

Lauren Zendarski  
Business Plan

## **Executive Summary**

Nutrition Revival Solutions will be serving Albany, NY with the newest and most face pace nutrition solutions. We will be reaching out to various sectors within the city including cardiac rehabilitation centers, fitness centers, colleges, coaches, trainers, bariatric patients, physicians, weight loss centers and eating disorder clinics.

What makes Nutrition Revival Solution different from the rest? We will be meeting our client's needs by going to them. Clients have the option of coming to our office located right in the heart of "Tech Valley" or the option of my team coming to their gym, college, home, rehab or hospital. The city of Albany is face pace, surrounded by many colleges and attractions. We will reach out to various sectors of the city in order to make their jobs easier.

Nutrition Revival Solutions is made up of six key players, which makes the company unique to Albany, NY. On the team I have hired four registered dietitians with specialize backgrounds, an exercise physiologist, and an accountant/secretary. The four dietitians have backgrounds in sports nutrition, eating disorders, bariatrics, weight loss and an updated knowledge of hot nutrition topics.

My marketing strategy is to emphasize the quality of care and understanding throughout the city. My mission is to optimize health through proper nutrition and exercise while allowing a client to feel a sense of empowerment and control over their life. The company will provide the clients with the most current nutrition knowledge, solutions, and life long tools in order to be successful.

Based on the size of our market and our defined market area, the projections for the first year are \$400,000 with a starting salary for my employees of \$40,000. With all projections in line, my vision for the company is that we will break-even and begin profiting by year five, with a 30% increase in revenue. My goal and objective is to be the number one referred company by year five, throughout Albany, NY.

Already we have service commitments to over 100 clients with a plan to aggressively build through our marketing. Nutrition Revival Solutions already has accounts with doctors, gyms, rehabs, colleges, and many more places that have chosen to refer their clients to the company.

### **Business Description**

The location of my business will be on Madison Avenue in Albany New York, next to Washington Park. Madison Avenue has a reputation for being one of the most active entertainment areas in the city. There are seven colleges within a mile radius from this desired location, as well as six parks and many other residential houses. The name of my company is Revival Nutrition Solutions. The office will be located in the city of Albany surrounded by the various suburbs. The services that will be offered by the company is group counseling, individual counseling, programs/workshops, cardiovascular/hypertension, digestive disorders, diabetes, eating disorders, maternal nutrition, general nutrition/wellness, sports nutrition, vegetarian, and weight control.

At **Revival Nutrition Solutions** the mission is to:

- Optimize health through proper nutrition.
- Increase athletic performance through proper nourishment.

- Guide clients to manage food choices.
- Allow clients to feel a sense of empowerment.
- The cities leader in the dietetics industry; our client's preferred forward looking company.

Dietetics, nutrition, and wellness are exciting and dynamic evolving practices.

Revival Nutrition Solutions will not only be serving the many athletic teams that are located in the tech valley, but will be targeting various groups. Due to the state of the art and expertise of knowledge and versatility of our team, we will be serving cardiac rehabilitation centers, fitness centers, colleges, coaches, trainers, bariatric patients, physicians, weight loss centers and eating disorder clinics. We will reach out to various sectors of the city in order to make their jobs easier. Instead of patients and physicians having to call and come to us, we will come to them. I will be hiring and creating a team of individuals that each specialize in a particular skill. By allowing my team to travel to the clients, it will create less stress and travel for our target market and increase patrons that otherwise would not travel. We will be making our client's number one and our knowledge and expertise readily available to Albany. Our new approach fits the outlook for the future. Fast pace clients, with little time, less wanted travel and a quick fix.

