

# The House of Giles Marketplace Business Plan

***IMPACTING THE NATIONAL AND GLOBAL  
ECONOMY BY TAKING ONE STEP FORWARD  
AT A TIME***



Presented by

**LATRICIA GILES**

Presented to

**FUTURE INVESTORS**



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# Executive Summary

## VISION

Revolutionizing the marketplace industry through innovative solutions that deliver exceptional results for businesses worldwide.

## MISSION

To empower businesses with an all-inclusive platform enabling them to provide a combination of products, services, and rentals thereby maximizing their sales growth potential, expansion opportunities, and dominance of the competitive landscape.

## PRODUCT

We offer an eclectic selection of products that are representative of our seller's culture and their unique style; services that our vendors specialize in, and rentals and real estate that our fabulous vendors may have to offer.

## OVERALL INDUSTRY

Our marketplace will be instrumental in providing products, services, and rentals in the following industries: food and dessert, electronics, skin and beauty, clothing, pets home decor, home improvement, real estate, and online education.

## FINANCIAL STATUS

We are currently self funded with a projected plan to reduce funding by increased sales revenue. Revenue streams will consist of commissions, subscriptions, and advertising fees.

## LEADERSHIP

Our team is headed by Latricia Giles, CEO , Creative Director, and Owner. Our strategy is to differentiate ourselves by providing products, services, and rentals on a single platform and by offering niche storefronts which provides greater visibility and sales growth opportunity.

## COMPETITORS

Our primary competitors are Amazon, Etsy, Shopify, Angie, Airbnb, and Fivvr.

## FUTURE PLANS

We plan to expand internationally to Africa, Egypt, Haiti, Mexico, Brazil, United Kingdom, United Emirates, and other countries to attract new sellers with distinctive products and develop new marketing and advertising campaigns to continue our growth and maximize our value.

# The Organization

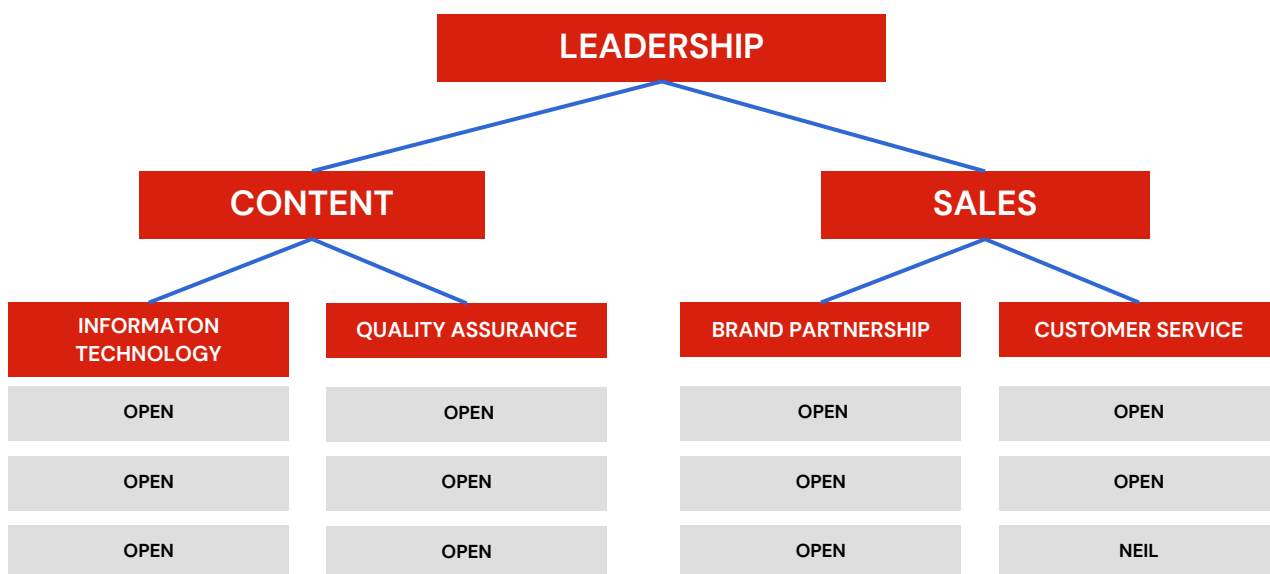


**LATRICIA GILES**

CEO, Founder,  
& Creative Director

Ms. Giles brings extensive industry expertise and visionary leadership to drive The House of Giles Marketplace strategic growth, innovation, and customer-centric approach. She provides operational excellence with a deep understanding of technology to ensure seamless execution of business strategies and efficient day-to-day operations. Ms. Giles leverages her vast marketing experience to shape The House of Giles Marketplace brand, drive customer acquisition, and develop effective marketing strategies that propel the company's growth.

