



KEA

Corporate Nutrition,
LLC,
“Nutrition on a Mission”

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Fresno, CA

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Executive Summary

In California's Central Valley, Fresno County is experiencing an obesity epidemic. A recent study revealed that the percentage of overweight and obese adults in Fresno County was 34.4% and 30.2% (California Health Interview Survey, 2009). The consequences of excess weight as been widely published in various media sources, many of which focus on the individual repercussions of overweight and obesity. However if one looks at the larger impact obesity has on our society, the epidemic largely affects the business world. Numerous studies indicate obesity dramatically affects workplace productivity and increases health care costs for companies and corporations.

To address obesity in the workforce, Kea Corporate Nutrition, LLC, reaches out to medium-sized companies in attempt to decrease the negative effects of obesity. KEA Corporate Nutrition, LLC,, aims to provide employees with the latest and most effective tools and resources to help with weight loss or weight management. Through presentations, one-on-one counseling, and other educational strategies, employees will begin to work toward healthy lifestyle modifications with the guidance and support of Registered Dietitians. KEA Corporate Nutrition, LLC,, is a company's go to resource for increasing work productivity, decreasing health care cost, and improving overall company morale through dietary interventions.

Company Description

Mission

To work with companies to improve employee health and performance through nutrition intervention.

Vision

To become a companies go to nutrition resource for advancing the performance, health, and well-being of their employees.

Goals

- Within 14 days after a client submits a formal request for KEA Corporate Nutrition, LLC,'s services, KEA Corporate Nutrition, LLC, will collaborate with the client to develop a personalized plan of action to decrease nutrition-related health care costs through nutrition intervention.
- Within the first year, KEA Corporate Nutrition, LLC, will provide one-on-one counseling and/or group classes to all interested employees.
- Within five years decrease the number of health-related sick days by 30%.
- Within five years, meet client's initial plan of action goals to decrease nutrition-related health care costs.
- By the end of year two, we will quadruple our initial investment.

Objectives

Within 14 days after a client submits a formal request for KEA Corporate Nutrition, LLC,'s services, KEA Corporate Nutrition, LLC, will collaborate with the client to develop a personalized plan of action to decrease nutrition-related health care costs through nutrition intervention.

- Meet with clients to discuss current health-care costs, demographics, and nutrition-related concerns.
- KEA Corporate Nutrition, LLC, associates will develop a nutrition prescription tailored to meet the needs of the company's employees.

Within the 90 days, KEA Corporate Nutrition, LLC, will provide one-on-one counseling, group classes, and additional activities to all interested or mandated employees.

- Begin developing population-appropriate materials for marketing wellness program within 30 days of gaining entrance with company.
- Offer general nutrition education classes within 30 days of gaining entrance with company.
- Be available for a minimum of ten hours a week for one-on-one counseling, group classes, and additional activities.

Within five years decrease the number of health-related sick days by 25% from start-up year.

- Analyze major causes of employee health-related sick days through surveys within the first 90 days.
- Develop educational materials based upon results of employee health-related sick days analysis to be distributed twice a year.
- Offer education series on proper food safety, proper sanitation and hand washing once a year during cold season.

Within five years, meet client's initial plan of action goals to decrease nutrition-related health care costs.

- Begin individualized counseling sessions to reduce nutrition-related disease complications.
- Dedicate half of the nutrition education series to promoting healthy and safe weight loss and maintenance.
- Create and disseminate a quarterly newsletter to employees and families about health promotion and disease prevention.

By the end of year two, we will quadruple our initial investment.

- Within the first year obtain at least two clients at a rate of \$85/hour to double initial investment.
- In year two, double the clientele to meet expected goal.

Service Plan

KEA Corporate Nutrition, LLC, is a consulting firm that provides nutrition interventions to companies looking to improve the health and well-being of their employees. The interventions will be done by Registered Dietitians, health professionals who have extensive education and training in the field of nutrition. The following are examples of nutrition interventions:

Nutrition Assessments

KEA Corporate Nutrition, LLC's Registered Dietitians will conduct nutrition assessments on all interested or mandated employees. Assessments will include anthropometrics (i.e. weight, height, etc.), past medical history, family medical history, current disease states, medications, and dietary evaluations (i.e. food dairies, food frequency questionnaires, 24-hour recalls). Assessments will be used to determine nutrition risk of employees, dictate future education topics and nutrition resources, and will be used in individual counseling sessions. Follow-up assessments will be conducted if applicable.

