

OK | COMFIES

LOAN PROPOSAL



TRANSITION
HOUSE



EXECUTIVE SUMMARY

OKComfies' business plan details a strategy to sell Oklahoma-themed boxer shorts and give back to the community through service and philanthropy. Our company strives to bring creativity, community, citizenship, and excellence to every aspect of our business and provide a product that people will enjoy to wear. These blue boxers will feature the classic and timeless design of the Oklahoma state flag.

The product is being manufactured by BOLD Multimedia, and picked up by the OKComfies team to sell. The company has created a multi-faceted and segment-specific marketing strategy that allows it to reach friends and family of company members, students, alumni, and all Oklahomans. OKComfies is selling this product by customizing our marketing strategy to target specific reasons people have for potentially purchasing the product.

The initial order of 1000 units will cost \$4,500. **After presales, OKComfies is requesting \$2,500 from First Fidelity Bank** to purchase the first shipment. Sales from the first shipment will result in a net income of \$8,250.95.

The proceeds from this company will benefit Transition House, which is dedicated to providing low-cost high-quality transition housing for individuals with mental illnesses. Company members will also be donating their time to volunteer 5 hours per week at the Second Chance Animal Sanctuary, which provides dogs and cats a second chance at a forever home.

TABLE OF CONTENTS

| | |
|-----------|-----------------------------------|
| 4 | Our Mission |
| 5 | Product Overview |
| 6 | Market Research |
| 7 | Marketing Plan |
| 10 | Financial Plan |
| 12 | Inventory Management |
| 14 | Community Involvement |
| 15 | Loan Request |
| 16 | Appendix A: Organization Chart |

| | |
|-----------|--|
| 17 | Appendix B: Survey Results |
| 19 | Appendix C: Breakeven Analysis |
| 20 | Appendix D: Pro Forma Income Statement |
| 21 | Appendix E: Inventory Log |
| 22 | Appendix F: Storage Quote |
| 23 | Appendix G: Service Log |
| 24 | Appendix H: Timeline |
| 25 | Appendix I: Powerpoint Slides |
| 28 | Contact Information |

OUR MISSION

OKComfies is a group of future business leaders dedicated to upholding integrity and perserverance while excelling in our classwork, business operations, and community service. We aspire to create a dynamic company which reflects a positive, creative climate for our employees, customers, community partners, and philanthropies through excellence in business, dedicated service, and monetary donation.

We fulfill our mission by constantly pursuing four goals:



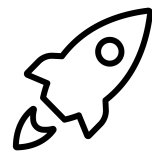
CREATIVITY



CITIZENSHIP



COMMUNITY



EXCELLENCE

PRODUCT OVERVIEW

OKComfies are blue-colored boxer underwear branded with the design of the Oklahoma state flag. These simultaneously provide the user with the traditional utility of underwear and the ability to exhibit state pride at the most intimate of levels. These boxers can be used for multiple purposes including daily use, lounging, and sleeping.



MARKET RESEARCH

RESEARCH COMPONENTS

The creation of an online survey, holding questionnaire interviews, and establishing an analysis of strengths, weaknesses, opportunities, and threats were conducted in determining the best product for consumers. The first step in determining the product was to create an online survey. With over 475 responses in less than 24 hours, boxers was largely favored as the favorite product idea presented.

Establishing an analysis of strengths, weaknesses, opportunities, and threats or SWOT analysis was important in helping finalize our product. The results concluded that OKComfies had more strengths and opportunities than other options, and the weaknesses and threats were easier to address than other options.

PRICE:

By reviewing customer input on price, comparing price to competitors, and calculating expected net income, a price of \$17 was set for OKComfies. A major competitor, the University of Oklahoma Bookstore, sells boxer briefs similar to our product for \$28, which shows that this is a competitive price.

STYLE:

Participants stated their willingness to buy unisex boxers. 79% of the people interviewed said they would be willing to buy unisex boxers, while no data was recorded that they would prefer Male/Female only boxers. Additionally, material was not an extremely important issue to consumers.

PURPOSE OF PURCHASE:

Company research shows that people will buy this product for both personal use and for gifts.

Detailed market research information can be found in Appendix B.

MARKETING PLAN

OVERVIEW

OKComfies has a stratified and diverse marketing plan. All company members will participate in selling activities and events, and the Chief Marketing Officer will oversee the fulfillment of these responsibilities.

