



perfect juice



by imperfect produce

2017-2018
Business Plan

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1723 18th Street
Bakersfield, CA 93309
(661)809-0613





Table of Contents

About the Business

Company Overview	1
Mission Statement	1
Management Functions	
Planning	2
Organizing	2
Directing	3
Controlling	4
SWOT Analysis	
Strengths	4
Weaknesses	5
Opportunities	5
Threats	6

External Environment

Current Economic Conditions	7
Industry Analysis	
Real	7
Virtual	8
Competitive Analysis	9

Marketing Plan

Target Market and Market Segmentation	9-10
Marketing Mix	
Product	10-11
Price	11
Placement	12
Promotion	12-13
Positioning	13

Discussion of Business Risks: Identified and Addressed

14

Financial Planning

Financial Write-up	15
Break Even Analysis	16
Income Statement	17
Cash Budget	18
Balance Sheet	19

Appendix

Bank Statement	A1
Loan Amorization Table	A2-A3
Young Wooldridge Business Contract	A4
Seasonal Produce List	A5
What is in Your Juice?	A6
<i>Community Roots</i>	A7
Kern County Crop Production Levels	A7
Works Cited	A8

Executive Summary

In the United States, 44 million people are labeled food insecure, meaning they don't know where their next meal will come from. That's roughly 15% of the nation's population. This problem is even more disheartening knowing that Americans waste 1/3 of all food prepared, totaling 33 million pounds. Californians alone dispose of almost 5.6 million pounds of food each year, representing 16% of the materials in their landfills.

Anomalous was created to help diminish these statistics by combating food waste and creating a more sustainable future. Anomalous is a locally centered business, focused on providing handcrafted juices using the imperfect fruits and vegetables of agriculture producers in the San Joaquin Valley. This "imperfect produce" is not of lesser quality or value compared to traditional produce found in grocery stores, for it is only deemed imperfect due to minor imperfections such as bumps, scratches, or untraditional shaping. The unique product line of juices and healthy snacks, utilizing imperfect produce, allows Anomalous to appeal to a wide variety of consumers.

Anomalous aims to provide the community of Kern County with locally produced, healthy juices and food products. The product line includes six different flavors for each month, rotating seasonally, in addition to four year-round flavors (see appendix page 5). Anomalous has created a unique niche by not only utilizing imperfect produce that contributes to the local economy, but also by providing an abundance of unique flavor combinations. Now is the optimal time for a juice-based business. According to Forbes, fresh-pressed juices have boomed into a \$3.4 billion industry. Anomalous has a flavor for everyone, allowing the entire community to join us in our mission.

On November 1st, Anomalous officially began operation as an S Corporation with a loan of \$150,000 (see appendix page 2). With the loan, we opened our storefront in downtown Bakersfield, California. The storefront, located at 1723 18th Street, markets the product line while simultaneously attracting attention among locals passionate about our sustainable cause. With the increasingly successful sales of juices and snacks, Anomalous plans to break even in the fall of 2018.

An early contribution to our sales is a contract with Young Wooldridge, LLP (see appendix page 4). We negotiated this contract for a monthly payment of \$42,500 in exchange for monthly juice shipments for their employees. In addition, Anomalous has agreements in place with a number of farmers in the San Joaquin Valley to provide us with the imperfect fruits and vegetables used to produce our products.

As a community-oriented business, Anomalous prioritizes directly supporting the community while ultimately impacting a wider demographic as a method of giving back. In order to prevent local food waste, we have launched an outreach program called *Community Roots* in which we educate the youth of Kern County, via engaging storybooks about food waste prevention and healthy living. Within the coming year, Anomalous hopes to reach ten elementary schools in Kern County.

Any excess produce not being used for Anomalous' storefront will not be wasted or disposed of but instead converted into juices for the local Bakersfield Homeless Center. By donating these juices, Anomalous avoids contradicting our key message of combating food waste while also aiding in the fight against world hunger.

With carefully outlined goals, employees are poised to help alleviate local food waste while providing consumers with tasty, affordable fresh juices. My team and I are looking forward to the future, as Anomalous serves as a philanthropic leader for businesses in our community.

Sincerely
-Madeline Rivera
Chief Executive Officer



Company Overview

Anomalous is a company focused on combating local food waste by utilizing imperfect produce to craft quality juices and healthy food snacks. The company supports local agricultural producers by using locally grown fruits and vegetables deemed “imperfect” or flawed based only on aesthetic attributes (bruises, bumps, etc). Anomalous has one storefront located in downtown Bakersfield at 1723 18th Street where the company creates juices and unique health food snacks. In addition to the storefront, the company website, www.anomalousvei.com, allows consumers to browse the product line while educating the community on the mission and purpose of the company.

Anomalous filed as an S Corporation as of October 2017, with a loan of \$150,000 for 5 years at a variable interest rate of 5.2%. Anomalous officially launched on November 1, 2017 with a dedicated employee base of poised and passionate professionals ready to better the community while focused on the larger mission of eliminating local food waste. Anomalous created a Virtual Enterprise Organization in the fall of 2017 in order to participate in trade show events, public speaking engagements, and fundraising opportunities. The local market that Anomalous is entering is unsaturated, as no juice producer in Kern County is functioning with the same unique goals as Anomalous.

Anomalous is passionate about diminishing the plague of food waste in Kern County, demonstrated through the company’s outreach program, *Community Roots* (see appendix page 4). *Community Roots*’ goal is to educate members of the community about food waste, and how they can do their part to help. Through this program, Anomalous has illustrated and published an informational storybook that outlines the dangers of food waste and how the youth can work towards breaking the cycle. Anomalous is also partnering with Ugly Produce is Beautiful in New York by sharing recipes and *Community Roots* storybooks in an effort to stress the issue of food waste beyond the West Coast.

Mission Statement

Anomalous strives to create a more sustainable community by reimagining the way consumers can alleviate food waste. Our company provides handcrafted juices in an effort to educate and inspire that even imperfect produce can be perfect.

Management Functions

Planning (goals)

Goal #1: Anomalous plans to expand its outreach program, *Community Roots*, by partnering with 15 local elementary schools by 2022.

Anomalous will contact elementary schools in these communities to donate storybooks in hopes of educating and informing these children about the impact they can have in the fight against food waste in their own community.

Goal #2: Within two years of meeting the break-even point, Anomalous will donate 5% of its cash reserve to impoverished California communities to assist in the construction of small, locally owned farms in an effort to build economic growth.

Anomalous will send company representatives and other outside entities to these communities to assist in the creation and implementation aspects of local independent farms.

Goal #3: Anomalous intends to expand in Southern California within the next 5 years, hoping to combat food waste in the region.

Anomalous will send sales representatives to local farmers in the Southern California area that share the same ideals as the company in order to create business contracts to support another company branch.

Goal #4: Anomalous aims to expand its snack product line to provide a wider variety of options for consumers by 2020.

Anomalous is currently researching new product ideas with hopes to expand its product line to include new snack options to suit every customer's preference.

