

July 2, 2017

Christy Leon
President/Creative Director – Tops of Shop Creative
105 Robideau Place
Woolsey, Ontario
L1R 3G8

(name of person writing to and position)
Canadian Youth Business Foundation
(company address)

RE: Tops of Shop Creative – Application for Financing

Dear _____,

When it comes to advertising design, many start-up and existing small businesses do not have the time or capabilities to create effective advertising. They are not sure of what they want or need to effectively promote their business and most current advertising options appear daunting.

It is from this problem along with our love of continuously challenging ourselves in a creative way, that the business idea for Tops of Shop Creative was born. The world of advertising is constantly changing at high speed, and small businesses do not want to be left in the dark. With constant evaluation and implementation of these changes, we provide effective advertising options to meet the unique needs of the small business market.

Tops of Shop Creative is a graphic design company that creates advertising and promotional concepts for start-up and small businesses. We offer print design from posters, brochures, annual reports, and flyers, to digital design in the form of websites, custom Facebook/Myspace/Twitter pages and e-blasts. We provide custom-advertising packages catered to a particular business as well as design individual pieces for promotional needs.

President/Creative Director of Tops of Shop Creative, Christy Toller, has a Bachelor of Design degree from Ryerson University and three years of marketing experience.

Additional skills include extensive training on Adobe Creative Suite (the industry-standard set of programs for graphic design) as well as small business accounting experience.

Our primary customer is comprised of three groups: start-up businesses, existing small businesses, and part-time home-based businesses. As small and medium sized businesses, they have revenues between \$30,000 and \$5,000,000 and spend on average \$8,100 or 1.3% of their total revenues on advertising. Their biggest fear is a lack of customers walking through their door, and when it comes to advertising and design, they fear high costs and disappointing results.

Within the Dovercourt Region, Tops of Shop Creative has very few competitors. Within this group, none offer the same type of graphic design/marketing services specially catered to new and existing small businesses. These competitors also rarely advertise anywhere other than their website. Through our market and competitor analysis, we have found the areas of need within our target customer base as well as where our competitors fall short on delivering. It is within these shortfalls that Tops of Shop Creative will succeed in turning new customers in returning clients.

During the start-up phase of business, Christy Toller will provide funding in order to purchase necessary equipment, office supplies, and marketing material. In order to have working capital as well as the opportunity to apply for expansion financing, we are seeking a \$5000 loan from the Canadian Youth Business Foundation, which we will pay back in full within one to two years.

We look forward to discussing our plan with you in person. If you have any questions or concerns about this plan, please contact Christy Toller, President/Creative Director, at 905-649-9033, or by email christy@topsofshopcreative.com. Thank you for your time and consideration of our business plan for financing by the Canadian Youth Business Foundation.

Sincerely,

Christy Toller
President/Creative Director, Tops of Shop Creative