Through evaluation of market research, the company has separated our target market into four segments. Each segment has a different marketing strategy that is tailored to the likely reasons for purchasing in each group. The four segments are as follows:

SEGMENT 1: FRIENDS AND FAMILY OF IBC MEMBERS

Segment Definition:

Friends and family of IBC Members are likely to buy the product for the purpose of supporting the company, with little to no consideration of the use they will have for the product. This segment is most likely to use the product as a gift.

Marketing Strategy:

This segment will be reached by personally asking our friends and family to purchase the product through in-person conversations and personalized letters. A heavy emphasis on using OKComfies as holiday gifts will be placed on this group. Additionally, this group can be leveraged to grow the company's social media reach by asking personal friends to like and share OKComfies' social media accounts to their personal networks. Because many individuals in this segment such as grandparents may want to support the project but not have personal use for the product, there will be an option to "sponsor" a pair of boxers, where the person pays for a pair that are donated to a charity that accepts fresh clothing for those in need.

Market Size:

The estimated number of close friends and family members of each company member is 30 individuals, which in total is around 500 individuals.

SEGMENT 2: ACQUAINTANCES OF IBC MEMBERS

Segment Definition:

Like close friends and family, acquaintances are friends of IBC Members that are likely to buy the product to support the company. However, they will place greater consideration on the value of the product itself. These individuals must see value in supporting the project, supporting philanthropy, and the product itself to make a purchase.

Marketing Strategy:

The purpose of this segment is to be able to reach more people with a more personal interaction, increasing the likelihood that the personal interaction will influence a purchase decision. This group will be reached through personal communication channels such as personal social media and GroupMe messages so that the product is still tied to a specific company member they have a relationship with.

Market Size:

The estimated size of company member's personal social networks is 8,000 individuals.

SEGMENT 3: GENERAL OU STUDENT BODY

Segment Definition:

General OU students will purchase IBComfies because of the product itself, because of the purpose of IBC, or because it is supporting a charity. These students, unlike acquaintances, do not have a personal connection with IBC members.

Marketing Strategy:

These students will be reached through on-campus sales locations at the Oklahoma Memorial Union, South Oval, and Price Hall, as well as company-based social media advertising. This segment will also rely heavily on word-of-mouth advertising. Additionally, IBComfies will advertise at on-campus club and organizational meetings to reach as many students as possible.

Market Size:

The size of the OU student body about 22,000 individuals.

SEGMENT 4: OKLAHOMA RESIDENTS

Segment Definition:

Oklahomans will purchase OKComfies because of the product itself, because of the purpose of IBC, and because it is supporting a charity.

Marketing Strategy:

Oklahomans will be reached through booths near tailgate areas, bus stops, and/or heavy traffic-flow areas. People who are unable to attend games may also purchase from booths that we set up at various local businesses. Social media advertising and alumni clubs will be the primary way these individuals are reached to encourage online purchases.

Market Size:

After taking into account the estimated population of the state, this market is estimated to be around 3.92 million individuals.

COMPETITION

OKComfies has competitors ranging from large providers such as Hanes and Fruit of the Loom, upper-end providers such as Polo Ralph Lauren, and local outlets such as the University of Oklahoma Bookstore.

Our price compared to competitors of the most similar product, advertising plan, and community members committed to the First Fidelity Bank Integrated Business Core mission will create value and make OKComfies stand out and rise above competitors. For example, the price of a pair of OU branded boxers at the University of Oklahoma Bookstore is \$28, and the price of upper-end Polo Ralph Lauren boxers is \$28.

ONLINE ADVERTISING PROGRAM

OKComfies has various social media accounts to promote our product, drive traffic to online sales, and notify customers of selling events.

OKComfies has a Facebook page where people can “like” our product and follow updates regarding selling events and inventory. This will be the primary method used to reach alumni and fans online. Our Instagram and Twitter will also have updates about the company and advertisements. Our social media handle across platforms is @okcomfies.

FINANCIAL PLAN

OVERVIEW

The Finance Team assumes all responsibilities of the company's financial handlings, record keeping, and budgeting, along with monitoring all purchasing, sales, and cash flows to provide and ensure financial integrity. The Finance Team will provide accurate weekly, monthly, and end-of-project reports and maintain accurate records within the company by conducting weekly self-audits.

