

JEWELL

Paris

Business Plan

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Jewell

Paris

To whom it may concern:

We are searching for an investor for the launching of this unique collection based in Paris, with a focus on the European market and expanding into Asia and North America. With the ever-increasing value of the euro and the production quota of China overwhelming the world, we feel we have found a lucrative solution to designing and constructing high-end, ready-to-wear garments that we can sell at bridge prices, making the client happy and creating a new name brand that is accessible to the everyone.

We would like in an investment partner someone that shares our corporate vision, utilizing oral and written communication to maintain long-range planning, cost reductions and product positioning in the competitive market, while building a name and clientele with quality fabrics, construction, embellishments and distribution.

The compilation of an efficient team that idealizes the investor-design team-buyer relationship is key. We aim to foster an optimistic environment that will provide solid ground for a growth-oriented opportunity to work together toward common goals, such as expansion into accessories, fragrances and men's wear.

We look forward to hearing from you. Please feel free to contact me with any questions, as well as any of our team members.

Best regards,

R. Kevin Jewell

I. Executive Summary

JEWELL

Jewell is the new Parisian fashion house bringing the luxury of high end to the international mainstream. The Jewell line is conceived by the American born designer Kevin Jewell, and then he works hand in hand with local artisans in the construction of the patterns and prototypes using the expertise found in French couture. With the prototypes in hand, Mr. Jewell and his American sales team take the collection to the bi-annual fashion trade shows to take orders in from the International buyers in Tokyo, Shanghai, New York and Paris. Culminating each sales season with a fashion show presentation to the press and public during the week of the Paris collections.

Upon the completion of the accumulation of the orders made by the worldwide buyers, the patterns and prototypes are carried to China for fabrication in the city of Jiaying, just south of Shanghai in the Zhejiang region. From there the garments are shipped to the buyers upon completion of the order. Alternative factories in Hong Kong and Macau are available for garment construction to meet the needs of over demand, or as an alternative for products for markets with import limitations placed on Chinese made goods.

ABOUT US

Jewell is a new start-up with designs and a ready made team on the verge entering the international market with precision timing. With the recovery of the Japanese market firmly re-established, plus the 10's of millions of new millionaires in China and Russia entering the shopping malls, boutiques and department stores of the world each year, and soon the addition of more and more millionaires in Brazil and India the opportunity is upon us to establish the Jewell label as a leading European fashion house.

The house of Jewell is a small team taking advantage of outside contractors and fabrication in China to keep the expenditures and social charges reduced.

Lead by the label's namesake, American designer Kevin Jewell has a rich experience from modelling, jewellery design, couture gowns construction to fabric designing and extensive work with a variety of Paris fashion houses including Dior, Thierry Mugler, Sophie Sitbon and Yves Saint Laurent with free lance work encompassing swim wear and theatre costumes. Mr Jewell is accompanied by his sales team of Americans Mr. Robert Reuter and Miss Angie M. Lefort. Both of whom bring in a diverse sales and marketing experience with such names as Hermes, Nichole Farhi, FCUK, music records by such artists as Dolly Parton, Sir Elton John, and the 1996 no° 1 International hit 'La Macarena', as well as real estate activities in Paris, St. Tropez and New York. The job of Marketing director and market research analyst is entrusted to Mr. Chatchai Pichayapakagul of Thailand. Mr. Pichayapakagul recently graduated with an EMBA, European Master Business Administration from business school in Paris after working for Business consultant in Seoul, Korea, Japanese trading company and KOTRA, Korean Trade Centre, Korean Embassy in Thailand as Project manager.

Pattern drafting and prototype construction are sub-contracted to Atelier Mignot in Valigns, Normandy and the Give et Reth Atelier of Paris. These two small artisan shops have team members that are former employees of Chanel, Chloé, Hermes, and Jean-Louis Scherrer.

Jewell will be hiring temporary sales representatives for the trade shows in Shanghai and Tokyo, these will be either mother tongue or fluent in English and the local language. An assistant for the design team will also be hired to allow Mr. Jewell and his team to accomplish their tasks more efficiently and with cost saving valuable time and allow the research and documentation for future collections to proceed months in advance, as well as allowing a complete hand on quality control in coordination with the fabrication in China.

THE MARKET

The Jewell label is entering directly into the international sales through the International fashion trade shows of Shanghai, Tokyo, New York and Paris. Initial contact will be made in advance through the mailing of invitations to the trade shows, e-mails and phone calls to the buyers for department stores and high end shops. This advance communication will be established by the sales representatives.

Television interviews and presentation of choice garments from the collection have been promised by NBC in America, NHK of Japan as well as A.P. which serves 800 television stations worldwide. These will be aired just in advance of the trade shows creating a demand on the level of the general public reaching over 25 million international television viewers.

Equally of importance are promises from Vogue USA, ELLE USA and France, Vanity Fair USA, Marie Claire of the UK and Paris Match opening up their pages with articles and/or fashion lay-outs.

MARKET PROJECTONS

With the weekly addition of millionaires in countries such as Russia, India, Brazil and China buying goods on their home front, we feel it is necessary to start in the two largest established economic markets Japan and the USA and including with an explosion onto the 'waking giant' China by renting a stand in Moda Shanghai, at the same time maintaining a stand in the Paris trade show Atmosphere in the Tuileries attracting buyers from the established markets of Europe and the newer markets of south America and southern Asia.

