

8325 Floyd Lake Drive
Dallas, TX 75243

March 27, 2018

Ms. Jane Adams
Bank of America, Loan Officer
123 Main Street
Dallas, TX 75207

Dear Ms. Adams:

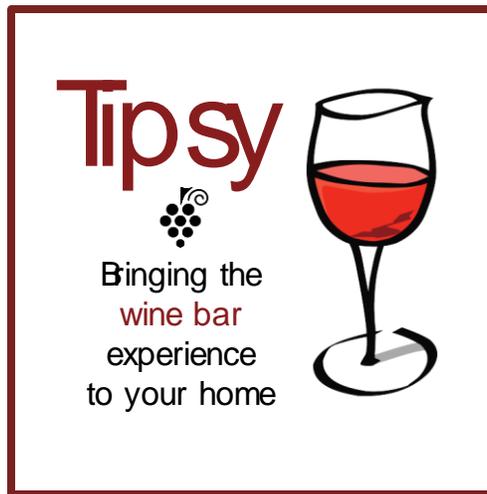
My name is Maureen McDonald, and I am sending you the attached plan for my proposed wine tasting business called Topsy. I hope that upon your review of my business plan, Bank of America will provide me a loan for the initial investment in the business.

Topsy is an idea born of my passion and interest in the wine industry and the culmination of years of education and business experience. Topsy is an in-home wine tasting business dedicated to providing the atmosphere of a wine tasting in the privacy and comfort of a customer's home. I don't just want to guide the customer through the tasting of a few wines, I want to improve the customer's "wine-IQ" and give them the confidence to navigate the DFW wine market on their own.

Thank you for your consideration and I look forward to hearing from you soon.

Sincerely,

Maureen McDonald



A STRATEGIC BUSINESS PLAN

**Prepared for
Jane Adams, Loan Officer
Bank of America**

**Prepared by
Maureen McDonald, Business Owner
Keenan Aina, Report Researcher/Writer
Tina Davis, Report Writer
March 27, 2018**

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Executive Summary

Wine drinking—the pastime and the industries associated with it—is one of the most social activities around, not just in the present day, but throughout history. This activity presents a unique opportunity to capitalize on an increasing number of wine aficionados in the Dallas/Fort Worth (DFW) area by offering a distinctive wine tasting service called Tippy.

Tippy's Business Model

Tippy is an in-home wine tasting business that helps customers discover their favorite wines and educate them about the wine industry. With the assistance of owner/operator Maureen McDonald, Tippy customers will coordinate their own wines for tasting (even if they're unsure of what wines they like,) and develop pairing menus for those wines—all within a budget that the customer determines and all in the privacy of their own home.

Tippy's Market

Tippy's target market focuses on a demographic of 31 to 65-year-old, college-educated women who make up more than 60% of wine consumers in Texas. With more than five million gallons of wine consumed in Texas in 2017, Tippy anticipates that the cohort of wine consumers will only expand.

Tippy's Marketing Strategy

Tippy's marketing strategy will reflect the interests of the women (and men) who like to drink wine by leveraging a heavy social media presence on platforms like Facebook, Instagram, Pinterest, and Twitter. Tippy will also be able to advertise services and generate buzz about the business through an aesthetically pleasing website that represents Tippy's brand identity.

Tippy's Competition

Tippy's competition includes businesses such as Wineshop at Home and Traveling Vineyard. However, those businesses restrict customers' choices on the wines they drink and limit their opportunities to learn about wine. Tippy capitalizes on these weaknesses by potentially offering unlimited choices in wines, presenting personalized instruction and guidance during the tasting, and helping the customer plan specialized menus for the tasting.

Tippy's Management

Maureen McDonald is the sole owner and vision behind Tippy. She brings more than 20 years of management, sales, catering, and hospitality experience to the business, in addition to certifications in wine tasting and event planning. McDonald also has the extensive contacts within the culinary and hospitality industries in DFW to hire the additional staff needed as the business grows.

