

# ONE MONTANA

## **Sample Business Summaries Teenpreneur Roundup 2019**

Snack Pro, submitted by Treyton Anderson

Buddy's Stables, submitted by Olivia Bratton and Aspen Dean

406 Lips, submitted by Kate Brower

# Snack Pro

For all your in game snacking needs!

## Introduction to the product:

Millions of sports fans attend professional or NCAA sports events each year. No matter if they spend thousands for a super bowl ticket, or less than a hundred dollars to attend a college game, there is a common problem they all share. Nobody wants to miss the excitement of the game! There is often the want of food during the game. The obvious thought is to go to the concession stands, but then you have to navigate the long lines that can cause you to miss the game. .

The goal of Snack Pro app is to provide a product that provide a convenient service for fans. With this app you will be able to order from your seat on your phone or device and product will be delivered to your seat. The app will be delivered and marketed to all season ticket holders. They will be able to open the app and choose from the user interface any of the various vendors throughout the venue and before your delicious food will be delivered to your seat.

## Description of the market for the product or service:

The primary market to sell the Snack Pro app to is the stadiums of all major sports and athletic facilities concessions managers. We are selling them on efficiency and convenience. This app can help deliver product to customers in a more efficient manner and in a way that is much more convenient for the consumer. With this they will be able to deliver a better experience for fans. There are 1,281 NCAA universities, 30 NBA teams, 32 NFL teams, 30 MLB teams, 35 professional soccer teams and various other entertainment options throughout the U.S. attracting thousands of fans every game. The NFL's average attendance per game is 70,000 people

This app would be targeted fans and especially season ticket holders who would have a greater value for the app because it would likely be used more than once. They would be able to regularly and repeatedly use the app. This would allow us to create behaviors in our customers that are coming to events on a regular basis and would use the service regularly.

## Marketing plan:

Our marketing plan would be focused on a dual platform. We would need to sell to the concessions managers of venues and then market to fans to get them to use the app service. We would have professional salespeople to pitch the app to concessions managers via skype and other online sales platforms. We would start off with only 5 local sports teams to allow us to

work out the kinks in the software for year 1. To establish fans to use the app, we would target and use the teams established social media platforms.

After the first year we would get in contact and stay in contact with NCAA schools and eventually professional stadiums and their concession managers. We would use the current schools as testimonials and be able to leverage the data collected from the test sites as far as increases in revenue and increased fan experience.

We would also work with the teams to be able to get ahold of the season ticket holders. This would happen by an email with a basic introduction of the app and download instructions. We would have halftime and break advertisements on the big screens for the whole crowd to see several times. Once we have an established group of users of the app we would work closely with the concessions managers to push reminders and promotions out to the fans. This would provide a useful platform to market directly to the fans themselves and remind them of all the concession options. We would have motivated salespeople to setup individual in game promotions as they would receive compensation based on a percentage of revenue generated by the use of the app.

## **Financial Plan:**

Snack Pro would operate on a small scale initially to work through all the bugs and get things perfected on the software side and then we would expand on a much larger scale. Year one we would experience our largest financial outlay to get the software developed. We would have a software developer program that we would use as a template for future venues. Each venue would have unique menus and would have another initial setup expense to get the software adapted and developed for their needs. We would also have to employ a marketing manager who would be in charge of managing the direct sales of all the new clients. This person would also be responsible for pushing out specials and promotions specific to all the new events to the season ticket holders. This person would operate on a commission basis and be paid on a percent of total sales. This would motivate them to make and create more revenue for the company. Below is our estimate of our profit and loss for first two years.

## Year 1 Estimated Profit and Loss Statement:

### Revenue:

Software Site Sales (5 Locations--\$500 per location)	\$2500.00
Transaction Fees Revenue (5 Locations, 8 Events, 200 Transactions/Event) \$.75 per transaction	<u>\$6000.00</u>
<b>Total Revenue</b>	<b><u>\$8500.00</u></b>

### Expenses:

Software Development Expense	\$5000.00
Site Setup and Demonstration Expense (\$250 per site)	\$1250.00
Sales Commission 35%	\$875.00
Sales Commission on Transaction Fees 35%	<u>\$2100.00</u>
<b>Total Expenses</b>	<b><u>\$9225.00</u></b>

**TOTAL LOSS \$725.00**

## Year 2 Estimated Profit and Loss Statement:

### Revenue:

Software Site Sales (5 Initial Locations Upgrades--\$200 per location)	\$1000.00
Software Site Sales (25 New Locations )	\$12,500.00
Transaction Fees Revenue (30 Locations, 8 Events, 300 Transactions/Event) \$.75 per transaction	<u>\$54,000.00</u>
<b>Total Revenue</b>	<b><u>\$67,500.00</u></b>

### Expenses:

Software Development Upgrade Expense (\$250 per upgrade)	\$1250.00
Site Setup and Demonstration Expense (\$250 per site)	\$6250.00
Sales Commission 35% of new customers	\$4375.00
Sales Commission 20% of repeat customers	\$200.00
Sales Commission on Transaction Fees 35%	<u>\$18900.00</u>
<b>Total Expenses</b>	<b><u>\$30975.00</u></b>

