



Our Business Plan





TABLE OF CONTENTS



Introduction to Char Bridals	1
Executive Summary	2 - 4
Our Organizational Model	5
Products and Services	6 - 8
Geographic Service Areas	9
Uniqueness Factors	10
Our Team	11
Competition Analysis	12 - 13
SWOT Analysis	14 - 15
Retail Facility	16 - 17
Our Online Presence	18 - 19
Financial Assumptions	20 - 24
Cooperative Development	25 - 26
Suppliers and Vendors	27 - 28
Virtual Evolution	29 - 30
Technology Utilization	31 - 32
Client Attraction	33
Doing Business with Us	34



INTRODUCTION TO CHAR BRIDALS



Hello and thank you for taking the time to read our Business Plan for Char Bridals. This presentation has been custom written and designed by our Team to define who we are, what we offer and other relative information that will give the Reader confidence in our ability to be profitable.

As you read this Business Plan, please note that we are happy to provide additional information upon request, selectively, as it benefits us to do so and that certain information deemed our IP (intellectual property) has been left out on purpose.

Every effort has been made by the Principal Owner, Charlotte Reid, and her Team to create a visually stimulating, informative and accurate presentation that goes a little further than a basic snapshot into the business of Char Bridals.

As the name suggests Char Bridals will become a premier boutique offering a wide range of classic, sophisticated and even extravagant bridal attire for the Bride and her Bridesmaids. From apparel and elegant footwear Char Bridals will also offer advanced services and cooperate with other local vendors to provide a turnkey solution for small to large weddings.

While Char Bridals will seek to meet every need of a Bride we believe that a selection of apparel and footwear for our plus sized Clients will be a refreshing relief for those who are underserved by local competitors. Our intentions are to offer appealing products and services that are in demand while building a reputation for being a wedding fulfillment planner at the same time.

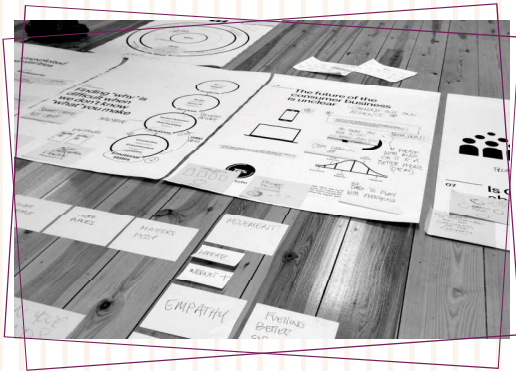
The Char Bridals Team welcomes your reply communications and we look forward to doing business for mutual benefit. This Business Plan is also designed as a multi-use tool for us to open, operate and expand our business and please feel free to share this document with others.

Sincerely,
Charlotte Reid, Principal Owner
Char Bridals
C: 704-762-1011
E: char@CharBridals.com
W: www.CharBridals.com





EXECUTIVE SUMMARY



Our Business Model

The business model featured on page 5 of this business plan is a visual representation of how Char Bridal is organized and gives an accurate account of the diverse aspects of our business. Char Bridals Team believes that when others are aware of the depth of understanding we have they will be far more confident in our capabilities.

Products and Services

Char Bridals inventory will consist of bride and bridesmaids apparel, shoes and accessories for any size of wedding and pre/post wedding event. Char Bridals will also offer a range of services to enable our Clients to rely on a single source should they choose to do so.



Geographic Service Areas

Our map shows the local demographic we will serve and focuses on three primary areas, Statesville, Huntersville and Mooresville that are within our great state of North Carolina.

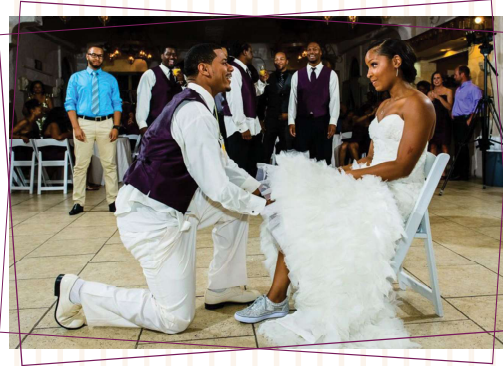
Uniqueness Factors

Char Bridals has built-in uniqueness factors that we share such as serving plus sized Clients and offering turnkey solutions through our cooperative partners.





EXECUTIVE SUMMARY



Our Team

Starting small then growing organically as the need arises Char Bridal will have a CBDT (core business development team) that will operate the business and position it for natural growth. We identify the roles that our team members will play in our success.

Analysis

We identify our competition and outline why Char Bridals can compete in the local market, capturing market share. We also show our “look at ourselves” as a candid acknowledgment for transparency.



Brick and Mortar and Online

Char Bridal defines our facility and our online presence through social media and our website. This snapshot will let you see what our plans are in these areas.

Financials

In our Financial Assumptions Char Bridals has chosen to use a creative three tier system of financial projections rather than a common spreadsheet that has a finite set of numbers that are impossible to substantiate or meet. We explain the formulas used and show what we believe to be a realistic range of potentiality. We believe you will find these assumptions refreshing.





