

Business Plan Development

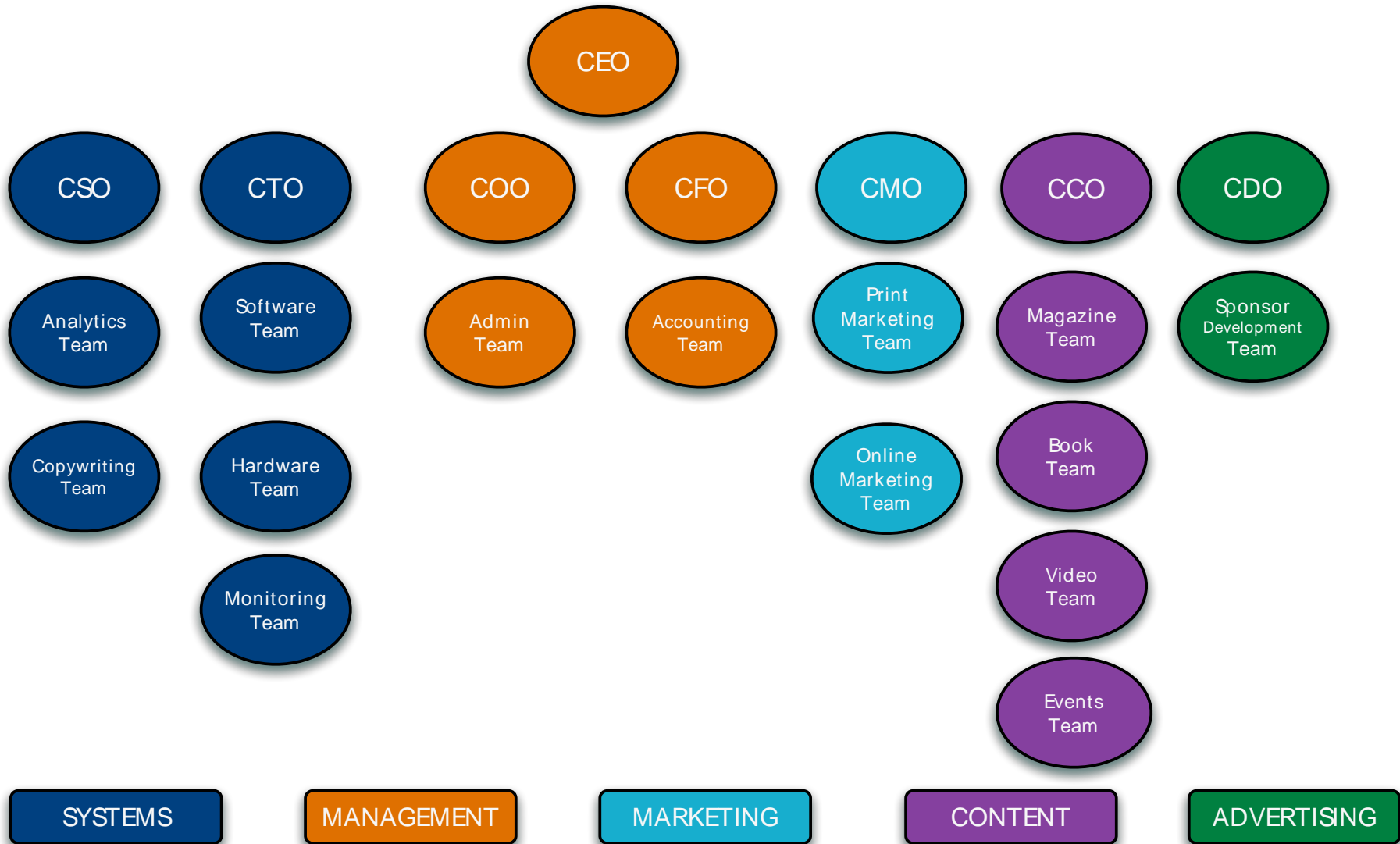
**Making the Case for your
Digital Marketing System**

Strategic Business Plan



- **Management Team**
- **Audience Profile**
- **Revenue Mix**
- **Marketing Strategy**
- **Website Design**
- **Infrastructure Plan**
- **Five-Year Forecast**