DOCUMENTATION

The Finance Team is responsible for documenting all financial records of the company. The team will provide weekly and monthly balance sheets, income statements, sales registers, and statements of cash flows. The team will also provide an end-of-period report summarizing the statements above for the entire semester. A copy will be made for all receipts, checks, reimbursement forms, deposits, invoices, along with any other financially relevant document and stored in chronological order in the company's financial binder for references. The financial binder will be updated everyday at the end of the work day to provide the most accurate and timely information.

ACCOUNTABILITY

When a member of the company performs a sale, it is the responsibility of the salesman to correctly issue a receipt to the customer. Further, the salesman will contact a member of the Finance Team to correctly deposit the form of payment along with a valid customer receipt(s). If the payment does not accurately portray the receipt(s), then the member of the company is responsible for the missing funds. All company funds will be kept in a locked money bag and will be deposited within one business day. All funds not yet deposited will be placed in a money bag that is in a locked cabinet in the company office.

During the end of every meeting, two members of the Finance Team will be responsible for making sure the books are balanced. One member of the team will tally the receipts collect from every individual of the company,

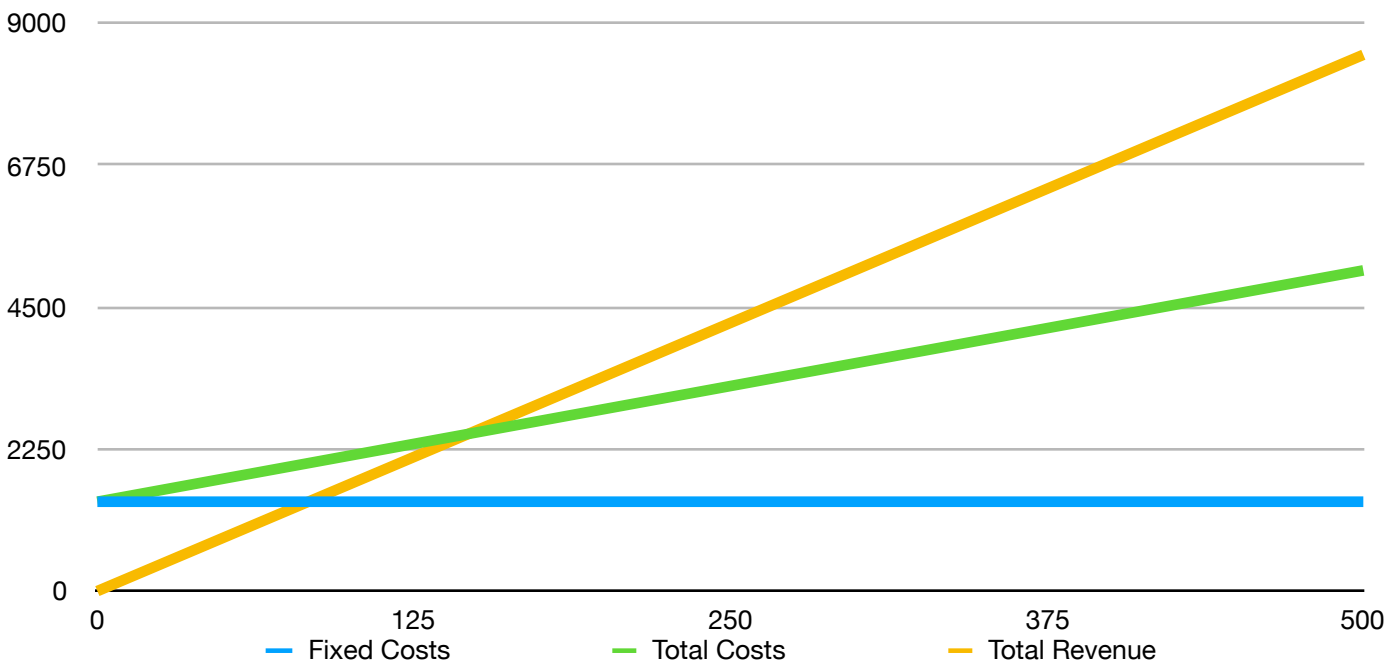
while the other member of the team will count the cash collected. They will switch roles after each job is completed to ensure the accuracy of company records.