EXECUTIVE SUMMARY



Cooperative Development

Char Bridals will focus a considerable amount of time and energy into building mutually beneficial cooperative partnerships that will allow us to provide a higher level of customer service to the Clients we serve. We explain how we will do this.

Suppliers and Vendors

Char Bridals has already began the process of building alliances and setting up accounts with select suppliers and vendors and we explain a little about this process.



Evolution and Technology

From how we plan to evolve our online and in-store operations to the use of specific technologies Char Bridals has a well planned method for approaching these aspects of our business. We explain some of these aspects in process now.

Conclusion

Char Bridals briefly explains our Client attraction processes and makes a warm invitation to do business with us.



About this Executive Summary

Pages 2 - 4 of this Business Plan have been written as an "overview" not as an attempt to define specifics. We have done this because our Executive Summary has been included within this business plan allowing the Readers a snapshot of what is included before they dive into the details. Additionally we use visual elements that correspond with the text throughout this business plan so that the Readers can retain more information.

OUR ORGANIZATIONAL MODEL

The model below is a visual representation of the primary elements of our business operations. Under each category shown are additional categories not shown herein. Our intention is to visually depict the full scope of our own understanding of our operational elements. Char Bridals has spent a lot of time and energy to evaluate each specific element that goes into the operations of our business so that we can manage each simultaneously. We will be happy to elaborate upon request if there are specific questions any of our Readers have.



- Florists
- Catering & Baking
- Event Planning & Party Equipment
- Jewelry & Accessories
- Printing



PRODUCTS AND SERVICES

Char Bridals primary focus is on bride and bridesmaids apparel to include dresses, gowns and under garments. From classic and sophisticated to the extravagant Char Bridals intention is to provide a wide range of choices for each budget type. Our inventory will include both standard and plus size options as well. In addition to inhouse inventory Char Bridals will have an impressive online selection to choose from.



PRODUCTS AND SERVICES

Char Bridals will also carry an exceptional selection of bride and bridesmaids footwear and accessories within our in-house inventory. We will also be able to access a diversity of footwear and accessories online for additional options to fulfill our Clients desired needs.

Char Bridals will offer intimate details not commonly found with other bridal stores and we will seek to cater to the simple to extravagant tastes of our Clients on an individual basis. We love giving our Clients a range of options to choose from.



PRODUCTS AND SERVICES

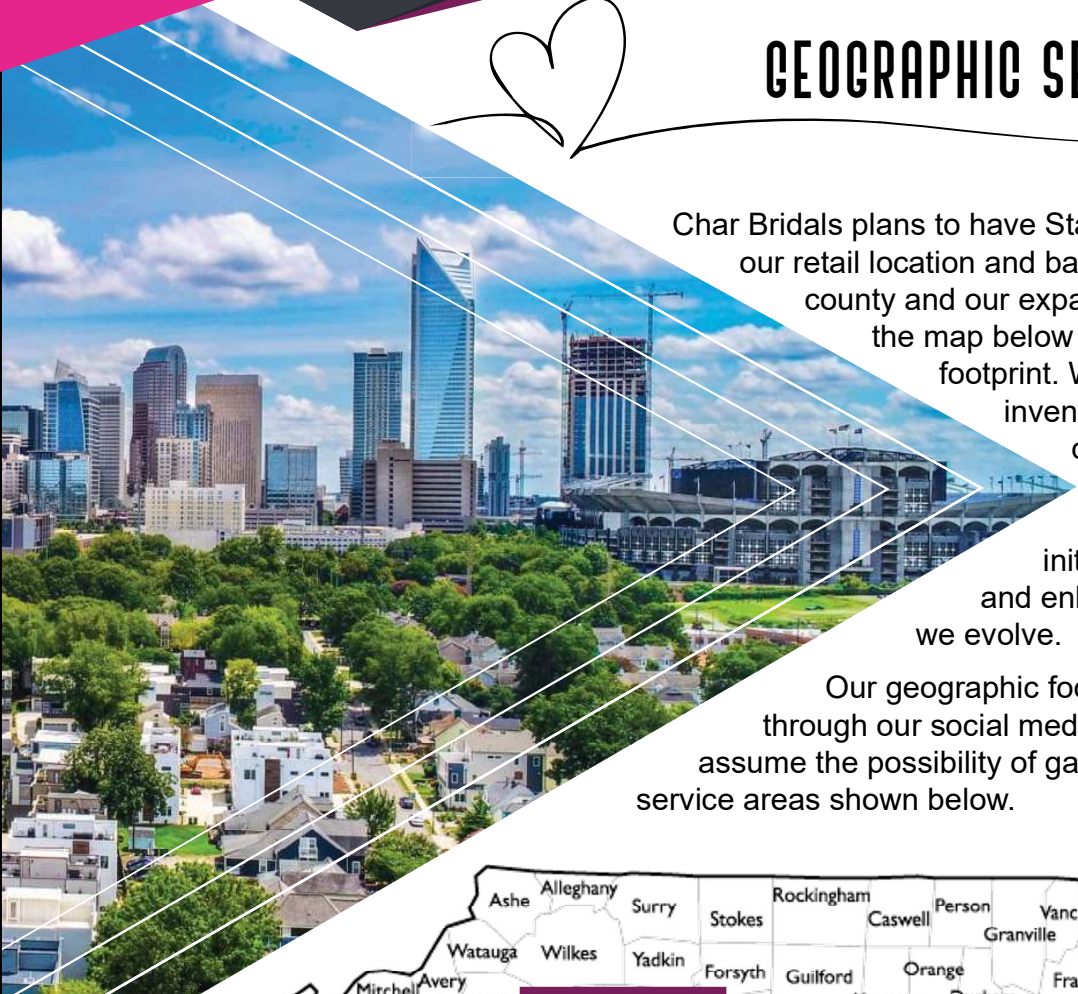
Char Bridals will have an in-house alteration and tailoring specialist who will work with the Clients we serve. Our specialist will also work with additional resources outside of our retail location, as needed, to ensure the Clients receive the best results in the shortest amount of time.