Management Team



Audience Profile

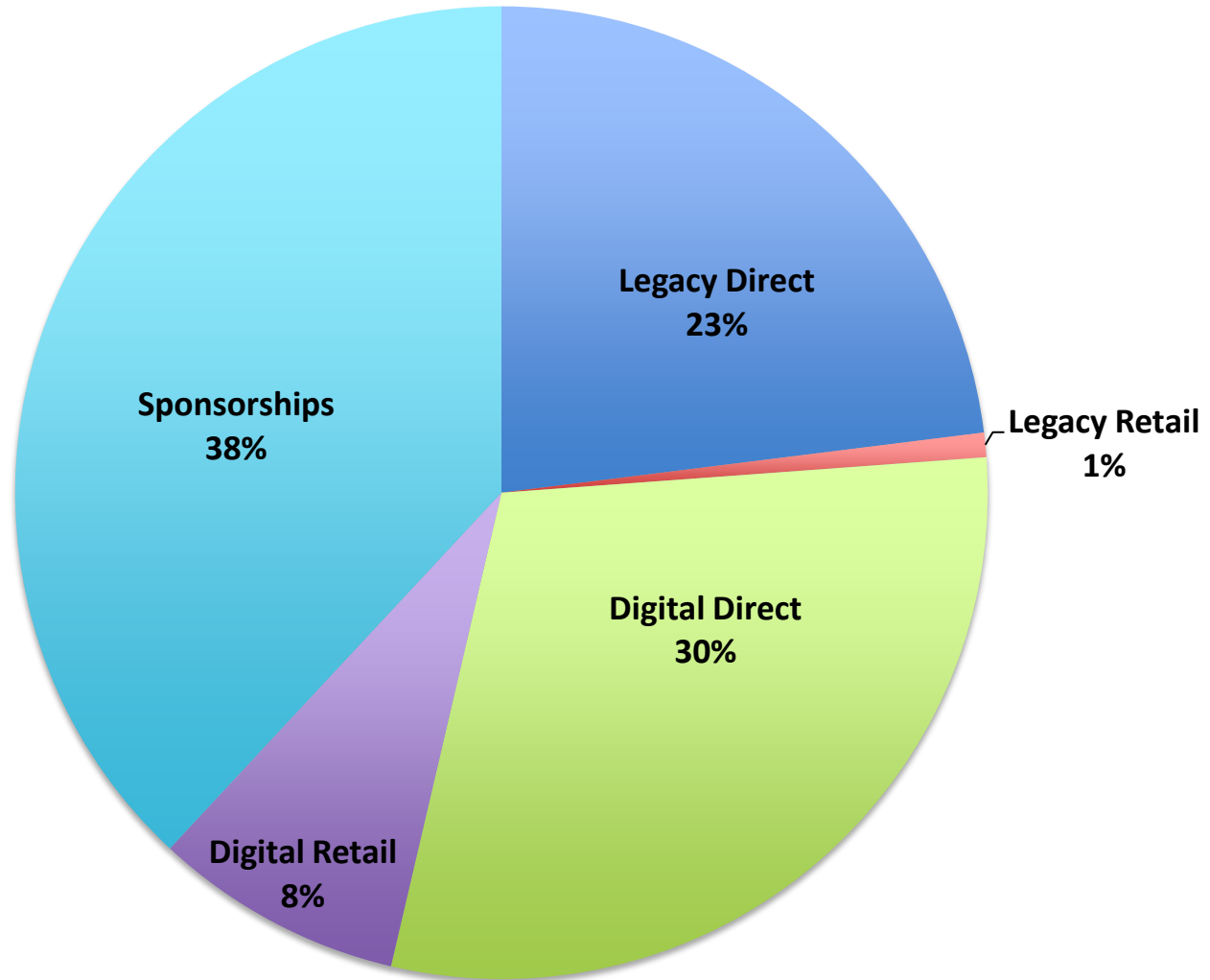


- **55 and older**
- **college graduate**
- **married**
- **\$75,000 household income**
- **living in the South**
- **no children at home**

