

Marketing Plan

Michael Altamirano, Monnique Masumori, Alexandra Chavez

Video Entertainment Drive In

AdMedia LLC provides products and services for restaurants and businesses with a focus on customer satisfaction. AdMedia LLC is operated by Michael Altamirano, Monnique Masumori, and Alexandra Chavez. Michael Altamirano has experience in engineering and technical services. Monnique Masumori expertise is in business consulting, accounting, and operations. Alexandra Chavez talents bring business customer relations, engineering experience, and financial analysis. AdMedia LLC looks to the future in customer satisfaction and business integration with their customers.

Technology is ever evolving and innovation is a must in any business. America created the drive in but has not improved or innovated on the drive thru since its creation. Americans prefer the drive thru because of its conveniences and we are always on the go. The problem is we all go to the drive thru at the same time - for lunch, dinner, and sometimes breakfast. We wait endlessly to receive our order and get back on the road. Imagine being entertained while in the drive thru. This is that product, a look into the future today. The Video Entertainment Drive In serves as way to entertain customers and up-sell more products for a drive thru restaurant. Video can show case new and popular items on the menu at 15/30/60 second commercials. As you wait in line video monitors will be showing commercials of desserts, new menu items and fruit smoothies. Not only can they show case menu items but product tie-ins with other companies. These tie-ins can be movie trailers with associated toys included with meals and product placements. The system can also support original entertainment for children riding in cars with their parents.

Sonic Drive-In (SONC) looks brand-new, a classic retro-hip joint complete with vintage space-age logo, cool name, and modernist look. In fact Sonic is a kind of fast-food coelacanth, a surviving relic of a bygone era. Sonic may not be any older than McDonald's, but while that mega-chain has evolved from its original post-war style, Sonic still looks like a snapshot of American Graffiti -- an impression reinforced by Sonics' eccentric menu with its Coney Island foot longs, corn dogs, and blue "Ocean Water" drinks. Franchises spread around Oklahoma, and also Texas, Kansas, New Mexico, Missouri and Arkansas. By the end of the 70s there were more than 1,000 Sonic Drive-Ins. Despite taking significant revenue hit during the recent economic decline, Sonic has continued to expand, opening 41 new franchise operations in the fourth quarter of 2009 even while experiencing a 4.5 percent drop in comparable sales for the quarter. Trouble with sales continued in 2010, with same-store figures declining 13.2% in the second quarter.

While the booth and drive-through system is part of the company's image, it makes for volatile sales. The setup depresses sales during the winter, as people are less likely to want to sit in their cars and eat in bad weather, especially as gasoline to run their heaters gets more expensive. Analysts had complained that the company's marketing strategy was getting somewhat old. Sonic apparently agreed, announcing that Danielle Vona, a former PepsiCo (PEP) vice president, is the new chief marketing officer. She brings to the job a good record at PepsiCo for introducing and promoting new products, including the Propel and Sierra Mist brands plus juice and dairy products, during her 11 years with the company. Sales volume should be able to recover from recent troubles. The booth and drive-through business model, in spite of its flaws, is what separates Sonic from every other fast-food restaurant. Retaining that separation and improving the brand's attractiveness can keep existing customers while bringing in new ones. Sonic has proven its ability to open new locations successfully. The possibility of expansion of profitability make Sonic an interesting company, if only a fresh

marketing campaign can bring in the customers. This is where AdMedia can come in with a new marketing perspective.

The product starts with fifteen (15) video monitors and one computer system. The video monitors are secured onto an existing stand or wall. The system can display multiple videos; one video on monitor can display products and specials to the customer. The video monitors will be used to help drive sales during peak operating hours for the drive in. These monitors will also be used to increase customer satisfaction in the drive in. The video displays can be used as entertainment for customers and advertising for Sonics and Sonics partners. Customers sit at an average of 15 minutes for a meal, this does not include time taken before ordering, waiting for an order, and after the meal. Advertising to their customer base can be used in Sonics' marketing strategy. Sonics has a built in customer base that can be utilized to increase customers to friends and family members of Sonics customer base.

The Video Entertainment Drive In is targeted for any restaurants with a drive in and can be used inside the restaurant as well as outside the restaurant. The focus will be on Sonics Drive Ins because Sonics has a drive in system like no other fast food chain. The initial target areas are Oklahoma and Texas, later we plan to expand surrounding areas and new locations Sonic opens. There is a high growth potential and high profitability for both companies (AdMedia and Sonics)

The risk is competition can easily copy the same system and for Sonics to start their system internally for their franchises. If Sonics does start its own system, there are still other restaurants that will want/need this product. The only existing competition would be technical service companies that specialize in serving restaurants and video technology. If this product becomes a standard, new competitors will enter the market but will not have a system ready to market or the technical expertise.

Another risk is vandalism and theft, which can be limited by installing cameras (or even fake cameras) around the drive in. We will offer security housing for the video displays at an extra cost. Also there will be a program to replace existing hardware every three months to twelve because of normal wear and tear of the product.

Pricing: Lease System costing \$70,800 a year

This includes installation, servicing, training, replacement equipment, and marketing. Fifteen video screens and a computer server will be installed in each location. Making sure that the system is operational and working order is part of the servicing. There is minimal training, as in turning the system off and on during operation hours. Like all computer equipment, replacement of screens and adapters will be provided. There is also marketing the video screens to the customer base for Sonics restaurant. This package can increase sales for the drive in during peak operating hours and attract customers during low operating cycles. This can also improve sales from the evening to twilight hours when most restaurants are closed. More and more fast food chains have 24 hour drive-ins but potential customers don't know that they are open. Video displays can attract these customers into the drive in and increase sales.

New regulation can add to the difficulty in selling to children, having video displays can attract children and their parents without violating regulations or laws. Fast food restaurants need to be proactive in their response to more government regulation that can hinder sales. Fast food restaurants relies on its tie-in products through children movies, new government regulation can hurt sales and the ability to keep those product tie-ins, or worse lose the tie-ins to competitors. Video displays can be used to show case trailers of the movie or direct marketing of the movie using personalized commercials using Sonics stores.

Our marketing strategy would be to use promotions and marketing surveys to best determine customers' reactions to advertising and videos made available to the video drive in displays. Offering free meal combos to participating customers and ask several questions regarding the videos and if they like what they saw. First is to not disappoint Sonics' customers, second to improve the delivery of video advertising, and find the best model to show case the ads on the video display systems.

