



**G O T H A M**  
**ENTERPRISES**

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# Company Description

122 Amsterdam Ave, New York, NY 10023

October 1st, 2011 as C-Corporation

Rebranded as: Gotham Enterprises on July 14, 2014

# Mission Statement



Eco-friendly



Affordable



Innovative

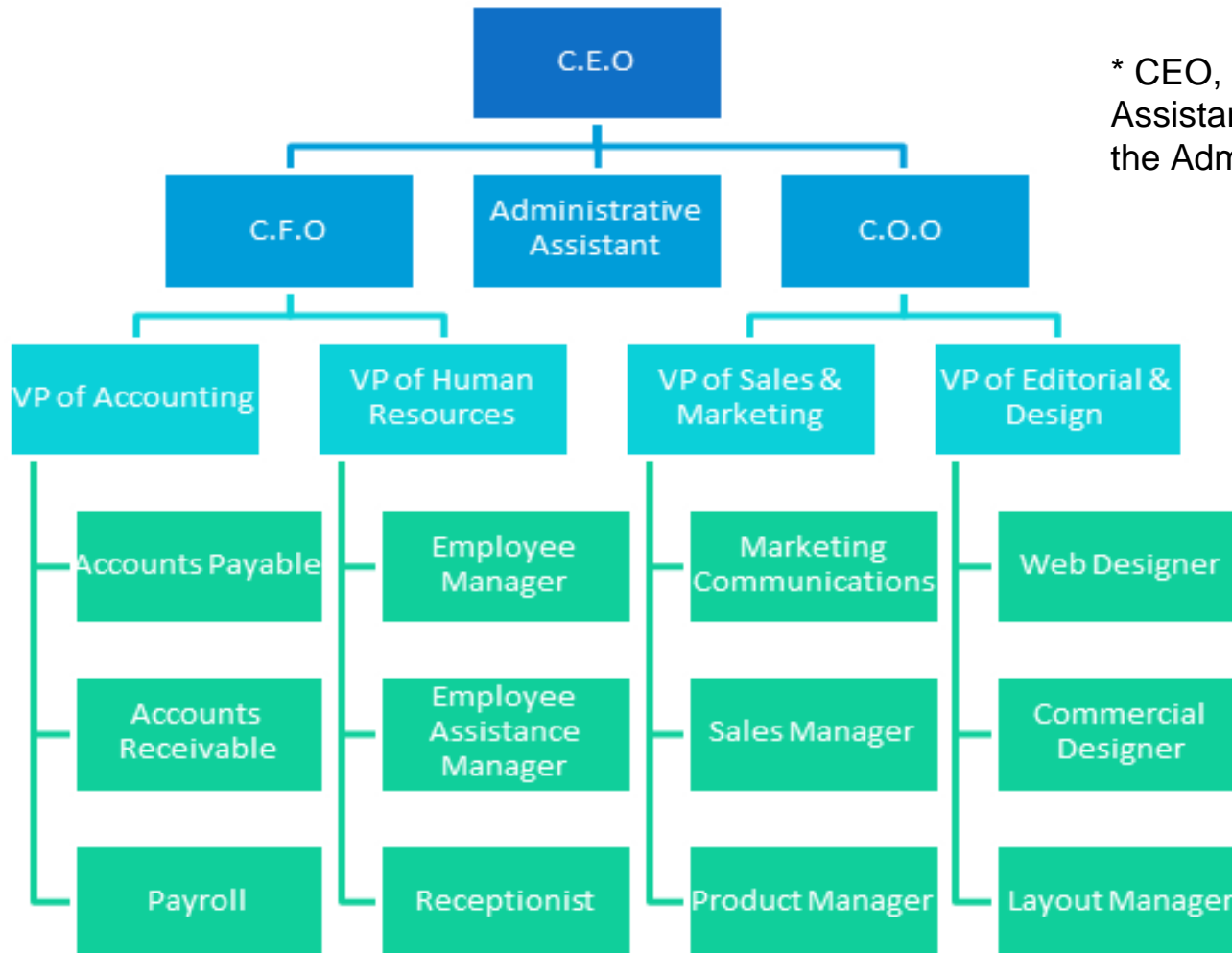
# Short Term Goals

Short Term Goals	Strategies	Deadlines
<b>Generate at least \$3.7 million in sales</b>	Proactively emphasize the need to make sales by sending representatives to the trade fairs and by promoting the website	April 2015
<b>Launch a website</b>	Find simple templates and easy to use shopping carts	October 2014
<b>Make a company handbook</b>	Plan a foundation for company work policies	December 2014

# Long Term Goals

Long Term Goals	Strategies	Deadlines
<b>Reduce accounts receivable to under \$100,000</b>	Send out mass reminders and emails, asking to be paid back	May 2017
<b>Pay off the original \$225,000 loan in addition to the new \$100,000 loan</b>	Make on-time loan payments every month	May 2019
<b>Establish international relations with at least two countries</b>	Develop the company domestically before going overseas	May 2019

