



THE LOUD

Protection + Sound

2014-2015 Business Plan

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1. Introduction

1.1 Executive Summary

The Loud was engineered to be the slimmer and more protective solution for iPhone cases, with the added functionality of a sound amplifier. We priced our case using information from the real world, thoroughly analyzing its potential effectiveness in a real market. Through our research we discovered the lack of phone case manufacturers in the VEI virtual market. Leaping on this opportunity we have created 4 variations of our case for iPhone 5S, 5c, 6, and 6+ in 7 different colors. We took out a \$56,000 loan and at current rates will have it paid in full in 5 years or less. The Loud targets and appeals to adolescents and young adults, and with the lack of competition can appeal to anyone in the virtual market looking for an iPhone case. Our cases provide outstanding protection and visual appeal, while also allowing people to better hear their phone whether it be in the form of music, alarms, or video.

1.2 Company Description

The Loud was founded September 9, 2014 by Samuel Mobley and Wyatt Kohler in Thousand Oaks California. It was created as the sleek, smarter, and louder alternative to the conventional phone cases very commonly found in the market today. We decided that not only did we want our designs to be a more aesthetically pleasing, but also to have the added functionality of amplifying sound. A small 1/4th inch sound catcher takes the noise from the phone and redirects it to the user. This enhancement coupled with design innovation addresses many of the problems most people have with phone cases and their phones. Since then we've created designs for the iPhone 5S, 5C, 6, and 6 Plus.

1.3 Mission Statement

At The Loud we are constantly working to create the best possible phone case designs and products for the world. Before our company was founded, we discovered that most cases were clunky, unappealing, and detracted from

phone aesthetic. We engineered a sleek case with a unique architecture that projects sound towards you rather than away, offering protection, style, and functionality.

2. Management Functions

2.1 Planning

Before all else The Loud has to be run efficiently, and each department has its own sets of goals to help accomplish this. There are overarching goals such as; maintaining and adapting the website, providing the best customer service and company atmosphere we can, creating a positive company image, and tracking and increasing sales. These fundamental goals can be mastered with exceptional employees, clear organization, and communication.

Before hiring anyone all potential employees receive an in depth background check, assuring they are reputable and will be useful to the company. They are then interviewed by the HR manager and CEO, from this we can begin to understand their ethic and personality. By the time this new employee has passed every step we are confident they are ready to help contribute to the company.

When designing the company hierarchy it was decided that a simple chain of command would be best: CEO > manager > assistant. This allows for everyone to know their place among fellow employees fairly easily and puts most everyone on the same playing field.

We then decided on two definite meetings a week, one on Monday to discuss goals and the other on Friday to assess progress. The conference room can also be used at any time during the week for departments to collaborate or for the CEO to meet with departments.

As well as working to achieve these inherent goals mentioned, smaller weekly tasks will be assigned at the beginning of each week and are expected to be completed by the end of the week unless otherwise instructed.

2.2 Organizing

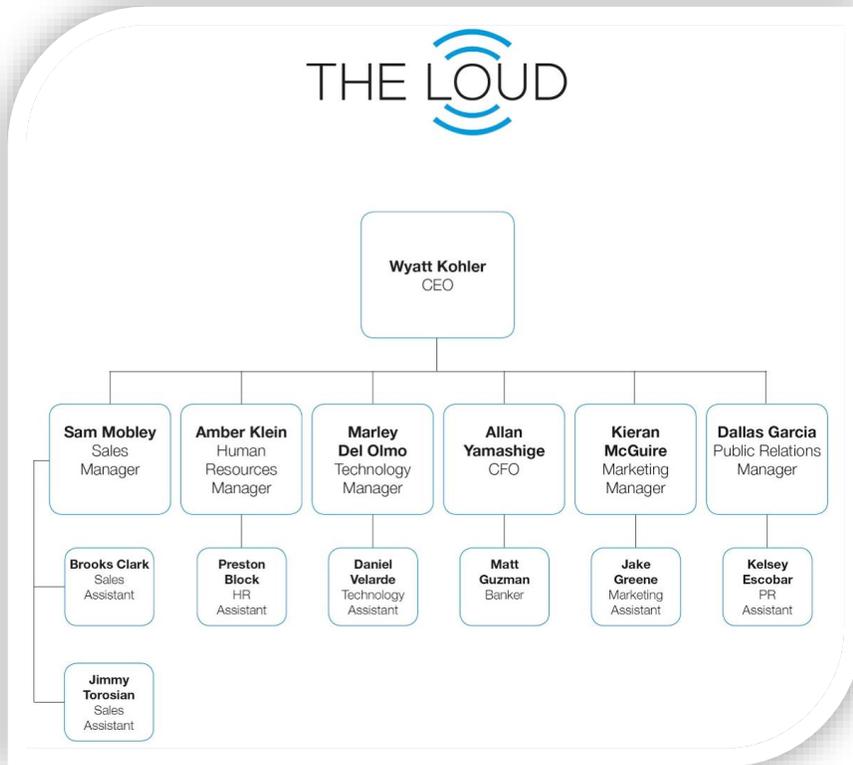
The Loud is organized very transparently; managers answer to the CEO and assistants to their manager. The floor layout of the company office also allows for simple movement from one department to another, with open, low walled, cubicles for assistants and small clear glass offices for both managers and CEO.

