Spring 5-2000

pigeonforge.com

Jessica B. Bookstaff

University of Tennessee - Knoxville

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Jessica B. Bookstaff  
Proprietor  
205 S. Mohican Street  
Knoxville, TN 37919  
865-558-9594  
bookstaff@yahoo.com
Executive Summary

Company Description

Pigeonforge.com is a tourism/reservation directory service for the Pigeon Forge and the Smoky Mountain area. The Company was founded in May 2000 and operates from its headquarters in Knoxville, Tennessee.

Business Overview

Pigeonforge.com has focused the Company’s resources on obtaining the stated domain name and developing a website for its customer base across the designated market. Management believes the target market is defined as the area including Gatlinburg, Pigeon Forge, Sevierville, and surrounding areas. The Management also believes this market is under-served by local competitors. Pigeonforge.com was founded with the vision of becoming the premier reservation directory service for the Smoky Mountains. In developing a strategy to achieve this vision, Management remained focused on the following critical areas which it believes to be important to the Company’s long-term success.

Site Layout

The layout of the site will consist of an introductory main page. This page will include index tabs for Lodging, Entertainment, Dining, and Shopping that leads to the title sub-pages for the category. Other general information about the area will also be included on this page. Links from the sub-pages will lead visitors directly to individual pages of independent rentals, attractions and restaurants.

The site will be completed in phases with Phase 1 rollout in June 2000.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Category</th>
<th>Rollout Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1</td>
<td>Lodging</td>
<td>November 2000</td>
</tr>
<tr>
<td>Phase 2</td>
<td>Entertainment</td>
<td>April 2001</td>
</tr>
<tr>
<td>Phase 3</td>
<td>Dining</td>
<td>September 2001</td>
</tr>
<tr>
<td>Phase 4</td>
<td>Shopping</td>
<td>February 2002</td>
</tr>
</tbody>
</table>

Pricing

Pricing will be based on a yearly advertising fee. This fee includes creation of a web page and hosting of the client’s page off the main page. In addition, a monthly fee will be charged for maintaining the site and making necessary changes as the customer desires.
Traffic

Visitor traffic will come from various sources. The main source is from the domain name itself. Before using search engines, many Internet users simply type in the subject or place they desire with www. preceding and .com proceeding. This method usually brings up a site related to the desired topic. Another method of directing traffic related to the previously mentioned manner is a misspelled domain name. The Company currently possesses misspelled variations of the stated domain name. Management will direct hits from these sites directly to the stated site resulting in a considerable increase of traffic. The next method of attracting traffic to the site is from the search engines. Pigeonforge.com is currently registered with the three most used search engines. Ninety percent of the time, one of these three search engines is used by Internet users. Pigeonforge.com appears in one of the top five results. Finally, Management will promote the site through advertising in publications, other Internet sites and through the Pigeon Forge Chamber of Commerce.

Potential Clients

Potential clients include:

- Hotels, motels, rental cabins and chalets
- Theme parks, dinner theaters, music theaters, museums
- Local dining
- Outlet malls and specialty shops
Risk Factors

Limited Operating History
The Company has a limited history of operations and therefore offers limited information on which to base an investment decision.

Anticipated Future Losses
The Company expects substantial operating losses during fiscal 2000 and a portion of fiscal 2001. The execution of the Company’s business plan requires significant capital to expand its service and customer base. Many of these expenditures must be completed before any revenue can be realized in the particular market. These expenditures are expected to increase as the Company strengthens its customer base in the market and diversifies its service offerings.

Technological changes
The Company’s business could be adversely affected if it does not keep pace with rapid technological changes. The Internet is still in its infancy and is subject to rapid changes in technology. The company believes that for the foreseeable future it will be able to acquire necessary technologies. The Company cannot, however, predict the effect of technological changes on the business.

Competition
The Company competes in the Internet reservation industry with competitors that have greater resources, more established networks and a greater customer base. The Company does not foresee any difficulty penetrating this market. Other competitors include the Pigeon Forge Chamber of Commerce, independent websites and other travel agencies in the designated market.