Individualized Counseling

Counseling will be offered to employees who are interested or mandated for one-on-one meetings to discuss diet, health, and/or nutrition-related disease conditions. Sessions can be arranged through appointments or walk-in depending on availability. Counseling sessions will be available during the company's operational hours.

Group Presentations

Presentations will be both general and specific. General topics will cover food safety/sanitation, reading food labels, grocery shopping, marketing and label trends, etc. A variety of presentations will also be determined by nutrition-related health conditions and disease states most prevalent in company.

Nutrition Education Resources

Resources will provide information on general nutrition topics and on specific health conditions or disease states pertinent to employees. Examples of resources include pamphlets, handouts, news flyers, emails, and social media. Nutrition topics can include, but are not limited to:

- Healthy and Safe Weight Loss and Management
- Healthy Meals/Recipes
- Food Label Reading
- Food Intolerances/Allergies
- Diabetes
- Heart Disease
- Hypertension (high blood pressure)

Industry Overview

Target Customers

Fresno County is the fifth largest county in California. As of the 2010 census, it is the tenth most populous county with a population of 930,450, and is the sixth largest in size with an area of 6,017.4 square miles. (Gates, 2008)

Our target customers will be medium sized companies with 100-249 employees. There are approximately 1,119 medium sized companies in Fresno County. (Gates, 2008)

Justification of Services

A recent study revealed that the percentage of overweight and obese adults in Fresno County was 34.4% and 30.2% (2009 California health Interview Survey). This shows that Fresno is at an increased need for healthier living and would benefit from dietary interventions.

A study published in 2008 titled Obesity and Presenteeism:

Moderately or extremely obese workers experience the greatest health related work limitations, specifically regarding time needed to complete tasks and ability to perform physical job demands. These workers experienced a 4.2% health related loss in productivity, 1.18% more than all other employees, which equates to an additional \$506 annually in lost productivity per worker.

Competitors

KEA Corporate Nutrition, LLC, incorporated provides a unique service to Fresno County companies. KEA Corporate Nutrition, LLC, is the only consulting firm in Fresno to offer nutrition education services to companies looking to improve the health of their employees.

A similar nutrition consulting firm in Fresno, Dietary Directions, is clinically focused and provides their services to hospitals and skilled nursing facilities. Although Dietary Directions also provide services to WIC, Headstart, and prisons, their primary focus is on the health and wellbeing of patients within a hospital. KEA Corporate Nutrition, LLC's focus is on the health and wellbeing of employees, with the ultimate goal of improving performance within that company.

Several sources of nutrition education can be found via the internet, smart phone apps, magazine articles, television, and various media sources. However, some sources may have unreliable information developed by non-registered dietitians. False information can potentially lead to making an existing health condition worse. KEA Corporate Nutrition, LLC, employees Registered Dietitians who have been properly trained and credentialed to provide evidence-based nutrition education that can be tailored to meet individualized needs.

Validated sources of nutrition information (i.e. government websites, professional organizations, etc.) may provide accurate content, but the materials are not personalized and may be difficult for the general population to interpret. KEA Corporate Nutrition, LLC's Registered Dietitians will offer in-depth nutrition counseling and presentations that are tailored to the employee's personal needs.

Marketing Plan

Due to KEA Corporate Nutrition, LLC, specific clientele, KEA Corporate Nutrition, LLC, will use concentrated marketing to promote company's services.

Community and Business Networking

Presentation to Businesses

KEA Corporate Nutrition, LLC, will provide a one hour presentation on our company's mission, goals, services, benefits of services, and cost of programs to client prospects. Presentations will be arranged by cold-calling companies, connections through current clients, and networking at tradeshow.