**My objectives and milestones for the next 10 years are:**

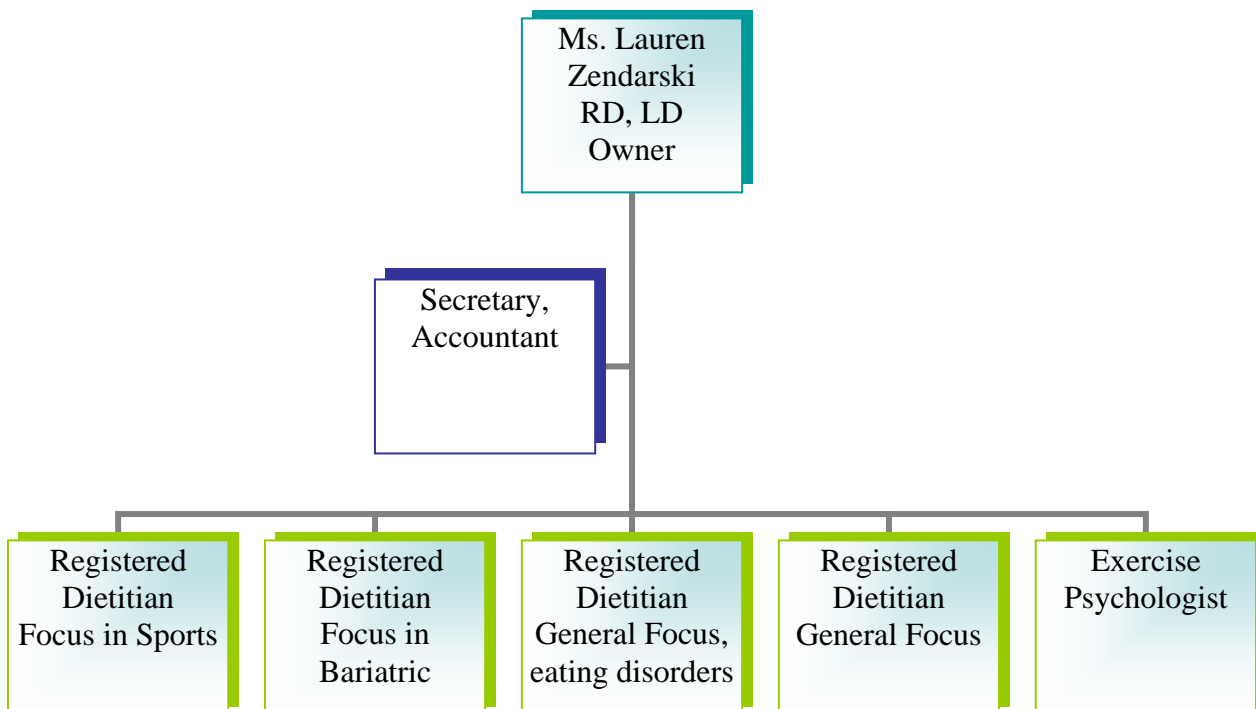
- Referral base will be 35 patients per week, with 15 new patients per month.
- Accounts tripled and growing by 5 years.
- 8 Registered Dietitian's, 4 exercise physiologist on the team within 3 years.
- Albany and the surrounding areas largest outreach team; serving more than half the clientele within Albany.

-Number 1 referred company.

-20% increase in revenue by year 3.

The business structure is a sole proprietorship with open job positions for registered dietitians' and exercise physiologists'. The advantages to having a sole proprietorship are that it is easy to start up, I will have the freedom to develop ideas and goals, and there is low start up costs. I will also have direct control of the business with all the profits going under my name, which allows for a tax advantage. Nutrition Revival Solutions sets its standards high because I know we will succeed. I have belief in this company and structure due to the well thought out plan of attack, objectives, visions and missions.

**Management:**



## **Positions (Job Descriptions)**

**1. Sports registered dietitian:** The Sports Dietitian will provide individual and group/team sports nutrition counseling and education to enhance the health and performance. Provide individual nutritional counseling, group nutrition education presentations, on-site and travel meal management, food and nutrition information to coaches, athletic trainers, administrators and parents. The position is primarily responsible for nutrition assessment and counseling; translating the latest scientific evidence into practical sports nutrition recommendations; tracking and documenting outcomes of nutrition services; serving as a food and nutrition resource for coaches, the sports medicine team, and athletic administration. The position requires strong clinical skills in the areas of diabetes, hypertension, lipid management, eating disorders, weight management, and other medical nutrition therapy diagnoses; as well as a sound knowledge of performance enhancement principles and strategies. Certification as a sports dietitian or willingness to obtain certification is highly desirable.

### **Education Requirements:**

Masters Degree in nutrition, exercise science, or related field.