Introduction

Jane and John Doe are a married couple in their early 30s who have just moved into their first home in Dallas, Texas. The couple wants to host a housewarming party to celebrate their new home (and John's impending promotion) with a few friends. Because this is a major milestone in their lives, and the couple has the mad-money to do something unique, they don't want to host the average party. Most of their friends consider themselves "foodies"—one even has an amateur food blog—so the couple knows that the standard chips, queso, and veggie platter just won't cut it. Jane and John agree that a menu featuring light hors d'oeuvres, wine, and a selection of mini-desserts will suffice. However, when it comes to choosing wines and pairing them with various foods, Jane and John aren't confident that they will make the right decisions, even though they enjoy wine and wine culture.

Jane asks around and discovers a business seemingly made to solve their problem: an in-home wine tasting service dedicated to educating people like Jane and John about the finer points of the world of wine.

Purpose

The purpose of this report is two-fold:

1. To outline a plan for implementing a wine-tasting business called Tippy, that would solve the problem presented in the above fictionalization, and;
2. To submit a detailed request for funds to start Tippy.

Tippy—as conceived by the sole owner Maureen McDonald—is an in-home wine tasting business that will help customers discover their favorite wines and educate them about the production of wines and the wine industry. What differentiates Tippy from other wine-tasting services is customization and personalization. The Tippy experience is modified to suit a customer's individual budget and desires, even if they don't know what wines they want. The Tippy experience is also personalized; clients will be guided through the tasting by the owner in the privacy and comfort of their home.

Agenda

This report begins with an overview of the state of the wine industry in general, and the state of some local wine-based businesses in particular, with emphasis on a few local wine-tasting competitors. After stating the company's objectives, the plan details how Tippy will operate once the business is open and illuminates the background of the business' sole owner. The plan continues with examples of sample services that Tippy can offer and an overview of the company's marketing strategy. The report ends with a discussion of the business' start-up costs and the benefits of investing in Tippy. An appendix is present with materials that provide additional context for a number of the sections listed above.

