

# A New Day Solar, Inc.

## Business Plan

Contact Name

Phone  
Email

## Mission Statement:

A New Day Solar envisions a New Orleans that is completely self-sufficient in its energy needs. As such, its mission is to place solar photovoltaic arrays on businesses, government buildings, and residences throughout the greater metro area. This will accomplish two goals: creating viable paths for energy independence and creating a profitable enterprise that rewards its owners, shareholders, and employees.

**Table of Contents**

- 1.0 Executive Summary .....3**
  - 1.1 Objectives .....3**
  - 1.2 Keys to Success.....3**
- 2.0 Company Summary .....4**
  - 2.1 Company Ownership.....4**
  - 2.2 Pre-Operating Source and Use of Funds .....5**
- 3.0 Products and Services .....6**
- 4.0 Market Analysis .....7**
  - 4.1 Demographics Summary.....7**
  - 4.2 Industry Summary.....8**
- 5.0 Marketing Strategy/Implementation .....10**
  - 5.1 SWOT Analysis.....10**
- 6.0 Management Summary .....11**
- 7.0 Financial Summary.....12**
  - 7.1 Revenue Forecast.....12**
  - 7.2 Personnel Forecast.....14**
  - 7.3 Income Statement .....15**
  - 7.4 Statement of Cash Flow.....17**
  - 7.5 Balance Sheet .....19**
  - 7.6 Break-Even Analysis .....20**
  - 7.7 Best & Worst Case.....21**
- Appendix A – Year 1 Financials.....22**