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Graphics For You, Inc.
18014 29th Ave SE
Wilmont, WA 98022

(PH) 253-687-7051
(FX) 253-687-7050
www.GraphicsForYou.com



Business Plan

Funding Request for Business Start-up

Prepared for: Lance Dourbrook
Loan Officer

Prepared by: Jim Spears
Owner

Description

Graphics For You, Inc. is seeking \$20,000 (twenty thousand dollars) cash plus a \$20,000 line of credit in start-up funding for a graphic logo and web site design business.

Graphics For You, Inc. is ready to launch with an operational web site and line of existing products available for immediate sale. Funding is required for additional staff and operating expenses.



www.GraphicsForYou.com

Proposal Number: 7-1105

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Executive Summary

The Objectives...

Graphics For You, Inc. has been developed to offer an affordable image branding product for new start-up businesses and existing small to mid-sized companies. By purchasing from Graphics For You, Inc, companies can acquire a professionally designed logo that is unique to their business, while keeping their overall costs down. We offer unique, stylish logos for our clients. Other graphics companies may charge 10-20 times more for logos of this quality. Using our less expensive services will allow our clients to direct more money into other aspects of their businesses.

Our designers have over six years of experience in the web and graphics world, which gives our company a competitive edge. Our technical expertise allows us to also offer e-solutions such as web templates, web design, e-commerce, printing services, and design services for custom logos and other graphical elements.

In addition, we are offering a resource collection of free articles on topics from advertising and promotion to software and start-up companies. We are targeting users in all areas and trying our best to deliver support for all of their needs. Our articles are intended to help them get their businesses up and running online, as well as to propose solutions to important questions such as how to drive customers to their web sites.

Highlights...

Innovative, Professionally Designed, Affordable Products - We offer many services not seen on other logo template sites, such as text changes, color changes, and up to five other possible revisions per logo. All source files and fonts are included with each logo sale. We sell only the highest quality logos. Each design must meet our standard of excellence before we will offer it on our site.

Experienced Developers and Management - Our management team and developers have over six years of experience in the world of web design and graphics. Their familiarity with industry trends has taught them how to create sophisticated designs that will stand the test of time.

Understanding of the Importance of a Logo - A logo is vital to a company: it represents that business and is a recognizable image to its customers. We know that no matter what else may change, companies want to stick with a logo. That's why we strive to create unique, timeless designs. When a new business purchases a logo from us, that company can rest assured that the logo design will work well for the entire life of the business.

Customers - Graphics For You, Inc. will generally target home-based businesses, start-ups, and small to mid-sized companies. We will also approach larger companies through our custom logo creation services.





Company History

About Us – The current owner of Graphics For You, Inc. is Jim Spears. Future registration of our business, as well as partners, may change at any time.

Graphics For You, Inc. employs two people, with a third to be added shortly.

Graphics For You, Inc. is headquartered in Wilmont, WA. We are currently a web-based company only; physical locations or facilities have not been purchased or rented. At this time, to keep costs down, the company runs from an office in the owner's home.

Products – Because our logos are already created, our online logo shop will offer customers a way to purchase a great looking logo without the hassle and expense of contracting with a graphics designer. A customer simply selects from our extensive collection of logos (over 150 logos in our shop at any time) and orders a logo online. When we receive the order, we remove the logo from our web site to ensure that it is sold only once, and then we contact the customer to ask if revisions are needed (such as name change, color change, and up to five other possible revisions). We provide all source files as well as the final logo files for print and web use.

Services - Graphics For You, Inc. will be an online provider of logos and graphical design, business identities, and of business-to-business solutions focusing on the home-based and small to mid-sized business market. This will be combined with strategic advertising that will drive traffic to our web site and allow businesses to showcase and promote their product/company on our site for a fee. Our services of business identity and business promotion will be augmented by our ability to offer an effective range of web design and e-commerce services.

How to Contact Graphics For You, Inc. - If you need to contact us for any reason, you can reach us at:

Graphics For You, Inc.
18014 29th Ave SE
Wilmont, WA 98022
USA

Phone: 253-687-7051
Fax: 253-687-7050
E-mail: jim@graphicsforyou.com
URL: www.GraphicsForYou.com

Client contact: Jim Spears
Owner





Mission Statement

Mission Statement

The mission of Graphics For You, Inc. is to become a recognizable North American web-based company, utilizing the connective power of the Internet to become a leader in the unique logo templates market. We will offer start-ups, home-based businesses, and small to mid-sized companies the opportunity to own a unique, high quality professional logo at a lower price than our competitors charge. Further, we plan to deliver an environment that creates trust in Graphics For You, Inc. as a web resource as well as a huge marketplace where businesses can promote their own products.

Purpose Statement

To accomplish this, Graphics For You, Inc. will combine high quality products and cost-effective solutions along with effective and targeted marketing, while creating alliances with similar supporting products to give our customers and users an all-around company for their needs. As well as offering web resources such as a place to promote their businesses, Graphics For You, Inc. will enable customers to request quotes for our other services (such as web design) and to gather information from our free web articles.



Legal Structure

Following is Graphics For You, Inc.'s legal structure.

Graphics For You, Inc. is incorporated as an S Corporation in the state of Washington.

Legal name: Graphics For You, Inc.

Type of company: Graphic and web site design products and services.



Services Provided

Graphics For You, Inc. will be an online provider of logos and graphical design and of business identities and business-to-business solutions focusing on the home-based and small to mid-sized business market. This will be combined with effective advertising that will drive traffic to our web site and allow businesses to showcase and promote themselves and their products on our site for a fee. Our business identity and promotion applications will be strengthened by our ability to offer an effective range of web design and e-commerce services.