Registered Dietitian Marketing

At all times KEA Corporate Nutrition, LLC, Dietitians will be promoting the consulting company. Dietitians will receive trainings and seminars on proper marketing and business promotion techniques. Each dietitian will be trained to deliver KEA Corporate Nutrition, LLC's one hour business presentation to potential clients. All dietitians and staff members will attend trade shows to promote KEA Corporate Nutrition, LLC's services to community and potential clientele.

Website

KEA Corporate Nutrition, LLC's website will provide the following information to viewers:

- Mission Statement, Vision, Goals, Objectives
- Employee Bios
- Programs
- Cost of Services
- Links to Facebook, Twitter, and Linked In

Operational Plan

Operating Agreement



Supervisor Dietitian

The Supervisor Dietitian performs outreach and networking to recruit companies. This position oversees and evaluates all Registered Dietitians and staff and provides oversight to nutrition programs. Duties include developing and implementing training programs and handling of human relations responsibilities.

Registered Dietitians

Each Registered Dietitian will be responsible for programs and resources created and delivered at assigned companies. The Registered Dietitian's span of control is a maximum of 500 employees or three site locations. Duties include: performing nutrition assessments, conducting one-on-one counseling sessions, delivering nutrition education classes and presentations, and distributing educational materials. Registered Dietitians will report to Supervisor Dietitian.

Practice Fusion

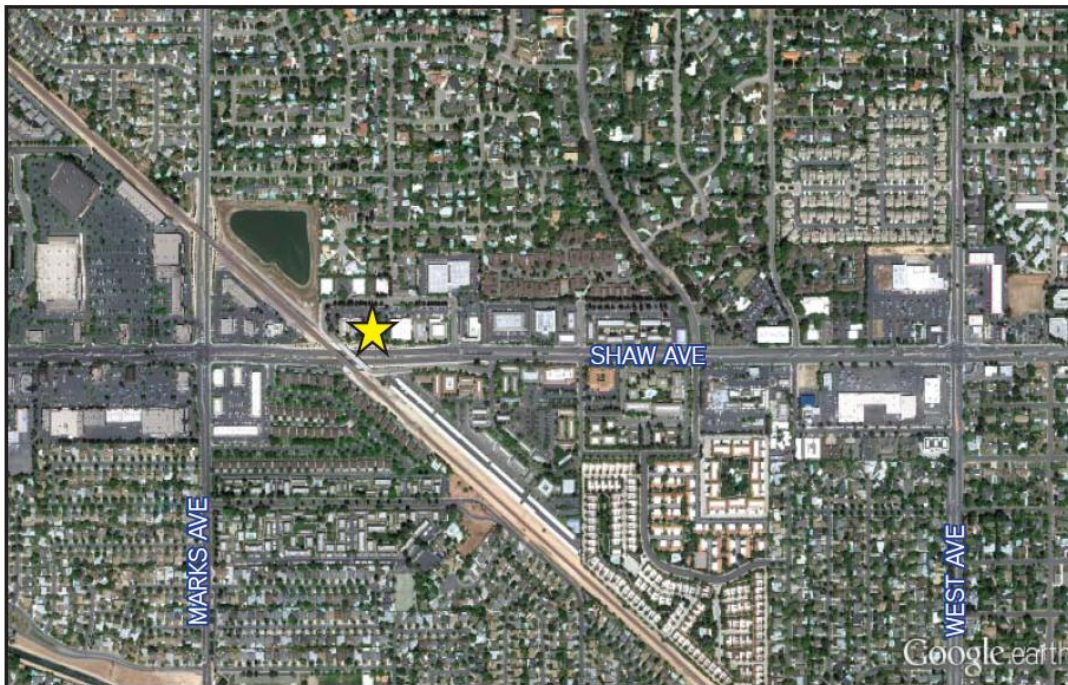
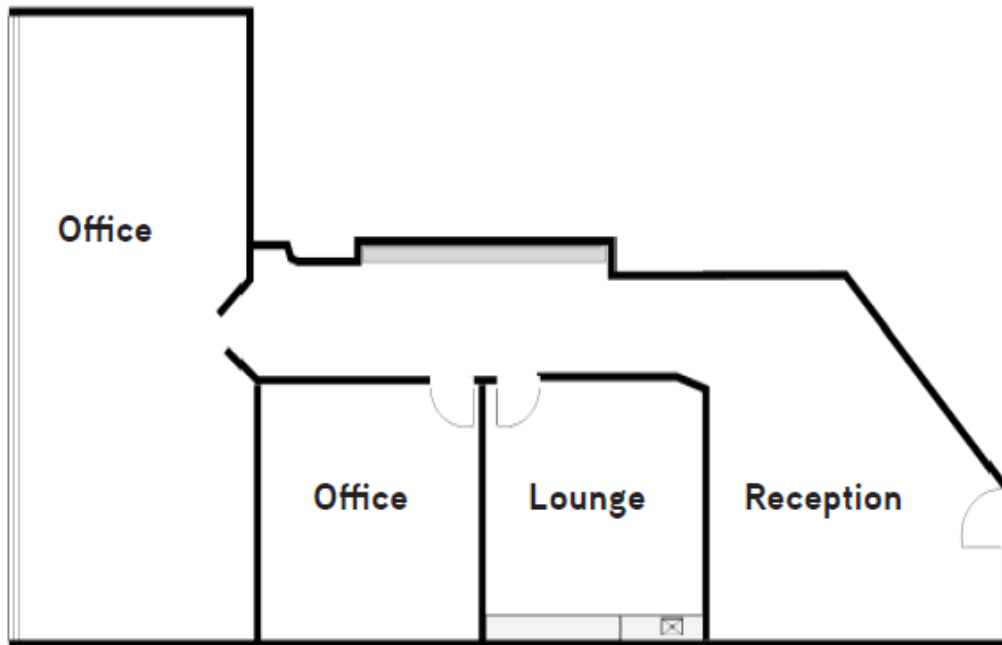
Practice Fusion is a free and secure online medical charting system that can be specialized to accommodate the needs of KEA Corporate Nutrition, LLC,. Charting will be designed to focus on various nutrition-related factors, including weight trends and other anthropometric data.

