

<p>Your Business Identity</p> <p><i>Who You Are</i> An online-based arts and crafts store.</p> <p><i>What You Provide</i> Southwestern United States crafts made by Native American artists.</p> <p><i>What is Your Niche</i> Native American goods that only come from the Southwestern United States</p> <p><i>What are Your Values</i> Quality products Non-exploitative relationships Fair value and fair wages 100% customer satisfaction</p>	<p>Your Business Destiny</p> <p><i>What is Your Ultimate Dream</i> To earn \$1 million in annual net income and to provide income for over 100 Native Americans</p> <p><i>What are Your Best Results</i> Top 5 website for Southwestern gifts online stores \$1 million in net income</p> <p><i>What is Our Unfair Advantage We Hold in the Marketplace</i> Relationships with the best artists and craftspeople Live and work in New Mexico</p> <p><i>What is the Best and Greatest Outcome for the Future</i> Efficient systems Happy customers and happy artists and craftspeople Growing net income stream</p>	<p>Unique Value Proposition</p> <p><i>What is the Crisis for the Customer</i> They can't get to New Mexico to the best artisans</p> <p><i>Who or What Creates the Crisis</i> Distance and expensive journey</p> <p><i>How do I Solve the Crisis for the Customer</i> Best, most attractive website that gives the customer the best views and details about the goods</p> <p><i>How Do I Guide the Customer in the Process of Success and Great Value</i> Detailed descriptions, easy return policies, willingness to talk to customers</p> <p><i>Why Our Products and Services are Highly Valuable</i> High quality products Best customer services Nicest and most detailed website in the market</p>	<p>Your Customers</p> <p><i>Who is My Customer</i> Collector of Southwestern art and crafts Looking for best value Seeks best customer services</p> <p><i>What are the Customer's Needs</i> Best goods that are hard to find in any other stores - both brick-and-mortar and online</p> <p><i>What are the Customer's Greatest Fears - and How We Solve Them</i> Lots of pictures Easy return policy Knowledgeable customer service representatives to talk to</p> <p><i>Where My Customer Exists and How I Will Communicate with Him/Her</i> Active in Southwestern arts and crafts websites and blogs Shopping on eBay Asking questions online</p>	<p>The Customer Experience</p> <p><i>What Will Exceed the Customer's Expectations - and How We Do It</i> Full satisfaction return policies Answer the phone and email very quickly and professionally</p> <p><i>How We Build a Long-Term Relationship with the Customer</i> Email campaigns Weekly "buy window" videos Southwestern travel tours</p> <p><i>What Makes Us Better and More Trustworthy from the Competition</i> Easy return policy Full disclosure on artists, including authenticity certificates</p> <p><i>What Experience Do We Provide that Makes Us Highly Memorable</i> Friendly service and communications Plenty of emails throughout and after the sale A phone call to make sure you are 100% satisfied</p>
<p>The Products, Services and Revenue Streams</p> <p><i>What Products and/or Services We Offer</i> Southwestern United States arts and crafts from New Mexico that are certified Native American-created.</p> <p><i>What Revenue Streams We Have</i> Sales from our arts and crafts Southwest US tours to see the artists in their homes and studios</p> <p><i>Why Our Products and Services are Highly Valuable</i> Best quality from the best artists Collector-quality heirloom products</p>		<p>The Profit and Income Model</p> <p><i>How We Make Effective Amounts of Profit and Income</i> Consistent markup percentages Higher prices than the highway curio shops</p> <p><i>How Our Supply Chain, Inventory and Cash Management Systems are Successful</i> Signed contracts and prices from our artists Selling mostly one-of-a-kind items - little inventory</p> <p><i>How Our Operations and Management Strategies Position Us For Greater Profitability</i> Consistent visits to the artists Established ourselves as experts</p>	<p>The Key Metrics for Success</p> <p><i>Financial Metrics</i> Keystone markup on products No debt</p> <p><i>Sales and Marketing</i> 20% increase on sales every year Top five in search engines in our keywords</p> <p><i>Product/Service Profitability and Effectiveness</i> 4.5/5 stars on Google ratings and other sites</p> <p><i>Operations Performance</i> 5% or lower on returns and product defects Orders are shipped same day - at customer in 2 days</p>	

