

Handmade Couture Fashion Jewelry

Quick Facts

Seeking: \$9,000 in equity financing.

Company Profile: Costume/Fashion Jewelry sector with 1 employee and organized on 1FEB2013

Contact Information: www.laceycouturedesigns.com; Lori Tantawi 2554 Holiday Dr., New Orleans, LA 70131; 544-256-7856, lori.tantawi@yahoo.com

Investment Information: current funding is \$4,000 from principle. Seeking \$9,000 in equity. ROI of 50% a year

Management: Lori Tantawi, mentored by Anthony Patton, MBA and advised by Perfecto Boudillo, owner Exagere' Art Gallery and Furniture Boutique

Key Financials: \$9,000 is needed within the next 7 months.

Start up cost is \$5,600

Working capital need is \$3,000

Positive cash flow of \$3,000 after first month of operation

Profit potential \$246,000 in 3 years

Business Summary: We make handmade, trendy jewelry pieces that are never duplicated and that are competitively priced with off the shelf costume jewelry. I'm presenting an investment opportunity for the cost of \$9,000.

Customer Problem: Consumers want one of a kind statement jewelry pieces that provide glitz and glamour with out the big price tag. They want to be able to update their jewelry style with the new trends in an affordable way.

Product: We provide affordable, never duplicated, handmade statement jewelry that can turn a 400% or more net profit per piece. Each jewelry piece takes approximately 3 hours to make, and cost about \$30 in supplies. These pieces sell, on average for \$250-\$375 each.

Management: Lori Tantawi is the manager and owner of Lacey Couture Designs. She's an international model and jewelry designer, a artist, actress and self taught fashion designer. She's a retired US Army CPT with a undergraduate degree from the United States Military Academy and a graduate degree in Entertainment Business from Full Sail University. She's also a production assistant and event planner.

Target Market: 21 to 34 year-old female tourist and locals that are employed and have a extreme interest in current fashion trends, and/or women involved in pageants, modeling, styling, that can commute by public transportation and/or has internet access, with a household income of \$40,000-\$120,000 per year, and visit, or reside in the greater New Orleans area.

Sales/Marketing Strategy: The sales process consist of inside, outside on online sales. Inside sales will be generated through the Art Gallery and outside sales will be conducted through special events. We will also increase brand awareness of Lacey Couture Jewelry designs by implementing a digital marketing campaign that will entice customers to come to the Gallery, special events and visit the website and ultimately share information about the brand. Purchases are paid in full at the time