Small Business Management Plan
2018–2019

Serendipity Staging

Prepared by:
Heather Wells, Nicole May, and Sherri Karr

CHAPTER 14440
PHI BETA LAMBDA
NORTH GEORGIA TECHNICAL COLLEGE
BLAIRSVILLE, GEORGIA
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Executive Summary

Serendipity Staging would like to introduce you to our company. We are a hands-on business that offers a wide variety of home staging and decorating for all of your personal or business needs. Our product line and skill will ensure that every decorating taste has several options, from country farmhouse to modern industrial. We are experienced and dedicated professionals that provide quality designs for a reasonable price. Serendipity Staging is creative and up to date with all decorating styles. We believe in the meaning of the word “Serendipity” as it stands for “The occurrence and development of events in a happy or beneficial way” (Merriam-Webster). Our services include consultations to individuals and businesses to stage homes for rent, for sale, for personal residence, or for seasonal decoration.

Serendipity Staging contributes to the growth area and commerce of Union County along with the surrounding areas by offering our unique services. We will be partnering with Paradise Valley Cabin Rentals and Blood Mountain Cabin Rentals to stage their rental properties. We will also be presenting our services to several real estate agencies to help their clients visualize their properties’ potential. Our services will be offered to local businesses and individuals to provide decorating for all events and holidays.

Our grand opening will take place on July 1, 2019, during the peak season of tourism. For our staff of four, Serendipity Staging is our top priority, and we look forward to exceeding our clients’ expectations.

We are confident this business venture will be successful and that our profit will increase highly over the next year as our client base grows.
Company Description
Legal Form of Business

Heather Wells, Nicole May, and Sherri Karr are forming a profit-oriented business. Serendipity Staging is acknowledged as a General Partnership and is privately owned and operated. Serendipity Staging is a home staging business which serves businesses and individual clients in Union County. Heather Wells, Nicole May, and Sherri Karr are responsible for the direction and funding of the company. Articles of Partnership have been completed and are on file. Financial statements and records will be kept quarterly for tax purposes and tax audits will be conducted annually.

Effective Date of Business

Serendipity Staging’s effective start-up date of business will be July 1, 2019.

<table>
<thead>
<tr>
<th>Hours of Operation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
</tr>
<tr>
<td>Monday—Friday</td>
</tr>
</tbody>
</table>

The following days will be reserved for holidays: New Year’s Day, Easter, Memorial Day, 4th of July, Labor Day, Thanksgiving Day, Christmas Eve and Christmas Day.

Company Mission/Vision Statement

Serendipity Staging is a determined and well-managed business dedicated to making home staging and decorating dreams possible. Our mission is to ensure that our client’s vision becomes a reality.
Company Governance

The owners of Serendipity Staging—Heather Wells, Nicole May, and Sherri Karr—will share the responsibilities for running the general partnership. The owners will handle all the operations of the business and will work full time to guarantee that Serendipity Staging will be managed and operated properly.

Serendipity Staging will have three equally responsible administrators. The primary job functions of the administrators are to oversee the business of the company. To ensure profitability and success, we will share the responsibilities of reviewing financial statements, major financial objectives, accounting principles and business changes.

Company Location

Serendipity Staging will be located at 12A Town Square, Blairsville, Georgia 30512. The city has a population of approximately 20,000 people, with the heart of town being the Square. With our business being located on the Square, we will draw both residents and tourists as clients.

Immediate Development Goals

Serendipity Staging has completed research on the following information that will be beneficial for our business to obtain before opening on the projected date:

- Establish business checking accounts
- Complete applications for all appropriate licensures
- Obtain bonding and insurance
- Create Website, Facebook, Twitter, Instagram, LinkedIn accounts
- Catalog and Inventory all merchandise in the warehouse
- Submit advertising for local and surrounding counties’ newspapers, radio and television
- Complete utilities applications
• Install security system for office and warehouse
• Install internet, telephone and computer equipment in office and warehouse
• Hire a full-time office administrator and a full-time warehouse manager
• Set up open house luncheon for grand opening date
• Join Blairsville Chamber of Commerce
• Obtain:
   Registration Application
   LLC Certificate
   Operating Agreement
   Tax ID Numbers
   Sellers Permit
   State EIN
   Federal EIN