Regulation
The Company is subject to significant regulation that could change in an unpredictable and possibly adverse manner. The Internet and its services are subject to significant changes in regulation at the federal, state and local levels. The Company cannot predict the changes in current regulation at the federal, state or local levels relating to the Internet industry and cannot predict the effect of these changes on the Company.
### Proforma

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
<td>$60,000</td>
<td>$100,000</td>
</tr>
<tr>
<td><strong>Cost of Sales</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td>$2,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Rent</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Travel</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Labor</td>
<td>$9,000</td>
<td>$22,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Supplies</td>
<td>$2,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Computer</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Programs</td>
<td>$2,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Transportation/gas</td>
<td>$4,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$4,000</td>
<td>$6,000</td>
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<tr>
<td><strong>Loan pay-off</strong></td>
<td><strong>$18,000</strong></td>
<td><strong>$18,000</strong></td>
</tr>
<tr>
<td><strong>Total Cost of Sales</strong></td>
<td><strong>$50,500</strong></td>
<td><strong>$69,500</strong></td>
</tr>
</tbody>
</table>
Jessica B. Bookstaff
205 S. Mohican Street
Knoxville, Tennessee 37919
(865) 558-9594
bookstaff@yahoo.com

OBJECTIVE
High-energy student with marketing, public relations and customer service background, specializing in Project Management of Trade Shows, Event Planning, Creative Services, and Literature fulfillment.

WORK EXPERIENCE

PUBLIC RELATIONS INTERN, Interactive Pictures Corporation, IPIX, (San Jose, CA) May 1999-August 1999
[Mature start-up company specializing in immersive imaging products and services for the Internet.]
Worked independently and as a member of a public relations team to support and coordinate public relations and marketing functions.

- Researched and analyzed market trends in various industries
- Coordinated collateral and literature compilation for Silicon Valley headquarters
- Responsible for researching companies, creating executive summaries and recommending appropriate action
- Revised the public relations section of the web site

Worked independently and as a member of marketing communications team to coordinate and manage trade shows and sales support functions.

- Managed marketing efforts for four trade shows including pre-show logistics, booth management, and post-show follow up.
- Served as internal marketing liaison for North American Sales organization.
- Coordinated collateral development and literature fulfillment programs.
- Performed strategic and tactical market research.
- Familiar with Microsoft software programs Excel, Word, PowerPoint, and Access.

CUSTOMER SERVICE REP., Telephone Service Bureau, (Knoxville, TN) May 1996-Present
[Regional telecommunications service company.] Managed all phases of customer service including billing for three companies.

- Managed overall billing process of coding, writing, and filing invoices and checks for four corporate accounts.
- Served as customer and departmental liaison for all regional service and billing inquiries.

CATERING SERVICE PERSONNEL, Southbound at the L & N, (Knoxville, TN) December 1997-April 1998 [High-end catering services company.] Coordinated and project managed large customer banquets.

- Coordinated and managed twenty plus full-service banquets including food and cocktail selection, event presentation, meal service, and post-event clean up.

[Regional steakhouse restaurant.] Managed daily operations and customer service.

- Supervised all phases of restaurant operations including food preparation, food servers, clean up and cashing.
- Managed vendor lists for procurement of food, equipment, and materials.
EDUCATION: B.S., Marketing, University of Tennessee, May 2000  
Cumulative GPA 3.40/4.0

COLLEGIATE SCHOLARSHIPS & ACTIVITIES:
Four Year Bicentennial Scholarship
Four Year College of Business Administration Excellence Scholarship
1997 Summer Semester traveled and studied in Spain
University Honors Program
Executive Undergraduate Business Program
American Marketing Association
Dean's Student Advising Council
Students in Free Enterprise (SIFE)- Serve as president
Dean's Student Advisory Council for the Library
Academic Affairs Judiciary

AWARDS
Extraordinary Academic Achievement, University of Tennessee Dean of Students
Senior Leadership award, University of Tennessee College of Business Administration