

## EXECUTIVE SUMMARY:

Company: Brothers Helping Brothers.

Business Entity: Non-Profit.

Founder: Robert Hilton

Type of Business: Community Development.

Target Market: Interest in growth learning and success.

## COMPANY GOALS:

Helping Prisoners, Indigent, and Homeless people become Successful in learning to read, because we believe it is therapeutically and humane. As well as three quarter houses for individuals coming out of prisons, jobs, surveys for family connections.

We provide them books to read, clothes, funds and jobs. We are interested in their growth. We are looking for the help of Business Bank Loan. Government Grants to fund us to open an office in a Commercial Building and open up several Three Quarter Houses.

We would like family members to purchase United States Bonds for their incarcerated love ones who are doing a substantial amount of time, so that this way, when they are released from prison, they will not deviate back into wrongful society, but will have enough money from these savings bonds to become productive and support themselves once again.

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## Mission Statement:

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Brothers Helping Brothers was created in 2000 as an Organization not only concerned with the upcoming generations of individuals from ages 18 to 55. We are an Organization concerned with assisting all Brothers and Sisters of all nationalities and races.

Brothers Helping Brothers is a system that encompasses relationships that adhere toward one another and are then put back into society with a thought of re-birth. This brings together a strong bond regardless again of race or nationality and a fellowship constructed upon faith.

Hence, in projecting our study and Organization of Brothers Helping Brothers, we are paving and working to achieve a very meaningful understanding of the importance of giving back to society with the utmost consideration for its institutional and cultural biases.

Our staff will be inclined to view the community in a more evident and favorable light to demolish the breakdown of communication and to draw the people of all our communities back into the world with closer contacts. The community curiosity arouses interest and interest leads to inquiry.

Brothers Helping Brothers is structured to examine more closely society historical and environmental contents while maintaining the insurance of no false doctrines within our organization.

We are paving the way systematically as our attempts are aimed at casting light upon the inspirational aspects of the world. Through fund raising, events, surveys, talent shows, big brother mentors, support groups and community activities and

Send our clients to free training centers. A new western freedom will develop a better life style for our upcoming generations.

With the donations of books that we send to prisoners to read as well a business loan and grant from the government we plan for our children and adults of all nationalities to become involved in future activities, as well as events and most importantly surveys to improve family connections.

We are honored to be sponsored by top agencies through their support of donations of books. We will strive to become a potential of growth in a troublesome world, and with their continued support we will continue to provide prisoners with donations of books and help the homeless with places to live and provide clothes for them.

Brothers Helping Brothers will represent a firmer direction in a newer reality worth heeding through leadership, and support and inspiration.

## MARKET PLAN:

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1. Market Analysis
2. Sales Strategy
3. Advertising
4. Public Relations
5. Customer Service

## FINANCIAL PLAN:

1. Start up Expenses Acknowledged
2. First Year Income Statement of what the Business Loan and Grant went towards Donations
3. Break even Analysis
4. Monthly Expense List

## CLOSING STATEMENTS:

## PRODUCTS AND SERVICES:

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Brothers Helping Brothers will start by selling founders book book called Deeper Divisions of Prison Life to community Developers. They will be able to have a better description of the incarceration procedures, surveys, consultation, and teaching, support group's orientation where to find jobs. Community Activities, Internship in public relations, freelance services in writing and poems.

## INTELLECTUAL PROPERTY:

Brothers Helping Brothers will go to great lengths to protect its various properties such as their websites an e-mail addresses that have been brought by Robert Hilton.

Website: [BROTHERS-HELPING-BROTHERS.COM](http://BROTHERS-HELPING-BROTHERS.COM)

E-Mail: [brothershelpbrothers@gmail.com](mailto:brothershelpbrothers@gmail.com)

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We will target private employer's establishments in our inner city. We will reach out to an initiative for a competitive inner city. This is the market that we will reach through our marketing efforts. Our customers will learn about us through our website, personal communication. Face to face and door to door Robert Hilton will meet hundreds and thousands of business leaders and build a trusting relationship with every person.

Robert Hilton will consult and serve the community as well as prison programs such as correctional facilities by preparing community development plans, grant Proposals such as this to be needed for his organization Brothers Helping Brothers

Assets such as computers, secretaries, zerox machines, fax machines writing materials to conduct market research.

Become a member of the chamber of commerce and work with the law firm of the office of the appellate defender. Robert Hilton plans to sell his books on a retail basis, which is geared towards community development. We will go where business owners are in their places of business at chambers of commerce meeting, community board meetings and so on.

Most of our customers will hear about us directly from us through one-on one meeting. Customers may learn about Robert Hilton books through Amazon, and universe and through our book review campaign.

Brothers Helping Brothers will attempt to get the best free advertising that a new book can get. We will announce our organization and Robert Hilton books to friends, business associates, family, prisoners, programs, via our text/e-mail campaign.

