

*A Plan For  
The Growth Of  
Dedicated Associates*

Dedicated Associates, Inc.  
1784 Big Sky Blvd.  
Big Sky, Montana 00000  
(000) 000-0000  
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## *Summary*

Dedicated Associates, Inc. provides graphic design and marketing communications services.

The firm has three full-time employees in addition to the full-time participation of its two principals.

Gross income in 2001 was \$000,000.

The Company is a subchapter S Montana corporation chartered in October, 1995 and operating without interruption since. Fifty-one percent of the Company's outstanding stock is held by Sally J. Dedicated; forty-nine percent by Joseph H. Dedicated.

This plan outlines the business activities, projections and opportunities for Dedicated Associates, and details the need for additional capital in 2002 to finance growth.

## *Principals*

Dedicated Associates was founded by Mr. and Ms Dedicated shortly after their marriage in 1995. Their objective was to utilize the skills they had developed in New York City to found a stable business offering Montana companies and organizations the same high level design and marketing communication services usually associated only with larger metropolitan areas.

Prior to founding Dedicated Associates, Ms Dedicated was a senior account executive and group vice president at Dernbach, Dones and Dale advertising, where she worked primarily on the advertising campaigns of Freedom Equity Fund, Big Pit Copper Products and Machismo Trucks. She began her career as a writer in the Chicago advertising agencies of Hand, Triangle and Gelding. In her ten years at that firm she worked on a variety of client communications problems. She is a graduate of Oxford University.

Mr. Dedicated had been a senior designer and vice president of Imperious Design where he had worked with such clients as National Accounting Machines, Regional Airlines, Analog Computers, and Gamble and Doctor. Before joining Imperious Design he had worked for nearly ten years in various design capacities for several well-known New York graphic design firms. He is a graduate of the Montana Academy of Design.

## *Facilities & Staff*

Dedicated Associates occupies 2,000 square feet of office space in the Cattleman's Bank Building. The space is leased through March 2005, and is adequate for the growth projected.

The firm owns miscellaneous office furniture and equipment valued at approximately \$0,000, one Macintosh Computer server and peripheral devices with current market value of over \$00,000. Two other Macintosh computers and attendant peripherals are leased, as is a high-resolution scanner and a large format high-resolution printer. All equipment is appropriate for the growth projected, but will need to be supplemented.

Dedicated's staff consists of five individuals with a variety of appropriate talents, experiences and functions. No additional staffing is projected in the short term.

Free lance talent—writers, illustrators and photographers—is also contracted for as business volume requires.

## *Services Provided*

Dedicated Associate's business is offering graphic design and marketing communications services. We conceive, design and produce corporate identity programs, internet sites, trade show exhibits, packages, signs, booklets, annual reports, and print advertising.

We are among the top five firms in Montana providing these services, and have clients through the region, including the State of Montana. We are the recipients of many state and national awards for excellence. We also enjoy a reputation as being an innovation leader, and have received national recognition for some of our operating procedures.

Several of the services we offer to our clients—primarily typesetting and expensive pre-press color work—are purchased by us from specialty suppliers.

## *The Market*

The traditional market for graphic design and marketing communications has been expanding for decades as more organizations appreciate the bottom-line benefits of quality services. This expansion has been considerably accelerated in the past decade by the introduction of new, computer-driven technologies.

The overall growth of the market, and particularly the growth made possible by computer-driven technologies, has enabled our firm to prosper in Montana. The “New York” quality we can bring to our clients at Montana prices simply would not have been possible a decade ago.

Now the continued development of technology makes it possible for us to enter a new, dynamic and profitable market segment.

## *Opportunity*

Our new opportunity is adding color pre-press services to those we already provide.

By adding color pre-press capabilities we will not only be able to lower our overall costs of color printing to our clients, but will also be able to provide better, faster service while maintaining tighter quality control. In addition, we will be able to market this service to other smaller and less experienced firms in our business.

Our projections indicate that we can handle this expansion with no increase in facilities or staff, and only a moderate and manageable increase in equipment.

As the financial projections indicate, we believe this opportunity will be a highly profitable market extension. We also believe it is a natural and timely one. We are unique in having a combination of staff, equipment, experience and clients that will allow us to establish a primary position in a developing technology before there is serious competition in our market area.

## *Financial Need*

To add color pre-press capabilities it will be necessary to obtain new computer software, additional memory for our existing computers, an image setter, and a high-performance flatbed color scanner. The total outlay is approximately \$00,000 as outlined below.

Software (type and description here)	\$ 000
Computer memory (amount and description here)	0,000
High-performance flatbed color scanner (model number and description here)	00,000
Image Setter (model number and description here)	<u>00,000</u>
Total	\$ 00,000

We wish to finance the purchase of this equipment with a five-year loan.



## *Summary Profit Projection*

Detail on the financial position of Dedicated Associates can be obtained from the Company's Corporate Tax Returns and the Annual Statement of Financial Condition prepared by Barney & Smith, CPAs. Both are attached. This page summarizes the specific financial projections upon which the loan request is made.

### Monthly income

Present (12-month, 2001 average)	\$00,000
Additional typesetting*	0,000
Additional color pre-press**	<u>0,000</u>
Projected income	\$00,000

### Monthly expenses

Present labor (December 2001)	\$ 0,000
Present overhead (12-month, 2000 average)	0,000
Loan payment and interest***	<u>000</u>
Projected costs	\$00,000

Additional profit	\$ 000
Profit as a percent of additional sales	00 percent

\*Assumes an average of xx pages @ \$00 per page. In 2001, Dedicated contracted for xx pages @ \$00.

\*\*Assumes an average of xx color pre-press jobs @ \$000 each. In 2001, Dedicated contracted for xx color pre-press jobs @ \$000.

\*\*\*Assumes a five-year note for \$00,000 @ x.x percent interest.