



Business Plan

Revised
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Executive Summary

Tasty Delite International, LTD.

The
All New
International
Cooking Sensation
3-in-1

BAKE & FRY

Seasoned Coating Mix
for

- Chicken
- Pork
- Seafood
and
- Vegetables

Corporate Offices

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COMPANY DIRECTION

Tasty Delite International, LTD., of Chicago, IL was founded in October 1998 for the sole purpose of manufacturing a seasoned coating mixture for poultry, seafood, red meat, and vegetables. The product developed and patented adds a distinctive flavor to food and is a mixture of evenly blended seasonings that produces a lite coating for both BAKED and FRIED foods. The product is wheat based, highly nutritious, and easily digestible.

Tasty Delite's objectives are to provide:

- A distinctively flavored seasoned coating for baking and frying
- Develop new products, based on the original recipe
- Obtain .5% of the current market
- Employment opportunities

COMPANY OVERVIEW

BACKGROUND

Tasty Delite's 3-in-1 BAKE & FRY Seasoned Coating Mix is unique because of its *added value and versatility*, which eliminates the consumer's need to purchase separate and different types of seasoned coating mixes for baking and frying, and for each type of meat.

This industry involves the manufacturing of prepared mixes and dough from flour. The concept of commercial mixes was first developed when millers began adding a leavening agent and salt to flour products to make "self-rising" formulations. Self-rising flours became popular in the southeastern portions of the United States because traditional leavening agents such as baking soda preferred mixes to traditional (made from scratch) recipes because in addition to offering convenience, they provided *consistently* favorable results, even for inexperienced cooks.

OBJECTIVES

Projected Revenues for the current year and Projected Annual Growth figures are based upon three types of sales: Bulk, resale, and internet. We are confident that within two years of introduction, our **3-in-1 BAKE & FRY** product will have revolutionized the current market and captured a majority share of all sales for this type of product.

Our three objective are to:

- Introduce our primary product and capture a majority of **local and regional market share as quickly as possible**.

- Build our own manufacturing and warehousing facilities, maximize productivity and profit margins, capture a significant **national and international market share**
- **Expand the product line** to include five new products that compliment or add value to the original recipe.

CAPITAL REQUIREMENTS

Based upon current market demand for our primary product, the opportunities available, and the manufacturing and distribution requirements for 12 months of operation while simultaneously developing new products, we need **\$150,000.00** to:

- INCREASE PRODUCTION and
- EXPAND OUR BUSINESS REGIONALLY.

This interim capital will be used for:

- Bulk purchase of raw materials
- Contracted manufacturing, mixing, packaging, and shipping
- Salaries and benefits package for staff of 15 full and part-time employees
- Advertising expense
- Office expense
- Purchase or lease of three company vehicles

A Proposed Distribution memo is attached.

CORPORATE CREDIT

Tasty Delite International, LTD., was recently granted a **LEVEL 5 Merchant Account Credit Rating** by the nation's largest merchant account processor, National Translink Corporation of Oakbrook, IL, and will utilize this rating to supplement our operating capital needs ASAP after the upgrade is published by all 3 credit bureaus in October.

