

Executive Summary

Plairs Sports and Apparel is strategically located in the Atlanta metro area and is prepared to service customers and offer the highest quality sports uniforms, sporting equipment, spirit wear, silk screening, and promotional items. Our client base currently includes sports team and businesses, however we will serve any organization, business, or individual that is in need our products. The future of Plair Sports and Apparel owned by Quentin Plair, is and will continue to be filled with opportunities for growth and expansion as we build strong, solid relationships with schools, organizations and businesses in the community.

Our company is seeking funds in the amount of \$75,000 in order to expand into a larger territory. The funds will be used to enhance our marketing strategies already in place in order to increase annual revenues. **Plair Sports and Apparel** is poised to take advantage of the expanding market in the area and plans to increase revenues by % in 2010. Repayment of the loan will be ensured due to the fact that in addition to our already growing and loyal customer base, we will earn new business after our marketing strategy is revamped.

General Company Description

Plair Sports and Apparel located in Lawrenceville, Georgia is a distributor of high quality sports uniforms, sporting equipment, spirit wear, silk screening, and promotional items. We take pride in providing every team sport and individual with the quality clothing they desire for the best price available.

We provide professional services that enhance the well being and success of teams, industries, businesses, and communities. Through our shared commitment to those we serve, we will be the best sports, apparel and ad specialty company which delivers the highest quality service and performance. We will show respect for our customers and commit to the highest standards of quality and professionalism.

Our goal is to build a successful corporation that provides exceptional quality goods, partnered with customer service that meets or exceed our customers' expectations. We will also strive to become the leader in sporting equipment and increase revenues by ?% in the first year. We will market our services to the hundreds of thousands of sports teams in the United States.

Our products, although competitively priced are made with the highest quality materials and therefore growth in our industry is our only option. In this economy, an affordable price and excellence are very important to our buyers and we are determined to provide both in an effort to retain customers for years to come.