Then with market research confirmed expand into Russia, and Brazil. All the while, studying the market and the possibility of licensing the label to India with their restrictive import trade laws, then finding a competent factory and fabric source inside India.

Our goal for the first collection is 1 million in sales and building up to 10 million annually by the end of the third year and reaching 30 million in the 5th (fifth) year.

The worst case scenario would be to rest in Paris and never reaching sales of 2 million annually.

The Best case scenario is to sell the collection as a means to obtain the dream shared by men and women around the world to live in Paris, the dream seen in countless movies including 'An American in Paris', 'Last Tango in Paris' and 'French Kissing' reaching sales of 100 million annually and entering into direct competition with Celine, Paul Smith, and Versace.

The first addition will be several men's shirts shown during the women's collections as well as sold on the trade show stands. This line will enter the market in competition with Paul Smith, Castelbajac and Christian Lacroix. Next will be a fragrance line, keeping the marketing simple and maintaining a feeling that the dream can be worn and have an effect on another one of the 5 senses, smell.

A bottle in the shape of a cut diamond, or ruby maintains a universal appeal and recognition, while the perfume brings the label into millions of more women's dressing tables worldwide.

FINANCING

Initially we are seeking 6 million dollars US to establish the label and maintain the basic functions for 5 years with a base annual budget of 1.2 million for the prototypes, sales and marketing in the 4 trade shows two times annually as well as the professional fashion show presenting the collection to the public through the international press. This liberates the profits to reimburse the initial loan and the incurred interest rates. Expanding sales through additional trade shows, additional prototypes to the collection bringing the line near 80 pieces, and adding a perfume line to the label and equally men's clothing and accessories for both men and women.

SUCCESS

Our confidence is based on our team's proven competence and ambition aligned with youth, experience and educations. Mr. Jewell finds inspiration in nature, architecture and decorative arts interpreting art nouveau mouldings in and frescoes as embroideries, art deco architecture as beading designs, or renaissance art moulded into sculptured velvets. Throwing combinations that mix the comfort and warmth of grey flannel with seduction of black lace into a trench coat, cashmere slacks married to a suede blouse, black pearls with white jeans, or red silk satin shimmering with purple Murano hand blown glass beads. These designs coupled with the dynamics of the sales team, and careful cutting edge market research for future expansion the Jewell team looks forward to reaching our goals and excelling beyond our dreams.

II. Business Description

The Jewell label brings ready to wear to the mainstream. Jewell's designs harmonize noble and classic fabrics with today's wearable, breathable, timeless, ready-to-wear style adding embroideries and beading associated with haute couture collections. The label's appeal transcends age and time. Market research indicates the designs were equally successful with young women 25 to 40, as well as women 40 to 60. This broad appeal rivals only the world's elite fashion houses.

The brainchild of American-born, Paris based designer Kevin Jewell is about to take the international ready-to-wear women's market by storm. The proliferation of new market economies spanning four continents provides the ideal landscape for new, moderately priced entrants.

Our confidence is based on the talent of our team, managers, artisans and designers, as well as on our organization's ability to react to change and get the most out of our high growth-potential brand. We are constantly strengthening our distribution networks through local affiliates and deliveries will be made directly from fabrication factories to our products buyers in all relevant markets.

2006: A NEW YEAR OF GROWTH: Jewell is in an excellent position to pursue growth while actively managing the launch of its flagship brand. We set and are keeping the bar high for our strategy of organic growth.

This will be a dynamic year. Sales growth will be driven by acceleration from creative development, the expansion of our retail network and increased investment in marketing and public relations. Jewell will launch two new segments of our women's wear collection – day and evening.

Target Market and Customers

- Females, age 25 to 50 years old
- 70% urban (metropolitan regional)
- 70% white-collar professional
- 60% single with an average household income of \$50,000 per year
- 60% college graduates
- 17% have children under the age of five

JEWELL Paris



MODES GITANES



JEWELL Paris



Cotton
Velvet
contrast
Velvet color
Bridier



Cotton
Velvet
contrast
Velvet color
Bridier



Wing
Velvet
contrast
Velvet color
Bridier



Wing
Velvet
contrast
Velvet color
Bridier

III. Growth Trends in This Business

The proliferation of new market economies spanning four continents provides the ideal landscape for new, moderately priced entrants.

Growth drivers in the ready-to-wear arena are geographic. Growth is mainly to be found in Asia, and most notably in China – a market that is awaking to luxury products and tourism and whose potential is very real. India, Russia and Brazil are also promising territories for the future.

In terms of new products, we are developing our expertise and our market positions in growth segments such as career wear, demonstrating our ability to take advantage of and even pre-empt changes in the market and in our clientele's demands.

Our flexible business model encompasses design, sourcing, construction supervision and wholesale, staying true to our luxury lifestyle sensibility while forging ahead with our global vision. We are striving to infiltrate the world market and establish the Jewell brand name as a leading European collection.

Our key elements are two-fold: to solidly establish ourselves in the European market, and to build and expand the Jewell brand throughout the European market and establish the label in the U.S. and Japanese markets with choice sales points in China.