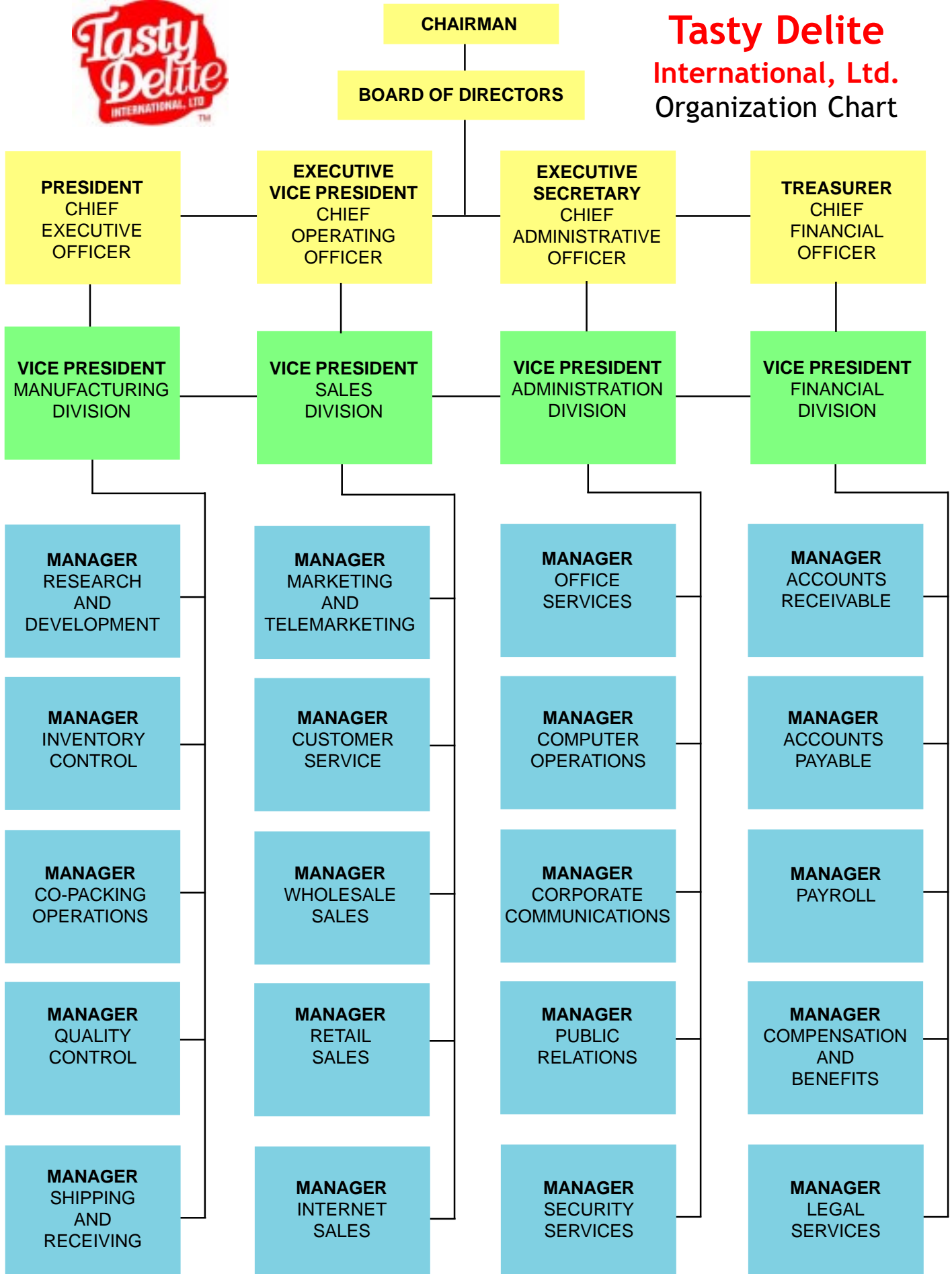
MANAGEMENT TEAM

The management team includes 4 former fast food and dine-in restaurant owners with solid track records in retail, wholesale and institutional sales; an MBA who currently handles multiple budgets in excess \$5 million; an IRS agent with 17+ years of agency experience handling finance, accounting, and taxation assignments; 2 technical, manufacturing, and administrative management specialists with 25+ years of combined experience in corporate and retail operations; a software and technical support specialist with 15+ years of experience at IBM; and a jack-of-all-trades with a combined 30+ years of corporate, military and entrepreneurial experience in creative and technical writing, prepress production, photography, graphics design, website design, desktop publishing, art direction, and several technical trades including plumbing, cable & satellite TV, and mobile electronics installations.

DARRYL BROWN	President/CEO
ROBERT IRVIN	Executive Vice President
MICHAEL DAVIS	Vice President - Sales Division
RAY DUDLEY	Vice President - Manufacturing Division
DWAYNE KING	Vice President - Financial Division
MICHAEL SHARP	Vice President - Administration Division
DAVID ALAN HARRIS	Manager - Corporate Communications & Computer Operations
AVERY HARDY	Manager - Sales & Marketing
YVONNE COSEY	Manager - Office Services
CLIFFORD DUDLEY	Manager - Manufacturing & Quality Control



Tasty Delite International, Ltd. Organization Chart



Proposed Usage of \$150,000 Interim Capital Loan

The following distribution is proposed for the \$150,000 Interim Capital Loan.

Loan Amount	\$150,000.
Broker's Fee	\$5,000.

Working Capital **\$145,000.**

<u>PRIORITIES</u>	<u>BUDGET</u>
Raw Materials	\$20,000.
Contract Packaging	\$15,000.
Salaries	\$40,000.
Operating Expense	\$15,000.
Total Expenses	\$100,000.

Balance After Expenses	\$45,000.
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Equity Set-Aside (Reserved for expansion loan)	\$30,000.
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Corporate Reserve Capital	\$15,000.
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POLICY PROPOSALS

Proposed salaries are lump sum payments to be made in full and immediately upon the disbursement of the loan **for work already performed**. Balances due should be determined, approved, and recorded; and then paid as bonuses in addition to weekly salaries approved as revenues and corporate credit allows a regular payroll budget.

Reserve Capital is **for staff salary use only** and will be spent at the discretion of the Division Vice President for temporary or permanent staff support or management positions only.

Contractor and consultant fees are not allocated but may be requested, approved, and budgeted by Division Vice Presidents and Department Managers as needed but will be disbursed from the Corporate Reserve Capital Fund with Board review and approval.

Office equipment, furniture, supplies, and company vehicles required by each Division should be planned now and may be requested and approved from the Corporate Credit Card Accounts that will be forthcoming within 30 to 60 (October 1st, 2000) as a result of our Level 5 Credit Rating.

PROPOSED DIVISION SALARY BUDGETS

Sales Division	\$10,000.
Manufacturing Division	\$10,000.
Administration Division	\$10,000.
Financial Division	\$1,000.
Executive Division	\$9,000.

Total Salaries Budgeted	\$40,000.
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PROPOSED SALARY DISTRIBUTION

<u>SALES DIVISION BUDGET</u>	<u>\$10,000.</u>
Michael Davis	\$5,000.
Avery Harris	\$1,000.
Sales Commission Pool	\$2,000.
Reserve Capital	\$2,000.

<u>ADMINISTRATION DIVISION BUDGET</u>	<u>\$10,000.</u>
Michael Sharp*	\$500.
Yvonne Cosey	\$2,500.
David Harris	\$5,000.
Reserve Capital	\$2,000.

<u>MANUFACTURING DIVISION BUDGET</u>	<u>\$10,000.</u>
Ray Dudley	\$5,000.
Clifford Dudley*	\$500.
John Brown	\$500.
Reserve Capital	\$4,000.

<u>FINANCIAL DIVISION BUDGET</u>	<u>\$1,000.</u>
Dwayne King*	\$500.
Reserve Capital	\$500.

<u>EXECUTIVE DIVISION BUDGET</u>	<u>\$9,000.</u>
Darryl Brown	\$7,000.
Robert Irvin*	\$500.
Reserve Capital	\$1,500.

