

MARKETING PLAN

Prepared by:

,

I. EXECUTIVE SUMMARY

(referred to from hereon in as the "Company") established as a at , , with the expectation of rapid expansion in the industry.

II. MARKETING SUMMARY

Industry Overview

In the United States, the industry presently makes in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Target Markets

The Company's major target demographics are as follows:

The estimated number of potential clients within the Company's geographic scope is .

Promotional Strategy

The Company will promote sales using the following methods:

Situation Analysis

Competition

In the industry, customers make choices based upon .

The primary competitors for the business are the following: .

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.