The CEO is in charge of day-to-day activities within the company, overseeing major projects, representing the company at public functions alongside PR, and setting clear goals for the company to achieve.

Our Sales and Marketing departments are in charge of handling sales goals. They contact customers through various means such as calls, emails, Vei website, and advertising opportunities. The two also work jointly on developing and maintaining product lines, and overseeing case designs. PR assists these two departments to help accurately represent the brand and develop strategies to promote the brand in the eyes of the customer.

The Technology department maintains and updates the website. Adding new products when needed, helping employees and customers with tech support questions, and making sure the site and its components run smoothly.

PR and HR work closely with both the employees and the customer. PR helps employees better represent the company at trade shows by developing uniforms, organizing booth layout, and assisting potential customers when sales representatives becomes too busy. PR also represents the company via social media and helps Sales and Marketing decide on strategies that benefit the company financially and develop our image. HR maintains employee files, updates the employee handbook, organizes meetings, takes minutes at all official meetings, and tracks employee attendance. They also are responsible



for most of the company's literature, in the form of outgoing internal memos and the company newsletter among other things.

Finally, our CFO and his accounting department track all the ways money moves in and out of the business. Including but not limited to; sales

figures, company

purchases, making sure sales is aware of its objectives each month, paying loans, and keeping the CEO thoroughly informed on the financial status of the company.

Assistants are trained in their area of work, and are delegated tasks from their managers. Furthermore, all employees regardless of position will be trained and well versed in our products, company goals for the future, and how to handle a customer.

2.3 Directing

Managers will receive a weekly progress log during the Monday meeting each week containing the weekly goals they are to accomplish. The departments then work through the week to try and accomplish these goals. By the end of the week, in the Friday meeting, each manager presents their department's progress alongside progress log grades for their assistants and submits it to the CEO. The CEO collects these forms then grades all of the

managers as well, eventually submitting the forms back to HR for filing. These grades are determined based off where each department is by the end of the week, and how much work employees put in to accomplish these goals. Every progress log form can be found in the employee personnel files located in the Human Resources Department.

2.4 Controlling

Work is monitored throughout the week by managers working closely with their assistants and also by the CEO checking on progress. Managers will take notes of the rate and quality at which employees complete tasks, as well as their ethics and attitude so as to make an accurate assessment in their assistants progress log at the end of the week. The CEO also notes the managers and their work while tracking their progress and how well they fulfill their duties, so an accurate grade can be given to each department head at the end of the week.

Impromptu meetings can also be created throughout the week by one or more departments in the conference room to discuss progress or reevaluate approach. Additionally, the open design for assistant's workspace allows anyone to see what is being worked on, discouraging laziness, and allowing for departments to intermingle and exchange feedback. All these factors combined creates a comfortable and efficient workspace, with plenty of room for creativity.