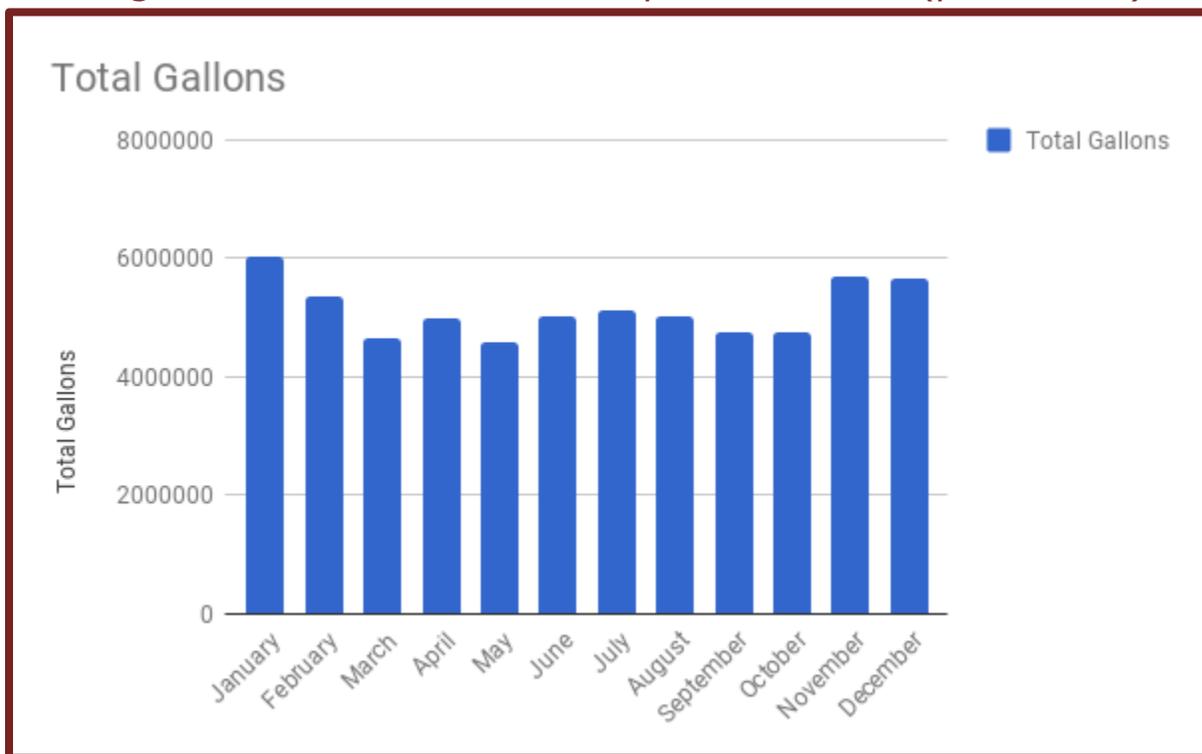
Wine Industry Overview

The fictionalized couple profiled in the introduction represents the type of customers Tipsy would appeal to and represents the type situation in which a potential customer would encounter the business. But how robust is the wine market in Texas, and by extension, the Dallas/Fort Worth area?

State of the Market

According to the Texas Alcoholic Beverage Commission (TABC), Texans consumed an average of 5,131,077 gallons of wine per month in 2017. Much of that wine is consumed during wine tastings, either at a professional vineyard or at a customer's home. Because wine consumption is such a social activity, it is not uncommon for people to host parties around appropriate wine and food pairings. However, many customers don't host these gatherings because they lack the knowledge and familiarity with wines and the wine industry.

Figure 1: Total Wine Consumption in Texas (per month)



In this way, Tipsy will be positioned to offer consumers a unique in-home wine tasting experience. Customers will view Tipsy as a fun, interactive, and educational wine tasting experience. Tipsy will meet these expectations, while limiting the stress on the host by providing them with all of the essentials for a successful wine tasting.

Target Demographic

Tipsy focuses on women ages 31-65 with a college education as a target demographic. A Texas Tech University survey shows that 66.3% of wine consumers in the state of Texas are female. In addition, people ages 31-60 represent 62.7% of Texas wine consumers, while 27.9% are 61 years of age or older. Finally, among Texas wine consumers 84.3% of individuals have at least some college education.

Tipsy's focus on this demographic allows it to craft a business model geared toward reducing the stress of the average working professional, providing the business an important advantage over the competition.

Competitive Analysis

Tipsy enters a market where it will have two direct competitors, Wineshop at Home and Traveling Vineyard. Figure 2 indicates the differences between Tipsy and these competitors.

Figure 2: Tipsy Competition Comparison

| | Tipsy | Wineshop at Home | Traveling Vineyard |
|---------------------|--------------|-------------------------|---------------------------|
| Wine Options | Customizable | Proprietary wines only | Proprietary wines only |
| Number of Guests | Customizable | 16 only | Minimum 15 |
| Minimum # of Wines | | | ✓ |
| Food pairings | ✓ | | Suggestions only |
| Glasses | ✓ | | |
| Plates | ✓ | | |
| Membership required | | ✓ | |
| In-Home consultant | ✓ | | ✓ |

Both Wineshop at Home and Traveling Vineyard operate under their own individual wineries, and only offer wines that they produce. Tipsy will allow customers to choose any wine that they desire from any local vendor, creating a more personalized experience that customers appreciate. Tipsy will also create a custom pairing menu that reflects customers' desires, dietary constraints, and budgetary concerns. In addition, Tipsy will provide all of the necessary materials for the tasting. None of Tipsy's competitors can make this claim.

Company Objectives & Funding Request

Tipsy's goal is to address the market's need for a personalized and educational in-home wine tasting service. These goals will be achieved by completing the following tasks: establishing a brand identity, creating a market presence, and obtaining additional sommelier licensing for owner Maureen McDonald.

In order to complete those tasks and realize this goal, Tipsy needs a \$50,000 investment.

As a result of Tipsy's creation, customers will discover what kinds of wines they enjoy (and why), learn more about wine creation and production, and master the skills needed to find their favorite wines in the local marketplace. With Tipsy, customers also gain an ally and guide into the local hospitality industry, either for personal events like weddings or parties, or professional events like company meetings and executive retreats.

In addition to providing a breakdown of investment expenditures, the remaining sections of this plan explain customer engagement with Tipsy, the owner's background and qualifications, and the marketing strategies that will be employed by Tipsy.