### **Qualifications and Experience:**

Must be a Registered Dietitian with active status and have or be eligible for New York licensure upon hire. Maintains membership in appropriate professional organizations and obtains continuing education credits to maintain appropriate certifications (registered dietitian, Certified Specialist in Sports Dietetics, license dietitian/nutritionist). Must possess a strong background in sports nutrition and exercise physiology. Experience in

clinical sports nutrition, preferably in a college setting, is also required. Strong computer skills and the ability to communicate effectively both verbally and in writing are essential.

2. **The Bariatric Clinical Dietitian** works with the medical team to provide optimal medical nutrition therapy to patients in the Bariatric clinic and upon post-surgery follow-up in the hospital, home and/or office at *Revival Nutrition Solutions*. Dietitian works with members of the department to improve quality care to the patients.

**Essential Duties and Responsibilities:**

1. Provide comprehensive high quality medical nutrition therapy to patients
2. Complete physician ordered assessments and instructions according to standards of care and document in medical record. Contact the physician regarding any concerns, recommendations, etc.
3. Complete and document calorie counts accurately. Document summary of calorie counts and communicate results to medical staff and patient.
4. Complete and document nutrition assessments on patients according to standards of care; including but not limited to: appropriateness of diet to diagnosis, adequacy of current feeding, or parenteral nutrition orders; assessment of laboratory values, drug-nutrient interactions, medical history, current nutritional needs, nutrition education needs, care plan development and writing orders in the electronic medical record when nutrition intervention is needed for a patient.
5. The registered dietitian (RD) is considered qualified with current registration from the Commission on Dietetic Registration, current licensure through the New York and

clinical competency as verified by the owner initially and through the annual performance appraisal process.

6. Complete and document follow-up to assessments and consults according to standards.

7. Effectively communicate with nursing, medical and other hospital and clinic staff to ensure high quality nutritional care. Attends care plan conferences or any other meeting/conference that physicians request dietitian attendance or those meetings/conferences required to maintain accreditation of hospital programs or foster partnership with other facilities.

**Education and Experience:**

B.S. degree in Nutrition with qualifying practical experience for registration examination (Dietetic Internship or Coordinated Program).

**Certificates, Licenses, Registrations:** Registration with the American Dietetic Association required. Must earn an average of 10 CEU's per year, and obtain provisional licensure through the state of NY prior to starting position.

**Other Qualifications:** Able to speak in front of a group. The registered dietitian (RD) must have professional appearance and demeanor, with ability to utilize strong organizational and time management skills to meet established goals and objectives. Good verbal and written communication skills. There will be quarterly monitoring of performance and supervision of dietitian.

### **3. Registered Dietitian (require 2 for this position)**

The Registered Dietitian is responsible for the planning, coordination and delivery of counseling to facilitate behavior change in the areas of nutrition and proper eating, maximize engagement and align outcomes with Client Company overall program objectives, and assure customer satisfaction in relation to service delivery and program contents.

#### **Essential Duties and responsibilities:**

1. Coordinates the planning and delivery of nutrition counseling services and behavior change programs/educational campaigns.
2. Interacts directly with clients; facilitates individual and group behavior change programs, one-on-one counseling, and meeting presentations as applicable.
3. Maintains accurate records and ensure confidentiality of data collected through counseling service delivery and health promotion activities.
4. Collect and evaluate appropriate program data to support the program process; manages and reports data according to reporting structure and process.
4. Promotes and markets the overall wellness program to target populations by utilizing existing resources.
5. Integrates effectively and seamlessly with client health partners including safety and other employee health-related departments. Participates in partner meetings to maximize program exposure.
6. Leads and proactively contributes to the wellness committee meetings; acquires program buy-in and support through all levels of the organization as applicable.

7. Continually evaluate and enhance service delivery channels through program resources.

### **Qualifications and Requirements:**

#### **Education, Experience and Certifications:**

1. Bachelor's degree in health promotion, nutrition or related field required.
2. Registered dietitian certification required.
3. Two or more years experience in delivery and coordination of corporate-based health promotion programs, or equivalent combination of education and experience.
4. Experience in the areas of data collection, data analysis, and outcomes reporting in regards to health risk and status.

#### **4. Exercise physiologist**

Duties include but are not limited to:

1. Providing individualized, progressive programming and instruction in total fitness (flexibility, cardiovascular conditioning, and muscular strength/endurance) based on the needs and goals of our clients.
2. Performing fitness evaluations at regular intervals to ensure client progress.
3. Motivating clients to attend sessions on a regular schedule and provide nutritional information and make overall lifestyle adjustments.
4. Ensuring client's safety and satisfaction.