With the ever-expanding E.E.C. and the equally increasing strength of the euro against the dollar and other currencies, our prime objective is the stability of a faithful clientele throughout Europe, giving the Jewell brand name the solid sales foundation to secure a stabilized expansion throughout the Americas and Asia. We have seen multitudes of young designers close their doors in the aftermath of global economic crises such as September 11, 2001, the Iraqi War and the SARS epidemic in Asia, all because of mismanagement and over-expansion globally without the basic income of sales on the home front. On the contrary, with our unique collection of luxury clothing and accessories, the client enjoys an enduring benefit of an irreplaceable competitive strength in both the quality of the product and the reduced prices via construction of the line in Asia. The Jewell team has demonstrated the ability to take advantage of and even pre-empt changes in the market and the demands of the client, a duality of sensibility and sensitivity in our creative vision.

In order to carry the brand into U.S. and Japanese markets, as well as secure choice sales points in China, we must first and foremost work closely with an established New York public relations firm, dress several high-profile celebrities often seen in the press, and work with fashion editors of leading magazines to get featured fashion layouts that can help us create customer demand.

Additionally, new frontiers of medium- and long-range should be embraced with vigor and coupled with the development of new products to attract customers further. In terms of such new products, we are developing our expertise and striving for market positions in the fashion jewelry and fragrance arenas.

In order to achieve lower costs than larger competitors, Mr. Jewell has forged an exclusive relationship with a notable fabric supplier/manufacturer based in Jiaxing, Zhejiang, China.

IV. The Vision

We have long-term plans to stay in business for ourselves and utilize the specialized business knowledge we have gained. The professional relationships we have developed include top-notch sales representatives with the connections and charm to make meaningful new sales points, manufacturing resources in China and secondary manufacturing in Hong Kong and India, and international fashion journalists in both television and print ready and willing to give the collection attention in many media avenues.

These various fabricants, vendors and media contacts include:

New Era: Garment Construction, Jiaxing, Zhejiang, China

Fortier-Price, Paris liaison to garment construction in Hong Kong and India

Massimo Massa: CNBC/NBC interviewer for presentation of choice garments on the world's largest television station

Lisa Butler, Associated Press (AP) /NHK Japan interviewer for complete

Presentation of the collection on 1,000 television channels worldwide

William Middleton, Harpers Bazaar, Contributing Fashion Editor, for fashion layout and interview

Suzy Menkes, International Herald Tribune, and The New York Times most-read fashion journalist in the world distributed by the AP/UPI. Average income of subscribers is 4 million\$.

Mary Russel, ELLE International, Founder ELLE USA for fashion layout and interview

Christine Lurch, Paris Match, for fashion layout and interview

Matthew Rich, Planet P.R., New York, public relations agent to Miss Universe, Miss USA, Miss

Venezuela, Olympia Dukakis (actress), Dorothea Franck (best-selling author), Jeremy Scott (NY fashion designer) and Paris Hilton (WHO GETS MORE PRESS?)

Other business relationships we have developed include buyers and manufacturing resources. We have also constructed a circle of personal friends and business consultants that share their expertise in business, accounting and marketing, including Tim R. James, investments, Bank of England; John Hegarty, marketing professional, The American Business School,

Paris; Starla Kelly, consultant to President Clinton on the national education budget (retired) Mesquite, NV; Shellie Karabell, financial reporter for CNBC, Palm Springs, CA; Heidi Wittbold, vice president and executive sales representative, Cooper Gay, London; Marie Rainsberry, buyer Nordstroms, U.S.A. , Seattle; Kim Larson, buyer Barney's New York, U.S.A.; and, of course, our sales representative team of Angie Lefort and Robert Reuter, who both bring a wealth of relevant experience to the table.

The reason we instinctively foresee our plans as are realistic is due to the lack in the market of high-end, luxury designer garments at bridge prices. There is a huge lack of competition as this is a new facet opening in the clothing industry. Ours is a collection that renews itself with every season without following the trends set by Dior, Vuitton or Gucci, redefining the possibility to set trends and be accessible to a larger public. We offer beautiful pieces that the client can wear year after year while constantly adding new pieces to her wardrobe. Our designs add a timeless, tasteful feeling to our clients' personal expression.

Market conditions at this moment are favorable to the opening of the Jewell house, including the strength of the euro, the growth in numbers of consumers in Europe with the continent's ever-expanding new countries, and the 20-year forecast for the E.E.C. market by the world's economic specialists. Additional factors are the enormous potential of garment and accessory construction in China at reduced cost, and the expansion of the world's consumer market into China, India and the ex-Soviet republics. The world's consumer market is expanding NOW. Our personal contacts in China and here in Paris are ready and waiting to assist in the pattern drafting and prototype construction of the Jewell line, as well as the journalists who have pledged to film and conduct interviews and fashion layouts.

V. Business Organization

We plan to form a corporation for our business. It is our intention to grow Jewell into a large firm with international relationships. The initial and ongoing costs of operating as a corporation will be a necessary business expense. Also, since a properly run corporation will afford us some limits of liability, we feel this is the right form of business for us. We intend to depend on our attorney to handle all aspects of setting up the corporation and maintaining proper corporate records.