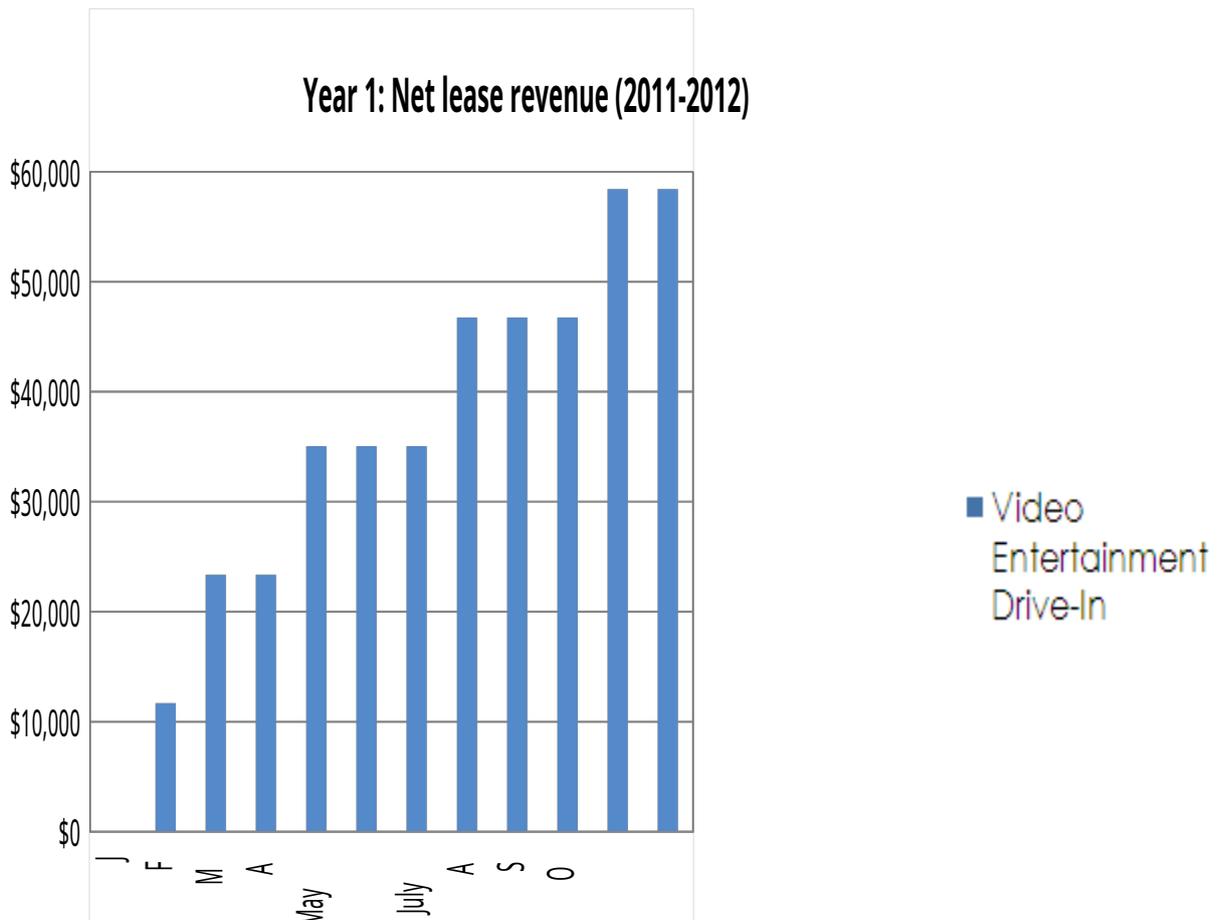
One of the greatest franchisee frustrations centers on local marketing and the struggle to obtain marketing materials targeted to their particular location and demographics. Too often, operators are provided with little or no local marketing support—when they are, the options they receive are ineffective. The issue is driven by the lack of attention that local marketing receives as a part of the overall marketing plan of the brand. However, if companies can embrace local marketing as a viable strategy that's beneficial not only to the corporate brand but also to the local operators, this dilemma can be resolved.

Through the marketing promotions and surveys, marketing data can be collected to be used to better implement the video delivery system. Gaining customer insights to how to better serve the customer viewing the ads and to determine if the ads themselves are effective are necessary to further properly market the video display systems and the ads that are shown. The first will include three roll out of the installation process and will include marketing surveys after each installations. Marketing analysis will be done after the surveys are completed. The target marketing areas would be Oklahoma and Texas. This would give us the highest concentration for a customer base.

Financial Plan

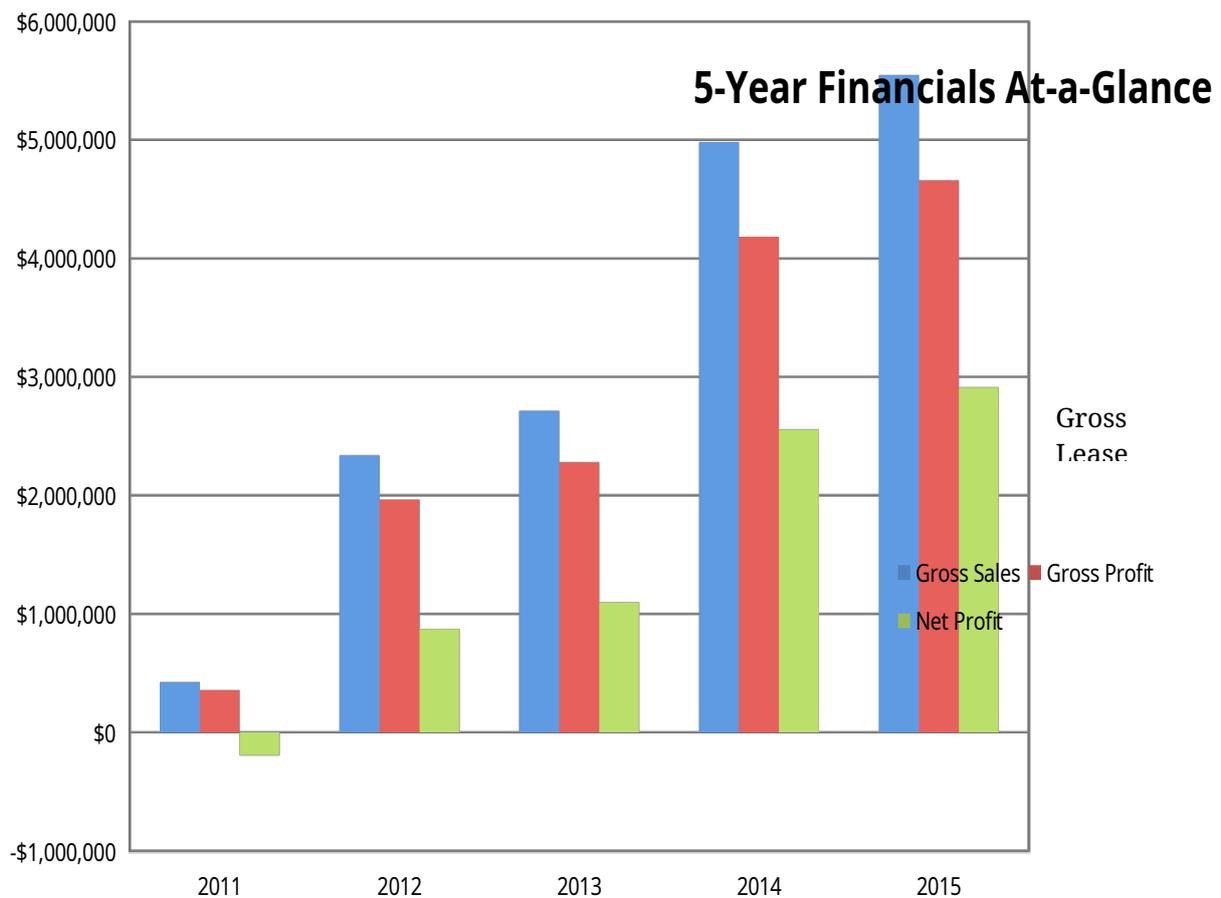
Leases Forecast

During the first year of operation we anticipate to have 10 installations of Video Entertainment Drive In. The first two systems will be installed in February, 2011. We will be leasing two more systems in each of the following months: March, May, August and November. Such timeline will allow to evaluate system's performance by both Sonic and AdMedia. The cost of lease of one system to the client is \$70800 per location for one year. That makes monthly lease payment of \$5900 and during the first 12 months we'll receive 72 such payments, which will make our Net Lease Revenue for 2011 to be \$420,552.00. Monthly distribution of Net Lease Revenue is presented on the graph below.



