

EcoPure Commercial and Residential Cleaning

Business Plan

2010



-“By providing innovative, effective and eco-friendly services, we will help people live cleaner, healthier lives one home at a time”

Anamarie Alvarez
Brian Taghadossi
Marina Nelkin
Antonio Ungo

May 10, 2010

Eco Concepts, Inc.
Brickell Bayview Centre
80 SW 8th Street, Suite 1830
Miami, FL 33130

Dear Mr. Oren:

We are currently seeking a partnership with a manufacturer of environmentally friendly cleaning supplies and equipment. Our company, EcoPure Cleaning Solutions, is new to the San Francisco Bay area and we are providing green cleaning services to both residential and commercial clients.

Seeing as though we share the common goal of honoring the environment, we feel that our business plan may be of great interest to you. Enclosed is a copy of our business plan.

EcoPure Cleaning Solutions is currently operating in a mostly untapped market. Our mission is to provide superior quality while taking an environmentally friendly approach to cleaning. We are fortunate enough to be able to target many different market segments with our services. We have a strong competitive advantage in that we are offering our customers eco-friendly cleaning services and we are very involved with the community.

We would like to partner with Eco Concepts, Inc. by suggestively selling your products to our clients while we are providing them with services. Additionally, we would like to sell your products at our weekly community workshops and on our website. We have been very satisfied with your products and genuinely believe in your mission.

Thank you for your time and consideration in EcoPure Cleaning Solutions. Please contact us with any questions or concerns you have, and we will be pleased to provide you with any additional information you require. If, upon completing your review, you would like to discuss this matter further, please do not hesitate to contact us, by telephone at (707) XXX-XXXX.

Sincerely,

EcoPure Cleaning Solutions

Brian Taghadossi
Owner/CEO

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1.0 EXECUTIVE SUMMARY

Ten years into the twenty-first century, environmentally friendly goods and services are becoming more and more important every day. While many households and businesses are looking for new ways to be sustainable, there hasn't been much attention given to ways of reducing cleaning chemicals in the home and workplace. Many people are continuing to clean their homes and businesses with chemicals and equipment that are bad for the environment; mainly, because they are unaware of eco-friendly methods to get the job done.

In the San Francisco Bay area, there is a largely untapped market for green cleaning businesses. EcoPure Cleaning Solutions intends to fill that void by providing a variety of goods and services that are environmentally friendly. Through an aggressive growth strategy and efficient marketing plan we will attempt to build brand recognition by reaching out to as many segments of the population as possible. EcoPure Cleaning Solutions will offer the following goods and services:

Residential Cleaning: We will offer our residential customers a variety of packages to choose from. Whether a customer is looking for a one-time cleaning or multiple times per week, we will accommodate them. All cleaning will be done using only environmentally friendly cleaning products and equipment. Our one-time cleanings will be targeted towards people that are moving, people that need pre/post party clean up, as well as people just looking to do some spring cleaning.

Commercial Cleaning: Our Company will also cater to commercial customers. Commercial customers will include those that are looking for regular office cleanings, as well as those looking to have their facility receive a one-time deep cleaning using only the most environmentally friendly products and equipment.

Cleaning Supplies and Equipment: We are currently seeking to partner with manufacturers of green cleaning supplies and equipment to sell to our customers. These supplies will be offered through suggestive selling at each job. Additionally, we will make the supplies and equipment available for purchase on our website.

Community Workshops: We will offer weekly workshops to instruct the citizens of our community on best practices to be more environmentally friendly when cleaning at home and in the workplace. These workshops will be free to the public and we will suggestively sell our goods and services.

1.1 Objectives

- Turning a profit by Q112.
- Sales increasing to more than \$360,000 by the third year.
- Reduce labor cost below 30%, and sustain that level.
- Create partnerships with manufacturers of green cleaning supplies and equipment.
- Follow up with every client to ensure 100% customer satisfaction.

1.2 Mission Statement

EcoPure Cleaning Solutions is committed to providing superior quality as well as an environmentally friendly approach to cleaning. Through constant evaluation of new green technologies and products, we will provide a residential and commercial cleaning service that will always contribute to a healthier planet and ensure customer satisfaction. Aside from preserving our environment, our key focus lies within the human component of doing business. We will remain steadfast in giving back to our community and providing society with the tools and knowledge to sustain the planet.

1.3 Vision Statement

EcoPure Cleaning Solutions will become one of the leading service providers in the green cleaning industry by 2015 through an aggressive growth strategy focused on franchising. Revenues will increase to over 1 million dollars by becoming nationally known for the legendary service and attention to detail. We will help people live cleaner, healthier lives by providing innovative, effective and eco-friendly services that result in the highest quality of life.

2.0 COMPANY BACKGROUND

EcoPure Cleaning Solutions is a sole proprietorship founded by Brian Taghadossi. He originally ran the operation from his home, but has plans to branch out to a separate location altogether. Taghadossi is joined by Anamarie Alvarez, Marina Nelkin and Antonio Ungo, in establishing this new operation. EcoPure Cleaning Solutions will be located in an area between West Texas St. and North Texas St., Fairfield. This area currently has no cleaning service offices.

We are committed to honoring not only our health, but also our environment. Our eco-friendly approach to cleaning will revolutionize the industry not only locally but nationally. We will work hard to make this operation a model of excellence in its category.

We are inspired by our passion to serve our community and to show our appreciation for utilizing our services; we will create different drawings for referrals and referrers so we can recognize those who take time to recommend us to the rest of community. We plan on expanding nationally and internally.

3.0 MANAGEMENT SUMMARY

3.1 Management Team

Chief Executive Officer

Duties of a Chief Executive Officer would include setting the direction of the company, creating a positive culture that fosters personal and professional development, team building, financing growth strategies, delegation to senior management, and capital allocation

Brian Taghadossi

I have extensive mid-level and senior level management experience for Fortune 500 companies. I have worked side-by-side with CEO's in building the business and this has prepared me to build my own business. After 6 years in the United States Army I have developed a sense of discipline that will benefit me in the development of my company. I am focused, driven, and very determined. To me, failure is not an option. My role is one of being the visionary that leads the company to a successful future.

