Business Plan:

Prepared by

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Executive Summary:
Twindollicious established in June of 2013 was started as a blog to write and publish children's books and create products /designs for girls to match the characters styles. There is expectation of growth in the retail subscription industry as our community grows.

Business Summary:
The subscription industry presently makes 2.6 billion in revenue, with growth from year to year at 15% of online shoppers being subscribers. Subscriptions are an increasingly common way to buy products and learn about new ones. Curation-based subscriptions' dominance reflects online customers' demand for a continued series of personalized, high-quality experiences.Replenishment-based subscriptions account for 32% and access subscriptions, 13%.

Marketing Summary:

Our current target market are parents/ moms age 25-44 with more than one child aged new born - 12yrs. The number of potential clients within our geographic scope is over 800,00.

Services:
All customers who received an Any 2 Can be TwinDollicious & Co subscription box will receive the experience of a deliciously scented curated box filled with goodness for a pair of siblings or a child and their BFF. Inside of the box will include books (diaries/notepads) a story book 1-2 times per year, pens/pencils, bff style tee shirt, tutu style skirts (for girls), accessories, toys (based on brand partnerships).

Financial Plan:

In 2013 - present the company is run with bootstrap self investment.

Publishing childrens books and retail partnerships have covered years 1-3 production which started at 5,000. Growth with team hires and continued partnerships have lead to an increase of

30% each year, with doubled projection to end year 5 at 110,00. Projection with the inclusion of the subscription box is at a 68% increase.