

***VEG4ALL***  
***BUSINESS PLAN***

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The information contained in this document is confidential and is to be read by authorized parties only. Please refer to the confidentiality agreement for further details.

### **CONFIDENTIALITY AGREEMENT**

The undersigned acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose, copy, reproduce, or distributes it without the express prior written permission of Veg4All. Upon request, this document is to be immediately returned.

This is a business plan. It does not imply an offering of securities.

Andy Pham – Founder & CEO

- **EXECUTIVE SUMMARY**

Veg4All, (hereinafter “Business”) is intended to be formed as a California Limited Liability Company poised for rapid growth in the Food Packaging Retails industry. The Business seeks funding to take advantage of a window of opportunity for introducing a new vegan products from many brand

names such as ecoVegan, Gardien, vegeUSA, etc. product, which has the potential to dominate the market.

**Mission Statement.** To provide the vegan food products to everyone so that we can build a vegan world by 2050 in which everyone live in peace including animal friends.

**Business Description.** The Business is to be organized as a Limited Liability Company formed and authorized under the laws of the state of California, and will be led by Andy Pham, who will serve as the Business' Founder and CEO.

Andy Pham earned a B.S. in Computer Science and Minor in Electronic Electrical Engineering in 1986. He has worked in Computer and Electronic Engineering for over 20 years in different companies such as General Electric, Sun Microsystem, Mentor Graphics, Raytheon, etc

In addition, he joined Cal West Mortgage & Reality since 2004 as an active Real Estate Agent.

**Key Non-Management Personnel.** MT is also a member of director board who will act as a COO and sale marketing manager.

MT earned a B.S. in Computer Science in 1987 and worked as a Software and Hardware QA engineer for over 20 years at California State of Sacramento, Seagate, Silicon Graphics, and then joined the Loving Hut vegan restaurant food chain as a private sole owner since 2010.

**New Product.** The Business has retailed the vegan products from many brand names such as ecoVegan, Gardien, and vegeUSA products which have the following specifications:

Our ready-to-eat food is made from organic, non-GMO, no artificial flavors, no color added, and no preservatives. Our huge ready-to-eat food selection of vegan, no-dairy and animal-free products come in the form of frozen or dehydrated. Our best selections are from Gardein, ecoVegan, and VegeUSA, companies.

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

**Funding Request.** The total funding request is for a \$100,000.00 capital investment in return for a 30% equity ownership interest in the Business and a corresponding percentage of seats on the Board of Directors. The funding proceeds will be used as follows:

\$5,000.00 for Marketing

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

\$20,000.00 for Staffing

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

\$10,000.00 is saved for storage and equipment.

\$20,000.00 is for the vegan Production of product.

\$45,000.00 cash flow is preserved for emergency use.

The large portion of funding is preserved for emergency use wherever needed.

The Business is looking for equity funding. Financial projections forecast a break-even point in less than 5 years after product introduction.

- **BUSINESS SUMMARY**

The Business is a start-up business, providing clients with vegan products from many brand names such as ecoVegan, Gardien, vegeUSA, etc. Our ready-to-eat food is made from organic, non-GMO, no artificial flavors, no

colors added, and no preservatives. Our huge ready-to-eat food selection of vegan, non-dairy and animal-free products come in the form of frozen or dehydrated. Our best selections are from Gardein, ecoVegan, VegeUSA, etc.

**Industry Overview.** The Food Packaging Retail industry in the United States currently generates \$50,000.00 in annual sales. Annual revenue for the regional market where the business is located is estimated at \$50,000.00.

**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.** Our big walk-in freezer warehouse will hold our frozen vegan products to ensure our product availability all the time for our customers beside the dehydrated vegan-product section.

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

**Location.** Veg4All will be operated online website. We do not have any physical store or office. We also do not have electricity bill and water bill since we operate storage warehouse with the solar system and wells which are already installed and existed.

- **MARKETING SUMMARY**

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

- Vegan food, health food, farmers market, wholefood market.

- All type of supermarkets food chain.
- High-end white-color, lifestyle living, spiritual practitioners.
- All ages from baby food to seniors' vitamin
- All types from students to athletes, house wife to working people
- Male and female
- Vegan pet food market

It is estimated that there are 1,000.000 potential customers within the Business defined trading area that are estimated to spend \$10.00. To seek the most profitable market segments in the target markets overall, the Business will focus on the following areas within the target market:

- In the areas of loving animals and practicing compassion toward animals we offer our best vegan products to everyone.
- Also in the areas of stopping the global warming which is caused 80% by the meat industry we encourage everyone try and use our vegan products.
- In the area of shortage of water use, we encourage everybody use our vegan products because nearly 70% of water will be preserved if we go for vegan plant-based diet instead of animal breeding for food.