5-Year Leases forecast

As our marketing strategy will be directed to expanding our services towards more and more Sonic locations in the states of Oklahoma and Texas, we expect a significant increase in leases over time. The figure below shows our projected lease revenue for the first five years of operations, as well as gross and net profit for corresponding periods.



Income Statement

Below is presented the income statement for the years 2011-2015. We will experience a net loss of \$194,761.00 in the end of the first year of operation, however our revenues will grow much faster than our expenses during years 2-4 and we will have significant net profits for 2011-2015. Marketing budget for 2011 is presented separately and reflects all the marketing expenses that we anticipate for the first year.

Income Statement													2011
	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
INCOME													
Gross Sales	\$0	\$11,800	\$23,600	\$23,600	\$35,400	\$35,400	\$35,400	\$47,200	\$47,200	\$47,200	\$59,000	\$59,000	\$424,800
(Returns and allowances)	\$0	\$118	\$236	\$236	\$354	\$354	\$354	\$472	\$472	\$472	\$590	\$590	\$4,248
Net Sales	\$0	\$11,682	\$23,364	\$23,364	\$35,046	\$35,046	\$35,046	\$46,728	\$46,728	\$46,728	\$58,410	\$58,410	\$420,552
(Cost of Goods)	\$0	\$1,770	\$3,540	\$3,540	\$5,310	\$5,310	\$5,310	\$7,080	\$7,080	\$7,080	\$8,850	\$8,850	\$63,720
GROSS PROFIT	\$0	\$9,912	\$19,824	\$19,824	\$29,736	\$29,736	\$29,736	\$39,648	\$39,648	\$39,648	\$49,560	\$49,560	\$356,832
EXPENSES - General and Administrative													
Salaries and wages	\$13,200	\$13,200	\$13,200	\$13,200	\$13,200	\$13,200	\$13,200	\$13,200	\$13,200	\$13,200	\$13,200	\$13,200	\$158,400
Employee benefits	\$4,125	\$4,125	\$4,125	\$4,125	\$4,125	\$4,125	\$4,125	\$4,125	\$4,125	\$4,125	\$4,125	\$4,125	\$49,500
Payroll taxes	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$1,980	\$23,760
Professional services	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$5,417	\$65,000
Marketing and advertising	\$18,000	\$3,000	\$5,000	\$3,000	\$5,700	\$5,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$56,600
Rent	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$20,400
Equipment rental	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Maintenance	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Depreciation	\$1,514	\$2,403	\$3,292	\$4,181	\$5,069	\$5,958	\$6,847	\$7,736	\$8,625	\$9,514	\$10,403	\$11,292	\$76,833
Insurance	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$46,800
Telephone service	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$4,800
Utilities	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Office supplies	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Postage and shipping	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Travel	\$7,400	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$23,900
Entertainment	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
Legal expenses	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000
Tools Misc.	\$8,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,000
TOTAL EXPENSES	\$71,686	\$38,674	\$41,563	\$40,452	\$44,041	\$44,930	\$42,819	\$43,708	\$44,597	\$45,486	\$46,374	\$47,263	\$551,593
Net income before taxes	-\$71,686	-\$28,762	-\$21,739	-\$20,628	-\$14,305	-\$15,194	-\$13,083	-\$4,060	-\$4,949	-\$5,838	\$3,186	\$2,297	-\$194,761
Provision for taxes on income	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$796	\$574	\$0
NET PROFIT	-\$71,686	-\$28,762	-\$21,739	-\$20,628	-\$14,305	-\$15,194	-\$13,083	-\$4,060	-\$4,949	-\$5,838	\$2,389	\$1,723	-\$194,761

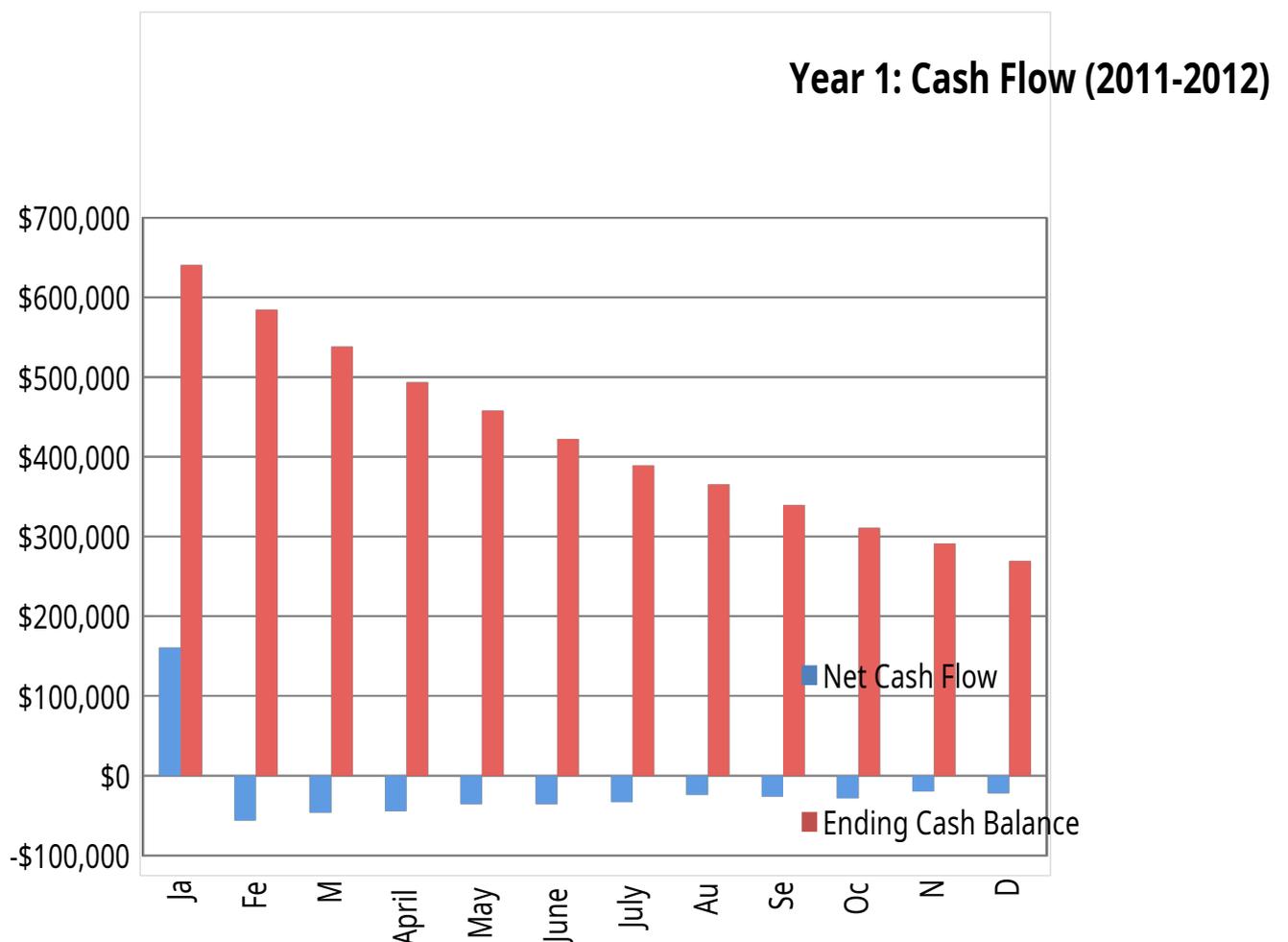
Tools Misc.	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$96,000
TOTAL EXPENSES	\$66,686	\$66,686	\$66,686	\$66,686	\$66,686	\$66,686	\$66,686	\$66,686	\$66,686	\$66,686	\$66,686	\$66,686	\$800,235
Net income before taxes	-\$12,170	\$7,654	\$27,478	\$47,302	\$67,126	\$86,950	\$106,774	\$126,598	\$146,422	\$166,246	\$186,070	\$205,894	\$1,162,341
Provision for taxes on income	\$0	\$1,913	\$6,869	\$11,825	\$16,781	\$21,737	\$26,693	\$31,649	\$36,605	\$41,561	\$46,517	\$51,473	\$290,585
NET PROFIT	-\$12,170	\$5,740	\$20,608	\$35,476	\$50,344	\$65,212	\$80,080	\$94,948	\$109,816	\$124,684	\$139,552	\$154,420	\$871,756