Further, after every Friday meeting, the Finance Team will conduct a detailed audit for the weeks sales, along with a monthly audit at the end of each month and a final audit after the end of the semester. The audits will ensure the the sales recorded matches with the inventory sold ensuring no money was mishandled and the company records portray accurate information.

FINANCIAL STRATEGY

Our first order will consist of 1000 units. The product will cost \$4.50 per unit, totaling to \$4500.00 for the order. After conducting research on our market segment, including a SWOT analysis, personal interviews, and surveys, the company has chosen to have a selling price of \$17, making our gross profit per unit is \$12.50.

OKComfies will break even at \$2490.96 in sales, which is met after 147 units have been sold. A full breakeven analysis can be found in Appendix C. A Pro Forma Income Statement can be found in Appendix D.



PRESALES

OKComfies is going to presale 170 units before receiving the order. The revenues generated by the presales are \$2,890.

INVENTORY MANAGEMENT

VENDOR

BOLD Multimedia is the supplier for our product. This company was chosen because they offered a better value of boxes than other vendors that were contacted and they are a local Norman company who is very supportive of IBC. The owner of BOLD sits on the board for our Philanthropy, Transition House, and shares the vision for our company.



BOLD Multimedia
215 W Main Street
Norman, OK 73069
Tel. 405-701-8103

STORAGE

OKComfies will store inventory in the U-Haul Moving & Storage of Norman to ensure the security of our product. The Operations Team has agreed to use U-Haul because of their prices, the insurance they offer, the security services they offer, and their close proximity to the University of Oklahoma campus. The U-Haul facility has 24 hour video surveillance, and their facilities are continuously lit 24 hours a day as well. OKComfies has purchased an insurance policy that covers \$5,000 worth of inventory damages for an extra \$19.95 per month. According to company policy, only the CEO and COO will have access to the storage unit. Please see Appendix F for a copy of the rental quote.



U-Haul Moving and Storage of Norman
700 E Lindsey St
Norman, OK 73071
Tel. 405-364-1501

INVENTORY MANAGEMENT

The Chief Operations Officer (COO), along with the Operations Team, are in charge of managing company inventory. Once inventory is received, the COO and another member of the Operations Team will perform a product count and quality check to ensure the correct amount of product was received in mint condition. Inventory will be taken every Friday by the COO

and another member of the Operations Team. The COO is responsible for keeping track of the weekly inventory logs. The CFO will ensure that the inventory log and recorded sales log match weekly. If the inventory and recorded sales do not match, a meeting will be held between the CEO, the COO, and the CFO resolve the error in a timely manner. Refer to Appendix E for the inventory log.

RELEASE OF INVENTORY

If an employee plans to sell product in the near future, they will notify the COO at company meetings. A standard checkout will be 5 units of inventory. If an employee plans to make a single sale of more than 5 units, they will need to meet with the CEO and the COO to discuss the situation. The COO and another Operations Team member will distribute inventory to employees every Friday after company meetings or upon request.

REORDER STRATEGY

The CEO and COO will come to an agreement to decide if it will be necessary to reorder our product. The CEO and COO will consult each other on the issue once 33% of our initial inventory is sold. They will discuss the matter once again when 50% of the initial inventory is sold.

EXIT STRATEGY

OKComfies is in discussion with Blue7 to purchase excess boxers. The agreement is pending a physical example of the product.

Balfour of Norman

792 Asp Ave

Norman, OK 73069, Tel. 405-321-6539

COMMUNITY INVOLVEMENT

COMMUNITY SERVICE

OKComfies employees have committed 700 community service hours to Second Chance Animal Sanctuary. Second Chance is an animal sanctuary shelter (501(c)3 non-profit). Their mission is to give abandoned dogs and cats a second chance at a forever home. They house nearly 100 dogs and cats, while finding homes for over 600 animal annually. Their goal for this year is to find a forever home for 700 plus animals.



Second Chance Animal Sanctuary

Address: 4500 24th Ave NW, Norman, OK 73069

Phone Number: (405)-321-1915

PHILANTHROPIC DONATION

Our profits will be donated to Transition House, a 501(c)3 non-profit that provides low cost, high quality transitional housing and supportive care to people with mental illness. Transition House living is a supervised apartment living empowers the development of essential life skills while providing support. Their mission is to empower personal well-being, improve mental wellness and increase life joy.