## MAP OF THE ORGANIZATION



# Business Suite

COMPREHENSIVE MARKETPLACE PLATFORM

NICHE STOREFRONTS

COMPETITIVE VENDOR PACKAGES TO ACCOMODATE MICRO, SMALL, MID, AND LARGE ORGANIZATIONS

ONLINE STORE CREATION

CREATIVE CONTENT DEVELOPMENT FOR CAPTIVATING ADS TO PROMOTE VENDORS, PRODUCTS, AND SERVICES



# Vendor Services

## BRAZEN BRONZE **\$19.99** / MONTH

THIS IS THE PERFECT PLAN TO INTRODUCE YOUR UNIQUE PRODUCTS TO THE WORLD OR JUST TO YOUR LOCAL COMMUNITY. IF YOU ARE JUST GETTING STARTED, AND DO NOT CURRENTLY HAVE A DEFINED CUSTOMER BASE, THIS IS THE PERFECT PLAN FOR YOU BECAUSE YOU ARE TAKING BOLD AND BRAZEN STEP. THE COST IS MINIMAL AND IS DESIGNED TO HELP YOU FOCUS ON DEVELOPING AND PERFECTING YOUR SELLING STRATEGY FROM PRICING TO SHIPPING/DELIVERY/LOCAL PICKUP AS WELL AS PROVIDING EXCELLENT CUSTOMER SERVICE. BE BOLD, BE BRAZEN!

## SUCCESSFUL SILVER **\$49.99** / MONTH

YOU ARE A ROCKSTAR BECAUSE YOU HAVE ALREADY TAKEN THAT BOLD STEP TO FINANCIAL FREEDOM AND SUCCESS! WAY TO GO! OUR SUCCESSFUL SILVER PLAN IS PERFECT FOR YOU IF YOU HAVE ESTABLISHED A CUSTOMER BASE AND LOOKING TO GO TO THE NEXT LEVEL OF GROWTH AND EXPANSION.

## GOLDEN **\$99.99** / MONTH

YOU ARE GOLDEN! JOIN THIS PLAN TO ENJOY CONTINUED SUCCESS AND TO EXPAND YOUR BRAND LOCALLY, NATIONALLY, AND/OR INTERNATIONALLY. THE WORLD IS YOUR OYSTER AND YOU DESERVE A BITE OF IT. LET'S SCALE YOUR BUSINESS UP AND FOCUS ON TARGETING BUYERS WITH DEEPER POCKETS AND POSSIBLY MORE REFINED APPRECIATION OF STYLE AND DECORUM. IT IS TIME FOR YOU TO LEVEL UP.

## PLATINUM **\$199.99** / MONTH

YOU HAVE NOT ONLY TAKEN THE BOLD STEP TO BE YOUR OWN BOSS, BUT YOU HAVE WORKED HARD TO ACHIEVE A LEVEL OF SUCCESS OTHERS ARE AFRAID TO DREAM OF! WE TIP OUR HATS TO YOU! NOW LET'S GO FURTHER! THIS PLAN IS PERFECT FOR YOU TO BECOME A FIXTURE IN YOUR COMMUNITY AS WELL AS NATIONWIDE AND INTERNATIONALLY. WE WANT YOUR BRAND TO BE RECOGNIZED AMONGST CONSUMERS EVERYWHERE AS PROVIDING PHENOMENAL PRODUCTS AND UNPRECEDENTED CUSTOMER SERVICE. YOU HAVE COME THIS FAR AND WE KNOW YOU CAN GO FURTHER. LET'S DO THIS!