Overview of Company’s Financial Status

Heather Wells, Nicole May, and Sherri Karr are creating the business of Serendipity Staging in the city of Blairsville, Georgia. We all have equal vested interest in the company. Our grand opening date will be July 1, 2019. Our start-up costs are estimated to be $20,375. This does not include our initial owner contributions of $150,000.
Serendipity Staging  
Projected Start-Up Cost  
For Year Ending June 30, 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>$1,950</td>
</tr>
<tr>
<td>Rent</td>
<td>2,000</td>
</tr>
<tr>
<td>Utilities (Phone, Electric, Water)</td>
<td>1,475</td>
</tr>
<tr>
<td>Insurance</td>
<td>750</td>
</tr>
<tr>
<td>Taxes/License</td>
<td>300</td>
</tr>
<tr>
<td>Payroll</td>
<td>2,300</td>
</tr>
<tr>
<td>Equipment</td>
<td>3,750</td>
</tr>
<tr>
<td>Decorating Supplies</td>
<td>6,000</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>750</td>
</tr>
<tr>
<td>Internet/Website</td>
<td>600</td>
</tr>
<tr>
<td>Vehicle</td>
<td>500</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$20,375</strong></td>
</tr>
</tbody>
</table>

Industry Analysis

Description of Industry

According to Home Staging Resource, home prices are back on the rise in all areas.

Staging is a proven profession and recognized by most all real estate agents and sellers as a benefit for potential growth (HSC). Over 77% of buyers find it easier to visualize the property as their future home when it is staged as stated in National Association of Realtors 2007 Profile of Home Staging Report (HSC). It was also determined that 68% of the staged homes sold for at least 9% more than their “un-staged neighbors” home (HSC). Research of the demographic area of Blairsville, in Union County, shows approximately 1375 homes for sale with a median value estimated at $183,400 (Zillow). There is also growth in the cabin rental business, going from seven to ten cabin rental companies in the last two years. Not only does this offer growth of our business, but it also plays a big part in guaranteed financial growth in our county.
According to Steve Rowe of the Union County Chamber of Commerce, Union County is the 5th fastest growing county in the U.S. by percentage of population.

**Trends and Strategic Opportunities**

With Millennials and Baby Boomers becoming potential home buyers and moving from metro areas into the mountains, the economy is at an all-time high. The North Georgia Mountains bring in tourism during all seasons of the year. Fall is the peak season for travel, with people escaping the city to visit the mountains and spend a peaceful time in a secluded cabin rental. This seems to be a factor in people deciding to make their permanent residence in our beautiful mountain community. Any role that Serendipity Staging can play by assisting realtors in selling or renting homes increases our business opportunities. As an “all in one” home staging business, we offer the only seasonal decorating in our area. By providing our specialized services for rental cabins—for that special get-away family holiday or for a business to showcase the spirit of the season—it gives our community that holiday “hometown” touch.

Strategic opportunities of being the “all in one” home staging business put us number one in the market. Serendipity Staging will offer unique decorating options for any style or budget. Our goal is to provide clients with optimum service and results. With our office and warehouse being strategically located in downtown Blairsville, we are visible to businesses and individuals alike, so we can attract the most traffic and impulse clients. Having a staff that is well trained and knowledgeable in staging and decorating will be an asset to assisting clients from consultations to full home staging.
Target Market

Target Market Defined

The target market of Serendipity Staging is real estate agencies, cabin rentals, local businesses, and individuals. Being the “all in one” staging and decorating business will make it easier for clients to achieve their goal without having to waste valuable time going to several different businesses for their needs. Being able to help clients with every aspect of their decorating needs, allows them to have more time to dedicate to their personal and professional life. Our target market is clients ranging from Baby Boomers to Millennials, or any age in need of our unique services. Our affordable services and individualized plans are feasible for any budget or job size.

Effective Analysis

The task of decorating to sell, to rent, or even just to decorate for the holidays is overwhelming for clients. Therefore, Serendipity Staging will be the “all in one” business for any of their needs, making decorating much less stressful. The home market is expected to remain at a high growth level for the foreseeable future. Serendipity Staging plans on accommodating that high level growth in the economy.
Competition

Key Competitors Identified

Serendipity Staging conducted an analysis of the surrounding areas for competitors in the home staging business. After analyzing the information, we found two competitors in the area. However, neither competitor provides the wide variety of options and uniqueness that Serendipity Staging has to offer. Also, neither offers seasonal decorating or staging for cabin rental companies. Following are the major competitors:

