

Tori Forte'
Owner & CEO
HoldUp Lingerie & Bra – Fit Specialists
1315 Manufacturing St.
Dallas Tx, 75207

10/28/2021

Chris Varughese
Bank of Dallas
1987 Buckner Terrace
Dallas, TX 79902
Re: Small business loan request for \$100,000

Dear Chris Varughese,

I am writing this letter to request a small business loan in the amount of \$100,000 for the purpose of relocating to a more suitable location to maintain the increased demand. My business, HoldUp Lingerie & Bra-Fit Specialists, is a growing company that serves, educates, and advocates breast support and health for women of all ages in the DFW and across the south, including markets in Houston, TX., Atlanta, GA., and New Orleans, LA.

HoldUp Lingerie & Bra-Fit Specialists, an LLC, began operation in October of 2020 with 3 workers, and has grown exponentially over the past year. We now employ 9 workers. Last year, our annual sales revenue was \$390,000 with a net profit of \$211,715. We have predicted to not only maintain our cash flow but continue to profit. To promote our continued growth, a new location has been obtained to meet the demands of new and returning customers along with acquiring a space to host events. However, the space is in need of extensive repairs and remolding.

We would like to complete this in September of 2022, but this will require more funding than our current cash flow can sustain. Although we lack a lump sum large enough to cover this expense, our budget can easily cover monthly payments over time given sufficient financing. A loan in the amount of \$100,000 will enable us to complete the necessary remolding while maintaining labor costs for our employees. Our projections indicate that increased efficiency and sales will generate enough increased revenue to repay this amount by February of 2023.

Attached, please find our 5Yr Net Profit Predictions and our Annual Salary Breakdown for your review. Based on these strong financials and our business credit score of 755, we are confident that you will find us a safe credit risk.

Thank you for reviewing this request letter and the accompanying financial information. I look forward to hearing from you at your convenience.

Sincerely,

Tori Forte'

Enclosures: 5Yr Net Profit Predictions and our Annual Salary Breakdown.

5Yr Net Profit Predictions & Annual Salary Breakdown

	A	B	C	D	E
1		5yr Profit Projection			
2	2022	215,000			
3	2023	255,000			
4	2024	300,000			
5	2025	425,000			
6	2026	750,000			
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					

**HoldUp Lingerie
5yr Profit Projection**

Year	Profit (k)
2022	215
2023	255
2024	300
2025	425
2026	750

BEAM venngage.com/beam

	A	B	C	D	E	F
1		Salary	Hrs			
2	Bra Fit 1	14,200	40			
3	Bra Fit 2	14,200	40			
4	Bra Fit 3	14,200	40			
5	Bra Fit 4	14,200	40			
6	Bra Fit 5	7,200	20			
7	Bra Fit 6	7,200	20			
8	Facility Mgr	26,000	80			
9	Onsite Mg	39,600	60			
10	Bar Tender	7,000	20			
11						
12						
13						
14						
15						
16						
17						

HoldUp Lingerie - Annual Salaries

Position	Salary (k)	Hrs (k)
Bra Fit 1	14200	40
Bra Fit 2	14200	40
Bra Fit 3	14200	40
Bra Fit 4	14200	40
Bra Fit 5	7200	20
Bra Fit 6	7200	20
Facility Mgr	26000	80
Onsite Mg	39600	60
Bar Tender	7000	20

● Salary ● Hrs

Source: HoldUp Lingerie Annual Salaries
BEAM venngage.com/beam