



# ***Business Plan***

June 1, 2021

## Executive Summary

Corner Office Delray, LLC is an independently owned and operated Amazon Hub licensed through Amazon.com and/or its affiliates. As a result, Corner Office Delray, LLC is commonly referred to as the Amazon Hub-Corner Office Delray or simply the Amazon Hub.

Corner Office Delray, LLC provides a vast number of Amazon services to Amazon.com customers. One of those services include Amazon Live. Amazon Live is designed to inspire, educate, and entertain customers in a format that allows real-time brand interaction. Amazon Live helps give customers confidence to consider new brands and make purchase decisions.

### Mission

Our mission is to introduce new entrepreneurs to the Amazon Live Marketplace. This will allow local entrepreneurs to sell their products or services live and create new customers engagement along the way.



		
<b>Drive awareness and consideration!</b>	<b>Educate shoppers!</b>	<b>Connect in real time!</b>
Introduce shoppers to your products and provide them with the information they need to make confident purchase decisions.	Inform audiences on product features, benefits, and special offers in an interactive environment with live product demonstrations.	Engage with customers using Live's chat feature, answer questions and provide information in real time to help drive connection.

Amazon-produced livestreams include Today's Deals Live; livestreams for shopping events such as Prime Day, Black Friday, Cyber Monday, and Off to College; livestreams supporting holidays such as Mother's Day, Father's Day, and Halloween; and livestreams that amplify other specific seasonal moments, including Holiday Gift Guides. Amazon-produced livestreams typically require a minimum spend of \$35,000 (US).

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## OBJECTIVES

The objective of Corner Office Delray, LLC is to create a business environment which focuses on e-commerce, digital streaming and shipping by aligning itself with some of the world's most valuable brands.



Our Amazon Hub on Atlantic Avenue is the only location in Palm Beach County to have both the Amazon Locker and Amazon Counter. The Amazon Locker is a self-service kiosk where customers can pick up and return their Amazon packages at a time that is convenient for them. Whereas the Amazon Counter allows customers to pick up their Amazon packages - the package is handed over by a staff member in store.



Authorized ShipCenter

Corner Office Delray, LLC is also a FedEx Authorized ShipCenter. FedEx is a major shipping company that offers overnight delivery at a premium. FedEx also assist in the delivery of United States Postal Service packages through its service FedEx SmartPost.



Corner Office Delray, LLC is also a registered Commercial Mail Receiving Agency with the United States Postal Service. As a result, we print Official USPS® postage – domestic or international and provide additional shipping options for our customers. We also provide postal mailboxes to business customers.



Since Delray Beach is a tourist destination, Corner Office Delray, LLC is registered with Swift.com and RushMyPassport.com to expedite US Passport Renewals. We will also be able to process visas for select countries once COVID-19 restrictions are lifted.

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## FUNDING PROGRAM REQUEST

Corner Office Delray, LLC has added a shipping and e-commerce business to West Atlantic Avenue with hopes to attract business savvy customers to the Avenue. We are currently seeking funding assistance from the Delray Beach CRA for paint-up & signage, rent subsidy and site development assistance.

The assistance for site development will be for new signage facing Atlantic Avenue and extensive modifications to beautify the current structure.

We would like to add new signage so customers can identify our location with ease. We would also like to add surveillance cameras and additional lighting to ensure customer safety. The air conditioning, electrical and plumbing need to be replaced to meet current building codes and standards. An energy efficient air conditioning unit will help lower our electric bill as well as lower the amount of carbon dioxide and other pollutants emitted in atmosphere.

As part of our beautification efforts, we would like to paint and repair the existing walls, and add flooring since there is only the original concrete slab. We would also like to replace the current countertop, which was designed specifically for the previous business, a dry cleaner.

## HIRING STAFF & OFFICE DEVELOPMENT

We currently have three (3) full time employees at this location. We intend to employ locals from the Palm Beach County Area who are bilingual in Spanish and French/Creole. We are registered with Career Source Palm Beach County, Young Adult program to hire and train young adults in our community.