We will also have options for gifting and printed materials that could be hard to find at a retail location that will give our Clients immediate gratification. Once again we will also be able to offer an extended number of options for gifts and accessories through our partners where we showcase the items available online.





GEOGRAPHIC SERVICE AREAS



Char Bridals plans to have Statesville, North Carolina, as our retail location and base of operations. This is Iredell county and our expanded service areas are shown in the map below featuring a multi-county regional footprint. We believe that the quality of our inventory and excellent service will draw Clients from a reasonable distance. We will implement advertising and marketing initiatives within this targeted area and enhance the initiatives that work as we evolve.

Our geographic footprint will not limit our reach through our social media engagement so it is feasible to assume the possibility of gaining new Clients outside of the service areas shown below.



Char Bridals will focus our advertising and marketing initiatives within an 8 county region shown in the red box above to include Iredell, Alexander, Davie, Rowan, Catawba, Lincoln, Cabarrus and parts of Mecklenburg. We welcome Clients from anywhere obviously, however with Statesville North Carolina being our likely base of operations this region is applicable.





UNIQUENESS FACTORS

After extensive research and planning Char Bridals has developed four uniqueness factors that will make us stand out in a small crowd of competitors.

Turnkey Solutions

Our capability to provide a “turnkey solution” for our Clients who want it is accomplished through the utilization of Cooperative Partnerships who are willing to work under our umbrella. From a small to large a-la-carte list of wedding apparel, accessories, tailoring, event planning, equipment rental, hosting locations and more Char Bridals will be very unique in this area.

Plus Sized Inventory

Char Bridals will carry and offer a wide selection of apparel options for plus sized women who may find it hard to find options at other places. Combined with our in-house alterations and tailoring specialist we will be able to meet the needs of our plus sized Clients and their bridesmaids.

Seamless Technology Integration

For those selective Clients who want options outside of our available in-house inventory, Char Bridals will have a very visually stimulating virtual experience using computers and online resources with whom we partner to showcase additional options.

Special Services



Among the special services offered by Char Bridals will be a comprehensive guide to service providers and vendors “selected” by Char Bridals to refer our Clients to. This guide will provide the intimate contact details for everyone we selectively refer. From catering, food services and florists, to event planners, printing and transportation and everything in-between this list will save our Clients time and money.

OUR TEAM



The Char Bridals Team is lead by Charlotte Reid, a black female entrepreneur with exceptional business acumen and financial savvy. Her CBDT (core business development team) will consist of part-time and full time personnel as well as contractors and freelance operatives. The goal of Char Bridals will be to maximize the capabilities of our Team members by empowering each with training in multiple roles.

As our Team grows these are the categories in which initial placement will begin:

-  Consulting, Branding & Design
-  Client Support & Sales
-  Technology Integration & Support
-  Alterations & Tailoring
-  Event Planning

Additionally Char Bridals will form mutually beneficial relationships with select Suppliers and Vendors who will assist us in the fulfillment of our Client obligations. Charlotte Reid will cross train each part-time and full-time employees to ensure our ability to exceed each Clients needs.

COMPETITION ANALYSIS

The good news is that there is a very limited number of businesses in and near Statesville, NC who can be considered competitors to Char Bridals. Additionally none of them seem to cater to plus sized women and all have a very limited in-house inventory to select from. We do not want to discredit those bridal shops that exist, we simply want to showcase how we can compete and obtain market share.

There are only 4 local businesses who offer complete bridal services and the population of the local area, as well as the areas from which we will draw new Clients from, needs more options to choose from.

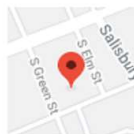
Hitched Boutique

5.0 ★★★★★ (7) · Bridal shop
Statesville, NC
Open · Closes 4PM · (980) 635-1862



Events Unlimited

4.8 ★★★★★ (12) · Formal wear store
Statesville, NC
Open · Closes 5:30PM · (704) 871-8141
"I've always enjoyed this shop she always has plenty of party items to ..."



