

# Appendix B: Sample Finance Plan

## ***Financial Resources***

- Annual capital budget of \$35,000.
- Half-time staff position.
- Three- to five-year minimum commitment.
- Potential of Branded Program funds through State Regional Trade Group.

## ***Non-financial Resources***

- Product inquiries from Canada, Mexico, Taiwan.
- Staff expertise:
  - One Spanish speaking staff member.
  - Several staff members with travel experience in Canada, Mexico, and Europe.
  - One staff member with family currently living in New Zealand.
  - One staff member trained in export readiness class and willing to take additional classes.
- Additional human resources:
  - Company will consider hiring a consultant.
  - Company will consider hiring a new employee to support exporting.
- One distributor that has sold our Export Cookies to a grocery store in Canada.
- Experience with requesting and checking references of potential buyers.

## ***Current Trends And Practices***

- Our company growth has been three percent per year for the past five years.
- Our product is currently sold nationally, through distributors, to retail outlets, hotels, and airlines.
- Our current promotional strategies include shelf talkers, coupons, and in-store promotions.

## ***Production Capacity***

- Sufficient capacity to increase sales by 25 percent.