The positions range from:

- Assistant Manager
- Media Production Manager
- Social Media Coordinator
- Graphic Designers for Amazon Online Store Creations
- Outside Sales Representatives
- Amazon Hub Sales Associates

## MARKETING AND SALES

To expand our outreach and optimize the customer experience Corner Office Delray manages its content across several marketing channels. Our affiliation with Amazon has provided us with data for new businesses across the United States and abroad. This data is collected and consolidated and used analytically to market our products and services.

Amazon and FedEx currently market our location on the Amazon.com and the FedEx.com websites, respectively.

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## ONLINE MARKETING

We use the following online platforms to market our products and services in key demographics:

- Google
- Bing
- Yelp
- Twitter
- Facebook
- Instagram
- TikTok
- Clubhouse
- Nextdoor
- Alignable

## DIRECT MAIL MARKETING

Corner Office Delray uses data collected to send out mail pieces to new business in the Palm Beach County area. FedEx recently added promotional products to its list of services. We mail catalogs to new businesses so they may purchase promotional items to help drive their business forward.

## E-MAIL MARKETING

Corner Office Delray uses data collected to send out e-mail marketing pieces to new businesses that may have registered with Amazon and/or its affiliates.

## SERVICES

Corner Office Delray provides a vast array of services ranging from shipping to e-commerce. Our services include the following:

- Amazon Services
- Copy and Print Services
- Direct Mail
- Notary Services
- Pack and Ship Services
- Promotional Product Sales
- Signs & Banners
- Virtual Mailbox Services

## ACCESSIBILITY

Corner Office Delray is open Monday through Friday, 9:00 am – 9:00 pm; Saturday and Sunday from 9:00 am – 6:00 pm. We are conveniently located downtown Delray Beach at 401 West Atlantic Avenue, next door to Windy City Pizza. This location is fully ADA compliant with accessible ramps and AED equipment.

## SALES FORECAST (Based on year 1, 2, and 3)

ITEM	YEAR 1	YEAR 2	YEAR 3
Amazon Services	\$ 140,000	\$ 150,192	\$ 169,026
Copy and Print Services	\$ 60,000	\$ 64,368	\$ 72,440
Direct Mail Services	\$ 30,000	\$ 32,184	\$ 36,220
Pack and Ship Services	\$ 275,000	\$ 295,020	\$ 332,016
Promotional Products Services	\$ 30,000	\$ 32,184	\$ 36,220
Signs and Banners	\$ 30,000	\$ 32,184	\$ 36,220
Virtual Mailbox Services	\$ 35,964	\$ 38,582	\$ 43,420
<b>Gross Profit</b>	<b>\$ 600,964</b>	<b>\$ 644,714.18</b>	<b>\$ 725,561</b>
<b>Gross Profit/Sales</b>	<b>0.43%</b>	<b>7.28%</b>	<b>12.54%</b>

EXPENSES	YEAR 1	YEAR 2	YEAR 3
Payroll	\$ 200,000	\$ 214,560	\$ 241,466
Sales and Marketing and Other Expenses	\$ 10,804	\$ 11,591	\$ 13,044
Office Supplies	\$ 1,200	\$ 1,287	\$ 1,449
Shipping Supplies	\$ 500	\$ 536	\$ 604
Entertainment	\$ 1,125	\$ 1,207	\$ 1,358
Telephone/Fax/Internet	\$ 6,000	\$ 6,437	\$ 7,244
Information Technology Services	\$ 500	\$ 536	\$ 604
Liability Insurance	\$ 2,760	\$ 2,961	\$ 3,332
Rent	\$ 38,520	\$ 41,324	\$ 46,506
Electric	\$ 7,200	\$ 7,724	\$ 8,693
Water	\$ 720	\$ 772	\$ 869
Security	\$ 504	\$ 541	\$ 608
Payroll Taxes	\$ 15,300	\$ 16,414	\$ 18,472
Other	\$ 500	\$ 536	\$ 604
<b>Total Operating Expenses</b>	<b>\$ 285,633.00</b>	<b>\$ 306,427.08</b>	<b>\$ 592,060.08</b>
<b>Net Profit/Sales</b>	<b>\$ (315,331.00)</b>	<b>\$ (338,287.10)</b>	<b>\$ (133,501.25)</b>