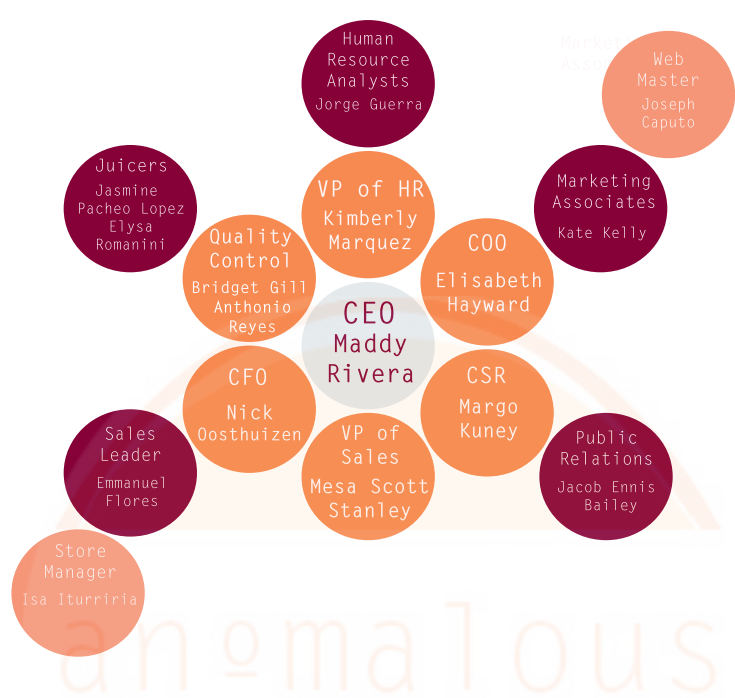
Organizing

In order to promote effective communication and efficient work, the Anomalous executive board, or the Executive Ring of Officers, meets on a bi-monthly basis allowing the company to stay on track towards the achievement of predetermined company goals. This Executive Ring includes the CEO, COO, VP of Sales, VP of HR, CFO, CSR, and the Quality Control Officers. The frequent bi-monthly meetings allow the Executive Ring to discuss specific departments and the company as a whole. Each adjacent member on the Executive Ring, pictured below, will meet informally on a more frequent weekly basis to discuss particular concerns regarding their respective division. For example, the Executive Ring is designed to allow the VP of Sales to meet with the COO, as both departments have similar interests.

Each sector is responsible for completing its tasks in an efficient and timely manner while making equal contributions to the well-being and success of the company. The Marketing department works to spread the Anomalous name and mission throughout the community through a strong social media presence, meaningful billboards, and unique commercials. The IT department has created a user friendly website enabling customers to browse the Anomalous menu and



place orders online quickly and efficiently. The Sales department creates a detailed sales catalog that showcases the company's unique product line. Finally, the HR department works tirelessly to ensure a happy and healthy workplace through quarterly employee evaluations, allowing employees to continue to work efficiently when completing company goals.



Directing

Employees at Anomalous are held to a high standard of expectations, outlined in the employee contract upon hiring, and are expected to perform with these expectations in mind. Upholding these expectations are vital for ensuring that all team members are working efficiently, resulting in a happy and healthy workplace environment.

Anomalous utilizes a Hub and Spoke organizational model, allowing all members of the executive team to communicate frequently. Executive meetings are held bi-monthly, and employee evaluations are held quarterly to ensure that every member of the anomalous team is staying on task and completing department assignments. In addition to quarterly employee evaluations, quarterly department meetings are also completed to ensure that all employees in each department are working as a single unit towards the collective department goal. Executives are present daily to oversee their respective departments ensuring that all company sectors are contributing equally to Anomalous' collective goals.

Anomalous utilizes the team communication app, HipChat, allowing individual communication between department members and department heads, departments as a whole, and company wide announcements. Department heads are able to relay daily assignments, instructions, and information to employees through this program. Another way Anomalous communicates

information to employees is through company newsletters. Company newsletters contain information regarding department updates and inform employees about events such as trade shows, farmers markets, and local festivals that Anomalous will be attending.

Controlling

The company conducts a number of measures to ensure that all employees in each sector are performing to their full productivity potential. Anomalous holds quarterly employee evaluations in which employees are first evaluated by their department supervisor, and followed up by the VP of HR. The COO oversees the process for completing evaluations. The purpose of these assessments are to determine the level of productivity of their department.

In addition to employee evaluations, Anomalous utilizes Key Performance Indicators, a metric that permits management to determine and track the progress of a single employee or an entire department's progression towards completing company goals. These metrics include, but not limited to, the number of sales made daily by the in house sales team, and the number of schools contacted for the company outreach program, *Community Roots*.

SWOT Analysis

Strengths

Anomalous aims to utilize discarded produce in an effort to reduce local food waste while promoting healthier diets for local consumers through its unique, fundamental mission. Competitors lack the ambition and ethic to find value in produce deemed “aesthetically unappealing.” Therefore, many juice companies fail to pursue any positive change in the global food waste epidemic. Through outreach and education, Anomalous is able to appeal to the customer's sense of service while also differentiating from other local juice producers such as Grimmway or Bolt-house.

The Anomalous management team strategically chose a storefront location that will maximize exposure while also aligning itself with other like-minded businesses and company programs. For example, the downtown location allows the company to implement direct marketing towards members of the community through promotion at local events held downtown, such as First Friday, a popular monthly festival. By opening as early as 6am to 6pm, the company's hours are accommodating for any consumer's schedule. Additionally, there are ten schools within a 15 mile radius of the storefront, which will provide public relations and marketing representatives a base to canvas and educate children on the importance of limiting food waste and healthy eating.



All of the produce used in store comes from local Kern County farmers, thus creating a sense of community pride as well as freshness which local competitors cannot match with pre-bottled juices. Kern County's economy is heavily reliant on agriculture as it is the top agricultural producer in California, so by utilizing local products, Anomalous is contributing to the local economy. Anomalous also benefits from an unmatched selection of trendy and healthy juices and snacks that are made directly in-house. Anomalous provides nearly 30 flavors, suiting any customer's preference through the rotating seasonal juice selection.

Weaknesses

Like any business, Anomalous is faced with a few company weaknesses. The company made a conscious decision to utilize a fresh stock of fruits and vegetables that are in turn highly perishable due the lack of preservatives added to the produce. Although it would increase the shelf life of the produce, the added preservatives would significantly decrease the health benefits attributed to preservative-free fruits and vegetables. Therefore the produce may spoil before it can be utilized, creating financial difficulties. The company can work to prevent this by continuously calculating the projected amount of produce to minimize food waste, while maintaining an adequate stock to meet the daily demand.

A second weakness the company must address is the possibility of acquiring inferior produce. Since the company will be working with "imperfect produce", considered sub-par by farmers, employees will need to conduct rigorous quality control checks. Upon receiving produce shipments, the company's quality control officers will inspect the standard of fruits and vegetables used in the juices. While the fruits and vegetables might be visually unappealing (e.g. scratches or bruises) the produce is still just as safe for customers to buy versus the more traditional produce they purchase now.

Based on the company's variety of menu offerings, Anomalous will need to acquire a wide range of fruits and vegetables from multiple farms which could lead to challenges organizing and implementing shipping and pickups. Therefore, the company has budgeted for a truck to help facilitate pickups. Quality Control Officers will be in constant contact with farmers to arrange an easy and efficient system of produce acquisition.

Opportunities

Anomalous will benefit from industry and business opportunities. In September 2017, the Kern County Farm Bureau announced that Kern County was the top agricultural producer in the state with an estimated value of 7.2 billion dollars (see appendix page 7). According to a 2016 California crop report, the agricultural industry of Kern County recovered from the 9% decrease of 2015 to a 6% increase within just one year. Due to this rapid increase, Anomalous will not have to reach far for its resources, unlike competing companies based throughout the nation.

The increase in production within farms should see a growth in discarded, “imperfect” produce, which provides the company with the ingredients necessary for juices. Farmers or grocery stores throw away up to 50% of produce due to imperfections, like bumps or bruises, which leads to significant waste. The company’s use of this produce will assist in saving thousands of pounds of produce annually from waste and rotting, while ensuring that the millions of gallons of water put into the produce isn’t wasted.

Kern County is known as an agricultural hub for produce labeled “super foods,” that provide wide ranging health benefits (see appendix page 6). For example, the emerging popularity of antioxidant fruits, such as blueberries and strawberries, is projected to provide the juice industry with lucrative growth opportunities. Anomalous will have access to many Kern and Tulare county farms that grow these healthy antioxidant fruits.

Threats

Because Anomalous strives to utilize only “imperfect” produce, the inventory is completely dependent on the farmers. Variables such as unpredictable weather patterns and pests have an effect on the amount of produce a farmer is able to provide, affecting Anomalous’ overall inventory. Additionally, if farmers were to experience a poor season where a limited amount of produce was obtained, imperfect produce would see a decrease as well. Both situations require the company to have stable contacts with multiple farms.

Another threat facing the company is the stigma customers may place on visually flawed fruits and vegetables. Consumers are generally accustomed to finding perfect produce when purchasing at grocery stores. Individuals may assume that “imperfect produce” is of lesser quality due to its unfamiliar appearance. The company will educate the public about how imperfect fruit can not only be used for daily consumption, but combating the rising threat of food waste as well.