Income Statements	2013					2014					2015
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	
INCOME											
Gross Sales	\$466,100	\$607,700	\$749,300	\$890,900	\$2,714,000	\$1,032,500	\$1,174,100	\$1,315,700	\$1,457,300	\$4,979,600	\$5,546,000
(Commissions)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
(Returns and allowances)	\$4,661	\$6,077	\$7,493	\$8,909	\$27,140	\$10,325	\$11,741	\$13,157	\$14,573	\$49,796	\$55,460
Net Sales	\$461,439	\$601,623	\$741,807	\$881,991	\$2,686,860	\$1,022,175	\$1,162,359	\$1,302,543	\$1,442,727	\$4,929,804	\$5,490,540
(Cost of Goods)	\$69,915	\$91,155	\$112,395	\$133,635	\$407,100	\$154,875	\$176,115	\$197,355	\$218,595	\$746,940	\$831,900
GROSS PROFIT	\$391,524	\$510,468	\$629,412	\$748,356	\$2,279,760	\$867,300	\$986,244	\$1,105,188	\$1,224,132	\$4,182,864	\$4,658,640
EXPENSES - General and Administrative											
Salaries and wages	\$39,600	\$39,600	\$39,600	\$39,600	\$158,400	\$39,600	\$39,600	\$39,600	\$39,600	\$158,400	\$158,400
Employee benefits	\$13,643	\$13,643	\$13,643	\$13,643	\$54,574	\$14,326	\$14,326	\$14,326	\$14,326	\$57,302	\$60,168
Payroll taxes	\$5,940	\$5,940	\$5,940	\$5,940	\$23,760	\$5,940	\$5,940	\$5,940	\$5,940	\$23,760	\$23,760
Professional services	\$52,010	\$52,010	\$52,010	\$52,010	\$208,040	\$56,170	\$56,170	\$56,170	\$56,170	\$224,680	\$257,960
Marketing and advertising	\$5,100	\$5,100	\$5,100	\$5,100	\$20,400	\$5,100	\$5,100	\$5,100	\$5,100	\$20,400	\$20,400
Rent	\$10,200	\$10,200	\$10,200	\$10,200	\$40,800	\$10,200	\$10,200	\$10,200	\$10,200	\$40,800	\$40,800
Equipment rental	\$300	\$300	\$300	\$300	\$1,200	\$300	\$300	\$300	\$300	\$1,200	\$1,200
Maintenance	\$900	\$900	\$900	\$900	\$3,600	\$900	\$900	\$900	\$900	\$3,600	\$3,600
Depreciation	\$34,875	\$34,875	\$34,875	\$34,875	\$139,500	\$29,333	\$21,333	\$13,333	\$5,333	\$69,333	\$10,667
Insurance	\$3,900	\$3,900	\$3,900	\$3,900	\$15,600	\$3,900	\$3,900	\$3,900	\$3,900	\$15,600	\$15,600
Telephone service	\$2,200	\$2,200	\$2,200	\$2,200	\$8,800	\$2,600	\$2,600	\$2,600	\$2,600	\$10,400	\$11,200
Utilities	\$600	\$600	\$600	\$600	\$2,400	\$600	\$600	\$600	\$600	\$2,400	\$2,400
Office supplies	\$300	\$300	\$300	\$300	\$1,200	\$300	\$300	\$300	\$300	\$1,200	\$1,200
Postage and shipping	\$600	\$600	\$600	\$600	\$2,400	\$600	\$600	\$600	\$600	\$2,400	\$2,400
Travel	\$9,000	\$9,000	\$9,000	\$9,000	\$36,000	\$11,000	\$11,000	\$11,000	\$11,000	\$44,000	\$66,000
Entertainment	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000	\$1,200	\$1,200	\$1,200	\$1,200	\$4,800	\$5,000
Interest on loans	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Legal expenses (licensing, Fed Tax ID, etc.)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Tools Misc	\$24,000	\$24,000	\$24,000	\$24,000	\$96,000	\$24,000	\$24,000	\$24,000	\$24,000	\$96,000	\$96,000
TOTAL EXPENSES	\$204,168	\$204,168	\$204,168	\$204,168	\$816,674	\$206,069	\$198,069	\$190,069	\$182,069	\$776,276	\$776,754
Net income before taxes	\$187,356	\$306,300	\$425,244	\$544,188	\$1,463,086	\$661,231	\$788,175	\$915,119	\$1,042,063	\$3,406,588	\$3,881,886
Provision for taxes on income	\$46,839	\$76,575	\$106,311	\$136,047	\$365,772	\$165,308	\$197,044	\$228,780	\$260,516	\$851,647	\$970,471
NET PROFIT	\$140,517	\$229,725	\$318,933	\$408,141	\$1,097,315	\$495,923	\$591,131	\$686,339	\$781,547	\$2,554,941	\$2,911,414

Statement of Cash Flow

The Statement of Cash Flow shows all cash inflows and outflows for AdMedia, LLC. The Statement of Cash Flow for the first year of operations is presented on the following page. The three owners of AdMedia, LLC will provide \$160,000.00 each – this will make the opening balance of \$480,000.00 in the bank account on the first day of business.