3. Environment Assessment

3.1 Current Economic Conditions

Throughout 2014 the national unemployment rate has decreased from 6.6% to 5.8% this drop is beneficial to the economy and businesses alike. For The Loud this opens up the likelihood that employed people will have more disposable income, and bodes well for a healthy economy and money flow.

National interest rates vary, with a 30- Year Fixed at 3.99%, and a 15- Year fixed at 3.11% these lower interest rates are beneficial to new startups such as ourselves. Annual inflation for the 12 months ending in September 2014 was 1.66%, which moved down from 2.13% in July of the same year. This inflation change shows the strengthening of the dollar, and is another sign of an economic upswing.

The GDP, gross domestic product, is the total market value of all goods within a country over a specific time period. The rate of change for GDP in Q4 of 2014 from Q4 2013 is down 1%, signifying a slight economic decrease, however it is a 1% increase from Q4 2012. We can see increases in the GDP over the past two years, which is fortunate. Though the economy is showing healthy signs foreign exchange rates maintain the Euro/USD is \$1.00 for .80 Euros.



3.2 Real/Virtual Industry Analysis

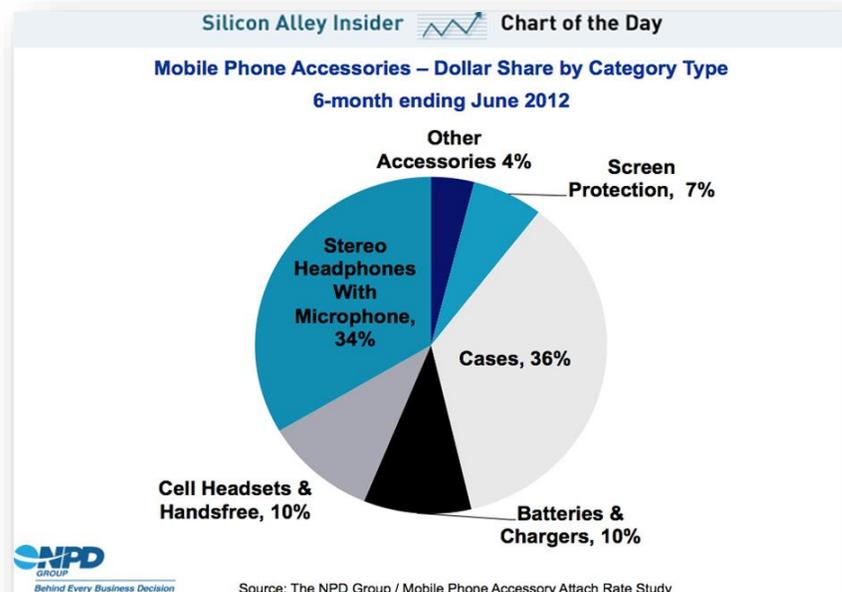
According to Allied Business Intelligence (ABI), research claimed that in 2012 the market for cell phone accessories was worth \$36 billion USD with \$20 billion USD attributed to smart phone accessories. They estimate by 2017, the revenue for smart phone accessories will grow to \$38 billion USD in revenue. Another 2012 study by Silicon Valley Insider tracked phone accessory sales for 6 months, with phone cases bringing in 36% of sales. These two assessments attributed a large portion of sales to phone cases, demonstrating a sizeable amount of growth happening. Presently there are a handful of large phone case manufacturers, and an abundance of smaller case companies.

However, though the large case makers do not typically support niche products, some have chosen to develop sound amplifying cases within the last 18 months.

Additionally proving the value that even these

larger companies are beginning to see in sound amplifying phone case accessories.

Virtually, we have very few phone case competitors and fewer still who specialize in phone cases only. Some companies also lack websites, and those with virtual interfaces are slow and clunky. Their designs presented also do not relay the professionalism and character of our cases, and most seem to lack any additionally functionality. The Loud has zero competitors in terms of sound amplifying phone cases meaning there is a boundless room for growth. As the most professional and viable source for phone cases in the international virtual



marketplace The Loud is seated in the best position to rapidly grow without worry of much competition.