Paige and Elliott Bridal Boutique

4.9 ★★★★★ (94) · Bridal shop
Huntersville, NC
Open · Closes 5PM · (704) 491-2197



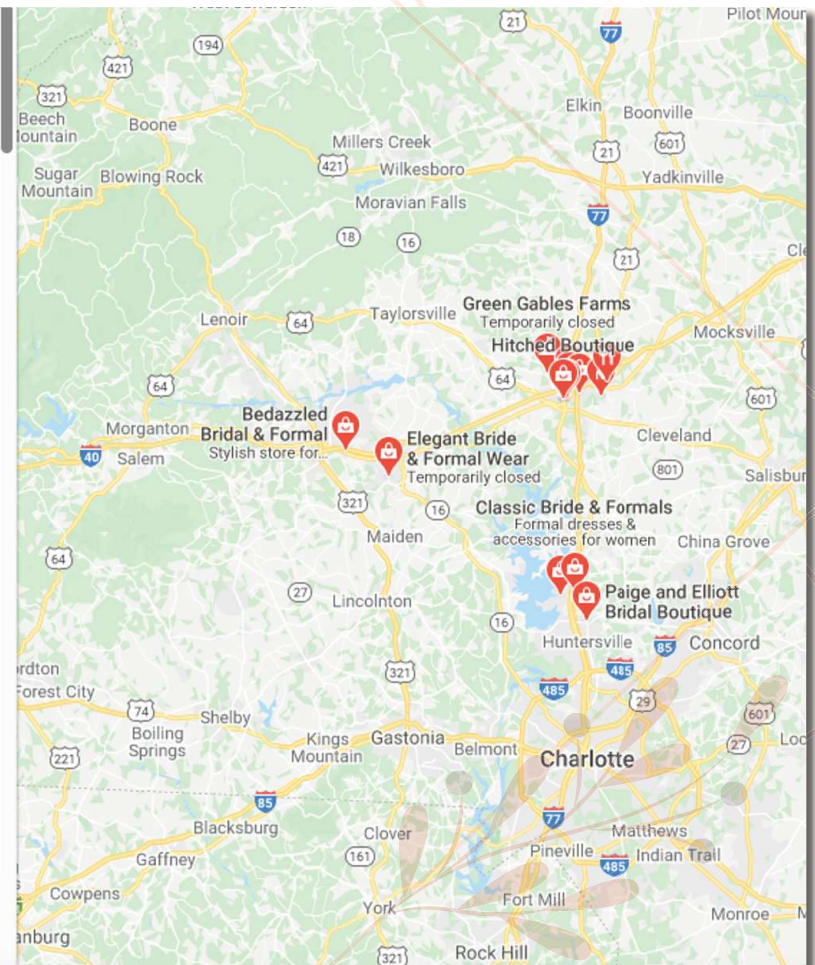
Sweet Thing Bakery & Cafe

3.4 ★★★★★ (25) · Wedding bakery
Statesville, NC
Open · Closes 6PM · (704) 873-6464
"I give 5 stars we love your shop so much and I love the people there ..."



Classic Bride & Formals

5.0 ★★★★★ (53) · Bridal shop
Cornelius, NC
Open · Closes 5PM · (704) 896-3655



COMPETITION ANALYSIS

Char Bridals primary strategy for being a great alternative to any local competitor is in the variety of inventory and services we can make available to our Clients. Our uniqueness factors combined with the variety of what Char Bridals can offer our Clients will quickly allow us to stand apart from any competition.

Our ability to focus on different cultures will also give us the ability to draw more market share to our business. When you evaluate the lack of local competition and the way Char Bridals plans to operate the logical conclusion is there are no competitors with whom we will be in direct competition.

INVENTORY SELECTION

REFERRAL NETWORK

ALTERATIONS & TAILORING

TURNKEY SERVICES AVAILABILITY

INVENTORY AVAILABILITY

FOOTWEAR INVENTORY

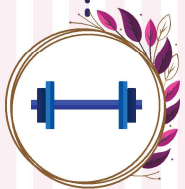
ACCESSORIES INVENTORY

SWOT ANALYSIS

SWOT Analysis
Strengths
Weakness
Opportunities
Threats

“Know Yourself!” This was the initial thoughts when Charlotte Reid began looking into the strengths, weaknesses, opportunities and threats associated with Char Bridals. Here is a snapshot of what we have initially concluded.

SWOT



Strengths

Char Bridals combines a number of uniqueness factors, technology utilization and cultural attraction elements to appeal to an underserved Client base.



Weaknesses

Char Bridals is a startup so there are challenges related to capitalization, credit and leasing that require the Principal Owner to workout.



Opportunities

Char Bridals can draw a large Client base from the local and surrounding areas because of our turnkey capabilities and other factors.



Threats

The new possibility of social distancing standards reducing conventional weddings is a threat Char Bridals is planning our operations around.

SWOT ANALYSIS

SWOT

Char Bridals acknowledges that our strengths, weaknesses, opportunities and threats will evolve as our business evolves. Because of this the Char Bridals CBDT (core business development team) have put into place "active evaluation" protocols to continuously evaluate these factors.

Char Bridals will work tirelessly to enhance our strengths and opportunities while actively working to decrease, and wherever possible eliminate, weaknesses and threats.

