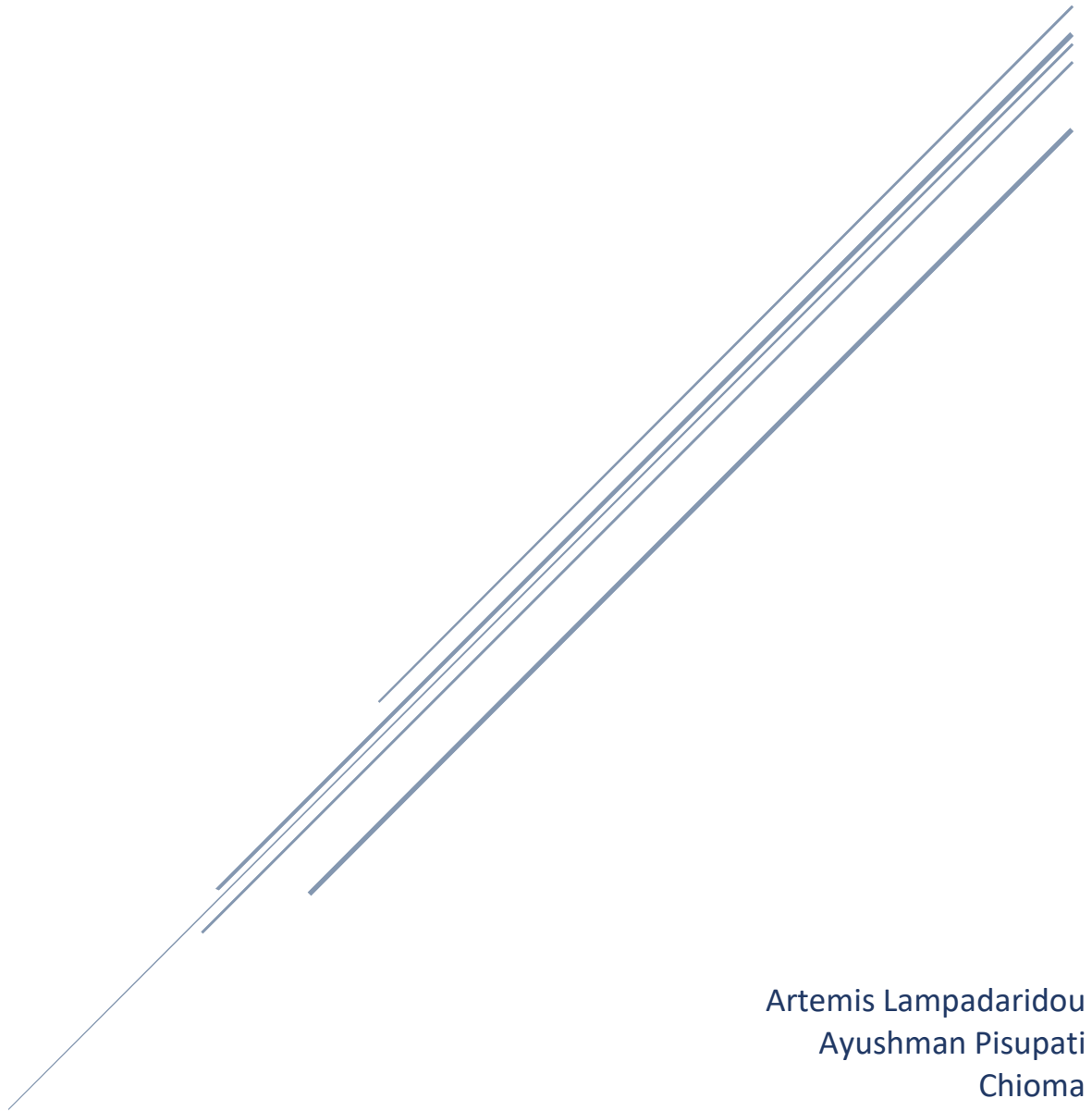


BUSINESS PLAN



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Executive summary

Mosaic PR is a public relations agency located on Richmond Street West, Toronto, Ont. Our mission is to create unforgettable events for our clients and help them communicate their organizational goals, by providing them with effective communication plans, creative ideas and strategies that will make a difference and give them an advantage in the beauty industry. We are committed to provide our clients with tailored, well-researched plans that will reflect their organizational goals and deliver effective results.