Online charting provided by Practice Fusion, is optimal for KEA Corporate Nutrition, LLC, as it allows for more flexibility when working in various companies. Registered Dietitians will be able to document and organize client notes without the hassle of carrying paper files.

Facility and Location

Headquarters

KEA Corporate Nutrition, LLC,'s headquarters will provide a professional and convenient setting for client meetings. Our office will be located on West Shaw Lane near Highway 99. The space will provide an office for the Supervisor Dietitian and a conference room. There will be another desk available for the Registered Dietitians in the reception area if needed.



Office Space Provided by Clients

Each client will provide the Registered Dietitian with a private office or a shared office and temporary space to conduct one-on-one counseling sessions. Space for group presentations and meetings will also be arranged by clients.

Financial Information

Prior to recruiting any potential clients the three members of KEA Corporate Nutrition, LLC, will provide the initial investment to cover the start-up costs and some of the first year expenses for the company.

Supervisor Dietitian	\$10,000
Registered Dietitian	\$5,000
Registered Dietitian	\$5,000
TOTAL	\$20,000

First year and second year expenses are listed in the tables below.

Year 1 - 2013	
Expenses	Cost \$
Rent	\$774 per month
Utilities	\$100 per month
Water/Sewage/Trash	\$40 per month
Telephone	\$50 per month
New computers (2)	\$1600 total
Large copy machine rental	\$100 initial \$50 per month
Software	\$160 total
Office equipment (i.e. chairs, desks, etc.)	\$1500 total
Office Supplies	\$2000 per year
Business License application	\$102 total
General Liability Insurance	\$800 per year
Malpractice Insurance	\$143 per dietitian per year
Advertising	\$5000 per year
Repairs and Maintenance	\$400 per year
LLC, Fee	\$800 per year

