



Coastal Designs Incorporated

Officers of C.D.I

President:
Lauren Mora



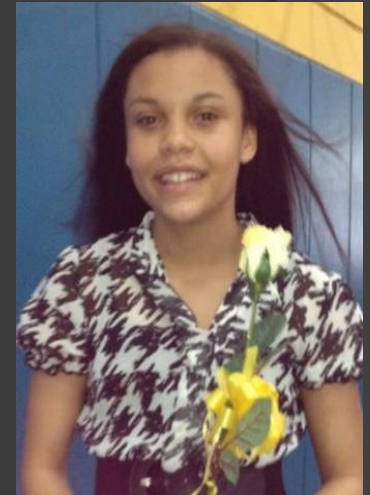
Vice President:
Jonathan Lester



Chief Financial Officer:
Kaylyn Shepherd



Marketing Director:
Chanel Hargrove



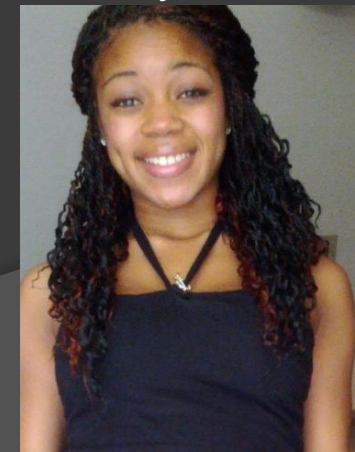
Director of Business
Development: Jaziah Masters



Research Director:
David Vega



Director of Diversity:
Kelsye Fitts



History

- ① Founded
- ① Investment
- ① Name
- ① Headquarter location

Video

http://www.youtube.com/watch?v=ose_qR0xFdw&feature=em-upload_owner

Mission Statement

To provide the world with an eco-friendly solution that is not only practical but also comfortable.



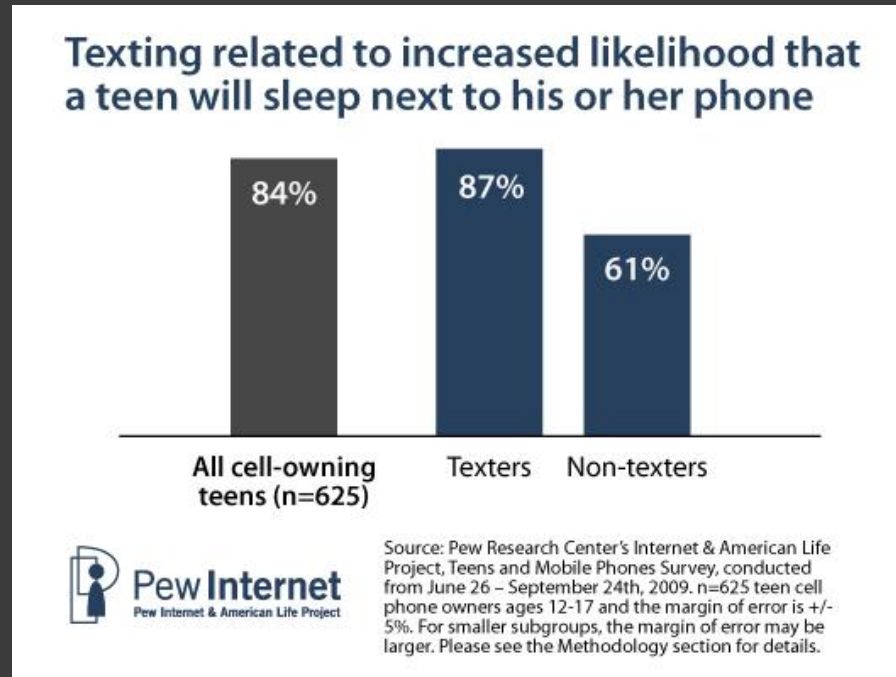
The Pillow Pocket



Product Description

- What is the product?
- What does it do?

Research

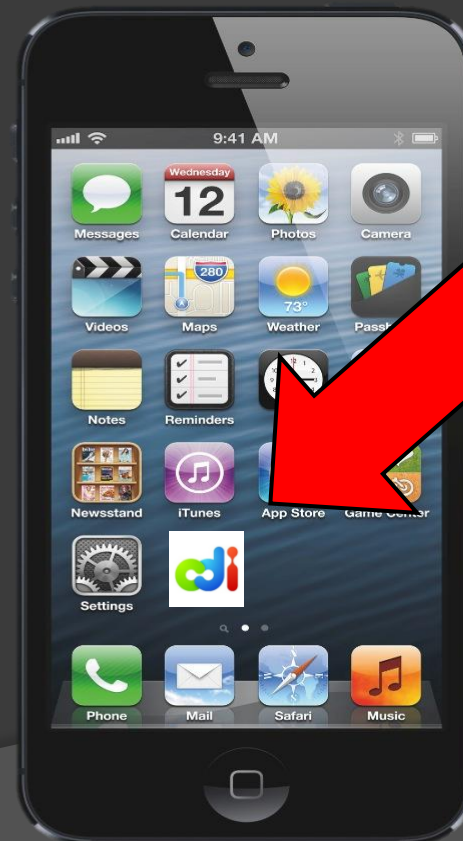


2010 Demographic Profile

- Total Population in U.S.=308,745,538
- Number of teens with cell phones: 84%
- Teens that sleep with phones: 80%

Marketing

- Target market
- Marketing strategy
 - Media advertisement



Diversity

Corporation

- ⦿ Internships
- ⦿ Sexuality
- ⦿ Religion

Product

- ⦿ Disabilities
- ⦿ Nationalities
- ⦿ Social Status

How will this business grow?