Finally, the home juicing trend may hinder financial growth. Juicing has become very popular within the last 5 years. Consumers may simply believe that home juicers provide a more long-term cost-effective alternative to commercial juices such as Anomalous. However, recent industry trends indicate that the juicing industry has seen a 6% increase since 2014 providing evidence that consumers are still willing to purchase commercially. The company’s product line is ever changing and the storefront provides a convenient, unique experience that home juicers are unable to match. Perhaps most importantly, purchasing from Anomalous helps support community outreach efforts.



Current Economic Conditions

Anomalous benefits from an improving economy. The national unemployment rate is currently at 4.1% as of January 2018. As of December 2017, California and Kern County have experienced slightly higher rates of unemployment at 4.2% (CA) and 8.6% (Kern); however, job creation has improved to 5.1% since 2016. Therefore, the company should see a clientele base with more disposable income that will help Anomalous meet monthly sales goals.

On average, Kern County has a 7.25% sales tax which is consistent to the California sales tax and lower than the national average of 8.45%. Being based in Kern County, and charging a lower sales tax than the national average, allows Anomalous to charge more on the product itself due to the sales tax not taking up much of the finalized price. Because of this, the company makes more of a profit on each product.

Currently, the nation is experiencing positive, healthy growth and production. The Gross Domestic Product (GDP) is now at 2.6% for the fourth quarter of 2017, which is higher than where the U.S. was in the fourth quarter of 2016. The Food and Beverage Industry alone contributes to nearly 5% of the overall GDP. Since the increase in the national GDP, there has been a boom in local businesses. Since 2014, the rate of small business owners has risen to 6%. Small businesses also play a vital role in the national economy, making up 46% of the GDP in 2008 (most recent data).

The current US inflation rate is 2.1%, as of January 2018. The inflation rate has fluctuated throughout 2017; however, the current rate is fairly consistent to the average seen in the past three years. Therefore, consumers can reasonably assume consistency in their purchasing power. Anomalous will benefit from a financially flexible customer base.

These economic indicators and industry variables justify an optimal time for new business start-ups. California predicts that the agricultural industry will bring over \$220 billion dollars to the overall state GDP. Kern County alone will help bring in 17% of national crop output. Anomalous will benefit financially from relationships built with local farmers and the ever improving economic viability of local citizens.

Industry Analysis

According to IBIS World, the juice industry has an annual growth rate of 2.8% and an annual revenue of \$2 billion dollars. Increased revenue and growth can be contributed to the rise of pressed juices. Pressed juices were once seen as a niche market; however, many juice bars have added juicers in an effort to meet growing consumer demands and justify higher price points. On average, each American consumes 11.5 gallons of fruit juice annually- more than sports and energy drinks combined. Finally, the juicing industry employs over 50,000 Americans and is expected to continue to rise over the next five years. This is welcome news to agriculturally rich Kern County.

Locally grown products are in high demand across America as the world gravitates

External Environment

towards environmentally sustainable and healthy food choices. While it is often believed that local agriculture is not as reliable as larger corporate farmers, a study by Professor Elliot Campbell of UC Merced has shown that 90% of the entire nation can live off of local agriculture within 100 miles of their homes - making it entirely feasible for Americans to support their diets with locally grown produce. Consumers are interested in buying from their community, and Anomalous will serve as the bridge between local farmers and ever increasing consumer demands. In a report done by the California Division of Agriculture in 2015, 88% of Californians were interested in buying local produce. Kern County is a central hub for agriculture. The untapped potential in this expanding industry provides opportunities for businesses to support farmers and combat food waste by using “ugly produce.”

As stated in an article in *The Guardian*, the amount of food wasted in the U.S. is almost equivalent to the amount of food Americans consume each year. Imperfect produce is thrown away, left to rot, or fed to livestock. Beginning in 1917, the United States Department of Agriculture established a grading standard for produce in order to ensure that the consumer has a baseline of what to expect from the produce they purchase. For example, the USDA Inspection Instructions for blueberries stated that only 10% of blueberries in a sample of a shipment may have attached stems - any more, and they are considered unqualified for sale. This rule alone leads to 10 million tons of food waste on US farms, according to ReFed.com. However, the grading standards put forth by the USDA are not obligatory, which provides the potential to purchase the “unqualified” produce.

REAL

The juice industry has plenty of competitors. Across the nation there is Misfit Juice (located in New York and DC), Kauai Juice (located in Hawaii), and Ugly Juice (Located in San Francisco). However, none of these companies ship, so there is still the market in Southern California to provide locally sourced juices, made in the heart of Kern County. Unlike the competitors, Anomalous provides a local juicery with a wide variety of products, and a message to combat food waste in the United States, ultimately offering the consumer a better product to fit the needs of the current market.

VIRTUAL

The virtual market contains companies with similar ideals to Anomalous - providing healthy products, assisting a global cause, and incorporating fresh ingredients - but none of these companies deliver a product like Anomalous does. Companies like O2H offer healthy infused water, in an attempt to maximize the health benefits while minimizing the calories. However, this company’s infused water lacks as strong a health benefit from its fruits and vegetables due to distillation, and their company does not source their produce locally. In fact, none of the virtual direct or indirect competition focus on local produce; some branch out to international food products instead. Anomalous also offers a wide variety of juices on the seasonal menu, with at least four year round flavors and six seasonal flavors that change quarterly, versus some competitors, such as Eco Juice, which offers only five flavors of smoothies total. Anomalous provides



more variety than its competitors, and has a local advantage that is unmatched.

Competitive Analysis

Competitive Rivalry: Anomalous benefits from a relatively unsaturated virtual market. The company's closest known competitors are O2H and Eco Juice, companies that offer fruit infused water and juices. By utilizing typically discarded fruits and vegetables, unlike O2H and Eco Juice, Anomalous puts forth a mission statement that draws in customers' attention. Since Anomalous is a pressed juice establishment, its juices maintain the same nutrients the fruits and vegetables started with which provides the customers with a healthier option than the freeze dried fruit infusions offered by O2h. Statistically speaking, each American consumes 11.5 gallons of fruit juice annually- more than sports and energy drinks combined. Therefore, Anomalous appeals to a wider demographic and market than O2h. Indirect competitors include MUNCHKINGS, a company that offers unique snack options. Anomalous also provides unique snacks, such as fruit leather, but focuses on promoting healthy lifestyles through nutritious products. Therefore, MUNCHKINGS is unable to match Anomalous' extensive product line.

Supplier Power/Threat of New Entry: Eco Juice is located in Redlands, CA, a desert community, and is therefore much more dependent on their suppliers than Anomalous. Being located in such an agriculturally strong community, Anomalous has access to numerous suppliers and always has various farms to choose from. The company has created strong relationships with the farmers to ensure the loyalty of its suppliers in the event of new competition entering the market.

Buyer Power: By only selling bulk packages, O2H only caters to commercial businesses, which have much more power over their suppliers than individual consumers. Anomalous' consumers are unable to drive prices down because the company offers products that are unavailable anywhere else in Kern County.

Threat of Substitution: Anomalous faces a substitute company in Eco Juice. While Eco juice offers a similar product, it cannot match Anomalous' variety in its product line. Additionally, Eco juice doesn't have the philanthropic mission and ecologically impact of Anomalous. Finally, Anomalous has the advantage of purchasing its produce at wholesale prices, which allows consumers to acquire pressed juices in a much less expensive and more convenient way. This keeps consumers unmotivated to start pressing juice in their own homes.

Marketing Plan

Target Market

The company's target market consists of middle class millennials, ages 25-40. This age range consists of over 75.4 million people looking to lead a healthy lifestyle that works around any schedule. Although millennials make about 20% less than Baby Boomers with an average annual income of \$35,000, they are more likely to spend money on a company that provides

Marketing Plan

convenient service due to their tendency to partake in a more dynamic lifestyle. Millennials are instrumental in the 24% sales growth in “all natural products” and 28% for organic. According to a survey conducted by Forbes, 68% of millennials will admit to paying extra for healthier foods. Therefore, the company’s hearty juices, such as those containing carrots, kale, and beets will succeed among this age group.