SINGLE SHEET BUSINESS PLAN



<p>Your Business Identity</p> <p><i>Who You Are</i> The main, critically needed advocate agency for special needs families in ().</p> <p><i>What You Provide</i> Key resources for special needs families to get the care and resources they need to thrive.</p> <p><i>What is Your Niche</i> We are the only agency that protects and provides critical resources in ().</p> <p><i>What are Your Values</i> -Protect special needs families who are neglected -Always serve well -Make it better</p>	<p>Your Business Destiny</p> <p><i>What is Your Ultimate Dream</i> Meet the key needs of all special needs families in our area for the rest of their lives.</p> <p><i>What are Your Best Results</i> Our clients' needs are fully met and are always fully met</p> <p><i>What is Our Unfair Advantage We Hold in the Marketplace</i> We understand the "system" and the needs our clients need for us to solve - without the government bureaucracy</p> <p><i>What is the Best and Greatest Outcome for the Future</i> Special needs families in our area will never have an unmet need in key areas</p>	<p>Unique Value Proposition</p> <p><i>What is the Crisis for the Customer</i> Getting the key resources they need to survive and thrive</p> <p><i>Who or What Creates the Crisis</i> Bureaucracy, poor health insurance, lack of government resources in our area</p> <p><i>How do I Solve the Crisis for the Customer</i> Through our fundraising and connections, all key needs are met for our special needs families and their children.</p> <p><i>How Do I Guide the Customer in the Process of Success and Great Value</i> We connect our clients with the key people and resources</p> <p><i>Why Our Products and Services are Highly Valuable</i> -Powerful network -Fundraising that pays for what the government doesn't cover -Understanding of needs</p>	<p>Your Customers</p> <p><i>Who is My Customer</i> Special needs children and their families</p> <p><i>What are the Customer's Needs</i> Financial, medical, physical, counseling and mentorship services</p> <p><i>What are the Customer's Greatest Fears - and How We Solve Them</i> Parents think their children will be abandoned and homeless if/when parents die - so we show how we avoid that outcome</p> <p><i>Where My Customer Exists and How I Will Communicate with Him/Her</i> We are active in the special needs community and we show how we solve problems and help families thrive</p>	<p>The Customer Experience</p> <p><i>What Will Exceed the Customer's Expectations - and How We Do It</i> Provide exceptional resources and service that can't be matched anywhere else</p> <p><i>How We Build a Long-Term Relationship with the Customer</i> Active with the clients and consistently exceed expectations with outstanding services</p> <p><i>What Makes Us Better and More Trustworthy from the Competition</i> We have no competitors - but we strive to serve families so that they have no needs in key areas</p> <p><i>What Experience Do We Provide that Makes Us Highly Memorable</i> Provide resources and support that changes lives for the better</p>
<p>The Products, Services and Revenue Streams</p> <p><i>What Products and/or Services We Offer</i> Resources and services which are needed by special needs families</p> <p><i>What Revenue Streams We Have</i> Donations, grants, and resource-sharing opportunities</p> <p><i>Why Our Products and Services are Highly Valuable</i> We provide desperately needed services that no agency or organization is able and/or willing to provide</p>	<p>The Profit and Income Model</p> <p><i>How We Make Effective Amounts of Profit and Income</i> Present the needs of our clients, and consistently communicate to donors and supporters</p> <p><i>How Our Supply Chain, Inventory and Cash Management Systems are Successful</i> Strategic planning and key relationships within the key resources we provide</p> <p><i>How Our Operations and Management Strategies Position Us For Greater Profitability</i> Resource management that focuses and solves key needs of our clients</p>	<p>The Key Metrics for Success</p> <p><i>Financial Metrics</i> \$1 million in annual donations Less than 8% of donation spent on overhead</p> <p><i>Sales and Marketing</i> Biggest advocate agency in the US Best resources for special needs families</p> <p><i>Product/Service Profitability and Effectiveness</i> 4.5/5 stars from client satisfaction</p> <p><i>Operations Performance</i> Key resources are solved within 3 business days All communications are answered within 12 hours</p>		

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