* = Part-time



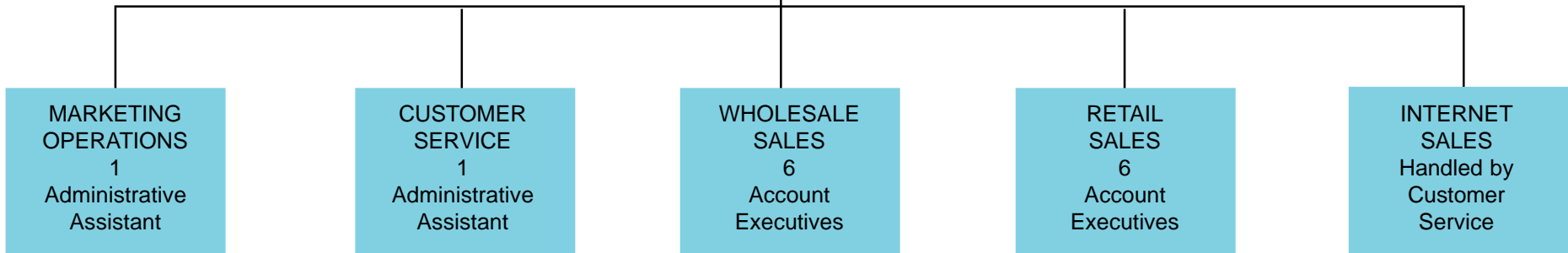
Tasty Delite International, Ltd. SALES DIVISION (Start-up)

**MICHAEL
DAVIS**
Vice President

- Hiring
- Training
- Field & Office Operations
- Policy & Procedures
- Territorial Dispatch

AVERY HARDY
Manager

- Sales Team Supervision
- Account Management
- Field Testing
- eCommerce Development



Telemarketing

- Cold Calls Wholesale
- Cold Calls Retail
- eCommerce
- Lead Confirmation
- Pre-qualification
- Appointment Setting

Direct Marketing

- Field Support
- Lead Dispatching

Marketing Support

- Research
- Strategy Development
- Advertising Campaigns
- Field Testing

Website Support

- Payment Verification
- Shipping Authorizations

Customer Support

- Product Inquiries
- Error Resolution
- Shipment Tracking
- Cancellations
- Change Orders

Warehouse Sales (3)

- Nationwide*
- New Accounts
 - Account Management

Bulk Sales (2)

- Nationwide*
- New Accounts
 - Account Management

International Sales (1)

- Foreign Countries*
- New Accounts
 - Account Management

Local Sales (3)

- Chicagoland Area and State of Illinois*
- New Accounts
 - Account Management

Regional Sales (2)

- Out-of-State*
- New Accounts
 - Account Management

International Sales (1)

- Foreign Countries*
- New Accounts
 - Account Management

Consumer Sales

- Worldwide*
- New Accounts
 - Account Management

Retail Sales

- Worldwide*
- New Accounts
 - Account Management

Wholesale Sales

- Worldwide*
- New Accounts
 - Account Management

PERSONNEL PLAN & OPERATING BUDGETS

BUDGET: \$20,000. per month
 DIVISION: SALES
 DEPARTMENTS: Marketing Operations
 Customer Service
 Wholesale Sales
 Retail Sales
 Internet Sales

Department and Staffing Needs Total
 Primary Functions (22)

1. MARKETING OPERATIONS

Telemarketing Representatives (4)

- Telemarketing
 - Cold Called Lead Generation
 - Bulk/Institutional (1)
 - Wholesale/Warehouse (1)
 - Retail (1)
 - Internet (1)
 - Consumer (Worldwide)
 - Retail (Worldwide)
 - Wholesale (Worldwide)
 - Sales Lead Confirmations
 - Prequalify Leads
 - Set Appointments
- Marketing Support

Administrative Assistant (1)

Secretary (1)

- Field Staff Support
- Sales Lead Dispatch
- Marketing Research
- Strategy Development
- Promotional Campaigns
- Phone Surveys/Test Marketing

3. WHOLESALE SALES

Account Executives (6)

- Warehouse Sales (3)
- Bulk Sales (2)
- International Wholesale (1)

4. RETAIL SALES

Account Executives (6)

- Local (Chicagoland and Illinois) (3)
- Regional (Out Of State) (2)
- International (Foreign Nations) (1)

5. CUSTOMER SERVICE

Customer Service Representatives (2)

- Website Support (1)
 - Payment Verifications
 - Shipping Authorizations
- Customer Support (1)
 - Product Inquiries
 - Error Resolution
 - Shipment Tracking
 - Cancellations & Change Orders

EQUIPMENT NEEDS

- Laptop Computers Systems (6)
 - Software
- Desktop Computer Systems (4)
 - 1 Laser Printer
 - 2 Inkjet Printers
 - Download adapter cables for Laptop to Desktop
- Vehicle Lease (1)
- Remote Credit Terminals (6)

UTILITIES

- 12 line Telephone Service
 - Management (2)
 - Marketing Operations (4)
 - Customer Service (3)
 - Fax (Dedicated Line)
 - Sales Team (2)

FURNITURE

- 10 - Desks/Computer Stations
- 10 - Ergonomic Chairs
- 2 - Conference Tables
- 20 - Conference Table Chairs

OFFICE SPACE REQUIREMENTS

- Open Work Area
 - 10 Desks/Computer Stations
- Reception/Waiting Area
 - Administrative Assistant
- Vice President's Office
- Manager's Office
- Large Conference Room