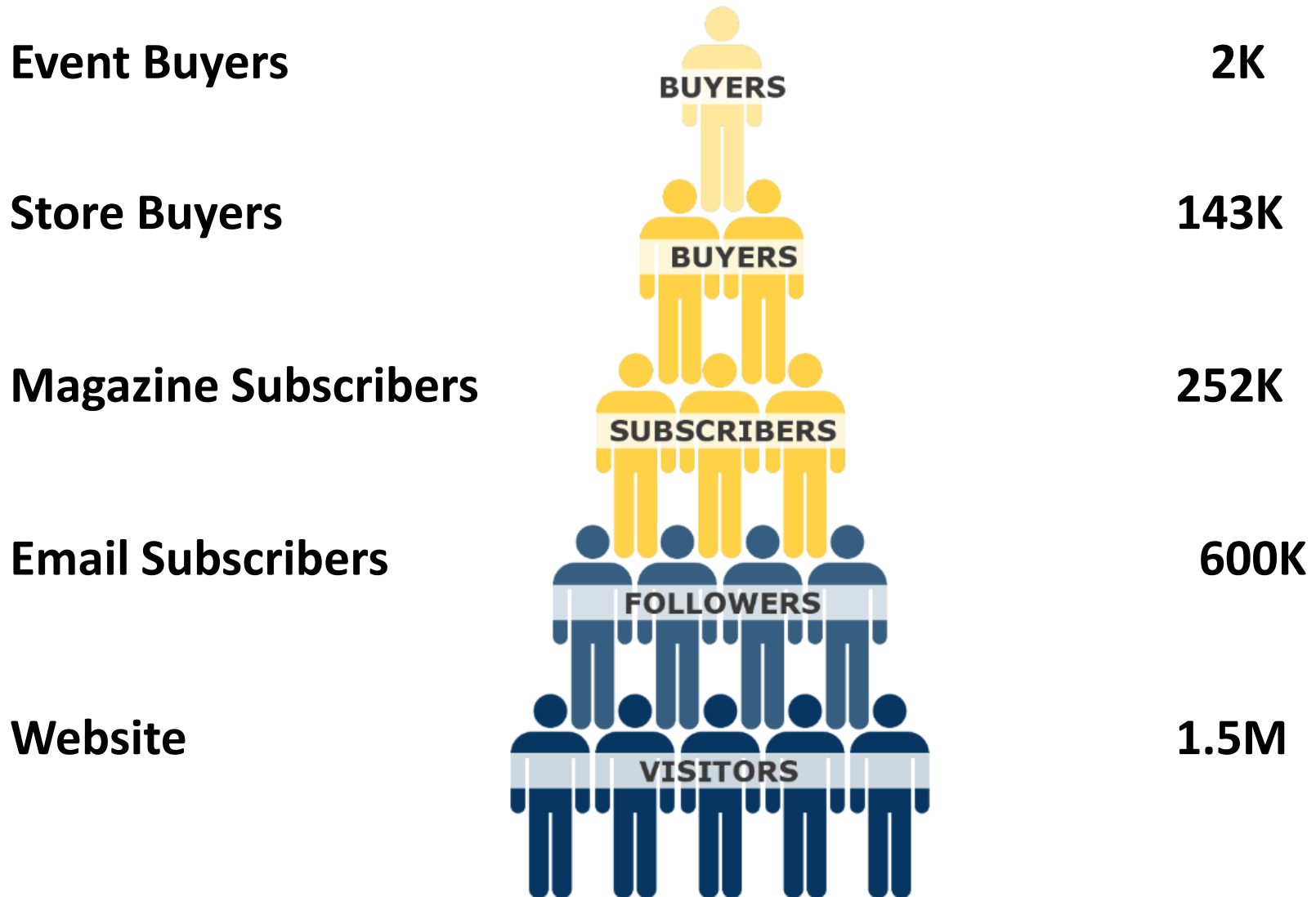
[Source:

<http://www.gardenresearch.com/index.php?q=show&id=2989>]

Revenue Mix: Year 5



Marketing Strategy



Website Infrastructure

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Azalea Care Secrets

Download your copy of *Azalea Care Secrets* When to Plant Azaleas and How to Grow for a Lifetime and start receiving *Gardens Daily* — both absolutely free! [Read more](#)

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green gardens NETWORK TOURS

Events Home Azalea Tour Orchid Tour Tulip Tour Brochures

Houston Azalea Tour — March 5-9
Hawaii Orchid Tour — March 26-30
Holland Bulb Tulip Tour — April 2-6

UPCOMING TOURS

Houston Azalea Tour

March 5-9

In early March, vivid pink, purple, white, red and yellow azaleas are bursting into color at several special Houston locations, which provide the humid, subtropical climate that azaleas thrive in.

