

SIGMON HOLDINGS INCORPORATED

Business Plan and Financial Forecast

Table of Contents

- 1. Executive Summary**
- 2. Company Summary**
- 3. Sector Plans**
 1. Video Game Design and Development (2007)
 2. Men's and Women's Ready-to-Wear and Haute Couture Fashion (2010+)
 3. Real Estate (2012+)
 4. Company Acquisitions and Holdings (2015+)
- 4. Strategies**
- 5. Personnel and Organization**
 1. Full-time Employees
 2. Contracted Workers
- 6. Financial**
- 7. Contact Information**

1. Executive Summary

Sigmon Holdings Incorporated is a growth oriented umbrella corporation that seeks to find and support entrepreneurs in key fields and help them develop and expand. In this way, Sigmon Holdings Incorporated seeks to build a powerful enterprise in many fields, using innate talent and ability to drive it's ambitious goals.

As a company, Sigmon Holdings Incorporated is aiming to place itself in the following markets:

- Video Game Design and Development (2007)
- Men's and Women's Ready-to-Wear and Haute Couture Fashion (2010+)
- Real Estate (2012+)
- Company Acquisitions and Holdings (2015+)

Sigmon Holdings Incorporated is unique in that it stands as one of the only corporations in the entire world that specializes in finding and using raw talent to build masterpieces, rather than using proven talent that does not provide new experiences. In this way, Sigmon Holdings Incorporated seeks to re-define every industry it enters, rejecting usual convention and embracing invention.

Absolutely no companies of this caliber exist in the United States at this time. While the majority of corporations aim to stay in one sector of the global economy (such as oil or consumer goods), Sigmon Holdings Incorporated will spread itself across these areas. Much like diversification of a portfolio, this will make the company virtually impervious to market fluctuations, as well as allow level handling of many different ventures with a singular source of capital.

Competitive threats exist in virtually every realm Sigmon Holdings Incorporated will be involved in. In the Video Game Design and Development world, large multinational corporations such as Electronic Arts, Nintendo, and Square Enix exist. In the Men's and Women's Fashion industry, large corporate giants such as Polo Ralph Lauren, Armani, and Hugo Boss exist. In real estate, even heavier hitters such as Trump Organization dominate the playing field- difficult threats, but challenge-able nonetheless.

Projected income for 2008 to 2010, the date in which the first Video Game is released from our corporation, is \$50,000, \$200,000, and \$500,000 USD respectively. This includes side ventures beyond the initial game development sector, such as in-game advertising, selling intellectual property for goods such as soundtrack CDs and artbooks, and selling bonus features for any games sold themselves.

1.1 Mission

The mission of Sigmon Holdings Incorporated is to seek out and independently hire raw talent in specific industries and develop the Sigmon Holdings Incorporated label in those areas. The company seeks to become a prominent member of these fields by:

- Managing the businesses in new and innovative ways free of corporate culture,
- Finding raw talent undiscovered by large companies and using them to develop,
- Creating new products and services in these fields and developing cost-friendly products that not only meet customer expectations, but exceed competition's offerings

All information enclosed in this pamphlet is the property of Sigmon Holdings Incorporated, and may or may not represent future plans or objectives. Please contact our public relations department for more information.

2. Company Summary

Sigmon Holdings Incorporated is a S-class Corporation, founded in March of 2007 by Owner and CEO Kirk Sigmon. The corporation currently does not hold offices in any state, but is registered in the state of North Carolina. All corporate operations and day-to-day affairs are headed by CEO Kirk Sigmon from his private offices near Hickory, North Carolina. The company has no plans to establish a permanent headquarters until it's staff and business grows to need such amenities, in which it will likely headquarter itself in either Winston Salem or Charlotte in the state of North Carolina.

Sigmon Holdings Incorporated primarily operates online in an attempt to save money and maximize efficiency. As the corporation hires predominantly students of local Universities, Colleges, and Trade Schools, it has no current need for headquarters. Until any given field is developed enough to hire full time employees, all workers will be hired as independent contractors, and thus not considered official employees of Sigmon Holdings Incorporated.

3. Sector Plans

Sigmon Holdings Incorporated is unique in that instead of being created to serve distinct products or services, it instead seeks to place itself in specific sectors, finding people who have talent in those fields to assist in the work. Though this is an unusual format for a company to pursue, Sigmon Holdings Incorporated is designed specifically to fulfill these goals and make them profitable for both the workers and investors.

As of March 2007, Sigmon Holdings Incorporated aims to place itself in the following sectors-

3.1 Game Design and Development (2007)

Game Design and Development is the structured design and creation of Video Games, predominantly for 14 to 30 year old males and 16 to 30 year old females. This market is a growing explosion, gaining avid fans and attracting the attention of analysts and investors everywhere.

The new wave of the "seventh generation" Video Game consoles and accessories by itself has domineered the technology sector. In approximately three months, over 1.5 million PLAYSTATION 3 consoles were sold in the United States alone. In a year, 10.7 million XBOX 360 consoles were sold in the United States, Japan, and China. Even low cost endeavors such as Nintendo's console WII are impressive, with 4.9 consoles sold in the United States and Japan in less than three months. This translates into billions of dollars in revenue, for gaming console companies, game makers, and even tech companies that make chips and raw materials for these systems.