# Organizing



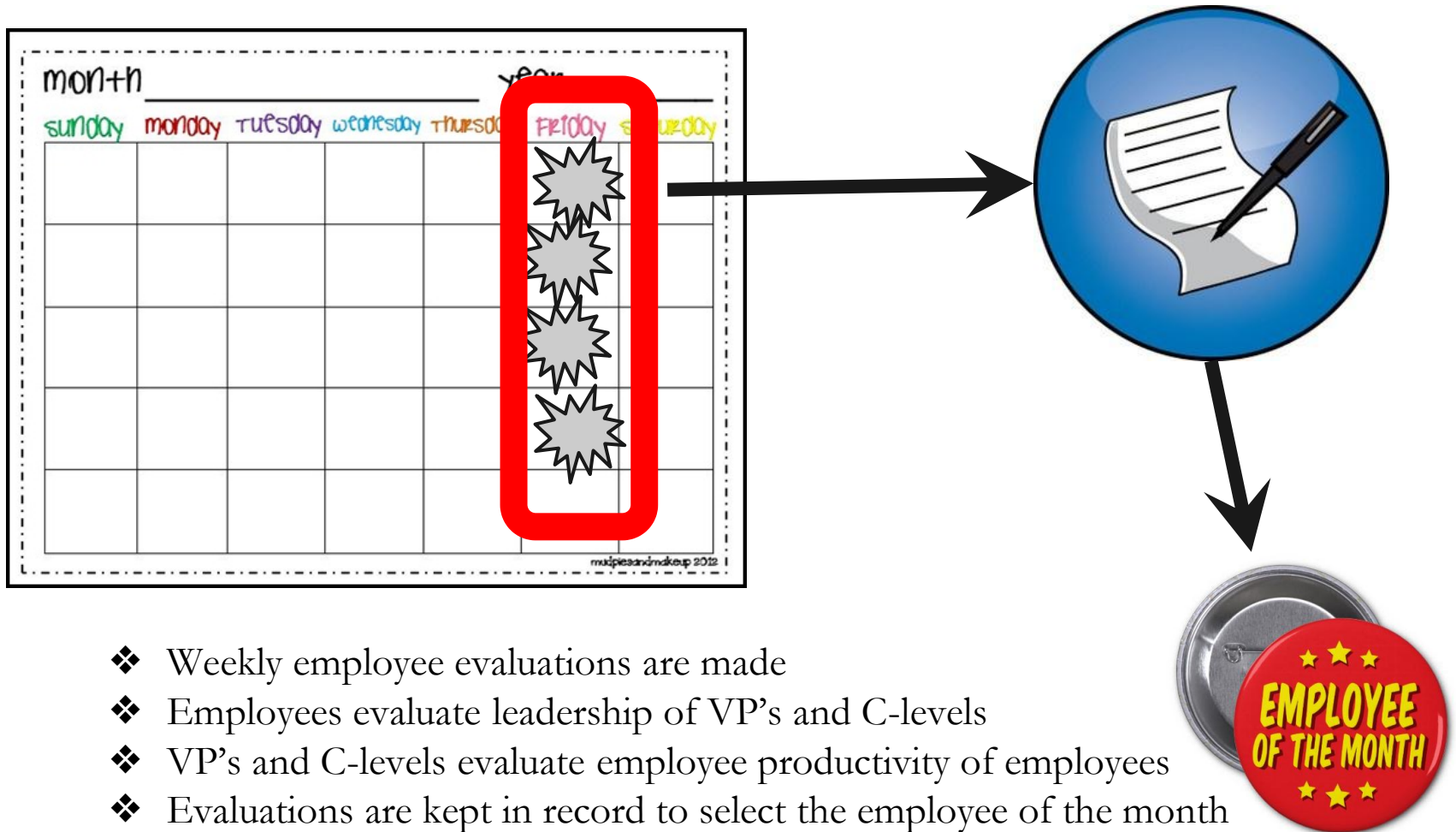
\* CEO, CFO, Administrative Assistant and COO make up the Administration department

# Directing



- ❖ Sometimes there is a switch to a matrix system
- ❖ Everyone assists one another to accomplish the goal

# Controlling





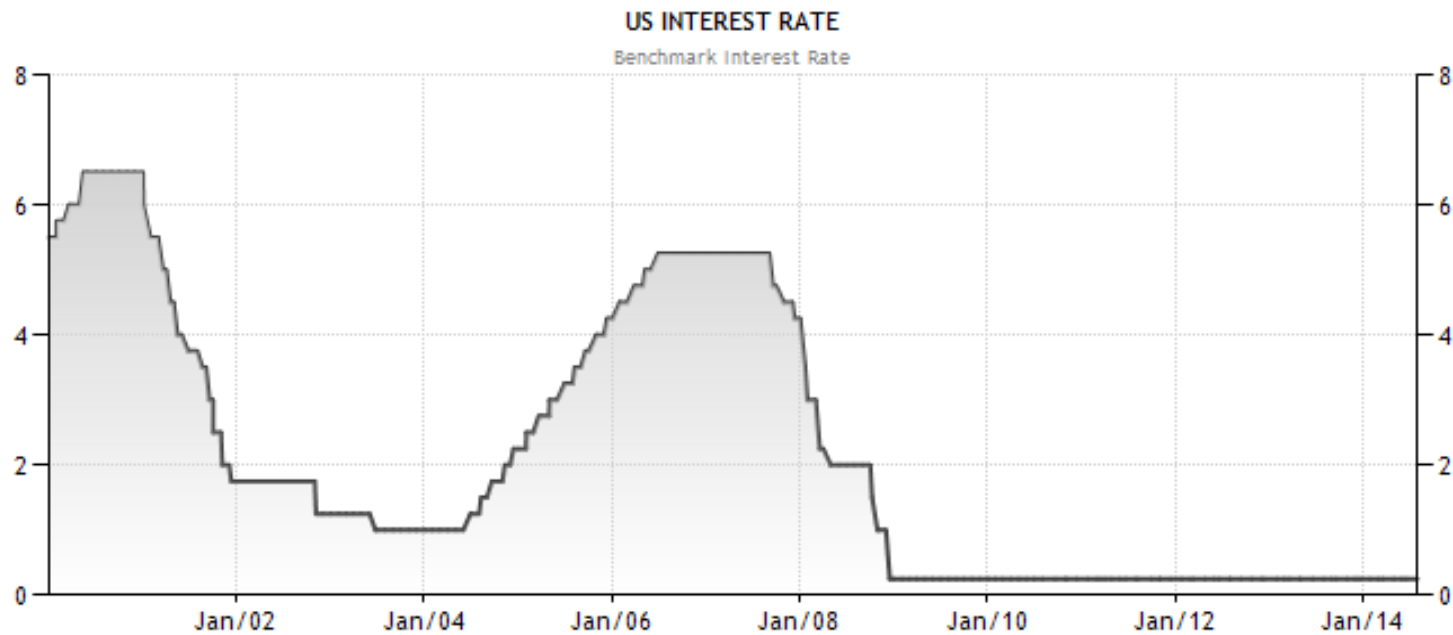
# Interest Rates



SOURCE: WWW.TRADINGECONOMICS.COM | U.S. BUREAU OF LABOR STATISTICS

- ❖ Unemployment rate dropped to 6.1%
- ❖ Lower unemployment = more hiring = bigger companies = more office supplies