Candidates must have:

1. A Bachelor's degree in Exercise Physiology or a related field is preferred, or proof

of enrollment in a fitness related degree program.

2. Experience and demonstrated knowledge in fitness instruction.
3. Personal, outgoing and motivating personality: Ability to work well with people.
4. Current CPR certification.
5. Minimum of 6 months of experience working in a fitness or athletic training capacity.
6. Certification in one of 14 sport and health approved national fitness certifications.
7. Ability to communicate effectively.
8. Ability to remain flexible in order to adapt to changing work environments.
9. Ability to study and apply new information.
10. Exhibit a professional and polite appearance and demeanor.

## **5. Secretary**

### **Main Job Tasks and Responsibilities**

1. Prepare and manage correspondence, reports and documents
2. Organize and coordinate meetings, conferences, travel arrangements.
3. Manage, type and distribute minutes of meetings
4. Implement and maintain office systems
5. Maintain schedules and calendars
6. Arrange and confirm appointments
7. Organize internal and external events
8. Handle incoming mail and other material
9. Set up and maintain filing systems and work procedures
10. Collate information

11. Maintain databases
12. Communicate verbally and in writing to answer inquiries and provide information
13. Coordinate the flow of information both internally and externally
14. Operate office equipment

### **Education and Experience**

1. Relevant training or qualification
2. Knowledge and experience of relevant software applications - spreadsheets, word processing, and database management
3. Knowledge of administrative and clerical procedures
4. Knowledge of business principles
5. Proficient in spelling, punctuation, grammar and other English language skills
6. Proven experience of producing correspondence and documents
7. Proven experience in information and communication management
8. Required typing speed

### **Key Competencies**

1. Verbal and written communication skills
2. Attention to detail
3. Confidentiality
4. Planning and organizing
5. Time management
6. Interpersonal skills
7. Customer-service orientation

8. Initiative

9. Reliability

10. Stress tolerance

**The Market:**

Albany is a location that is increasingly seen as a leader in nanotechnology. The University at Albany's nanotechnology program is regarded as a national leader. The city is at the center of a 19-county region in eastern New York State branded as "Tech Valley" due to the growing number of companies, entrepreneurs and research facilities focusing on high-tech industries such as nanotechnology, biotechnology, homeland security, information technology and alternative energy. According to a study conducted by the Axiom Corporation, Albany and its environs are the top-ranked standard test market for new business and retail products because its population mirrors the characteristics of the U.S. consumer population as a whole more than any other. Also, Forbes; an American publishing and media company, ranked Albany as the eighteenth best place to live and do business.

The city of Albany has a population size of 95,658 and a density of 4,474 people per square mile. 47.5% of individuals are male, and 52.5% female. Of those 65% are White, 30% are Black, and 5% are of another nationality. The population within the city is spread out with 20.0% under the age of eighteen, 19.3% from eighteen to twenty-four, 29.2% from twenty-five to forty-four, 18.1% from forty-five to sixty-five, and 13.4% who were sixty-five years of age or older. 27% of individuals do not own a car; instead they walk or rely on public transportation. Albany is a compact city; it is only 21.84

square miles in size. For this reason many individuals are able to get by without a car. The neighboring suburbs however have a high percentage of individuals who do own cars, making the business accessible to them as well. Only 8% of individuals in Colonie, the closest suburb, do not own a car. According to the United States Census Bureau, the city has a total area of 21.8 sq mi (56.6 km<sup>2</sup>); 21.4 sq mi (55.5 km<sup>2</sup>) of that area consists of land and 0.5 sq mi (1.2 km<sup>2</sup>) consists of water.

