

K&D PRODUCTIONS DJ SERVICE BUSINESS PLAN

I. EXECUTIVE SUMMARY

K&D Productions DJ Service, (hereinafter "Business") is intended to be formed as a Missouri "Limited Liability Company located at 403 S Ohio Apt. 8, El Dorado Springs, Missouri 64744, poised for rapid growth in the Music industry. The Business seeks funding to take advantage of a window of opportunity for introducing a new DJ service service, which has the potential to dominate the market.

Mission Statement. K&D Productions objective is to be the best in the industry by not just being a DJ service but a production in lighting and sound to entertain. The Companies primary financial goals are to maximize earnings and cash flow and to allocate capital profitability toward growth.

Business Description. The Business is to be organized as a "Limited Liability Company formed and authorized under the laws of the state of Missouri, and will be led by Kevn Dray, who will serve as the Business' Owner.

Kevin Dray has 20 years experieance in DJ Music and Business management.

New Service. The Business has developed a DJ service service which has the following specifications:

Play music and provide lighting for dance,wedding receptions,outdoor events night clubs

The Business has a window of opportunity to introduce its services and gain a significant piece of the market share.

Funding Request. The total funding request is for a \$10,000.00 loan for a 3 years period. The funding proceeds will be used as follows:

\$1,000.00 for Marketing

This amount is earmarked for effectively marketing the services as described below in the Marketing Summary section of the Business Plan.

\$0.00 for Staffing

This portion of funding is intended for hiring employees to produce the services and assist marketing and sales efforts.

\$9,000.00 for equipment and lighting and trailer

The Business is looking for long-term debt funding. Financial projections forecast a break-even

point in less than 3 years after product introduction. Conservative estimates show at least a 12,000 year% return on the investment by the end of the financing period.

II. BUSINESS SUMMARY

The business is a start-up business, providing clients with DJ service. Play music and provide lighting for dance,wedding receptions,outdoor events night clubs

Industry Overview. The Music industry in the United States currently generates \$8,000.00 in annual sales. Annual revenue for the regional market where the business is located is estimated at \$10,000.00.

Seasonal Factors. The Business would only be influenced by the seasonal factors that affect our customers. Since the demand for our services crosses many different businesses and industries, seasonal fluctuations are expected to be limited to the typical down turn in the dull period months are not affected by the annual holiday schedules.

Position in the Industry. Starting with advertisement word of mouth,fliers in the field reconition

Legal Issues. The promoters have secured the required patents and trademarks for the services and processes of the business in accordance with the statutory requirements.

Location. This business will be operated out of home

III. MARKETING SUMMARY

Target Markets. The main target markets for the business include:

- outdoor venues,night clubs,weddings,outdoor events

It is estimated that there are 10,000 potential customers within the Business defined trading area that are estimated to spend \$400.00. To seek the most profitable market segments in the target markets overall, the Business will focus on the following areas within the target market:

- K&D Production Plans to play every show offered no matter where or when

Competition. Customer choice of services in this industry is based on K&D Productions DJ Service will be second to none our light show will be incredible the sound system will be the best it will not just be a dj service it will be an experieance In our area there is only 1 competitor our service will be bigger and better

Services. The Business intends to provide exceptional, personalized service, which will be the crucial factor in building and protecting the Business's brand within the community. The Business intends to handle customer concerns and issues with a customer oriented focus with the intent of providing timely resolution and preventing the loss of customers.

IV. STRATEGY AND IMPLEMENTATION SUMMARY

The Business plans the following tactics as part of sales promotion:

- Advertising through press releases to industry publications and local newspapers.
- Internet marketing
- Posting signage and flyers about the new business on bulletin boards in stores and public places.

In addition, the Business will also engage in the following marketing campaigns:

- In the past we have found that word of mouth is the best advertisement

Exit Strategy. The Company anticipates exiting its operations through one of the following ways:

- Liquidate Assets

V. FINANCIAL PLAN

The Funding Request in this Business Plan outline the major start-up costs associated with this business. Other costs include repair and maintenance, sales and production expenses. Regular monthly expenses are estimated at \$250.00 for paying the employee salaries and other regular business expenses. The Business is expected to generate \$8,000.00 in the first year and gross profit is expected to be \$5,000.00.