

2.1 Company Ownership

Occasions is established as a sole proprietorship with the intention of selling the business when it is established to one of the employees invested in the vision of event planning. All aspects of the business will be documented to ensure clients can count on the same results every time. It is these documents that will become the basis of ownership. The sole proprietor will use his or her name as the guarantor of each service. Therefore, the sole proprietor must embody the vision and mission of *Occasions*.

2.2 Start-up Summary

Through careful planning on the part of the founders, the start up costs for *Occasions* are minimal. It began as a home-based business with little overhead, and it continues to demand fewer outlay of funds as a service-based business. The start up cost investment funds were assets saved from prior earnings by the owners who did event planning on a part-time basis before establishing themselves as a business.

It is the wish of the founders to remain a debt-free establishment. However, recognizing that in reality not all variables are controllable, outside financing is a viable option. Both founders own homes and have a perfect credit rating.

Start-up Plan	
Start-up Expenses	
Legal	\$200
Stationery etc.	\$300
Brochures	\$185
Consultants	\$200
Insurance	\$145
Rent	\$150
Research and development	\$0
Expensed equipment	\$1,985
Other	\$200
Total Start-up Expense	\$3,365
Start-up Assets Needed	
Cash Requirements	\$2,300
Start-up inventory	\$0
Other Short-term Assets	\$0
Total Short-term Assets	\$2,300
Long-term Assets	\$0
Total Assets	\$2,300
Total Start-up Requirements:	\$5,665