Economically speaking, the city of Albany is ideal. Only 5% of families and 10% of individuals are below the poverty line, whereas in Colonie only 3% of families and 4.7% of individuals are below the poverty line. The median income for residents in Albany is \$39,041 annually. Albany median household income in the Colonie area is 30% higher than of the county. Property values are about 20% higher outside the city than within, in spite of the fact that Albany City now includes a huge number of beautifully restored urban dwellings thanks to the Historic Albany Foundation. The 10 percent vacancy rate also indicates the anemic nature of the downtown real estate market. Some neighborhoods can only be called 'up and coming' for so long. For about 40 years money and population have been trickling out of the City from an urban environment based on neighborhoods, society, and culture, to a suburban environment based on the automobile, consumer consumption, and isolated life in atomized dwellings. Albany's neighborhoods have become great bargains for young urban pioneers. The lower median age of the City can be accounted for by the many college students. The contrast between the City and its suburbs in terms of racial makeup could not be starker. Most of the county is Caucasian outside of the city of Albany.

Today the Albany State University student body consists of both traditional and non-traditional students who make up the more than 4,000 student population. These students come primarily from Atlanta, southwest and middle Georgia, other U.S. states and many foreign countries. The average student age is 24 and about 40 percent of the students live in on-campus housing. The survey, compiled by Marvin and Company and the University at Albany School of Business, shows 45.7 percent of firms expect business will increase for 2013, a nearly 16 percent increase from 2011 figures. Overall, only 12.6 percent expect a decrease in business, while 87.4 percent of companies expect to increase or maintain business levels. (2)

### **Competition**

In order to make sure that Nutrition Revival Solutions is unique and will flourish it is important to look at the surrounding competition within Albany, NY. Focusing on why a business has its weakness and strengths will help decided which services will be a success.

Surrounding business:

1. Jennifer Nardone's **Shape Fit**; Registered Dietitian, Certified dietitian-nutritionist

**Reputation:** Ms. Nardone RD, CDN has her own company where she focus' on outreach within families. She goes into home to help "makeover" their refrigerators.

Services offered are: individual diet therapy, group classes, supermarket makeover, party planner, complimentary nutrition. She is well known and trusted throughout the community.

**Prices:** Ms. Nardone RD, CDN charges by the hour and by size of the family or group she is helping. A typical rate for one hour, for a family of four is 250 dollars.

**Target Market:** Since Ms. Nardone RD, CDN travels to clients home, she focus' her main outreach right within the heart of Albany, "Tech Valley".

**Strengths:** Jennifer is the New York State Dietetic Association's Media Representative for the Hudson and Mid-Hudson Regions in NYS and has been featured in the Albany Times Union, Daily Gazette, The Urban Voice and various health segments on CBS and Fox News. She is well known within Albany and has a good reputation. People trust her coming into their homes. She also does not make her clients come to her; she comes to them, making it more convenient.

**Weakness:** Jennifer only specializes in one thing; healthy cooking makeover. She does not offer a wide range of services, which limits her clients. She also does not have her own office that she would counsel her clients in. It is all only within the home. Jennifer also only accepts cash or check, no credit cards.

## **2. Path for life**

**Reputation:** Jeannette Brown RD, LD is a Nourishment Counselor and Health Advocate, certified Meta-Medicine Coach, hypnotherapist, Board certified with the AADP from the Institute of Integrative Nutrition since 2004, and member of AAIM. (The American Association for Integrative Medicine). She is certified in Connective Healing and Intuitive Counseling with Tom Monte, Trained in Macrobiotics and Energy Psychology. Her sessions are an integration of teaching food knowledge, emotional healing, spiritual guidance, and coaching. Apart from working intensely and very personally one-on-one with her clients, she writes and is a motivational speaker. She wants everyone to know that change is possible and health is within our reach.

**Services:** There are 9-session programs that are designed to transform unhealthy habits into new behaviors that make you stronger, healthier, joyful, and more resilient to illness.

They personalize all the programs for clients needs and can focus of such goals as:

- **Weight loss:** How to find your balance in everyday eating and living.
- **Health and Healing with Food:** Let your food be your medicine
- **Behavioral Nutrition Therapy:** Changing habits and addictions.
- **Health and Emotional Connective Healing:** How food-habits and emotions can be healed.

**Prices/what clients can buy:** Initial evaluation and integrative nourishment consultation is \$250. The following 9 step program is \$1200 for 9 sessions. Out of program follow-up sessions are \$175. Multiple session packages are available. All programs are tailored as an individual as weekly or bi-monthly sessions.

**Target Market:** They reach out to the obese and clients who have failed many other diets. Most clients are coming from the suburbs and surrounding communities of Albany. They are located on the outside of the city, which is not feasible for the clients within the city.