OFFICE SUPPLIES

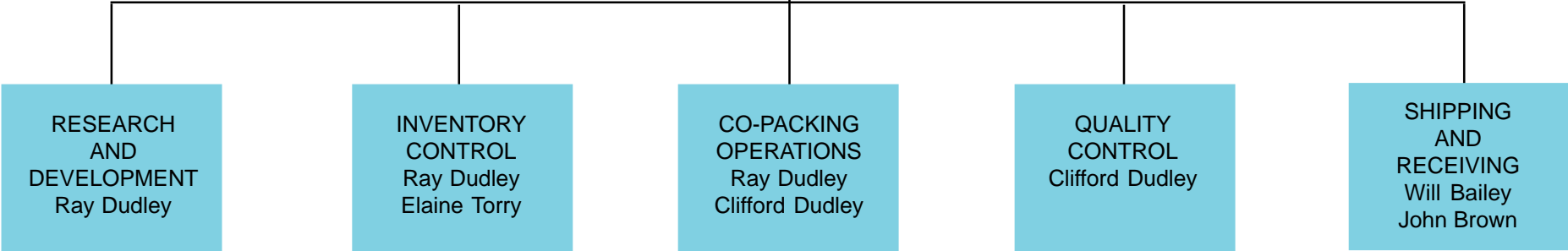
- Stationery
 - Letterhead & Envelopes
 - Business Cards
- Sales Kits
- Computer Supplies
 - Inkjet Cartridges & Toner
- Copier Supplies
 - Paper & Toner
- Miscellaneous



RAY DUDLEY
Vice President

ELAINE TORRY
Assistant to the
Vice President

Tasty Delite
International, Ltd.
MANUFACTURING DIVISION



Product Development

- Research
- New Developments
- Field Testing
- Patents
- Diversified Products

Raw Materials

- Bulk Purchases
- Warehousing
- Transportation

Local

Chicagoland Area and State of Illinois

Regional

Out-of-State

International

Foreign Countries

Local

Chicagoland Area and State of Illinois

Regional

Out-of-State

International

Foreign Countries

Local

Chicagoland Area and State of Illinois

- Wholesale
- Retail
- Internet

Regional

Out-of-State

- Wholesale
- Retail
- Internet

International Sales

Foreign Countries

- Wholesale
- Retail
- Internet

PERSONNEL PLAN & OPERATING BUDGETS

BUDGET: \$20,000.
DIVISION: **MANUFACTURING**
DEPARTMENTS: Research & Development
Inventory Control
Co-Packing Operations
Quality Control
Shipping & Receiving

Department and Staffing	Needed	Totals
Primary Functions		(11)
1. Research & Development		
Food Chemist/Engineer		(1)
• Product Development		
Research		
New Developments		
Field Testing		
Patents		
Diversified Products		
2. Inventory Control		
Assistant to the Vice President		(1)
Inventory Control Clerk		(1)
• Raw Materials		
• Purchasing Services		
• Authorizations & Tracking		
3. Co-Packing Operations		
Manager - CP Operations		(1)
• Local		
• Regional		
• National		
• International		
4. Quality Control		
Quality Control Inspector		(1)
• Local		
• Regional		
• National		
• International		
5. Shipping & Receiving	(4)	
Manager - Shipping & Receiving		(1)
Warehouse Clerks		(1)
Laborers		(2)
Forklift Operator		(1)
• Authorizations & Tracking		
• Pull N' Pak Services		
• Warehouse Services		
• Transportation Services		

EQUIPMENT NEEDS

Desktop Computer Systems (6)
• 1 Laser Printer
• 2 Inkjet Printers
Vehicle Lease (3)

UTILITIES

10 line Telephone Service
• Management (2)
• Inventory Control (3)
• Shipping & Receiving (3)
• Quality Control (1)
• Co-Packing Operations (1)
• Fax (Dedicated Line)

FURNITURE

6 - Desks/Computer Stations
6 - Ergonomic Chairs

OFFICE SPACE REQUIREMENTS

Open Work Area
• 6 Desks/Computer Stations
Reception/Waiting Area
• Administrative Assistant
Vice President's Office