Vice President Finance/Bookkeeper

Duties of a Financial/Bookkeeper would be to keep accurate business transactions and then record them on financial statements on a monthly, quarterly and/or yearly basis. It would be my job to report our company's financial status and based on whatever that status is; work toward our goal.

Anamarie Alvarez

I have been trained in accounting cycles, financial reporting and accounting systems. I have taken several financial and managerial accounting courses in the last few years. I am also familiar with Federal Income Tax Laws as I have been preparing my own taxes for years and have also taken the latest Federal Income Tax course. I believe that I am very organized and logical. Both qualities are important to a bookkeeper. My role would be more like a bookkeeper and/or as a tax preparer.

Vice President Administrative/Human Resources

Duties would include recruiting and training employees and administrative duties.

Marina Nelkin

From my previous experience in working with food, retail and insurance industries, I was able to build solid 10+ years foundation, knowledge and skills in the area of working with public relations, administrative duties, and upbringing wonderful employees in order to bring out the vision of the company and legendary customer service to our consumers. I have extensive administrative and human resource experience, understanding computer software, Word, Excel, typing, problem solving, tracking, measuring success of the company, properly managing company resources, preparing employees to run the business and their duties with proper training. My position would be in Human Resource/Administrative services.

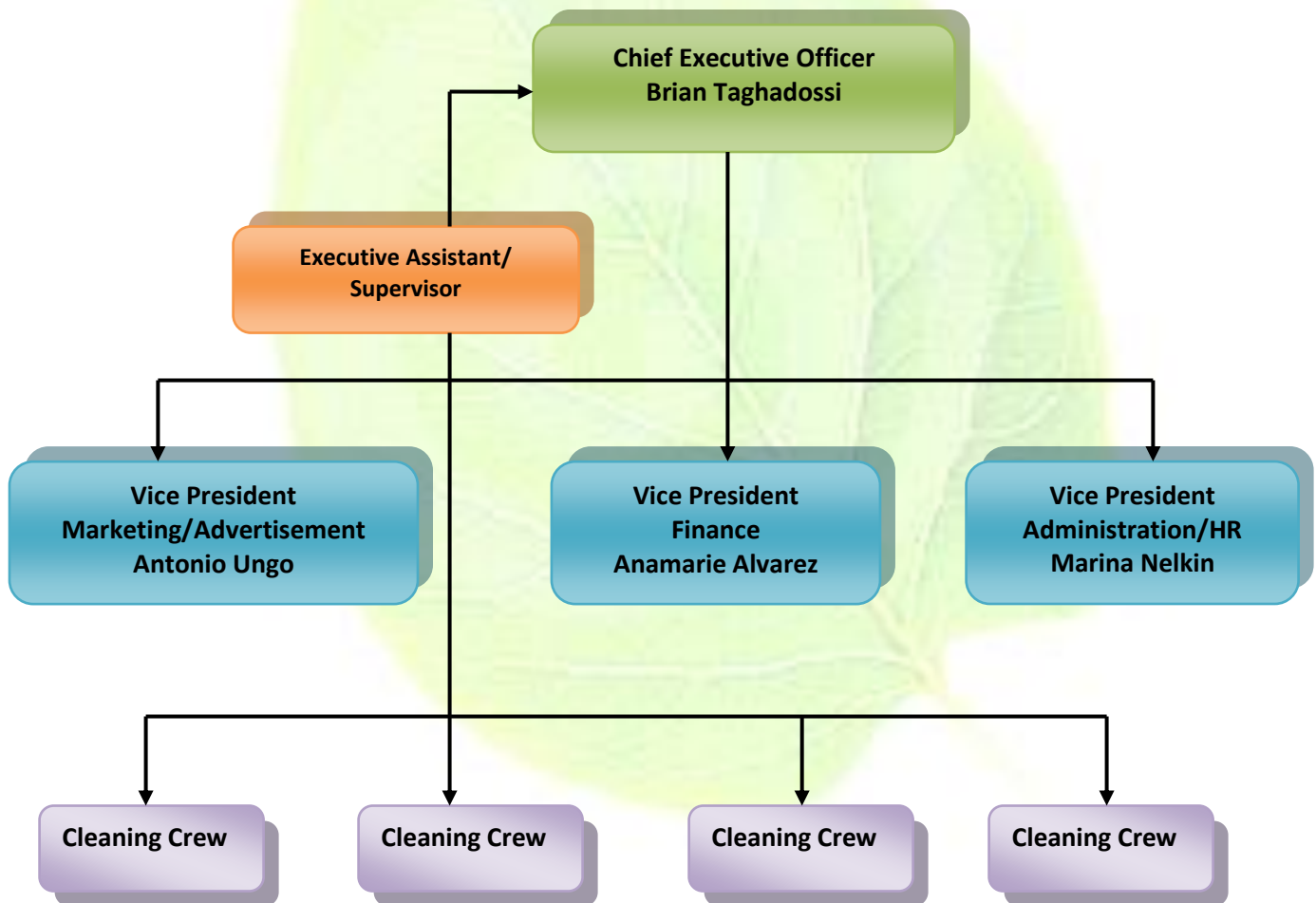
Vice President Marketing/Advertisement

Duties would include advertising and marketing our company. Making sure that EcoPure gets every opportunity it can to get its name out there to create a good customer base to jump start our new company.

Antonio Ungo

I have extensive experience in promotions and advertisement working for a major hip hop club in Tampa Florida called Club Skye. I networked and used my social skills to bring business to the club. I am a very social person who knows how to get my voice heard. I have knowledge of different programs used for advertisement such as Photoshop and illustrator. I will use my experience and work on advertising locally, on the web, using flyers, and word of mouth to jump start the business. My role is to advertise and promote the company to expand our business.