3.3 Target Market & Market Segmentation

Our ideal customer ranges from the ages of 10-27, as listening to music without headphones is more popular amongst kids and young adults. Studies carried out by the US National Library of Medicine show many teens and young adults watch videos and listen to music out loud, and are far more likely to do so than adults. YouTube and Vine, which are both apps that rely heavily on sound, are some of the most popular on smartphones today. On top of that there are the 26 million songs available on iTunes, meaning that there is more than ample reason for young and old alike to want to use our device. Additionally, we set the price at \$19.99 makes it easily affordable to most financial classes and youth.

3.4 Competitive Analysis

Virtually our competitors are slim, and many of which lack websites to accurately access their products. Therefore we can only conclude that these companies lack the marketing and professionalism that The Loud has, giving us a very distinct advantage. The phone case companies that have websites and products available for viewing include Phone Damentals, and Oasis Cases. Phone Damentals sells their cases for \$12.50 but their cases are limited to only the 4S and 5C, whereas The Loud carries cases for five variations of iPhone. Phone Damentals does however carry other accessories such as screen protectors, headphones, and chargers. Another competitor is Oasis Cases who sells their iPhone products for \$15 but only offers black. This company also claims to sell custom cases.

In terms of the real market Smartsound is our top competitor, having iPhone cases that have the same purpose and similar price range as The Loud.



Smartsound is a subsector of Ken Oh Corporation and produces cases for both Androids and iPhone 5 at \$29.99 retail. Their design is vastly different from ours with the amplifying portion being on the back of their cases instead of the front. Our second competitor is Speck, whom has developed a sound amplifying case at \$44.95 that although impressive is far more expensive than most are willing to spend. At nearing \$50 after taxes and shipping, one could simply purchase an affordable speaker for a similar price.

In conclusion, all companies both real and virtual, lack certain key aspects that would put them ahead of our company.

4. Marketing Mix

4.1 Product

The Loud case offers a sleek plastic iPhone case which redirects sound towards the user. The case is made out of ABS (Acrylonitrile butadiene styrene) Plastic, which is exceptionally lightweight and permits strength and flexibility with a rubber like toughness. Designed to be sleek with minimal bulk, The Loud fits naturally into the palm of the user and slides easily into pocket or purse. Our product interests potential customers by proposing a solution to the common problem of low sound volume, while elegantly protecting their iPhone.



4.2 Price

The average price for an iPhone case ranges from \$25-\$40, with several outliers at extremely low or high prices. The

mean production cost for most cases between the \$20-\$25 price points generally stays between \$2.00 and \$2.89, with a relatively high profit margin. Our top real world competitor, Smart Sound, sells their case for \$29.99 whereas the top virtual enterprise companies sell theirs for \$12.50 and \$15 respectively. The Loud Case is sold competitively at \$19.99 for every model, with a \$2.58 production cost that allows a 775% profit margin.

Our objectives for pricing currently are to maximize sales, our lower retail price allows for more people to have the ability and additional incentive to purchase our case. The \$19.99 price point was designed to be competitive, seeing as our major real world competitors in terms of both sound amplification and cost have far higher price points. Though our cases in terms of virtual

competitors are slightly more expensive, we feel the benefits of our case will far outweigh its slightly higher price. Down the road we can develop a more profit based pricing with later models when the market and consumer are more aware of our product.

As of now, our company does not offer any discounts, bundle deals, or holiday specials. However, employees can purchase their case for production price.

4.3 Placement

The Loud Case is sold directly to customers via our website (theloudcase.com) and at various trade shows. From the start we envisioned most of our sales happening through our site, and so have since crafted a website that is simple to navigate and easy to order from. Our site contains 3D renderings of our cases so any user can get a full idea of how our cases will look even before they order. Users can also select colors and view high quality images of any of our 4 case models available in 7 colors each. Also present on our site are commercials of our product, and customer support pages to help assist in any questions a potential buyer may have. The Loud will be present at as many trade shows we can attend, which we will post on our website to keep our visitors up to date.

4.4 Promotion

The vast majority of our promotion and advertising is through Google Ads, or AdWords, which allows for flexibility and less guessing on who's seeing our ads. We are also planning on sending free trials of the case, and celebrity promotion. Currently with a \$2600 per month budget towards advertising, 90% is towards

Google Ads, the other 10% goes towards any social media ads or promotional aspects.