- Harmony Interiors and Home Staging
- Dana Nelson Home Staging Certified

Effective Analysis of Competitors’ Strength and Weaknesses

<table>
<thead>
<tr>
<th></th>
<th>Strength</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harmony Interiors and Home Staging</td>
<td>Chamber of Commerce member Established 2012</td>
<td>Website does not work Social Media has not been updated since 2013 Does not have a store</td>
</tr>
<tr>
<td>Dana Nelson Home Staging Certified</td>
<td>Real estate agent Working website</td>
<td>Does not have a store Not on social media</td>
</tr>
</tbody>
</table>
Potential Future Competition

A risk for future competition exists because of the growth within our area. However, Serendipity Staging will stay on top of the latest trends and high-end fashions to continually be the top trending staging company in the North Georgia Mountains. At Serendipity Staging clients will be getting three well-qualified home stagers to provide the finest quality of service at very affordable rates. We believe that by the time any potential competition comes into our area, we will have established close and loyal relationships with our clients.

Barriers for New Competitors

Serendipity Staging will become the “all in one” staging company in Blairsville and surrounding areas. We will have brand identification and customer loyalties which will cause new competitors to struggle to find clientele. Serendipity Staging will have an abundance of inventory readily available in our warehouse and a wide base of local vendors we can turn to for any needed supplies. By providing our business clients with upscale home staging, we not only help their businesses become more appealing and marketable, but we also help other local businesses.
Marketing Plan and Sales Strategy

Key Message

By offering a variety of decorating designs and individual unique style types, we guarantee our clients will be satisfied. We offer a large supply of furniture and décor, and also have the knowledge to refurbish furniture, sew, and craft, which makes us an “all in one” company. There will be no need to go to several different places to complete the job! We are strongly focused on 100% customer satisfaction, offering reasonable prices and quality service.

Options Identified and Analyzed

Serendipity Staging will bring the experience of three like-minded professionals to provide all our client needs in decorating and home staging. We will be able to put our clients’ minds at ease, allowing them to feel confident in our ability to complete the job—reducing their work load so they have time to focus on their business and personal life. Our clients will be able to present us with a budget and a decorating theme and will have no problem believing in our ability to provide them with optimal results. Not only will this give them satisfaction of a job well done, but it will also ensure that we get repeat business. Giving our clients options from consultations for seasonal decorating to complete home staging offers them different levels of service and budget options. Our integrity means everything to us, and we hope that our clients will be able to put their complete trust in not only our work ethic but also in us. As hometown residents we want to show we are truly invested in what visitors and potential buyers feel about our community. We stand by our work and our name.
Sales Procedures and Methods Defined

We are the only home staging company in the area that offers services from consultation, seasonal, and event only decorating, to full home staging for personal, businesses, cabin rentals and realty agents. Our prices are based on the scope of the job, allowing us to fit within any budget. Our services are offered to a wide range of clientele.

To generate awareness of our business, our means of advertising are as follows:

- Printed advertisements: Ads will be placed in the newspapers in Blairsville and in surrounding counties. Ads will be purchased in local restaurant menus. Signs will be placed on fences of the local park and recreation department.

- Social media accounts: Facebook business and personal pages, Twitter, Instagram, and LinkedIn.

- Community connections: As hometown people we feel our investment in the wants and needs of our community stand out. We will support other local businesses in our area by using their resources in our business.

- Business cards and brochures: placed at real estate offices, restaurants, building supply stores, and other local businesses in our community and surrounding communities.

- Website: updated with pictures as we complete every job.

- Open house and special event parties: opportunities to meet individuals in the community on a one-on-one basis and get referrals for future clients.

- Chamber of Commerce membership: to continue learning about the growth of our community and be more involved citizens.
Marketing Budget

<table>
<thead>
<tr>
<th>Advertising Agency</th>
<th>Cost Annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Free</td>
</tr>
<tr>
<td>Business Cards/Brochures/Flyers</td>
<td>$ 240.00</td>
</tr>
<tr>
<td>Newspaper Ads</td>
<td>100.00</td>
</tr>
<tr>
<td>Fence Board Signs</td>
<td>75.00</td>
</tr>
<tr>
<td>Menu Ads</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 515.00</strong></td>
</tr>
</tbody>
</table>

Operations

Business Facility

The general partnership came to the decision to start our company in Blairsville, Georgia. We found an affordable building up to the standards that Serendipity Staging requires to accomplish our venture. The building has a 900-square foot store front that will showcase examples of our home staging and decor. Located behind the store is a 2000-square foot warehouse that will hold a wide variety of Serendipity Staging decor and furniture. The warehouse has a loading dock for easy loading and unloading. The building is up to code with all ADA standards. Two large windows in front of the building will showcase our decorating style to spectators.
Listed below are the features that the building offers:

- 900-square feet of front office space
- 2000-square feet of air/heated warehouse space
- Parking in front of building and behind the store
- Energy efficiency
- Phone and internet
- Wheelchair accessibility
- ADA compliant unisex restroom
- Up to date on codes and permits

**Production & Workforce Plan**

Serendipity Staging will be a small business with three owners and one employee. The employee will be a warehouse manager responsible for categorizing inventory, helping in lifting, and moving staging supplies. In the future, as our business grows, we will add more staff to handle the increasing work load. Heather Wells, Nicole May, and Sherri Karr will rotate operation of the office and store front.