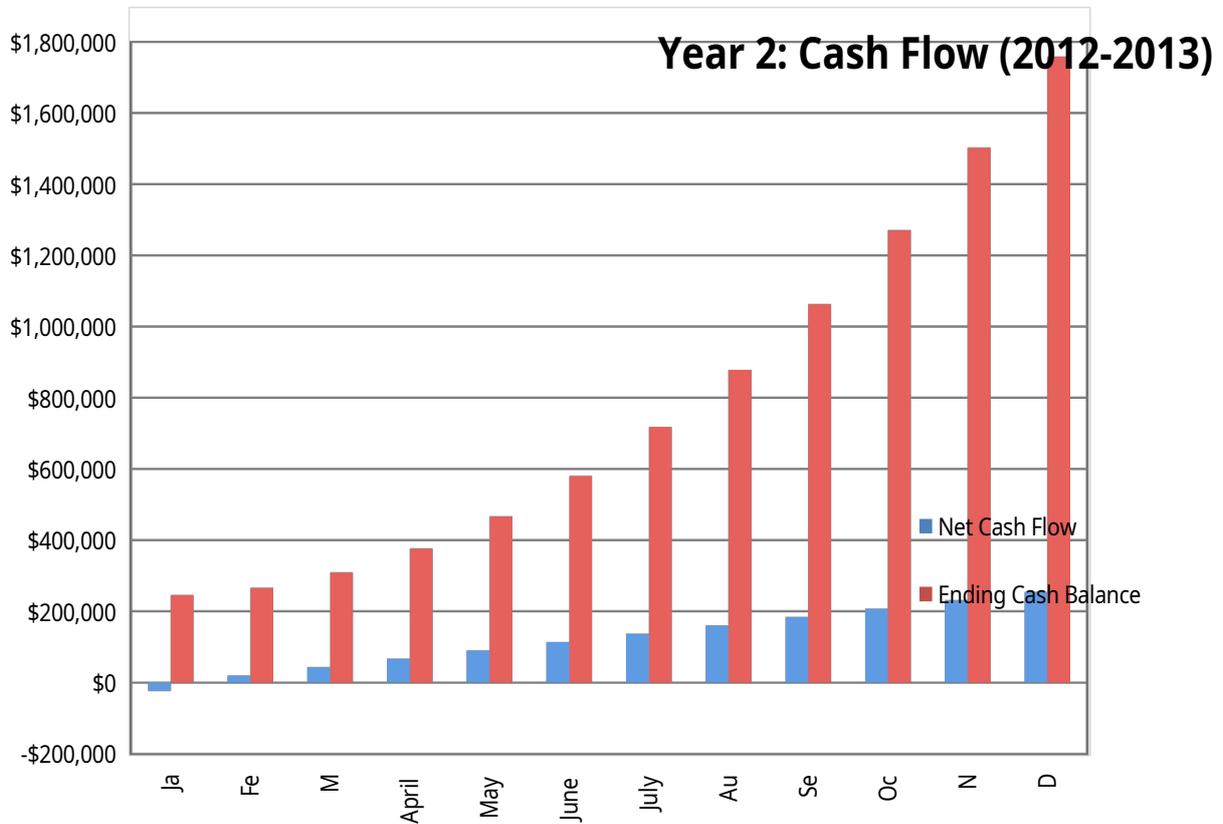
Below is the graph showing Net Cash Flow and Ending Cash Balance for each month of 2011. In the month of January we plan to receive the funds from our investor and make some capital purchases, which explains positive Net Cash Flow. For the following months of 2011 cash disbursements will exceed cash receipts – that leads to gradual decrease of ending cash balance and the ending cash balance on December 31, 2011 of \$269,191.00.



Cash Flow 2011													
	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
CASH RECEIPTS													
Income from Leases													
Collections	\$0	\$11,800	\$23,600	\$23,600	\$35,400	\$35,400	\$35,400	\$47,200	\$47,200	\$47,200	\$59,000	\$59,000	\$424,800
Total Cash from Leases	\$0	\$11,800	\$23,600	\$23,600	\$35,400	\$35,400	\$35,400	\$47,200	\$47,200	\$47,200	\$59,000	\$59,000	\$424,800
Income from Financing													
Interest Income	\$284	\$487	\$448	\$411	\$381	\$352	\$324	\$304	\$283	\$259	\$242	\$224	\$3,999
Equity Capital Investments	\$300,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$300,000
Total Cash from Financing	\$300,284	\$487	\$448	\$411	\$381	\$352	\$324	\$304	\$283	\$259	\$242	\$224	\$303,999
TOTAL CASH RECEIPTS	\$300,284	\$12,287	\$24,048	\$24,011	\$35,781	\$35,752	\$35,724	\$47,504	\$47,483	\$47,459	\$59,242	\$59,224	\$728,799
CASH DISBURSEMENTS													
Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Expenses	\$70,172	\$36,272	\$38,272	\$36,272	\$38,972	\$38,972	\$35,972	\$35,972	\$35,972	\$35,972	\$35,972	\$35,972	\$474,760
Commissions/Returns & Allowances	\$0	\$118	\$236	\$236	\$354	\$354	\$354	\$472	\$472	\$472	\$590	\$590	\$4,248
Capital Purchases	\$69,500	\$32,000	\$32,000	\$32,000	\$32,000	\$32,000	\$32,000	\$32,000	\$32,000	\$32,000	\$32,000	\$32,000	\$421,500
Loan Payments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Tax Payments	\$0	\$0	\$0	\$0	\$0	\$0	\$627	\$2,883	\$5,139	\$7,394	\$10,400	\$12,656	\$39,099
Investor Dividend Payments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Owner's Draw	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL CASH DISBURSEMENTS	\$139,672	\$68,390	\$70,508	\$68,508	\$71,326	\$71,326	\$68,953	\$71,327	\$73,582	\$75,838	\$78,962	\$81,218	\$939,607
NET CASH FLOW	\$160,612	-\$56,103	-\$46,460	-\$44,497	-\$35,544	-\$35,574	-\$33,229	-\$23,822	-\$26,100	-\$28,379	-\$19,719	-\$21,994	\$210,809
Opening Cash Balance	\$480,000	\$640,612	\$584,509	\$538,049	\$493,553	\$458,008	\$422,43	\$389,20	\$365,383	\$339,28	\$310,904	\$291,185	

							4	6		3			
Cash Receipts	\$300,284	\$12,287	\$24,048	\$24,011	\$35,781	\$35,752	\$35,724	\$47,504	\$47,483	\$47,459	\$59,242	\$59,224	
Cash Disbursements	\$139,672	\$68,390	\$70,508	\$68,508	\$71,326	\$71,326	\$68,953	\$71,327	\$73,582	\$75,838	\$78,962	\$81,218	
ENDING CASH BALANCE	\$640,612	\$584,509	\$538,049	\$493,553	\$458,008	\$422,434	\$389,206	\$365,383	\$339,283	\$310,904	\$291,185	\$269,191	\$269,191

During second year of operation collections from leases of Video Entertainment Drive In will exceed cash disbursements (mostly operating expenses). The ending cash balance will start growing.



Balance Sheet

Below is the Balance Sheet of AdMedia, LLC that shows quarterly data for the first year of operation and data as of the end of the year for 2015.

Depreciation method used is straight line method.