S

STRENGTHS
CONSTANTLY BUILD NEW STRENGTHS

W

WEAKNESSES
IDENTIFY AND RECTIFY SOLUTIONS FOR WEAKNESSES

O

OPPORTUNITIES
EXPLORE AND CREATE NEW OPPORTUNITIES

T

THREATS
MANAGE AND ELIMINATE THREATS AND THEIR IMPACT



RETAIL FACILITY



Charlotte

Reid is actively searching for just the right retail space and we are confident that we will have a location for Char Bridals very soon.

Upon leasing the new facility, Char Bridals will immediately facilitate the custom design of the interior showroom spaces and exterior facade with the help of professional interior and exterior designers.



Roomy interior space, ample lighting, comfortable seating for accompanying Parties and excellent mirror space for visual impact. Add to this interior design technology utilization and inventory selection and Char Bridals will be a warm and welcoming bridal shop.



RETAIL FACILITY

Transparently, Char Bridals has not yet selected interior and exterior color patterns or design elements however we plan to stay within the scope of the visuals featured within this business plan, if at all possible. Additions and changes to our featured color schemes will be considered based on the actual facility we lease and those with whom we are working with for the design.

Charlotte Reid has been exploring different construction and building materials online and in-person to determine what we want used. We intend to create a warm, welcoming and calming environment with deep richness and visual appeal. We are excited about the evolution of our retail facility and look forward to sharing images on our new website soon!



Calming color palette with inviting decorative features will make our Clients feel comfortable and relaxed. This is key to decision making and Char Bridals will make sure our interior spaces are very appealing to the Clients we serve.



OUR ONLINE PRESENCE



Right now the custom design of our new website for Char Bridals is being completed and soon our website, www.CharBridals.com, will be live online. We may update this business plan when that takes place however we may also leave the design of this page as is.

Our website will utilize API (application programming interface) to connect with the inventory of our suppliers and vendors allowing us to feature the inventory we have available in-house and to order.

Our website will feature information about our business, our inventory and services as well as connections with those with whom we have a referral network established with.

Our social media profiles will be integrated as well and the visual appeal will be streamlined for easy navigation and communication with us.





OUR ONLINE PRESENCE

Char Bridals plans to utilize social media to our maximum capacity and engage our Clients and others on a daily basis. The model below shows the primary social media profiles Char Bridals will have an active presence on, however, we will increase awareness through both advertising and marketing through these platforms. Using the platforms themselves, as well as approved service providers, Char Bridals will explore a multitude of options to implement. Additionally, Char Bridals will create a presence on other social media platforms like Pinterest and others as we grow our online presence.

LINKEDIN:

Char Bridals Principal Owner Charlotte Reid will actively participate in LinkedIn Groups and make sure her profile on LinkedIn is fully complete and that she posts regularly to ensure exposure.



TWITTER:

The Char Bridals Twitter account is live and we will be optimizing this account regularly, posting rich content, photos and videos to attract more followers. We will also ask our Clients to connect with us.



FACEBOOK:

The Char Bridals business Facebook page will be promoted for Likes and we will Boost Posts that we want to gain exposure for. We will post regularly and ask our Clients to follow and like our posts.



INSTAGRAM:

The Char Bridals Instagram page will be actively promoted and we will post regularly asking our Clients to connect with us and like posts we post. We will target our local demographic.



YOUTUBE:

Char Bridals will actively post videos of our products and services and whenever possible, our Clients happy results from doing business with us. We will share links to all videos on other social media profiles.





FINANCIAL ASSUMPTIONS

Char Bridals has chosen to use our own “three tier system” to provide a more reliable range of potentiality for our financial projections as it is nearly impossible to substantiate a finite set of numbers common on a break even spread sheet. We show the 100% operational sales capacity for each revenue stream and then tier down those figures to 80%, 70% and 60% giving a realistic range of potential.

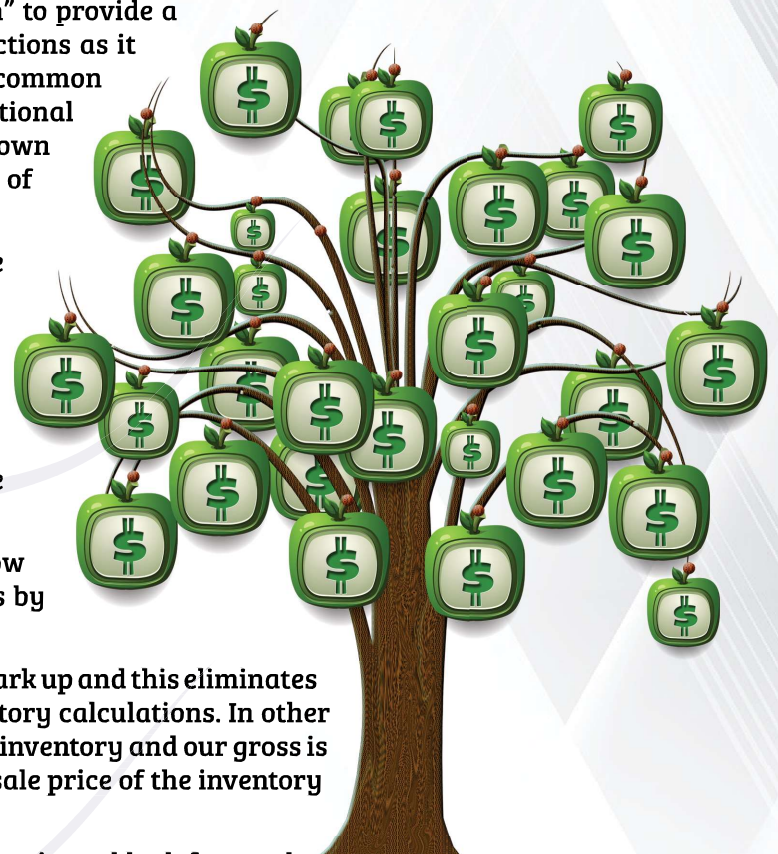
Additionally, we show our expenditures in high, moderate and low, then cross reference all of the numbers to derive our pre-tax, post expenditure net range.