JEWELL, business team

CEO/Artistic Director	Mr. R. Kevin Jewell
Assistant	To be hired
Commercials	Mr. Robert Reuter Mme. Angie M. Lefort
Marketing Director	Mr.Chatchai Pichayapakagul
Accounting	Mr. Alain Edwards
Prototype Ateliers	Give et Reth, Paris 9 Anne & Chantal, Valigns, Normandy
Public Relations	Planet P.R., New York, N.Y.
Garment construction	New Era, Jiaxing, Zhejiang, China Same fabrication as Cerutti, Hugo Boss and Giorgio Armani.

A. Professional Consultants

We feel it is important that our team of professional advisors be in place before we start in business. Here is a list of these professionals:

Tim R. James, Bank of England, London, Investments

John Hegarty, The American Business School, Paris, Marketing professor

Starla Kelly, consultant to President Clinton on the National Education Budget, Editor of the

Bill starting the after Schools Program , ex-Director of the National Community Education Association.

Shellie Karabell, Director CNBC Paris, Financial Reporter, producer of NBC documentaries.

Heidi Wittbold, Cooper Gay, London, V.P. and Executive Sales Representative

B. Licenses

Jewell will require the following licenses. We will need to research the requirements for our own location and circumstances:

1. American Chamber of Commerce in Paris: This could include the business license department, planning department, building department, health department, etc.
2. Alain Edwards, our accountant will give us advice on federal, international, state, and local reporting and licensing requirements.
3. Our lawyer, Claude Perritaz, will provide us with a checklist

C. Insurance

We plan to use the services of Cooper Gay & Co., our insurance agent. Our insurance policies and limits of coverage are as follows:

Ms. Wittbold will provide us with a tabulation of all insurance policies and limits of liability.

D. Location Criteria

During our start-up phase of approximately 3-6 months, we plan to operate out of our home office. Once our business is established, our initial office requirement will be approximately 1,000 square feet with two private offices, Showroom and a secretarial area. Our office criteria will include:

- Convenience to our home.
- A short-term lease of 1 - 3 years with two 1-year options.
- A lease provision that the property owner provide us expansion space as required with a kickout clause if expansion space is not available.
- Office layout including tenant improvements provided by the property owner.
- Lawyer review of the lease.
- Use of the Lease Check-off list that is attached as an exhibit.

The use of these location criteria will gain us experience in handling much larger leases for space in the relatively near future. Future growth plans include warehousing of merchandise. We will be incurring large lease obligations that will be carefully reviewed.

Location studies will include:

- Space requirements
- Future requirements
- Site analysis study if needed (attach)
- Demographic study if needed (attach)
- Lease check-off list (attach)
- Estimated occupancy cost as a % of sales
- Zoning and use approvals

E. Accounting

Alain Edwards, CPA will oversee all of our accounting.

Method of accounting: We will use the accrual method of accounting since this is generally required by the Internal Revenue Service as well as international governing bodies for businesses dealing with manufacturing and inventory.

Business records: We will keep Jewell accounts and records separate from our personal records.

Tax issues: Our accountant, Mr. Edwards, will help us set up records for payments of social security tax, estimated income tax payments, payroll taxes and state withholding and sales taxes.

Internal controls: Mr. Edwards will also help us set appropriate controls for handling funds in our business including inventory policy and controls. Purchasing, capital acquisitions and signing of checks will not be delegated.

Quarterly returns: Taxes will be paid in the appropriate periods. Mr. Edwards will help us set up resale permit records for reporting to our state franchise tax board.

Bank account reconciliation: Bank accounts will be reconciled on a monthly basis.

Balance sheet: Attached is a separate exhibit of our starting balance sheet. Included is a schedule of equipment and fixtures needed that will appear on our balance sheet.

Income statements: Attached are our projected income statements for the first six months and one year.