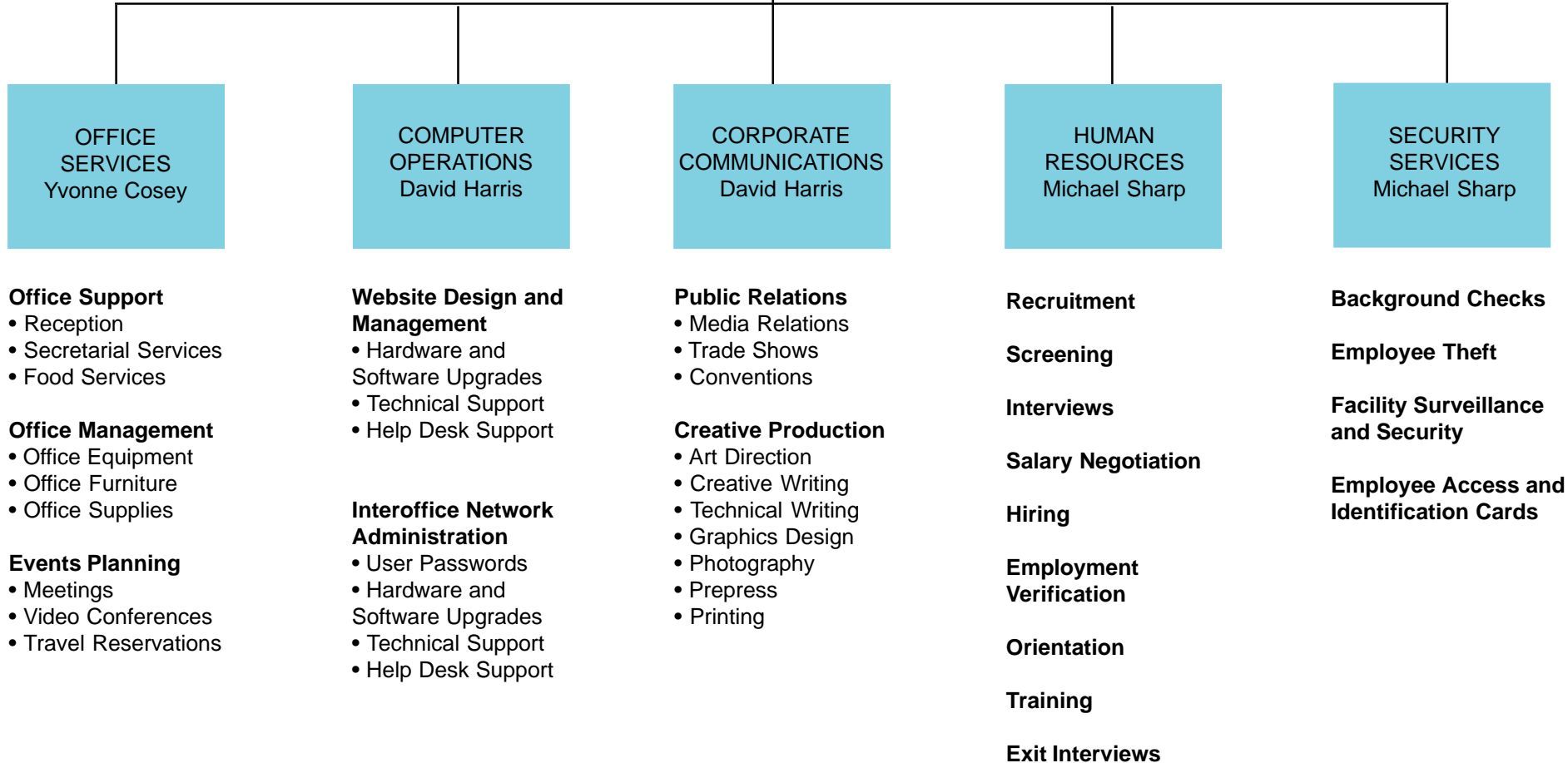
OFFICE SUPPLIES

Stationery
• Letterhead
• Envelopes
• Business Cards
Quality Control Test Kits
Computer Supplies
• Inkjet Cartridges
• Toner
Copier Supplies
• Paper
• Toner
Miscellaneous



Tasty Delite International, Ltd. ADMINISTRATION DIVISION

MICHAEL SHARP
Vice President



PERSONNEL PLAN & OPERATING BUDGETS

BUDGET: \$20,000.
DIVISION: ADMINISTRATION
DEPARTMENTS: Office Services
Human Resources
Security Services
Computer Operations

EQUIPMENT NEEDS

Personal Computers Systems (4)

- Color Laser Printer (1)
- Color Inkjet Printers (3)
- Video Surveillance Cameras (5)
- 5-Disc DVD Recording System

Laser Copier/Fax (2)

UTILITIES

12 line Telephone Service

- Management (4)
- Reception (1)
- Secretary's Pool (2)
- Fax (Dedicated Lines) (2)
- Security Services (1)
- Human Resources (2)

FURNITURE

Desks/Computer Stations (4)
Ergonomic Chairs (4)
Conference Table (1)
Conference Table Chairs (8)

OFFICE SPACE REQUIREMENTS

Open Work Area

- Desks/Computer Stations (4)
- Secretary (Temporary Help)

Vice President's Office
Manager's Office
Security Office
Conference Room

OFFICE SUPPLIES

Stationery

- Letterhead
- Envelopes
- Business Cards

Employee Orientation Kits
Employee Directory
Security Handbook
Office Services Catalog
Computer Supplies

- Inkjet Cartridges
- Toner

Copier Supplies

- Paper
- Toner

Miscellaneous

Department and Staffing Primary Functions	Needs (4)	Total
1. Office Support		
Secretary		(1)
Receptionist		(1)
<ul style="list-style-type: none"> • Reception • Switchboard/Voicemail • Secretarial Services • Food Services 		
2. Office Management		
Manager - Office Services		(1)
Data Entry Operator		(1)
<ul style="list-style-type: none"> • Office Equipment • Office Furniture • Office Supplies 		
3. Events Planning		
Administrative Assistant		(1)
<ul style="list-style-type: none"> • Meetings • Video Conferences • Travel Reservations 		
4. Human Resources		
Corporate Recruiter		(1)
<ul style="list-style-type: none"> • Recruitment • Screening • Interviews • Salary Negotiation • Hiring • Employment Verification • Orientation • Training & Promotions • Exit Interviews 		
5. Security Services		
Chief Investigator		(1)
<ul style="list-style-type: none"> • Background Checks • Employee Theft/Fraud Investigations • Facility Surveillance & Security • Employee Access & I.D. Cards 		

PERSONNEL PLAN & OPERATING BUDGETS

BUDGET: \$20,000.
 DIVISION: ADMINISTRATION
 DEPARTMENTS: Corporate Communications
 Computer Operations

EQUIPMENT NEEDS

- Personal Computers Systems (4)
- Windows NT (2)
 - Macintosh Ethernet (2)
 - Scanners (2)
 - Transparency Adapter (1)
 - Color Laser Printer (1)
 - Color Inkjet Printers (2)
 - Video Cameras (4)
 - Jag Storage Drives
- Laser Copier/Fax (1)

