



IS DESIGNS
Executive Summary
The art of communication

Company Background

Business Description: IS DESIGNS is a design service that provides effective and creative designs in packages tailored to nonprofit organizations and small business. IS DESIGNS is structured as a sole-proprietorship.

Business Model: IS DESIGNS will designs for clients. Each package includes pre-selected or custom services, based on a client's needs and preference. The client will be allowed a limited number of revisions before being charged. Clients are offered face-to-face consultations at a convenient location.

Mission Statement: Though the art of communication to take advantage of the competitive market, IS DESIGNS strives to provide effective and creative designs at the most affordable costs to clients. IS DESIGNS also provides free services to selective charities and educates local students about the principles of design.

Market Opportunity

Opportunity: To be successful, a business needs effective and creative designs for their branding and marketing. These luxuries are almost exclusive to the large companies that can afford them. IS DESIGNS seeks to provide designs for the underrepresented businesses.

Target Market: Clients that are small businesses or nonprofit organizations newly established, between 0 to 10 years old. These are businesses without a good reputation and want quality designs that they can afford.

Industry Overview: According to the Bureau of Labor Statistics, the graphic design industry produces a revenues of about \$10 billion in the U.S. each year.

Market Research: Out of that 10,329 small business in the Hartford country alone, 80% preferred low-cost high-quality designs. The market includes established businesses that are not recognized among their own market. The target business will need design services all-year around.

Leadership

Isamar Sola, CEO: Isamar Sola has a four-year background experience in graphic design. She was a volunteer designer and student at Pathways Academy of Technology and Design. She was an intern for America's Marketing Motivator, also know as Kathy McAfee. She was also a designer in-training at Valassis under their creative services department. She is an excellent time manager and collaborator, and is very reliable. She speaks both English and Spanish.

Contact information

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IS DESIGNS
50 Ledger Street
Hartford, CT 06106

Year Founded
2014

Number of Employee
1

Investment Opportunity
\$4,110

Annual Operating Costs*
\$3,300

Annual Sales*
\$12,500

Annual Profit*
\$3,298

Return on Investment*
80%

Return on Sales*
26%

Breakeven Units/Month*
3 units

**projected*



Income Statement for First Year of Operations

REVENUE

Gross Sales	\$12,500	
Sales Returns	\$0	
Net Sales		\$12,500

VARIABLE EXPENSES

Costs of Goods Sold		
Materials	\$960	
Labor	\$4,800	
Total Cost of Goods Sold	\$5,760	
Other Variable Expenses	\$0	
Total Variable Expenses		\$5,760

CONTRIBUTION MARGIN

\$6,740

FIXED OPERATING EXPENSES

Insurance	\$600	
Advertising	\$1,800	
Depreciation	\$300	
Utilities	\$600	
Other	\$0	
Total Expenses		\$3,300

PRE-TAX PROFIT

\$3,440

Taxes (15%)		\$516
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NET PROFIT

\$2,924
(projected first-year in college)