A “range of potentiality” is far more realistic than a finite set of figures because Char Bridals believes that we will be somewhere within the range shown. Even at the lowest income of 60% and the highest expenditures we still have the ability to profit.

It should also be noted that since there is no way to know how each individual sale will go we have categorized sales by revenue stream.

With regards to our inventory sales, we showcase the % of mark up and this eliminates the need for complex assumptions based on per item inventory calculations. In other words, if we say we are going to make 70% off of \$250,000 in inventory and our gross is \$175,000, this means that our mark up is 70% off the wholesale price of the inventory being sold.

We will be happy to elaborate on our calculations shown herein and look forward to the opportunity to explain our formula upon request.





FINANCIAL ASSUMPTIONS

First 12 months, after a 6 month seasoning period.

Revenue Streams	@ 100%	@ 80%	@ 70%	@ 60%
Dress Sales	\$175,000	\$140,000	\$122,500	\$105,000
Accessory Sales	\$62,500	\$50,000	\$43,750	\$37,500
Shoe Sales	\$30,000	\$24,000	\$21,000	\$18,000
Referrals	\$20,000	\$16,000	\$14,000	\$12,000
TOTALS	\$287,500	\$230,000	\$201,250	\$172,500

Dress Sales: \$250,000 Inventory + 70% \$175,000 = \$425,000

Accessory Sales: \$125,000 Inventory + 50% \$62,500 = \$187,500

Shoe Sales: \$50,000 Inventory + 60% \$30,000 = \$80,000

Referrals: \$200,000 with 10% = \$20,000

Our 2nd year of operations.

Revenue Streams	@ 100%	@ 80%	@ 70%	@ 60%
Dress Sales	\$245,000	\$196,000	\$171,500	\$147,000
Accessory Sales	\$100,000	\$80,000	\$70,000	\$60,000
Shoe Sales	\$45,000	\$36,000	\$31,500	\$27,000
Referrals	\$35,000	\$28,000	\$24,500	\$21,000
Alterations/Tayloring	\$100,000	\$80,000	\$70,000	\$60,000
TOTALS	\$525,000	\$420,000	\$367,500	\$315,000

***NOTE:** @ 100% represents our 100% income capacity for that revenue stream and by tiering down to 80%, 70% and 60% Char Bridals shows a range of potentiality. We believe we will be within this range without trying to substantiate a finite set of figures.





FINANCIAL ASSUMPTIONS

First 12 months expenditure projections.

Expense	High	Moderate	Low
Lease & Utilities	\$30,000	\$25,000	\$20,000
Payroll	\$60,000	\$55,000	\$50,000
Advertising/Mktg.	\$12,000	\$10,000	\$8,000
Credit/Loans	\$24,000	\$22,000	\$20,000
*Other	\$12,000	\$11,000	\$10,000
TOTALS	\$138,000	\$123,000	\$108,000

Our expense categories have a diversity of related expenditures included within them and *Other refers to unforeseen expenses calculated in.

Our 2nd year expenditure projections.

Expense	High	Moderate	Low
Lease & Utilities	\$30,000	\$25,000	\$20,000
Payroll	\$150,000	\$140,000	\$130,000
Advertising/Mktg.	\$12,000	\$11,000	\$10,000
Credit/Loans	\$30,000	\$28,000	\$26,000
*Other	\$25,000	\$24,000	\$23,000
TOTALS	\$247,000	\$228,000	\$209,000

***NOTE:** We do not showcase the “inventory costs” because our financial projections on the previous page shows the % of mark up as our revenue. Additionally the owner of Char Bridals, Charlotte Reid, will allocate profitability to herself as income so she is not represented in the payroll figures.





FINANCIAL ASSUMPTIONS

Our 1st year pre-tax post expenditure range of profitability potential.

Expense Tier	@ 100%	@ 80%	@ 70%	@ 60%
- High	\$149,500	\$92,000	\$63,250	\$34,500
- Moderate	\$164,500	\$107,000	\$78,250	\$49,500
- Low	\$179,500	\$122,000	\$93,250	\$64,500

Our 2nd year pre-tax post expenditure range of profitability potential.