Our monthly newsletter will be sent out to our subscribers, who can sign up from our website at any time. The newsletter will update readers about new promotions, hiring, and new products.

We are also present on three major social media sites; twitter, Instagram, and Facebook. Embedded on site in our social media page is an RSS feed with live updates from our twitter, where we will host giveaways and post information on new products. We will also post pictures of new products and giveaways on our Facebook and Instagram pages. The purpose of being present on these sites is to show people some of the charm of The Loud, stay connected with our customers, and receive feedback in real time.

Companies who wish to do business with us can visit our site and contact us through our business page. There we can organize bulk orders of specific cases or with specific colors should they chose, and discuss partnerships. The benefit of doing so allows their company to have an excellent supplier should they wish to buy cases for their company, and allows us to further promote The Loud as a reputable brand.

4.5 Positioning

From our exceptional design to our modern easy-to-understand website the image we put in the mind of the customer is that of a company just as progressive as the phones they protect. We'll be constantly innovating our cases and web presence so as to never remain stagnant like many companies can become. Additionally, we have a caring and patient customer support team which is not something to be taken for granted in today's world. At The Loud we treat our customers with the highest regard, and we want them to know their money is going to a company that cares about their needs and input. All in all the image we are working to create in the consumers mind is that of progressive

and ever evolving company. A business who goes above and beyond filling the customer's needs all in the pursuit getting the best products we can create into their hands.

4.6 Break Even Analysis

Breaking even means to reach the point where our cost and income are equal and there is neither profit nor loss. Each case sells for \$20, and with a \$2.58 COGS we make \$17.42 per product. That's 87% profit per sale. We need to sell 4430 phone cases to break even. With all the paid expenses, our total will come out to be \$77,172.

Cost Description	Fixed Costs (\$)	Variable Expenses (%)
Inventory or Materials	\$ 0	0.0
Direct labor (includes payroll taxes)	400	0.0
Cable & Internet	350	0.0
Payroll Taxes	- 0	0.0
Salaries (includes payroll taxes)	69,167	0.0
Supplies	- 0	0.0
Repairs & maintenance	100	0.0
Advertising	2,640	0.0
Car, delivery and travel	600	0.0
Dry Cleaning	- 0	0.0
Rent	900	0.0
Telephone	385	0.0
Utilities	590	0.0
Insurance	677	0.0
Taxes (Real estate, etc.)	- 0	0.0
Interest	- 0	0.0
Depreciation	300	0.0
Repairs & maintenance	- 0	0.0
Alterations	- 0	0.0
Miscellaneous expenses	- 0	0.0
Principal portion of debt payment	1,063	0.0
Owner's draw	- 0	0.0
Total Fixed Expenses	\$ 77,172	
Total Variable Expenses		0.0
Breakeven Sales level =	\$ 77,172	

5. Financial Data

5.1 Income Statement

The Loud was established in the month of September, but is determined to compete with bigger phone case companies of the virtual enterprise competition. We are confident we will make a big jump on sales in the early months of The Loud. We project that our sales will begin in small amounts in November, mainly coming from Trade fair related revenue, and will continue to grow and spread in the following months.

5.2 Balance Sheet

The Loud

Balance Sheet

	Date: 11/13/14	
	Actual 11/1/14	Projected 4/30/15
Assets	2014	2015
Current Assets		
Cash	22,697	114,539
Accounts receivable	61,205	65,670
Inventory	18,070	30,000
Prepaid expenses		
Short-term investments		
<i>Total current assets</i>	<i>101,972</i>	<i>210,209</i>
Fixed (Long-Term) Assets		
Long-term investments		
Property, plant, and equipment (Less accumulated depreciation)	18,270 (800)	18,270 (3,220)
Intangible assets		
<i>Total fixed assets</i>	<i>17,470</i>	<i>15,050</i>
Other Assets		
Other		
<i>Total Other Assets</i>	<i>-</i>	<i>-</i>
Total Assets	119,442	225,259
Liabilities and Owner's Equity		
Current Liabilities		
	-	
Income taxes payable	3,787	3,787
Salaries with Taxes	51,875	51,875
Unearned revenue		
Current portion of long-term debt		
<i>Total current liabilities</i>	<i>55,662</i>	<i>55,662</i>
Long-Term Liabilities		
Long-term debt	63,780	57,402
Deferred income tax		
Other		
<i>Total long-term liabilities</i>	<i>63,780</i>	<i>57,402</i>
Owner's Equity		
Owner's investment		
Retained earnings		
Other		
<i>Total owner's equity</i>	<i>-</i>	<i>-</i>
Total Liabilities and Owner's Equity	119,442	113,064