Event management, product launches, influencer alliances, digital marketing, and branding assistance are among the services Mosaic PR provides. From venue selection to logistics administration, all facets of an event are covered by our company. In order to promote our customers' products and brands, we establish influencer partnerships with the appropriate influencers. Social media administration, email marketing, and search engine optimisation are all part of our digital marketing services. Development of a brand strategy, creation of an emblem and website, and brand messaging are some of our branding support services.

Our agency mainly works with small and medium-sized companies across Canada, focused on clients in the beauty industry. Currently, we are collaborating with Arbonne, Elate Cosmetics and Woodlot. In the future we hope to collaborate with Nudestix, Bite Beauty, Graydon and Evio Beauty.

Mosaic PR has a deep understanding of the beauty industry and the current trends. We set ourselves apart through our tailored communication plans that result in successful events for our clients. We offer a wide range of services with professionals that have been in the industry for years and can understand the needs of our clients. We make sure that all our employees are properly trained and educated on the latest trends on the industry and are ready to elevate a company's image. Our attention driven plans, will help our clients stand out from the rest of the industry and achieve their goals.

The owners of the business have more than 5 years of experience in client relations and communications, and have managed to bring Arbonne, Elate Cosmetics and Woodlot as clients before even the launch of the business. They have a combination of experience in the PR and Business industry, an advantage of knowledge that will help them not only make great communications plans for their clients, but also profitable.

Our business is entering an era of great prosperity. Research has showed that the impact of competitors of the PR industry such as influencers is declining, and companies are focused on more reliable sources for their communication plans. In the next five years, we expect that the industry will be thriving even more than before the pandemic.

Business Overview

Business name- Mosaic PR

Description of business

Mosaic PR is a company founded by its 5 partners currently having its motive to help, launch and promote the newly launched products in the beauty industry.

Type of Ownership

Mosaic PR will follow the ownership type- Partnership. Since this will be a start-up led by 5 partners managing special departments. All the partners will work and invest equally in the company. One of the main reasons to choose partnership is to divide the responsibility, accountability and liability towards the company equally. Currently because the organization is yet to secure a stable marketplace and start generating profits, the team thought that the best way to give it a personalised touch would be by using Partnership. The future plans for the company would include revising the ownership to Corporate as well.

Ideal customer

Mosaic PR works with a range of clients from the beauty industry. Our clients usually consist of small and medium-sized business from all over Canada. Currently, we have Arbonne, Elate Cosmetics and Woodlot as our clients. Some of our ideal beauty clients we plan to collaborate with are Nudestix, Bite Beauty, Graydon and Evil Beauty. Arbonne is a vegan beauty and healthcare product line that has a global presence and is known for its cruelty-free and sustainable beauty products. Woodlot is a local Canadian beauty brand, with its products depicting true spirit of Canadian beauty. Graydon is yet another beauty brand, based out of Toronto, that is cruelty-free and sustainable in use. Graydon skincare has generated \$5.2 million, out of which the web sales alone made a revenue of \$4.6 million. Bite Beauty is a Canadian cosmetics company that was launched in 2012, with its products being vegan. As of December 2022, they have 10 labs in operation spread across US for ingredients testing.

Advantages

Mosaic PR is one of its kind event management company that specialises in organizing and managing beauty events.

1. Exceptional expertise and client service- At Mosaic, we work with the team of experts who specialize and have vast experience in the field of beauty industry. Our extensive knowledge and exceptional client experience can help our client in the form of successful events and required insights if any.
2. Cost- effective- It may seem counterintuitive but working with an event management company, especially if the company is an expert dealing with events in the beauty industry, may prove to be very cost- effective. At Mosaic, we give that competitive advantage to our clients by organizing budget friendly events.

