

UNIVERSITY HONORS PROGRAM

SENIOR PROJECT - APPROVAL

Name: John Morton JMORT3@yahoo.com

College: Business Department: L + T

Faculty Mentor: John Anderson

PROJECT TITLE: ITV Inc. Spanish Training Videos

I have reviewed this completed senior honors thesis with this student and certify that it is a project commensurate with honors level undergraduate research in this field.

Signed: John Anderson, Faculty Mentor

Date: 12-4-02

Comments (Optional):

John,
Your plan and video ARE outstanding! You've covered the salient marketing, Finance & operating aspects in good fashion. This plan could be used to secure a loan for equipment, expansion, or sale of the business. The video is professional and fills a need in the marketplace. I think you'll be surprised at how many you sell assuming you implement your advertising plan. All in all excellent. If I were grading this, I'd give you 100

Abstract

ITV Inc. Landscape Training Videos

John Morton

December 2002 ITV is releasing a 30-minute training video that trains new employees in the Landscape Management Industry. Our video is available in both English and Spanish and will instruct unskilled new recruits how to properly and safely operate lawn care equipment such as weed-eaters, commercial lawn mowers (walk behind and ZTR rider types), weed sprayers, and power blowers. This video will dramatically reduce valuable time spent on training unskilled labor and will break down the language barrier between you and your Hispanic employees. No more weeks of training time for the unskilled laborer who speaks little or no English. This video will prepare your new recruits for their first day on the job with the foundation of knowledge and understanding they need.

ITV Inc. is an experienced team of Landscaping Professionals who have dealt with the difficulties and rewards of training and employing Spanish Speaking Employees. Our Goal is to help employers save valuable time on the job spent training employees who are widely unfamiliar with the practices of the industry. We are focused on training employees for the everyday challenges that they will face on the job. Ultimately, our training will cut employee-training costs and will streamline the training process.

The report will outline the business model including marketing, financial, and operational strategies. Examples of each strategy will be included, and a copy of the English Version of the first video will also be included on CD Rom in MPEG format.

John Morton

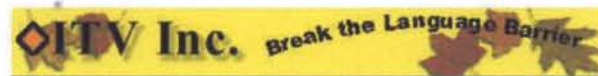
Senior Project Prospectus:

ITV Inc.: Training Videos for Spanish Speaking Laborers employed by English speakers. My senior project covers the beginnings, planning stages, operations, future strategies, and overall business model for my newly found idea ITV Inc. In partnership with a Nashville based Landscaping Professional, my company (International Training Videos or ITV Inc.) is writing, shooting, producing, and editing a training video aimed at training Spanish speaking laborers in the Landscape Management business.

The concept of the video is to aid in the difficult task of training Spanish speakers on equipment and practices that they are largely unfamiliar with. Many have never seen a lawn mower or string trimmer, and just as many don't speak or understand much English. The difficulty in training these individuals lies in the nature of the business. Most landscapers are small privately help mom-and-pop businesses. The vast majority of these proprietors speaks a very limited amount of Spanish and do not have the grasp of the language required to provide somewhat technical training that is needed.

Presentation of this project will include excerpts from the final video itself, the video script in Spanish and English, our overall business model, and a write up of our marketing, distribution, financial, legal, and operational strategies.

ITV Inc. Landscape Training Videos

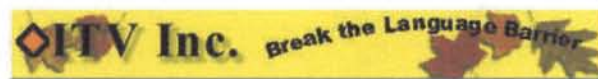


**John Morton
Vice President of Operations
625 Manor View Dr
Knoxville, TN 37923**

Prepared by John Morton (12/2002)



ITV Inc. Landscape Training Videos



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Vice President of Operations
625 Manor View Dr
Knoxville, TN 37923**

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Executive Summary

ITV Inc. is an experienced team of Landscaping Professionals who have dealt with the difficulties and rewards of training and employing Spanish Speaking Employees. Our Goal is to help employers save valuable time on the job spent training employees who are widely unfamiliar with the practices of the industry. We are focused on training employees for the everyday challenges that they will face on the job. Ultimately, our training will cut employee training costs and will streamline the training process.

Owned and operated by Bryan Clayton (President) and John Morton (Vice President Operations), the ITV Management team has extensive field experience in the Landscape Management Industry, we have seen the challenges that must be overcome in the operation of landscaping crews with little or no fluency in English.

December 2002 ITV is releasing a 30-minute training video that trains new employees in the Landscape Management Industry. Our video is available in both English and Spanish and will instruct unskilled new recruits how to properly and safely operate lawn care equipment such as weed-eaters, commercial lawn mowers (walk behind and ZTR rider types), weed sprayers, and power blowers.