On your first spring morning in Houston, we'll begin our three-day, nine-stop independent bus tour. This tour will guide you through Houston's flourishing azalea district, including nine stops at wildly landscaped private residential gardens. As a bonus, we'll make a stop at Teas Nursery who invented the method used today that's been keeping azaleas evergreen in Houston for almost 100 years.

Your tour begins Tuesday morning and includes all of your breakfasts and lunches from Tuesday until Friday morning. Four night accommodations at Hotel Zaza put you only steps away from the botanically enthusiastic Hermann Park.

Join us in Houston and witness the beauty of these spectacular flowering shrubs.

\$2497 includes 3-day tour, five days at a 4-star hotel, all breakfasts and lunches. \$4158 per couple. **Save 30%!**

[Register for Tour](#) [Read more...](#)

ABOUT HIDDEN GARDENS TOURS



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam lorem libero, vestibulum pellentesque gravida id, ultrices ac lectus. Morbi in dapibus diam. In pellentesque rhoncus neque, at adipiscing arcu ullamcorper at. Vestibulum feugiat augue convallis turpis dignissim tincidunt.

TOUR TESTIMONIALS


Aliquam cursus lobortis laoreet. Donec tincidunt elit non nulla pharetra lacinia. Ut eros purus, imperdiet et cursus a, pulvinar non nisi. Phasellus commodo, eros ultricies commodo euismod, nulla leo mattis eros, et rutrum sapien libero ut lacus.

— Rhoncus Gravida

Nunc eu turpis et dui luctus tempor. Pellentesque a mauris ac eros convallis dictum ac id mauris. Suspensisse tempus ligula a risus condimentum euismod.

— Bibendum Tincidunt

ADVERTISMENT



Threads	Posts
267	4213
159	1056
120	985
309	5067
211	3524
97	884
245	4502
347	6542
128	1778
416	6854
113	1002
542	7285
312	3457

MUST-READ FREE DOWNLOADS

- Azalea Care Secrets: When to Plant Azaleas and How to Grow Them for a Lifetime
- Ten Expert Tips for Pruning Orchids: Orchid Pruning Techniques for All Different Types of Orchids
- Careful Guidelines for Transplanting Hydrangea Bushes: Moving and Trimming Hydrangea Bushes without Killing Them

BROWSE TOPICS

- Perennials
 - Asters
 - Chrysanthemums
 - Clematis
 - Coneflowers
 - Daylilies
 - Hardy Geraniums
 - Hostas
 - Iris
 - Ornamental Grasses
 - Peonies
 - Phlox

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- \$6/issue

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With *Hidden Gardens*, you create the most beautiful gardens, discover lush landscapes, & learn how to be the best gardener you can be

In this letter, you'll find ...

- A gardener's personal story
- 3 free gardening tips
- Information about a renowned gardening publication
- An offer to get a FREE special guide, Azalea Care Secrets

Get *Hidden Gardens* magazine now before the next gardening season and impress everyone you know ... even those you don't!

Dear Fellow Gardener,

I'm the founder of a gardening publishing company, and even I can't get Japanese azaleas to thrive.

Honestly, I've tried everything! I can grow orchids with my eyes closed ... but azaleas? Either the bark would split, or I overwatered and watched them die from root fungi ...

... but maybe it was the high temperatures and they needed more water ... less fertilizer ... a different location ... I just couldn't understand it!

WHAT OUR READERS ARE SAYING

I subscribed to Hidden Gardens to learn how to grow a garden and thus be self-sustainable, to be a worthwhile activity for my children and to enjoy the harvest. I am a great time so far and learning all kinds of information.

- Julie

You always make even the most difficult tasks seem easy and enjoyable within everyone's ability. Great tips on garden flower care.

- Betty A.

The ideas you presented gave us the confidence to grow a garden, to know where to place the garden in our yard, and the reassurance that we could contact you if we needed an answer to a question.

