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## **1.0 Introduction**

For our business idea, we have decided to rent a space in one of the busiest airports in America, Hartsfield–Jackson Atlanta International Airport. Our goal is to have beds and offer a resting service where travelers can lay down and sleep comfortably while waiting for their next connecting flight.

## **2.0 Executive Summary**

There are thousands of people in the airports that are always uncomfortable and eager to lay down and stretch those legs, our goal would be to please those potential customers to gain their business. This will generate great amounts of money with little investment to start with, we are talking as little as 30 thousand, we will give equity of our company in exchange for some money to start this thing up.

## **3.0 Company Overview**

We will be in one of the terminals of Hartsfield–Jackson Atlanta International Airport to start. Our company will require starting about 8 people to work throughout the day, we need a permit from city of Atlanta in order to operate inside the airport, and we will have to give a small percentage of 10-15% of our net profit every month to city as payment of the lease. We will become a C Corporation, since we will have shareholders and we will look forward to potentially grow and sell stock.

## 4.0 Industry Analysis

The market in which we are competing is a blue ocean market, there is nothing close to what we plan to do, especially in the airports. If you want something like what we offer, you might need to go out of the airport and into a hotel room that will charge you 3 times more and all the hustle of airport security will be enforce to you. There are a lot of people that are always waiting and wouldn't mind paying for a service like this.

## 5.0 Customer Analysis

Here, you will identify who your target customers are and their needs. Get as specific as you can with regards to the demographic and psychographic make-up of your customers.

## 6.0 Funding & Cost Analysis

For our business we decides to pool our personal money \$30000 and no plan to legend money from outside or invertors. Here is break-up of our initial cost breakup sheet.

1	Initial Set-up Cost	25000
	20 Beds	8000
	20 Cubes	6000
	Bed Sheet & Pillow	3000
	Cosmetics	3000
	Initial preparation cost like licensing & Reserves	5000
2	Labor Cost	
	24X7 = 4 Shifts - 24 hours each (20 resources)	
	24X20X12	5760
3	Other Service Cost	
	Utilities - Electricity & Cleaning	1200 per month
4	Revenue	
	Targeted Revenue Peak Hours	TBD
	Targeted Revenue Off Peak Hours	TBD
	Revenue Forecast for Ideal Time	TBD
	Sales Tax	TBD

## **7.0 Competitive Analysis**

Our main competition would be minute suites which is in a few airports such as Atlanta, Dallas, and Philadelphia. They have the location inside Atlanta airport, they charge about \$42 dollars an hour, this is the minimum you need to spend to use this service, the wages are very high and expensive in comparison to our service, and they offer premium suites with televisions and the chance to shower as well. They offer special discount rate for pilots, airline employees, and military personnel. They ran a survey around the airport where only 60 percent of people would like to try it. We have other competition in Europe and Asia, but as of right now our main competition is Minute suites since its here in the states.

## **8.0 Marketing Plan**

Marketing plan is use the technology innovation and social networking sites like face book, Twitter to promote the idea initially and later tie-up with airlines to provide this service as part of the ticket price.

## **9.0 Financial and Operational Plan**

Our company will requires starting about 8 people to work throughout the day, we need a permit from the city of Atlanta in order to operate inside the airport. Staff and beds are increased based on demand and first 6 months operational excellence. We have our own capital to start the business and plan to lend money from the bank once we establish the initial set-up.

## **10.0 External Factors**

This business is not directly impacted by external factors.

## **11.0 Appendix and References**

Business Plan Template: What To Include (n.d) retrieved from  
<http://www.forbes.com/sites/davelavinsky/2013/07/18/business-plan-template-what-to-include/2/#a8644a32b402>