

BUSINESS GROWTH PLAN



Cedar Ridge DECA
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April 11, 2021

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I. Executive Summary



SNOOPSLIMES, LLC

FOUNDED AND OPERATED BY JUNGMIN KANG

- FEBRUARY 2017**
Created Snoopslimes at the age of 13 years old
- NOVEMBER 2017**
1 million follower milestone on Instagram
- DECEMBER 2017**
Moved my business from home to a new office
- NOVEMBER 2018**
Interview with Instagram and was featured on their official account
- MAY 2019**
Featured Interview with Austin Statesman
- JULY 2020**
Moved to a bigger office space
- AUGUST 2020**
Featured Interview with Los Angeles Times - HS insider
- SEPTEMBER 2020**
Featured live TV show segment on The Drew Berrymore Show
- OCTOBER 2020**
1 million follower milestone on TikTok
- DECEMBER 2020**
Started Collaboration Project with Bonkers Toys to bring Snoopslimes into Target in August 2021
- FEBRUARY 2021**
Launched subscription boxes



ABOUT SNOOPSLIMES

Snoopslimes is a Limited Liability Company founded in 2017 that provides slime- a sensory, tactical, stress-relieving toy- to customers all around the world. My company's goal is to provide satisfying, high-quality slimes to customers around the world while inspiring other young entrepreneurs to chase after their dreams.

BUSINESS HIGHLIGHTS

- Snoopslimes sell eight unique slime textures for customers to have various types of sensory experience.



- possesses a strong pre-existing loyal customer base with a 39% repeat customer rate
- Over 3.9 million total follower fanbase on social media platforms



BUSINESS INSIGHTS

\$7,000,000+ Slime Sales

400,000+ Slimes Sold

Inspiring Future Teen entrepreneurs

Jungmin Kang
Founder and CEO of Snoopslimes

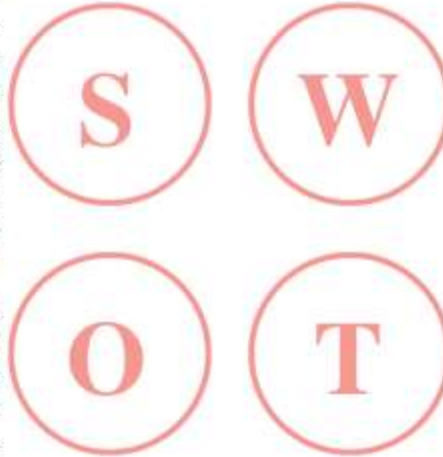
SWOT ANALYSIS

STRENGTHS

Pre-existing Loyal Customer Base
Exceptional Customer Service
Built and Maintained Strong Relationships With Suppliers
Strong Advertising Presence on the Internet

OPPORTUNITIES

Market Expansion (Pop-Up Storefronts, Retail, Wholesale) Merchandising
Diversify Product Portfolio
Building Social Media Platforms



WEAKNESSES

Lack of Manufacturing and Shipping Facilities to Meet Demand
Suppliers Located Overseas
Business Model Could Be Easily Imitated

THREATS

Similar Products and Competitors
Government Interference With social media
Security of Social Media Accounts
Unpredictable Market

FIVE YEAR EXPANSION PLAN

I am finding many growth opportunities in order for Snooslimes to become a leading slime producer while creating a positive influence to future teen entrepreneurs. I plan on expanding my product portfolio, distributing Snooslimes to major franchise stores, and introducing an apparel and merchandise line. In addition, I plan on incorporating subscription-based products and open Pop-Up shops to build brand loyalty.



INVESTMENT

I am seeking an investment of \$5,000,000 to move my slime manufacturing space to a larger, 5000 square feet facility as well as funding Pop-Up shops. Additionally, this investment will be used to hire more employees to maximize work efficiency and purchase more mixers for faster slime production.

This investment will allow Snooslimes to ensure that its product inventory meets the growing customers' demands by expanding its market to retail while allowing customers to get more involved and connected with the brand. With my continued ambition and a clear future I have planned for my company, I am confident that this investment will help grow Snooslimes to its fullest potential.