**Strengths:** They allow for ease of travel for clients by allowing sessions over Skype, phone or email. The price is average and is set, so it is not charged by the hour. They personalize all the programs for individual needs. Ms. Brown RD, LD has a background not only as a RD, but a medicine coach and hypnotherapist which makes the program unique. Sample testimonial: *“I was trying to lose weight and I thought I was doing all the “right” things. How mistaken I was! From the first meeting and on, Jeanette gave me*

*knowledge, insight, and endless understanding to make the daily nutrition choices that I need. This is not a diet plan but a truly valuable dialogue for body and inner spirit.”.*

*Weaknesses:* Path for life team is small made up of only three employees. They do not have as high of an outreach to Albany city. They specialize in weight loss and emotional eating, so they do not have as broad of a range within the dietetics field. They are also located outside of the city away from the college making it a further travel for their target market.

**3. Nancy Raven, MS, RD, CSSD** is an internationally known **sports nutritionist**, weight coach, nutrition author, and workshop leader. She is a registered dietitian (RD) who specializes in nutrition for exercise, health, and the nutritional management of eating disorders. She is board certified as a specialist in sports dietetics (CSSD). Her more renowned clients that rely on her expertise in diet for sports conditioning to gain a competitive edge have included members of: Boston Red Sox, Boston Celtics, Boston Breakers, Boston College, and many collegiate, elite and Olympic athletes from a variety of sports.

***Target Market:*** Nancy's private practice is located right in the center of ‘Tech Valley’ in Albany, NY which is easily accessible from Route 9. She offers one-on-one nutrition consultations to both fitness exercisers and competitive athletes, teaching them how to eat wisely, enhance energy, optimize performance, and manage weight.

***Prices/Services offered:*** Standard Nutrition Check-up generally requires 1.5 to 2 hours. Fee: \$140 per hour; \$280 per 2-hour session. (The fee is generally not covered by health

insurance, except for Tufts HealthPlan.) The Weight Reduction and Eating Disorders packages include three one-hour sessions. Fee: \$390

**Strengths:** Nancy has more than twenty-five years of experience with helping both casual exercisers' and competitive athletes resolve their questions and concerns about food, weight, and eating for energy. She counsels clients of all athletic abilities and ages (from middle school through college and beyond, including new moms, baby boomers, women struggling with menopause, and seniors. Her private practice is located right within the city about 3 miles away from Washington Ave, right in the center of the colleges. Also, there are a lot of sports teams within the colleges making her right in the center to her target market.

**Weakness:** Nancy only specializes in sports nutrition and does not have a background in other specialties. There is a vast amount of different age groups within Albany, all with different needs. She also does not accept insurance companies which could pose problems with those needing many sessions. It also can be difficult for families to afford.

#### **4. Private Practice: Alison Kaplan RD, LD**

**Reputation:** Alison Kaplan RD, LD is currently a consultant to several major companies including a Fortune 500 company where she is the sole Dietitian on a National Award Winning Wellness Team. Ms. Kaplan RD, LD helps people prevent and manage medical conditions (Diabetes, high blood pressure, high cholesterol, gastrointestinal disorders) by creating personalized eating plans. She also works with people who are looking to lose weight, improve the nutritional value of their diet or simply increase their energy level.

**Target Market:** Ms. Kaplan RD, LD currently has a private practice in Albany, NY, 30 minutes outside of the city. She also works part time in a hospital that is one hour from Albany.

**Prices/Services:** Sessions are charged by the hour. Typical rate is \$200/hr. Nutrition visits are covered by most major insurance companies. Individuals should check with their insurance plan and will likely need a referral from their primary doctor. Ms. Kaplan RD, LD is a provider for Tufts Health Plan, Blue Cross/ Blue Shield, Harvard Pilgrim, Aetna, Cigna & Medicare B.

**Strengths:** Ms. Kaplan RD, LD sees a wide variety of clients (Diabetes, High Blood Pressure, Nutrition during Pregnancy, High Cholesterol, Gastrointestinal Disorders, Weight loss/ Management, Cancer, General Nutrition). Not only does she work for a large corporation but she does outreach to many clients within Albany, NY. She is well known and trusted in the community and has a substantial background and knowledge within nutrition. She also accepts most insurance plans which will be helpful for clients.