Ethical issues

The Beauty industry is constantly in the news about various ethical and unethical practices by companies that want to secure revenue. Some of the values that our organization will always abide by are:

1. Diversity and Inclusion- The beauty industry has been historically criticized for a lack of diversity and inclusivity approach, with many companies focusing on promoting narrow beauty standards that exclude certain groups. To avoid promoting such beauty standards, we as a company will make sure to sign up clients believing in the same principle as we do.
2. Environment friendly- One of the major impacts the beauty industry has is on the environment. The excessive use of product packaging and the product themselves are known to have a negative influence on the environment. We would make sure that we along with our clients do the best possible to nullify these adverse effects. For e.g., using and inspiring to use recycled plastic and box for packaging maybe a good start.

Being an event management company working around the beauty industry clients, it is very important to be aware of these ethical issues and take time to address them.

Social responsibility

As a business that operates in the beauty industry, Mosaic believes that it has a social responsibility to ensure that our operations are sustainable, ethical and beneficial to society.

1. Sustainability- Mosaic will give its best to implement sustainable practices in its routine operations such as reducing waste, using eco- friendly and or recycled materials and minimizing the carbon footprint.
2. Supporting charitable causes- Beauty industry is a huge part of the society and having a huge role to play towards the community, Mosaic has decided to support charities and other charitable causes related to health, wellness and beauty. For e.g., cancer research organizations that provides beauty products to those in need.
3. Community engagement- Being a company having these close ties with beauty industry, Mosaic will engage with the community by hosting events that promote wellness, beauty education and community involvement.

Apart from these social responsibilities, we make sure to allocate a specialised budget for these social practices and give back to the community.

Global issues

Mosaic PR, as mentioned, is an event management company and there are several issues that can come our way in organizing beauty events. Considering the vast diversified culture across the globe, we think these might be the potential issues that we might face.

1. Culture, language and diversity- As much as we would give a shot to be inclusive and open to diverse background, it is a big global issue which needs to be worked towards carefully. Apart from diversity of culture, it would be difficult to overcome the language barrier for some clients as well.

2. Expansion- Mosaic PR is ambitious to ace the event management for the beauty industry. In order to start working towards the same, one of the major hurdles that we are going to face globally would be expansion. It may seem far-fetched but we think we cannot overlook one of the biggest issues we might be facing in a short period of time.

3. Digital transformation- As fast as the pace of digital innovations have been around in the market, it becomes very difficult to forecast and analyse the innovations that would have been discovered and invented in the next few years. The present investments on the digital side can be futile in the upcoming years.

Businesses always have unseen hurdles coming their way, according to our futuristic approach towards Mosaic Events, we feel these would be two major issues we will be facing in the global market.

The Business of Managing

Vision:

At Mosaic, we want to provide exceptional experiences that inspire, educate, and empower people to look and feel their best, while also promoting sustainability and social responsibility in the beauty industry.

Mission:

Mission- Our mission is to create unforgettable events and experiences that captivate audiences, inspire brands, and drive business results.

We at Mosaic want to follow the given Business goals by abiding by all the ethical values and principles

1. Building a strong brand: A beauty event management company could aim to establish itself as a leading brand in the industry, known for its expertise, creativity, and commitment to excellence. This could involve developing a unique brand identity, building a strong social media presence, and creating a recognizable logo and tagline.

2. Attracting and retaining clients: A key goal for the company would be to attract new clients and retain existing ones. This could involve offering competitive pricing, exceptional customer service, and innovative event ideas that set the company apart from competitors.

3. Increasing revenue and profitability: The company could set goals to increase revenue and profitability by expanding its client base, offering new services, and reducing costs through efficient event planning and budgeting.

4. Networking and partnership building: The company could aim to build strong relationships with industry experts, brands, and other event management companies to expand its network and provide added value to clients.

5. Fostering a positive work environment: The company could prioritize creating a positive work environment that fosters creativity, innovation, and collaboration among team members. This

could involve offering training and professional development opportunities, as well as recognizing and rewarding outstanding performance.

6. Prioritizing sustainability and ethical practices: The company could aim to reduce its environmental footprint and promote ethical practices in the beauty industry by partnering with eco-friendly brands, using sustainable materials, and reducing waste through responsible event planning.

By setting and achieving these goals, a beauty event management company can establish itself as a reputable and successful business in the industry.

