

# [Business Name]

<b>To</b>	William H. Forestelle III
<b>Cc</b>	Person
<b>Bcc</b>	Personbforestelle@yahoo.com
<b>Subject</b>	Artistic Tile Business Plan

**Artistic Tile, LLC**

**9 January 2026**

**William H. Forestelle III**

## Executive Summary

### Description of your business

Artistic Tile is a licensed, bonded and insured tile contractor in California (license # 817361) C54 Tile and slab contractor. Artistic Tile has been in business since 2008. It was a sole owner with William H. Forestelle III as the owner. In 2026 it was changed to an LLC with William H Forestelle III as the Secretary/Treasurer and 51% ownership and his son Chad B Forestelle as the President with 49% ownership. Artistic Tile does residential and some commercial work. Primarily bathrooms, kitchens and flooring. Installing tile and slab stone.

### Amount of funding requested

Artistic Tile is looking for \$50,000 in funding

## Summary of how the loan will be used

The money would be used to purchase materials for the jobs and make payroll. It would also be used to purchase a slab cutting saw (\$10,000). Currently any slab work has to be sent out to another shop where they charge Artistic Tile to fabricate the slab. by having our own slab cutting saw it would eliminate the cost that is paid to the outside shop.

## Company Overview

### Legal structure

Artistic Tile is an LLC registered in California. Prior to being an LLC it was a Sole owner with William H. Forestelle III as the sole owner. William H. Forestelle III is the secretary/treasurer with 51% ownership and Chad B. Forestelle is the President with 49% ownership.

### Location and founding year

Artistic Tile is located at 3616 Monte Carlo Dr. Oxnard, California. It was founded 18 February 2003 as a sole owner and 2 February 2026 as an LLC

### Mission statement

To provide professional tile and slab installation to our customers.

### Value proposition

unknown, what does this mean

# Market Research

## Target audience demographics

Artistic Tile customers are homeowners that want to update their bathrooms and kitchen with modern tile and slabs. We also are sub-contractors for a couple of local general contractors.

## Market size and trends

The market size is Ventura, Santa Barbara and Los Angeles counties. Construction is an ongoing business both for the home owner and for the general contractors.

## Competitive landscape

There are a few tile contractors in our market area but at the current time we have several jobs ongoing both home owner and general contractors.

## Marketing strategy overview

Unknown

# Products

## List and description of offerings

Artistic Tile installs tile in bathrooms - floors walls in showers and countertops as well as stone slabs for countertops. In kitchens we have installed tile on floors counter tops, back splashes and walls as well as stone slabs for countertops and islands. We install tile on floors in other rooms in the house as well as outside patios and walkways.

## Key differentiators

Artistic Tile uses proven methods of installation, such as floating the walls and floor, and hot moping shower pans

## Future product/service roadmap (optional)

Being able to purchase the slab cutting saw, we will be able to do the installation at a lower price to the customer. Also we would be able to hire a couple more employees to handle the extra work we would be getting.

## Operations Plan

### Key team members and role

Chad B Forestelle is the person that deals with the customers and the workers on the job site. He also does the work at the job site. William H. Forestelle III is the person that types up the contracts and invoices and sends them to the customer.

### Organizational chart

President - Chad B Forestelle

Secretary/Treasure - William H Forestelle

This is the LLC

On the job site, Chad B Forestelle is the foreman and directs and schedules the workers on the job site.

William H. Forestelle III is the office worker that types up contracts and invoices and sends them to the customer and will do the banking and paying of the bills and payroll.

**Tools, software, or vendors used**

The current tools use are normal construction tools for demolition and prep for the tile. For setting the tile, mixers and trowels and levels and measuring as well as tile saw for cutting the tiles

**Funding Request**

**Total amount requested**

**Itemized use of funds:**

- Inventory: \$\_\_\_\_\_
- Equipment: \$\_\_\_\_\_
- Marketing: \$\_\_\_\_\_
- Hiring: \$\_\_\_\_\_
- Other: \$\_\_\_\_\_

**Financial Plan**

**Income statement (3-year projection)**

**Balance sheet**

**Cash flow forecast**

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**Loan repayment plan**

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**Break-even analysis  
(optional)**

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## **Appendix**

**Attach relevant documents  
here, such as:**

- Business licenses
- Tax returns
- Credit reports
- Resumes
- Bank statements