

Flint Forward

Business Plan

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Form of Business

My form of business is a sole proprietorship. I chose this because I want complete creative control over my business. I believe I have the full range of skills needed to be successful in my field. If I need additional help of consultation, I will hire it out. My start-up costs will be modest as well.

My Business Defined

Flint-Forward is a local web development and web presence management service. Flint-Forward will provide the following:

- CMS based Web Site Development (Joomla or Wordpress)
- Site Management and/or Consultation
- Web Presence Management including SEO packaging, social networking connections and local web community integration.

Flint-Forward is focused on ongoing customer relationship development and communication.

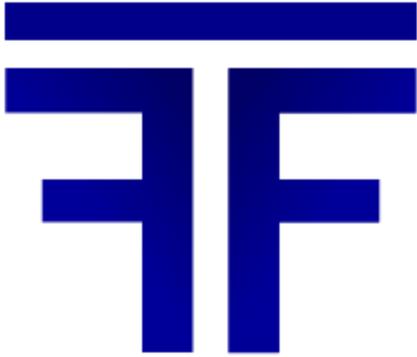
My Market Defined

Flint Forward's market consists of local business owners interested in developing a website or web presence. Our focus is non-profits and mom and pop type shops. We offer personalized design and focused, community based web presence management to local businesses

Brand Profile

Company Name: Flint Forward

Slogan: Move Ahead with Flint Forward



Start-up Costs: One time and Ongoing Costs

Make two lists of ten things you need to pay for. One list should be ten things that you likely only have to buy one time (e.g. cash register). The other list should be ongoing costs that you have to pay for every month (e.g. electricity).

One Time	Ongoing

Facilities

I decided to lease because I don't want the additional burden of a business property mortgage. I used loopnet and found the following office space for \$8 per square foot. I will use an 800 sq. ft. division.

5045 Miller Rd., Flint, MI 48507



Total Space Available:**9,909 SF**
Rental Rate:**\$8 /SF/Year**
Min. Divisible:800 SF
Max. Contiguous:9,909 SF
Property Type:Office
Property Sub-type:Office Building
Building Size:11,809 SF
Year Built:1979
Lot Size:1.25 AC

Floor Plan

