets			
Long-term Assets	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0
Total Long-term Assets	\$0	\$0	\$0
Total Assets	\$34,452	\$61,923	\$90,374
Liabilities and Capital	Year 1	Year 2	Year 3
Current Liabilities			
Accounts Payable	\$1,245	\$846	\$958
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
Subtotal Current Liabilities	\$1,245	\$846	\$958
Long-term Liabilities	\$0	\$0	\$0
Total Liabilities	\$1,245	\$846	\$958
Paid-in Capital	\$8,000	\$8,000	\$8,000
Retained Earnings	(\$3,000)	\$25,208	\$53,078
Earnings	\$28,208	\$27,870	\$28,339
Total Capital	\$33,208	\$61,078	\$89,416
Total Liabilities and Capital	\$34,452	\$61,923	\$90,374
<b>Net Worth</b>	\$33,207	\$61,078	\$89,416

Appendix

Table: Personnel

<i>Personnel Plan</i>		Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month	Month
		1	2	3	4	5	6	7	8	9	10	11	12
Owner	0%	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$5,700	\$5,700	\$5,700
Other	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total People		0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Payroll</b>		\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$5,700	\$5,700	\$5,700