

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Visitors to our area, Tiny House Village People, Spiritual Seekers, Wedding Planners, Musicians, Artists, Crafters, Fitness Hikers and treasure seekers.

The estimated number of potential clients within the Company's geographic scope is 65,000.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

We accept lifetime memberships. \$100 this gives a reduced rate at shows and parties. Our monthly parties will be \$20 per person, with membership and give all you can eat and beverage. Entertainment.

Wedding pricing will be according to service. we will be sure to remain competitive. Many free events will be designed to build interest.

Promotional Strategy

The Company will promote sales using the following methods:

I will market nationally and On the WWW.

Mainly focus on major cities in Tennessee with you tube video, TV Ads and Periodicals.

We will also host events for the local area like a food bank and swap meets.

Competition

The primary competitors for the business are the following: Fall Creek Falls State Park.

Our competition also is our main draw.

The park has limited lodging. has not been able to handle groups for weddings.

Many campers flock there all year round. there is nothing to do after dark.

we will provide events and parties to bring people together and celebrate.

The level of competition is Moderate,