Balance Sheet

AdMedia, LLC

First Quarter

2011

ASSETS

Current Assets

Cash	\$538,049	
Accounts Receivable	\$0	
Inventory	-\$5,310	
Other Current Assets	\$0	
Total Current Assets		\$532,739

Fixed Assets

Land	\$0	
Facilities	\$0	
Equipment	\$37,500	
Computers & Telecommunications	\$96,000	
(Less Accumulated Depreciation)	\$7,208	
Total Fixed Assets		\$126,292

Other Assets

\$0

TOTAL ASSETS

\$659,031

LIABILITIES

Current Liabilities

Short-Term Notes Payable	\$0	
Income Taxes Due	\$0	
Other Current Liabilities	\$0	
Total Current Liabilities		\$0

Long-Term Liabilities

Long-Term Notes Payable	\$0	
Other Long-Term Liabilities	\$0	
Total Long-Term Liabilities		\$0

NET WORTH

Paid-In Capital	\$780,000	
Retained Earnings	-\$120,969	
Total Net Worth		\$659,031

TOTAL LIABILITIES AND NET WORTH

\$659,031

Balance Sheet

AdMedia, LLC
Second Quarter
2011

ASSETS

Current Assets

Cash	\$422,434	
Accounts Receivable	\$0	
Inventory	-\$19,470	
Other Current Assets	\$0	
Total Current Assets		<u>\$402,964</u>

Fixed Assets

Land	\$0	
Facilities	\$0	
Equipment	\$37,500	
Computers & Telecommunications	\$192,000	
(Less Accumulated Depreciation)	\$22,417	
Total Fixed Assets		<u>\$207,083</u>

Other Assets

\$0

TOTAL ASSETS

\$610,048

LIABILITIES

Current Liabilities

Short-Term Notes Payable	\$0	
Income Taxes Due	\$0	
Other Current Liabilities	\$0	
Total Current Liabilities		<u>\$0</u>

Long-Term Liabilities

Long-Term Notes Payable	\$0	
Other Long-Term Liabilities	\$0	
Total Long-Term Liabilities		<u>\$0</u>

NET WORTH

Paid-In Capital	\$780,000	
Retained Earnings	-\$169,952	
Total Net Worth		<u>\$610,048</u>

TOTAL LIABILITIES AND NET WORTH

\$610,048

Balance Sheet

AdMedia, LLC

Third Quarter

2011

ASSETS

Current Assets

Cash	\$339,283	
Accounts Receivable	\$0	
Inventory	-\$38,940	
Other Current Assets	\$0	
Total Current Assets		\$300,343

Fixed Assets

Land	\$0	
Facilities	\$0	
Equipment	\$37,500	
Computers & Telecommunications	\$288,000	
(Less Accumulated Depreciation)	\$45,625	
Total Fixed Assets		\$279,875

Other Assets

\$0

TOTAL ASSETS

\$580,218

LIABILITIES

Current Liabilities

Short-Term Notes Payable	\$0	
Income Taxes Due	-\$8,649	
Other Current Liabilities	\$0	
Total Current Liabilities		-\$8,649

Long-Term Liabilities

Long-Term Notes Payable	\$0	
Other Long-Term Liabilities	\$0	
Total Long-Term Liabilities		\$0

NET WORTH

Paid-In Capital	\$780,000	
Retained Earnings	-\$191,133	
Total Net Worth		\$588,867

TOTAL LIABILITIES AND NET WORTH

\$580,218

Balance Sheet

AdMedia, LLC
Fourth Quarter
2011

ASSETS

Current Assets

Cash	\$269,191	
Accounts Receivable	\$0	
Inventory	-\$63,720	
Other Current Assets	\$0	
Total Current Assets		\$205,471

Fixed Assets

Land	\$0	
Facilities	\$0	
Equipment	\$37,500	
Computers & Telecommunications	\$384,000	
(Less Accumulated Depreciation)	\$76,833	
Total Fixed Assets		\$344,667

Other Assets

\$0

TOTAL ASSETS

\$550,138

LIABILITIES

Current Liabilities

Short-Term Notes Payable	\$0	
Income Taxes Due	-\$39,099	
Other Current Liabilities	\$0	
Total Current Liabilities		-\$39,099

Long-Term Liabilities

Long-Term Notes Payable	\$0	
Other Long-Term Liabilities	\$0	
Total Long-Term Liabilities		\$0

NET WORTH

Paid-In Capital	\$780,000	
Retained Earnings	-\$190,763	
Total Net Worth		\$589,237

TOTAL LIABILITIES AND NET WORTH

\$550,138

Balance Sheet

AdMedia, LLC 2015

ASSETS

Current Assets

Cash	\$12,470,160	
Accounts Receivable	\$0	
Inventory	-\$2,400,120	
Other Current Assets	\$0	
Total Current Assets		\$10,070,040

Fixed Assets

Land	\$0	
Facilities	\$0	
Equipment	\$57,500	
Computers & Telecommunications	\$384,000	
(Less Accumulated Depreciation)	\$435,833	
Total Fixed Assets		\$5,667

Other Assets

TOTAL ASSETS

	\$0
	\$10,075,707

LIABILITIES

Current Liabilities

Short-Term Notes Payable	\$0	
Income Taxes Due	\$1,831,888	
Other Current Liabilities	\$0	
Total Current Liabilities		\$1,831,888

Long-Term Liabilities

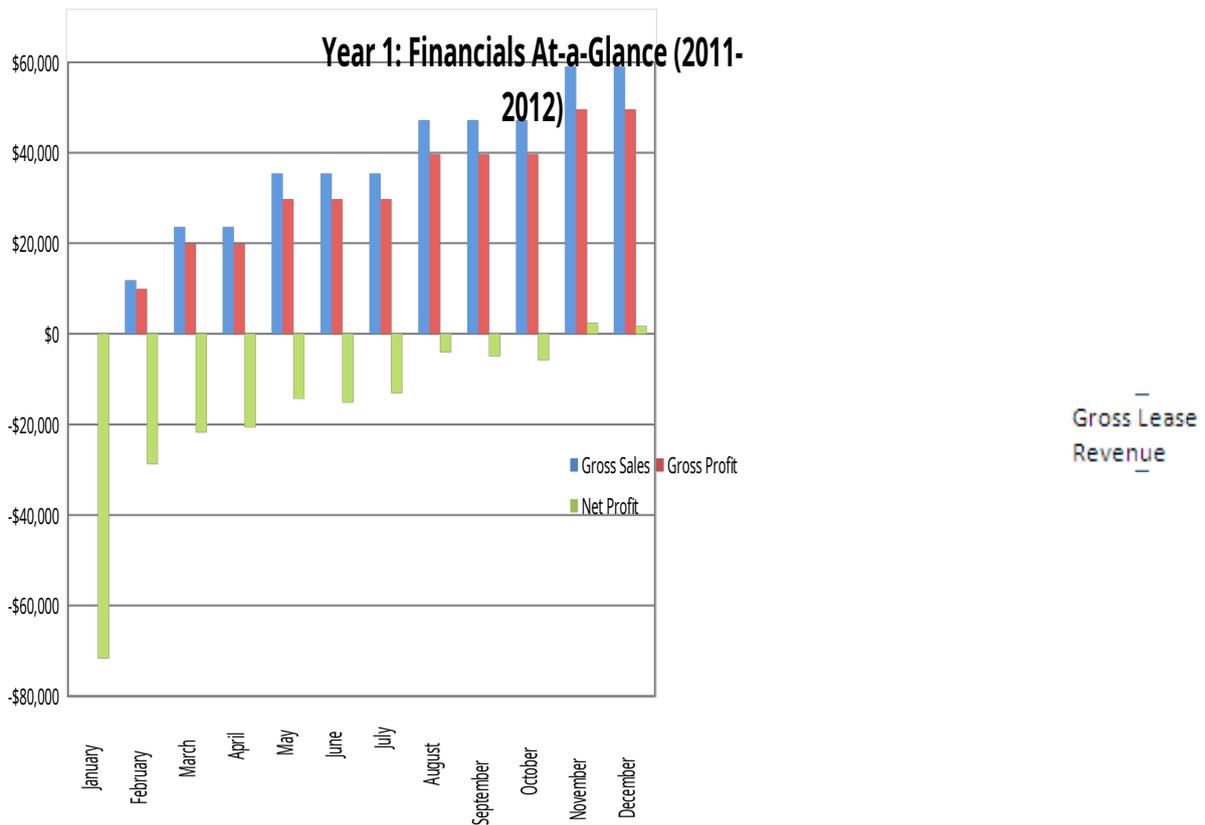
Long-Term Notes Payable	\$0	
Other Long-Term Liabilities	\$0	
Total Long-Term Liabilities		\$0