# Vendor Services

## ONLINE STORE CREATION

**\$1550.00**

GUESS WHAT, YOU HAVE THE OPTION TO CREATE YOUR OWN STORE (WHICH IS STRONGLY ADVISED) OR YOU CAN LET US CREATE YOUR STORE FOR YOU. ALL YOU NEED TO DO IS TO ADD THIS OPTION TO YOUR PLAN AND OUR TECHNICAL TEAM WILL REACH OUT TO YOU FOR YOUR STORE DETAILS (I.E. PRODUCTS, DESCRIPTIONS, PRICING, YOU GET THE POINT). THE ONLINE STORE SET UP FEE IS NON-REFUNDABLE AND IS LIMITED TO 40 PRODUCTS.

## ADVERTISING CAMPAIGNS

**\$49.99** / MONTH

ADVERTISE WITH US! OUR TECHNICAL TEAM WILL CREATE COMPELLING VIDEO ADS OF YOUR PRODUCTS TO PROMOTE ACROSS OUR MARKETPLACE, STOREFRONTS, AND GOOGLE. YOUR SUCCESS IS OUR SUCCESS!

# Storefronts

## DOOZY DESSERTS

THE DOOZY DESSERTS STOREFRONT SPECIALIZES IN FABULOUS DESSERTS INCLUDING TRADITIONAL, GLUTEN FREE, AND VEGAN OPTIONS. THE PRODUCTS CURRENTLY OFFERED FOR ANY OCCASION ARE CAKES, COOKIES, BROWNIES, CUPCAKES AND SPECIALTY DESSERTS FOR WEDDINGS, BRIDAL AND BABY SHOWERS, BIRTHDAYS, ETC. THIS STOREFRONT ALSO OFFERS THE VENDORS THE UNIQUE OPPORTUNITY TO SELL HIS/HER PRODUCTS AS WELL AS OFFER SERVICES FOR TASTINGS, CONSULTATIONS, DELIVERY, ETC.

## BAGELS N BREAD

THE BAGELS N BREAD STOREFRONT IS PERFECT FOR THE BREAD LOVER IN YOU AND OFFERS A WIDE VARIETY OF KOSHER AND TRADITIONAL BAGELS AND BREADS. VENDORS WILL HAVE THE UNIQUE OPPORTUNITY TO DISPLAY THEIR CULTURAL BREADS SUCH AS THE CHALLAH, MARBLE RYE, ETC.

## POSH SPA N SALON

THE POSH SPA N SALON IS PERFECT FOR HAIR SALONS, NAIL SALONS, AND SPAS. THIS STOREFRONT OFFERS BOTH PRODUCTS AND SERVICES IN WHICH CUSTOMERS CAN PURCHASE PRODUCTS FROM THE VENDOR AS WELL AS SCHEDULE AN APPOINTMENT FOR SALON AND/OR SPA SERVICES. THE PRODUCTS OFFERED IN THIS CATEGORY INCLUDE, BUT NOT LIMITED TO, HANDMADE SHAMPOOS, CONDITIONERS, HAIR MASKS, FACIAL SCRUBS, BODY BUTTERS, ETC.

## LUXE JEWEL CONNECTION

THE LUXE JEWEL CONNECTION OFFERS EXQUISITE JEWELRY THAT REPRESENTS THE VENDORS CREATIVITY AND STYLE. THE PRODUCTS DISPLAYED ON THIS STOREFRONT INCLUDE STYLISH WATCHES, NECKLACES, RINGS, BRACELETS, EARRINGS, ETC.



# Storefronts

## CHIC PETZ

CHIC PETZ OFFERS THE PAMPERED PET PRODUCTS DESIGNED TO MAKE YOUR FUR BABY FEEL EXCEPTIONALLY SPECIAL. THIS STOREFRONT OFFERS NATURAL, FRESH DOG FOODS AND DESSERTS, HANDMADE BLANKETS, CLOTHING, AND TOYS. THIS STOREFRONT IS PERFECT FOR PET LOVERS THAT WANT TO SHARE THEIR UNIQUE PRODUCTS WITH OTHER PET LOVERS.