The Gaming Industry is young, and thus is facing it's first stall since the late 80s. While gaming consoles sell with power, many once extremely reputable companies are being challenged, worrying many about the future of the development industry. This is the perfect time for a young and talented group of individuals to take control of the industry with powerful and inspired game development.

3.2 Mens and Womens Ready-to-Wear and Haute Couture Fashion (2010+)

All information enclosed in this pamphlet is the property of Sigmon Holdings Incorporated, and may or may not represent future plans or objectives. Please contact our public relations department for more information.

Fashion is a staple of the human world- for so long as there was a need to clothe naked bodies, there were clothes to do so. Unlike the gaming industry, the fashion industry is unique in that it is always needed- no matter the economy, there will be a desire for clothing.

However, there is a key weakness in this industry- there are not readily available clothing options for the classical male and female. As many designers (such as Polo Ralph Lauren) move to a preppy style and many teen-oriented retailers move toward a Miami-beach style, many professionals and businessmen find themselves left out of the curve. Simply put, there is no brand label that provides classy Mens and Womens fashions at an affordable price, but with high quality and the cutting edge of style.

Sigmon Holdings Incorporated seeks to fill this key gap by finding talented designers who can handle these fields and giving them the opportunity to develop both ready-to-wear and haute couture fashions. These people will be the design heads of this operation, though all marketing and business aspects will be primarily headed by Sigmon Holdings Incorporated.

3.3 Real Estate (2012+)

Real Estate is one of the biggest businesses in the United States and in foreign countries. Real Estate, unlike our other ventures, however, is a heavy and expensive process, which requires high amounts of capital and professional support to operate.

However, Real Estate is a huge money making opportunity. Sigmon Holdings Incorporated seeks to not only acquire and sell real estate in key areas, but also build and maintain rental and entertainment ventures such as apartment buildings and casinos. This, because of it's intensive need of capital, will be attempted when Sigmon Holdings Incorporated can acquire both the funds and the talent to achieve such a venture, and will not be considered a viable interest to the company until the fund requirement is met via other ventures.

3.4 Company Acquisitions and Holdings (2015+)

Sigmon Holdings Incorporated believes that building an important company is also taking existing companies and retooling them to become efficient. While Sigmon Holdings Incorporated has no intentions of buying companies rather than starting them (in the case of primary goals), Sigmon Holdings Incorporated is still on the hunt for any green talent in any field, and seeks to support up-and-coming businesses to place itself into strategic positions in varying consumer sectors.

4. Strategies

Sigmon Holdings Incorporated seeks to place itself in these markets in unique ways by seeking out ingenuity and the cutting edge developments of each of these sectors, and refining them for the market itself. Because Sigmon Holdings Incorporated does not focus itself on any major area of development, Sigmon Holdings Incorporated can quickly and efficiently change marketing plans and strategies with minimal overhead. As well, because Sigmon Holdings Incorporated rejects the existing corporate hierarchy and structure that is found in many multinational companies, it can easily adjust it's worker base to accommodate new ideas, formulate concepts, and re-invent existing ideas.

All information enclosed in this pamphlet is the property of Sigmon Holdings Incorporated, and may or may not represent future plans or objectives. Please contact our public relations department for more information.

5. Personnel and Organization

5.1 Full Time Employees

Full Time Employees are defined as any employees that work on a full time basis for Sigmon Holdings Incorporated. As the company works predominantly online (without any major offices or location base), this does not necessarily entail hourly work, but rather simply encompasses those who are members of the team permanently, rather than contracted workers.

Currently, the only full time employees are managerial staff, limited to Owner/CEO Kirk Sigmon. All other staff at the moment are hired based on their ability to complete a project, and may be pulled onto a permanent staffing level in the future.

5.2 Contracted Workers

Unlike other corporations, Sigmon Holdings Incorporated hires most of it's workers on a commissioned basis. This means that the workers are hired to complete a given task, rather than hiring them full time for the corporation. This allows Sigmon Holdings Incorporated to get key tasks done in a timely matter with professional workers, but not load itself down with an inflated worker base.

6. Financial

Sigmon Holdings Incorporated does not currently own or possess any actual property, monetary instruments of any kind, or any form of taxable holdings. At this time, all funding is coming from individual investments, predominantly from that of Kirk Sigmon, who is donating the money in order to allow the business to grow. At this moment, Sigmon Holdings Incorporated does not intend to take control over any form of assets, as it is not equipped to do so.

All investments into Sigmon Holdings Incorporated will be dealt with on an individual basis, and absolutely no public form of donations or investments will be accepted until the company finds it necessary to do so.

Contact Information

Sigmon Incorporated Public Relations

pr@sigmoninc.com

All responses will be made within business hours, Monday through Friday, 9:00AM to 5:00PM EST. Please allow at least three days for a response.