TRANSITION
HOUSE

Transition House

Address: 700 Asp Ave #2, Norman, OK 73069

Phone Number: (405)-360-7926

SPONSORED PRODUCT DONATION

Customers have the option to sponsor a pair of boxers upon purchase if they so choose. Sponsored boxers will be given to a nonprofit that accepts fresh clothing to assist those with limited access to clothing.

LOAN REQUEST

OKComfies is requesting a loan of \$2,500 to cover our initial product order along with the additional start up costs, with an interest rate of 4.5%.

Immediate Start-up Costs:

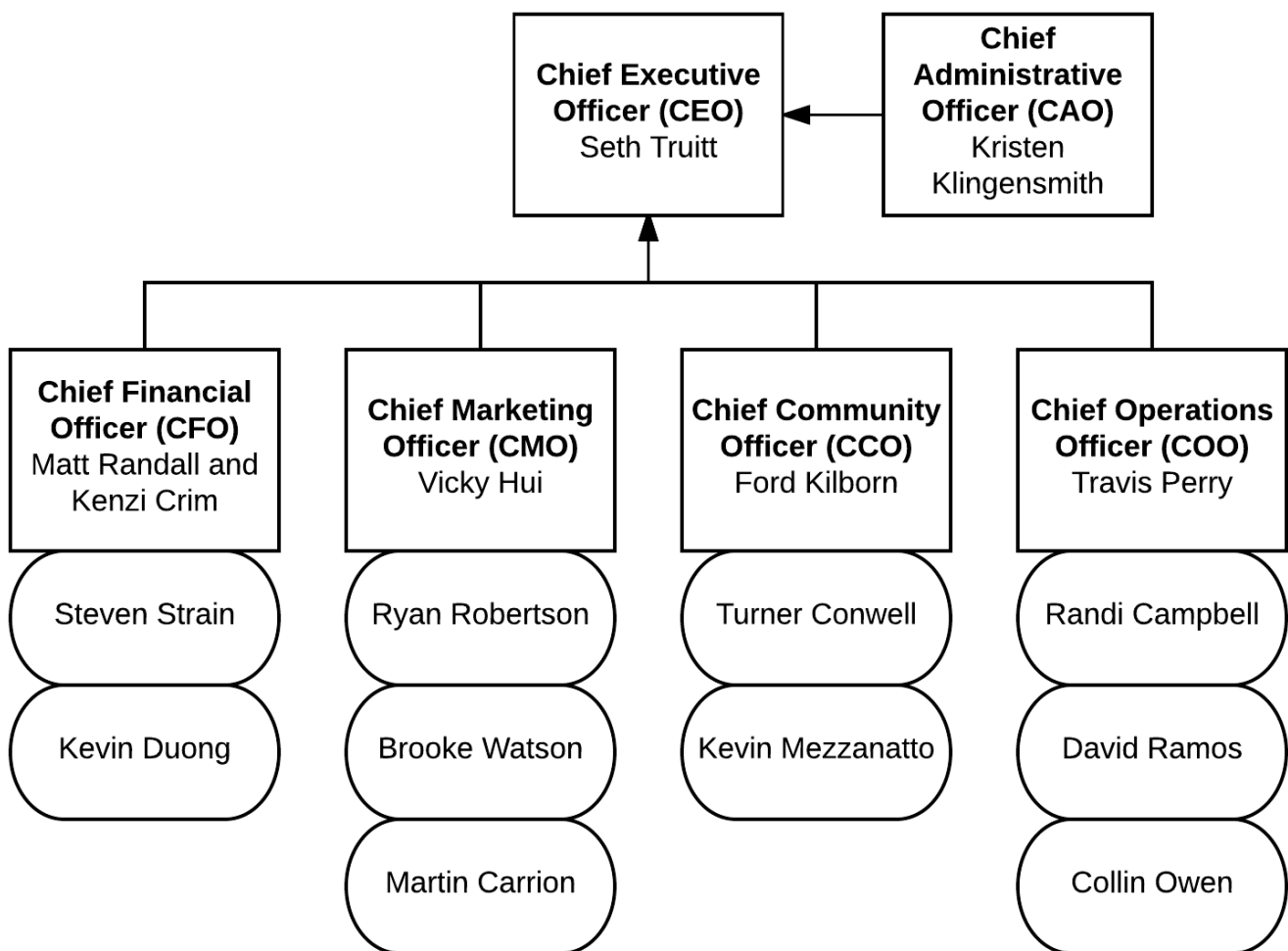
| | |
|----------------------------------|-------------------|
| Cost of Goods | \$4500.00 |
| Storage, Insurance, Lock Payment | \$151.80 |
| Sales Permit | \$187.00 |
| Sales Tax for Presales | \$252.88 |
| Advertising | \$100.00 |
| Unforeseen Expenses | <u>\$198.32</u> |
| Amount Needed | \$5,390.00 |
| Pre Sales to Date | <u>\$2,890.00</u> |
| Loan Requested | \$2,500.00 |

