#### Handout #1: page 1 of 2: Where the Bus is Headed™

Describe the organization as you see it 5 years from now, in year 2018.

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	NOW	1 Year	3 Years	5 Years
Total Sales				
Gross Profit				
Net Profit				
Amount of Reserve Funds				
What's unique about what we do				
Sales: \$ Value of Customers, # of Customers				
Product / Service changes				
Product / Service distribution				



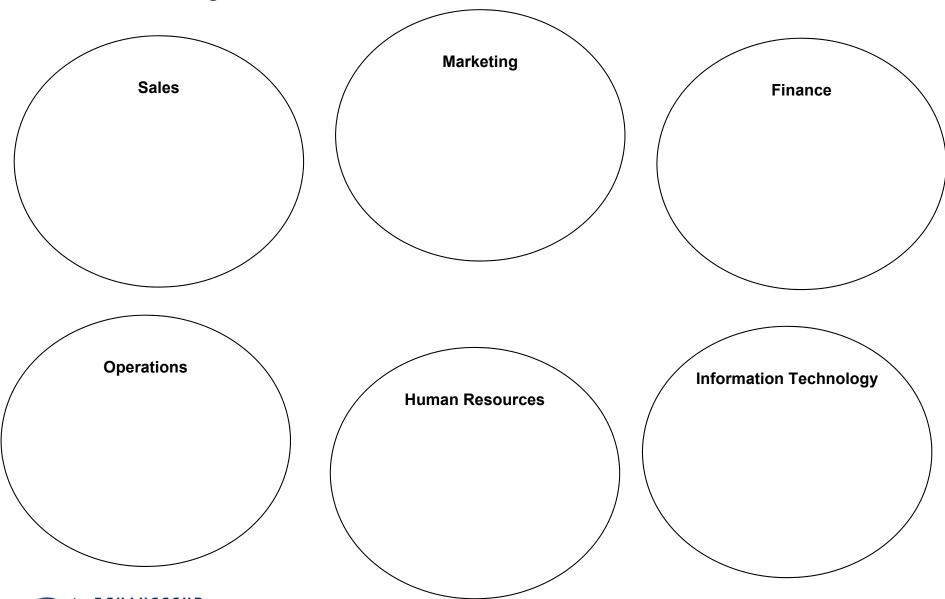
#### Handout #1: page 2 of 2: Where the Bus is Headed™

Describe the organization as you see it 5 years from now, in year 2018.

	NOW	1 Year	3 Years	5 Years
Fleet Size				
Services Delivered				
Information Technology				
Market Position				
Public Reputation				
What is valued by our employees				
Organization structure / # of personnel				
Product / Service distribution				



# Handout #2: page 1 of 1: Who's On Your Management Team?





## Handout #3: page 1 of 6: Business Growth Planner™

	Today	15% growth	Double in size
Revenue			
# rides overall			
Weddings			
Corporate			
Special Events			
Affiliate			



## Handout #3: page 2 of 6: Business Growth Planner™

COGS factors	Today	15% growth	Double in size
Reservations hours			
Dispatch hours			
Drivers - Salary			
Drivers - IC			
Vehicle related costs – interest , depreciation, gas, maintenance, repairs, tickets, parking, fees			
Computer / phone upgrade for reservations & dispatch			
Additional desks for dispatch and reservations			
Garage, car wash			
Affiliates			
Vehicle insurance			



## Handout #3: page 3 of 6: Business Growth Planner™

Overhead – General & Administrative	Today	15% growth	Double in size
Office space – OH staff			
Desks – OH staff			
Phones			
IT			
Liability insurance			
Office supplies			



## Handout #3: page 4 of 6 Business Growth Planner™

Overhead Salaries & Benefits	Today	15% growth	Double in size
Accounting Staff			
Recruiting			
Other employees – overhead			
Raises & Bonuses			
Training			
Conferences			



## Handout #3: page 5 of 6: Business Growth Planner™

Overhead – Sales & Marketing	Today	15% growth	Double in size
Sales Staff			
Marketing staff			
Advertising			
Trade Shows			
Vehicles outfitted			
Social Media			



#### Handout #3: page 6 of 6: Business Growth Planner™

Balance Sheet	Today	15% growth	Double in size
Vehicle related costs – currently			
Vehicles to be retired			
Accumulated depreciation			
Vehicles planned			