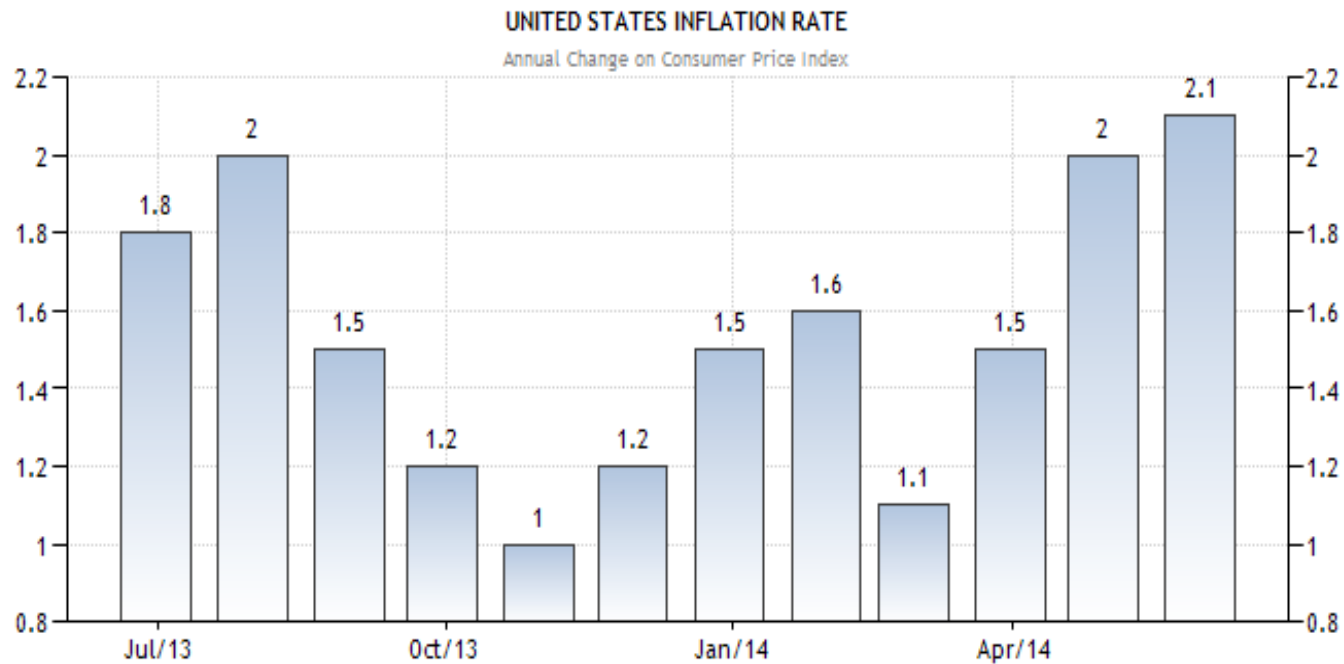
# Interest Rates



SOURCE: [WWW.TRADINGECONOMICS.COM](http://WWW.TRADINGECONOMICS.COM) | FEDERAL RESERVE

- ❖ Discount rates kept at 0.25%
- ❖ Fixed loans are kept at 4.25%
- ❖ Lower interest rates = more loans = more company start ups

# Inflation Rates



SOURCE: WWW.TRADINGECONOMICS.COM | U.S. BUREAU OF LABOR STATISTICS

- ❖ Inflation rates have increased based on the CPI, consumer price index.
- ❖ Inflation is 2.1% higher
- ❖ Higher inflation = less buying power

# GDP



SOURCE: WWW.TRADINGECONOMICS.COM | U.S. BUREAU OF ECONOMIC ANALYSIS

- ❖ The GDP reveals a 4% increase in Q2 2014
- ❖ More goods = more supply = more demand

# GDP

 **RATES TABLE**  
1.00 US Dollar Rates table

Top 10 Jul 31, 2014 06:24 UTC

US Dollar	1.00 USD	inv. 1.00 USD
Euro	0.746495	1.339594
British Pound	0.591091	1.691786
Indian Rupee	60.277972	0.016590
Australian Dollar	1.072680	0.932244
Canadian Dollar	1.090471	0.917035
Emirati Dirham	3.673050	0.272253
Swiss Franc	0.908622	1.100568
Chinese Yuan Renminbi	6.173501	0.161983
Malaysian Ringgit	3.190865	0.313395
New Zealand Dollar	1.174192	0.851649

- ❖ At the moment, the dollar is weaker than the euro (€) and the pound (£)
- ❖ Our products would be deemed “cheaper” to Europeans due to buying power
- ❖ Will take into consideration for long term goals of international relations

# Industry Analysis - Real World

	OFFICE SUPPLIES	FURNITURE	ELECTRONICS
Revenue	\$21 billion	\$23 billion	\$76 billion
Annual Growth	-1.8%	2.0%	-2.0%
Employment	100,690	109,081	328,425
# of Businesses (U.S.)	9,714	3,805	41,295



# Industry Analysis - Real World

Office Supplies  
Industry

- Technology making pens-and-paper obsolete
- Eco-friendly supplies more appealing

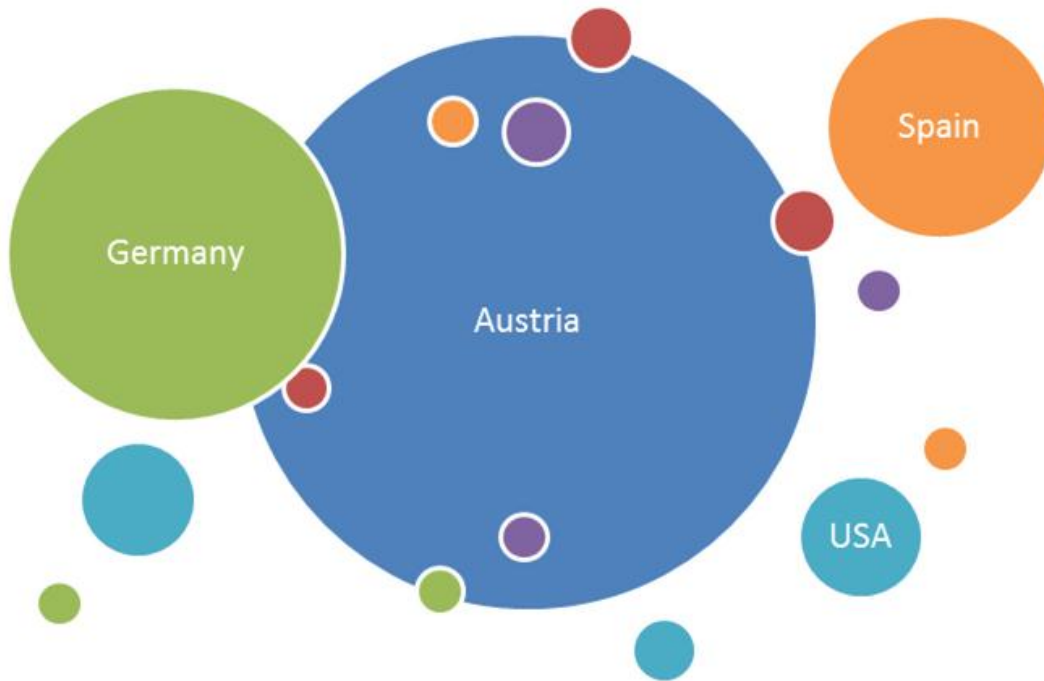
Furniture  
Industry

- Expected industry growth
- Furniture trends evolve in accordance to technological trends

Electronics  
Industry

- High demand
- Growing markets in Latin America and Asia

# Industry Analysis - Virtual World



- ❖ Internationally - many office supply retailers in
  - Austria
  - Germany
  - Spain
- ❖ Nationally - very few office supply retailers



# Industry Analysis - Virtual World

- ❖ Over 300 VE firms in U.S.
- ❖ All firms required to have an office equipment budget
- ❖ Average supplies expense: **\$4,304\***

<b>Average cost of TOTAL FIXED ASSETS</b>	\$28,000
<b>Average amount of CASH</b>	\$443,435
<b>Average amount in SALES</b>	\$1.2 million

\*based on 2014-2015 NYC Certified Firms list

# Competitive Analysis

Indirect Competitors	Direct Competitors
Fresh Designs 375+ VE Firms Nationwide	Oh! Furnishings Business Casual Furnishings Adams Electronics High Tech Next Dimension Technology, Inc.