SWOT Analysis

Strengths:

- Passionate and experienced team members with in-depth knowledge of the beauty industry.
- Established relationships with well known makeup artists, hair stylists and fashion designers
- Planning tailored events that meet the specific needs and preferences of each client in order to give them the reach and recognition they require.

Weaknesses:

- Generating revenue only through limited sources such as our key clientele.
- Limited budget due to being a startup and higher chances of business risk.
- Being under established compared to other larger PR and event management firms.
- Limited reach through geographical limitations.

Opportunities:

- Increased demand for beauty and fashion related events.
- Diversifying our portfolio to also host virtual and online events.
- Partnering with beauty brands that promote sustainability and ethical practices.
- Collaborations with other PR organizations to provide a more comprehensive and better experience for clients.

Threats:

- Competition from already existing PR firms and well established event management companies
- Unforeseen economic circumstances such as recession, inflation or high interest rates.

- Evolving beauty and fashion trends in the beauty industry can destabilize current company standards.
- Gaining notoriety for supporting brands that do not take ethics into consideration or do not follow beauty industry regulations.

Corporate Culture

The corporate culture at Mosaic Events is flexible, collaborative and innovative. We want to create such an environment where our employees feel comfortable and most productive to work in. It is important to do so because to work efficiently to successfully gain outcomes, one has to have an open, supportive and flexible space to work.

Our corporate culture will be flexible for our employees to work in, where they have the freedom to choose their working hours slot and an option to work from home, as long as the productivity stays consistent. With a collaborative environment, we want our employees to feel included and supported by each other and work as a team. As an event management corporation, it is important for the employees to understand the importance and impact of working as a team.

In order to stay strong in the competition and have personal growth for an individual itself, it is important to have an innovative culture in the workplace. With the creative brainstorming and welcoming new ideas, it creates a strong start and flow of the employees' ideas for business.

Leadership philosophy

At Mosaic Events, our focus is on our clients and giving them the best results. We want to manage our employees in a way that they work to their full potential to create efficiency in their work. To achieve this, we will follow transformational and strategic leadership within the organisation.

We want our leaders to use a hands-off approach, with transformational and strategic leadership styles. Transformational leadership will allow the leader to recognize the need for change, to create a vision to guide that change, and to execute the change effectively. With strategic leadership, the leader will be able to understand the complexities of both the organization and its environment in order to lead change toward enhanced competitiveness.

Job Description and Specification

POSITION	DESCRIPTION	SPECIFICATIONS
Operations Manager	<ul style="list-style-type: none"> • Manage and supervise inventories for the events organized by the company. • Coordinate all operational activities like logistics, staffing, etc. • Implement processes and procedures of each event to run smoothly. • Manage multiple events simultaneously, meeting client expectations. • Communicate with the vendors and suppliers and prepare reports to management. 	<ul style="list-style-type: none"> • Bachelors degree in Business Administration, Event Management, Operations Management or related fields. • 5+ years of experience in Operations and, or Event Management with a proven track record of successful event execution. • Strong organizational and project management skills, with the ability to manage multiple projects simultaneously. • Excellent communication and interpersonal skills, with the ability to build and maintain relationships with clients, vendors, and team members. • Ability to work under pressure and meet tight deadlines. • Experience managing budgets and negotiating contracts.
Client Relations	<ul style="list-style-type: none"> • Manage client accounts and contracts, create and maintain client reports after each event. • Build and maintain positive relationships with clients, and collaborate with the operations team to plan and execute successful events • Provide quick and efficient customer service to clients for their inquiries 	<ul style="list-style-type: none"> • Bachelor's degree in Business Administration, Public Relations or related fields. • 4+ years of experience in client relations or customer service, preferably in event management. • Strong interpersonal and communication skills, with the ability to build and maintain relationships with clients and team members. • Strong organizational and project management skills, with the ability to manage multiple projects simultaneously. • Ability to work under pressure and meet tight deadlines.