NET WORTH

Paid-In Capital	\$780,000	
Retained Earnings	\$7,463,819	
Total Net Worth		\$8,243,819

TOTAL LIABILITIES AND NET WORTH

\$10,075,707



Year 1: Financials at-a-Glance are shown on the following graph. It shows Net Loss for the first month, which can be explained by the fact that in January we will be moving from CA to OK, setting up the company and will not have any lease revenue. Once we will start collecting lease payments, the net loss will be decreasing – in November we'll start getting Net Profit, although the total for the year will be a loss.

Valuation after 5 years

The Gordon Model

The Gordon Model helps us to calculate the value of our business at the end of year 5.

$$TV = CFTY (1 + g) / (k_s - g)$$

TV = Terminal Value

CFTY = Cash Flow Terminal Year = Year 5 Cash Flow (Year 5 net after tax income plus year 5 depreciation)

g = annual constant growth rate of cash flow

k_s = project discount rate

Calculation:

$$CFTY = \$2,911,414 + \$10667 = \$2,922,081$$

$$CFTY = \$2,922,081$$

$$g = 5\%$$

$$k_s = 20\%$$

$$TV = \$2,922,081 (1 + .05) / (.20 - .05)$$

$$TV = \$12,272,740.20$$

Return on Investment

Data	Description
\$ (780,000)	Initial cost of the business
\$ (194,761)	Net income for the first year
\$ 871,756	Net income for the second year
\$ 1,097,315	Net income for the third year
\$ 2,554,941	Net income for the fourth year
\$ 2,911,414	Net income for the fifth year
IRR	Description (Result)
35%	Internal rate of return after three years (minimum rate of return accepted 18%)
66%	Internal rate of return after four years (minimum rate of return accepted 18%)
78%	Internal rate of return after five years (minimum rate of return accepted 18%)

Marketing Survey

Review Your Competitive Position

A review of your restaurant's video drive in relative strengths and weaknesses will help us to determine your competitive position in the market area. Compare our operation with your customers using the criteria below. Be sure to keep in mind your concept and the types of customers you hope to attract.

	Strength	< ----->					Weakness
Concept/Theme	*	*	*	*	*	*	
Proximity to Customers	*	*	*	*	*	*	
Traffic Volume	*	*	*	*	*	*	
Accessibility	*	*	*	*	*	*	
Visibility	*	*	*	*	*	*	
Atmosphere	*	*	*	*	*	*	
Menu Appeal	*	*	*	*	*	*	
Food Quality	*	*	*	*	*	*	
Service Quality	*	*	*	*	*	*	
Entertainment	*	*	*	*	*	*	
Reputation/Reviews	*	*	*	*	*	*	
Franchise Affiliation	*	*	*	*	*	*	
Pricing	*	*	*	*	*	*	
Hours of Operation	*	*	*	*	*	*	
Management	*	*	*	*	*	*	

Please view the product/description of the following advertisement.

Video Drive In Displays

In the past week and excluding the viewing you just saw, how many times have you seen an advertisement for this product?

- 0
- 1
- 2
- 3
- 4
- 5 or more

What would you say is the main message of this ad?

- Big discounts, cheaper than the competition
- Product is of high quality
- Just trying to sell the product
- Brand awareness, company is trying to expose itself.
- Entice people to try the product
- Other

If you were to describe this ad to a friend, would you say the ad is: (Select all that apply)

- Emotional
- Funny
- Memorable
- Irritating
- Sincere
- Immature
- Pleasant
- Enticing
- Unique
- Creative
- Boring
- Informative
- Other

Please choose how much you agree or disagree for each of the following statements:

	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5
The claims made in the ads were believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understood the product being advertised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ads were original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy this product in the next month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please check the one box that best indicates how descriptive the statement is of you.

	Just like me	A lot like me	Somewhat like me	Not much like me	Not at all like me
I go window shopping often.	<input type="checkbox"/>				
I often buy things on impulse.	<input type="checkbox"/>				
I shop online.	<input type="checkbox"/>				
I have conservative tastes.	<input type="checkbox"/>				
I rely on my own judgment when buying.	<input type="checkbox"/>				
I like stores with very low prices.	<input type="checkbox"/>				
I never seem to have enough money.	<input type="checkbox"/>				

Please answer yes or no to the following questions regarding the ad.

	Yes	No
Was the ad appealing to your eye?	<input type="radio"/>	<input type="radio"/>
Was the ad fun to watch?	<input type="radio"/>	<input type="radio"/>
Would you talk to someone else about this ad?	<input type="radio"/>	<input type="radio"/>
Did you have a positive reaction to the ad?	<input type="radio"/>	<input type="radio"/>
Would you like to see similar ads like this in the future?	<input type="radio"/>	<input type="radio"/>
Are more likely now to purchase the product offered?	<input type="radio"/>	<input type="radio"/>

Marketing Results

Project Customer Volume

With an understanding of your competitive position in the market and with estimates of volume of other operations, you are ready to make projections of your customer volume potential. The customer volume projection worksheet will help you estimate how many customers, or meal “covers,” you will serve.

Customer Volume Projection Worksheet

	Week / Date	Breakfast	Lunch	Dinner	Total
Initial Roll Out					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
Weekly Total					
2nd Roll Out					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
Weekly Total					
3rd Roll Out					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
Weekly Total					



Night Time Sonic Drive In



Atomic Straws for Kid Meals at Sonics Drive In



Breakfast Combo at Sonics Drive In



Product Tie-in with Reality Show "Nashville Star" and Sonics Drive In



Day Time Shot of Sonic Drive In



Fuller view of Sonics Drive In



Menu items at Sonics Drive In



Concept Art for Sonics Drive In



Menu item, Chili Dog at Sonics Drive In



Drinks at Sonics Drive In



Lunch Menu Combo at Sonics Drive In

RESUMES

Michael R. Altamirano
P.O. Box 39955, Downey CA 90239
323-253-0570 Cell MikeAltamirano@gmail.com

Education:

Cal State University, Long Beach CA	Master of Science Electrical Engineering (Dec 2011)
Keller Graduate School of Management	Master of Business Administration MBA (Dec 2010)
DeVry University, Long Beach CA	Bachelor of Science Electronic Eng Tech (Oct 2009)
	Bachelor of Science Computer Eng Tech (Feb 2010)

Certificates:

