

# WebDirectBrands, Inc.

## BUSINESS PLAN (Executive Summary)



WebDirectBrands.com

13100 State Road 54  
Odessa, FL 33556



## **Mission**

To create the world's largest online distributor of specialty products

## **Vision**

To inspire an organization where it's planning, facility and technical infrastructure is dedicated to exceeding the expectations of our customers, associates and stakeholders.

To engage our customers through a network of over 100 specialty sites, online media avenues, and emerging platforms to deliver superior information and product knowledge, using our strategic advantages to bring the utmost in customer satisfaction and ordering accuracy.

To delight our associates with a culture that inspires innovation and creativity. Where the sharing of personal insight and ideas are valued and where goals are well planned, communicated precisely and easily understood. In an organization that rewards both personal achievement and collaboration.

# Executive Summary

The mission of Web Direct Brands, Inc. is to become the world's largest online distributor of specialty products. It has developed a proven, reproducible strategic business model which has made the company a leader in selling online specialty products on the internet to online consumers, including business to business. The company is seeking interim financial backing to facilitate its growth and to position itself for profitable investor exit.

The online industry is far outpacing traditional brick and mortar sales with an average of 26.4% growth and is forecasted to continue for the foreseeable future. Huge retailers recognize this growth and are funneling efforts to increase their online sales, but they have missed the mark regarding specialty items. Specialty items are where Web Direct Brands, Inc. has proven its ability to not just compete, but to dominate the market.

Web Direct Brands, Inc. has chosen to focus on the development and growth of specialty online stores by providing consumers with information about product lines that are not readily available through traditional sales models. Using efficiencies that are inherent only in web based marketing; Web Direct Brands, Inc. develops websites that are regarded as the "best on the web" in their respective product line. Web Direct Brands, Inc. brings specialty websites to a higher level by providing consumers seeking information about purchasing specialty products, a place that they can educate themselves about items of interest. The company's track record provides the best proof of Web Direct Brands, Inc. success in captivating online consumers. The information provided in each of the specialty sites provides specific, compelling information addressing the benefits of their specialty products as well as branded information about the product lines and the competitive advantages offered by Web Direct Brands, Inc.'s specialty stores.

The management of Web Direct Brands, Inc. scours the world in search of specialty products, assessing their potential for online sales. When the management determines that the specialty products meet their criteria, they assess product availability, consumers' needs and level of competition on the web. Websites are created only if it can be established that the specialty product offers a clear competitive advantage, a differentiation advantage over other online retailers and is not reproducible within a mega site business model. Typically, the competitive advantage is information and/or services that competitors cannot produce within structure of their website due to restrictions in their IT infrastructure or business rules. The majority of direct competitors are individual business owners with websites that lack the knowledge, or unable to make the investment required to successfully compete in e-commerce. One of Web Direct Brands, Inc.'s competitive advantages is that after they have established website dominance in a specialty product line, the barrier for entry by a new or existing competitor is extremely difficult and very costly. Most "would-be" competitors move on to another product line that meets their level of IT capabilities.

After Web Direct Brands, Inc. develops and builds the framework of its websites, they begin the development of its marketing campaign by focusing on the branding of the website and its products. In many cases, Web Direct Brands, Inc. will initiate a sourcing project that will identify or develop products with pricing or feature advantages. Once products are located, they will be added to the website to enhance site profitability, sales volume and further raise barriers against competitor entry into the niche market. Web Direct Brands, Inc. has a comprehensive sourcing program used to identify and procure products worldwide. With this "Direct from manufacturer - Direct to consumer" approach, many of the Web Direct Brands, Inc.'s sites are able to achieve significantly higher gross margins and provide additional opportunities for business to business sales.

Web Direct Brands, Inc. has in place leadership that keeps the company focused on its goals. The company is led by a disciplined and talented founding president who has not only grown the business from a startup company, but also has successfully lead previous businesses in franchising and business liquidations. Additionally the company has hired proven talented individuals in key accounting, operational, purchasing, marketing and IT positions. As the company progresses towards their goal they will be adding additional talent for their COO and CFO positions with public company operational experience.

Early on, the founders of Web Direct Brands, Inc. recognized the potential of their venture. From the beginning they have crafted a business infrastructure that precisely fits their unique business model. It is evident when you walk into their unique custom built facility. It is a facility unlike any other, built specifically for the business model, focused on the internal human assets of the venture so they can more effectively focus on the needs of our customers. The facility has lush green internal vegetation, a coffee shop and fitness center. This facility was built to have an efficient and effective flow of products and is a reflection of the winning business philosophy that the founders have created.

It is the goal of Web Direct Brands, Inc. is to grow the company to a minimum of \$20Million in sales by the end of 2015 with a 17.5% net profit and to be in the position for investors to exit or to more easily increase their participation. This investment will allow Web Direct Brands, Inc. to increase niche product lines and market penetration and to enhance its distribution by locating distribution centers in Nevada and eventually Ohio areas to reduce the cost of shipping and transit times.

Web Direct Brands, Inc. will use the proceeds of this offering to increase their profitability thru direct sourcing and reduced cost, enhance their current store sales, adding additional online stores. Web Direct Brands, Inc. will identify more overseas partners to supply them with quality products at reduced cost. A significant part of the proceeds will be invested to purchase inventory for the current and added online specialty stores. Web Direct Brands, Inc. will conduct an extensive search to find individuals with experience in the operations and promotion of a public concern.

Additionally Web Direct Brands, Inc. owns and is developing powerful niche brands that have a high opportunity potential in the business to business marketplace. These brands are being positioned or have already become market leaders in their industry. These brands could easily be brought to consumers outside the web based direct sales model, through a national business to business distribution model.