Account Manager	<ul style="list-style-type: none"> • Prepare and manage each event's budget, ensure it aligns with the company budget. • Manage and develop the company's financial reports, audits and communicate timely to management. • Build and maintain positive relationships with clients, communicate reports to them. • Provide financial advice and support to management. 	<ul style="list-style-type: none"> • Bachelor's degree in business administration, finance or related. • 5+ years of experience in finance or accounting, preferably in event management. • Strong financial analysis and reporting skills, with an ability to prepare financial statements and budgets. • Strong knowledge of financial procedures, accounting standards and tax regulations. • Strong interpersonal and communication skills, with the ability to build and maintain relationships with clients and team members. • Strong organizational and project management skills, with the ability to manage multiple projects simultaneously. • Ability to work under pressure and meet tight deadlines.
Marketing Manager	<ul style="list-style-type: none"> • Develop and implement marketing strategies and policies to promote company events. • Develop marketing campaigns to promote the company's brand image and attract new clients. • Manage the company's online presence, with quality content creation. • Conduct market research to stay on top of trends and opportunities. • Build and maintain positive relationships with clients, and collaborate with the operations team to plan and execute successful events. 	<ul style="list-style-type: none"> • Bachelor's degree in marketing, communications or related. • 5+ years of experience in marketing, preferably in event management. • Strong knowledge of marketing procedures and principles, including digital marketing. • Strong knowledge of marketing tools and softwares, like google analytics. • Strong interpersonal and communication skills, with the ability to build and maintain relationships with clients and team members. • Strong organizational and project management skills, with the ability to manage multiple projects simultaneously. • Ability to work under pressure and meet tight deadlines.

Training Employees

We believe every other individual works and understands differently. We will give both on-the-job and off-the-job training for our employees. Employees will be given five weeks of paid training which will be mandatory for them to attend in-person with their leaders.

First training they will receive will be at orientation, explaining their tasks and roles and introducing their surroundings. They will be trained about working with diversity and inclusion in mind. For training, we will also create leader programs where each employee will shadow the work from their mentors on-the-job. There will be online courses that will be needed to complete during the training period, whenever feasible. These courses will be about dealing and managing mental pressure at work, ergonomics and having a balanced life.

Compensation

Mosaic Events is a start-up partnership firm, led by five partners with equal investment. Since it is a start-up, each of the members perform roles that align with each other's department, ultimately lining up with the company's end goals and objectives.

So, the compensation for each team member is \$7000.00 each, as mentioned in the company budget.

Incentives

We believe each employee should be rewarded, outside their base salaries, for their hard work and contribution they give to the company's success. With that in mind, the incentives that are to be given are:

- Fixed bonus of 5% of annual profits
- Free snacks and beverages during office hours
- Compensation for travel expenses

Market Analysis

TARGET MARKET

Organizations	
Types	Small and mid-sized entertainment organizations in Toronto and surrounding areas.
Demographics	Targeted towards women, ranging from teenagers to adults aged 18-45, with a focus on young professionals and beauty enthusiasts. Most of our clients are likely to be from Toronto, but we may attract clients from other parts of Ontario or Canada.
Psychographics	Individuals who are passionate about beauty, skincare, makeup, and wellness. Our clients are interested in staying up to date with the latest beauty trends and products, and they actively engage with beauty-related content on social media.
Digital Presence	Active on social media platforms such as Instagram, Facebook, and Twitter. They follow and engage with beauty influencers and bloggers and attend industry events and tradeshow.
Size of Market	According to Statista, the beauty and personal care market in Canada was valued at \$16.4 billion in 2020. This includes a variety of sub-sectors, including skincare, makeup, hair care, and fragrance. While our target market is small and mid-sized beauty brands, we believe there is significant potential for growth and expansion of our services.

Service Offering:

Our service offering includes event management, product launches, influencer partnerships, digital marketing, and branding support. Our event management services cover all aspects of an event, from venue selection to logistics management. Our product launch services involve creating buzz and excitement around new products through targeted campaigns and events. Our influencer partnerships involve connecting our clients with relevant influencers to promote their products and brands. Our digital marketing services include social media management,

email marketing, and search engine optimization. Our branding support services include brand strategy development, logo and website design, and brand messaging.