F. Cash Flow Planning

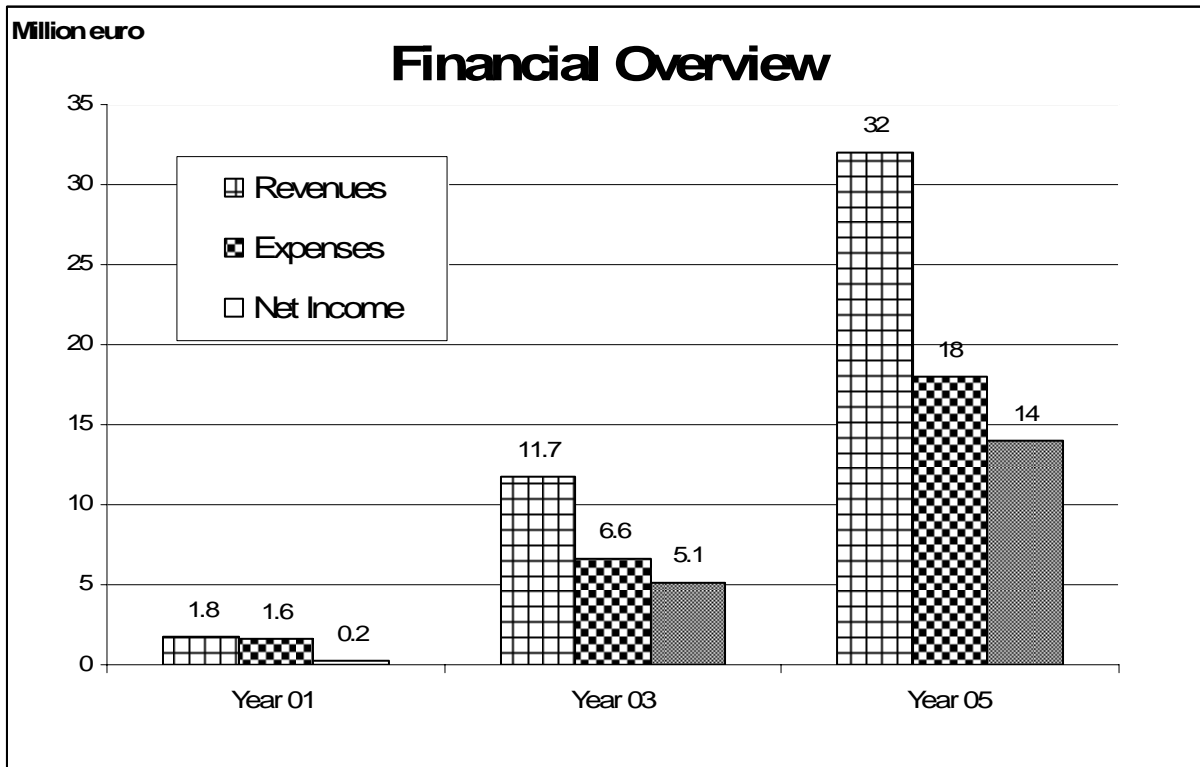
Attached is an exhibit of our one-year cash flow analysis including estimated sales, all costs, and capital requirements. We have included a checklist of all expense items for input into our cash flow projections.

FINANCIAL OVERVIEW

	Year 01	Year 03	Year 05
Revenue	1.8	11.7	32
Expenses	1.6	6.6	18
Net Income	.2	5.1	14

LICENSING – Chinese market, Fragrance, Men’s wear, Sportswear:

Revenue	0	3.2	13
Net Income	0	2.4	9.2



G. Analysis of Costs

Attached is an itemized cost-breakdown of each individual Widget product that will be in our initial line. Our initial target mark-up will be 100%, with a gown or suit fabricating at 100-150€, we can sell at 200-300€ and stores mark-up at another 50-100% selling at 450-600€, our competitors sell gowns and suits at 800-1,200€.

With fairly accurate calculations as to launching a business in Paris, within the structure of the French social security and tax structures, I have estimated for the operational basics for 12 months and 5 years:

	12 months	5 years
Showroom atelier rent	40,000€	200,000€
Telephone/internet	5,000€	25,000€
Office Supplies	10,000€	50,000€
Furnishings	20,000€	5,000€ replacements
Electricity	5,000€	25,000€
Reserve	25,000€	150,000€
Social Charges	250,000€	1,500,000€
Designer and administrative Salaries	200,000€	1,000,000€+ commissions
Salons & travel	50,000€	300,000€+2 salons
Design Assistant	30,000€	200,000€+ raise
Receptionist/Secretary	20,000€	100,000€
Federation P.A.P/ Maison des Artists/URSSAF	10,000€	50,000€
Public Relations	50,000€	250,000€
Fashion Shows	200,000€	1,000,000€
Prototype fabrication in France	50,000€	500,000€+ shipping
Fabrication trips to China	50,000€	250,000€

H. Internal Controls

Our accountant, Alain Edwards, is experienced in our type of business, which includes international trade. He will help us set up a system of internal controls to make sure that Jewell will receive all of its' income without any of it being siphoned off by waste, fraud, dishonest employees or carelessness.

This will include an inventory policy including who can sign for goods and services and who controls the release of goods and services out the door. Included in the internal control policy will be the requirement that the only person authorized to sign purchase orders, make capital acquisitions and sign checks will be signed by Company Directors.

I. Financing Strategy

Our requirements for start-up capital are as follows:

Attached is a list of expenses for which we will require either start-up capital or financing. These items include buying supplies, getting a computer, equipment and fixtures, tooling, travel expenses and start-up overhead expenses. These expenses are included in our monthly cash flow projection to indicate the ongoing requirements for cash.

Our sources of cash for starting our business are still being determined. We have provided a spreadsheet showing all of the sources of start-up equity capital.

Our sources of financing for starting our business are indicated in the following spreadsheet. While we will not be depending on banks for financing, there will be other resources available to us such as venture capital, leasing of equipment and fixtures, credit from suppliers, mortgage financing, etc.

We are prepared to make presentations to potential lenders. Our presentation kit includes this business plan, our personal financial statement and personal tax returns. We will be prepared to be specific in our needs for financing, the payback program, and our sources of repayment. We will furnish potential lenders a cash flow projection showing sources of repayments and we will be conservative in our forecasts.

J. E-Commerce Plans

A website focusing on business-to-business E-commerce will be an important tool in our overall marketing program. We plan to build and install the www.jewell-paris.com website, which we have already registered. This will permit our customers to have access to our product line and to order (and reorder) merchandise via this website. We plan to hire Mary Smith of Smith E-Commerce Consulting Company to design, install, and maintain this site.