The Tipsy Experience

Tipsy is dedicated to bringing the wine tasting experience to each customer's home and improving their "wine-IQ". What makes Tipsy distinctive is its approach to personalizing and customizing the client's experience, which can be explained using the fictionalized scenario from the Introduction as a guide.

Customer Engagement

In the opening scenario, Jane and John Doe are hosting a housewarming party and wish to book Tipsy to plan a wine tasting during the party.

Owner Maureen McDonald uses a specialized Tipsy Customer Form (Appendix A) to interview the Does and crafts a wine and/or food menu that reflects their wine palette, party theme, and budgetary concerns for the event. The customer need not have any experience with tastings or knowledge of wines; McDonald guides Jane and John through the process of discovering the wines they enjoy. McDonald also helps develop the food menu by working with a caterer¹ the Does have hired to provide food for the

¹ McDonald can also recommend caterers to potential clients.

housewarming. She also provides logistical support by coordinating or creating furniture rental, place settings, and party-theme development.

McDonald then calls a local vendor to reserve the wine and makes arrangements with Jane to ensure that she picks up the wine (Note: McDonald cannot purchase wine for customers until she's licensed by the TABC). Once the suggested wines are purchased, McDonald oversees the prep for the tasting in the customer's home, working with a caterer that the Does have hired separately.

At the appointed time, McDonald conducts the tasting², providing the guests with extensive information about each vintage including the vineyard, the grape varietal, history of the varietal, and why it was chosen for the event. She helps everyone discover their "flavor profile" and encourages them to take notes on the wines they like. Once the event ends, McDonald supervises the cleanup of anything related to the tasting. Including prep, tasting, and clean up time, the event lasts about three to four hours.



Participants at Wine 101 focus group tasting. For more information, read "Customer Focus Groups" in the Marketing Strategy section.

Customer Packages

Because of Topsy's focus on customization, the business does not offer pre-determined tasting "packages" like the competition. Instead, McDonald uses her Topsy Customer Form to select the parameters for each client and each event. This procedure allows McDonald to scale the Topsy business model for events featuring as few as four guests to as many as 20 to 24 guests. Once McDonald completes her sommelier certification, she will be able to organize wine tastings on a larger scale and for events outside a private residence. The sample customer forms in Appendix C features examples of the types of events that represent a typical Topsy customer.

After their Topsy Experience, customers will feel more confident choosing a wine with dinner, for a catered event, or for their own personal stock. They will not only have a sense of the wines they enjoy, but also have a foundation for broadening their experience as wine aficionados. But most importantly, customers will have this experience in the comfort of their own homes, led by a fellow wine-lover who wishes to share her knowledge.

² The level of interaction with the guests is determined with the client before the event; they may prefer that wines be described using custom menus printed by McDonald, or depending on the technical capabilities of the location, McDonald can use audio/visual aids like the PowerPoint presentation in Appendix B.

Owner Profile

Maureen McDonald brings a lifetime of personal and professional knowledge, as well as a passion for wine and the wine industry, to the concept of Tippy. The strength and depth of McDonald's background not only proves that she can successfully run the business, but also can alleviate any lender's concerns about the soundness of the investment.

Wine & Catering Knowledge

McDonald is a graduate of the renowned Wine Certification program at El Centro College in Dallas, Texas, where she learned the study of wines, vineyards, and the "sensory evaluation techniques" needed to coordinate wine tastings (Appendix D). The program is developed in conjunction with the International Sommelier Guild, an organization that has provided educational materials and run certification programs to train sommeliers for more than 20 years. She has also toured more than 20 vineyards in the United States and Canada, expanding her base knowledge about wines and observing how vineyards structure their tastings (Appendix E). McDonald has also worked for caterers in the Dallas/Ft. Worth area, gaining crucial experience in the culinary and hospitality industries.



Maureen McDonald, Owner

Event Planning & Managerial Knowledge

Paired with her wine and catering knowledge, McDonald adds nearly 20 years of experience in the areas of management, sales, and billing. She is also a certified Event Planner via a program from the University of Texas-Arlington (Appendix F). In her current corporate position as an Executive Assistant for Samsung Telecommunications America, one of McDonald's primary responsibilities is the planning and coordination of Samsung's presence at The International Consumer Electronics Show in Las Vegas—the premier event in the consumer electronics industry. Throughout her career, McDonald has done everything from plan and execute team building events, manage travel and calendar coordination for C-level executives, and negotiate pivotal contracts.