This balance sheet keeps track of assets, liabilities, and capital of a business or other organization at a particular point in time, detailing the balance of The Loud's income and expenditure over the preceding period. It summarizes what our company owns and how much has been invested.

5.3 Cash Budget

The fiscal year ends in April, but as we were

financially non-existent until the beginning of October, we only have projections for the final 7 months of this fiscal year. The Loud's cash budget keeps track of

the money we're spending each month. It records our monthly bill payments and our cash balance from the start. This chart will help us capture our company's cash position at any point in time. Over the next few months our cash balance should be increasing due to our sales.

5.4 Financial Write-up

The Loud Cash Budget Fiscal Year beginning 05/1/14 ending 04/30/15												
Description	May	June	July	August	September	October	November	December	January	February	March	April
1 Cash balance at beginning of period:	0	0	0	0		22693	21871	25549	31827	45005	62183	85361
Receipts of cash:												
Sales							4500	8000	14000	18000	24000	30000
Receipts of accounts receivable						51875	51875	51875	51875	51875	51875	51875
Loan proceeds						9330	9330	9330	9330	9330	9330	9330
COGS based on Sales												
2 Total receipts	0	0	0	0	0	61205	65705	69205	75205	79205	85205	91205
3 Beginning balance + cash receipts	0	0	0	0	0	83898	87576	94754	107032	124210	147388	176566
Payments:												
Direct Labor						400	400	400	400	400	400	400
Salaries (Taxes)						51875	51875	51875	51875	51875	51875	51875
Accounts payable												
Rent						900	900	900	900	900	900	900
Advertising/						2640	2640	2640	2640	2640	2640	2640
Insurance						677	677	677	677	677	677	677
Car, Delivery, and Travel						600	600	1500	600	600	600	600
Utilities						590	590	590	590	590	590	590
Cable & Internet						350	350	350	350	350	350	350
Telephone						385	385	385	385	385	385	385
Direct Labor						400	400	400	400	400	400	400
Maintenance						100	100	100	100	100	100	100
Workers Comp						310	310	310	310	310	310	310
Health Insurance						2800	2800	2800	2800	2800	2800	2800
4 Total payments	0	0	0	0	0	62027	62027	62927	62027	62027	62027	62027
5 Cash balance at end of period: (line 3 -	0	0	0	0	0	21871	25549	31827	45005	62183	85361	114539
6 Net increase or decrease in cash (line 2 - line 4)	0	0	0	0	0	-822	3678	6278	13178	17178	23178	29178

Our virtual company receives support in many different ways. We have a 6 month \$56,000 loan (\$9,330) per month, for insurance and rent, and standard operating costs. We receive \$51,875 to cover our employee's salaries monthly. Finally, we receive payment for our COGS based on the amount of product we sell that month. For our company, almost all our fixed costs remain the same for the entire fiscal year, so in our income statement and cash budget you can see even with a relatively low projected growth of sales, because our low monthly break even, the smallest increases in profits make a huge difference.

6. SWOT Analysis & Discussion of Business Risks

6.1 SWOT Analysis

Strengths: Some of our company's strengths start with the product, such as our unique design and niche market approach.

- Our case design is unlike any other out there, with a sound projecting enhancement, a case architecture that is highly protective, and a sleek aesthetic.
- Although the market for phone cases is massive, our niche for sound amplification has very little competition. Within the virtual market only two identifiable competitors exist among hundreds of firms.
- There are no sound amplifying phone case competitors in the VEI marketplace
- We have a strong, easy to navigate, website.
- Our product only costs us \$2.58 to make and we sell it for \$19.99 giving us a huge profit margin and an affordable price for the consumer.

