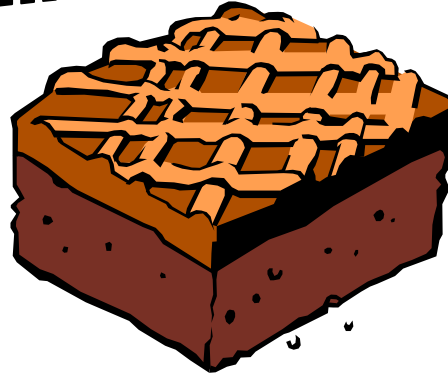


# Mrs. Millen's Famous Brownies



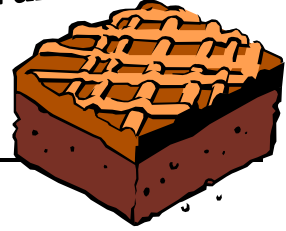
Business Plan

<October 7, 2008>

This document contains  
confidential and proprietary information  
that belongs exclusively to  
<Mrs. Millen's Famous Brownies>

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## <Mrs. Millen's Famous Brownies>

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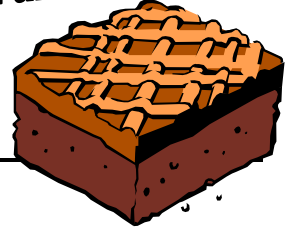
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## 1. Company Overview

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### **Mission**

<To make people smile—one brownie at a time.>

### **Company History**

<Mrs. Millen's Famous Brownies have been enjoyed by children and adults in the central Arkansas area since 2004.>

### **Goals**

<In the future, Mrs. Millen's Famous Brownies will be a household name across the state of Arkansas. Moms across the state will have Mrs. Millen's toll-free Dial-A-Brownie line on speed dial for last-minute PTA meetings and school parties.>

### **Objectives**

<The first objective of Mrs. Millen's Famous Brownies is to sell 384 brownies within the first month of operations. The second objective of Mrs. Millen's Famous Brownies is fill one custom-brownies-by-the-pan order per week beginning the third week of business.>

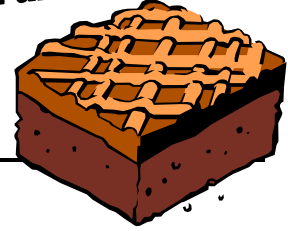
### **Management Team**

<Mrs. Millen's Famous Brownies is managed by Gwendolynn Millen, Jeremy Millen, and Phoenix Millen. Gwendolynn became interested in baking when she worked at a J.W. Flours Bakery and Restaurant while attending college at New Mexico State University. Later, she expanded into cake decorating through on-the-job training at the Kroger delicatessen and bakery department in Oxford, Ohio. Over the years, Mrs. Millen's baking portfolio has expanded to include a wedding cake, numerous custom birthday cakes, several all-occasion cakes, and constant requests for her famous brownies.

Mr. Millen is an expert dish-washer and ensures smooth financial operations.

Phoenix serves the management team well as an accomplished food critic and taste tester.

The management team works well together most of the time, and when the boys can't take the heat, they just get out of the kitchen.>



## 2. Product/Service

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### **Product**

<Mrs. Millen's Famous Brownies offers delicious specialty brownies in a nostalgic, bake-sale setting. We also fill orders for custom-brownies-by-the-pan.>

### **Features & Benefits**

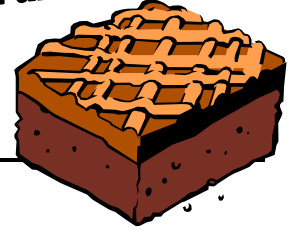
<Mrs. Millen's Famous Brownies' specialty brownies are scrumptious, dark chocolate brownies loaded with specialty toppings—including chocolate chips, M&Ms, Reece's Pieces, and other candies. >

### **Competitive Advantage**

<Compared to standard brownies, Mrs. Millen's Famous Brownies offers customers flexibility and personalization. While the competitors offer only plain brownies, iced brownies, and brownies with nuts, Mrs. Millen's Famous Brownies offers brownie lovers virtually unlimited possibilities for enjoying a chocolate indulgence.>