Additional Experience

McDonald possesses additional experiences, which lie outside the intersection of wine and business, that will positively benefit this enterprise. She launched her own non-profit theatre company that not only produced several successful shows, but also received local industry awards—including Best Production of a Play. McDonald has also volunteered for various creative or social non-profit organizations, excelling in positions that call for her to either educate the public or serve as a mentor or coach for other members of the organization. In both the profit and non-profit arenas, McDonald has

demonstrated superior organizational, entrepreneurial, and managerial abilities—all skills that are needed to run a successful business.

Additional information about McDonald’s education, professional background, and portfolio information can be found in Appendix D to Appendix H.

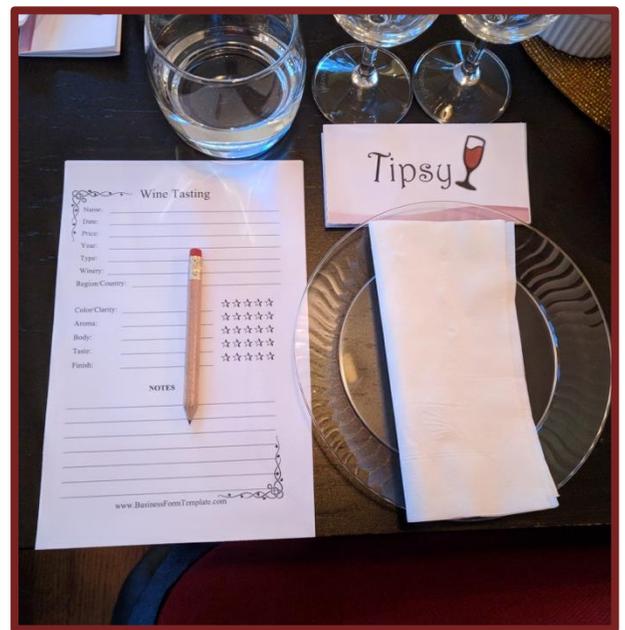
Marketing Strategy

Wine is traditionally considered a natural companion for artistic expression. Keeping with the tradition of this pairing, Topsy will have a brand identity that is bold, artistic, and prominently featured in all marketing and branded materials.

Brand Identity

Clients will be introduced to the Topsy brand through a website that reflects the brand’s aesthetic and ethos. Customers will be able to view information about the company’s mission, owner certifications and biography, and parameters of customer engagement. Clients will be able to contact McDonald and view or complete the Topsy Customer Form if they already have an idea about the requirements of their event.

Topsy will also create a range of branded materials to be featured during wine tastings, including menus, notecards, and “wine prompts”—a list of flavors and descriptors to help customers discover their flavor profile. Examples of these materials can be found in Appendix I and Appendix J.



Topsy branded wine tasting materials.

Market Presence

Topsy’s marketing strategy will not only reflect the social nature of wine tasting, but also capitalize on social media’s capacity for building a strong online presence. Topsy will create accounts on Facebook, Instagram, Twitter, and Pinterest, the platforms with the strongest reach in Topsy’s target demographic (women ages 31–65). According to demographic data from 2017, 84% of people ages 30-49 use Facebook. Topsy can also ask the host and guests to post pictures on their personal social media accounts, tagging the Topsy account, in order to generate word-of-mouth buzz about the business. Finally, Topsy will create low-cost advertising campaigns on Facebook to introduce the business to the market.

Customer Focus Groups

In an effort to increase customer awareness of Topsy, and further refine its business model so that it reflects customer desires, McDonald is currently hosting a series of wine-tasting focus groups in her home. Modeled after a typical Topsy engagement, each tasting will have a unique theme and menu. After each tasting, McDonald will survey the participants about their experience.

The first focus group, held on February 17, 2018, was titled “Wine 101” and featured a tasting of the four most common wine varieties, and paired with a selection of hors d'oeuvres prepared by McDonald. The focus of this tasting was to help the participants learn how to read wine labels, discover their favorite varietal, and discuss New World (American/Australian) and Old World (European) wines.