- John

Plant Care Handbook \$47.00

Orchid Care Made Easy \$24.97

Orchid Handbook \$47.00

Azalea Gardening Made Easy DVD \$19.97

Infrastructure Plan

- Software
- Hardware
- ASP Partners
- Affinity Partners
- Newsstand Partners



Five-Year Forecast

Mequoda Multi-Platform Publishing Model 5.05 Beta							
Green Gardens Network Executive Summary							
		2013	2014	2015	2016	2017	2018
Executive Summary							
Revenues							
Legacy Direct M		\$ 4,753,838	\$ 4,683,121	\$ 4,557,653	\$ 4,459,381	\$ 4,403,437	\$ 4,501,213
Legacy Retail M		\$ 826,361	\$ 588,782	\$ 418,345	\$ 296,328	\$ 209,173	\$ 156,879
Digital Direct MBT		\$ -	\$ 122,116	\$ 527,908	\$ 1,505,910	\$ 3,503,099	\$ 5,828,057
Digital Retail M		\$ -	\$ 177,744	\$ 490,581	\$ 895,860	\$ 1,215,837	\$ 1,621,116
Sponsorships All		\$ 1,949,297	\$ 2,148,331	\$ 2,559,947	\$ 3,573,648	\$ 5,491,983	\$ 7,440,496
Total Revenue		\$ 7,529,496	\$ 7,720,094	\$ 8,554,434	\$ 10,731,127	\$ 14,823,529	\$ 19,547,762
Direct Expenses							
Legacy Direct M		\$ 2,897,963	\$ 2,759,785	\$ 2,619,996	\$ 2,514,348	\$ 2,480,086	\$ 2,553,257
Legacy Retail M		\$ 14,683	\$ 10,462	\$ 7,433	\$ 5,265	\$ 3,717	\$ 2,787
Digital Direct MBT		\$ 373,920	\$ 463,968	\$ 348,563	\$ 481,304	\$ 675,399	\$ 916,271
Digital Retail M		\$ 2,000	\$ 41,208	\$ 43,044	\$ 45,798	\$ 48,552	\$ 51,306
Sponsorships All		\$ 389,859	\$ 429,666	\$ 511,989	\$ 714,730	\$ 1,098,397	\$ 1,488,099
Total Expenses		\$ 3,678,426	\$ 3,705,089	\$ 3,531,026	\$ 3,761,445	\$ 4,306,151	\$ 5,011,720
Net Contribution							
Legacy Direct M		\$ 1,855,875	\$ 1,923,336	\$ 1,937,657	\$ 1,945,033	\$ 1,923,351	\$ 1,947,957
Legacy Retail M		\$ 811,678	\$ 578,320	\$ 410,912	\$ 291,063	\$ 205,456	\$ 154,092
Digital Direct MBT		\$ (373,920)	\$ (341,852)	\$ 179,345	\$ 1,024,607	\$ 2,827,700	\$ 4,911,786
Digital Retail M		\$ (2,000)	\$ 136,536	\$ 447,537	\$ 850,062	\$ 1,167,285	\$ 1,569,810
Sponsorships All		\$ 1,559,438	\$ 1,718,665	\$ 2,047,958	\$ 2,858,918	\$ 4,393,586	\$ 5,952,397
Total Net Contribution		\$ 3,851,071	\$ 4,015,005	\$ 5,023,409	\$ 6,969,683	\$ 10,517,378	\$ 14,536,042
Overhead		\$ (2,592,000)	\$ (3,456,000)	\$ (3,456,000)	\$ (3,888,000)	\$ (3,888,000)	\$ (3,888,000)
Profit/Loss before EBITDA		\$ 1,259,071	\$ 559,005	\$ 1,567,409	\$ 3,081,683	\$ 6,629,378	\$ 10,648,042
Margin		17%	7%	18%	29%	45%	54%
Online Development Costs		\$ 150,750	\$ 30,000	\$ 90,000	\$ 30,000	\$ 90,000	\$ 30,000
Net Profit/Loss before EBITDA		\$ 1,108,321	\$ 529,005	\$ 1,477,409	\$ 3,051,683	\$ 6,539,378	\$ 10,618,042
Cum P/L before EBITDA		\$ 1,108,321	\$ 1,637,326	\$ 3,114,735	\$ 6,166,417	\$ 12,705,795	\$ 23,323,837

Risks & Opportunities

Risks	Opportunities
Lower Visibility Index (failure to Attract)	Sale of Print Books through Partnerships with Book Publisher
Email Capture Rate (failure to Retain)	Retail Digital Book Sales
Failure to Monetize <ul style="list-style-type: none">• Lower sponsor fill rates• Email revenue per M for sales of magazines & books	

Investment Requirement



Initial Capital Expenses = \$ 150,750

Year 0 Digital Expenses = \$ 375,920

Year 1 Digital Expenses = \$ 505,176

Total Cash Requirement = \$1 Million

Exit Strategy



H E A R S T *magazines*

Thank You