### **Innovation**

<Although it is not unusual for a customer to order a custom decorated, specialty flavored cake, the world of brownies has seen very little variation. Mrs. Millen's Famous Brownies not only expands the public's brownie repertoire, but we also give brownie lovers the opportunity to express themselves—ordering pans of brownies that reflect individual personalities and preferences.>



## 3. Marketing Plan

### Target Market

<The range of customers of Mrs. Millen's Famous Brownies is very diverse. Theoretically, Mrs. Millen's Famous Brownies can impact a market of all ages, all ethnic backgrounds with an appreciation of chocolate, and both genders. The true target market for Mrs. Millen's Famous Brownies, however, is mom. This mom can be anywhere from her mid-twenties to her late-seventies—all hair colors, shoe sizes, and television preferences are susceptible to midnight chocolate cravings and to feelings of obligation to provide something to snack on at the next scheduled meeting or soccer game. As moms have gotten busier and busier, their aprons have gathered dust. Feeling empowered with custom, specialty brownies for all those special occasions will appeal to every busy mom's need to please.>

### Competitors

<Competition in the world of brownies is bittersweet for Mrs. Millen's Famous Brownies. Many grocery stores and bakeries sell brownies, but the selection is always the same—plain, iced, or with nuts. Having the competitive advantage of flexibility and personalization, Mrs. Millen's Famous Brownies promise to outsell all the competitors.>

### Price

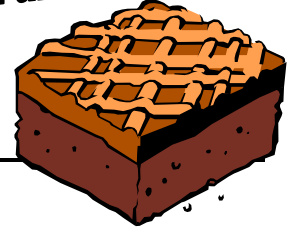
<At \$1, Mrs. Millen's Famous Brownies are priced comparatively to individually wrapped brownies. At \$15, custom-brownies-by-the-pan are priced competitively with decorated cakes and offer a slight discount over single-brownie prices. Compared with pre-packaged and even many bakery brownies, the homemade taste along with personalization options make Mrs. Millen's Famous Brownies every mom's natural choice.>

### Place

<Mrs. Millen's Famous Brownies can be purchased individually at the stand in Mrs. Millen's front yard. Custom-brownies-by-the-pan can be ordered by telephone via the Dial-A-Brownie hotline at (888)BROWNIE.>

### Promotion

<Mrs. Millen's Famous Brownies will be advertised through word of mouth. The sweet smell of chocolate breath and a slight smudge of chocolate at the corners of smiling mouths are guaranteed to send customer after customer to Mrs. Millen's Famous Brownies. New customers will be asked how they heard about Mrs. Millen's Famous Brownies, and referring customers will receive coupons for \$.25 off an individual brownie or \$3 off custom-brownies-by-the-pan. In addition, the brownie stand will have a one-sign print advertising campaign.>



## 4. Financials

### Statement of Funds Needed

<The management team of Mrs. Millen's Famous Brownies have liquidated funds and pooled sources of capital in order to contribute a total of \$110 toward necessary startup costs. Salaries will be paid out of weekly earnings. The remaining funds necessary to better market the business are being requested in the form of a loan for \$25.>

### <Mrs. Millen's Famous Brownies> Income Statement for Month 1

#### Revenue:

Total Sales (<for individual brownies>)	<\$384 >
Total Sales (<for custom-brownies-by-the-pan>)	<\$ 30 >
<b>Total Sales (for all brownies)</b>	<b>&lt;\$414&gt;</b>

#### Cost of Goods Sold:

Supplies (Direct)	<\$110 >
Worker Pay	<\$144>
<b>Total Cost of Goods Sold</b>	<b>&lt;\$254&gt;</b>
<b>Gross Profit or (Loss):</b>	<b>&lt;\$160&gt;</b>

#### Expenses:

Equipment	<\$ -0->
Rent	<\$ -0->
Marketing	<\$ 20>
Office Supplies	<\$ 5>
<b>Total Operating Expenses</b>	<b>&lt;\$ 25&gt;</b>

<b>NET PROFIT OR (LOSS):</b>	<b>&lt;\$135&gt;</b>
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