The goal of this video is to dramatically reduce valuable time spent on training unskilled labor. It will help break down the language barrier between employers and their

Spanish Speaking employees. The tape will shorten training time for the unskilled laborer who speaks little or no English. This video will prepare new recruits for their first day on the job with the foundation of knowledge and understanding they need. (A MPEG Format of the video in English is included on a CD Rom with this paper)

Overview

The ultimate goal for ITV Inc. is to provide quality Spanish Language training solutions for Landscape professional. In the short term, this means to produce and promote training videos for Spanish Speaking employees. Further down the road, ITV will diversify into other industries in which Spanish-speaking labor is being employed.

In working in the Landscaping business with Spanish speakers, we have found that there are virtually no resources for employers to use in training their employees. Our strategy is to be the first to nationally market a video designed to train Spanish speakers in the landscaping business.

ITV's sole revenue generator at this point is the Spanish Training video for the Landscape Industry. We shot and produced this video in August-September 2002 with one of our strategic partners, Lyke Communications. Lyke shot and produced the first video under ITV's direction, and they will continue to oversee production of future projects.

ITV is owned by Bryan Clayton (President) and John Morton (Vice President Operations). Bryan is a long time Industry Professional in Landscaping. He has a degree in Business Administration from Middle Tennessee State University. The responsibility

of the President is primarily Sales and Marketing. He will direct ITV's marketing efforts through advertising, trade shows, and direct sales to catalogs and retailers. His secondary responsibilities include Accounting and Bookkeeping. John Morton also has extensive experience in landscaping. He has a degree in Business Administration from the University of Tennessee. His primary duties include Technology services, Physical Distribution, and Procurement. He will manage the web site, take orders, ship orders, and manage inventory of ITV products.

Marketing Plan

A basic marketing strategy will be applied using two basic methods: print ads and a web presence. The goal of this strategy is to reach those in need of training for their Spanish Speaking employees and those who may be considering the use of Spanish Speaking employees.

The print ad strategy will be designed around advertisements in relevant trade publications such as Turf, Lawn and Landscape, Landscape Management, Pro, and Landscape and Irrigation. We will use the majority of our ad budget in Lawn and Landscape and Turf magazines as they have the highest circulations and most professional look. The design teams at Turf and Lawn and Landscape have designed the ads, and we have acquired permission to re-use those ads in other publications as we see fit. (See Appendix 1 for Ad copy)

The web advertising strategy is a supplement to the print ads. We do not expect to get many sales via the web because of the nature of our target market, but we will use the web to promote the product via search engines and banner ads on Landscape industry websites such as LawnAnd Landscape.com. (See appendix 2 for website photo and web banner ads)

Financial Strategy

Our financial strategy is simple and very conservative. We are first and foremost, debt free. ITV and its owners will not take out and loans to fund any activities. We will grow the business slowly and acquire more projects as we acquire the cash to do so. ITV is a simple partnership, and we have a 50/50 corporation as far as assets and compensation is concerned. We make all financial decisions on a consensus basis. I have compiled a balance sheet, a break-even analysis, and a six-month PNL projection. (See appendix 3 for financial statements)

Appendix 2: Web Site and Banner Ad



Appendix 1: Ad Copy

Language Barriers Got You Frustrated?

Let us solve your Training Problems.

***\$39.99 for
Spanish or English
Version on VHS
*\$59.99 for
Both versions**

- No more weeks of training time for the unskilled laborer who speaks little or no English!!
- Introducing the first of its kind training video designed to instruct Spanish Speaking employees on how to properly and safely operate lawn care equipment such as string trimmers, commercial lawn mowers, weed sprayers, and power blowers.
- This 30 minute video will prepare your new recruits for their first day on the job with the foundation of knowledge and understanding they need.

To order visit:

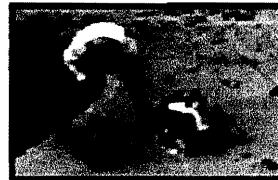
www.trainwithvideos.com

or call **800-559-0119**

Frustrated?

This video will solve your Training Problems!

Introducing the first of its kind training video designed to instruct Spanish or English Speaking employees on how to properly and safely operate lawn care equipment.



Our 30 minute video will prepare new recruits for their first day on the job.

***\$39.99 for Spanish or English**

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or call **800-559-0119**

Appendix 3: Financial Statements

ITV Inc Balance Sheets Date 12/01/02

	2002
Assets	
Current assets:	
Cash	10,000.00
Investments	
Inventories	550.00
Accounts receivable	-
Pre-paid expenses	144.00
Other	-
Total current assets	\$ 10,694.00
Fixed assets:	
Property and equipment	1,800.00
Leasehold improvements	
Equity and other investments	-
Less accumulated depreciation	
Net fixed assets	\$ 1,800.00
Other assets	
Goodwill	-
Total other assets	-
Total assets	\$ 12,494.00
Liabilities and owner's equity	
Current liabilities:	
Accounts payable	866.00
Accrued wages	
Accrued compensation	-
Income taxes payable	-
Unearned revenue	-
Other	-
Total current liabilities	\$ 866.00
Long-term liabilities	
Mortgage payable	-
Total long-term liabilities	-
Owner's equity	
Investment capital	11,628.00
Accumulated retained earnings	
Total owner's equity	\$ 11,628.00
Total liabilities and stockholders' equity	\$ 12,494.00

