

BUSINESS PLAN

For

THE GILDED GECKO

317 6th St N

Texas City, TX 77590

Prepared by Sherry O'Connor

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Texas City, TX 77590

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COMPANY DESCRIPTION

The Gilded Gecko is intended to be a boutique offering casual fashions to women sized 4-24 and accessories such as walking canes, reading glasses and jewelry, all at reasonable pricing. Researching competitors, we discovered there are no other such clothing stores in the immediate area. Other items that may be included over time include original artwork and/or renovated furniture pieces.

COMPANY ORGANIZATION

Owner Sherry O'Connor will operate as a sole owner under the DBA which has been active for 6 months. Sherry's 40 years' background in such businesses include retail management positions in Palais Royal, Bealls, Dillard's, Macy's, JC Penney and other such operations. Her husband George will be the only other principal in the business for the foreseeable future. Neither will draw a salary. No other employees are anticipated for the first few months. However, we have an open mind and will hire others if the need arises.

MARKETING PLAN

The Gilded Gecko marketing plan will include utilizing posts in Facebook Marketplace, Next-door Neighborhood App and print ads in local publications. We would also like to work in cooperation with other local businesses in the area and plan to participate as much as possible in community events.

FINANCIAL DATA

Sherry's experience in the ladies' fashion retail industry has led her to reasonably believe that sales could easily average \$1000 weekly. She has invested \$8000 of her own money in inventory and fixtures and anticipates up to \$10000 in renovation costs. She has \$30,000 in the bank but would like to obtain a loan to cover these additional expenditures. An anticipated monthly breakdown of the operation is as follows:

EXPENSES

Rent	\$900
Electric	\$150
Wi-Fi/POS	\$100
Security	\$50
Insurance	\$50
Water/sewer/trash	\$50
New inventory	<u>\$1500</u>
Total	\$2800

SALES

\$1000/week	\$4000
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PROFIT	\$1200
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