Business Development

- Travel Pillows
- Expand Global Presence
- Expand Target Market



Locations

- Target
- Walmart
- Bed Bath and Beyond
- College book stores



TARGET



**BED BATH &
BEYOND**



Benefits

- ① The Pillow Pocket will save consumers countless amounts of money by preventing broken cell phones
- ① Commitment to Sustainability
 - Recyclable Materials



Financial Statements

Coastal Designs, Inc.					
Balance Sheet					
As of June 2012 through 2016					
	2012	2013	2014	2015	2016
Assets					
Cash	\$3,500	\$ 4,025	\$ 4,629	\$ 5,323	\$ 6,121
Inventory	600	660	726	799	878
Accounts Recievable	2500	2650	2809	2978	3156
Total	\$ 6,600	\$ 7,335	\$ 8,164	\$ 9,099	\$ 10,156
Liabilities					
Accounts Payable	2000	1900	1805	1715	1629
Total	2000	1900	1805	1715	1629
Owner's Equity					
Owner's Capital	4600	2717	3179	3692	4264
Retained Earnings	0	2718	3180	3692	4262
Total	4600	5435	6359	7384	8526
Total Liabilities and Equity	\$ 6,600	\$ 7,335	\$ 8,164	\$ 9,099	\$ 10,155

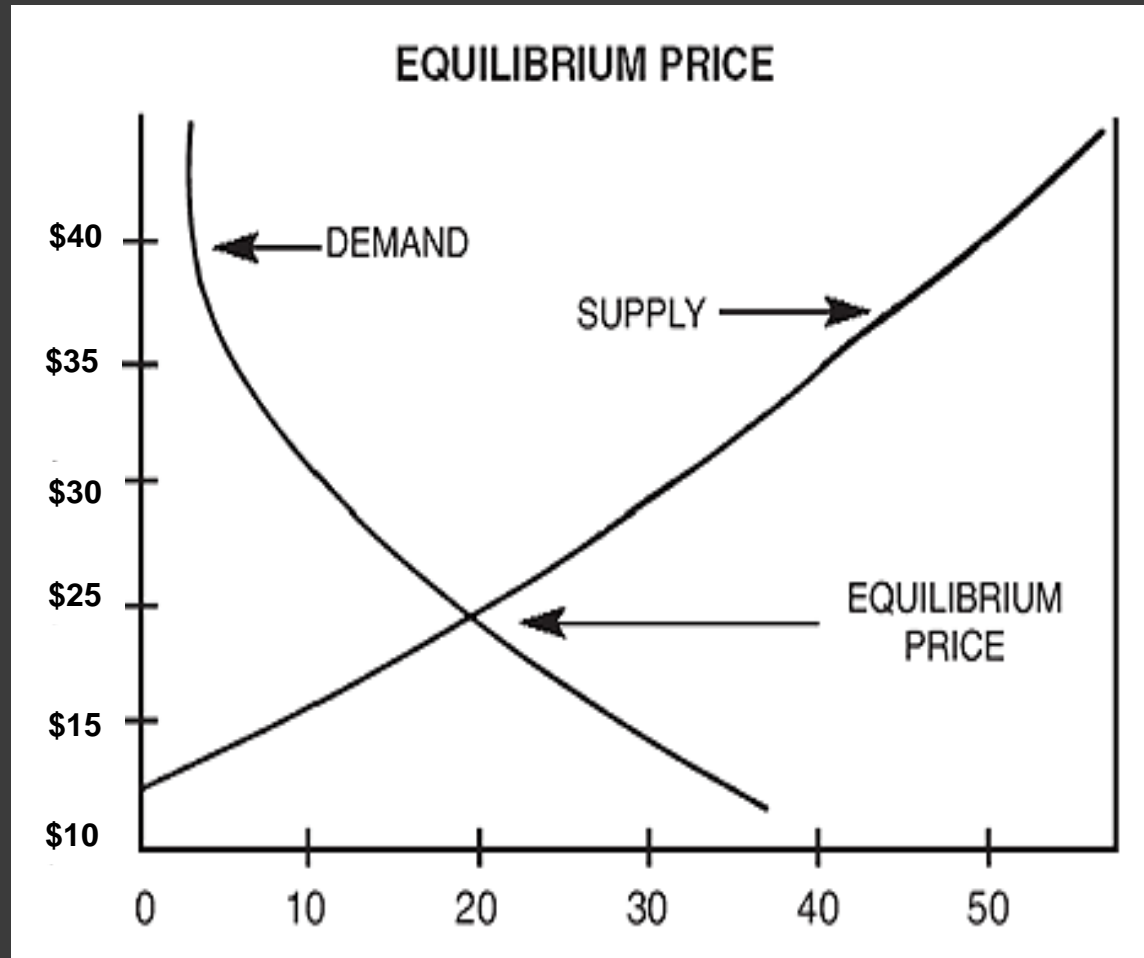


Financial Statements Cont'd

Coastal Designs Incorporated		
Income Statement		
For the year ended of December 31, 2012		
Revenues		
Sales Revenues	\$ 10,000	
Costs of Goods Sold	1,500	
Total Revenues	\$ 8,500	
Expenses		
Advertising	\$ 1,500	
Administrative	3,500	
Income Tax	500	
Total Expenses	\$ 5,500	
Net Income		\$ 3,000



Pricing



The Pillow Pocket will cost \$25



Why Should You Invest?

- ① Financial growth
- ① Market research
- ① Commitment to innovation

Lock it with
Pillow Pocket!