Market Segmentation

Young Adults

Age: 16-25 Years old.

Estimated Income: \$31,049 estimated median household income, 2010 US Census
\$57,564 estimated salary of VE students, VE Market Insights

Psychographic: This demographic consists of high school and college students looking for an aesthetically pleasing and trendy locale with healthy products. The company’s social media presence will be a catalyst for reaching this younger demographic. Furthermore, the storefront location benefits from having ten schools within a 15 mile radius, allowing sales and outreach representatives to easily reach to these consumers.

Marketing Strategies: *Community Roots* educational outreach books. Social media accounts, Website blog.

Buying Patterns: This age demographic is more likely to purchase sweeter products. *It’s a Grape Day* is the company’s take on classical grape juice, with a rich and sweet taste of grapes, while providing plenty of amino acids and antioxidants.

Mature Adults

Age: 40+

Estimated Income: \$65,550+ estimated median household income, 2010 US Census

Psychographic: Consumers age 40 and up tend to be more fiscally responsible and are less likely to provide impulse purchases. It will be imperative for sales and marketing representatives to stress the health benefits gained from juicing. For example, The *Out of the Blue* or *KALEifornia* juices contain superfood kale and blueberries that help provide antioxidants that minimize the risks associated with some forms of cancer.

Marketing Strategies: Farmers Markets. Direct marketing through printed advertisements and commercials.

Buying Patterns: This age demographic is more willing to purchase products that specifically feature ingredients targeted toward health conscious consumers. *Beet It’s* main ingredient, beets, contain immune boosting minerals such as vitamin C, potassium, and natural fiber.

Marketing Mix

Products



Marketing Plan

The products Anomalous offers include a line of locally produced seasonal juices and snacks that are health beneficial and intended to assist Kern County citizens and their community's environment. The company offers 28 unique flavors of seasonal juices, due to the availability of each ingredient within the San Joaquin Valley. As the seasons change, customers will have the opportunity to expand their palettes by exploring the new flavors Anomalous will be offering seasonally. The company's line of carefully crafted snacks include fruit leather (available in apricot, plum, and grape), dried fruit, and fruit chip (apple and sweet potato) options all made using 100% locally grown produce.

Anomalous strives to create juices and food products that will improve the lives and health of the consumer by offering a local alternative to pre-bottled juices found in grocery stores. Fresh pressed local juices have not only proven to increase energy levels and strengthen the immunity of consumers, but also reduce chances of heart disease, cancer, and strokes. In addition, producing juice flavors that naturally follow the seasonal calendar will aid consumers in combating seasonal illnesses. Citrus based juices help consumers to combat allergies that become prevalent in the winter and spring, for example, the popular flavor *It Takes Two to Mango*.

The summer juice line consists of *Rule of Plum*, *Main Squeeze* (classic orange), *Honeydew You Love Me*, *Apples to Oranges*, *One in a Melon*, and *Mint To Be* (mint-strawberry lemonade). The autumn line consists of *Apple of my Eye*, *Out of the Blue* (blueberry and lemon), *Cherry on Top*, *Falling for You* (pumpkin, peach and apple), *Kiwi to my Heart*, and *Don't Take Me for Pomegranate*. The winter line includes *Best of the Zest*, *Frosty's Nose* (carrots, oranges, and celery), *E-Z P-Z Lemon Squeezy* (grape and lemon), *Let the Beet Drop*, *A Grape Pair*, and *Grape Day for Juice*. The spring line includes *Beet it*, *Peach for the Stars*, *In a Nutshell*, *KALEfornia*, *Cutecumber*, and *It Takes Two to Mango*.

The company's year round products include *Beet It* (beet and orange juice blend), *Dynamic Duo* (orange and carrots), *Cutecumber* (kale, cucumber and lemon), and *Life Gave Us Lemons* (lemonade).

Price

Anomalous benefits from offering juices and snack products at an affordable price for any consumer. Anomalous follows an industry accepted markup of 600%. Accounting and sales employees researched the average cost for various fruits and vegetables that California grocery stores must pay to their local farmers. Since Anomalous utilizes imperfect produce, the company chose to budget its wholesale costs at a lower price than traditional unblemished produce. The prices were researched with the help of local farmers. Bottles for the packaging of juices were also researched and purchased from the Virtual Wholesale Market Place. Cumulatively, the average wholesale cost per drink is .86 cents while snack wholesale costs range from .20-60 cents.

When developing a pricing strategy, Anomalous studied industry trends and competitor prices and determined to implement a price leadership strategy. Juices (12oz.), regardless of season, are priced at \$6. Fruit leather is priced at \$1. Fruit chips are priced at \$1.50. Finally, variety

11 dried fruit are priced at \$4.50.

Marketing Plan

Placement

Anomalous generates sales from a variety of revenue streams: trade show sales, storefront transactions, open house events, online orders, and a business contract with Young Wooldridge. 40% of the company's sales come from trade show and community events that will occur in December 2017-April 2018. This is the current trend for trade show sales, however, this percentage will change in the months with no trade show event. During these months, Anomalous will see a rise in storefront sells to make up for the loss of trade shows. 40% of sales come from the business contract, 10% come from storefront or open house events, while 10% come from online orders.

The company's seasonal juices account for the highest revenue items, as customers are drawn to "limited-time" only promotional items. The cost of goods sold for all juices are extremely low and represent over a 90% profit margin. While snack products do not account for a high percentage of sales, these items are year-round and help build awareness to the company's mission of using produce in unique ways.

Promotion

Anomalous implements the marketing strategy, DAPPS (Direct marketing, Advertising, Personal selling, Public Relations, and Sales promotions), in order to reach consumers in the most efficient and effective way. Direct marketing and advertising are efficient ways of educating and acquiring new customers by utilizing various commercial and email offers. Personal selling and public relations also play a key role at Anomalous due to the company's reliance on trade shows and community events. Maintaining good customer relationships is highly important to the company. Finally, sales promotions help retain customer loyalty and satisfaction. For this reason, Anomalous employs the check out system, Square, that monitors customer returns and offers loyalty programs, such as "Buy 10, Get 1 free".

As a community-oriented business, Anomalous prioritizes directly reaching the roots from which it has grown while ultimately impacting a wider demographic as a method of giving back. Therefore, as a part of the company's philanthropic outreach program, *Community Roots*, two employee representatives make appearances at local elementary schools to present a specialized reading of the company's very own informational and engaging storybooks, designed to appeal to a younger age demographic. These storybooks are designed to educate the youth of Kern County and beyond on the importance of conserving food and living a healthy lifestyle in a creative and impactful way. By informing students of the ways they can get involved with the battle against food waste, Anomalous is striving to maintain the legacy Kern County holds in the agriculture industry while positively influencing future generations nationwide. *Community Roots* is unique to even the company's biggest competitors and available for teachers nationwide interested in the benefits it has to offer.

Any excess produce not being used for Anomalous’ storefront will not be wasted thrown out. Instead, it will be converted into juices for the local Bakersfield Homeless Center. By donating these juices, Anomalous avoids contradicting the key message of combating food waste while also aiding in the fight against world hunger.

Positioning

The mission of Anomalous is to enable the entire community to take part in eliminating local food waste; no matter age or household income. Anomalous’ product line caters to all demographics by consisting of products that are reasonable in price, therefore making them accessible to everyone. As evident in the positioning map (see below), the axis of high and low price crossed with the characterization of niche and popular products, allows the company to implement tactical marketing strategies. For example, the classic orange juice flavor, “Main Squeeze”, falls into the category of popular and high price, while the company’s artisan fruit leather falls into the category of low price and niche. With a diversified juice selection of rotating seasonal flavors at a fair price of \$6, customers are sure to never get bored. In addition to a unique juice line, the company offers a line of healthy snack options including \$1 fruit leather and \$4.50 dried fruit. These products allow Anomalous to provide the community with healthy, locally crafted food products while stimulating the local economy and creating a dialogue in the battle against food waste.