Service Differentiation:

Mosaic PR sets itself apart from other PR firms through its unique specialization in organizing promotional events for beauty brands and industry. The firm offers a comprehensive range of services, providing clients with a one-stop solution for all their needs. The company's extensive expertise in event management, product launches, influencer partnerships, digital marketing, and branding support is a key differentiator, enabling it to provide clients with high-level professionalism and knowledge. The company's attention to detail and innovative ideas ensure that events are executed flawlessly and stand out in a crowded market. By staying up to date with the latest beauty trends and technologies, Mosaic PR provides clients with cutting-edge solutions that help them achieve their goals and stand out in their industry.

Pricing:

Our pricing will be competitive with other PR firms and will be based on the scale and complexity of the event, the services required, and the overall budget of the client. We will work closely with each of our clients to develop a customized pricing plan that meets their specific needs and budget requirements.

Advertising and Promotion:

We will promote our services through a variety of channels, including social media advertising, email marketing campaigns, and search engine optimization. In addition, we will also partner with beauty influencers and bloggers to generate buzz and excitement around our events and services. We will participate in beauty industry events and tradeshows to showcase our expertise and build relationships with potential clients.

We will offer promotional discounts and referral incentives to encourage our clients to refer us to their colleagues and industry contacts. In addition, we will explore strategic partnerships with other businesses in the beauty industry to cross-promote our services and reach a wider audience. We will also seek out opportunities to contribute to beauty industry publications and participate in speaking engagements at industry events to establish our brand.

Operations and Finance

IT Resources

IT resources are extremely important in for our firm order to manage the day-to-day operations in an efficient and flawless manner.

Meltwater is one of our software choices for media monitoring. Meltwater is a top-rated software and is used in the PR industry by a significant number of firms.

We will also be using LinkedIn as a hiring platform and networking. Google Analytics is also a great tool for analyzing key data that we will use. We are also going to use Hootsuite to

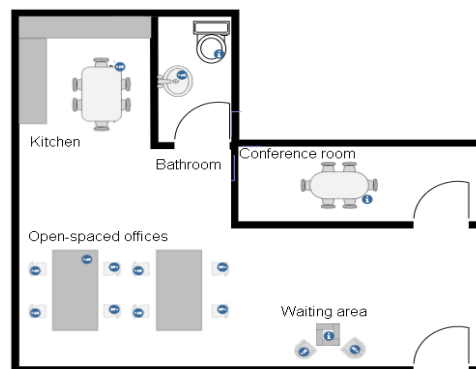
monitor social media outreach. As our main goal is customer satisfaction, we will use Zoho as a CRM tool. Zoho is not only one of the more economical options but is also highly rated.

We are also purchasing desktop computers for the office and laptops for employees to be able to work remotely or from home when necessary. Microsoft Office will be purchased for employees to access MS Word, Excel, Access and Outlook, as well as an antivirus program for all computers.

IT Cost			
Item	Monthly Cost	Annual Cost	One Time Expense
Meltwater	–	\$4.000,00	–
Hootsuite	–	\$8.868,00	–
LinkedIn Premium	–	\$576,00	–
Adobe Suite	–	\$864,00	–
MS Office	–	\$109,00	–
Wix	\$20,00	\$2.440,00	–
Desktop Computers	–	N/A	\$6.000,00
Laptops	–	N/A	\$6.000,00
Zoho	–	\$780,00	–
	\$20,00	\$17.637,00	–
Total	\$17.637,00		\$12.000,00

Floor Plan

We will be renting a 1,000 square foot office space on Richmond Street West to accommodate our staff of five full-time employees. The office will also have a small kitchen and a conference room.



Startup costs

The following startup costs are the necessary operational costs that the business needs. Our startup costs are fully covered by start-up capital, reflected in the next section.