REQUEST REPAYMENT PLAN

OKComfies would request two repayment periods. The company would want to make our first payment on October 18th and our second payment on November 15th. We would pay \$1500 plus interest on the first installment with an additional \$1500 plus interest on the second installment. Based on our pre sales to date, we are confident we will be able to meet this dates for repayment.

| | |
|---------------|------------------------------|
| October 18th | \$1,250 plus \$9.38 interest |
| November 15th | \$1,250 plus \$9.37 interest |

APPENDIX A: ORGANIZATIONAL CHART



APPENDIX B: SURVEY RESULTS

Company "C" Interview Results Analysis

| RESULTS: GENDER | | | | | | | |
|---------------------------------------|----|------------------------|----|--|---|------------------------------|----|
| INTERVIEW BREAKDOWN BY GENDER AND AGE | | | | INTEREST IN UNISEX BOXERS BETWEEN MALES/ FEMALES | | | |
| Males 18-24 Surveyed | 8 | Females 18-24 Surveyed | 7 | Of Males of All Ages... | | Of Females of All Ages... | |
| Males 25-30 Surveyed | 2 | Females 25-30 Surveyed | 3 | Would Purchase Boxers | 9 | Would Purchase Boxers | 10 |
| Males 35-40 Surveyed | 1 | Females 35-40 Surveyed | 0 | Uncertain About Boxers | 2 | Uncertain About Boxers | 1 |
| Males 45-50 Surveyed | 1 | Females 45-50 Surveyed | 1 | Unwilling To Purchase Boxers | 2 | Unwilling to Purchase Boxers | 0 |
| Males 50+ Surveyed | 1 | Females 50+ Surveyed | 0 | INTEREST IN PLAYING CARDS BETWEEN MALES/ FEMALES | | | |
| | | | | Of Males of All Ages... | | Of Females of All Ages... | |
| Total Males Surveyed | 13 | Total Females Surveyed | 11 | Would Purchase Cards | 8 | Would Purchase Cards | 5 |
| | | | | Uncertain About Cards | 4 | Uncertain About Cards | 1 |
| | | | | Unwilling to Purchase Cards | 1 | Unwilling to Purchase Cards | 5 |

| RESULTS: AGE RANGE | | | | | | | |
|-----------------------------|--|--|---|-----------------------------|--|--|---|
| Of Individuals 18-24... | | | | Of Individuals 18-24... | | | |
| Would Purchase Cards | | | 7 | Would Purchase Cards | | | 7 |
| Uncertain About Cards | | | 3 | Uncertain About Cards | | | 3 |
| Unwilling to Purchase Cards | | | 9 | Unwilling to Purchase Cards | | | 5 |
| Of Individuals 25-30 | | | | Of Individuals 25-30 | | | |
| Would Purchase Cards | | | 3 | Would Purchase Cards | | | 3 |
| Uncertain About Cards | | | 1 | Uncertain About Cards | | | 1 |
| Unwilling to Purchase Cards | | | 1 | Unwilling to Purchase Cards | | | 1 |
| Of Individuals 35-40 | | | | Of Individuals 35-40 | | | |
| Would Purchase Cards | | | 1 | Would Purchase Cards | | | 1 |
| Uncertain About Cards | | | 0 | Uncertain About Cards | | | 0 |
| Unwilling to Purchase Cards | | | 0 | Unwilling to Purchase Cards | | | 0 |
| Of Individuals 45-50 | | | | Of Individuals 45-50 | | | |
| Would Purchase Cards | | | 1 | Would Purchase Cards | | | 1 |
| Uncertain About Cards | | | 1 | Uncertain About Cards | | | 1 |
| Unwilling to Purchase Cards | | | 0 | Unwilling to Purchase Cards | | | 0 |
| Of Individuals 50+ | | | | Of Individuals 50+ | | | |
| Would Purchase Cards | | | 1 | Would Purchase Cards | | | 1 |
| Uncertain About Cards | | | 0 | Uncertain About Cards | | | 0 |
| Unwilling to Purchase Cards | | | 0 | Unwilling to Purchase Cards | | | 0 |

