

BUSINESS PLAN

Marisa Moments



October 5, 2023

Executive Summary

The Company

Marisa Moments was established in 2010. Although it has taken many forms over the years, none are as strong and established as its mission to heal others as it heals itself.

The Ownership

The Company is structured as a sole proprietorship.

The Management

The Company will be managed by Marisa Ikpoh.

The Goals and Objectives

I'm here to remind you of your divinity. In order to grow, we have to be willing to call ourselves out on our own bull. We have to heal old trauma(s) and dive deep to understand the "whys" of our behavior. We have to be willing to be uncomfortable in order to reach our highest potential, while understanding there is no such thing as "perfection".

Marisa Moments will Trigger - Awaken - Connect you to your healing and divinity.

The Products and Services

Intuitive guidance and divine accountability through readings, channeled messages and personal conversations.

Marisa Moments also offers general merchandise such as tote bags, coffee mugs, t-shirts, and other miscellaneous items.

The Target Market

The Company 's target market has the following characteristics:

- Age: 18 to 118.

Pricing Strategy

The Company will use an economy pricing strategy.

Business Plan - Marisa Moments

The Company

Business Sector

The Company currently operates in the professional and technical services sector.

Company Background

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Company Ownership Structure

The Company is structured as a sole proprietorship.

Ownership Background

- Owner: Marisa Ikpoh

Experience and training: BA Psychology

13+ years of Spiritual Development

Professional Psychic Mechanics Mentorship Program

Various Mental Health Courses

Ordained through 3 Spiritual Organizations/Churches.

Company Management Structure

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The Products and Services

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Future Products and Services

Marisa Moments plans to expand it's presence in books, merchandise, public engagement events, and healing seminars.

Marketing Plan

The Target Market

The Company 's target market has the following characteristics:

- Ages: 18 to 118.

Pricing

The Company will use an economy pricing strategy.

Other pricing information: Your healing and divine connection(s) will never be priced outside of your budget.

Advertising

The Company will promote the business through:

- Online channels (website, Google ads, etc.);
- Email marketing (newsletters, brand story, etc.);
- Social media;
- TV or radio ads;
- Print (magazines, flyers, etc.); and
- Other: Referrals.

The annual budget for advertising is: \$2,000.00.

SWOT Analysis

Strengths

Marisa Moments has a long-standing presence. It is friend [client] centered and offers services at a competitive yet affordable cost.

Weaknesses

Marisa Moments currently lacks in numerical presence due to a lack of advertisement. There is a need for expansion to reach a larger audience.

Opportunities

Marisa Moments has limitless opportunities for growth and expansion.

Threats

There are many others that share in similar "stages".

Operations

Daily Operations

Social Media

2:22AM cst - Daily Divinity Reminders

5:55AM cst - Daily Channeled Messages

5:55AM cst - Monday Podcast [Readings That Heal]

2:22AM cst - Tuesday Oracle Readings for the collective

5:55AM cst - Sunday Self-Care Reminders.

Operational Facilities

There is currently no brick and mortar location available.

Staffing

The Company will continue to employ one full-time employee for the foreseeable future.

Financials

Marisa Moments

Actual and Projected Income Statement:

For the year ending the 31st day of December: (USD - US Dollars)

	2023
Revenues:	
Gross Sales:	100.00
Less Cost of Goods Sold:	(0.00)
Gross Profit:	\$100.00
Expenses:	
Marketing	1,000.00
Insurance	0.00
Rent	0.00
Utilities	0.00
Licenses	0.00
Salaries and Benefits	0.00
Total Expenses:	\$1,000.00
NET INCOME (Before Tax):	\$-900.00