The participants overwhelmingly enjoyed the Wine 101 tasting and would recommend Topsy to friends. Survey comments included:



Wine 101 focus group tasting in February 2018.

What did you like about the event?

- **All the preparations done for us - ease of being a guest. Very sociable. Informative but still relaxed.**
- **Everyone's individual reactions to the wines; how differently people describe what they are tasting. Trying things I would probably not otherwise have tasted.**

What was the single most valuable thing you learned at Wine 101?

- **How subjective taste is; that I need not necessarily question my opinion on what I'm tasting as it has validity.**
- **Difference in names/labels between the US and Europe.**
- **Learning about the regions the various grapes are grown in.**

Is there anything else you'd like to share about Wine 101?

- **Topsy's expertly-guided foray into the world of wine made for an immensely enjoyable experience, excitable to all the senses.**

Participants in these surveys not only said they would recommend Topsy to their friends and colleagues, but their positive comments and reactions can also be used as part of Topsy’s website branding and social media marketing campaigns. Full results of the “Wine 101” survey results can be found in Appendix K.

Budget

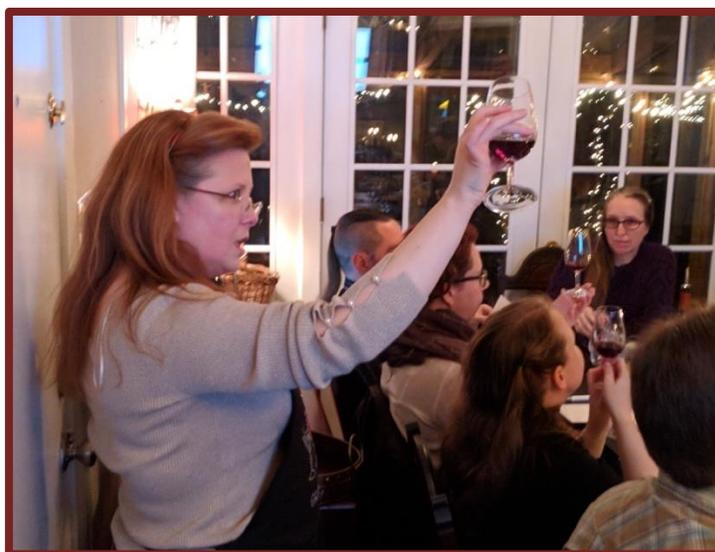
As stated in the Funding Request section, Topsy requires a \$50,000 investment to begin operations. This investment provides Topsy with a six-month operating budget, startup costs, and additional funds to cover any necessary unforeseen expenses (See Figure 3).

Key Details

Topsy operates with a small daily budget, due to the small amount of materials Topsy needs or stores on any given day. All materials will be acquired and billed to the customer directly before the event.

Payroll is one of Topsy’s largest unavoidable recurring expenses. Using a small, highly specialized team of contractors, Topsy operates with a small monthly budget that keeps Labor and Professional Services expenses low.

The majority of Topsy’s one-time expenses are allocated for training and certifying owner Maureen McDonald as a fully licensed sommelier, which allows her to clear the final hurdle in planning large-scale tastings. The state of Texas also requires that she obtains a TABC business license in order to legally serve alcoholic beverages. This license will give McDonald the capability to serve clients directly at smaller events, drastically eliminating labor costs.



McDonald teaches participants how to evaluate wine during Wine 101 focus group.