3.2 Organizational Chart



3.3 Personnel Plan

EcoPure Cleaning Solution's annual Personnel Plan is shown below. Once EcoPure has become more established, and there is more cash flow, we can hire additional cleaning crews. This will be possible either in the fourth or fifth year.

Table: Personnel Plan

	FY 2010	FY 2011	FY 2012
Chief Executive Officer			
Brian Taghadossi	25,000	30,000	35,000
Subtotal	25,000	30,000	35,000
Vice President Finance/Bookkeeper			
Anamarie Alvarez	25,000	30,000	35,000
Subtotal	50,000	60,000	70,000
Vice President Administration/Human Resources			
Marina Nelkin	25,000	30,000	35,000
Subtotal	75,000	90,000	105,000
Vice President Marketing/Advertisement			
Antonio Ungo	25,000	30,000	35,000
Subtotal	100,000	120,000	140,000
Cleaning Crew	24,000	25,200	26,460
Total People	8	8	8
Total Payroll	196,000	220,800	245,840

4.0 CAPITAL REQUIRED

4.1 Start-up Cost

Our start-up costs come to \$103,650. We plan to come up with a total of \$20,000 in capital, (\$5,000 from B. Taghadossi, \$5,000 from A. Alvarez, \$5,000 from M. Nelkin, and \$5,000 from A. Ungo). We also plan to apply for an \$83,650 SBA-guaranteed loan, to start up the company.

Start-up Requirements

Start-up Expenses

Legal	1,000
Insurance	1,500
Rent	1,500
Gas & Electricity	200
Telephone	300
Initial Marketing/Advertisement	1,000
Business Licensing & Fees	100
Signage for Building/Vehicle	1,800
Security System for office	250
First month's salary & wages	12,000
Payroll expenses	250
Payroll taxes	1,250
<u>Reimbursement for mileage</u>	<u>2,000</u>
Total Start-up Expenses	23,150

Start-up Assets

Cleaning Equipment	7,500
Office Equipment & Supplies	10,000
Start-up inventory of green cleaning supplies	5,000
<u>Long-term Assets (Company Vehicles)</u>	<u>58,000</u>
Total Start-up Assets	80,500

Total Requirements \$ 103,650

5.0 FINANCIAL PLAN

5.1 Start-up Funding

Start-up Funding

Start-up Expenses to Fund	23,150
<u>Start-up Assets to Fund</u>	<u>80,500</u>
Total Funding Required	103,650

Assets

Non-cash Assets from Start-up	75,500
Cash Requirements from Start-up	5,000
Additional Cash Raised	0
<u>Cash Balance on Starting Date</u>	<u>0</u>
Total Assets	80,500

Liabilities and Capital

Liabilities

Current Borrowing	0
Long-term Liabilities	83,650
Accounts Payable (outstanding bills)	0
<u>Other Current Liabilities</u>	<u>0</u>
Total Liabilities	83,650

Capital

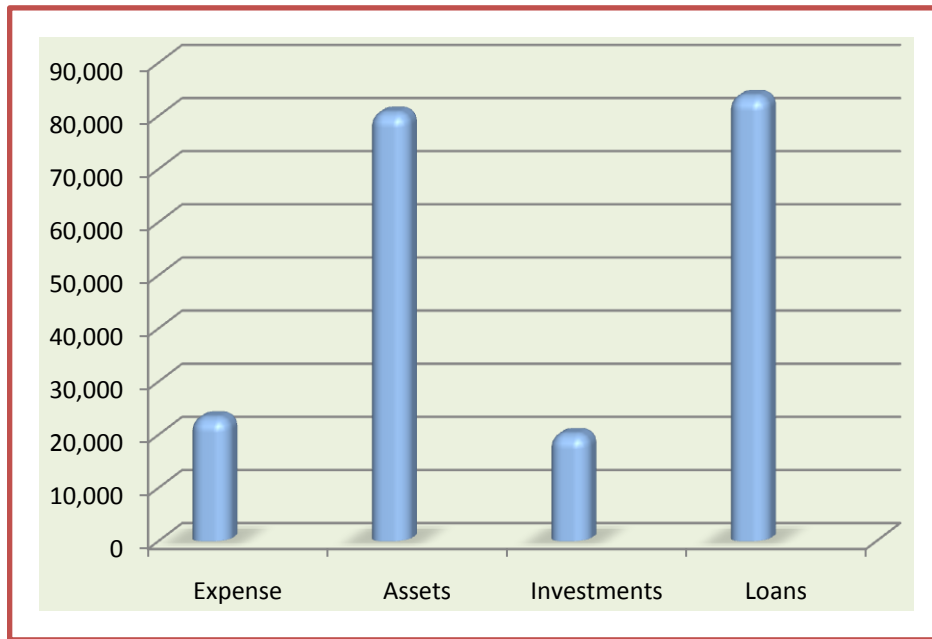
Planned Investments	0
Brian Taghadossi	5,000
Anamarie Alvarez	5,000
Marina Nelkin	5,000
Antonio Ungo	5,000
<u>Additional Investment Requirement</u>	<u>0</u>
Total Planned Investment	20,000

<u>Loss at Start-up (Start-up Expenses)</u>	<u>23,150</u>
Total Capital	(3,150)

<u>Total Capital and Liabilities</u>	<u>80,500</u>
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Total Funding	103,650
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Start-up Funding



