

HIDDEN MEADOWS DESIGN

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Description of Company:

Hidden Meadows Design (HMD) is a wholly owned, single proprietor LLC. The management team has created “the ultimate concierge service” for a personal environmental construction and design business by assigning someone to oversee and manage the entire project from beginning to end, being dedicated to providing superb services and products based on relationships of trust and a commitment, and eliminating the hassles and anxiety for clients in the construction/remodeling experience.

The company plans an expansion which will include a commercial real estate venture featuring the “Hidden Meadows Ultimate Home Design Store” that will feature specialty products that will eventually be offered in nationwide home design stores including Venetian plaster, paints, and architectural design items.

Currently, HMD does not have competition in its marketplace with the capability of delivering the broad range of services that HMD provides.

Business Model:

Hidden Meadows Design (HMD) is in the business of fulfilling dreams for its affluent homeowner clients, those with discriminating tastes and the means to make their desires a reality. The business model that HMD employs is similar to the design build format - a construction project delivery system used to reduce the project delivery time by overlapping the design phase and construction phase of a project. The design/build delivery system is based upon the original "Master Builder" concept, where a central figure or organization accepts total project accountability. From inception to completion, the master builder was the key organizational figure and strictly liable to the owner for defects, delays, and losses. HMD will act as the single point of contact for their clients to minimize if not remove the typical frustration, tension and unmet expectations and commitments that homeowners face when it comes to dealing with the typical construction companies that provide home remodeling and renovation services.

History and Management:

Victoria Koles, founder of Hidden Meadows Design, had identified “the ultimate concierge service” construction business model in 2003 and worked to refine this model by establishing her own credentials by working as a Design Consultant for Toll Brothers, Inc., a national building company for three years. The average cost of her projects were \$350,000 which incorporated all the aspects of HMD: Construction, Home Design and Furnishings, and Landscape/Hardscape projects.

Industry Trends:

“Americans plan to spend more than \$232 Billion on Home Remodeling in 2007,” stated the National Association of Home Builders in May, 2007. Based on estimated census results for 2006 (\$228.2 Billion) this is a conservative estimate as the industry has experienced steady growth over the last decade. In a May 9, 2007 updated 2000 census, New Jersey still ranks first in median home value in the nation (\$170,800 in New Jersey vs. \$119,600 national average), and second in US for median income (12.3% higher than national average). Homes in New Jersey tend to be older than the rest of the nation with one in five homes built before 1939.

Competition:

While design/build construction firms exist in our target market, most of these companies are only focused on the construction aspect of projects. Currently, we do not have competition in our marketplace with the capability of also delivering the broad range of design services that HMD provides.

HMD will provide full “concierge build” services which will include everything homeowners need to create their special home. None of our competitors provide the breadth of offerings that HMD provides and none provide the single source of accountability from design to build in the delivery of each project.

In 2003, the December 1st issue of Realtor Magazine addressed the cost vs. value return on home renovations.

“The value of any remodeling project includes elements that can’t readily be measured in dollars and cents. In some cases, the benefits are tangible... Other benefits are intangible but not less real... the overall effect is to achieve reduced stress, increased comfort, and improved physical and mental well being.” Hidden Meadows Design offers “one-stop-shopping” to achieve that success.

Target Market

Baby Boomers and Generation X'ers, populations that are earning more income and spending this income early on in their lifetime, are looking to create the ultimate living space they have envisioned. Owners and buyers of older and/or historic homes and corporate executives moving into the area are all potential clients.

Marketing:

A picture is worth a thousand words. Victoria Koles' meticulous before and after photographs and videos of her projects will be used to reach upscale, high-income demographic areas and to create PR opportunities in printed media and cable television. High-end brochures, magazine and newspaper ads, and a full public relations campaign including speaking engagements, feature stories, press kits and releases, will be distributed on an ongoing basis to increase brand recognition and increase brand equity. These will be created by professional firms skilled at creative marketing and public relations with an estimated cost for 2007/2008 of \$160,000. We are also in the process of working with Habitat for Humanity to sponsor rebuilds/new builds to provide for low income housing for deserving families in our marketplace. This cost will be donated by HMD working in partnership with the volunteers and members of Habitat for Humanity.

Sales Forecasts/Strategies/Objectives

Sales goals:

	<i>Year One: Overall estimates –</i>
Interior Design Mid Range	Average cost = \$3,375 – 24 jobs over 12 months
Interior Design Upscale	Average cost = \$11,775 - 12 over 12 months
Landscape/Hardscape Mid Range	Average cost = \$24,500 - 10 over 12 months
Landscape/Hardscape Upscale	Average cost = \$65,625 - 5 over 12 month
Construction Mid Range	Average cost = \$66,551 - 5 over 12 months
Construction Upscale	Average cost = \$104,443 - 3 over 12 months

Critical Strategies for Success:

Strengthen the organization in the marketplace by creating strategic relationships with partners and leveraging client satisfaction. Increase both the scope and size of current and future projects. Procure working capital to meet the demands of launching and expanding the reach of the business in the initial and expanding target markets.

Projections:

Expansion to encompass a commercial real estate venture featuring the “Hidden Meadows Ultimate Home Design Store” and the purchasing of foreclosures to refurbish and retrofit for resale.

Exit Strategy:

The short-term strategy is to grow organically to create value for the shareholders and customers. Over the long-run, the plan is either to acquire to achieve growth or to merge with a larger entity.