Year 2 - 2014	
Expenses	Cost \$
Rent	\$800 per month
Utilities	\$100 per month
Water/Sewage/Trash	\$40 per month
Telephone	\$50 per month
Large copy machine rental	\$50 per month
Office Equipment	\$300 total
Office Supplies	\$1500 per year
General Liability Insurance	\$800 per year
Malpractice Insurance	\$143 per dietitian per year
Advertising	\$5000 per year
Repairs and Maintenance	\$400 per year
Salary (1 dietitian part time)	\$30000 per year
Laptop	\$800 total
Mileage	\$500 per year
Cell phone	\$600 per year
Payroll Taxes	\$2700 per year
LLC, Fee	\$800 per year

Twelve-Month Cash Flow

KEA Corporate Nutrition, LLC

Fiscal Year Begins: Jan-13

	Pre-Startup EST	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Total Item EST
Cash on Hand (beginning of month)	20,000	11,135	9,788	8,441	13,794	19,247	24,700	30,053	35,106	40,559	45,912	51,365	56,818	56,818
CASH RECEIPTS														
Cash Sales	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Collections fm CR accounts	0	0	0	6,800	6,800	6,800	6,800	6,800	6,800	6,800	6,800	6,800	6,800	0
Loan/ other cash in.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL CASH RECEIPTS	20,000	0	0	6,800	6,800	6,800	6,800	6,800	6,800	6,800	6,800	6,800	6,800	0
Total Cash Available (before cash out)	20,000	11,135	9,788	15,241	20,594	26,047	31,500	36,853	41,906	47,359	52,712	58,165	63,618	56,818
CASH PAID OUT														
Commission	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other startup costs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Software	160	0	0	0	0	0	0	0	0	0	0	0	0	0
Gross wages (exact withdrawal)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Payroll expenses (taxes, etc.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Outside services (copy machine)	100	50	50	50	50	50	50	50	50	50	50	50	50	0
Supplies (office & oper.)	500	83	83	83	83	83	83	83	83	83	83	83	83	0
Repairs & maintenance	0	0	0	100	0	0	100	0	0	100	0	0	100	0
Advertising	2,000	250	250	250	250	250	250	250	250	250	250	250	250	0
Car, delivery & travel	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Malpractice Insurance	429	0	0	0	0	0	0	0	0	0	0	0	0	0
Rent	1,274	774	774	774	774	774	774	774	774	774	774	774	774	0
Telephone	0	50	50	50	50	50	50	50	50	50	50	50	50	0
Utilities	0	100	100	100	100	100	100	100	100	100	100	100	100	0
General Liability Insurance	400	0	0	0	0	0	0	400	0	0	0	0	0	0
Taxes (Income)	0	0	0	0	0	0	0	0	0	0	0	0	4,242	0
Office Equipment	3,100	0	0	0	0	0	0	0	0	0	0	0	0	0
Insurance (Car)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Benefits	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other startup costs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Water/Sewage/Trash	0	40	40	40	40	40	40	40	40	40	40	40	40	0
SUBTOTAL	7,963	1,347	1,347	1,447	1,347	1,347	1,447	1,747	1,347	1,447	1,347	1,347	5,689	0
Loan principal payment	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital purchase (specify)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Business Licence	102	0	0	0	0	0	0	0	0	0	0	0	0	0
LLC Fee	800	0	0	0	0	0	0	0	0	0	0	0	0	0
Owners' Withdrawal	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL CASH PAID OUT	8,865	1,347	1,347	1,447	1,347	1,347	1,447	1,747	1,347	1,447	1,347	1,347	5,689	0
Cash Position (end of month)	11,135	9,788	8,441	13,794	19,247	24,700	30,053	35,106	40,559	45,912	51,365	56,818	57,920	56,818