## LUXE FASHION DESIGNS

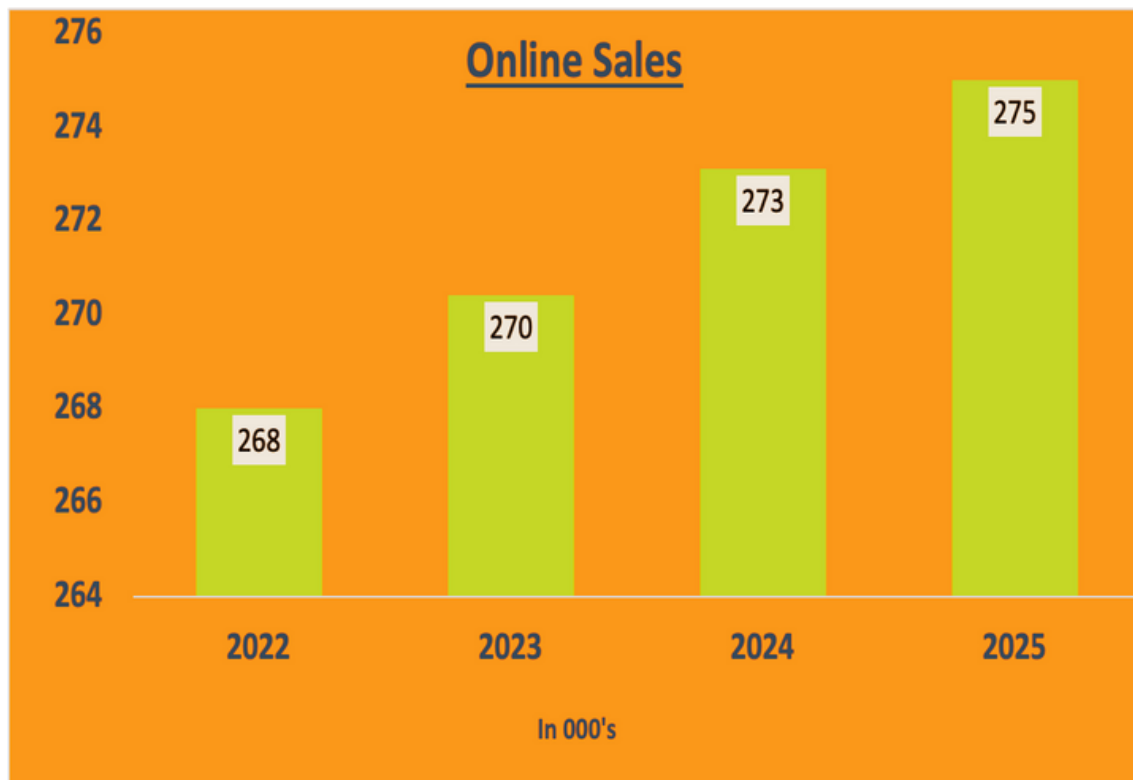
LUXE FASHION DESIGN IS THE PERFECT PLACE FOR THE FASHION DESIGNER TO SHOWCASE HIS/HER AMAZING CREATIONS. FROM CHIC DRESSES, SKIRTS, AND SHORTS, TO FABULOUS SHIRTS, TEES, AND SHOES. THIS STOREFRONT IS EXCLUSIVELY FOR UNIQUE, ELEGANT, AND ARTISTIC APPAREL.

## A POSH HOME

A POSH HOME STOREFRONT OFFERS EXCLUSIVE PRODUCTS FOR THE HOME INCLUDING HOME FURNISHINGS, ECLECTIC ARTWORK, HANDMADE FURNITURE, ETC. AS WELL AS HOME IMPROVEMENT, LANDSCAPING, REPAIR, AND REMODELING SERVICES.

