

Organization Plan Example

Business Name: Sweet Haven Cupcakes

Legal Structure: Limited Liability Company (LLC)

We chose an LLC because it protects the owners' personal assets and allows us to share management responsibilities.

Ownership:

- **Maria Lopez (60%)** – Founder and Head Baker. Maria has 5 years of experience in baking and recipe development.
- **Jordan Lee (40%)** – Co-owner and Marketing Director. Jordan has a background in digital marketing and social media promotion.

Management Team and Roles:

- **Maria Lopez – CEO / Head Baker**
 - Oversees baking operations, recipe development, and quality control.
 - Supervises kitchen staff and ensures health and safety compliance.
- **Jordan Lee – Marketing & Sales Director**
 - Handles online and in-person marketing campaigns.
 - Manages customer relationships, promotions, and partnerships.

Staffing Plan:

- **2 Part-Time Bakers** to assist with daily production.
- **1 Cashier/Customer Service Associate** to handle front counter and orders.
- **1 Delivery Driver** (contract basis) to manage catering and delivery orders.

Advisors/Support:

- **Accountant:** Smith & Co. Accounting will handle bookkeeping and tax preparation.
- **Mentor:** Local Small Business Development Center (SBDC) will provide ongoing guidance and resources.

Organizational Chart (simplified): (can use picture of chart)

Maria Lopez (CEO / Head Baker)

|

|— Kitchen Staff (2 Part-Time Bakers)

|

Jordan Lee (Marketing & Sales Director)

|

|— Cashier / Customer Service

|

|— Delivery Driver (Contract)