Figure 3: Tippy Operational Budget

| One-time expenses | | Estimated Cost | Monthly/Event Expenses | | Estimated Cost |
|------------------------------|-----------|------------------|-----------------------------------|-----------|-----------------|
| Inventory | | | Labor | | |
| Glassware | \$ | 34.99 | Payroll | \$ | 3,000.00 |
| Wine Glass Storage | \$ | 21.99 | Payroll Taxes | \$ | 1,250.00 |
| Table Linens | \$ | 24.00 | Health Insurance | \$ | 650.00 |
| Spittoon | \$ | 19.99 | Subtotal | \$ | 4,900.00 |
| Subtotal | \$ | 100.97 | Professional Services | | |
| Miscellaneous | | | Accounting | \$ | 100.00 |
| Licenses & Permits | | | Legal | \$ | 100.00 |
| Sommelier Class | \$ | 4,000.00 | Subtotal | \$ | 200.00 |
| TABC Caterer License | \$ | 1,278.00 | Supplies | | |
| TABC Certification (2 years) | \$ | 10.99 | Office Supplies | \$ | 300.00 |
| Technology | \$ | 150.00 | Furniture Rental (Each) | | |
| Software (Quickbooks) | \$ | 200.00 | Glassware | \$ | 2.25 |
| Subtotal | \$ | 5,638.99 | Tables | \$ | 16.99 |
| | | | Chairs | \$ | 3.50 |
| | | | Linens | \$ | 13.99 |
| | | | Subtotal | \$ | 336.73 |
| | | | Marketing | | |
| | | | Digital Advertising | \$ | 100.00 |
| | | | Promotional Materials | \$ | 100.00 |
| | | | Printed Menus, tasting notes etc. | \$ | 50.00 |
| | | | Website | \$ | 30.00 |
| | | | Subtotal | \$ | 280.00 |
| Total monthly budget | \$ | 6,216.73 | Miscellaneous | | |
| Total one-time cost | \$ | 5,739.96 | Liability Insurance | \$ | 500.00 |
| Total funds required | \$ | 11,956.69 | Subtotal | \$ | 500.00 |

As the budget shows, Tippy operates with minimal overhead costs. Keeping overhead costs low decreases the amount of time needed for Tippy to become a profitable business and realize its business goals.

Benefits of Topsy

While the benefits associated with Topsy have been discussed throughout this document, summarizing those benefits in this section is also a useful exercise. This summary clarifies just how much effort, research, and analysis has gone into ensuring that Topsy will be a successful business.

Pre-Planning Benefits

As a reminder, some (but not all) of the data obtained in the initial planning stages of creating the business includes:

1. Information on Texas wine consumption
2. Information on local wine tasting competitors
3. Demographic data on Texas wine consumers
4. Survey results from a wine tasting conducted by the owner in her home

By spending a significant amount of time researching the nature of local wine consumers and their reactions to a wine tasting model similar to the Topsy model, investors can be assured that the business model is sound and that an actual market exists for Topsy. The owner and investors also gain pivotal insight into how to grow the business as start-up and implementation goals are met.

Implementation Benefits

The research data, in conjunction with this implementation proposal, provides a concrete plan on how to start Topsy and how to scale it upwards as a profitable business. The plan also demonstrates that by increasing the owner's knowledge (through the funding of additional certification courses), the owner and investors should see a solid return on the initial investment of time and money devoted to wine education. Finally, potential Topsy customers will directly experience the benefits of the creation of the Topsy business by their increased wine knowledge and growing comfort in making decisions about wine on their own.

Summary

Topsy not only solves the problem for the hypothetical Jane and John Doe who are looking to expand their wine knowledge, but also for real life customers who are overwhelmed by the idea of choosing a wine for their next private party or corporate function. Topsy can serve as a guide for people who want to engage in an artistic and satisfying pastime, or just want to add a memorable splash to an event. An investment in Maureen McDonald's vision for Topsy would not just be underwriting a passion project, but an investment in a profitable project.

Thank you for your consideration.

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Appendix

Customer Engagement Documents?

Appendix A

Tipsy Customer Form

[This is a customer form developed by Maureen. She would use this form during her initial interview with the customer to determine their needs for the tasting and budgetary constraints.]

Appendix B

Wine 101 Powerpoint Presentation

[Maureen also prepared a Powerpoint demonstration for the Wine 101 focus group. While the expectation is that customers would not want, nor have the availability to have a multimedia presentation during their tasting, this Powerpoint (which would be shown as a series of PDFs) serves to demonstrate Maureen's wine knowledge and creativity when it comes to hosting the wine tastings.]

Customer Packages Appendices

Appendix C

Sample Customer Form - Housewarming Party /Jane & John Doe

Sample Customer Form - Book Club Party

[These sample forms are provided to give readers a sense of the kinds of customization Tipsy offers and how the Customer Form/initial customer interview works.]