**Impact and Use of Technology**

Serendipity Staging will have up-to-date technology that is required to operate our business effortlessly. We will use social media sites such as Facebook, Twitter, Google+, Pinterest, and YouTube to promote our services. Social media accounts are an inexpensive way to market our brand and save money.
Serendipity Staging will be developing a professional business website that will include portfolios, reviews, hours of operations, and pricing. We plan on installing time tracking software to help us determine what draws in our clients. We will also have an email in place because it is an essential form of communication between us and the clients.

**Management and Organization**

**Key Employees/Principals Identified**

Serendipity Staging will be operated as a partnership by the owners Heather Wells, Nicole May, and Sherri Karr. Each of the owners is knowledgeable in all aspects of the business. Each is focused on business and interior design and will continue to update education with any courses available to enhance knowledge and expertise.

**Board of Directors/Advisory Committee/Human Resources**

All decisions concerning employment will be handled by the owners. The board of directors will consist of the owners and each will have equal rights and will share equal weight in all decisions concerning Serendipity Staging.

Our advisory board consists of two high energy, successful business professionals located in the Atlanta area. We met them while attending the Georgia State PBL competition and asked them to advise and mentor us through our business venture.

Human resources will be handled by each of the owners. We will take the proper steps to ensure that our employees will be offered a reasonable market wage, vacation time, bereavement leave, and paid holidays. As our staff grows we will be able to offer benefits such as health, vision, and dental insurance.
Plan for Identifying, Recruiting, and Securing Key Participants

A meeting of the board came to the consensus that the business will start with one full-time warehouse manager and that the three owners will rotate managing the front business office. These are the positions that are most crucial for the start of business. The board has determined the specific job descriptions and pay. Posting of the job opening will be by ads in the local newspaper, social media, and online employment databases such as Indeed.com, careerbuilder.com and careeralert.com. As we collect applications, we will set a second board meeting and research applicants for interviews. We are going to conduct in-depth interviews, background checks, and reference checks to ensure that we hire and retain the most efficient staff possible.

Compensation and Incentive Plan

Our employee will be paid based on experience added to our initial starting rate of $12.00 per hour. There will be a probationary period of 6 months before we review job performance and give a raise. There will be an opportunity to grow with our business if the employee is willing to take continuing education courses and gain knowledge of our business. Once we have established business and start marketing for more potential clients, we will offer a client sign-on bonus of 10%. We will hire more employees as our business expands. Vacation and personal time will be on an accrual basis for all employees, and the holidays that are national observed holidays will be paid time off.
Long-term Development

Long-term Goals Identified and Documented

Serendipity Staging is setting long-term goals as follows:

- Continue to build clientele quarterly as well as yearly
- Increase sales and profit
- Continue education as needed to stay on trend with the market
- Branch out and be the “all in one” decorating and staging business in the surrounding counties

Risk and Potential Adverse Results

*Forbes Magazine* states that only half of small businesses survive past the five-year mark (Forbes). However, Serendipity Staging is confident that we will thrive and grow because of these reasons:

- Original investment risk was not a loan but was personal investment
- Our services are marketable and unique as well as sought after
- Each of our owners has an associate degree in Business Management and an associate degree from the Art Institute of Atlanta

Strategy for Long-term Goals

We are confident that the time spent researching this type of business for our community has confirmed a definite need for our services in the area. We have also invested time and dedication in completing our small business plan to present the ability of this business to grow and prosper. Our board of directors’ stands by all business decisions as a united front
and we continue to make all business decisions as a group and not individually. We plan to have a growth of 15% each quarter. Serendipity Staging has set a five-year goal to become North Georgia’s most sought-after “all in one” home staging business. Through hard work and dedication, we believe that our goals are easily attainable and will be met in a timely manner.

