Company Description

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Company Description

ABC is a limited liability enterprise. The company’s main business is selling coffee and snacks in its coffee bar situated in Oregon (Gray, 2016). ABC’s chief stockholders are James Rivers and Arthur Williams who own 75% of the establishment.

**Objectives**

The first year objectives of ABC includes:-

* Becoming the finest coffe bar in Oregon
* Maintian a 70% gross margin

**Company Ownership**

ABC is a limited liability company located in Oregon. James Rivers owns 49% of the company. His brother Arthur Williams together with Todd Barkley and Megan Flanigan hold minority shares of the company.

**Start-up Summary**

Expenditures include

* legal expenses $1300
* marketing and promotion $1050
* consultants fee $1200
* insurance $2300
* premises remodeling $1150

Assets of $143,000 includes

* operating capital $68,000
* start-up inventory $16000
* equipment $59,000

Funding of the company is from bank loans and owners investments. The contribution of the two major owners James Rivers and author Polk is 71,000 and 29,000 respectively. The other investors contributed 30,000 hence bringing the total to 130,000$. The other 20,000 came from loans. 5,000 short-term loans and 15,000 long-term loans secured from Bank of America.

**Company Location and Facilities**

ABC is located in ground floor ground at the commercial building in Patterson Street. The floor plan includes a back office, a coffee bar, storage area, kitchen and two bathrooms. The location of the coffee shop is a busy neighborhood. The area has a constant supply of water and electricity (Gray, 2016). The actual design of the building attracts the customers in the traffic as well as passers-by.

**Product and Services**

ABC offers the best coffee beverages which include brewed coffee, espresso drinks, tea and other refreshment beverages. ABC also offers its clients sandwiches, small salads, and pastries. For the gourmet customers who prefer to prepare their coffee from home, ABC will be selling coffee been as well.

References

# Gray, R. (2016). How to Write a Company Description for a Business Plan. Small Business Start-up Tips. Retrieved From <https://smallbusiness.patriotsoftware.com/how-to-write-company-description-business-plan/>