5.2 3 – Year Projection

Profit and Loss Projection (3 years) EcoPure

	2010	%	2011	%	2012	%
Sales	\$288,000	100%	\$319,680 *	100%	\$367,632 **	100%
Labor/Wages Expense	96,000	33%	100,800	32%	105,840	29%
Gross Profit	<u>\$192,000</u>	<u>67%</u>	<u>\$218,880</u>	<u>68%</u>	<u>\$261,792</u>	<u>71%</u>
Operating Expenses						
Salary & Wages	100,000	34.7%	120,000	37.5%	140,000	38.1%
Payroll (taxes etc)	15,000	5.2%	15,000	4.7%	15,000	4.1%
Supplies	0	0.0%	0	0.0%	0	0.0%
Repairs/Maintenance	0	0.0%	2000	0.6%	2000	0.5%
Advertising	6,000	2.1%	6,000	1.9%	6,000	1.6%
Vehicle & Travel	24,000	8.3%	24,000	7.5%	24,000	6.5%
Accounting & Legal	12,000	4.2%	12,000	3.8%	12,000	3.3%
Rent	18,000	6.3%	18,000	5.6%	18,000	4.9%
Utilities	2,400	0.8%	2,400	0.8%	2,400	0.7%
Telephone	3,600	1.3%	3,600	1.1%	3,600	1.0%
Insurance	18,000	6.3%	18,000	5.6%	18,000	4.9%
Taxes (real estate etc.)	0	0.0%	0	0.0%	0	0.0%
Interest	0	0.0%	0	0.0%	0	0.0%
Depreciation	0	0.0%	3,392	1.1%	3,392	0.9%
Other expense (specify)	0	0.0%	0	0.0%	0	0.0%
Other expense (specify)	0	0.0%	0	0.0%	0	0.0%
Total Expenses	<u>\$199,000</u>	<u>69.1%</u>	<u>\$224,392</u>	<u>70.2%</u>	<u>\$244,392</u>	<u>66.5%</u>
Net Profit Before Tax	(7,000)		(5,512)		17,400	
Income Taxes						
Net Profit After Tax	(7,000)		(5,512)		17,400	
Owner Draw/Dividends						
Adj. to Retained Earnings	(\$7,000)		(\$5,512)		\$17,400	

*Projected sales increase by 11% and labor by 5%

**Projected sales increase by 15% and labor by 5%

5.3 Assumptions

The following table highlights the important general assumptions of EcoPure Cleaning Solutions. The key underlying assumptions are:

- A slow growth economy without any major recession.
- Access to capital and financing sufficient to maintain our financial plan.
- We assume, of course, that there are no unforeseen changes in the consumer market to make our services immediately obsolete or out of favor (or not increasing in popularity).

General Assumptions

	FY 2010	FY 2011	FY 2012
Plan Month	1	2	3
Current Interest Rate	4.00%	4.00%	4.00%
Long-term Interest Rate	4.00%	4.80%	5.10%
Tax Rate	33.00%	33.00%	33.00%
Other	0	0	0

5.4 Break – Even Analysis

Below is our monthly break-even analysis. This shows how much we need to make each month to cover all our expenses. We don't really need to calculate an exact average; this is close enough to help us understand what a real break-even point might be.

Table: Break-even Analysis

Break-even analysis

Monthly Revenue Break-even \$18,250

Assumptions:

Average Percent Variable Cost 11%
Estimated Monthly Fixed Cost \$16,300



6.0 MARKETING PLAN

6.1 Diagnosis

We are a new and innovative company who is dedicated to preserving our health and environment. EcoPure Cleaning Solutions is an avant-garde cleaning service targeting both residential and commercial business. We offer state of the art, environmental-friendly service starting at \$300+ for residential and \$450+ for commercial. Our main comparable competition in this area is Merry Maids which is located in Vacaville. Other cleaning services only offer individual service i.e. window cleaning or carpet cleaning. None of which offer any eco-friendly alternatives.

6.2 Prognosis

If we are successful in building a loyal clientele, we are hoping to add more staff to our cleaning crew. With more demand means more business. We hope to be able to open new sites. Possible sites include Vacaville, Napa and Vallejo.

6.3 Objectives

One of our main objectives is to increase our overall net profit. We anticipate sales to increase to more than \$360,000 by the third year. We are also hoping to start selling our green cleaning products to the public.

6.4 Strategy

We will start out by placing ads in the local newspapers of Fairfield, Vallejo, Vacaville, and Napa. We will buy time on the local radio stations and flyers will be distributed to parked cars and houses in different communities. We will also have a website with different links about various topics of the company. We will have a link about the history of the company and how we came about and a link talking about the products and services. As our site progresses we will have a link where you can view and order our products online. We are also planning to hire a signer to stand at a corner and advertise our business.

6.5 Tactics

-*Daily Republic*- \$120.96

Initial rate of \$24.30 per inch

6 weeks \$16.65 for first add, \$8.33 for second and \$4.16 for third (Sunday 17.75)

Display ads will automatically appear on Daily Republic website as *Today's Advertiser* feature.

We plan on advertising in the Daily Republic newspaper three times a week: Sunday, Tuesday and Thursday.

-*Vallejo Times Herald*-\$67.71

-*Vacaville Reporter*-\$67.71

These newspapers run for 30 days and have the same price rates at:

- \$67.71 for 4 lines
- \$80.44 for 5 lines
- \$94.64 for 6 lines

-Napa Valley Register- \$117.00

Initial rate of \$29.25 per inch

An advertiser running the same ad in the Napa Valley Register within 6 days will receive 50% for the second through the sixth run.

We plan on advertising in the Napa Valley Register only on Sundays.

We plan on advertising on the radio three times a week for the first month. For a total of \$342.00 and a reduction of \$154 for subsequent months.

➤ *KUIC 95.3*

➤ *KKDV 92.1*

At \$38.00 per 30 second commercial.

The signer will be paid at \$10.00 per hour during peak times (2 hour days) three times a week. For a total of \$180 for the month.

We will use different programs such as Photoshop and Adobe Illustrator to create creative flyers, post cards and business cards with all our contact information. Both programs already owned by our Marketing team. Papers and cards would cost \$80.