Financials

Type of Accounting System

Serendipity Staging will be a cash basis company, although reusable decorating supplies will be recorded as an asset. We will use QuickBooks for all of our accounting purposes. QuickBooks is user friendly, and we all have knowledge of the program.
## Financial Projections

### Balance Sheet

**Serendipity Staging**  
**Pro Forma Balance Sheet**  
**June 30, 2020**

<table>
<thead>
<tr>
<th>Assets</th>
<th>Liabilities</th>
<th>Owner’s Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td></td>
<td>$43,450</td>
</tr>
<tr>
<td>Decorating Supplies</td>
<td></td>
<td>$43,450</td>
</tr>
<tr>
<td>Vehicle</td>
<td></td>
<td>$43,450</td>
</tr>
<tr>
<td>Accumulated Deprec</td>
<td></td>
<td>$43,450</td>
</tr>
<tr>
<td>Total Assets</td>
<td>Total Liabilities and Owner’s Equity</td>
<td>$130,350</td>
</tr>
<tr>
<td>$96,950</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$23,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(4,600)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$130,350</td>
<td>$130,350</td>
<td></td>
</tr>
</tbody>
</table>
# Income Statement

**Serendipity Staging**  
Pro Forma Income Statement  
For the Year Ended June 30, 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
<td></td>
</tr>
<tr>
<td>Sales Revenue</td>
<td>$ 203,500</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td>$ 7,300</td>
</tr>
<tr>
<td>Rent</td>
<td>24,000</td>
</tr>
<tr>
<td>Utilities</td>
<td>11,375</td>
</tr>
<tr>
<td>Insurance</td>
<td>9,000</td>
</tr>
<tr>
<td>Taxes/License</td>
<td>450</td>
</tr>
<tr>
<td>Payroll</td>
<td>27,600</td>
</tr>
<tr>
<td>Equipment</td>
<td>3,750</td>
</tr>
<tr>
<td>Decorating Supplies</td>
<td>20,250</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>2,400</td>
</tr>
<tr>
<td>Internet/Website</td>
<td>1,425</td>
</tr>
<tr>
<td>Vehicle</td>
<td>6,000</td>
</tr>
<tr>
<td>Depreciation</td>
<td>4,600</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>118,150</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>$ 85,350</td>
</tr>
</tbody>
</table>
---

**Serendipity Staging**  
*Pro Forma Statement of Owner’s Equity*  
*For the Year Ended June 30, 2020*

<table>
<thead>
<tr>
<th>Owner’s Equity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serendipity Staging Capital, July 1, 2019:</strong></td>
<td></td>
</tr>
<tr>
<td>Heather Wells</td>
<td>$ -</td>
</tr>
<tr>
<td>Sherri Karr</td>
<td>-</td>
</tr>
<tr>
<td>Nicole May</td>
<td>-</td>
</tr>
<tr>
<td>Total Capital, July 1, 2019</td>
<td>$ -</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Owner Contributions:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Heather Wells</td>
<td>$ 50,000</td>
</tr>
<tr>
<td>Sherri Karr</td>
<td>50,000</td>
</tr>
<tr>
<td>Nicole May</td>
<td>50,000</td>
</tr>
<tr>
<td>Total Contributions</td>
<td>150,000</td>
</tr>
</tbody>
</table>

| Net Income for the year | 85,350 |
| Guaranteed Payments to Owners | (105,000) |

| Serendipity Staging Capital, June 30, 2020: |  |
| Heather Wells | $ 43,450 |
| Sherri Karr   | 43,450 |
| Nicole May    | 43,450 |
| **Total Capital, June 30, 2020** | **$ 130,350** |
---
<table>
<thead>
<tr>
<th>Month</th>
<th>Cash Receipts</th>
<th>Expenses</th>
<th>Net Cash Flow</th>
<th>Cumulative Cash Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>150,000</td>
<td></td>
<td>150,000</td>
<td>150,000</td>
</tr>
<tr>
<td>September</td>
<td>5,000</td>
<td>1,950</td>
<td>3,050</td>
<td>153,050</td>
</tr>
<tr>
<td>October</td>
<td>12,000</td>
<td>2,000</td>
<td>10,000</td>
<td>163,050</td>
</tr>
<tr>
<td>November</td>
<td>16,000</td>
<td>1,475</td>
<td>14,525</td>
<td>177,575</td>
</tr>
<tr>
<td>December</td>
<td>18,000</td>
<td>750</td>
<td>17,250</td>
<td>194,825</td>
</tr>
<tr>
<td>January</td>
<td>20,000</td>
<td>300</td>
<td>19,700</td>
<td>214,525</td>
</tr>
<tr>
<td>February</td>
<td>17,000</td>
<td>2,300</td>
<td>14,700</td>
<td>229,225</td>
</tr>
<tr>
<td>March</td>
<td>12,000</td>
<td>2,550</td>
<td>9,450</td>
<td>238,675</td>
</tr>
<tr>
<td>April</td>
<td>6,500</td>
<td>1,500</td>
<td>5,000</td>
<td>243,675</td>
</tr>
<tr>
<td>May</td>
<td>8,000</td>
<td>1,200</td>
<td>6,800</td>
<td>250,475</td>
</tr>
<tr>
<td>June</td>
<td>6,000</td>
<td>975</td>
<td>5,025</td>
<td>255,475</td>
</tr>
<tr>
<td>Total</td>
<td>140,500</td>
<td>20,375</td>
<td>111,125</td>
<td>265,625</td>
</tr>
</tbody>
</table>