The features of the www.jewell-paris.com site will include:

- It will be easy to use with good navigational features and prompt loading.
- The site will provide useful content including detailed information about all items in our product line.
- Purchasing procedures on a B-to-B basis will be designed and implemented.
- We intend to use the site to generate client feedback to help improve every aspect of our product line, operation, and business procedures.

a. E-Commerce Budgeting

The budget for design, implementation, and start-up of the E-Commerce site will be € 3,500. This is based on a firm contract with Mary Smith of Smith E-Commerce Consulting Company. The estimated monthly maintenance cost to support the site will be € 250.

b. E-Commerce Competition

The use of business-to-business e-commerce has become standard in our industry and is an important marketing tool. It is our intention to maintain a website that will project the image of a fresh and dynamic resource to our customers. We plan to keep abreast of the website developments of our competitors and to constantly improve our site.

K. Due Diligence Procedures for Acquisitions

We may have opportunities to acquire businesses in the future. In order to position ourselves to investigate acquisitions intelligently, the following “due diligence” process will be adhered to.

We will use a team of experts to give specific advice on the various components of the acquisition:

- Attorney
- Accountant
- Banker
- Broker
- Equipment supplier
- Other business owners
- e-Commerce consultants

The following information will be required:

1. Sellers records and verification of revenues
2. Current financial statements
3. Cash deposit records
4. Supplier bills
5. Financial comparisons of similar businesses

Valuation analysis will include:

- Basis for valuation: appraisals, etc.
- Method of purchase: stock, assets, etc.
- If a franchise, interview with randomly selected franchisees
- Evaluation of predictable future earnings
- Status of seller's motivation to sell
- Sources of acquisition financing
- Inspection of seller's personal and business tax returns
- Evaluation of leases and contracts
- Quality of improvements
- Quality and size of inventory. Obsolete merchandise?
- Condition of receivables
- Status of payables
- Status of verified order backlog

- Evaluation of customer relationships and goodwill
- Evaluate government approvals and licenses
- Status of pending litigation

L. Advertising and Promotion Plans

Short Range Plan (6 to 12 months): Initially our advertising and promotion will be done on an entirely personal basis without any budget for paid advertising. Our customers require personal visitation by the designer to their vendors. Documentary's and interviews have been promised for NBC and Associated Press in the USA, NHK in Japan, Marie Claire in the UK, Vogue and ELLE USA. It will be our plan to limit our advertising budget to personal travel expenses in making these presentations and follow-up presentations. Enter into the Chinese market paralleled with the initial Paris trade show.

Mid Range Plan (12 – 36 months): To establish brand recognition at the retail level, we plan to budget 20% of our sales to joint advertising with our department store customers. We will solicit presentations from local advertising agencies. Enter into the US market.

Long Range Plan: we plan to aggressively build brand recognition and loyalty by budgeting 30% of sales, which will be allocated between space advertising in trade journals, appropriate consumer magazines and joint advertising with our customers

M. Purchasing and Inventory Control

For replenishment of stocks, we plan to participate in just-in-time tracking with our customers, utilizing their on-line business-to-business computer systems in place. As much as possible, warehousing will be kept to a minimum by use of direct and rapid delivery systems.

The following procedures will be implemented:

- We will ask for 30-day payment terms and offer 2% discount for 10 days.
- An inventory control system will be maintained.
- All merchandise received will be counted and inspected.
- We will pay our contractors on time and be loyal to them.
- We will ask for and take term discounts.

Purchase Orders will include:

- Price and terms
- Price protection
- Always in writing:
- Complete specifications
- Delivery deadlines
- All promises will be verified in writing
- Appropriate contingencies will be included in purchase orders
- Any changes or extras must have prior approval in writing
- Internal controls will be in place for shipping and receiving

Training Policies

Initially we will personally handle sales to our discount department store customers. As our business expands, we intend to begin marketing to smaller retailers. We will hire sales associates who can gain the confidence of smaller buyers who want to deal with vendors that are knowledgeable and helpful. To achieve these qualities we will look for the following characteristics in marketing employees.

People whom:

- Like what they do
- Are quick learners
- Project a pleasant and positive image
- Like people and relate well to them
- Are helpful to customers and follow associates
- Are ambitious and seek to grow in responsibilities

We will follow a checklist in hiring marketing associates:

- Have a hiring policy in place including written salary structure, commission compensation, and benefits.
- Create job descriptions for everyone.
- Conduct ongoing marketing meetings.
- Have written policies and procedures on handling customer complaints.
- Maintain clear guidelines for pricing policies and handling customer's inquiries.

VII. Business Expansion

Once our business has been established we plan to implement the following growth strategy. We anticipate it will take approximately seven months to gain sufficient experience and level of profits before any expansion plans are implemented.

Our growth strategy will be guided by the following:

We will not set an inflexible timetable for expansion but will wait until a sound basis of experience, earnings and cash flow is achieved.