| RESULTS: CLASS | | | | | | | |
|-------------------------------|--|--|----|-------------------------------|--|--|---|
| Of Alumni Surveyed... | | | | Of Alumni Surveyed... | | | |
| Would Purchase Boxers | | | 1 | Would Purchase Cards | | | 1 |
| Uncertain About Boxers | | | 0 | Uncertain About Cards | | | 0 |
| Unwilling to Purchase Boxers | | | 0 | Unwilling to Purchase Cards | | | 0 |
| Of Students Surveyed... | | | | Of Students Surveyed... | | | |
| Would Purchase Boxers | | | 12 | Would Purchase Cards | | | 7 |
| Uncertain About Boxers | | | 1 | Uncertain About Cards | | | 2 |
| Unwilling to Purchase Boxers | | | 1 | Unwilling to Purchase Cards | | | 5 |
| Of Fans Surveyed... | | | | Of Fans Surveyed... | | | |
| Would Purchase Boxers | | | 6 | Would Purchase Cards | | | 5 |
| Uncertain About Boxers | | | 2 | Uncertain About Cards | | | 2 |
| Unwilling to Purchase Boxers | | | 0 | Unwilling to Purchase Cards | | | 1 |
| Of Faculty/ Staff Surveyed... | | | | Of Faculty/ Staff Surveyed... | | | |
| Would Purchase Boxers | | | 0 | Would Purchase Cards | | | 0 |
| Uncertain About Boxers | | | 0 | Uncertain About Cards | | | 1 |
| Unwilling to Purchase Boxers | | | 1 | Unwilling to Purchase Cards | | | 0 |

Company "C" Interview Results Analysis (cont'd)

PRICE EXPECTATIONS

| BOXERS | | PLAYING CARDS | |
|-----------------------------------|-----|-----------------------------------|-----|
| Percent Would Pay Under \$15 | 54% | Percent Would Pay Under \$10 | 71% |
| Percent Would Pay Over \$15 | 42% | Percent Would Pay Over \$10 | 8% |
| Percent With No Price Expectation | 4% | Percent With No Price Expectation | 21% |

BOXER FABRIC/ COLOR/ DESIGN EXPECTATIONS

| | | |
|------------------------------------|---|-------------------------------------|
| 46% of surveyed preferred cotton | 67% of surveyed preferred OU colors | 67% of surveyed preferred OU design |
| 8% of surveyed preferred polyester | 21% of surveyed preferred a solid color | 33% of surveyed had no preference |
| 33% of surveyed had no preference | 12% of surveyed had no color preference | |
| 12% of surveyed preferred silk | | |

BOXER VARIETY PACK VERSUS HIGH QUALITY SINGLE PAIR

54% of surveyed preferred a variety pack of boxers
 33% of surveyed preferred one high quality pair
 13% would be comfortable with either

PLAYING CARD DESIGN

63% of surveyed would pay more for notable OU figures included in the design
 4% of surveyed are uncertain if they would pay more for notable OU figures included in the design
 33% of surveyed would not pay more for notable OU figures included in the design

GIFT POTENTIAL

83% of surveyed could see themselves buying this as a gift for someone they knew
 17% of surveyed could not see themselves buying this as a gift for someone they knew

APPENDIX C: BREAK-EVEN ANALYSIS

BREAK EVEN ANALYSIS

OKComfies will break even at \$2490.96 in sales, which is met after 147 units have been sold.