**Profit Year 2: \$36525.00**

Olivia Bratton  
Aspen Dean

## Buddy's Stables

Our business will be a boarding facility located in Helena, Mt. The name of our boarding facility will be *Buddy's Stable's*. We named it this because we are known by many as the buddy's, and "Stables" is a name associated with boarding stables in the equine world. Such as the word "school" would be associated with training/learning. We have heard many complaints about boarding facilities in the area and it comes down to three scenarios: 1.) The place is amazing but extremely expensive. 2.) there is a low cost, but horses are not taken well care of (never let out of there stalls to fresh air, bad hay, etc) or 3.) The place is nice, and cost is low, but they are far out of town and make daily visits difficult. We hope to offer a boarding stable not far from town with easy access roads; although our facilities may seem unimpressive at first, our service will not be, we will remain constant on our quality of feed, cleanliness of the barn and will continue to put the horse's health as number one priority; they will have access to fresh air 24/7 and be let out to large pastures frequently. We will offer grooming, mucking out stalls, along with other small services.

Our market will be for equestrians who aspire to own a horse or already own them and require a place for their horse to stay. We will accept short term stays along with long term stays; long as the appropriate paperwork is present to ensure the horse is not a carrier of a disease. As time goes by we will equip our facility with the appropriate tools for multiple equestrian sports to provide diversity among our borders. Such as: barrels, poles, jumps, along with natural jumps outside for cross country jumpers, and fun obstacle courses for everyone. One crucial factor of living in the great Big Sky State and owning horses is, the winter time blues for equestrians. Although winter can not completely inhibit a rider from participating in the equine world it very well does slow us down. Many days equestrians have to make the difficult decision to simply not ride due to dangerous ground conditions. That is why an indoor arena is a necessary facility for our business. It will provide traction and a place to ride not only in winter but on hot days in summer, and rainy days in spring. We will

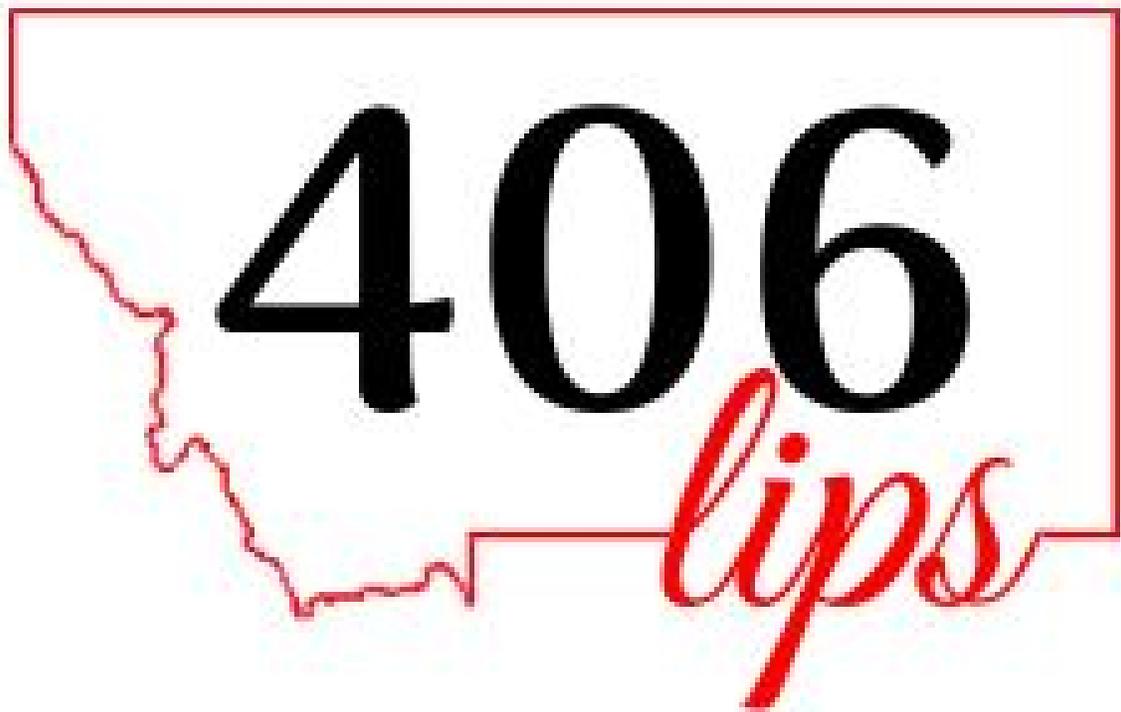
make sure to incorporate our business's name, *Buddy's Stables* along with our colors: red and white, into all of our above marketing plans. along with merchandise advertising in which we will have logos and slogans that have a theme of: comedic or competitive inspiration. They will be displayed on multiple items.