Adcon Technical Institute, Norwalk CA	Allied Signal (NASA & JPL), Goldstone CA
A+, MCP, MCSA certification	Soldering, Wire Wrap, & ESD certification
Hollywood Film School, N. Hollywood CA	IRF University
Producer & Filmmaker Diploma	Time Management, Gage Study Process

Courses:

Financial	Electronics	Computers
Accounting & Finance	Embedded Systems	Computer Programming
Marketing Management	Mechatronics	Operating Systems
Financial Statement Analysis	Industrial Process Control	Data Structures
Security Analysis	Microprocessor	Database System Design
Mergers & Acquisitions	Electronic Communications	Signal Processing

Standard Equipment:

Meters	Test Probes	Generators	Spot Welders	Calibration Tools	Laser Welder
Scopes	Test Equip.	Analyzers	Fiber Splicer	Particle Counter	Frequency Counter
Gas Regulators (CO ₂ ,D ₂ ,N ₂ ,O ₂)	Light Source	1550nm		Coherent LASER	(150mW)

Experience:

11/00 – 03/09 Engineering Technician, International Rectifier, El Segundo CA
Test devices made in house and competitors Evaluate data and put into format
Modify and construct test stations Trouble shooting, Find defects
Test standard test setups Test MOSfets, IGBTs, & Diodes
Modify devices to test under extreme cases Datasheet specs, AC/DC Characteristics
Write and modify Test Procedures Switch Loss, Reverse Recovery
Train techs to use equipment Avalanche testing, Safe Operating Area

4/99 – 11/00 Test Technician, Arroyo Optics, Santa Monica CA
Test fiber optic couplers Splice fiber cables and clean splicer
Calculate results from test Control and maintain computer database
Troubleshoot and setup stations Keep logbooks and records up to date
Maintains of test equipment Laser weld packages and tune fiber couplers

6/98 – 4/99 RF Technician, Ortel Corp., Alhambra CA
DC Bias and Environment Burn In Frequency Response, Return Loss, Final Test
Troubleshoot pending products Character Noise, Alignment, and Distortion Test
Setup test stations EPROM, screening, and programming test
Convey messages to Engineers Learn new product line n finding problems

8/97 – 06/98 Computer Operator, Allied Signal Corp.(NASA and JPL), Pasadena CA
Extract reusable products Maintaining Deep Space Network (DSN)
Construct adapters Replacing Equipment for DSN
Work on ISO9001 qualifications Inventory of tools and equipment

Alexandra Chavez

17200 Newhope st., #203
Fountain Valley, CA, 92708
Tel: (818)636-6587

E-mail: alexandra.chavez@live.com

OBJECTIVE: To get accounting related/administrative job in a company to grow with, to utilize to the fullest extent my knowledge, experience and skills for the benefits of the company, as well as to learn and to get new experience through diligent and committed work.

EDUCATION
01/2009 – 12/2010

DEVRY UNIVERSITY - KELLER GRADUATE SCHOOL OF MANAGEMENT _____ Long Beach, CA
Attending MBA program with emphasis in accounting

1997-2002

TAGANROG STATE UNIVERSITY OF RADIO ENGINEERING _____ Russian Federation
Master's degree in Radio engineering (evaluation and transcripts available)

1999-2001

TAGANROG STATE UNIVERSITY OF RADIO ENGINEERING _____ Russian Federation
Bachelor's Degree in Linguistics/Modern languages (Russian-English),
Qualification "Linguist, translator, and interpreter"

EXPERIENCE:

10/2009-present

RELEVANT ADS, INC. _____ Fountain valley, CA

Financial analyst

- Timely reporting of all monthly financial information (cash flow, income statement, etc.).
- Processing A/P, A/R.
- Bank and credit card reconciliations.
- Chargeback rebuttals and chargebacks analysis reports.
- Processing refunds.
- Resolving billing issues.
- Development of new procedures and features to enhance the workflow of the finance department.

10/2006 – 10/2009

TYPEWORKS, INC. _____ Panorama city, CA

Office manager

- Planning, assigning and schedule work in a medical transcription office
- Communication with doctors and clinics
- Daily maintenance of office needs
- General administrative duties as answering phones, filing and scanning
- Handling correspondence with customers and partners
- Entering confidential clients data
- Handling mail: sorting, shipping/receiving, stamping
- Assisting with accounting and financial projects
- Generating invoices
- Managing collections and receivables using QuickBooks
- Preparing daily bank deposits
- Managing cash book, financial documents on a monthly basis
- Responding to high volume of data requests from other departments
- Monitoring and recording company's expenses
- Supervising activities of other employees and other duties

09/2006-10/2006: WEBTRANSCRIBERS.COM Encino, CA

Administrative Assistant/ Receptionist

- Answering phones, faxing, copying, etc
- Setting-up new accounts with other clinics
- Sending documents and packages via FedEx, DHL and UPS.
- Composing letters
- Handling invoices/ contracts/ ordering supplies

Promoted to office manager position in a newly opened company

11/2005-08/2006: BEVERLY HILLS PERFUMERY Beverly Hills, CA

Secretary

- Taking orders over the phone
- Data entry
- Maintaining company's store on E-bay
- Providing clerical support – answering phones, faxing, sorting and distributing mail
- Customer service and other tasks

10/2003 – 10/2005: NON-COMMERCIAL PARTNERSHIP “40 FEET” Taganrog, Russian Federation

Secretary-translator/interpreter

- Contact with suppliers and customers in yacht-building enterprise
- Translation of technological materials on ship-building
- Assisting in web-design
- Maintaining documentation of HR department
- Participating in special projects as needed, such as development of advertising materials, reports preparation, etc

04/2003-09/2003: SAILING CENTER. Taganrog, Russian Federation

Secretary-translator/interpreter

- Translation of technical documentation
- Composing summaries of translated editions
- Correspondence with partners
- Assisting personnel and accounting departments

2002: RUSSIFICATION LABORATORIES Taganrog, Russian Federation

Translator

Translation of technical documentation and user manuals of radio-electronic devices, presented in the form of HTML-files and preparation of Russian-language version of primary documents

2001: Scientific-research Institute of Multiprocessor Computing Systems of Taganrog State University of Radio Engineering (SI MCS TSURE) Taganrog, Russian Federation

Translator

Area of work: translating materials about scientific and technical achievements of SI MCS TSURE, designing English version of SI MCS TSURE's website.

SPECIAL SKILLS: Languages:

Russian – native,

English – fluent at the advanced level

Brainbench certificate:
<http://www.brainbench.com/brainbench/t1.jsp?core=/vtc/cert/viewtestdetail.jsp&BACK=1&TID=5050817&PID=4097940>

French – intermediate level (passive),

Spanish – beginning.

Clerical: Typing **60+ wpm** (Roman alphabet), 65 wpm (Cyrillic alphabet).

Proficient in using MS Word, Excel, Outlook, Power Point, Internet, Adobe Photoshop, Visio etc.

Personal:

Responsibility, diligence and strong logical skills coupled with ability to meet deadlines while working in a fast-paced team environment. Ability to carry started works to completion.

OTHER:

- Experienced Internet user.
- Knowledge of HTML basics.
- Interpreter: European Championship for Sailing in IMS 600 class (September 2005, Crete, Greece).
- Volunteer work (Interpreter): European Championship for Swimming (May 2004, Madrid, Spain).
- Temporary employment (Interpreter): International Conference on Information Security (July 2004, Taganrog, Russia).