This makes the grand total for advertisement of **\$975.38** for the first month. Our budget for the first month is \$1,000 and \$6,000 for the year. Our website advertisement will be budgeted throughout the year and will be taken from the \$6,000 budget.

6.6 Control

To assess our effectiveness in our ad campaign, we will ask every single customer how they heard about us and issue customer surveys as well as mail-in surveys to those repeat customers asking how their experience were with us and if they would be interested in using us long term. Their feedback will show us how they came about using our services and how we can keep them as our loyal customer. We will also look to our profit to see how our advertisement is doing.

7.0 SWOT ANALYSIS



7.1 Strength

EcoPure Cleaning Solutions is a safe and superior cleaning company that represents significant competitive advantages over alternative or conventional cleaning companies. Our mission is to deliver effective, new and innovative, environmentally friendly, non toxic cleaning products and services. We are constantly working hard to expand uses for our green concepts and green practices to improve our capabilities. We tailor our services to meet specific commercial and residential needs. In short, EcoPure Cleaning Solutions honor the environment, personal health and wellness and the natural ecological balance.

Our Chief Executive Officer, Brian Taghadossi has extensive experience in leadership roles as well as in management. He was a store manager for a major coffee company and is now a general manager for a successful franchise. With his experience and vision we can ensure not only good customer service but our success as well.

7.2 Weakness

EcoPure Cleaning Solutions will not have the same advantages as that of a popular franchise. We don't have a proven track record as we are a new company. We will be able to gauge our success rate in a few years.

We realize that our start-up cost of more than \$80,000 plus a 25% share of \$20,000 is tremendous. This puts some burden on us to try to recoup the money as soon as we can. But we are confident that with the recovering economy, and the emphasis on green products, our services will be much in demand. Another weakness we have is the possibility that we may not meet the needs of our customers. Our current staff includes only four to five cleaning crew. It would take some time and our limited resource to train new staff. But, nonetheless we are confident that we will meet these challenges head on and thrive all at once.

7.3 Opportunities

Changes in legislation can have a positive impact on our business. Tighter regulation on chemical disposal and cleaning materials can sway many customers to start using our services. Another opportunity we have as a business is the possibility of selling our own cleaning supplies to the public. We can do this either through the web, catalog or in our offices space.

With our services, we have a need to partner with vendors who can supply us with our eco-friendly cleaning products. This partnership can blossom and provide us with reliable manufacturers who are available for producing new and innovative products.

7.4 Threats

There is a possibility that competitors can come in with comparable products and services at a lower cost. This would drive our consumers to switch and use their services instead. We will try to prevent this by being more progressive and provide the latest technology in cleaning and superb customer service. Another threat we have is another economic recession.

8.0 FACILITY LOCATION ANALYSIS

8.1 Zoning

The zoning administrator for Fairfield, California has classified EcoPure Cleaning Solutions as CT (Thoroughfare Commercial) District. The CT zoning district applies to portions of West Texas Street and North Texas Street. West/North Texas Street is a typical commercial “strip” developed after World War II as Fairfield grew from a small village of 1200 persons to a City now approaching 110,000 in population.

As a segment in the old Lincoln Highway, North Texas Street’s restaurants, gas stations, motels, and retail stores served travelers and local residents. In addition, the motels and adjacent neighborhoods served the growing needs of Travis Air Force Base, located three miles east of North Texas Street. West and North Texas Street also became a center for auto-repair businesses taking advantage of the narrow deep parcels suitable for “service commercial” uses. Adjacent to North Texas Street, residential neighborhoods developed during the postwar era, with a mixture of single family and small apartments.

The CT zoning district is consistent with the Community Commercial land use category of the General Plan. See Map for location (attachment). EcoPure will be located with a mixture of small, individual multi-tenant commercial buildings, shopping centers, automobile services and sales, and fast-food restaurants.

8.2 Traffic Pattern

West and North Texas Street has significant pedestrian traffic. Two high schools are located at either end of North Texas Street, and there is a population, often lacking access to private cars, that walks or bicycles throughout the area. The entire corridor has sidewalks, and the Fairfield Linear Park provides a safe pedestrian-bicycle link to key community features, including Solano Mall and Solano Community College (along with several elementary schools, parks, and dense housing).

The most recent ADT (Average Daily Traffic) count for West and North Texas Street is 26,846 (This traffic count was done in 2002-2003).

8.3 Demographics

As of the census of 2000, there are 106,521 people, 33,494 households, and 24,016 families residing in the city. The average population growth is 2% per year. The projected population for 2014 is 113,532 persons.

In the city the population is spread out with 29.8% under the age of 18, 11.1% from 18 to 24, 31.3% from 25 to 44, 18.8% from 45 to 64, and 9.0% who are 65 years of age or older. The median age is 31 years. For every 100 females there are 99.1 males. For every 100 females age 18 and over, there are 97.4 males. The median income for a household in the city is \$49,151, and the median income for a family is \$52,503.

8.3.1 Target Market

EcoPure's target market for residential cleaning are people 45 years and older with above average household incomes and a college degree. This group of older individuals spend 22% to 32% more than the average while higher earning individuals spend almost 3 times the average on these services. College graduates spend twice the average on these services.

EcoPure's target market for commercial cleaning are businesses that need clean offices regardless; i.e. doctors, dentists, lawyers, and funeral homes.



Antonio Ungo
5185 Pond Side Way
Fairfield, Ca. 94534

(707) 803-3404 (Cell)

OBJECTIVE: Seeking a career opportunity with a company where I can utilize my hard work and dedication to the success of my employer.