Expense Tier	@ 100%	@ 80%	@ 70%	@ 60%
- High	\$278,000	\$173,000	\$120,500	\$68,000
- Moderate	\$297,000	\$192,000	\$139,500	\$87,000
- Low	\$316,000	\$211,000	\$158,500	\$106,000

***NOTE:** This is how you read the formula... The 100% income capacity in the first year, after a 6 month seasoning period is \$287,500 - the moderate tier of expenditures of \$123,000 = a pre-tax post expenditure net of \$164,500 as shown in the first table above. As you see in the table above, even at our lowest income projection of 60% and the highest tier of expenditures in the first year, we are still able to show a modest profitability potentiality of \$34,500.





FINANCIAL ASSUMPTIONS

On the previous page, page 23, Char Bridals shows what our pre-tax post expenditure revenue potentiality is in ranges. We

acknowledge that there is no way for us to know the intimate details of the products and services we will sell to each Client individually, so we chose to be creative and showcase a range of possibilities.

Char Bridals revenue generation would not fit into the typical break even spreadsheet calculations and even if it did there is no way to substantiate a finite set of financial projections.

Our goal will be to exceed the 100% sales capacity so we have not shown our revenue to be unrealistic even at our 100% capacity.

To make things easier to understand we show our income as the % of mark up, not as inventory bought and sold per item or category. We believe this to be an acceptable assumption as we have already established relationships with wholesalers who will provide us our inventory.



COOPERATIVE DEVELOPMENT

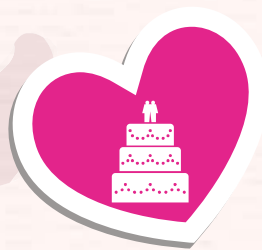
Char Bridals has started building relationships with wholesalers and specific service providers that include, however, are not limited to:



Retailers



Jewelers



Cake Makers & Catering Companies



Photographers



Alterations & Tailoring



Wedding Gifts



Shoes & Footwear



Dresses & Gowns



COOPERATIVE DEVELOPMENT



Char Bridals has three primary strategies to build mutually beneficial cooperatives and we are going to work diligently to make great lasting relationships:

To prescreen those we seek to do business with to ensure they have the same character and desire to give great service to others.

To make sure that their passions are in-line with our passions regarding how we treat our Clients or Customers and how we treat each other.

To make sure the quality of products and/or services are above average so that we can take pride together in our work.

Everyone we are forming cooperative relationships with are working in their specific business with a passion for success and attention to customer satisfaction.

SUPPLIERS AND VENDORS



QUALITY:
Char Bridals will only represent products from suppliers and vendors that are of the highest quality.

WHITE LABELING:
Whenever possible Char Bridals will seek to white label high quality products that will help us increase our branding awareness.



MADE IN THE USA:
Whenever possible Char Bridals will work with USA based suppliers and vendors with a preference on products made in the USA.

RETURN AUTHORIZATION:
Char Bridal will work to have most of our inventory on consignment and will require our suppliers and vendors to allow us to seek and obtain return authorizations for inventory that is flawed in any way.



ADVERTISING AUTHORITY:
Char Bridals will give preference to suppliers and vendors that allow us to advertise and market using the images and descriptions of the products we purchase from them without limitation.

JIT:
We will work with suppliers and vendors that can fulfill new inventory requests on a JIT (just in time) replacement schedule through our POS (point of sale) and through a direct ordering process automated online.





SUPPLIERS AND VENDORS



INVENTORY ROTATION:

Char Bridals will work with suppliers that understand the importance of selection and the need to rotate in and out new inventory based on season, fashion trends and other industry expectations.

WHAT WE HAVE NOW:

Char Bridals has already established a working relationship with a leading bridal gown and dress wholesaler, a footwear wholesaler and an elegant accessories wholesaler, all of whom offer both white labeling options and meet all previous criteria for those we prefer to work with.



MOVING FORWARD:

Up to and then after opening our retail store Char Bridals will selectively seek out and prescreen suppliers and vendors that are the type of cooperative partners we want to work with.

THE DIFFERENCE:

For Char Bridals, a cooperative partner is an individual or business we are more likely to refer to others and a supplier or vendor is a business we will buy from directly for resale.



VIRTUAL EVOLUTION

The first aspect of the virtual evolution requirement Char Bridals will meet will be in our ability to assist our Clients in conducting a visual wedding, with a very small guest list, and online viewing by those invited. This technology exists and will be implemented by Char Bridals for those discerning Clients who want these types of services.

Char Bridals will work with our cooperative partners to provide turnkey fulfillment of each element represented in the model below to ensure our Clients have the best possible experience.



TECHNOLOGY SETUP



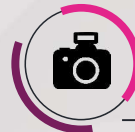
VENUE SELECTION



PRE AND POST SANITATION



GIFT SELECTION & DELIVERY



PHOTOGRAPHY



VIRTUAL EVOLUTION



The second aspect of our virtual evolution is the continued development of our website, www.CharBridals.com, to be a very user friendly and visually appealing website that will attract Clients to us. We have built our website with a database capable of API (application programming interface) to stream off our suppliers existing e-commerce. We are also planning to add our own e-commerce elements as we evolve our business.

Our website and social media profiles will naturally evolve and Char Bridals will work to use technologies and tools that are up to date and that meets our Clients expectations.