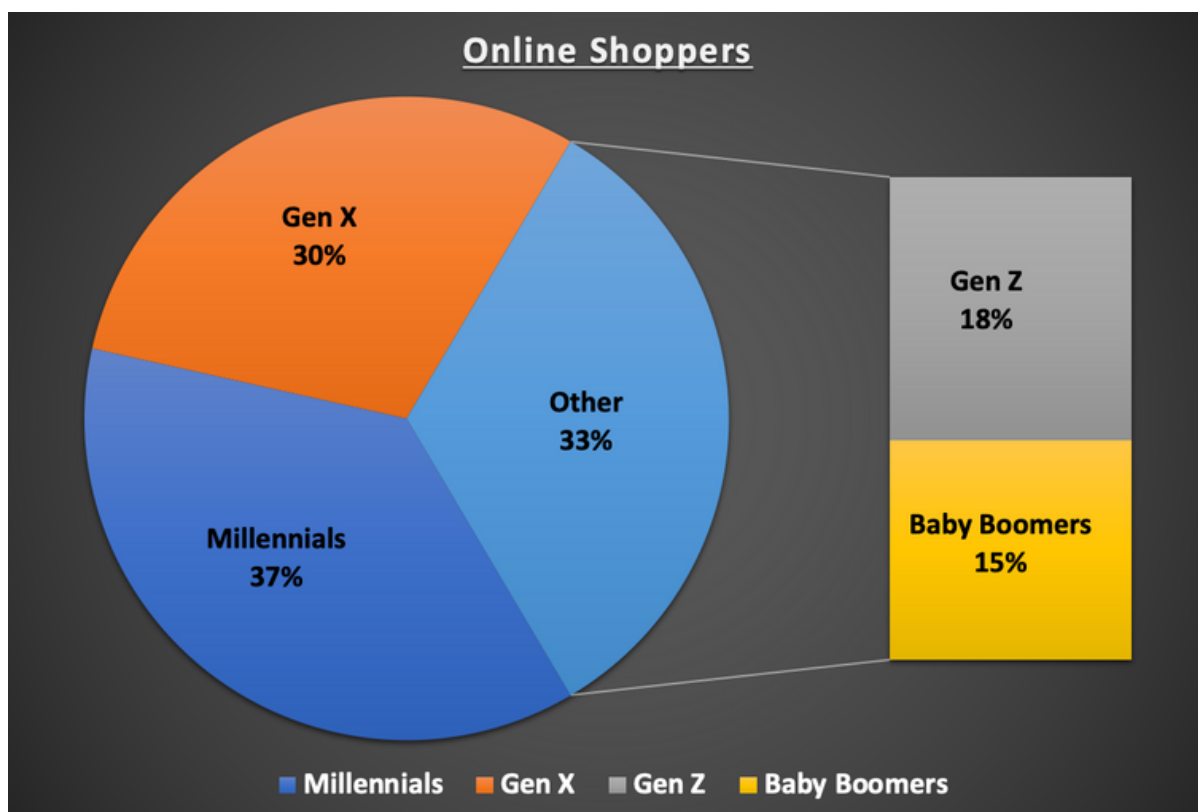
# Online Shopping

Research shows that approximately 70% of Americans shop online. In 2022, 268 million Americans made online purchases and this number is expected to increase year over year. Online shopping in the US alone represents 18% of the global ecommerce. Worldwide, there have been 2.64 billion online shoppers as of the end of the first quarter of 2023! This represents 33.3% of the population worldwide. In other words, 1 out of every 3 people you see around you shops online!



# Online Shopping

People that are leading the online shopping world are of course the Millennials, which account for 37% of All American digital buyers, followed by Gen X (30%), Gen Z (18%), and Baby Boomers to round out the pack at (15%). The majority of online shoppers' range in age between 26 and 41 years of age. However, that does not mean older shoppers are not shopping online. In fact, elderly shoppers often reach out to their children or grandchildren to make online purchases on their behalf.