QUALIFICATIONS: Promtoion and advertising
Cashier and customer service
Stock and Inventory
Merchandising
Sales associate
Unloading freight trucks
Backup supervisor
Certified Mixologist

SKILLS: Good communication and customer service skills
Able to work well under pressure
Work equally well independently or as a team member
Bilingual: English and Spanish

**WORK
EXPERIENCE:**

09/2006-Present Kohls
Brandon, Fl.
Cashier, stock, customer service, sales, freight truck unloader

04/2009-07/2009 Ikea
Tampa, Fl.
Food preparation, server, cashier

05/2008-07/2009 Club Skye
Tampa, Fl.
Promotion, advertisement

07/2008-11/2008 USF Dinning Services
Tampa, Fl.
Cook, serve

08/2006-11/2006 Halloween Express (Seasonal)
Brandon, Fl.
Stock, sales, cashier, freight truck unloader

03/2006-06/2006 Panda Express
Brandon, Fl.
Cashier, food server, cook, cleaner

01/2006-03/2006 Subway
Brandon, Fl.
Cashier, food prep, stock, cleaner

10/2005-1/2006 Panda Express (Seasonal)
Brandon, Fl.
Cashier, food server, cook, cleaner

12/2004-10/2005 Latin Café
Brandon, Fl.
Server, busser, cleaner

10/2004-12/2004 Little Caesars Pizza
Brandon, Fl.
Pizza maker, cashier, cleaner

EDUCATION:

01/2010-Present Solano Community College
Fairfield, Ca.
Major: Business

07/2006-07/2008 International Academy of Design and Technology
Tampa, Fl.
Major: Recording Arts

05/2006 Newsome High School
Lithia, Fl.
High School Diploma

COMMUNITY
SERVICE:

11/2006 Heart Walk/American Heart Association
Raised money, Walked 4 miles for heart disease research

04/2006 Relay for Life/American Cancer Society
Raised money, Walked 5 miles for cancer research

REFERENCES FURNISHED UPON REQUEST

Brian M. Taghadossi

XXXXXXXXXXXX

Fairfield, CA 94533

(707) 386-XXXX • btaghadossi@live.com

"Finely honed leadership and management attributes. Organized personnel and assets into a highly cohesive team.... Has on countless occasions demonstrated the unique ability to think and act independently from the status quo. Exemplary results from any task are the norm..."

- Performance Evaluation

Objective

My career objective is to utilize my expertise in management and create a progressive corporation. I have a strong background in management for a Fortune 500 company as well as the United States Army. I have excelled in implementing ideas that increase employee productivity and company efficiency, all while creating a positive work environment. My experience as a manager within varied industries has also been an opportunity to be flexible and creative.

Areas of Expertise

- | | | |
|-----------------------------|-----------------------------|-----------------------------|
| • Vision & Mission Planning | • Strategic Problem Solving | • Operations Management |
| • Training & Development | • Budget Control | • Process Development |
| • Team Building | • P & L Analysis | • High-Impact Presentations |
| • Leadership | • Public Relations | • Project Management |

Summary of Qualifications

- Over 6 years of outstanding performance in the U.S. Army; Operation Iraqi Freedom II Veteran.
- Excellent teacher/trainer; patient and understanding when working with a wide range of personalities.
- Successful in learning and comprehending new systems and methods.
- Able to make difficult decisions in stressful situations.
- Proven top-quality management skill set.

Professional Highlights

Yogurtland

September 2009 – Present

GENERAL MANAGER – Pleasant Hill, CA

As the General Manager I am responsible for managing a high volume, 1 million dollar self-serve frozen yogurt shop with 17 hourly employees. I have ensured cost containment through the implementation of a more accurate inventory control system as well as a reduced labor cost of 10% per week. Additionally, I executed effective local marketing to sustain sales growth throughout the winter.

Green Beans Coffee Company

REGIONAL MANAGER OF OPERATIONS – Western US

January 2008 – December 2008

As the Regional Manager of Operations for the Western United States, I worked directly with the owner in the development and implementation of strategic and tactical plans to grow the business. Provided the direction and coaching necessary to ensure the regional achievement of corporate sales goals. Trained and developed all new Café Managers through performance planning and formal evaluations. I conducted monthly inspections at all cafés within my area of responsibility. I ensured effective daily management of café operations within my region by planning and executing motivating management team meetings. Maintained an ongoing assessment of management performance and provided positive and constructive feedback whenever necessary. Developed various manuals and training materials that were implemented throughout the company.

Brian M. Taghadossi

(707) 386-XXXX • btaghadossi@live.com

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Professional Highlights – continued

Starbucks Coffee Company

April 2006 – April 2007

STORE MANAGER – Los Angeles, CA

As a Store Manager I was responsible for recruiting, training, motivating, and the career advancement of my employees. I managed the ninth highest grossing Starbucks in Los Angeles County. Driving sales using existing marketing materials and promotions and analyzing results using all financial records including the P & L. Other duties include but not limited to: ordering, inventory, customer relations, scheduling, and working on the sales floor.

U.S. Army

April 2000 – April 2006

Series of progressive leadership positions for diverse areas – Strategic Planning, Training and Development, Operations Management, and Personnel Administration. Consistently recognized for energetic leadership and relentless drive for exceeding performance objectives.

ARMY RECRUITER / HUMAN RESOURCES MANAGER – Houston, TX (2005 – 2006)

As active duty Army Recruiter, my responsibilities included prospecting, qualifying and processing qualified men and women for enlistment in the US Army. Additionally I was responsible for mentoring, training, and guiding enlisted personnel while ensuring trainability and success during the civilian to military transformation. I achieved my quota every month through the effective use of sales tools. I designed and implemented programs to reach my target market, and informed qualified candidates of the opportunities available in the US Army.

SECTION CHIEF / GENERAL MANAGER – Fort Hood, TX / Baghdad, Iraq (2002 – 2005)

In this position I developed top quality leadership skills by managing up to 11 other Soldiers. I was fully responsible for training them to standard, ensuring they were paid properly, developing and implementing a daily schedule, and ensuring their welfare and safety at all times. Through a one year deployment to Baghdad, Iraq I was personally responsible for their care every minute of every day for the entire year. During the deployment I worked effectively under pressure and motivated my team to accomplish every mission. I brought every one of my Soldiers home safely.