Twelve-Month Cash Flow

KEA Corporate Nutrition, LLC

Fiscal Year Begins: Jan-14

	Pre-Startup EST	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Total Item EST
Cash on Hand (beginning of month)	57,929	52,457	61,825	71,193	80,461	89,829	99,197	108,465	117,433	126,801	136,069	145,437	154,805	154,805
CASH RECEIPTS														
Cash Sales	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Collections fm CR accounts	0	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	0
Loan/ other cash in)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL CASH RECEIPTS	0	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	13,600	0
Total Cash Available (before cash out)	57,929	66,057	75,425	84,793	94,061	103,429	112,797	122,065	131,033	140,401	149,669	159,037	168,405	154,805
CASH PAID OUT														
Commission	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other startup costs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Software	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Gross wages (exact withdrawal)	0	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	0
Payroll expenses (taxes, etc.)	0	225	225	225	225	225	225	225	225	225	225	225	225	0
Outside services (copy machine)	0	50	50	50	50	50	50	50	50	50	50	50	50	0
Supplies (office & oper.)	0	125	125	125	125	125	125	125	125	125	125	125	125	0
Repairs & maintenance	0	0	0	100	0	0	100	0	0	100	0	0	100	0
Advertising	2,000	250	250	250	250	250	250	250	250	250	250	250	250	0
Car, delivery & travel	0	42	42	42	42	42	42	42	42	42	42	42	42	0
Malpractice Insurance	572	0	0	0	0	0	0	0	0	0	0	0	0	0
Rent	0	800	800	800	800	800	800	800	800	800	800	800	800	0
Telephone	0	50	50	50	50	50	50	50	50	50	50	50	50	0
Utilities	0	100	100	100	100	100	100	100	100	100	100	100	100	0
General Liability Insurance	400	0	0	0	0	0	0	400	0	0	0	0	0	0
Taxes (Income)	0	0	0	0	0	0	0	0	0	0	0	0	0	10,592
Office Equipment	1,700	0	0	0	0	0	0	0	0	0	0	0	0	0
Insurance (Car)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cell Phone	0	50	50	50	50	50	50	50	50	50	50	50	50	0
Other startup costs	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Water/Sewage/Trash	0	40	40	40	40	40	40	40	40	40	40	40	40	0
SUBTOTAL	4,672	4,232	4,232	4,332	4,232	4,232	4,332	4,632	4,232	4,332	4,232	4,232	4,232	14,024
Loan principal payment	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital purchase (specify)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LLC Fee	800	0	0	0	0	0	0	0	0	0	0	0	0	0
Reserve and/or Escrow	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Owners' Withdrawal	0	0	0	0	0	0	0	0	0	0	0	0	0	125,000
TOTAL CASH PAID OUT	5,472	4,232	4,232	4,332	4,232	4,232	4,332	4,632	4,232	4,332	4,232	4,232	4,232	139,024
Cash Position (end of month)	52,457	61,825	71,193	80,461	89,829	99,197	108,465	117,433	126,801	136,069	145,437	154,805	28,481	154,805

Pro-Forma Income Statement

KEA Corporate Nutrition, LLC

For 2013 to 2014

REVENUE	2013	2014
Gross sales	\$68,000	\$163,200
Less sales returns and allowances	0	0
Net Sales	\$68,000	\$163,200
Gross Profit (Loss)	\$68,000	\$163,000
OPERATING EXPENSES		
Selling		
Salaries and wages	\$0	\$0
Commissions	0	0
Advertising	0	0
Depreciation	0	0
Other	0	0
Total Selling Expenses		
General/Administrative		
Salaries and wages	\$0	\$30,000
Employee benefits	0	0
Payroll taxes	0	2,700
Insurance	1,229	1,372
Rent	9,288	9,600
Utilities	2,280	2,280
Depreciation	620	620
Office supplies	2,160	1,500
Travel & entertainment	0	500
Advertising	5,000	5,000
Fees	800	800
Equipment maintenance & rental	1,100	1,000
Interest	0	0
Furniture & equipment	3,100	1,700
Total General/Administrative Expenses	\$25,577	\$57,072
Total Operating Expenses	\$25,577	\$57,072
Net Income Before Taxes	\$42,423	\$105,928
Taxes on income	4,242	10,592
Net Income After Taxes	\$38,181	\$95,336
Extraordinary gain or loss	\$0	\$0
Income tax on extraordinary gain	0	0
NET INCOME (LOSS)	\$38,181	\$95,336

KEA Corporate Nutrition, LLC

Balance Sheet

Assets

Current assets:	2013	2014
Cash	57,929.00	28,481.00
Investments	-	-
Inventories	-	-
Accounts receivable	6,800.00	13,600.00
Pre-paid expenses	-	-
Other	-	-
Total current assets	64,729.00	42,081.00