UTILITIES

- 8 line Telephone Service
- Management (2)
 - Webmaster (1)
 - Network Administrator (1)
 - Fax (Dedicated Line)
 - Public Relations (1)
 - Creative Production (2)

FURNITURE

- Desks/Computer Stations (4)
 Ergonomic Chairs (4)
 Conference Table (1)
 Conference Table Chairs (8)

OFFICE SPACE REQUIREMENTS

- Open Work Area
- Desks/Computer Stations (4)
 - Secretary (Temporary Help)
- Manager's Office
 Conference Room

OFFICE SUPPLIES

- Stationery
- Letterhead
 - Envelopes
 - Business Cards
- Press Kits
 Computer Supplies
- Inkjet Cartridges
 - Toner
- Copier Supplies
- Paper
 - Toner
- Miscellaneous

Department and Staffing Primary Functions	Needs (4)	Total (1)
1. Website Design & Management Webmaster		(1)
<ul style="list-style-type: none"> • Hardware & Software Upgrades • Technical Support • Help Desk Support 		
2. InterOffice Network Administration Network Administrator		(1)
<ul style="list-style-type: none"> • User Passwords • Hardware & Software Upgrades • Technical Support • Help Desk Support 		
3. Public Relations Communications Specialist		(1)
<ul style="list-style-type: none"> • Media Relations • Trade Shows • Conventions 		
4. Creative Production Creative Director		(1)
<ul style="list-style-type: none"> • Art Direction • Creative Writing • Technical Writing • Graphics Design • Photography • Prepress Services • Desktop Publishing • Printing Services 		



Tasty Delite International, Ltd. FINANCIAL DIVISION

FINANCIAL DIVISION

ACCOUNTS RECEIVABLE

- Wholesale Receipts**
- Warehouses
 - Distributors
 - Restaurant Chains
 - Institutional Chains
 - Government Agency

- Retail Receipts**
- Supermarkets
 - Grocery Stores
 - Restaurants
 - Nursing Homes

- Internet Receipts**
- Individual Consumers

ACCOUNTS PAYABLE

- Vendor Accounting**
- Consultants
 - Merchant Account
 - Insurance
 - Equipment Leases
 - Shipper
- Supplier Accounting**
- Raw Materials
 - Co-packer
 - Transporter
- Utility Accounting**
- Lights/Electricity
 - Heating/Gas
 - Telephone
 - Internet DSL Access
 - Cellular
- Tax Accounting**
- City
 - County
 - State

PAYROLL

- Payroll Accounting**
- Wages
 - Commissions
 - Deductions
 - Vacation
 - Sick Leave
- Check Distribution**
- Employees
 - Vendors
 - Suppliers
 - Utilities
 - Taxes

COMPENSATION AND BENEFITS

- Compensation Studies**
- Salaries
 - Commissions
 - Benefits
 - Stock Options
- FCC Stock and Securities Compliance**
- Fund-raising
 - Stock Offerings
 - Investment Strategies
- Productivity and Quality Control Studies**
- Expansion Studies
 - Feasibility Studies

LEGAL SERVICES

- Legal Compliance**
- Patents
 - Trademarks
 - Copyrights
- Taxation & Regulatory Compliance**
- City
 - County
 - State
 - Federal
 - International
- Legal Representation**
- Depositions
 - Court Appearances
 - Corporate Policies
 - Settlements
 - Appeals

PERSONNEL PLAN & OPERATING BUDGETS

BUDGET: \$20,000.
 DIVISION: FINANCIAL
 DEPARTMENTS: Accounts Receivable
 Accounts Payable
 Payroll Services
 Compensation & Benefits
 Legal Services

Department and Staffing	Needs	Total
Primary Functions		(8)
1. Accounts Receivable	(1)	
Bookkeeper		(1)
<ul style="list-style-type: none"> • Wholesale Receipts Warehouses Restaurant Chains Institutional Chains Government Agencies • Retail Receipts Supermarkets Grocery Stores Restaurants Institutions • Internet Receipts <ul style="list-style-type: none"> • Individual Use • Bulk • For Resale 		
2. Accounts Payable	(1)	
Bookkeeper		(1)
<ul style="list-style-type: none"> • Vendor Accounting • Supplier Accounting • Utilities Accounting • Tax Accounting 		
5. Payroll Services	(3)	
Manager - Payroll Services		(1)
Payroll Clerks		(2)
<ul style="list-style-type: none"> • Payroll Accounting Wages & Commissions Deductions Vacation & Sick Leave • Check Distribution Employees Vendors Supplies Utilities Taxes 		

4. Compensation & Benefits (1)
Industrial Engineer (1)
 • Compensation Analysis
 • FCC/USDA/SEC Compliance
 • Productivity & Quality Control Analysis

5. Legal Services (2)
Chief Legal Officer (1)
Paralegal (1)

EQUIPMENT NEEDS

Personal Computers Systems (8)
 • Color Laser Printer (1)
 • Color Inkjet Printers (4)
 • Video Surveillance Cameras (6)
 Laser Copier/Fax (2)

UTILITIES

12 line Telephone Service
 • Management (2)
 • Accounts Receivable (2)
 • Accounts Payable (2)
 • Fax (Dedicated Lines) (2)
 • Payroll Services (3)
 • Compensation & Benefits (1)
 • Legal Services (1)

FURNITURE

Desks/Computer Stations (8)
 Ergonomic Chairs (8)
 Conference Table (1)
 Conference Table Chairs (8)

OFFICE SPACE REQUIREMENTS

Open Work Area
 • Desks/Computer Stations (4)
 • Secretary/Reception
 Vice President's Office
 Manager's Office
 Legal Services Office
 Conference Room

OFFICE SUPPLIES

Stationery
 • Letterhead
 • Envelopes
 • Business Cards
 Computer Supplies
 • Inkjet Cartridges
 • Toner
 Copier Supplies
 • Paper
 • Toner
 Miscellaneous



Marketing Plan

- Billboards
- POP Displays
- Posters
- Cable
- Radio
- TV
- Internet
- Infomercials
- Supplements
- Coupons



Visit our website!
www.tastydelite.com

STAFF

5 full-time positions have been budgeted and are based upon the current market demand.