	Fresh Designs St. James, NY	Oh! Furnishings Queens, NY	Business Casual Furnishings Bellmore, NY	Gotham Enterprises New York, NY
Affordable office supplies	✓			✓
Modern technology				✓
Office furnishings		✓	✓	✓
Eco-friendly				✓



# Target Market & Market Segmentation

Geographics:



# Target Market & Market Segmentation

## Primary Market

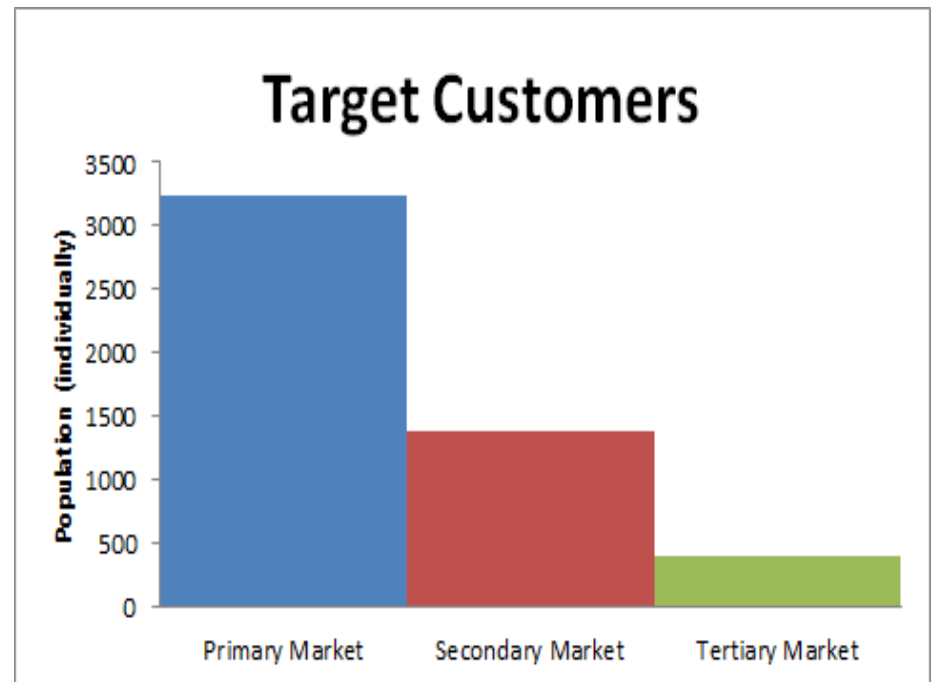
- ❖ 70% of estimated 185 start-up firms

## Secondary Market

- ❖ 30% of 500+ existing firms

## Tertiary Market

- ❖ Non-VE customers



# Target Market & Market Segmentation

	Primary Market	Secondary Market	Tertiary Market
Demographics	<ul style="list-style-type: none"> <li>❖ Start-ups with an average of 25 employees</li> <li>❖ Entrepreneurs</li> <li>❖ Executive board</li> <li>❖ 18-19 years old</li> </ul>	<ul style="list-style-type: none"> <li>❖ Businesses that existed for at least a year</li> <li>❖ Sales revenue: \$25,000</li> <li>❖ Chief Operating Officer(s)</li> <li>❖ 18-19 years old</li> </ul>	<ul style="list-style-type: none"> <li>❖ VE coordinators, school faculty, local businesses, visitors</li> <li>❖ Discretionary Income</li> <li>❖ 22-50 years old</li> </ul>
Psychographics	<ul style="list-style-type: none"> <li>❖ Prioritize affordability</li> <li>❖ Looking to be productive</li> <li>❖ Eco-friendly</li> </ul>	<ul style="list-style-type: none"> <li>❖ Innovative</li> <li>❖ Looking to update</li> <li>❖ Value environmental sustainability</li> </ul>	<ul style="list-style-type: none"> <li>❖ Redesign home office or school desk</li> <li>❖ Use Gotham's office supplies for school use</li> </ul>

# Product

- ❖ Eight different bundled packages
- ❖ Stay up to date with evolving technology while keeping cost low
- ❖ Saves time by reducing unnecessary purchasing hassle

## PC Bundle



## Standard Bundle



## Equipment Bundle



## Furniture Bundle



## Mac Bundle



# Price

- ❖ Cost-based pricing
- ❖ Flexible
- ❖ Profits are assured since we are operating on a markup percentage
- ❖ Bundled packages to make it simpler and easier for customers to choose from.

# Placement

- ❖ Cost-base pricing
- ❖ Interact directly with consumers by using direct distribution
- ❖ Ability to observe trends in the marketplace and changes in consumer preferences

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**Sales by Source**





# Promotion

VE Website

Advertising Firms

Direct Mail

E-mail

Social Media: Twitter, Pinterest



Home Products Bundles Contact

Meet your go-to office retailer.  
Office supplies.  
Electronics.  
Furniture.  
All in one spot.