Weaknesses:

- Our cases are slightly more expensive than virtual competitors.
- Cash flow in our early months will be unreliable
- As a new company we will also have to develop our customer loyalty, and create a positive image of our product in the VEI marketplace.

Opportunities:

- Currently the case market is broken up into three segments; protection, functionality, and fashion. We see opportunities in the areas of both functionality and protection, seeing as our case has a useful purpose and delivers excellent protection.
- Competitors lack social media presence.
- Some competitors lack websites entirely.

- Regardless of business, every firm in the VEI marketplace can use a phone case.

Threats:

- People opting to purchase slightly more affordable cases than ours.
- Large amounts of debt due to unforeseeable setbacks.

6.2 Business Risks

Should there prove to be far fewer advantages than envisioned The Loud would find itself set back quite a bit. In terms of marketing, if it was determined our methods were unsuccessful that would be little trouble to switch to a different plan. However, should the desire of our cases be far less than we anticipate we'd probably have to lower prices and order future batches in far lower numbers (currently we purchase 5000 cases for each model). Should people find our design to be unappealing we'd have to develop a more aesthetically appealing case which would call for up to 4 new molds to be made costing upwards of \$50,000. Another risk to consider is should other VEI case makers decide to make cases of the same quality for a lower price, we would have to drop price and find other material. We suspect this will not be the case seeing as most VEI case companies either focus on accessories or simple cases.

8. Appendix

8.1 Amortization Table

The Loud Case						
Loan Amortization Table						
Loan Information			Summary			
	Loan Amount (Principal)	56,000		Rate (per period)	0.4375%	
	Annual Interest Rate	5%		Number of Payments	60	
	Term of Loan in Years	5		Total of Payments	63,793.20	
	# of Payments per Year	12		Total Interest	7,792.86	
	Payment Type	end of period				
	Monthly Payment	(\$1,063.22)				
No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	56,000	245.00	56,245.00	1063.22	818.22	55,181.78
2	55181.78	241.42	55,423.20	1063.22	821.80	54,359.98
3	54359.98	237.82	54,597.81	1063.22	825.40	53,534.59
4	53534.59	234.21	53,768.80	1063.22	829.01	52,705.58
5	52705.58	230.59	52,936.17	1063.22	832.63	51,872.95
6	51872.95	226.94	52,099.89	1063.22	836.28	51,036.67
7	51036.67	223.29	51,259.96	1063.22	839.93	50,196.74
8	50196.74	219.61	50,416.35	1063.22	843.61	49,353.13
9	49353.13	215.92	49,569.05	1063.22	847.30	48,505.83
10	48505.83	212.21	48,718.04	1063.22	851.01	47,654.82
11	47654.82	208.49	47,863.31	1063.22	854.73	46,800.09
12	46800.09	204.75	47,004.84	1063.22	858.47	45,941.62
13	45941.62	200.99	46,142.61	1063.22	862.23	45,079.39
14	45079.39	197.22	45,276.62	1063.22	866.00	44,213.40
15	44213.40	193.43	44,406.83	1063.22	869.79	43,343.61
16	43343.61	189.63	43,533.24	1063.22	873.59	42,470.02
17	42470.02	185.81	42,655.82	1063.22	877.41	41,592.60
18	41592.60	181.97	41,774.57	1063.22	881.25	40,711.35
19	40711.35	178.11	40,889.46	1063.22	885.11	39,826.24
20	39826.24	174.24	40,000.48	1063.22	888.98	38,937.26
21	38937.26	170.35	39,107.61	1063.22	892.87	38,044.39
22	38044.39	166.44	38,210.84	1063.22	896.78	37,147.62
23	37147.62	162.52	37,310.14	1063.22	900.70	36,246.92
24	36246.92	158.58	36,405.50	1063.22	904.64	35,342.28
25	35342.28	154.62	35,496.90	1063.22	908.60	34,433.68
26	34433.68	150.65	34,584.33	1063.22	912.57	33,521.11
27	33521.11	146.65	33,667.76	1063.22	916.57	32,604.54
28	32604.54	142.64	32,747.19	1063.22	920.58	31,683.97
29	31683.97	138.62	31,822.59	1063.22	924.60	30,759.37
30	30759.37	134.57	30,893.94	1063.22	928.65	29,830.72
31	29830.72	130.51	29,961.23	1063.22	932.71	28,898.01
32	28898.01	126.43	29,024.44	1063.22	936.79	27,961.22
33	27961.22	122.33	28,083.55	1063.22	940.89	27,020.33
34	27020.33	118.21	27,138.54	1063.22	945.01	26,075.32