Discussion of Business Risks

Anomalous is heavily reliant upon revenue received from trade shows, as it makes up roughly a half of the company's profit during the trade show months. Due to this reliance upon trade show revenue, the company is at risk if the trade show does not produce the expected amount of sales. The possible lack of sales accrued from these shows would put the company at financial risk and lead to apparent financial difficulties. In the situation in which this risk would occur, Anomalous would attempt to boost sales at trade show events by implementing direct marketing by going booth-to-booth promoting and publicizing to gain company attention. In addition, the company will promote itself at tradeshow by holding various raffles to encourage foot traffic resulting in an increase of sales.

Another identified risk the company faces is the possibility of agricultural producers sending their imperfect produce to food processors or food banks where they will receive more money or a tax incentive for doing so. This would lead to a severe lack in produce for product production, disabling the company. If this risk were to occur, the company would have to explore contracts with other local farmers, possibly having to contract with farmers who are farther away, while not compromising the integrity of aiding the local economy.

Anomalous supplies the community with healthy and unique juice flavor combinations, created using all local produce. Despite the health benefits that these juices provide, customers might be skeptical of these flavor combinations, preferring more traditional flavors found in grocery stores. This now places Anomalous in a highly competitive market with big name, well known companies which may be very constrictive to a newly developing business. In the event these distinct flavors do not gain as much initial popularity as expected, sales and marketing representatives must design a powerful and efficient campaign that advertises the numerous health benefits of the unconventional juice line, essentially fliers and blogs that highlight the importance and effectiveness of the vitamins and minerals in the company's juices that help combat and even prevent many common illnesses.



Financial Planning

Financial Write-Up

Anomalous' financial team has assessed current economic conditions and industry knowledge, and determined that now is the optimal time for its business start up. Supported by its balance sheet, income statement, and cash flow, Anomalous is well-positioned financially to run a functional and stable company.

Anomalous began with a loan of \$150,000 that contributes to expenses such as: construction, inventory stock, and expected utilities for the first few months. According to the balance sheet, as of February of 2018, the company has an adequate amount of cash to cover all opening expenses. Cash is derived from the loan and \$20,000 of seed money from Virtual Enterprise. Anomalous' fixed assets include a single purchase on equipment, such as an industrial oven and stove combination, a freezer and refrigerator, and pressed juicers. Pre-operating expenses include monthly expenses such as utilities and rent. Current assets include the company's total cash supplies. Accounts receivable is currently \$47,241.57. On average, The company receives 57% of sales in a given month. The remaining 43% makes up accounts receivable. Based on early collection trends, the company has allotted 1% of sales as bad debt. Long-term liabilities include the remaining balance of the loan at \$141,175.71. Finally, the balance sheet reveals that Anomalous is utilizing its assets to its maximum potential. In fact, Anomalous currently holds a retained earnings of \$32,524.04, showing that the company is healthy in its ability to pay off any short-term liabilities.

In the process of creating the income statement and sales projections beyond February, the Accounting department considered industry trends, trade shows, and increasing popularity within Bakersfield. In addition, Anomalous' Business-to-Business contract with Young Wooldridge LLP provides a substantial portion of the revenue with a consistent monthly income of \$42,500.00, accounting for 75% of Anomalous' payroll for employees, a monthly expense of \$47,902.20. Starred expenses from the Income Statement have set prices as provided by the Standard Payment Rates of VEI.

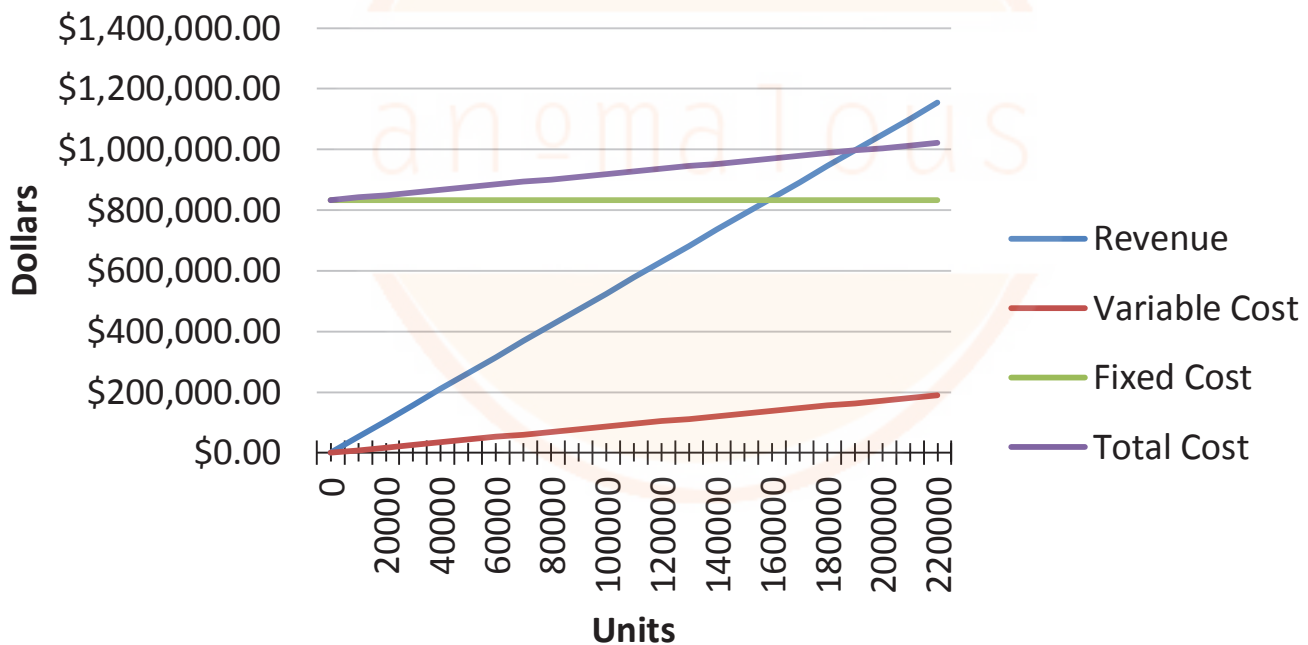
Both Virtual Enterprise trends and real world industry competitors helped shape the company's sales projections. As the only pressed juice company on the virtual enterprise network, all consumers interested in this form of nutrition will come to Anomalous. The accounting department has justification in their high sales and popularity in the virtual world as Anomalous faces little competition. In the real world, pressed juice trends are on the rise. Large scale juice and smoothie chains can easily exceed one million dollars in revenue. With aggressive sales and marketing strategies coupled with a lack of strong virtual competition, Anomalous can justify

ambitious sales projections.

Calculated by using an average unit of sales, the break-even will occur after 186,757 units are sold at the average price of \$5.25 with a gross profit of 83.92% and a net profit of 9.3% (see footnote below). Anomalous is projected to break-even by September 2018, supported by the modest cost of goods sold since most of the products are produced by visually defective fruits. Other expenses have been calculated by researching similar expenses of Kern County businesses.

The company's sales revenue, balance sheet, and income statement prove that Anomalous is prepared to be the successful pressed juice company of the Virtual Enterprise Network.

Break-Even Analysis



Note: The break-even graph was calculated by using an average unit of sale, a theoretical product based on our average retail price per unit and our average costs of goods sold per unit. Our average unit of sale has a retail price of \$5.25 with and a wholesale cost of \$1. Variable expenses on the break-even graph were calculated using the cost of goods sold, while fixed expenses were calculated using the Expenses section of the income statement. Factoring both variable and ANNUAL fixed expenses, Anomalous evaluates our net profit rate to be 9.3%. The break point will occur once 186,757 units are sold.