Startup Cost			
Item	Monthly	Annual	One-Time Cost
Salaries and Wages	\$36.260,00	\$435.120,00	–
Rent	\$5.500,00	\$66.000,00	–
Accounting Fees	\$1.000,00	\$12.000,00	–
Liability Insurance	\$1.000,00	\$12.000,00	–
Business Registration	–	–	\$155,00
Equipment	–	–	\$12.000,00
Marketing and Advertising	\$2.829,00	\$33.948,00	–
Office Furniture and Supplies	–	–	\$22.000,00
Internet	\$115,00	\$1.380,00	–
Cision Subscription	–	\$7.200,00	–
IT Subscriptions (Incl. Website)	–	\$17.637,00	–
Utilities (\$2.10 per sq foot)	\$2.100,00	\$25.200,00	–
	\$48.804,00	\$610.485,00	\$34.155,00

Income statement

The income statement features the total revenue and costs of our corporation starting on May 2023 until April 2024. Our calculations were based on the following:

- Startup capital of 1 million dollars (\$200,000 for every partner) spread out in equal instalments of \$83,333 for the next 12 months.
- We will have three clients on retainer that will pay us \$10,000 monthly as per our agreement.
- We will have at least one event every two months, with earnings around \$20,000.
- We have allocated around \$55,000 for our employees' annual bonuses.

Income statement follows on the next page.

Quality assurance

In order to ensure that our services will remain on top quality, we will have monthly meetings to address any issues that previous projects might have had, as well as find ways to improve them. We will also be providing feedback to all members after each project and require that our members keep track of the latest trends.

Revenue	May 2023	June 2023	July 2023	August 2023	September 2023	October 2023	November 2023	December 2023	January 2024	February 2024	March 2024	April 2024	Annual
Funding from partners	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$83,333	\$1,000,000
Clients on Retainer	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$360,000
Event Funding	\$20,000	-	\$20,000	-	\$20,000	-	\$20,000	-	\$20,000	-	\$20,000	-	\$120,000
Profit Re-invested	-	-\$836	\$15,192	\$46,536	\$56,405	\$82,391	\$87,600	\$148,901	\$145,463	\$159,872	\$227,507	\$231,250	\$1,200,280
Total Revenue	\$133,333	\$112,497	\$148,525	\$159,869	\$189,738	\$195,725	\$220,933	\$262,234	\$278,796	\$356,538	\$360,841	\$344,584	\$2,763,614
Expenses													
Salaries/Wages	\$36,260	\$36,260	\$36,260	\$36,260	\$36,260	\$36,260	\$36,260	\$36,260	\$36,260	\$36,260	\$36,260	\$36,260	\$435,120
Rent	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$66,000
Accounting Fees	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Liability Insurance	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Internet	\$115	\$115	\$115	\$115	\$115	\$115	\$115	\$115	\$115	\$115	\$115	\$115	\$1,380
Travel expenses (gas)	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Pantry (coffee, snacks)	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
IT Subscriptions	\$17,637	\$17,637	\$17,637	\$17,637	\$17,637	\$17,637	\$17,637	\$17,637	\$17,637	\$17,637	\$17,637	\$17,637	\$211,644
Photo/Videographer	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
CPRS Membership	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$2,320	\$27,840
Cision Subscription	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$86,400
Postage	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Server Rental	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$1,440
Utilities (\$2.10x1000 sqft)	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$25,200
Employee Annual Bonus (5%)	-	-	-	-	-	-	-	-	-	-	-	-	\$54,277
Equipment (Startup Cost)	\$12,000	-	-	-	-	-	-	-	-	-	-	-	-
Office Furniture and Appliance	\$22,000	-	-	-	-	-	-	-	-	-	-	-	-
Business Registration	\$155	-	-	-	-	-	-	-	-	-	-	-	-
Marketing and Advertising	\$2,829	\$2,829	\$2,829	\$2,829	\$2,829	\$2,829	\$2,829	\$2,829	\$2,829	\$2,829	\$2,829	\$2,829	\$33,948
Taxes (13%)	\$17,333	\$14,625	\$19,308	\$20,783	\$24,666	\$25,444	\$34,604	\$34,090	\$36,243	\$46,350	\$46,909	\$44,796	\$365,153
Total Expenses	\$134,169	\$97,306	\$101,989	\$103,464	\$107,347	\$108,125	\$117,285	\$116,771	\$118,924	\$129,031	\$129,590	\$127,477	\$1,391,480
Net Profit	-\$836	\$15,192	\$46,536	\$56,405	\$82,391	\$87,600	\$103,648	\$145,463	\$159,872	\$227,507	\$231,250	\$217,107	\$1,372,134

