

# **The B-Sisters BUSINESS PLAN**

Prepared by:

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[www.theb-sisters](http://www.theb-sisters)

I. EXECUTIVE SUMMARY

The B-Sisters (referred to from hereon in as the "Company")is intended to be established as a Public Benefit Corporation at 13569 3100 Rd, Hotchkiss, Colorado 81419 with the expectation of rapid expansion in the art, legal cannabis, ptsd advocacy and mental wellness industry. The Company solicits financial backing in order to be able to introduce its new product (described below).

Business Description

The Company shall be formed as Public Benefit Corporation under Colorado state laws and headed by LeeAnne Golden.

I'll be coordinating donations and distributing them into a network of caring women, founded with social media groups to which members can signup to receive free art supplies. I'll be creating jewelry for these women and growing the Hemp we'll need for each phase of development. I've already completed these products. I'll be implementing each phase.

Business Mission

Women helping women surviving severe PTSD; provide alternative resources for those would've lost children but not limited to. With great understanding and hope, this is a safe home online that is about kindness, creativity and a better quality of life. We utilize community, art and legal Hemp Cannabis in place of destructive habits and coping mechanisms, that we so naturally fall into when faced with tragedy.

Product

The Company's primary productwill be Bee/Buzz Box: Gifting and Subscription service

Funding Request

The Company requests a total loan of \$0.00 over the course of 1 year , to be used for the following purposes:

For packaging, shipping and distribution of our products

Purpose	Loan Amount
To set up the Hemp facility, buy creative products, online hosting fees	\$1,000.00

Long-term debt payment is a key feature of the Company's financial plan. We expect to break even within a 3 months time period following the introduction of our product. Financial predictions suggest a minimum 1 Year% return on investment by the conclusion of the financing period.

## **II. BUSINESS SUMMARY**

### **Industry Overview**

In the United States, the art, legal cannabis, ptsd advocacy and mental wellness industry presently makes 0 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:  
Mental stability, how critical is the trauma

### **Business Goals and Objectives**

Short Term:

To aide those in immediate crisis

Long Term:

To save lives directly following the trauma women are often suicidal, this is a statistical certainty and FACT. I want to save these women from that evidentiality.

### **Legal Issues**

The Company affirms that its promoters have acquired all legally required trademarks and patents.

### **III. MARKETING SUMMARY**

#### **Target Markets**

The Company's major target markets are as follows:

Every women ever existing who is navigating the aftermath of a life-altering event

The estimated number of potential clients within the Company's geographic scope is 1.

#### **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:

I have not developed this just yet

#### **Distribution Strategy**

USPS, UPS or any other major shipping entity

#### **Promotional Strategy**

The Company will promote sales using the following methods:

Social Media is really all we need, but in addition there is a website already created, word of mouth, news media

#### **Services**

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

**IV. FINANCIAL PLAN**

**12-Month Profit and Loss Projection**

Monthly expense for salaries and overhead (projected):	\$0.00
Revenue and sales for first year of business (projected):	\$0.00
Gross profit for first year of business (projected):	\$0.00