- ACCOUNT EXECUTIVE (3)
- TELEMARKETING & CUSTOMER SERVICE (1)
- RECEPTION & OFFICE SUPPORT (1)

We expect each of these positions to double each quarter during the 12 month operating period to handle the growing sales and support demands within the four divisions (Manufacturing, Sales, Financial, and Administration)..

ORGANIZATIONAL STRUCTURE

Tasty Delite International, LTD., is a privately-owned limited Illinois corporation with a Board of Directors that meets weekly except during emergency sessions, and is chaired by the President & CEO. Board members are shareholders with voting rights and meetings include the management team which regularly seeks the business management expertise, financial, manufacturing and technical advice of outside consultants, and organizations such as the Small Business Administration, SCORE, and One Stop Business Financing Center.

MARKETING ANALYSIS

MARKET DEFINITION

The most recent statistical research demonstrates that the flour mixes and dough industry is a growth market. In 1995, establishments classified as prepared flour mixes and dough shipped products totaling \$4.8 billion dollars. This represents a 17% increase over 1994 totals of \$4.1 billion, and a 23% increase over 1992 totals.

We very strongly believe that our primary product's uniqueness, added value, versatility, and lack of competition ensures an outstanding high growth potential.

Market research and industry sources projected \$80 billion dollars in sales by the end of 1999 for the seasoned coating market of the prepared flours and dough industry.

During the next five years Tasty Delite will introduce five new products we project will account for a 25% increase in net profits. Projections are based on annual sales of \$60 million; which translates to a .5% market share, or 1/2 of 1% of the overall market.

New product developments include:

- Strictly For Seafood
- Spicy N' Hot
- Seasoned Salt
- Preseasoned Frozen Seafood
- Instant Gravy Packets

CUSTOMER PROFILE

The primary customer of Tasty Delite products are:

- Individual Consumers
- Restaurants
- Institutions
- Wholesalers
- Retailers

COMPETITION

Companies that compete in this market are Shake N' Bake and Golden Fry. The unit price comparison that follows is for their primary product which requires the consumer to purchase separate mixes for each type of meat and use:

SHAKE N' BAKE	\$1.99 per 5.75 ounce box
OVEN FRY	\$2.29 per 5.75 ounce box
GOLDEN DIP	\$2.39 per 5.75 ounce box

The major competition in the seasoned coating industry is confined to 10 companies who have total sales of \$12.2 billion, which represents a 17% market share. The industry leader is General Foods Corporation, makers of Oven Fry and Shake N' Bake who own a 10.2% market share. Zebbies, Inc., with a 1% market share, is in last place amongst the leading competitors.

The key factors affecting competition are:

- Convenience
- Taste and
- Price

In every comparison, Tasty Delite's 3-in-1 BAKE & FRY product blows the competition away with:

- **Superior Taste** - Our Down Home Flavor makes all your food taste better
- **Versatility and Convenience** - BAKE & FRY with ONE PRODUCT
- **Added Value**
 - Use ONE PRODUCT repeatedly for any type of food and use
 - Nutritional benefits of lower fat, sodium, cholesterol, and calories

RISK

The business and economic risk for Tasty Delite International. LTD., are:

- Inadequate marketing strategies
- Insufficient capitalization to meet demand and growth potential quickly
- Future competition from larger, more established companies

MARKET PLAN

SALES STRATEGY

Customer response indicates that our product is enjoying a reputation for excellence and distinctive taste, and we expect the trend to continue. A small sample of comments from the first stores to receive our product follows:

- "No new product has ever flew off the shelf like this one is!"
- "Our customers love the idea of being able to bake and fry with one product!"
- "We've never had a product that sold out so fast. Especially without a lot of advertising."
- "One lady tried a box and came back the next day for a whole case! Four cases were gone in 2 days."
- "The word is really out about your product. People are saying the taste is something else!"

In-store and shopping mall demonstrations i.e., Tasty Delite's Taste Test, coupons and rebates will be common ingredients of our marketing strategy to generate consumer demand for our products.

Trade show representation for food service, household and restaurant industry products; and catering opportunities at popular national shows and trade conventions open to the public will accelerate market penetration is Bulk, Resale, and Internet sales.

PRESS RELEASE



PRIME TARGET MARKETING, INC.
7837 Lincoln Highway
Frankfort, IL 60423
708.481-9444
815.469-4555
FAX: 815.469-6558

Tasty Delite International is a Chicago-based producer and distributor of the newest seasoned food coating and flavoring additive to hit today's food market, Tasty Delite 3-in-1 BAKE & FRY.

The marketing strength of the product is twofold: versatility and low cost. It's **3-in-1 BAKE & FRY** application and oven bake or fry capabilities make this product far more functional than it's major competitor, "Shake N' Bake".

Our marketing goal is not to directly "attack" Shake N' Bake, but to offer our product as a more contemporary and versatile alternative for today's cost and health conscious shopper.

Tasty Delite can be applied to poultry, pork, seafood, and even vegetables, thus eliminating the need to purchase several food coatings for these purposes. One product does it all! In addition, Tasty Delite is a wheat-based easily digestible coating as opposed to our competitor's "slow" to digest corn base.