Owner Profile Appendices

Appendix D

El Centro Wine Certification 1 & 2

[Maureen's certificates showing completion of El Centro's 2 wine certification courses.]

Appendix E

List of Wineries Visited by Maureen McDonald

[List of more than 20 wineries that Maureen's visited over the years. This list is submitted to further establish the strength of her education regarding wines, vineyards, and the wine industry]

Appendix F

UTA Event Planning Certification

[Maureen's certificate showing completion of UTA's event planning courses.]

Appendix G

Miami Samsung Event

[This is an itinerary for multi-day event that Maureen planned for several C-suite executives at Samsung. On very short notice, Maureen had to book a venue, book catering, organize off-site activities, and had to procure tickets to a Miami Heat basketball game--all from Dallas. The brochure is meant to demonstrate the level of her event planning capabilities, under the stress of a hard deadline.]

Appendix H

Maureen McDonald Resume

[The most recent version of Maureen's resume.]

Market Strategy Appendices

Appendix I

Wine 102 Tasting Menu

[This is a wine tasting menu from the Wine 102 focus group. The food for each wine pairing was prepared by Maureen. While Maureen would not prepare food as part of the Topsy service, this menu is meant to demonstrate the kinds of menus that Maureen would create with the help of a catering service.]

Appendix J

"Wine Words" Prompts

[This list is an example of tasting prompts that Maureen would provide customers during their wine tasting. The list is meant to showcase how Maureen would help customers develop their wine profiles and help them choose their favorite vintage. All the lists would have Topsy branding.]

Appendix K

Survey results Wine 101 Tasting on 2/17/18

[This is the full results of the 10-question survey given to participants of the Wine 101 focus group. The survey was administered through Survey Monkey.]

Document Evaluation

| Category | Criteria | Comments | Rating (0-4) | Score |
|---------------------------|--|--|--------------|-----------|
| <i>Design (5%)</i> | Does the document follow a correct format (memo, letter, formal proposal/report)? Does the document use headings to reveal the message's structure? Does the document use art such as lists or visualizations to make important information stand out? Does the document use appropriate typography (typeface, type size, and type alignment)? Does the document use appropriate margins, line spacing, and heading spacing? | Yes Yes Yes, but need some unification in labeling and enumeration Yes Yes | 3.5 | 0.175 |
| <i>Organization (30%)</i> | Does the document use an appropriate approach (direct/indirect)? Does the document use an agenda to preview, or road map, the body of the message? Does the document use an appropriate closing? Are body paragraphs organized (first sentence states topic and sentences follow an appropriate order)? | Yes Yes Yes Yes | 4 | 1.2 |
| <i>Content (40%)</i> | Is the content considerate (cordial, professional, you-attitude)? Is the content clear (obvious points, technical words defined)? Is the content complete (sufficient examples and explanations given, avoids irrelevant content, uses sources)? Is the content correct (factual, free of bias and error, sources cited accurately)? Is the content convincing (achieves the purpose of informing)? Are paragraphs coherent (thoughts are logically connected)? Are paragraphs of appropriate length (easy to read and not too long)? Are paragraphs unified (all sentences in a paragraph relate to the same topic)? Are paragraphs developed (all sentences develop the topic sentence)? | Yes Yes Yes, in most cases Need in-text citations Yes Yes Yes Yes Yes Yes | 3.5 | 1.4 |
| <i>Sentences (20%)</i> | Are sentences structured clearly (strong subjects, proximate subjects and verbs, active; clear complements)? Are sentences punctuated correctly (commas, periods, hyphens)? Are sentences grammatically correct (correct case, tense, number, and capitalization rules; subject-verb agreement)? Are the sentences' words appropriate (precise enough, plain, used correctly, spelled correctly)? Are sentences of appropriate length (concise)? | Yes Mostly, check en versus em dashes yes yes yes, avoid expletives | 3.5 | 0.7 |
| <i>Delivery (5%)</i> | Was the document submitted to the correctly? Was the document submitted on time? Was the document submitted in the correct file type? Was the document submitted with the correct file name? | Yes Yes Yes Yes | 4 | 0.2 |
| Final Comments | Really solid work on this. Some issues polish detract, but I can sense the work that went into this. /vr | | Total | 3.675/4.0 |