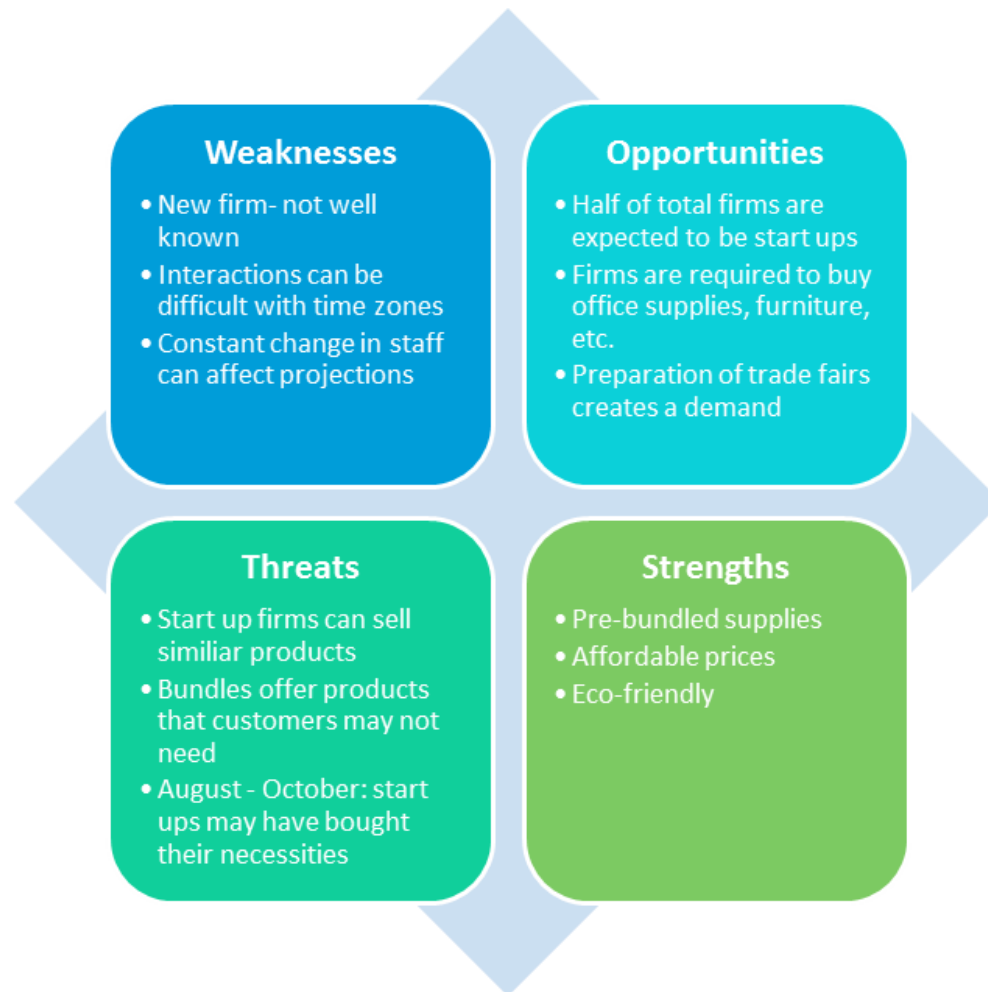
Office Supplies

Shop now

# Position

- ❖ Eco-friendly office supplier
  - ❖ Loyal
- ❖ Responsible like Staples and Office depot
- ❖ Saves time and money by selling Bundles
  - ❖ 3% off purchase for referrals

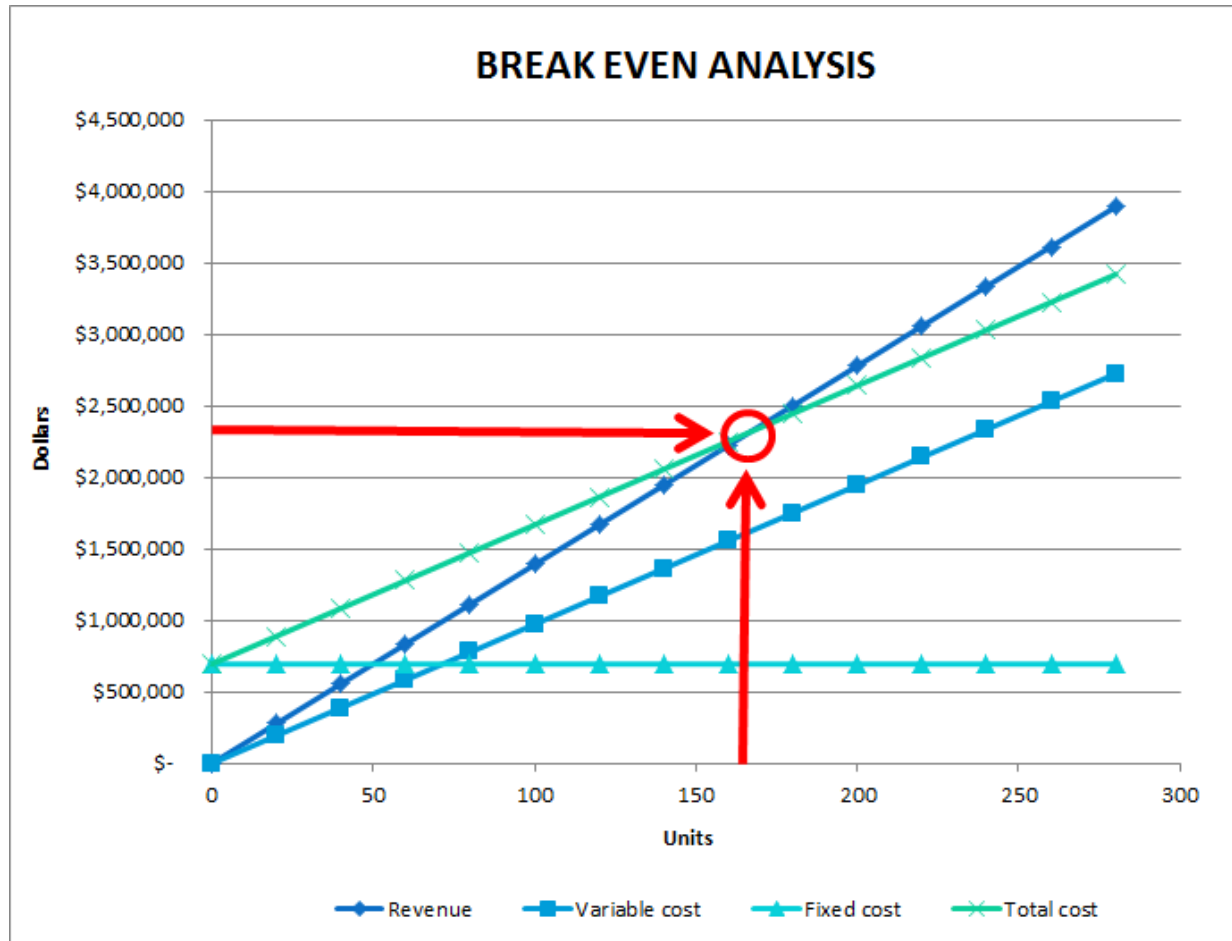
# SWOT Analysis



# Risks & Risks Addressed

<b>RISK IDENTIFIED</b>	<b>RISK ADDRESSED</b>
<p>Our sales goals are not reached due to resistance in the market due to the high costs of our bundles</p>	<p>We can address this by conducting additional market researched efforts directed at our target market to ensure we are addressing their product needs</p>
<p>The number of start-up firms in the US VE network is lower than originally anticipated, resulting in fewer sales of our office equipment bundles than projected.</p>	<p>We will shift our primary focus of sales from new and restarting VE firms, to existing firms looking to refurnish or expand their office. Additionally, we will also draw more focus to our line of office supplies and software.</p>
<p>Unforeseen circumstances prevent us from participating in one or more Trade Fairs we expect to attend.</p>	<p>We will send out email blasts to all participating firms, informing them that we are unable to have a physical presence at the given Trade Fair, and that our website will be fully operational for real-time purchases to be made.</p>