The marketing plan for Buddy's Stables will be to create a well-functioning website that is friendly towards all ages. It will offer photos of our business. There will be maps to provide the viewers an excellent view of where our facility is located. Another tab on our website will be filled with our background story of handling horses. We will also set up social media pages on the following: Instagram, Facebook, and Equine Now, to go with the website. Another way to advertise will be to hold events at the place; we will offer out our place for a small fee to local clubs that plan out events such as: rodeos, O-mok-see's, 4-H events and other equine events. We will use radio ads, and local TV commercials to help spread the knowledge of these events.

Our financial plan will be to work for a couple of years until we are able to join our money together to buy at least 30 acres within 15 miles of town; our goal will be \$150,000 to put to the property. After we buy the property our next step will be to slowly start saving money for an indoor arena which will cost approximately \$100,000. We will go with a wooden built arena due to its lower cost and good quality. The dimensions of the arena will be 80x200. The reason it will not be wider than 80 feet is because prices rise very quickly after the 80-foot mark due to the need to add more rafter supports, however, length is very easily added onto without raising the prices by a lot and that is why it will be 200 feet long. The extra length will allow us to turn a small portion of the indoor arena into an eight 12x12 stall barn (two stalls will be 16x12 for larger horses) equipped with: 16x12 tack room, 12x12 feed room, 12x12 bedding/utilities room, one 12x12 wash stall, and a 5x4 half-bathroom for clients, which will be located in the tack room. The two alleyways will be 18 feet wide. The length of the barn (inside the indoor arena) will be 52 feet, leaving 148 feet for the length of the Indoor arena (riding part). So in the end we hope to put \$150,000 towards land, \$100,000 towards the indoor arena, \$10,000 to create the barn inside the arena; this comes to a total of \$260,000. Due to the fact

that we will be splitting the cost, we each need to make \$130,000. We will be working full-time jobs and possibly two jobs at times; all while learning and exploring the world of business to learn more that will assist us in our future.

we've been planning this for years now and have found that we work well together. Our business will be successful; and we will be expecting problems to present themselves to us. However, in the end, we want our business to stick to these simple guidelines: Buddy's Stables will offer boarding for horses at a cost-efficient price; The horses health will be put as number one priority and the business itself will be a friendly environment for all.



**Kate Brower**

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## **Executive Summary:**

406 Lips is a product line that was developed specifically to address problems associated with carrying and maintaining lip balm. Our goal is to provide convenient, fashionable solutions that reduces waste, stops product loss, and save money. Our Lip Balm Holders conveniently clip to your purse, school bag, jeans loop, water bottle, lanyard, and key ring. Not only does this provide quick and easy access, it also so securely retains the lip balm preventing loss of product and other valuables.

## **Company Introduction:**

At 406 Lips our mission is to provide all lip balm users with the best way to reduce the loss of their lip balms. Our short term goals include increasing our market presence by attracting two to four new wholesale accounts, and increasing our in person sales to 500 units in 2019. Long term goals include adding a second sewing machine, and enlisting the assistance of a second sewer to ease the manufacturing process, and taking our products to the Made in Montana Tradeshow in 2020.

## **Background:**

After losing multiple lip balms in the wash, under furniture, and other places, I knew there had to be a better way. So I tried to find the solution, only to find ways that didn't work, for example a clip top cap. Taking this knowledge, I improved these ideas with my own lip balm holder. Seeing that this is a problem that many others face as well, I decided to create 406 Lips to help reduce the loss of lip balm. Now, our product flies off the shelves.

## **Market Descriptions:**

406 Lips has two markets, a buying market and a target market. We have seen at many craft shows that our buying market is primarily women from the ages of 35-60. These women usually buy for others rather than themselves. Most of the time these women buy for our target market, teenage girls. Our target market usually does not buy for themselves, as we observed at a high school craft show, but instead has others buy for them. This makes our marketing system complicated because we have to appeal to both groups of people.

## **Marketing Plan:**

Our multi-tiered marketing approach includes local and in-person marketing, Montana Trade Shows, and social media marketing. The local approach includes door to door sales and craft shows. Benefits of meeting people on a one-on-one basis include our ability to build relationships, it helps us gain invaluable feedback on our products. Attending Trade Shows give us the opportunity to introduce our products to an entirely new market. Not only are we able to interact with other businesses, but we have the ability to interact with their business markets as well. Social Media opens up our business to the entire internet, this gives us a local-like experience with a larger market.

# Finance:

<p><b>Fabric:</b> \$0.24</p> <p><b>Key Fob:</b> \$0.26</p> <p><b>Clips:</b> \$0.15</p> <p><b>Total Material Costs:</b> \$0.65</p>	<p><b>Cost Retail:</b> \$10</p> <p><b>Cost Wholesale:</b> \$5</p>	<p><b>Profit Retail:</b> \$9.35</p> <p><b>Profit Wholesale:</b> \$4.35</p>
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This year, 2019, our goal is to increase profit by 200%. To do this we will take last year's gross income, and take 20% of that number out of our net income to make new products. This percentage will triple the product sold last year, which will have the opportunity to triple gross income and ultimately double net profits. This is all shown in the figure below.