**Weakness:** Ms. Kaplan RD, LD is very busy because she is working for a top company and also working part time for a hospital that is an hour away. She does not have as much time for outreach to clients within the city. Also her practice is not located right in the center of the city. There is a 30 min drive, which may pose issues for those without vehicles.

**Products and Services** that will be offered at **Nutrition Revival Solutions:**

- a. Individual or group sessions.
- b. Meal planning for special needs, diets or weight loss: calories and needs tailored that are individualized for each client's goals.
- c. Athlete and team solutions: eating to refuel body, gain lean muscle mass, correct workouts, stretching.
- d. Education and Seminars: monthly seminars and education to groups of clients or the public. Major topics covered; such as heart disease diabetes, etc.
- e. Individualized Education
- f. Individualized work-out plans with a tailored diet; we can come to the clients own gym.
- g. Out-patient services to doctors offices, gyms, rehab, hospitals, and colleges. We offer travel to you with no extra charge.
- h. Program development within the community and schools; national nutrition month.
- i. Recipe development for families, clients, cardiac rehab, bariatric patients and athletes.
- j. Monthly support groups for weight loss and bariatric clients.
- k. Offer long term counseling for bariatric clients.
- l. Teaches lifestyle changes instead of just dietary changes.

**Prices:** At Nutrition Revival Solutions we charge by the hour. Nutrition visits are covered by most major insurance companies. Individuals should check with their insurance plan and will likely need a referral from their primary doctor. I am a provider for Tufts Health Plan, Blue Cross/ Blue Shield, Harvard Pilgrim, Aetna, Cigna & Medicare B.

- a. For a general one-on-one counseling session we will charge \$200/hr with 3 monthly support group sessions included.
- b. For group counseling sessions (sports teams) it is \$200/hr with a included free session from out personal trainer.
- c. For personal training session it is \$150/hr with one free counseling session.
- d. For outpatient counseling where we drive to you (doctor's office, bariatric patients, cardiac rehab). It is \$250/hr with one free counseling session at our office.

**Action Plan with Timeline**

<u><b>Action Step</b></u>	<u><b>Timeline</b></u>
Loan approved, business location purchased, contractors hired.	Completed
Renovating business, establishing location on Washington Ave within the heart of "Tech Valley".	Currently in Progress (June) 2012- August 212
Developing a financial Plan through professional accountant.	Currently in Progress (June) 2012-Will be finished by end of June 2012
Develop policy manual, contracts, and HIPPA policies and procedures	Currently in progress(June) 2012- August 2012

With professional facilitator and available data, develop vision, key findings, and recommendations for services offered with attracting our Target Market	Currently in Progress (June) 2012- August 2012
Announce to local media memberships of partner organizations and citizens the opening day of Nutrition Revival Solutions. Finalize job descriptions.	Currently in Progress(June) 2012- July 2012
Begin the Interviewing process. Posting job descriptions.	July 2012-August 2012
Set up meetings about our services offered through newspapers, TV, pamphlets, Town meeting.	Monthly – continuous
Hire employees and Subcontractors	September 2012
Begin to recruit clients from doctor's offices, gyms, sports teams, rehabs and hospitals.	Currently in progress (July) 2012- continuous
Employee Training	September 2012 -December 2012

Have at least 250 client accounts recruited	By December 2012
Continue to recruit 100 clients yearly	Yearly
Begin advertising for opening day of Nutrition Revival Solutions with opening day specials offered	2 months before opening. Opening day January 5 <sup>th</sup> 2013
Revise Timeline with action plan	Every 3 months
Plan meetings with surrounding dietitians	Every month
Meetings with outreach references	Monthly
Nutrition Theme Meeting for community	Monthly

### Contingency Plan

Disasters/Potential Risks	Action Plan
<b>We do not reach sales or revenue targets</b>	Increase advertisement, change marketing plans, recruit more outreach referrals, find

	easier ways to reach target market.
<b>Loan interest rates suddenly increase or rent in the building increases.</b>	Increase in prices charged per sessions to ratio of % increase with loan or rent increase. Adjust prices according to market increases or decreases.
<b>Major storm or disaster that disrupts cash flow</b>	Money will be going into two separate accounts. One for disaster plans or last resort plans incase business fails or disaster occurs. Equity will be saved and set aside weekly.
<b>Key staff member becomes suddenly ill, dies, or quits</b>	Contact numbers and resumes from past interviews. Back up support planned through new hire polices and procedures. Interviewing process and recruit begin immediately. If an employee becomes ill we can work around schedules to make sure our teams can accommodate to clients. As the owner extra hours can be put in and group sessions can occur at a reduce rate to meet with more clients at once.