Fixed assets:	2013	2014
Property and equipment	3,100.00	4,180.00
Leasehold improvements	-	-
Equity and other investments	-	-
Less accumulated depreciation	620.00	620.00
Total fixed assets	3,720.00	4,860.00

Other assets:	2013	2014
Goodwill	-	-
Total other assets	-	-

Total assets	68,449.00	46,881.00
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Liabilities and owner's equity

Current liabilities:	2013	2014
Accounts payable	190.00	250.00
Accrued wages	-	-
Accrued compensation	-	-
Income taxes payable	4,242.00	10,592.00
Unearned revenue	-	-
Other	-	-
Total current liabilities	4,432.00	10,842.00

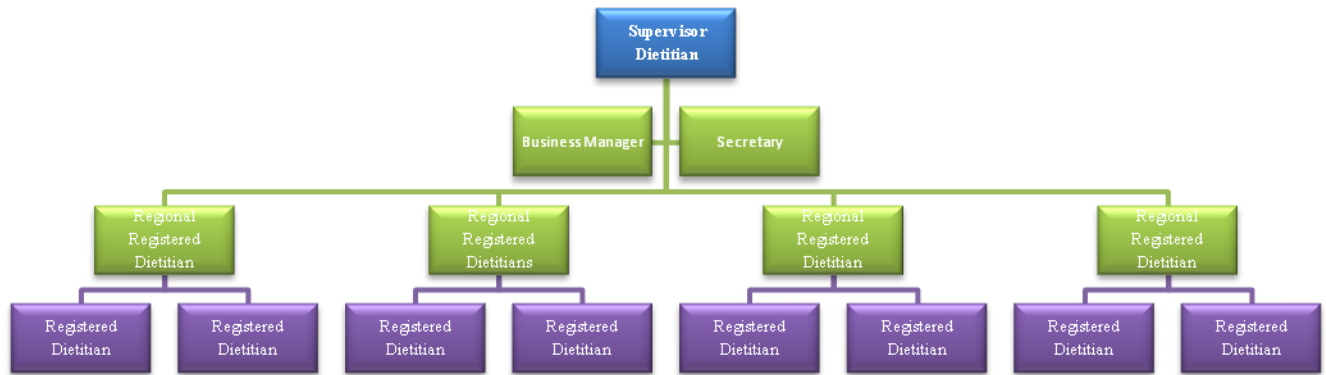
Long-term liabilities:	2013	2014
Mortgage payable	-	-
Total long-term liabilities	-	-

Owner's equity:	2013	2014
Investment capital	-	-
Accumulated retained earnings	64,017.00	36,039.00
Total owner's equity	64,017.00	36,039.00

Total liabilities and owner's equity	68,449.00	46,881.00
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Plan of Growth

Operational Agreement



Supervisor Dietitian

The Supervisor Dietitian performs outreach and networking to recruit clients. This position oversees and evaluates all Regional Registered Dietitians and staff and provides oversight to nutrition programs. Duties also include human relations responsibilities and employee performance evaluations.

Regional Registered Dietitian

The Regional Dietitian supervises and trains all Registered Dietitians in their assigned region. Regional Dietitians will audit Registered Dietitian's nutrition assessment, nutrition follow-up notes, and resources created. The position will handle personnel issues and conflicts and refer significant issues to Supervisor Dietitians. The span of control is held at a maximum of 300 employees or two sites. Duties include: performing nutrition assessments, conducting one-on-one counseling sessions, delivering nutrition education classes and presentations, and distributing educational materials. Regional Registered Dietitians will report to the Supervisor Dietitian.

Registered Dietitians

Each Registered Dietitian will be responsible for programs and resources created and delivered at assigned companies. The Registered Dietitian's span of control is a maximum of 500 employees or three site locations. Duties include: performing nutrition assessments, conducting one-on-one counseling sessions, delivering nutrition education classes and presentations, and distributing educational materials. Registered Dietitians will report to Regional Registered Dietitians.

Business Manager

The Business Manager will manage all finances, including accounts receivable and accounts payable. The position will examine, analyze, maintain, and verify financial records and contractual agreements.