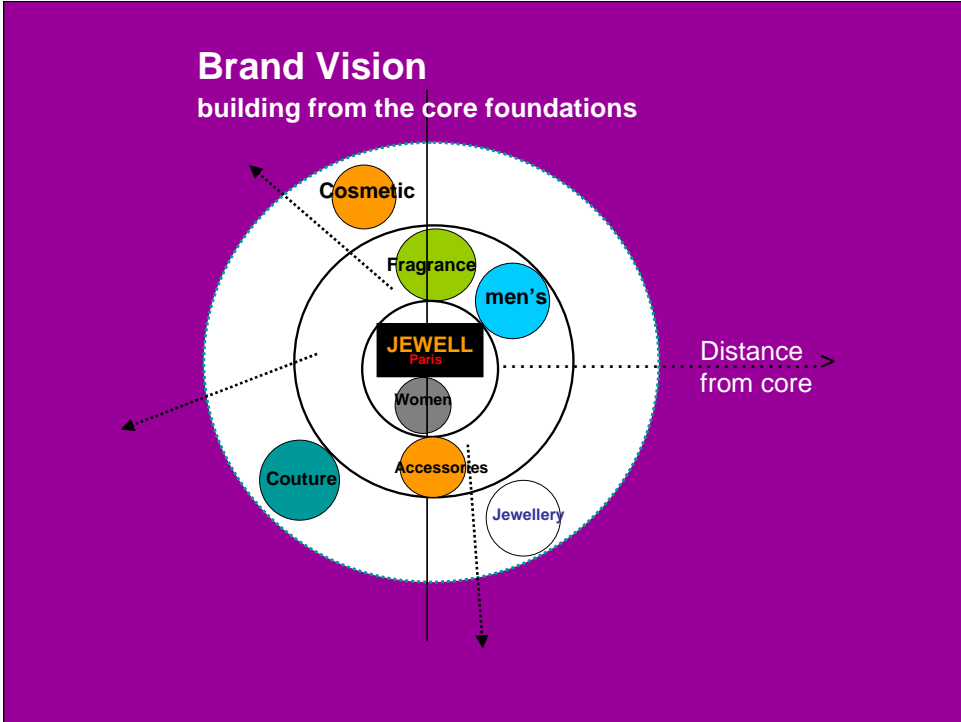
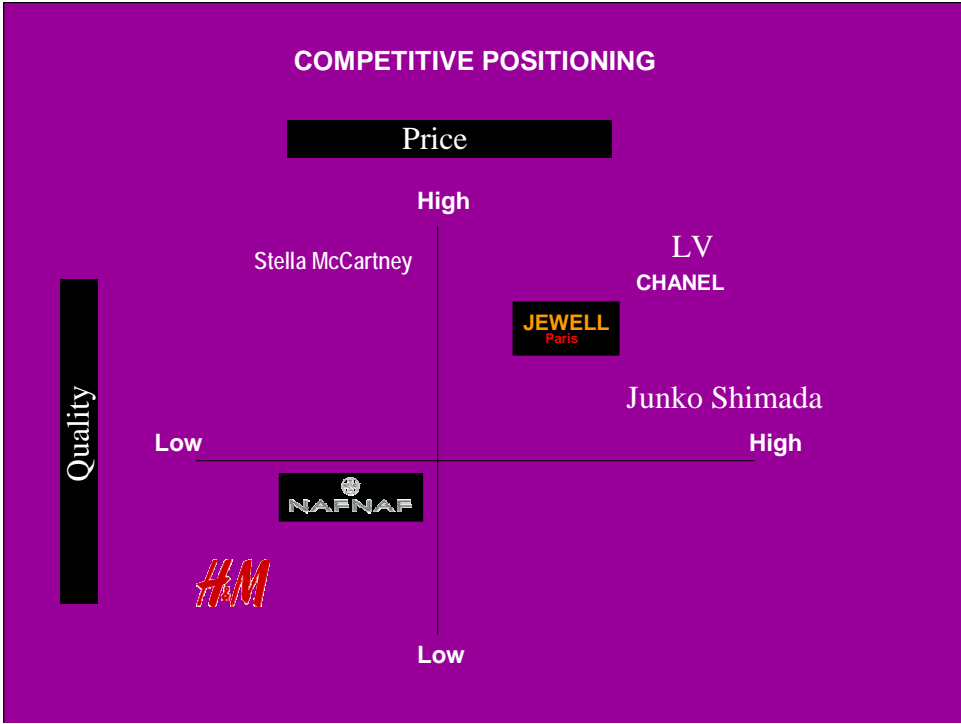
Accounting and cash flow controls will be in place with profit and loss statements prepared for individual expansion units on a monthly basis.

Internal controls for accounting, money handling, and inventory will be in place. Our attorney will review all documentation regarding expansion. This will include leases, employment, and incentive agreements, licensing and franchise agreements, important commitments with vendors and customers, etc.

Hiring and training policies will be in place. Fringe benefit plans will be in place. Our intention is to delegate authority and responsibility to expansion management personnel with the following conditions in place:

1. Managers will be motivated by a profit incentive plan that will be tied to manager's individual success. Our plan will be in writing, simply stated, and will call for frequent periods of accountability. A sample of our manager's incentive compensation plan is attached.
2. Capital allocations and signing checks will not be delegated.

We intend to maintain an ongoing study of our competitors. Their successes and failures will help us form guidelines on what to do and not to do.