TECHNOLOGY UTILIZATION



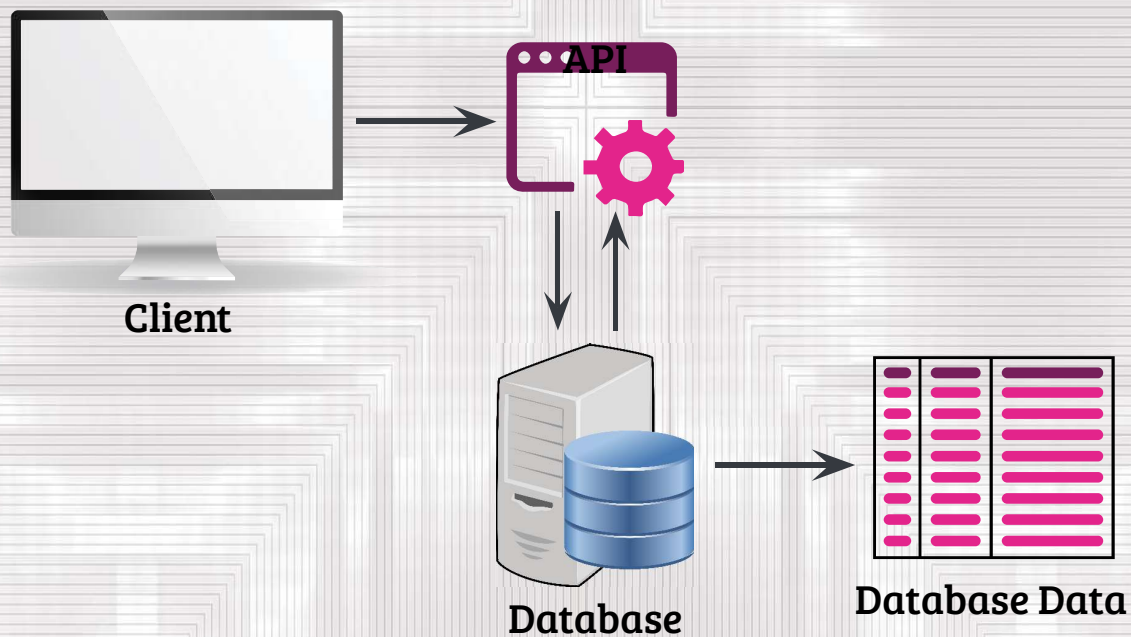
Char Bridals is spending a lot of time, energy and money to control the virtual evolution aspects, as shown on the previous pages 29 and 30.

A large part of our online game-plan involves our ability to merge with existing cooperatives, suppliers and vendors through API (application programming interface) to mirror what is already online through our website.

Char Bridals will also incorporate a video streaming service into our virtual wedding offerings and this can also include wedding dress, footwear and accessories selection.

Our intentions are to apply the technologies that will set Char Bridals apart and that will attract a high-end clientele.

REST API Design





TECHNOLOGY UTILIZATION

Imagine, for a moment, you enter the primary foyer of Char Bridals and there is a very large TV screen, and on this screen are scrolling images from the best of our cooperative partners: jewelers, cake makers, music and venue providers, photographers and more. This will give our cooperative partners who pay us referral fees exclusive access to our Clients in a visual display we create together.

By featuring the visual works such as products and services by our cooperative partners we are adding tremendous benefit to our relationship in a creative way that goes far past brochure handouts.





CLIENT ATTRACTION

There are 5 methods Char Bridals will use to generate leads and to attract new Clients to us.

1

ORGANIC AND PAID SOCIAL MEDIA:

We will actively utilize our social media profiles to advertise, market and engage our audience locally.

2

LEADS FROM COOPERATIVES:

Char Bridals will receive leads from our cooperative partners and referral networks that we setup and manage.

3

CLIENT REFERRALS:

Our Clients will be the best word of mouth advertising for us sending us new Clients due to their incredible experience with Char Bridals.

4

DIRECT ADVERTISING:

Char Bridals will maintain a presence in select print media publications to attract local Clients.

5

PROFESSIONAL SERVICES:

Char Bridals plans to utilize Yext, Yelp and other service providers who specialize in lead generation and exposure on different mobile and web platforms.



As Char Bridals evolves we will try new things, amplifying those that work great and dropping those that do not work as well.



DOING BUSINESS WITH US



Thank you so much for allowing my Team and I to outline who we are, what we plan to do and how we plan to do it. I acknowledge that everything you could possibly want to know is not included in this business plan so in the event you want more information please do not hesitate to contact me directly.

Char Bridals has been a dream of mine for many years now and I have invested a lot of time, energy and money into making it a reality.

I am very confident that I can be a great success and that the Team I employ will assist me in exceeding our goals because they, like me, will have a passion to make our Clients very happy.

The world is changing, however the challenges being faced by many small businesses now. Some information left out of this business plan is an intimate part of my IP (intellectual property) as to protect the integrity of my game plan for success. I will selectively elaborate on those things with people and businesses who have my best interests in mind.

My business, Char Bridals and myself are ready to do business and network for mutual benefit so please feel free to share this business plan with others and I look forward to your reply communications!

Sincerely,

Charlotte Reid, Principal Owner

Char Bridals

C: 704-762-1011

E: char@CharBridals.com

W: www.CharBridals.com