Breakeven Analysis

ITV Inc

Cost Description	Fixed Costs (\$)	Variable Expenses (%)
Inventory or Materials	\$ -	7.5
Direct labor (includes payroll taxes)	-	0.0
Other expenses	-	0.0
Other expenses	-	0.0
Salaries (includes payroll taxes)	-	0.0
Supplies	-	0.0
Repairs & maintenance	-	0.0
Advertising	2,000	0.0
Car, delivery and travel	-	0.0
Accounting and legal	-	0.0
Rent	-	0.0
Telephone	60	0.0
Utilities	-	0.0
	-	0.0
Taxes (Real estate, etc.)	-	0.0
Interest	-	0.0
Depreciation	-	0.0
Internet	40	0.0
Other (specify)	-	0.0
Miscellaneous expenses	100	0.0
Principal portion of debt payment	-	0.0
Owner's draw	-	0.0
Total Fixed Expenses	\$ 2,200	
Total Variable Expenses		7.5

Breakeven Sales level = 2378

ITV Inc.

Jan-03

[illegible]

Appendix 4

In Class Presentation

Presented 11/21/2002

Presented by John Morton

Landscape and Lawn Maintenance Training



Video Based Training for Spanish Speaking employees



Video Training Solutions



- ♦ December, 2002 ITV is releasing a 30 minute training video that trains new employees in the Landscape Management Industry.
- ♦ Our video is available in both English and Spanish and will instruct unskilled new recruits how to properly and safely operate lawn care equipment such as weed-eaters, commercial lawn mowers (walk behind and ZTR rider types), weed sprayers, and power blowers.
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- ♦ This video will prepare your new recruits for their first day on the job with the foundation of knowledge and understanding they need.



ITV Inc. History and Goals

- ♦ ITV Inc. is an experienced team of Landscaping Professionals who have dealt with the difficulties and rewards of training and employing Spanish Speaking Employees



- ♦ Our Goal is to help employers save valuable time on the job spent training employees who are widely unfamiliar with the practices of the industry.

- ♦ We are focused on training employees for the everyday challenges that they will face on the job. Ultimately, our training will cut employee training costs and will streamline the training process.



Screen Shot



- ♦ Our video uses concise bullet points followed by a narrated demonstration of the task.





ITV Business Strategies

- ♦ Marketing Strategies
- ♦ Financial Strategies
- ♦ Operational Strategies



Print Advertising



- ♦ Text Ads in trade magazines:
 - Lawn and Landscape*
 - Turf*
 - Landscape Management*
 - Pro*
 - Landscape and Irrigation*



Print Ad Examples

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Web Promotion

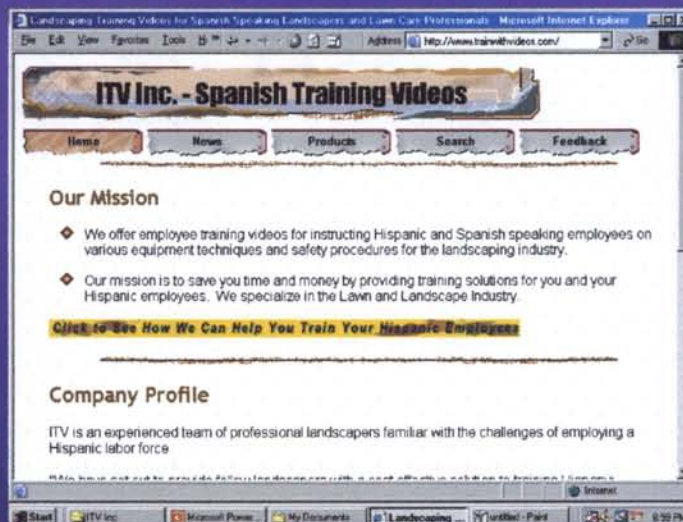
- ♦ Search Engine Listings
- ♦ Web Banner Ads



Web Advertising Example



ITV Web Site





Financial Strategy



- ◆ Zero Debt
- ◆ 50/50 cash contribution
- ◆ 50/50 ownership
- ◆ 50/50 compensation
- ◆ Consensus Financial Decisions



Operation Strategy

- ◆ Low Inventory
- ◆ Direct Shipments using UPS Auto-Ship
- ◆ Order Taking Via Web-site and 800 Number



ITV Contact Info

Toll Free 800-559-0119



- ◆ Bryan Clayton
- ◆ 615-497-4175
- ◆ Belayton@trainwithvideos.com

- ◆ John Morton
- ◆ 615-579-7585
- ◆ Jmorton@trainwithvideos.com

- ◆ Web-Site:
- ◆ www.TrainWithVideos.com

ITV Inc. Break the Language Barrier



Questions?