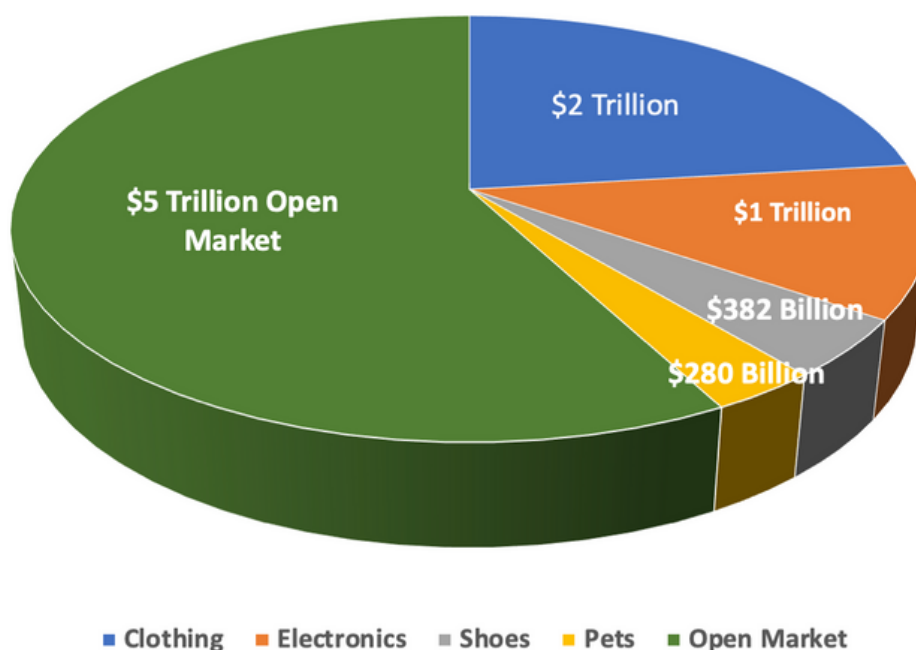


# Online Shopping

Research suggests consumers have a variety of products they purchase online. The most popular items to purchase online are clothing (\$2 trillion), electronics (\$1 trillion), shoes (\$382 billion), pets (\$280 billion), etc. which means there is an under served market of approximately \$5 trillion. The market is saturated with the typical online products and this is where we will make our mark! Online desserts, meal delivery kits, and breads are on the rise. In addition, online jewelry, beauty and spa, and home furnishings are carving out their niche in the online retail market. This represents a once in a lifetime opportunity for The House of Giles Marketplace to stake its claim in the global market, to be a trendsetter. Our goal is to grow this virtually, untapped market by providing high caliber, unique products, and exceptional customer service. This is where we will be the trailblazer.



Online Sales by Industry



# Competitor Analysis

Our primary competitors include Amazon, Etsy, Angie, Fivvr, and Airbnb. The current structure of marketplaces is siloed. Our competitors offers either products for sale, services to render, or real estate to buy or rent. Furthermore, vendors on our competitors' platforms expressed concerns about their products being lost in a sea of thousands of other products that are unrelated to the products they sell. Those vendors have also expressed the lack of ability to make their products stand out amongst other vendors.

## AMAZON ANALYSIS

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
<ul style="list-style-type: none"> <li>• Large product selection</li> <li>• Great customer service</li> <li>• Easy Return/Exchange process</li> </ul>	<ul style="list-style-type: none"> <li>• Primarily offers only products</li> <li>• Vendors products are mixed in with unrelated products</li> <li>• Fees are excessive</li> <li>• Vendor prices must remain fixed across other marketplace platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Provide storefronts for Vendors of similar products</li> <li>• Make fees more competitive with other marketplaces</li> <li>• Allow vendors to set prices that are most conducive to their success</li> </ul>	<ul style="list-style-type: none"> <li>• Too many restrictions may result in loss of vendors</li> <li>• Exorbitant fees may result in loss of vendors</li> <li>• Lack of visibility may result in loss of vendors</li> </ul>

## ETSY ANALYSIS

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
<ul style="list-style-type: none"> <li>• Large product selection</li> <li>• Offers unique products</li> <li>• Primarily handsoff with vendors</li> </ul>	<ul style="list-style-type: none"> <li>• Steadily increased fees make it difficult for vendors to make a profit</li> <li>• Onsite ads are not as effective as offsite ads</li> <li>• Focuses on products only</li> <li>• Vendors products are mixed in with unrelated products</li> </ul>	<ul style="list-style-type: none"> <li>• Provide storefronts for Vendors of similar products</li> <li>• Make ads more effective</li> <li>• Provide services in addition to products</li> </ul>	<ul style="list-style-type: none"> <li>• Ineffective ads without increased sales may result in loss of vendors</li> <li>• Lack of visibility may result in loss of vendors</li> <li>• Lack of opportunity to sell products and services may result in loss vendors</li> </ul>

# Market Analysis



## ABOUT

Result-driven and data-oriented, The House of Giles Marketplace provides a user-friendly platform that offers vendors the flexibility to sell products, services, rentals, and real estate. Our mission is to provide vendors with an opportunity to grow in a variety of channels and customers to have an all inclusive platform to shop.