TRAINING SPECIALIST / OFFICE MANAGER – Fort Hood, TX (2000 – 2002)

I handled all administration issues for 105 soldiers. Military admin issues normally consist of pay, promotions, and educational assistance. Most of my job consisted of facilitating internal customer service and explaining military benefits to soldiers and civilians alike. I worked heavily with the internet, researching topics and issues soldiers and their families may have had. I type 50+ WPM. I work well under extreme pressure when deadlines come last minute.

Starbucks Coffee Company

ASSISTANT STORE MANAGER – Hermosa Beach, CA

May 1998 – February 2000

In this position I assisted the Store Manager in all duties relating to running the store; ordering, inventory management, scheduling, interviews, coaching new and existing employees on standards and procedures to provide a great experience to every customer.

Education

Bachelor of Science Coursework in Business Administration – 2000

DeVry University – Long Beach, CA

58 Semester Hours – 3.80 GPA

Anamarie Alvarez

XXX XXX XXXXX XX Fairfield, CA 94533

(707) XXX-XXX

anamariealvarez@gmail.com

Objective: Position in Accounting/Bookkeeper

HIGHLIGHTS OF QUALIFICATION

- Received B.A. Degree Sacramento State University (Cum Laude)
- Currently enrolled in Business Management and Accounting program in Solano Community College (A. S.)
- Proven skills in Computer and Information Science
- Hard working and enjoys new challenges

RELEVANT SKILLS AND EXPERIENCE

BOOKKEEPING/CLERICAL SKILLS

- Kept up-to-date client files while maintaining confidentiality.
- Reorganized and maintained tax applications.
- Verified, updated and entered information into a computer.
- Utilized a facsimile machine, photocopy machine, phone and automated checkout machine.
- Provided customer service at a retail store.

ACCOUNTING

- Classes taken: Financial and Managerial Accounting. Cost Accounting.
- Familiar with the analysis of the accounting cycle, accruals and deferrals, inventory, receivables, plant assets, accounting systems, error correction, and financial reporting.
- Familiar with the analysis of the accounting cycle for a merchandising business and professional enterprises, payroll accounting, accounting systems, and financial reporting.
- Familiar with the analysis of the principles of federal income tax applied to individual, partnership, informational, and corporate tax returns.

COMPUTER SKILLS

- Knowledgeable with PC Operating Systems including:
 - Microsoft Office Word
 - Microsoft Office Excel
 - Internet Savvy (On-line Banking, E-mail Correspondence, Research)

WORK HISTORY

2008-Present	Fairfield Civic Center Library	Departmental Aide	Fairfield, CA
2008-Present	Solano County Office of Education	Para-educator	Fairfield, CA
2002-2008	Behavioral Counseling & Research Center LLC.	Associate Behaviorist	Napa, CA
2000-2002	Macy*s Federated	Customer Service Manager	Sacramento, CA

EDUCATION

Sacramento State University	Sacramento, CA	B.A. Fine Arts
Solano Community College	Suisun, CA	2009-present
Vallejo Senior High School	Vallejo, CA	Graduated with Honors

MARINA B NELKIN

4000 Suisun Valley Rd ♦ Fairfield, CA 94534 ♦ (707) 758-6255 ♦ Marina.Nelkin@Yahoo.com

HUMAN RESOURCES AND ADMINISTRATIVE PROFESSIONAL

- ♦ **Certified Professional in Human Resources (PHR)** offering a 13-year HR career distinguished by commended performance and proven results.
- ♦ **Extensive background in HR affairs**, including experience in employee recruitment and retention, staff development, mediation, conflict resolution, benefits and compensation, HR records management, HR policies development and legal compliance.
- ♦ **Demonstrated success in negotiating win-win compromises**, developing teambuilding programs, and writing personnel manuals, corporate policies, job descriptions and management reports.

HR AND ADMIN SKILLS

*HR Department Startup
Employment Law
Multi-lingual
Mediation & Advocacy
Project Management*

*Staff Recruitment & Retention
Employee Relations
Alternative Dispute Resolution (ADR)
Benefits Administration
HR Program*

*Orientation & On-Boarding
Training & Development
Performance Management
Organizational Development
Computer skills*

PROFESSIONAL EXPERIENCE

SOLANO COMMUNITY COLLEGE — Fairfield, CA

Provides voice and data communications systems for small and mid-sized companies.

HR, 2005 to Present

Recruited to help open new company branch in Fairfield, guiding the startup and management of a full spectrum of HR operations, systems and programs. Worked with senior management to create HR policies and procedures; recruit employees; create group benefits databases; and develop orientation, training and incentive programs. Manage leave-of-absence programs and personnel records; administer benefits enrollment and programs; administer HR budget; and handle HR workplace issues.

Key Results:

- ♦ Played a key role in ensuring the successful launch of Fairfield office. Structured and implemented programs and policies in the areas of training, compensation structures, benefits packages, incentives and new-employee orientation.
- ♦ Fostered a teamwork/open-door environment conducive to positive dialogue across the organization. Personal efforts were cited as the driving force behind branch's employee-retention rate of 89% within an industry where high turnover is the norm.
- ♦ Negotiated approximately 50 salary offers and dozens of sign-on bonuses/relocation packages annually at both the exempt and non-exempt level.
- ♦ Brought workers' compensation program into full compliance. Instituted preferred providers list and trained managers and associates on procedures to follow in case of injury.
- ♦ Reduced benefits costs by 15% annually through meticulous recordkeeping and ensuring that company did not pay for benefits for which employees were ineligible.
- ♦ Wrote employee manual covering issues including disciplinary procedures, code of conduct, FMLA policy and benefits information.
- ♦ Introduced company's first formal performance review program, creating a flexible and well-received tool that was later adopted company-wide.

