

Bartlett Butchers BUSINESS PLAN

Prepared by:

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I. EXECUTIVE SUMMARY

Bartlett Butchers (referred to from hereon in as the "Company") is intended to be established as a Sole Proprietorship at 104 Taylor St , New Meadows , Idaho 83654 with the expectation of rapid expansion in the meat processing industry. The Company solicits financial backing in order to be able to introduce its new service (described below).

Business Description

The Company shall be formed as Sole Proprietorship under Idaho state laws and headed by Tyrone Bartlett, Cassandra Bartlett .

Tyrone:

Brings 10 years' experience working as a butcher in the United Kingdom.

Mentored under the owner of Sonnen Meats in Greencreek, Idaho in local butcher process business methods.

23 Years of CDL over the road driving experience with Diversified Transfer and storage INC. Out of Billings Montana.

Duties include:

Transportation of food products (including meat products)

Log keeping day to day schedule

Keeping up with "on-time" schedules

Complying FMCA guidelines

Cassandra:

Has grown up on ranches and has experience as a receptionist for many other companies. Including St. Luke's medical Center in McCall, Idaho.

Duties included but were not limited to:

Scheduling appointments

Making and receiving phone calls in a timely and professional manner.

managing daily tasks that included organization, computer input., and managing daily office operations.

The Company will employ 1 full-time employees and 1 part-time employees.

Business Mission

Bartlett Butchers (Referred to from hereon in as the "company") is intended to be established as a Sole Proprietorship company at 104 Taylor St. New Meadows, ID 83654 with the expectation of rapid expansion in the agriculture, meat processing industry. The company solicits financial backing in order to be able to introduce its new service (described below).

New Service

The Company is prepared to introduce the following service to the market:

Meat Processing : Custom Meat Processing: Our business with be offering a mobile butchering service in addition to custom meat processing shop.

Tyrone will offer mobile slaughter at location of the customer. There he will to the kill and cut animal down to size. The animal will be transferred in a refrigerated truck to the meat shop. He will then process and package the meat for the customers in a clean, safe, and sterile environment.

Funding Request

The Company requests a total loan of \$150,000.00 over the course of 10-15 years , to be used for the following purposes:

The business will be using the funding for a customized mobile slaughter truck or truck and trailer, meat processing equipment and butchering tools, personal protective equipment, wrapping materials, and labeling materials, office materials, (including computer, printer, business phone, etc.) sanitation materials IE: pressure washer, sterilization units, labor costs, advertising, and disposal of bi products.

\$40,000.00 with be invested for Office supplies and soft entities.

Purpose	Loan Amount
Marketing	\$1,500.00
Cushion money	\$8,000.00

Long-term debt payment is a key feature of the Company's financial plan. We expect to break even within a time period following the introduction of our service. Financial predictions suggest a minimum % return on investment by the conclusion of

II. BUSINESS SUMMARY

Industry Overview

In the United States, the meat processing industry presently makes 5,000 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

The decision factor of customers in the market are:

Limited butchers in the area with a kill on sight and custom meat processing.

Competitive pricing: Scoping out the competition and matching their prices.

Business Goals and Objectives

Short Term:

Our Short-term business goals are to, but are limited to:

employee local, multiple employees full time and part-time.

Establish with locals our customer base.

To use our business to support local community foundations. Example: 4-H, Rodeos, school programs (Sports). Etc.

Long Term:

Long-term goals are to bring in enough profits for these reasons:

To be a pillar of our community.

To be USDA certified

To Employee 6-10 employees with possible small franchise in Idaho surrounding areas.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

The target Market are the local ranchers, 4-H members, hunters all locally located, but not limited to Adams and Valley counties.

The estimated number of potential clients within the Company's geographic scope is 1,200.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

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Discount pricing: for 4-H programs, local ranchers in the community of New Meadows, and employees.

Competitive Pricing: Scoping out the competition and matching their prices.
Giving incentives for recurring customers.

Promotional Strategy

The Company will promote sales using the following methods:

Our business will be marketing through ads on social media, billboards signs, mobile advertising, on the company truck, and personal vehicle's, flyers, brochures, personal logo, website, and contacting, extension to establish connections within 4-H community.

SWOT Analysis

Strengths

Our business strength will be that we have little competition in our area that provides the service that we will be providing.
Tyrone has experience in butchering for over 10 years.
Ty has trained under a butcher in Idaho County.
CDL driver for over 28+ years.
Experience in transporting, killing and hanging.
Worked with local businesses has established good relationships and has shown his good work ethic.

Weaknesses

New business in the community
Finding experience meat cutters (Due to it being a dying trade.)
Time training new meat cutters.
New business owner
Building a business from the ground up.

Opportunities

A meat processing facility ready in place with walk in freezer, cooler, rail, system.
Highly needed service needed in the community and local areas.
Can eventually be USDA approved and sell meat to the public.

Threats

Other meat processing companies in the area taking business away.
Local ranchers moving away or selling out,
Possible other butchers moving into the area.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to

create a loyal brand following and return business.