Fixed Costs

| | |
|---|----------------|
| Credit Card Terminl (4 months @ \$25/month) | \$100.00 |
| Credit Card Fees | \$100.00 |
| Selling Permits | \$187.00 |
| IBC Office Rent | \$100.00 |
| Adding Machine | \$100.00 |
| Storage (2 months at \$49.95) | \$99.90 |
| Storage Insurance (2 months at \$19.95) | \$39.90 |
| Cost of Lock | \$12.00 |
| Company consultant fee | \$300.00 |
| IBC reserve | \$250.00 |
| Advertising | \$100.00 |
| IBC Archive | \$9.00 |
| Interest (\$2,500 at 4.5% for 2 months) | <u>\$18.75</u> |

Total **\$1,416.55**

Variable Cost Per Unit

| | |
|--|---------------|
| Cost of Good | \$4.50 |
| Sales Tax | \$1.49 |
| University of Oklahoma (3.5% of gross sales) | \$0.60 |
| IBC Overhead (6% of gross profit) | <u>\$0.75</u> |

Total Per Unit **\$7.34**

APPENDIX D: PRO FORMA INCOME STATEMENT

SUMMARY

OKComfies gross profit will be \$12,500. After deducting the company's expenses, our estimated net income will be \$8,347.20.

Income

| | |
|---------------------|-----------------|
| Sales (1000 @ \$17) | \$17,000 |
| Costs of Goods Sold | (\$4,500) |
| Gross Profit | \$12,500 |

Expenses

| | |
|---|-------------------|
| Office Rent Expense (4 @ \$25) | \$100.00 |
| Credit Card Terminal | \$100.00 |
| Consultant | \$300.00 |
| Closing IBC Reserve | \$250.00 |
| Adding Machines Expense (4 at \$25) | \$100.00 |
| Storage Expense (2 months at \$49.95) | \$99.90 |
| Storage Insurance Expense (2 months at \$19.95) | \$39.90 |
| Cost of Lock | \$12.00 |
| Selling Permits | \$187.00 |
| Marketing and Advertising Expense | \$100.00 |
| IBC Archives | \$9.00 |
| Credit Card Fees | \$100.00 |
| University Overhead (3.5% of Gross Sales) | \$595.00 |
| IBC Overhead (6% of Gross Profit) | \$750.00 |
| Interest Expense | \$18.75 |
| Sales Tax Expense (8.75% of Gross Sales) | \$1,487.50 |
| Total Operating Expenses | \$4,249.05 |


| | |
|-------------------|-------------------|
| Net Income | \$8,250.95 |
|-------------------|-------------------|

APPENDIX F: STORAGE QUOTE

| Summary | |
|--------------|-----------------|
| Move-In: | 10/4/2017 |
| Type: | QUOTE |
| Res No: | 738061-00106279 |
| Balance Due: | \$49.95 |

| Customer | | Edit |
|----------------|--|----------------------|
| Customer Name: | travis perry | |
| Home: | tperry012@ou.edu | |
| Primary: | (214) 923-5818 | |
| Home Address: | 1300 steamboat way Norman, OK 73071 | |

| Location | | Edit |
|------------------|-----------------------------------|----------------------|
| Name | U-Haul Moving & Storage of Norman | |
| Address | 700 E Lindsey NORMAN, OK 73071 | |
| Entity Number | 738061 | |
| Phone | (405) 364-1501 | |
| Room Information | | |

| Current Reservations | | | | |
|----------------------|--|---------|---------|---|
| Size | Description | Bal Due | Monthly | |
| 5x10x8 | 1st Floor Upper Level No Climate Swing | \$49.95 | \$49.95 |  |

APPENDIX G: SERVICE ORGANIZATION LOG

Company C Volunteer Sign-In Sheet

| First Name | Last Name | Date | Time-In | Time-Out | Employee Signature | Date Signed |
|------------|-----------|------|---------|----------|--------------------|-------------|
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APPENDIX H: TIMELINE

| | |
|----------------|--------------------------------|
| September 29th | Loan Request |
| October 2nd | First Order Placed |
| October 28th | OU vs. Texas Tech Game |
| October 18th | First Loan Installment Repaid |
| November 11th | OU vs. TCU Game |
| November 25th | OU vs. West Virginia Game |
| November 15th | Second Loan Installment Repaid |
| December 1st | Sales End |

APPENDIX I: POWERPOINT SLIDES

CONTACT INFORMATION

Seth Truitt:

Chief Executive Officer
seth.truitt@ou.edu
405-838-8426