

Too Smooth Entertainment

Operations

- Outline of products and /or services to be offered.....
- Business premises.....
- Legal structure of business.....
- Communications.....
- Insurances
- Share ownership.....
- Licenses & permissions.....
- Commercial Premises, description of premises, location leasing costs & terms....
- Equipment needed and purpose.....
- Production, stocking
- Distribution /carriage
- Suppliers / sub-contractors and alternative suppliers.....

Marketing

- Target market(s) & customer definitions,
- Market Research / Testing the Market....
- Competition analysis.....
- Customer benefits.....
- Unique Selling Points
- Pricing Policy
- Marketing and sales promotion
- Other target markets.....
- Active sales methods.....
- Sales force incentives.....

Finance

- Profit and Loss Forecast for year one & two.....
- Cash Flow Forecast for 12 months & explanation.....
- Financial requirements before trading start.....
- Total funding needed.....
- Anticipated sources of funds.....
- Profit and Loss Forecast, month by month & assumptions.....
- Breakeven analysis.....
- Personal Survival Budget.....
- Balance sheet &, forecast balance sheet.....

Too Smooth Entertainment
Any Street, Any Town, Anyplace, Anywhere.

Introduction Too Smooth Entertainment:

Too Smooth Entertainment started with an idea to make everything you needed in one place for all your party needs. It soon got bigger with the end goal to create its own Festival this is still in the making.