VIII. Handling Major Problems

Our policy in handling problems will be to identify and acknowledge problems promptly and honestly. We plan to put the following policies into effect promptly if the following adverse scenarios emerge during our growth program:

The risk of running out of cash: we plan to maintain very frequent monthly cash flow projections. Forecasts for income, expenses, and unanticipated contingencies will be stated conservatively. Any periods of cash deficits will be remedied promptly by cutting costs to maintain a positive cash flow and profitability.

A drop in sales or insufficient sales:

1. We will be prepared to take prompt remedial steps by cutting costs.
2. We will improve every aspect of product value, performance, and image
3. We will seek out new ways to expand sales by exploring developing markets.
4. We plan to stick with a specialized business that we know best unless fatally defective.

Business recessions: we are prepared to promptly cut costs to maintain liquidity. We will also be on the lookout for good business opportunities during periods of adversity.

IX. Personal Background

Mr. Jewell has prior experience as a business owner; he co-owned a successful gallery/bar and grill in Seattle, featuring such famous artists as Jeffrey Koons, Antonio Sanchez, Jean-Luc Amsler, and various North-West US artists.

Holding an associates degree from the University of Oregon and design credentials from the Beau Monde School of Design in Portland, Oregon, Mr. Jewell, is also certified as an elite beam and floor choreographer and coach by the International Gymnastics Federation (FIG) and USAGymnastics. He represented the U.S. for two years on the junior national gymnastics team. His hobbies include travel, reading, history, painting, decoration, yoga, film and volunteer work for AIDS victims and drug and alcohol rehabilitation.

Mr. Jewell work references include:

- Sophie Sitbon, French fashion designer
- Lonnie Gordon, singer
- Jean-Luc Francois, French fashion designer/artist

Personal references include:

- Elizabeth Segall, artist and American Express heiress
- Marc Jacobs, fashion designer Marc Jacobs Intl. / Louis Vuitton
- Toni Colandreo, U.S. songwriter/musician
- Dr. Luminita Schneider

For additional personal background information and education credentials, please see the attached curriculum vitae.

Kevin Jewell

Objective With the opening of the house of JEWELL, the main objective is to manage a successful international designer clothing line, using my creative talents, managerial skills in a constructive environment with clear and comprehensive global growth plan. It is my desire and vision to bring the corporation successfully to its planned objectives and beyond.

Experience	1998-2005	Atelier Jewell	Paris, France
		Proprietor	
		- Custom design made-to-order garments and accessories for women and men.	
		- Working sketches with measurements through to finished product.	
		- Maintained specific budgetary design requirements.	
		- Executed Interior design including custom upholstery, drapery treatments, and trompe l'oeil frescoes.	

2000-2001 Constance Diderot Paris, France

Designer

- Designed Constance Diderot Swimwear collection.
- Sourced fabrics and colour schemed fabrics and accoutrements.
- Designed original embroideries and beading.
- Oversaw pattern construction and final touches on all models.
- Product costing
- Executed product shipping to buyers and tallied stock inventory.

1997 La Compagnie Montefiore Courbevoie, France

Wardrobe Designer

- Designed costumes for the Jean Genet play 'The Balcony'
- Sketches through presentation board.
- Drafted patterns and constructed all costumes made-to-order
- Sourced wigs and accessories.
- Dressed and set wigs, designed stage make-up for actors.
- Traveled with the troop for the presentation of the play during the International Theatre Festival of Avignon.

1996-1997 Thierry Mugler Paris, France

Executive Design Assistant

- Designed Thierry Mugler Haute Couture garments and accessories.
- Sourced, reviewed and selected pieces, fabrics, beads and embroideries.
- Supervised Couture fittings and re-touches.
- Oversaw Couture sample had production.
- Worked with outside licensed fabrication for quality control.
- re-organized Mugler archives of 25 years.
- Developed and organized a sourcing library for future research and development.

- Delivery and assisted designers in choices of jewellery assignment to garments.
- Production of each piece in fabrication of ready-to-wear collection.
- Maintaining of quality control in all productions.
- Executed presentation board for presentation of collection in Showrooms to Buyers.
- Execution of earrings for Catherine Deneuve for her presence during the Academy Awards ceremony when she was nominated for 'Indochina'

Education	Beau Monde School of Design	Portland, OR, USA
	University of Oregon	Eugene, Oregon

Achievements and Related Skills:

- Covers of Vogue, ELLE, Harper's Bazaar, Marie Claire, WWD, Tattler, Paris Match and People.
- Oversaw all phases of fashion shows. Styled and supervised photo shoots, including hair, make-up, and set design.
- Supervised Pop-singers clothing for video Shoots(Whitney Houston, Courtney Love, Lonnie Gordon, Jocelyn Brown, Debbie Harry, Kylie Minogue, amongst others)
- Travelled extensively as model in the mid-80's, worked on Feature Film wardrobe design and fittings, Decorated 4**** hotels and boutique interiors, including painting patina's and tromp l'oeil effects of skies, waterfalls, carved relief's and plants.
- Designed and constructed bride and bridal party gowns.
- Oscar nominee in YSL jewellery, Oscar winner in Sophie Sitbon custom gown.
- Innumerable gowns and jewellery on stars in Cannes Film Festival; The American film Festival in Deauville; Caesar film Awards, France; Berlin film Festival and Venize International Film Festival.