**Other Expenditures**
- Purchase of Vehicles: $23,000

**Net Cash Flow**
- For the Year Ended June 30, 2020

**Cumulative Cash Flow**
- Total: $265,625
Services Offered

Charges for home staging range from $300 - $600 for initial two-hour design consultations. After the initial consultation the client is presented with a written bullet list of what is to be done from the most important to the least important for their staging project. If the homeowner wants to use our services further to complete the staging project, we then charge $150 hourly.

Home Staging for Businesses

- Real Estate Agencies: three-month minimum contract required
- Cabin Rentals: six-month minimum contract required

Home Staging for Individuals

- Based on individual contract (home value, square footage)

Charges for seasonal decoration range from $150 - $300 for initial design consultation.

Home Seasonal Decoration/Room

- $350 - $500 per room per season

Business Seasonal Decoration

- $500 - $700 per room per season
Supporting Documents

Heather Wells
291 Carrianne Hills Drive
Blairsville, GA 30512
706-455-8169
HeatherWells@gmail.com

Objective:

To become a successful business owner.

Education:

North Georgia Technical College, Graduated May 2016
Courses Studied
- Accounting I
- Document Production
- Entrepreneurship
- Desktop Publishing
- Business Principles
- Statistics
- Business Law

Art Institute of Atlanta, Graduated May 2018
Courses Studied
- Commercial Design
- Office Design
- Residential Design
- Building and Safety Codes
- Marketing

Work Experience:
North Georgia Technical College Business Office, August 2016 – Present
Abernathy’s Furniture Store, September 2000 – August 2014

Activities:
Phi Beta Lambda, President
HEROES
National Technical Honor Society
Nicole May  
1350 Lower Owltown Road  
Blairsville, GA 30512  
706-897-3472  
NicoleMay@gmail.com

**Objective:**

To become a successful business owner.

**Education:**

*North Georgia Technical College, Graduated May 2016*

Courses Studied
- Accounting I
- Document Production
- Entrepreneurship
- Desktop Publishing
- Business Principles
- College Algebra
- Business Law

*Art Institute of Atlanta, Graduated May 2018*

Courses Studied
- Commercial Design
- Office Design
- Residential Design
- Building and Safety Codes
- Marketing

**Work Experience:**

North Georgia Technical College—Student Affairs Assistant, August 2016 – Present

Sharon’s Décor, April 2014—May 2016

**Activities:**

Phi Beta Lambda, Reporter/Historian

HEROES

National Technical Honor Society
**Objective:**

To become a successful business owner.

**Education:**

*North Georgia Technical College, Graduated May 2016*
- Courses Studied
  - Accounting I
  - Document Production
  - Entrepreneurship
  - Desktop Publishing
  - Business Principles
  - Statistics
  - Business Law
  - Principles of Management

*Art Institute of Atlanta, Graduated May 2018*
- Courses Studied
  - Commercial Design
  - Office Design
  - Residential Design
  - Building and Safety Codes
  - Marketing

**Work Experience:**

North Georgia Technical College—Business Office, October 2016 - Present
Hometown Reality—Office Manager, January 2013 – October 2016

**Activities:**

Phi Beta Lambda, Georgia State Officer, VP of Fundraising
HEROES
National Technical Honor Society
Works Cited

Merriam Webster, Merriam-Webster, www.merriam-webster.com/. The occurrence and development of events in a happy or beneficial way


Otar, Chad. “What Percentage of Small Businesses Fail -- And How Can You Avoid Being One Of Them?” Forbes, October 25, 2018,