Product sales of pre-designed logos will also be used to drive custom logo design, web site design, and e-commerce development sales.

Custom Logo and Graphic Design

Custom creation of business logos.

Marketing and Promotion

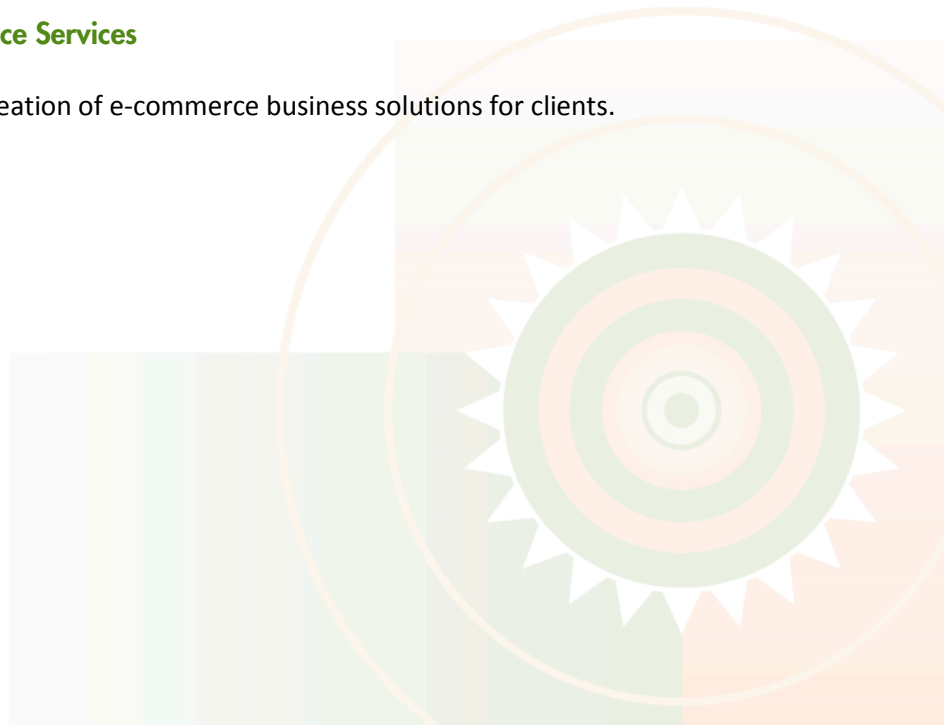
Online marketing of clients' web sites.

Web Site Design

Custom creation of web sites for clients.

E-commerce Services

Custom creation of e-commerce business solutions for clients.



Products

Our online logo purchase shop will offer customers a way to acquire a great looking pre-designed logo without the lengthy process of contracting with a graphics designer. Our customers simply review our extensive collection of logos (over 150 logos in our shop at all times), and then select and order one online. When we receive an order, we remove the logo from our web site to ensure that it is sold only once, and then we contact the customer to take care of any revisions (such as changes to text, colors, or up to five other possible alterations). We provide all source files as well as finished logo files for the customer's print and web use.

Graphics For You, Inc. simplifies the design process by eliminating the need for expensive and time-consuming back-and-forth consultations with a graphic designer. Clients are able to peruse many high-quality finished logos and choose the perfect design that fits their needs. They can request any necessary changes, and within just a few hours of purchase, the final unique logo is delivered to their e-mail address with all files needed for their business. The standard logo-design process would usually take 7-14 business days and cost 10-15 times more than purchasing a logo from us. When customers deal with Graphics For You, Inc., they know up front exactly what they are getting.

Saving time and money is important for any business, and especially so for our primary target market of small to mid-sized companies and home-based businesses.

Logos on Demand

Pre-designed logos for sale online.

Customers save costs by ordering pre-designed logos that will not be made available after purchase to any other company.

Our logos are sophisticated, professional designs. We focus on offering a smaller number of high-quality designs, as opposed to competing sites that sell large numbers of mostly lower-quality products.



 **Assets**

Following is a list of major assets owned by Graphics For You, Inc.

 **Business Identity**

Our business identity, which includes logo, promotional tag, and slogan, have been developed to be used and recognized by businesses and customers. Our logo is unique to us, displaying an eye-appealing, unique symbol that is easily recognized as Graphics For You, Inc., creating brand labeling.

 **E-commerce Service**

Graphics For You, Inc. features a fully operational e-commerce web site system that allows products to be added through an admin section on the site. Our site can also receive and process orders; remove sold products; create promotional offers, coupons, and vouchers; and display featured products on the front page. Also included in the e-commerce program is an area to add, create, and manage web site ads placed on the Graphics For You, Inc. front page.

 **Web Site Development**

All graphics for the web site have already been developed, coded, and integrated into the e-commerce system. The company web site is live and ready to start taking orders for our logo products.

 **Products**

Products (such as logos) have already been developed and an inventory of over 150 products are on the web site at any given time. New logos of the highest quality are continually being developed and added to the web site.

 **Equipment**

We have purchased four computers, one for office use and three for product development, as well as the web site design, graphic design, and office management software required to launch the business.

 **Intellectual Property**

Graphics For You, Inc. owns the web site domain “GraphicsForYou.com” and all of the web site and logo design template copyrights.





S A M P L E

This sample has been truncated to only show the first few pages. The complete version of this sample is included with any Proposal Kit or Proposal Pack at:

<http://www.proposalkit.com/htm/products.htm>