CUSTOMER BENEFITS	VENDOR BENEFITS
<ul style="list-style-type: none"> <li>• Provide the shopper with an all inclusive shopping experience</li> <li>• Shoppers can purchase merchandise of high quality and rare to find</li> <li>• Shoppers can schedule service appointments</li> <li>• Shoppers can purchase real estate or reserve rentals</li> </ul>	<ul style="list-style-type: none"> <li>• Showcase products and services on one of our dedicated storefronts</li> <li>• <i>Sell products</i></li> <li>• Sell Services</li> <li>• Provide rental and real estate options</li> <li>• <i>Provide product and service bundles</i></li> </ul>
MARKETPLACE PROBLEMS	OUR SOLUTIONS
<ul style="list-style-type: none"> <li>• The current structure of the Marketplace is siloed</li> <li>• <i>Vendor products are lost in a sea of other products, often unrelated.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Offer products, services, and rentals/ real estate on a single platform</li> <li>• <i>Provide niche storefronts to focus on the vendors products relevant to their industry.</i></li> </ul>
COMPETITIVE EDGE	
<ul style="list-style-type: none"> <li>• Shoppers do not have to leave The House of Giles platform to surf other websites to find products, services, etc which saves them time</li> <li>• <i>Vendors have greater visibility by selling on our general marketplace and storefronts.</i></li> <li>• <i>Vendors have greater sales growth potential through product sales, service sales, rentals, and bundles.</i></li> <li>• <i>Shoppers can save money by purchasing bundles offered by vendors (ex. hair care products and salon services)</i></li> </ul>	

# Marketing Plan

The House of Giles Marketplace will use cutting-edge digital marketing tools and strategies, enabling us to achieve our marketing goals and stay ahead in the competitive landscape.



## AD OPTIONS

- Television ads on streaming tv
- Google ads
- SEO
- Radio ads
- Social media campaigns
- Email Marketing Campaigns
- Print Mail



## BUDGET

Each ad campaign will be budgeted based on the goal for the campaign. Greater spend will be allocated to campaigns with the greatest reach possibility and greater conversion potential.



## STRATEGY

- Use programmatic advertising platform leveraging AI and data analytics
- Targeted campaigns based on demographics, behavior, and context
- Creative content development for captivating ad experiences
- Performance tracking and analytics for continuous optimization



## AD CHANNELS

Ads will primarily be digital (streaming television, Google, Facebook, Instagram, YouTube, email marketing, etc.). Secondary ads will utilize radio and print (select radio stations, brochures, mailers, etc.).



# Financial Plan

## CAPITAL REQUIREMENTS

The House of Giles Marketplace is soliciting financing to implement its marketing and advertising strategy, attain a sustainable employee base, and to implement our growth and expansion initiative. The House of Giles Marketplace is currently self funded with the objective of welcoming grants as a secondary funding source until our sales revenue allows us to sustain our organization.

ALLOCATION	VALUE	PERCENTAGE
Growth & Expansion	\$2,500,000	37%
Marketing & Advertising	\$2,750,000	41%
Daily Operation	\$1,250,000	22%

## FINANCIAL OUTLOOK

The House of Giles Marketplace's goal is sustainable, controlled growth over the next five years by maximizing subscription, commission, advertising fees, minimizing overhead costs, and implementing growth and expansion initiatives.

US \$M	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue Revenue	\$1,517	\$1,699	\$1,903	\$2,188	\$2,516
Expenses	(\$700)	(\$749)	(\$801)	(\$874)	(\$952)
Profit	\$817	\$950	\$1,101	\$1,314	\$1,564



# Future Plans & Milestones

The House of Giles Marketplace is a progressive organization. The company's future plans are to increase and retain subscribers, expand into both developed and emerging markets, increase profits, and open other corporate office locations.



## MILESTONES



# Contact us

We are ready to grow our business and revolutionize the online marketplace industry.



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