
EXECUTIVE SUMMARY START-UP BUSINESS PLAN



GIFTED TOWN

MYGIFTEDTOWN@GMAIL.COM

858-616-7355

GIFTEDTOWN.COM

WE'RE LOOKING FOR NEW PARTNERS!

PREPARED BY:
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8/12/2021

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PLEASE JOIN US IN GIFTING SOMETHING SPECIAL

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1.0 EXECUTIVE SUMMARY

Gifted Town was founded by two brothers who had been creating greeting cards to raise funds for the Humane Society and other animal rescuers. Then they began writing stories about the creatures they drew on their greeting cards. That's how the idea for the book began. The single book became a series, and the brothers realized they could utilize sales profits to help local and national charities.

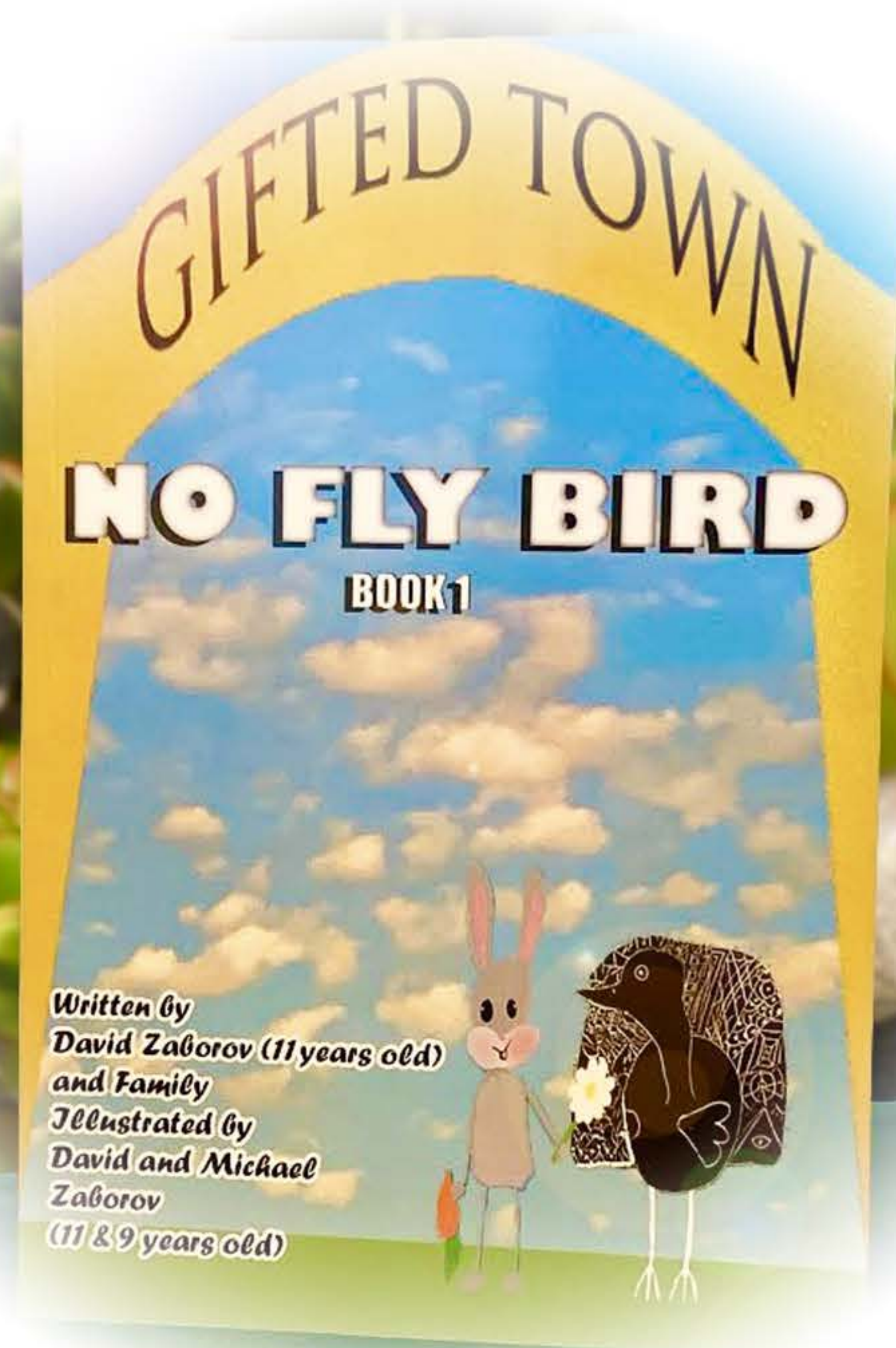
1.1 OBJECTIVES

Gifted Town's over-riding objective is to be a competitive player in the unique gift giving goods and services sector. Current awareness of the company is limited to its local community. The store wants to expend the awareness nationally through the Internet so it can reach a dramatically larger consumer population. The implementation of this business plan will enable Gifted Town to realize substantial sales growth over the next three years so it achieves specific financial objectives.

- Increase potential customer base from thousands to millions by broadening exposure from local to national markets.
- Increase sales revenue, margins and profitability.
- Break even on new venture by end of Year 1, increase profitability in Years 2 and 3, and continue increasing company net worth each year.

1.2 MISSION

We hope our adventures can inspire many other children to draw, write, imagine, and help local charities! Please join us in gifting something special. When you buy 50 greeting cards for your business, Gifted Town delivers 10 greeting cards to someone in need, like a low-income family, student, teacher, veteran, first responder, or local retirement community.



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OUR TEAM