Income statement

	Price Per Unit	Start Up 5/17-10/17	Actual 11/30/2017	Actual 12/31/2017	Actual 1/31/2018	Actual 2/28/2018	Projected 3/30/2018	Projected 4/30/2018
<u>Sales Revenue</u>								
Business Contract/Out-of-Network			\$ 42,500.00	\$ 42,500.00	\$ 42,500.00	\$ 42,500.00	\$ 42,500.00	\$ 42,500.00
VE Trade Show Sales		\$ -	\$ -	\$ 44,574.00	\$ 72,880.00	\$ 57,940.00	\$ 60,950.00	\$ 70,500.00
VE Online Orders		\$ -	\$ 2,320.00	\$ 2,890.00	\$ 2,100.00	\$ 2,210.00	\$ 3,000.00	\$ 2,145.00
Storefront Transactions (VE community Events & Out-of-Network)		\$ -	\$ 29,880.00	\$ 2,350.00	\$ 2,000.00	\$ 1,000.00	\$ 1,500.00	\$ 1,200.00
	TOTAL:		\$ 74,700.00	\$ 92,314.00	\$ 119,480.00	\$ 103,650.00	\$ 107,950.00	\$ 116,345.00
<u>Costs of Goods Sold</u>								
Spring Juices**	\$ 0.99		\$ -	\$ -	\$ -	\$ -	\$ 4,950.00	\$ 7,920.00
Summer Juices**	\$ 0.84		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Autmun Juices**	\$ 1.26		\$ 4,404.17	\$ 2,516.67	\$ -	\$ -	\$ -	\$ -
Winter Juices**	\$ 0.84		\$ -	\$ 3,366.67	\$ 6,733.33	\$ 5,891.67	\$ 2,104.17	\$ -
Dynamic Duo*	\$ 0.43		\$ 116.10	\$ 120.40	\$ 279.50	\$ 161.25	\$ 253.70	\$ 279.50
Cutecumber*	\$ 1.13		\$ 271.20	\$ 298.32	\$ 734.50	\$ 429.40	\$ 412.45	\$ 649.75
Life Gave Us Lemons*	\$ 0.67		\$ 201.00	\$ 268.00	\$ 536.00	\$ 281.40	\$ 284.75	\$ 432.15
Beet It*	\$ 0.80		\$ 152.00	\$ 160.00	\$ 264.00	\$ 260.00	\$ 256.00	\$ 456.00
Fruitleather (Apricot, Plum, Grape)	\$ 0.10		\$ 100.00	\$ 125.00	\$ 180.00	\$ 160.00	\$ 170.00	\$ 186.00
Dried Fruit	\$ 1.29		\$ 774.00	\$ 1,161.00	\$ 2,322.00	\$ 1,677.00	\$ 1,677.00	\$ 1,818.90
Chips (Apple, Sweet Potato)	\$ 0.14		\$ 135.00	\$ 148.50	\$ 405.00	\$ 243.00	\$ 243.00	\$ 270.00
Agave Nectar(36 oz)	\$ 17.49		\$ 104.94	\$ 122.43	\$ 122.43	\$ 122.43	\$ 122.43	\$ 122.43
Teaspoons (1000)	\$ 24.50		\$ 294.00	\$ 318.50	\$ 343.00	\$ 343.00	\$ 343.00	\$ 343.00
Bottles(1000)	\$ 65.78		\$ 413.56	\$ 454.88	\$ 485.90	\$ 434.70	\$ 485.90	\$ 485.90
Contract Juices**	\$ 1.26		\$ 7,537.42	\$ 7,537.42	\$ 7,537.42	\$ 7,537.42	\$ 7,537.42	\$ 7,537.42
**Seasonal juices come in six flavors								
*Year Round								
	TOTAL:		\$ 14,503.38	\$ 16,597.78	\$ 19,943.08	\$ 17,541.26	\$ 18,839.81	\$ 20,501.05
Total Product Income			58,102.22	75,716.22	99,536.92	86,108.74	89,110.19	95,843.95
<u>Expenses</u>								
	Per Month							
Accounting/Legal	\$ 300.00	\$ -	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00
Advertising / Promotion	\$ 4,000.00	\$ 2,010.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
Bad Debt Expense			\$ 747.00	\$ 923.14	\$ 1,194.80	\$ 1,036.50	\$ 1,079.50	\$ 1,163.45
Community Roots	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00
Business Insurance*	\$ 715.00	\$ -	\$ 715.00	\$ 715.00	\$ 715.00	\$ 715.00	\$ 715.00	\$ 715.00
Car Insurance	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00
Depreciation	\$ 367.50	\$ -	\$ 367.50	\$ 367.50	\$ 367.50	\$ 367.50	\$ 367.50	\$ 367.50
Disposal of Obsolete Inventory			\$ 725.17	\$ 829.89	\$ 997.15	\$ 877.06	\$ 941.99	\$ 1,025.05
Dues, Food handling License & Subscription	\$ 150.00	\$ 150.00	-	-	-	-	-	-
Employee Benefits/Insurance								
Health Insurance	\$ 4,672.00	\$ -	\$ 4,672.00	\$ 4,672.00	\$ 4,672.00	\$ 4,672.00	\$ 4,672.00	\$ 4,672.00
Workers Compensation	\$ 1,664.48	\$ -	\$ 1,664.48	\$ 1,664.48	\$ 1,664.48	\$ 1,664.48	\$ 1,664.48	\$ 1,664.48
IT Expenses	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Loan Interest Payment (5.25%)	Variable	\$ -	\$ 656.25	\$ 646.66	\$ 637.03	\$ 627.36	\$ 617.64	\$ 607.89
Office / Retail Supplies	\$ 400.00	\$ 400.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Payroll	\$ 47,902.20	\$ -	\$ 47,902.20	\$ 47,902.20	\$ 47,902.20	\$ 47,902.20	\$ 47,902.20	\$ 47,902.20
Payroll Taxes	\$ 3,664.52	\$ -	\$ 3,664.52	\$ 3,664.52	\$ 3,664.52	\$ 3,664.52	\$ 3,664.52	\$ 3,664.52
Petty Cash	\$ 50.00	\$ -	\$ 200.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
Store Front Lease	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Sales Tax	7.5% of retail sale	\$ -	\$ 735.56	\$ 934.88	\$ 1,569.00	\$ 1,214.25	\$ 1,144.88	\$ 1,613.63
Security	\$229.96 + \$15/m	\$ 229.96	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00
Telephone/Internet (2 lines)-*	\$ 355.00	\$ -	\$ 355.00	\$ 355.00	\$ 355.00	\$ 355.00	\$ 355.00	\$ 355.00
Utilities*								
Gas-	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00
Electric-	\$ 770.00	\$ 770.00	\$ 770.00	\$ 770.00	\$ 770.00	\$ 770.00	\$ 770.00	\$ 770.00
Water-	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00	\$ 77.00
Total Expenses		6,973.96	69,903.68	\$ 70,224.27	\$ 71,287.68	\$ 70,644.87	\$ 70,673.71	\$ 71,299.72
Net Income		(6,973.96)	\$ (9,707.06)	\$ 5,491.95	\$ 28,249.24	\$ 15,463.86	\$ 18,436.48	\$ 24,544.23
*Expenses Set By Standard Payment Rates of VEI								
Cumulative Income			(16,681.02)	(11,189.07)	17,060.16	32,524.03	50,960.50	75,504.74

The income statement tracks all sources of revenue and expenses to the company in order to assure profitability and determined sales projections for the company. There are monthly spikes in projected revenue due to trade shows (December-April) and seasonal events. All expenses were carefully researched by analyzing real-world industry trends or by using payments rates set by Virtual Enterprise. The relatively high storefront transaction revenue for the month of November is attributed to a classroom grand opening that featured both community guests and VE students. Anomalous has exceeded initial sales projections for December and January. The company has also expensed bad debt to account for 1% of monthly sales.