#### MARKET PLAN:

We will ask those that receive our announcements to forward our message to as many interested parties as they can. This viral marketing effort would generate a

ring that will directly increase the number of visits to our website in which we track.

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Postcards we will mail approximately 5,000 postcards to various business leaders and potential customers. This promotion will cost 1,400 including printing and mailing. News release we will mail and e-mail about 1,000 news releases announcing our books availability.

We will use pr web, a free online news release service that charges 150.00 the total cost should run under 900.00. We hope to generate at least three print articles and three online articles promoting our books as a must read for business leaders.



## MARKETING PLAN OVER VIEW:

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The success compass (please refer to website :( [BROTHERS-HELPING-BROTHERS.COM](http://BROTHERS-HELPING-BROTHERS.COM)) I am also, the founder of the firm that specializes in marketing to employers of the city, state, federal, private and government agencies.

My foundation is experience in marketing and network marketing offers valuable experience and exposure to a multitude of marketing paths.

## LOCATION GENERATION:

My website is [Brothers –Helping- Brothers.com](http://Brothers- Helping- Brothers.com) this site is set up to create traffic though direct mail, e-mail marketing, search engine traffic, word of mouth. As well promoting it when engaged in all the activities listed below. When I speak

This will steer browsers to my website as the potential customers can view my community activities as well as my book release and sample of my book. They can also learn about Brothers Helping Brothers as this organization in the future will become more social and active online by using face book, twitter and so on. Our website presence is important to us as we plan to reach our customers directly for future promotions.

#### ADVERTISING:

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We like Google awards because our ads appear on other websites other than Google. Our information is tracked by using statcounter.com. We would like to grow to have at least 5,000 unique website visitors per day.

#### PUBLIC RELATIONS:

Represent documents to getting different companies to donate. Visit major companies so that they can donate clothes for the homeless and prisoners release so that they could dress for a job interview. Tell other organization over the phone about Brothers Helping Brothers organization.

FINANCIAL PLAN:

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1. Start up expenses acknowledge

Here is a list of all start up expenses incurred by:

BROTHERS HELPING BROTHERS

Expense	Date	Notes	Amounts
Book review kit	11/12/09	Copies \$12.95 each	\$3,885
Business Cards	9/2010		\$50.00
Copyright	4/2010		\$150.00
Cover Design	4/2010		\$750.00
Editing			\$150.00
Fictitious Name			\$150.00
ISBN Number			\$150.00
Layout/Typesetting			\$150.00
Mail Box			\$144.00
Misc			\$500.00

First year projected income statement

For upcoming fiscal year:

Furniture-----	\$12,000
Office Supplies-----	\$1,300.00
Uniforms-----	\$1,000.00
Identification Cards-----	\$500.00
Name Tags-----	\$200.00
Online Press-----	\$500.00
Advertisement-----	\$500.00
Banners-----	\$500.00
PayPal-----	\$250.00
Personal Library-----	\$250.00
Post Cards-----	\$200.00
Labels-----	\$200.00
Press Release-----	\$500.00
Printing-----	\$2,000
Staff Budget Plan-----	\$30,000
Bonuses-----	\$2,000
Team Edit-----	\$104.00
Website-----	\$1,000
Business Cards-----	\$500.00
Rental office space per year-----	\$49,000
Book Revenue-----	\$3,885 @\$12.95 Per Book
Expenses:	
Cost of goods sold-----	\$4,088

Bank/pay pal fees-----\$600.00  
Book storage-----\$300.00  
Marketing-----\$2,000  
Mic-----\$500.00

Total first year income statement for up coming year-----\$103,887.00

Postage-----	500.00
Supplies-----	2,000
Identification cards for employees-----	700.00
Total Operating Expenses	=10,572.00
Net Income (loss)	=5,772

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#### Breakeven Analysis:

For the sake of simplicity, we will use the following formula if have to  
 Start up expenses/gross margin per book=number of books needed by  
 The publisher I universe to break even.

\$3,885 @12.95 per book= close to 300 books

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Monthly Expense List:

The following is a list of all anticipated monthly expenses.

Bank/pay pal	-----	100.00
Book storage	-----	100.00
Mail box	-----	20.00
Misc	-----	100.00
Postage	-----	200.00
Computers, zerox machines, fax machines, telephones,	----	5,820.00

Closing Statements:

This plan was prepared for internal use only. It is for state funding for Brothers Helping Brothers.  
Also, sisters to improve humanity in the system and the community. Please at Brothers Helping  
Brothers request copy, reproduce this information in this document.

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11 Park Place, suite 1601  
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Helping all indigent in state prisons and the streets.

Website: [Brothers-Helping-Brothers.com](http://Brothers-Helping-Brothers.com)

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