David is a 13-year-old writer and artist from Oceanside, California. He is a co-creator of Gifted Town and all of its inhabitants. He is learning about illustrating cartoons and creating animations, which he wants to incorporate into future stories about Gifted Town. David started college at age 11. He has complied with all the requirements for, and has been inducted into Phi Theta Kappa. David's hope is to inspire other children to make a difference in their community through charity and creativity.



Michael is 11-year-old, in 6th grade, and an artist. Together with his brother, David, he helped create Gifted Town. In their early efforts to raise money for charity, Michael showed off his already expert salesmanship skills and sold many of their greeting cards himself. Through real-life entrepreneurial experiences, he is learning how to be a young businessman.

OUR PRODUCTS

PHOTO EDITTING SERVICES

Custom Greeting Cards
Calenders
Brochures
Notebooks



BOOKS



OUR MARKETING ACTIVITIES

GiftedTown.com



BARNES&NOBLE.com
www.bn.com

amazon



OUR COMPETITORS

AMERICAN GREETINGS
GREAT ARROW
IT TAKES TWO
CARDGNOME
CALYPSO CARDS
AVANTI PRESS
BLUE MOUNTAIN ARTS

TARGET MARKET



- Families
- Tourists
- Fundraisers
- Business Professionals

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FUNDRAISING OPPORTUNITY

To Whom It May Concern,

We're writing to offer you a unique fundraising opportunity for your organization. If you like our story and are interested in helping us, and of course raising some additional funds for your company, we'll create a unique coupon code for you to post on your social media sites or share with friends and family. If you help us sell our products we will donate 10 % of our profits from each sale to your organization. Although we started out mostly donating to animal-related groups, we want to help with other worthy causes (such as yours) as well. We have set up Facebook, Instagram, and Twitter pages for our book (@GiftedTown), as well as a website (www.GiftedTown.com), and hoping you can help us spread the word!

Thank you for taking the time to read this letter. We hope you'll consider our offer. If you have any questions, please feel free to reach us by email at mygiftedtown@gmail.com

Sincerely,
Gifted Town

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LOOKING FOR
BUSINESS
PARTNERS TO
PROMOTE
STORE AND
SHARE PROFITS



Get in touch today!