Cash Budget

	Description	October	Actual November	Actual December	Actual January	Actual February	Projected March	Projected April
1.00	Cash balance at beginning of period:	0.00	138,759.12	99,992.14	95,174.62	111,569.27	131,899.40	147,162.32
	Receipts of cash:							
	Sales	0.00	42,579.00	52,618.98	68,103.60	59,080.50	61,531.50	66,316.65
	Receipts of accounts receivable	0.00		30,514.95	39,236.02	50,769.38	44,097.58	47,526.93
	Loan proceeds	150,000.00	0.00	0.00	0.00	0.00	0.00	0.00
	Seed Money from VEI	20,000.00						
2.00	Total receipts of cash	170,000.00	42,579.00	83,133.93	107,339.62	109,849.88	105,629.08	113,843.58
3.00	Beginning balance + cash receipts	170,000.00	181,338.12	183,126.07	202,514.24	221,419.15	237,528.48	261,005.90
	Payments:							
	Investment: Fixed Asset Purchase (one-time)	22,054.00						
	Cost of Supplies	400.00						
	Cost of Merchandise	1,812.92	14,765.23	17,015.90	19,642.84	17,703.59	18,839.81	20,501.05
	Disposal Of Obsolete Inventory		725.17	829.89	997.15	877.06	941.99	1,025.05
	Loan Payment (Principal and Interest)	0.00	2,847.90	2,847.90	2,847.90	2,847.90	2,847.90	2,847.90
	Salaries	0.00	47,902.20	47,902.20	47,902.20	47,902.20	47,902.20	47,902.20
	Accounts payable	0.00						
	Rent	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00
	Advertising/ promotion	2,010.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00
	Payroll tax	0.00		3,664.52	3,664.52	3,664.52	3,664.52	3,664.52
	Insurance	0.00	7,051.48	7,051.48	7,051.48	7,051.48	7,051.48	7,051.48
	Accounting and legal fees	0.00	300.00	300.00	300.00	300.00	300.00	300.00
	Utilities	924.00	924.00	924.00	924.00	924.00	924.00	924.00
	Sales tax	0.00		735.56	934.88	1,569.00	1,214.25	1,613.63
	Other or miscellaneous	2,039.96	830.00	680.00	680.00	680.00	680.00	680.00
	Corporate tax							
4.00	Total payments	31,240.88	81,345.98	87,951.45	90,944.97	89,519.75	90,366.15	92,509.83
5.00	Cash balance at end of period: (line 3 - line 4)	138,759.12	99,992.14	95,174.62	111,569.27	131,899.40	147,162.32	168,496.08
6.00	Net increase or decrease in cash (line 2 - line 4)	138,759.12	(38,766.98)	(4,817.52)	16,394.65	20,330.13	15,262.92	21,333.75

The Cash Budget tracks incoming cash flow each month. Receipts of accounts payable is the anticipated unpaid sales from VE trade shows (estimated to be 43% of monthly sales). Anomalous has already experienced a healthy influx of cash following the California Trade Show in January.



Balance Sheet

2/28/2018

Actual

Assets	
Current Assets	
Cash	\$131,899
Accounts Receivable	\$47,241
Less: Allowance for doubtful accounts	-\$3,901
Inventory	\$2,354
Supplies	\$400
Total current assets	\$177,994
Fixed Assets	
Equipment	\$22,054
Less: Depreciation	-\$1,470
Total Fixed Assets	\$20,584
Sum of Assets	\$198,578
Liabilities + Equity	
Current Liabilities	
Sales Tax Payable	\$1,214
Payroll Tax Payable	\$3,664
Total Current Liabilities	\$4,878
Long Term Liabilities	
Notes Payable	\$141,175
Total Long Term Liabilities	\$141,175
Equity	
Seed Money	\$20,000
Retained Earnings	\$32,524
Total Equity	\$52,524
Sum of L + E	\$198,578

Note: The Balance sheet shows that the company has a stable asset collection to meet both current and long-term liabilities. Payroll does not factor into short-term liabilities, as this is paid for at the beginning of each month. Depreciation is factored at 20% of equipment purchase price.

Bank Statement- 2/28/18



US Network Bank

R. Solano (Anomalous - PF Code US012026) | [Return to portal](#) | [Sign out](#)[Account summary](#)[Account details](#)[Bill payment](#)[Funds transfer](#)[Scheduled transactions](#)[Payees](#)

Account details

Account: [Download account details \(Excel\)](#)Period: from until

Date	Name/Description	Account no	Ref#	Amount	Balance
March 1, 2018	Iitz Sanchez (US012021), Fresno, CA VEI Checkout transaction # 256687 03/01/2018 04:19 PM CT	630497400	3517841	\$6.42	\$151,891.58
March 1, 2018	Matthew Mayemura (US021802), South Pasadena, CA VEI Checkout transaction # 256678 03/01/2018 03:31 PM CT	630547319	3517823	\$6.42	\$151,885.16
March 1, 2018	Amanda Hill (US021724), Covina, CA VEI Checkout transaction # 256659 03/01/2018 03:07 PM CT	630547246	3517785	\$1.07	\$151,878.74
March 1, 2018	Anna Riffle (US021802), South Pasadena, CA VEI Checkout transaction # 256648 03/01/2018 02:59 PM CT	630547262	3517763	\$6.42	\$151,877.67
March 1, 2018	Ryan Bahel (US012069), East Hampton, NY VEI Checkout transaction # 256573 03/01/2018 01:02 PM CT	630509794	3517613	\$6.42	\$151,871.25
March 1, 2018	Mayra Juarez (US021511), Santa Ana, CA VEI Checkout transaction # 256383 03/01/2018 11:35 AM CT	630539367	3517254	\$6.42	\$151,864.83
March 1, 2018	Kelsey Lin (US061894), Crystal Lake, IL VEI Checkout transaction # 256282 03/01/2018 10:25 AM CT	630524688	3517054	\$6.42	\$151,858.41
March 1, 2018	Carli Zeh (US06405), Ooltewah, TN VEI Checkout transaction # 256251 03/01/2018 10:00 AM CT	630540691	3516992	\$6.42	\$151,851.99
March 1, 2018	amaka ndame (US011213), New York, NY VEI Checkout transaction # 256143 03/01/2018 09:18 AM CT	630510709	3516778	\$6.42	\$151,845.57
March 1, 2018	Joshua Acosta (US011064), New York, NY VEI Checkout transaction # 256135 03/01/2018 09:15 AM CT	630391416	3516762	\$1.07	\$151,839.15
March 1, 2018	Camila Cruz (US061180), Smyrna, TN VEI Checkout transaction # 256114 03/01/2018 09:06 AM CT	630472971	3516720	\$6.42	\$151,838.08
March 1, 2018	Jacqueline Giraldo (US03069), Wilmington, CA trade fair	630523045	3515096	\$600.00	\$151,831.66
March 1, 2018	VEI-WESTERN REGION CENTRAL OFFICE Reimbursement for November overpayment	210003855	3511144	\$106,737.16	\$151,231.66
Feb. 28, 2018	Samuel Han (US021802), South Pasadena, CA	630547335	3508171	\$6.42	\$44,494.50

Loan Amortization Table



Reference Files

Virtual Enterprises International
Loan Amortization Table

Loan Information

Loan Amount (Principal)	150,000
Annual Interest Rate	5.25%
Term of Loan in Years	5
# of Payments per Year	12
Payment Type	end of the period
Monthly Payment	(\$2,847.90)

Summary

Rate (per period)	0.4375%
Number of Payments	60
Total of Payments	170,873.85
Total Interest	20,873.85