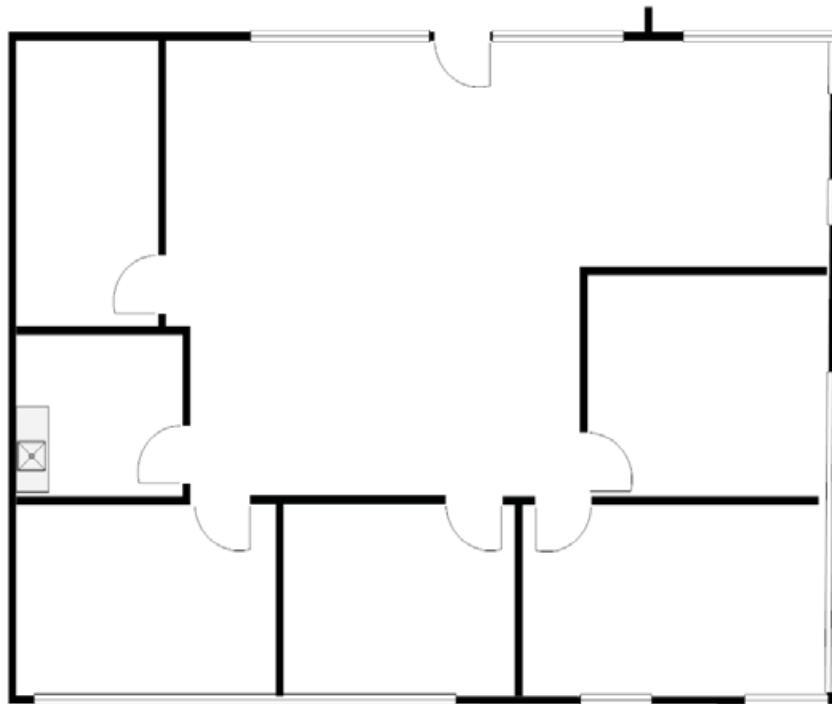
Secretary

The secretary is responsible for filing paperwork, answering emails and phone calls, directing phone calls to appropriate staff members, scheduling appointments, organizing educational materials, researching potential clients, and managing the company's website. The secretary will aid and report to the Business Manager.

Facility and Location

An increase in employees will result in the need for facility expansion. Our goal is to remain in the same building, but upgrade to a larger floor plan. New facilities will provide the following:

- Supervisor Dietitian Office
- Two shared Regional Dietitian offices
- Conference Room
- Lobby and Front Desk
- Lounge
- Storage



Exit Strategy

By the end of year two, if no profit or break-even point has occurred, KEA Corporate Nutrition, LLC, will give a 30 day notice of discontinuation of services to clients and liquidate all assets to pay debts. Advanced payments for services will be refunded. All exit strategies will be outlined in client contracts as a disclaimer.

Due to KEA Corporate Nutrition, LLC's Limited Liability Company status, members will have no personal liability if the company is liquidated.

Conclusion

KEA Corporate Nutrition, LLC, will be the leading nutrition resource for clients looking to improve employee health and performance. KEA Corporate Nutrition, LLC's Registered Dietitians will provide nutrition intervention services for client's employees, with services including but not limited to nutrition assessments, individualized counseling, group presentations, and nutrition education resources. Each Registered Dietitian will work personally with clients to develop a plan of action, aiming to decrease nutrition-related health care costs through nutrition intervention. Within five years of working with a client, KEA Corporate Nutrition, LLC, will successfully meet the client's initial plan of action goals to decrease nutrition-related health care costs, and decreased the number of health-related sick days for company employees by 30%.

As KEA Corporate Nutrition, LLC, recruits more clients for nutrition-related services, additional staff members and facility expansion will be necessary. By the end of year two, KEA Corporate Nutrition, LLC, will employ a fourth Registered Dietitian; and by the end of year five, KEA Corporate Nutrition, LLC, will employ a Business Manager and Secretary, as well as eight additional Registered Dietitians, with the original four being promoted to Regional Registered Dietitians.

Appendices

Personal Resumes

Resources

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