

GELTMORE, LLC

BUSINESS PLAN OUTLINE

Provide, with your application, financial statement and credit release forms, a business plan which covers the following items:

I. BACKGROUND OF OPERATOR

A narrative of business experience, especially retail type.

II. OPERATIONAL PLAN

Discussion of how the store / restaurant will be operated:
merchandise types / menu types, average pricing levels, targeted customers, marketing and advertising plans, staffing plans.

III. FINANCIAL PLAN

- A.** Sales forecast by month for year one, by quarter for year two, annual for year three.
- B.** Detail of sources of cash / method of obtaining equipment and inventory.
- C.** Cash Flow Budget monthly for year one (see format attached).

IV. VISUAL

- A.** Proposed Floor Plan.
- B.** Artist or architectural rendering of store design.
- C.** Pictures of existing or like store.