

Section IV – Organizational Matters

Business Structure

Describe the legal structure of your business (sole proprietorship, partnership, corporation or limited liability company). Include in this the ownership of the business.

Healthy Doughnuts will start as a general partnership between Homer Simpson and Peter Griffin. The two partners will invest an equal amount of money and time in the business. Alternately the partners will share in the profits equally and assume equal responsibility for debts and losses.

Management Team

Describe your management team. Include key positions and the qualifications (or needed qualifications) of employees.

The management team of Healthy Doughnuts will consist of the two founders who will assume day to day operations including management, marketing, and finance. Mr. Simpson has extensive experience in sales and marketing including an MBA from Harvard University. Mr. Griffin is a former certified public

accountant and financial advisor with over fifteen years with Panera Bread. We will also hire a master baker who will be in charge of bakery operations and supplies acquisition.

Personnel

Describe the positions in your company, the job responsibilities and skills (or needed skills) of employees.

We plan to hire two employees with baking experience who will work the early morning shift under the tutelage of our master baker. We will also hire two employees to mend the registers, serve the customers, stock supplies, and keep the store clean and organized.