# Break-even Analysis



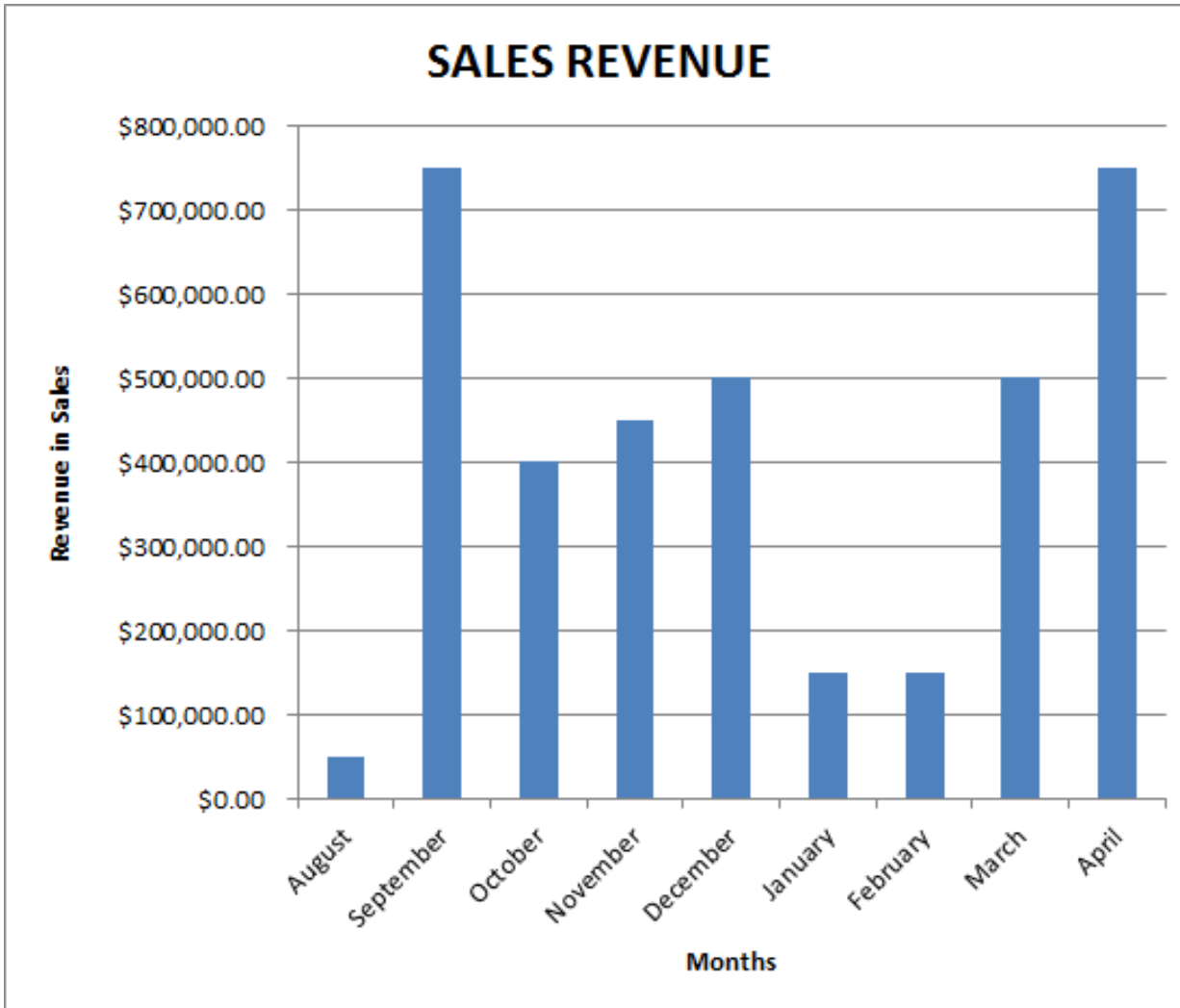
Average unit price: \$13, 896.62

Average variable cost: \$9, 727.63

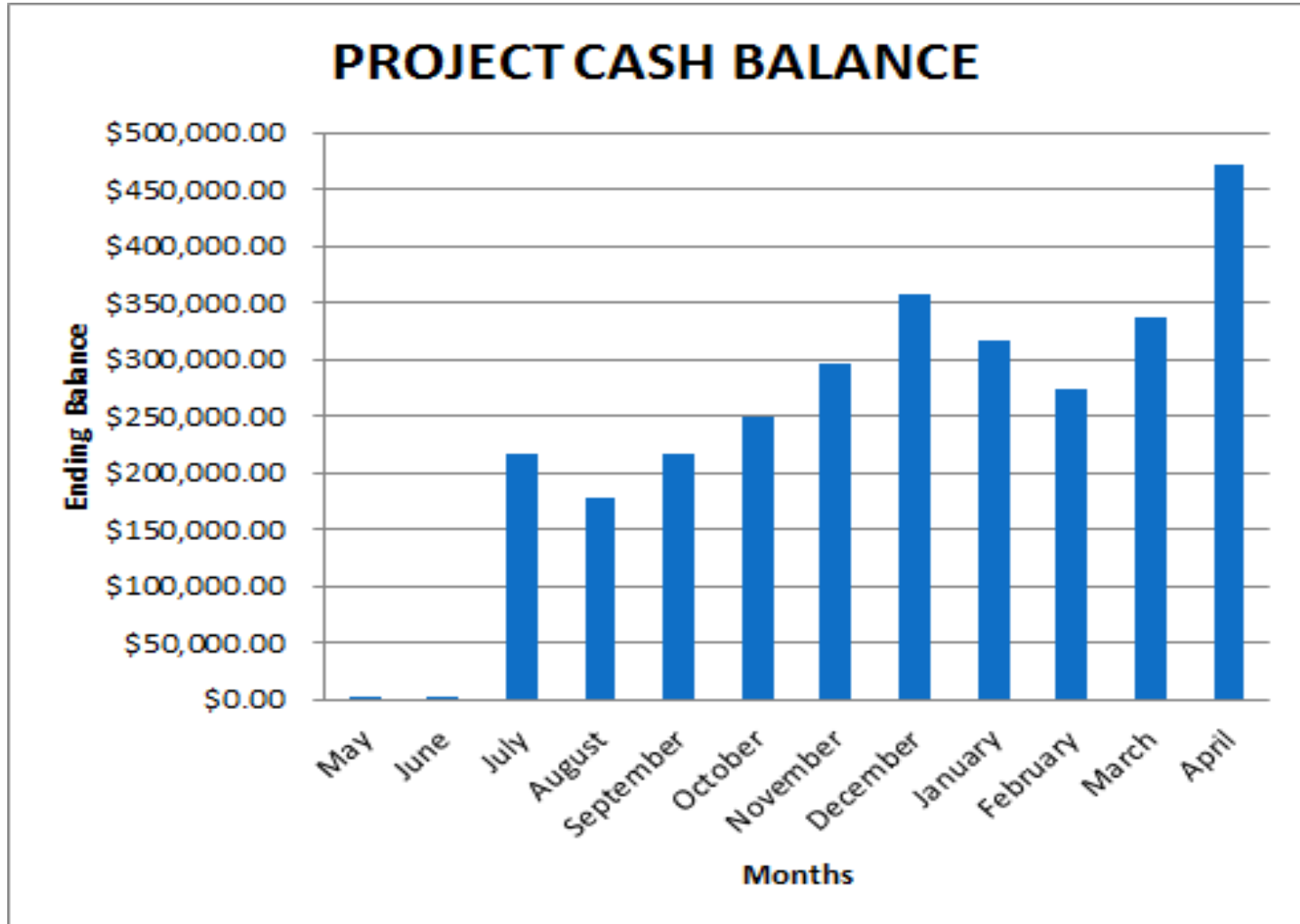
Fixed costs: \$694, 968

Roughly 167 units to break even

# Income Statement



# Projected Cash Budget



# Balance Sheet

<b>PROJECTED AS OF</b>		<b>Liabilities and Stockholders' Equity</b>	
<b>April 30, 2015</b>			
<b>Assets</b>		<b>Total Current Liabilities</b>	233,863
<b>Current Assets</b>		<b>Loan payable</b>	266,452
Cash	665,706	<b>Total Liabilities</b>	500,315
Accounts Receivable	100,172	<b>Stockholders' Equity</b>	
Supplies	1,000	Paid-in capital	0
Merchandise inventory	45,000	Common stock	200,000
<b>Total Current Assets</b>	811,878	Retained earnings	141,563
<b>Total Fixed Assets</b>	30,000	<b>Total Stockholders' Equity</b>	341,563
<b>Total Assets</b>	841,878	<b>Total Liabilities and Stockholders' Equity</b>	841,878



# Income Statement

## Gotham Enterprises

### Income Statement

For the Year Ending 04/30/2015

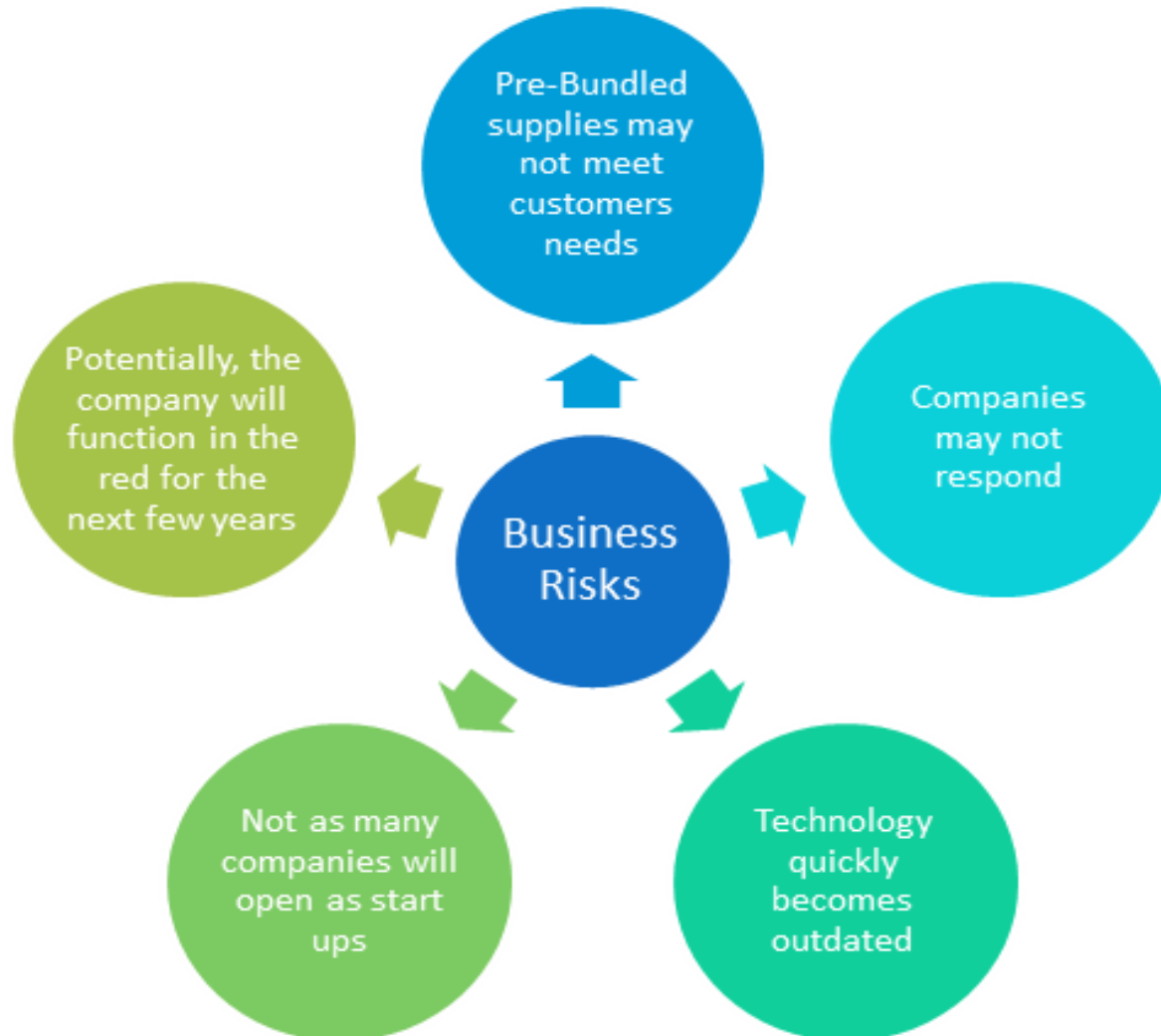
	May	June	July	August*	Septem-	October	Novem-	December	January	February	March***	April	TOTAL
<b>Sales rev-</b>													
Trade fair													
Contract-					\$	\$	\$	\$	\$	\$	\$	\$	\$
Other					\$	\$	\$	\$	\$	\$	\$	\$	\$
<b>Total</b>	\$-	\$-	\$-	\$-	\$	\$	\$	\$	\$	\$	\$	\$	\$
<b>Cost of</b>													
Cost of	\$-	\$-	\$-	\$-	\$	\$	\$	\$	\$	\$	\$	\$	\$
<b>Gross</b>	\$-	\$-	\$-	\$-	\$	\$	\$	\$	\$	\$	\$	\$	\$
<b>Operating</b>													
Salaries				\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Rent	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$
Deprecia-	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$ 833.33	\$
Pavroll tax			\$ 1,147.50	\$ 1,147.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$
Advertis-								\$ 500.00					\$
Insurance	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 960.00
Pension													\$-
Interest	\$-	\$-	\$ 3,419.30										\$
Supplies			\$ 208.00	\$ 208.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$
Utilities	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$
Allowance				\$									\$
Other													\$-
<b>Total op-</b>	\$ 2,096.83	\$ 2,096.83	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<b>Income</b>	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<b>Other</b>													
<b>Net in-</b>	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Corporate													
<b>Net in-</b>	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<b>Compa-</b>													
<b>Cost of</b>													
<b>Monthlv</b>													
Invento-			10000	10000	45000	45000	45000	45000	45000	45000	45000	45000	
<b>Add-</b>			0	0	70000	525000	280000	315000	350000	105000	105000	350000	525000
= Cost of	0	0	10000	80000	570000	325000	360000	395000	150000	150000	395000	570000	
<b>Less:</b>			0	45000	45000	45000	45000	45000	45000	45000	45000	45000	
= Cost of	0	0	10000	35000	525000	280000	315000	350000	105000	105000	350000	525000	2600000

