

Executive summary

Business goals / mission

As a jewelry shop obtaining a permanent place in the local marketplace is our primary goal. We wish to acquire local / regional / national / international renown within the next years. We see it as our main mission to provide convenience, high quality, higher standards, lower prices, and a better service to the targeted markets. Basic corporate objective is reflected in everything that we do, which is to contribute to the enrichment of the quality of lives for people around the [the area].

Business description

ABC is a jewelry shop who sells jewelry, watches, and to type of market / consumers in [the area]. As more and more of the population gain an interest in our product(s), the demand for specific products has increased. To meet the expected demand for our jewelry and related products, ABC is seeking the financing necessary to add new point of sale equipment, storage facilities, new shelving and display systems, move to new / bigger / other premises / and hire additional type of staff needed.

Business formation

The company will start / was started by in 201 . The company form is going to be sole proprietor / limited company (Ltd) / Incorporated (Inc) / Corporation (Corp) / Limited Liability Company (LLC) / Co-operative. Registration is in the State of under number: . The company now employs people, including Mr. / Mrs. who .

For federal income tax purposes, ABC is classified as a subchapter S corporation.

Business philosophies / identity

By combining experience and great service ABC will be able to create a high satisfaction level. ABC will use advanced technology and as to offer a high quality product mix.

Our corporate philosophies are embedded in our customer oriented management and operations, providing excellence in our products and services, continuous efforts to expand our existing market and create new markets, commitment to care for end users by providing even better service after sale, pursuit of further globalization of ABC's business fostering positive growth through diversification. These philosophies shall be incorporated at all levels of the company.