

Mizen Funeral Home and Cremation Service

Our family serving your family, all
faiths and the community as one,
helping to bring closure in a
dignified and professional manner.

Problem worth solving

There are many details that are often overlooked. The difference between something good and something great is attention to detail. Details make perfection, and perfection is not a detail. Let's not overlook the details.

Our solution

Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives. Attention to detail is the hallmark of success.

Target market



-  Age 65 and Older
-  Age 45 - 65

Market size \$44.3M

Competitive landscape

Competitors	How our solution is better
<i>Lambert Funeral Home</i>	Competitive Advantage
<i>Phaneuf Funeral Home</i>	More personal attention
<i>French & Rising</i>	Lower Price
<i>Rivet Funeral Home</i>	First and only funeral home in town

Funding needed

\$250K

Start up capital, property lease, equipment purchase, furnishings, payroll, and applicable local and state permits.

Sales channels

- Civic Stewardship
- Website
- Direct Advertisement
- Presentation Seminars
- Corporate Sponsorship

Marketing activities

- Website and social media interaction
- Advertise online and print media
- Sponsor civic educational seminars
- Host charitable organization events
- Attend trade shows and marketing events

Financial Projections



Revenue

Expenses & Costs

Profit

Milestones

Due Date	Milestone
 <i>October 15, 2019</i>	Start publicity campaign
 <i>October 30, 2019</i>	Purchase utility vehicle
 <i>November 1, 2019</i>	Launch funeral home website
 <i>November 1, 2019</i>	Building improvements
 <i>November 1, 2019</i>	Network with nonprofits

Team and Key Roles



Aaron J. Mizen

Funeral Director



Cynthia A. Mizen

Administrator



Future Hire

Funeral Assistant

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