**Competition.** Customer choice of services in this industry is based on:

- Cruel-free, flesh-free, blood-free, lard-free, less cost, tastier, healthier, more balancing value of minerals.
- All meat product fast food chains are our competitors such as Monsanto products, animal products, McDonald, Taco-Bell, Chipotle, Round Table, Pizza Hut, etc.
- We do not compete against the companies that have the same vegan or animal-free products. The companies that sale the same products with ours are our brothers and sisters. We encourage more compassion businesses toward animals.

**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.

- **STRATEGY AND IMPLEMENTATION SUMMARY**

**Company Goals.** Our specific goals are spreading everybody in every corner of the world with vegan products. We want to build a vegan world by 2050. All the fast food restaurants should switch to vegan 2030. There are 15 years for us to expand and 20 years afterward to finish the goals.

**Company Objectives.** The vegetarian food retail market has been seen for two decades ago, but vegan retail market is younger in age. We like to enter into this new market and increase sales online.

**Cost and Benefit.**

The cost to open the new vegan market is unlimited, but we are looking for the funding of \$100,000.00 at least to start up the business online. The benefit of this new market will help to boost the trend of helping people switching to vegan diet for healthier lifestyle and practice compassion toward animals. There is none vegan products in our area. This local point of sale will be the starting point for local people to pick up or easy access to vegan market.

The cost to build an online website is low since there are many soft-wares available for free of charge, but the costs of SEO and PPC are unlimited. We don't want it too slow nor too traffic since we have a limited warehouse and man power to handle the shipping. We like to build our business moderately at first then gradually faster but firm later with customer satisfaction being our number one concern. We plan to outsource the tasks of SEO and PPC whenever we feel that it would be the right time to order it.

The web hosting service we are looking for is the basic packet with unlimited space to start with including the following offers: at least 5GB disk space and



250GB of bandwidth. The monthly price is as low as possible (\$2), SSL (\$2), CMS, CDS, etc. The more features and functions are as possible, but at least include the standard web hosting features such as PHP, SQL, etc. They should be easy to use with friendly interface. The customer support should be easy to reach, and the most importance: the uptime should be 100% and page load time as fast as a glance. iPage or DreamHost is our choice.

In order to keep the cost low at the start-up company we try to use ourselves as the hiring staff until our business expands larger later. Our labor will be our profit at the beginning.

Following are the issues/plans that might arise/implement in the development of this electronic commerce site.

- Hardware – PC platform
- Software – WordPress Software and Woo-commerce
- Security – Firewall and SSL certificate
- Payment processing – PayPal and/or major CC
- Advertising – Social media and/or Adword
- International – Not consider at the start-up until it expands – We like to focus in our local city and strongly recommend others to do the same in their local cities where there is not vegan food market.
- Legal – obtain EIN and LLC to be a legal business in California
- Ethics issues – hope none with about half population are vegan now  
(It is a good sign that McDonald and Jack-in-the-box now offer vegetarian burger and taco dishes.)

**Implementation.** The following tactics are part of sales promotion:

- Develop a list of businesses in the neighborhood and send brochures by direct mail to the list.
- Advertising through press releases to industry publications and local newspapers.
- Internet marketing
- Direct sales
- 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:

- We will offer free samples at retail stores, food fairs, or farmers markets.
- We also plan to open house with door prizes of food for the first entries.
- We send coupons for customers who buy large amount, more regularly purchase, and return customers.
- We definitely use Facebook, twitters, pinterest, Google+, instagram, etc. to promote marketing campaigns in social media network.
- We also go for PPC marketing and / or Google Adword to push up our website high ranking.
- And the most, we must have an effective clean-code website to attract and draw customers to stay and return back to us for ordering.
- Our customer services must be doing the best to satisfy customers. Even it costs money but to make them happy.

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

- Sale of Equity
- Public Offering

- Strategic Sale / Merger with other similar enterprise
  - Management Buyout
  - Liquidate Assets
- 
- **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 in the range of \$5,000 to \$8,000.00 for paying the regular business expenses. The Business is expected to generate \$40,000 to \$50,000.00 in the first year and gross profit is expected to be \$25,000 to \$30,000.00. The business is looking for an increase of 20% to 30% of sale for each later year. After three year the business should see the regain of \$100,000 capital and start to profit in the fourth year or fifth year if the economy is slow.