Tasty Delite 3-in-1 BAKE & FRY has recently made its debut on grocery shelves in Chicagoland. It's contemporary graphics and bright color packaging makes it very "eye-catching" and appealing on grocery shelves. Large display posters will be prominent in store

windows.

Shelf brochures will also be situated next to the product for consumers to read about its uses and applications. In-store demonstrations and discount saving coupons will be available as well.

Cable television and outdoor billboards are currently being prepared to enhance product awareness and marketability. The product is currently being distributed wholesale in both case (12 boxes per case) form as well as bulk packaging (25, 50 & 100 pound bags) for institutional use.

It is our goal to have Tasty Delite 3-in-1 distributed not only in Chicagoland, but nationally and even internationally. Schools, hospitals, nursing homes as well as other institutions have expressed interest in purchasing the product bulk. Plans are currently underway to produce and market specialty "follow-up" products by Tasty Delite. Direct marketing exposure will bring Tasty Delite 3-in-1 BAKE & FRY to the forefront of the Food Coating Industry.

Our concept is quite simple: "From our kitchen to yours", value and versatility for the 21st Century.

Sincerely,

Steve Sirt

Client: Tasty Delite International, LTD.

Visit our website: www.tastydelite.com

ADVERTISING and PROMOTION

All advertising efforts will JOINTLY promote Internet and Field Sales so that customers are aware that our products can be purchased using traditional shopping channels as well as online shopping mall links and our website.

Traditional promotion mediums utilizing coupons, product samples, and rebate programs in direct mail, newspaper supplements and point of purchase displays, posters, will be complemented by regular taste test promotions designed to simultaneously generate consumer demand and product awareness; until an advertising budget for mass media is self-generated from profits or made available through a line of credit.

Our primary outside contractor for market research and advertising campaigns is Prime Market Targeting Advertising, of Frankfort, IL.. Coordination and all other promotional and public relations work will be done in-house by Corporate Communications. *See attached Administration Division flowchart for departmental functions.*

DISTRIBUTION CHANNELS

Tasty Delite products are sold in three ways:

- **BULK PURCHASE**
By the 50 pound (or more) bag to restaurants, schools, hospitals, nursing homes, correctional facilities, and other public or private institutions with high volume food supply needs.
- **FOR RESALE ONLY**
By the skid or case to wholesalers, warehouses, and retail supermarkets and grocery stores.
- **FOR INDIVIDUAL USE**
By the case only via our Internet website to individual consumers. **These are prepaid orders with national and international destinations and will increasingly become the preferred ordering option for bulk and resale sales. Internet sales are inherently the greatest profit margin and growth area.**

In order of priority and profitability, the targeted markets our sales team will focus on are:

- Bulk Purchasers
- Wholesalers
- Supermarket Warehouses
- Retail Grocery Stores

The most profitable profit center is projected to come from WEBSITE sales.

CONTRACT PACKAGING

Until our own facilities can be built or leased for product research and development, manufacturing, mixing, packaging, warehousing, and distribution; all the above functions will be done by contractors who meet our lowest qualified bidder specifications and delivery requirements. *A listing of current bidders and contractors is available upon request.*

INSURANCE COVERAGE

Product liability, employer's liability, and worker's compensation insurance is provided by Thornton & Powell, Inc.



Financials

Section Three - The FINANCIALS

1. GENERAL ASSUMPTIONS
2. BREAK-EVEN ANALYSIS
3. MARKET ANALYSIS
4. SALES FORECAST
5. MILESTONES
6. PERSONNEL PLAN
7. PROFIT & LOSS
8. PAST PERFORMANCE/START-UP WORKSHEET
9. CASH FLOW
10. BALANCE SHEET

The FINANCIALS

Are available upon request and require completion of our **NonDisclosure Agreement**.

Contents include:

- Proforma Cash Flow Projections Year 1
- Proforma Cash Flow Projections Years 2 & 3
- Profit & Loss Statement - Year Ending
- Profit & Loss Statement - Current and Three Year Projections
- Projected Income Statement - Current and Three Year Projections
- Balance Sheet
- Break-Even Analysis
- Departmental Operating Budgets
 - Manufacturing Division
 - Administration Division (includes Executive Division)
 - Finance Division
 - Sales Division

NOTE: Specific reports not listed and all other financial data can be compiled upon request.



Client List

CUSTOMER LIST

As of August 11, 2000

CUB FOODS (70 stores)

- Deal closed with Corporate Purchasing in July. Currently completing required surveys, initial presentation and taking first orders from all 70 stores in Illinois and Indiana. Subsequent shipments will be to the CUB FOODS warehouse. As soon as we are able to demonstrate that we can handle these 70 stores we have a firm commitment for 200 regional stores in 7 states.

CERTIFIED WAREHOUSES (400 Stores)

- Deal closes this week with Chief Buyer. Currently mapping territories from list provided. Will begin taking orders from each individual store third week of August.

Appointments Scheduled

- EAGLE FOODS
- CENTRALIA WAREHOUSES
- STERK'S (INDIANA)
- DOMINICK'S FOODS
- JEWEL FOODS

ON THE SHELF AT THESE STORES

(Most are Certified Warehouse serviced stores)

- TREASURER ISLAND FOODS
- SHOP & SAVE
- SUPER SAVER
- CO-OP MARKETS (2)
- ROSEBUD FARMS
- BUY & SAVE FOODS
- STERK'S SUPER FOODS
- THE COUNTRY STORE
- KEY MARKETS
- PETE'S MARKET (3)
- STONY ISLAND FOODS
- FAIRWAY (2)
- WALT'S FINER FOODS (4)
- OAK FOODS