No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	150,000	656.25	150,656.25	2847.90	2191.65	147,808.35
2	147808.35	646.66	148,455.01	2847.90	2201.24	145,607.12
3	145607.12	637.03	146,244.15	2847.90	2210.87	143,396.25
4	143396.25	627.36	144,023.61	2847.90	2220.54	141,175.71
5	141175.71	617.64	141,793.35	2847.90	2230.25	138,945.46
6	138945.46	607.89	139,553.34	2847.90	2240.01	136,705.45
7	136705.45	598.09	137,303.53	2847.90	2249.81	134,455.63
8	134455.63	588.24	135,043.88	2847.90	2259.65	132,195.98
9	132195.98	578.36	132,774.34	2847.90	2269.54	129,926.44
10	129926.44	568.43	130,494.87	2847.90	2279.47	127,646.97
11	127646.97	558.46	128,205.43	2847.90	2289.44	125,357.53
12	125357.53	548.44	125,905.97	2847.90	2299.46	123,058.07
13	123058.07	538.38	123,596.45	2847.90	2309.52	120,748.55
14	120748.55	528.27	121,276.83	2847.90	2319.62	118,428.93
15	118428.93	518.13	118,947.06	2847.90	2329.77	116,099.16
16	116099.16	507.93	116,607.09	2847.90	2339.96	113,759.19
17	113759.19	497.70	114,256.89	2847.90	2350.20	111,408.99
18	111408.99	487.41	111,896.41	2847.90	2360.48	109,048.51
19	109048.51	477.09	109,525.60	2847.90	2370.81	106,677.70
20	106677.70	466.71	107,144.41	2847.90	2381.18	104,296.52
21	104296.52	456.30	104,752.81	2847.90	2391.60	101,904.92
22	101904.92	445.83	102,350.75	2847.90	2402.06	99,502.85
23	99502.85	435.32	99,938.18	2847.90	2412.57	97,090.28
24	97090.28	424.77	97,515.05	2847.90	2423.13	94,667.15
25	94667.15	414.17	95,081.32	2847.90	2433.73	92,233.42
26	92233.42	403.52	92,636.95	2847.90	2444.38	89,789.05
27	89789.05	392.83	90,181.88	2847.90	2455.07	87,333.98
28	87333.98	382.09	87,716.06	2847.90	2465.81	84,868.17
29	84868.17	371.30	85,239.46	2847.90	2476.60	82,391.57
30	82391.57	360.46	82,752.03	2847.90	2487.43	79,904.13
31	79904.13	349.58	80,253.71	2847.90	2498.32	77,405.82
32	77405.82	338.65	77,744.47	2847.90	2509.25	74,896.57
33	74896.57	327.67	75,224.24	2847.90	2520.23	72,376.34
34	72376.34	316.65	72,692.99	2847.90	2531.25	69,845.09
35	69845.09	305.57	70,150.66	2847.90	2542.33	67,302.77

Loan Amortization Table Continued

36	67302.77	294.45	67,597.22	2847.90	2553.45	64,749.32
37	64749.32	283.28	65,032.60	2847.90	2564.62	62,184.70
38	62184.70	272.06	62,456.76	2847.90	2575.84	59,608.86
39	59608.86	260.79	59,869.65	2847.90	2587.11	57,021.75
40	57021.75	249.47	57,271.22	2847.90	2598.43	54,423.32
41	54423.32	238.10	54,661.43	2847.90	2609.80	51,813.53
42	51813.53	226.68	52,040.21	2847.90	2621.21	49,192.31
43	49192.31	215.22	49,407.53	2847.90	2632.68	46,559.63
44	46559.63	203.70	46,763.33	2847.90	2644.20	43,915.43
45	43915.43	192.13	44,107.56	2847.90	2655.77	41,259.67
46	41259.67	180.51	41,440.18	2847.90	2667.39	38,592.28
47	38592.28	168.84	38,761.12	2847.90	2679.06	35,913.22
48	35913.22	157.12	36,070.34	2847.90	2690.78	33,222.45
49	33222.45	145.35	33,367.79	2847.90	2702.55	30,519.90
50	30519.90	133.52	30,653.42	2847.90	2714.37	27,805.52
51	27805.52	121.65	27,927.17	2847.90	2726.25	25,079.28
52	25079.28	109.72	25,189.00	2847.90	2738.18	22,341.10
53	22341.10	97.74	22,438.84	2847.90	2750.16	19,590.94
54	19590.94	85.71	19,676.66	2847.90	2762.19	16,828.76
55	16828.76	73.63	16,902.38	2847.90	2774.27	14,054.49
56	14054.49	61.49	14,115.97	2847.90	2786.41	11,268.08
57	11268.08	49.30	11,317.37	2847.90	2798.60	8,469.48
58	8469.48	37.05	8,506.53	2847.90	2810.84	5,658.63
59	5658.63	24.76	5,683.39	2847.90	2823.14	2,835.49
60	2835.49	12.41	2,847.90	2847.90	2835.49	(0.00)
Totals		20,873.85		170,873.85	150,000.00	



Business Contract

This legal document is an official agreement between Scott Kuney of Young Wooldridge, LLP and Anomalous. The terms of this legal document will be in effect as of November 1, 2017 and will be reviewed prior to its expiration date of November 1, 2018.

Terms of Agreement

Anomalous consents to providing Young Wooldridge, LLP various juices monthly for the return price of \$42,500. Anomalous will provide the product transportation for Young Wooldridge, LLP.

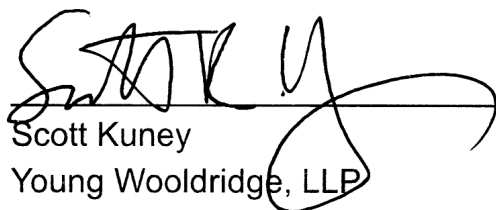
Terms of Payment

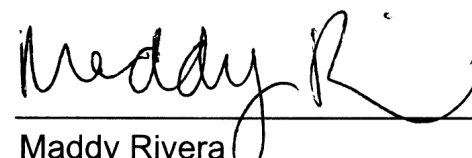
Anomalous consents to provide Young Wooldridge, LLP with \$42,500 worth of goods and services stated above. In return, Young Wooldridge, LLP will make a monthly payment of \$42,500 for the goods and services provided.

Terms of Contract

This agreement will be renewed yearly. If during review either party decides they no longer wish to comply with the agreed upon terms of this sales contract, the terms will either be renegotiated or terminated.

These terms above have been reviewed by the representatives of the two companies and they consent to this contract as of November 1, 2017.


Scott Kuney
Young Wooldridge, LLP
(661) 333-8642


Maddy Rivera
CEO of Anomalous
(661) 447-1099



Seasonal Produce List



Kiwi to my heart



Zinc
Vitamin C
Potassium
Vitamin E

Vitamin
B2
Vitamin E
Zinc

What's
really in
your juice?



Calcium
Vitamin C
Folate
Copper



Community Roots

Educating the youth of Kern County one storybook at a time



Storybook Program

Anomalous is passionate about educating the youth of Kern County about the dangers of food waste and how they can help reduce food waste in their every day lives. Anomalous donates these educational storybooks, designed to teach children how to lead a healthy lifestyle in a creative and impactful way, to local elementary schools.

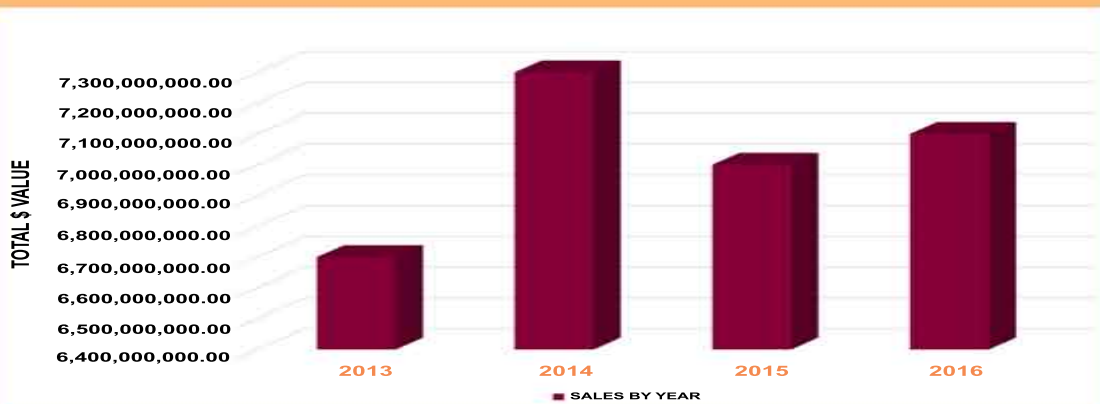
Bakersfield Homeless Shelter

Currently 44 million Americans don't where their next meal will come from. In an effort to reduce this statistic, Anomalous has partnered with the Bakersfield Homeless Shelter to provide residents with healthy juices the company would otherwise not be able to sell. Anomalous does this service in an effort to not contradict its message by minimizing food waste while creating a positive impact the community.



anomalous

Kern County Agricultural Crop Value



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