35	26075.32	114.08	26,189.40	1063.22	949.14	25,126.18
36	25126.18	109.93	25,236.11	1063.22	953.29	24,172.89
37	24172.89	105.76	24,278.64	1063.22	957.46	23,215.42
38	23215.42	101.57	23,316.99	1063.22	961.65	22,253.77
39	22253.77	97.36	22,351.13	1063.22	965.86	21,287.91
40	21287.91	93.13	21,381.05	1063.22	970.09	20,317.83
41	20317.83	88.89	20,406.72	1063.22	974.33	19,343.50
42	19343.50	84.63	19,428.13	1063.22	978.59	18,364.91
43	18364.91	80.35	18,445.25	1063.22	982.87	17,382.03
44	17382.03	76.05	17,458.08	1063.22	987.17	16,394.86
45	16394.86	71.73	16,466.59	1063.22	991.49	15,403.37
46	15403.37	67.39	15,470.76	1063.22	995.83	14,407.54
47	14407.54	63.03	14,470.57	1063.22	1000.19	13,407.35
48	13407.35	58.66	13,466.01	1063.22	1004.56	12,402.79
49	12402.79	54.26	12,457.05	1063.22	1008.96	11,393.83
50	11393.83	49.85	11,443.68	1063.22	1013.37	10,380.46
51	10380.46	45.41	10,425.87	1063.22	1017.81	9,362.65
52	9362.65	40.96	9,403.61	1063.22	1022.26	8,340.39
53	8340.39	36.49	8,376.88	1063.22	1026.73	7,313.66
54	7313.66	32.00	7,345.66	1063.22	1031.22	6,282.44
55	6282.44	27.49	6,309.92	1063.22	1035.73	5,246.70
56	5246.70	22.95	5,269.66	1063.22	1040.27	4,206.44
57	4206.44	18.40	4,224.84	1063.22	1044.82	3,161.62
58	3161.62	13.83	3,175.45	1063.22	1049.39	2,112.23
59	2112.23	9.24	2,121.47	1063.22	1053.98	1,058.25
60	1058.25	4.63	1,062.88	1063.22	1058.59	(0.34)
Totals		7,792.86		63,793.20	56,000.34	

This Amortization Table shows the rate at which we plan on paying our \$56,000 loan back.

8.2 Copy of Bank Statement

Oct. 25, 2014	VEI-WEST CENTRAL ADMIN Payment on Invoice #01 on 10.24.2014	610042882	990674	\$85,901.95	\$141,901.95
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This depicts the highest value we have had in our account. We made an \$85,901 sale for our employee signing bonuses, and had received our \$56,000 loan.

Nov. 13, 2014	Talli Zuckerman (US02257), Santa Clarita, CA Blue phone case	630177260	1028627	\$19.99	\$69,343.87
Nov. 13, 2014	Tamarea Hughes (US01465), Murfreesboro, TN Iphone 5C case/ Red	630107459	1025627	\$19.99	\$69,323.88
Nov. 11, 2014	Kevin Ninamango (US02257), Santa Clarita, CA phone case	630176965	1023207	\$19.99	\$69,303.89
Nov. 11, 2014	Mason Clark (US02257), Canyon Country, CA phone case	630069220	1023155	\$19.99	\$69,283.90

These are our most recent transactions, it increases our total balance to \$69,343. However we received all 6 months' worth of our loan in one transaction, and once a month we deduct \$9330 which is covered by the loan. \$9330 x the remaining 5 months we have the loan is \$46,650. Subtract that from our current total balance and it shows our true current balance of \$22,693.

8.3 Sources/Citations

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