# Cash Budget

**Gotham Enterprises**  
**Projected Cash Budget**  
**Fiscal Year beginning 5/01/2014 ending 4/30/2015**

Revised July 2014												
Description	May	June	July	August	September	October	November	December	January	February	March	April
<b>1 Cash balance at beginning of period:</b>	\$ 2,126.00	\$ 2,126.00	\$ 2,126.00	\$ 217,613.40	\$ 181,640.80	\$ 322,939.20	\$ 314,237.60	\$ 350,161.00	\$ 415,959.40	\$ 407,257.80	\$ 398,556.20	\$ 464,854.60
<b>Receipts of cash:</b>												
Sales	\$ -			\$ 50,000.00	\$ 750,000.00	\$ 250,000.00	\$ 400,000.00	\$ 500,000.00	\$ 250,000.00	\$ 250,000.00	\$ 500,000.00	\$ 750,000.00
Receipts of accounts receivable	\$ -											
Loan proceeds	\$ -		\$ 300,000.00									
Freight Out			\$ -	\$ 1,500.00	\$ 22,500.00	\$ 7,500.00	\$ 12,000.00	\$ 15,000.00	\$ 7,500.00	\$ 7,500.00	\$ 15,000.00	\$ 22,500.00
Sales Tax			\$ -	\$ 3,500.00	\$ 52,500.00	\$ 17,500.00	\$ 28,000.00	\$ 35,000.00	\$ 17,500.00	\$ 17,500.00	\$ 35,000.00	\$ 52,500.00
Other	\$ -											
<b>2 Total receipts</b>	\$ -	\$ -	\$ 300,000.00	\$ 55,000.00	\$ 825,000.00	\$ 275,000.00	\$ 440,000.00	\$ 550,000.00	\$ 275,000.00	\$ 275,000.00	\$ 550,000.00	\$ 825,000.00
<b>3 Beginning balance + cash receipts</b>	\$ 2,126.00	\$ 2,126.00	\$ 302,126.00	\$ 272,613.40	\$ 1,006,640.80	\$ 597,939.20	\$ 754,237.60	\$ 900,161.00	\$ 690,959.40	\$ 682,257.80	\$ 948,556.20	\$ 1,289,854.60
<b>Payments:</b>												
Cost of merchandise	\$ -	\$ -		\$ 70,000.00	\$ 525,000.00	\$ 175,000.00	\$ 280,000.00	\$ 350,000.00	\$ 175,000.00	\$ 175,000.00	\$ 350,000.00	\$ 525,000.00
Salaries	\$ -	\$ -	\$ 47,299.00	\$ 15,000.00	\$ 73,000.00	\$ 73,000.00	\$ 73,000.00	\$ 73,000.00	\$ 73,000.00	\$ 73,000.00	\$ 73,000.00	\$ 73,000.00
Accounts payable	\$ -	\$ -										
Rent	\$ -	\$ -	\$ 2,362.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50	\$ 787.50
Advertising/ promotion	\$ -	\$ -						\$ 500.00				\$ 500.00
Payroll tax	\$ -	\$ -	\$ 3,618.50	\$ 1,147.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50	\$ 5,584.50
Insurance	\$ -	\$ -		\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00
Loan Payments	\$ -	\$ -	\$ 3,353.60	\$ 3,353.60	\$ 3,353.60	\$ 3,353.60	\$ 3,353.60	\$ 3,353.60	\$ 3,353.60	\$ 3,353.60	\$ 3,353.60	\$ 3,353.60
Accounting and legal fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 375.00	\$ -	\$ -	\$ -	\$ -	\$ 375.00
Utilities	\$ -	\$ -	\$ 1,188.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00	\$ 396.00
Pension, 401(k)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Freight out	\$ -	\$ -	\$ -	\$ -	\$ 22,500.00	\$ 7,500.00	\$ 12,000.00	\$ 15,000.00	\$ 7,500.00	\$ 7,500.00	\$ 15,000.00	\$ 22,500.00
Sales tax	\$ -	\$ -	\$ 26,691.00	\$ -	\$ 52,500.00	\$ 17,500.00	\$ 28,000.00	\$ 35,000.00	\$ 17,500.00	\$ 17,500.00	\$ 35,000.00	\$ 52,500.00
Supplies	\$ -	\$ -	\$ -	\$ 208.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00
Trade Fair Booth	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 585.00
Other or miscellaneous	\$ -	\$ -										
Corporate tax	\$ -	\$ -										
<b>4 Total payments</b>	\$ -	\$ -	\$ 84,512.60	\$ 90,972.60	\$ 683,701.60	\$ 283,701.60	\$ 404,076.60	\$ 484,201.60	\$ 283,701.60	\$ 283,701.60	\$ 483,701.60	\$ 685,161.60
<b>5 Cash balance at end of period: (line 3 - line 4)</b>	\$ 2,126.00	\$ 2,126.00	\$ 217,613.40	\$ 181,640.80	\$ 322,939.20	\$ 314,237.60	\$ 350,161.00	\$ 415,959.40	\$ 407,257.80	\$ 398,556.20	\$ 464,854.60	\$ 604,693.00
<b>6 Net increase or decrease in cash (line 2 - line 4)</b>	\$ -	\$ -	\$ 215,487.40	\$ (35,972.60)	\$ 141,298.40	\$ (8,701.60)	\$ 35,923.40	\$ 65,798.40	\$ (8,701.60)	\$ (8,701.60)	\$ 66,298.40	\$ 139,838.40

# Business Risks



# In Summary

Gotham Enterprises is:

- ❖ Rebranded, reimaged, and redefined
- ❖ Your one-stop shop for office furniture, equipment, and supplies
- ❖ Strategically positioned to have a successful year of operations
  - ❖ Eco-friendly, affordable, and revolutionary
  - ❖ Filling a much needed void in office furniture
  - ❖ An EXCELLENT investment opportunity!



Closing

*Thank you!*