- ◆ Revised job descriptions across all levels and 50+ categories. Interviewed employees to construct an accurate picture of the duties and skills required for each position.

PROFESSIONAL EXPERIENCE (*CONTINUED*)

CONTOSO, LTD. — Rio Vista, CA

Leading service cleaning company employing 300 professionals.

HR Representative, 2000 to 2005

HR Assistant, 1995 to 1997

Promoted to fulfill a broad range of HR functions, including recruiting and training employees, administering benefits, overseeing disciplinary action and managing HR records. Co-chaired annual flex-enrollment meetings, resolved conflicts between employees and insurance carriers, coordinated health fairs to promote employee wellness and performed exit interviews.

Key Results:

- ◆ Trained 25-member management team on interviewing techniques and best practices, conducting workshops and one-on-one coaching sessions that contributed to sound hiring decisions.
- ◆ Co-developed company's first-ever standardized disciplinary procedures and tracking system that insulated company from legal risk and ensured consistent and fair discipline processes.
- ◆ Devised creative and cost-effective incentive and morale-boosting programs (including special events and a tiered awards structure) that increased employee satisfaction and productivity.
- ◆ Reworked new-hire orientation program to include HR information and company resources.
- ◆ Saved company thousands of dollars every month by reducing reliance on employment agencies. Brought the majority of formerly outsourced recruiting functions in-house to reduce billable hours from 200+ to less than 15 per month.

EDUCATION & CERTIFICATIONS

SOLANO COMMUNITY COLLEGE — Fairfield, CA

Associate Degree in Business Management of Insurance and Administration (with honors), 1997

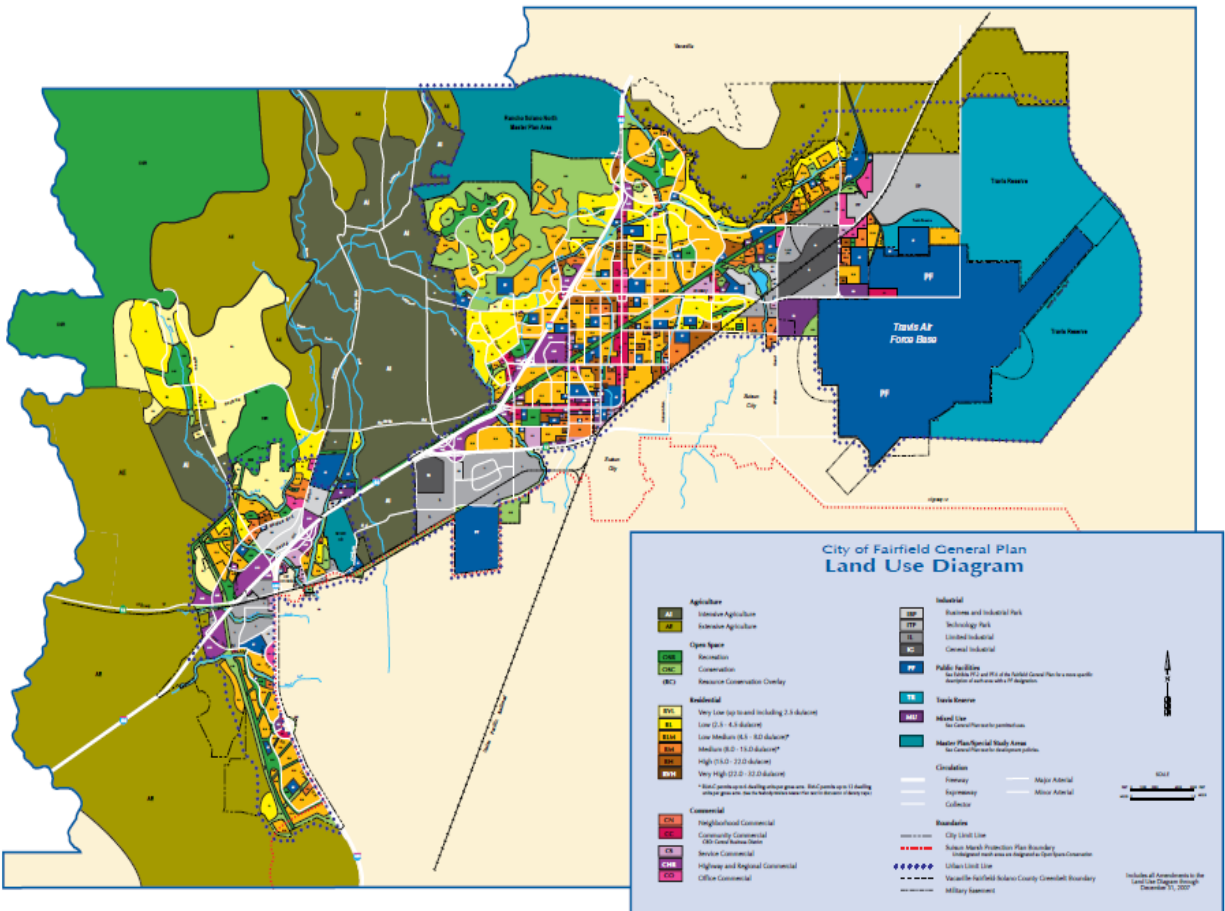
Activities: Worked concurrently during college as a sales rep and team supervisor for ABC Service and Retail Store. Has been a cleaning professional all my life with observation to all details and excellent team work

OF NOTE

Professional Development:

- ◆ Complete ongoing training in the areas of compensation and benefits, employee and labor relations, leaves of absence, workers' compensation and workplace safety/security.

Zoning Map



Confidentiality Agreement

The undersigned reader acknowledges that the information provided by EcoPure Cleaning Solutions in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of EcoPure Cleaning Solutions.

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader may cause serious harm or damage to EcoPure Cleaning Solutions.

Upon request, this document is to be immediately returned to the owners of EcoPure Cleaning Solutions.

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

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