<p><b>Client tries to sue the company</b></p>	<p>Every client has signed a liability contract with our guidelines and warnings. We also have a private attorney within the family that will be able to assist our business with no cost. We have a planned measure of attack for these cases.</p>
<p><b>Employee is stealing from the company</b></p>	<p>Discuss with the employee their actions, termination plan. Employee required to repay all money/products stolen. Use of my private attorney. Plans for new hire.</p>

### **Marketing Action Plan**

Nutrition Revival Solutions has many strategies for marketing not only to our target market, but from business to business, healthcare professionals, and nonhealthcare professionals. The marketing starts with pamphlets and flyers distributed throughout Albany, NY about our opening day and services/prices offered. I also have a commercial planned that will be announcing our opening day and location. On both the pamphlets and commercial there will be our website that will be updated weekly with new specials and services. In order to recruit our target market my team is personally meeting with coaches, doctors, rehabs, hospitals and gyms. On our opening day I am setting up with FOXNEWS and local news writers to be present for the cutting of the ribbon.

Not only is it important to market yourself before opening the company, but after as well. There will be monthly meetings set up with local dietitians, healthcare professionals, coaches, rehabs, and gyms. On our opening day we will have half price sessions in order to pull the public. Accounts will be set up with doctors, coaches, gyms, and rehabs that will be referring my company. Monthly rewards will be given out for facilities that have referred the most clients. I will be holding monthly meetings for the town and clients free of charge in order to discuss hot nutrition topics of the month.

The marketing strategy will be adjusted or added onto, as our market grows or changes. This is a continuous process and an important part. The main plan I have for my company is to make sure our name is out there; that we have recruited clients and referring healthcare, and nonhealthcare professionals. Also, that we have made the name; Nutrition Revival Solutions well known and trusted before the business is even open.

### **Financials**

June 2012- December 2012 (6 months before business opens)	Year 2013 (business open)
Startup Loan: 100,000 Personal Inheritance: 150,000	Expected Income: 400,000
Expenses: Remodeling business/Contractors: 80,000 Marketing: 20,000.00 Rent: 6,000.00 Utilities: 750.00 Gas: 400.00	Expenses: Loan: 20,000 (1,666.67 per month) Marketing: 30,000.00 Rent: 12,000.00 Utilities: 2,500.00 Gas: 2,080.00

Loan: 10,000 (1,666.67 per month) Office Supplies: 30,000.00 Cars (3): 5,760.00 (320 month/per car) Meals/Entertainment: 2,000.00 Employee training: 100,400.00  Total Expenses: -255,310.00 Net income: -105,310.00 Loan: -90,000.00  Total owed: -195,310.00	Cars: 11,520.00 Meals/Entertainment: 6,000.00 Employee pay: 200,000.00 Disaster Fund: 520.00 Last years net income: -105,310.00  Total Expenses: -389,930 Net income: -10,070 Loan: -70,000  Total owed: -80,070.00
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Opening a business takes a lot of dedication, time and money. Within the first two years of business, there is no profit coming in. The main way to succeed is to be prepared. The loan I took out is a five year loan (paying 20,000 a year). I also inherited money from a family member that helped me start the business. All accounts payable have been thought out and well planned. In the first year, I expect the company to be seeing an average of 10-15 clients a day with prices adjusted accordingly. I figured out my forecasted income by predicting sales while taking into account all expenses. As with any budget it will change with time and become readjusted. Some expenses are not fixed, for example, gas, employee pay, marketing, entertainment, and disaster fund. As the company grows, the income will grow, and other expenses may grow or decrease. Once the loan is paid off in year 5; I forecast the company will break even and begin to profit. The chart above gives a prediction and feel for the two busy years to come, but every year the budget will be adjusted due to actual income and expenses received and spent. Once a profit begins I will be able to put more money towards the disaster plan.