



iHOT
B R A N D I N G

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Kadi Kullerkann
President & Graphic
Designer

OUR MISSION

Our mission is to provide high quality branding and rebranding services to Greater Houston Area restaurants, to help them gain a more stable customer base and create a web presence.

WHO ARE WE?



Elahe Alam
Photographer



Carlos Peña
Videographer



Eric Sims
Vice President &
Web Programmer



WHAT SETS US APART:

ABOUT iHOT

At iHOT, we use the latest technologies to increase our customer's brand recognition. We incorporate Search Engine Optimization and interactive materials to build a restaurant's web presence, which is a key component in today's society.

OUR VALUES

We believe that a beautiful and aesthetically pleasing design is essential for capturing a potential customer's attention. At iHOT Branding, we work hard to enhance Houston's local food scene, by providing innovative branding services to Greater Houston Area restaurants.





PUTTING LOCAL RESTAURANTS IN SPOTLIGHT





WHAT WE OFFER

WEB DESIGN

- Webpages
(Simple/Intermediate/Advanced)
- SEO (Search Engine Optimization)
- Collaboration with Graphic Design
- Social Media Marketing
Collaboration with Graphic Design &
Photo/Video

GRAPHIC DESIGN

- Logo Design
- Flyers
- Posters
- Banners
- Interactive Menus with QR codes
- Collaboration with Web Design

PHOTOGRAPHY & VIDEOGRAPHY

- Product Photography
- Employee Portraits
- Location Photography
- Advertisement Videography
- Collaboration with Graphic Design and
Web Design



LOGO



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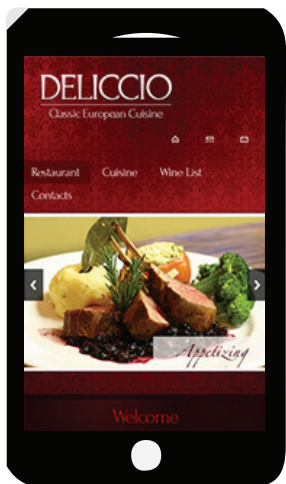


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WEB





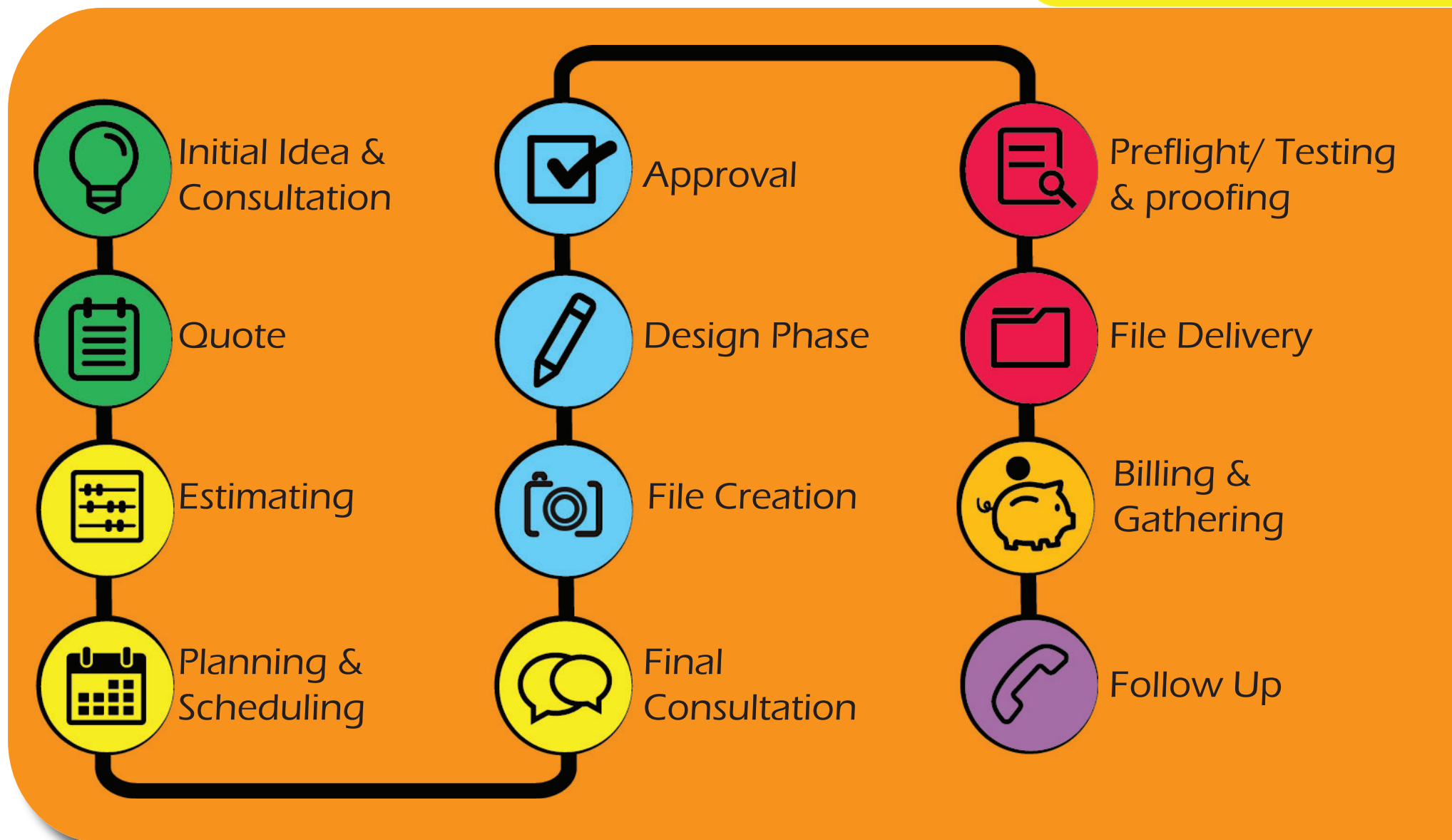
PHOTO







OUR WORKFLOW





OUR LOCATION

AREA AMENITIES

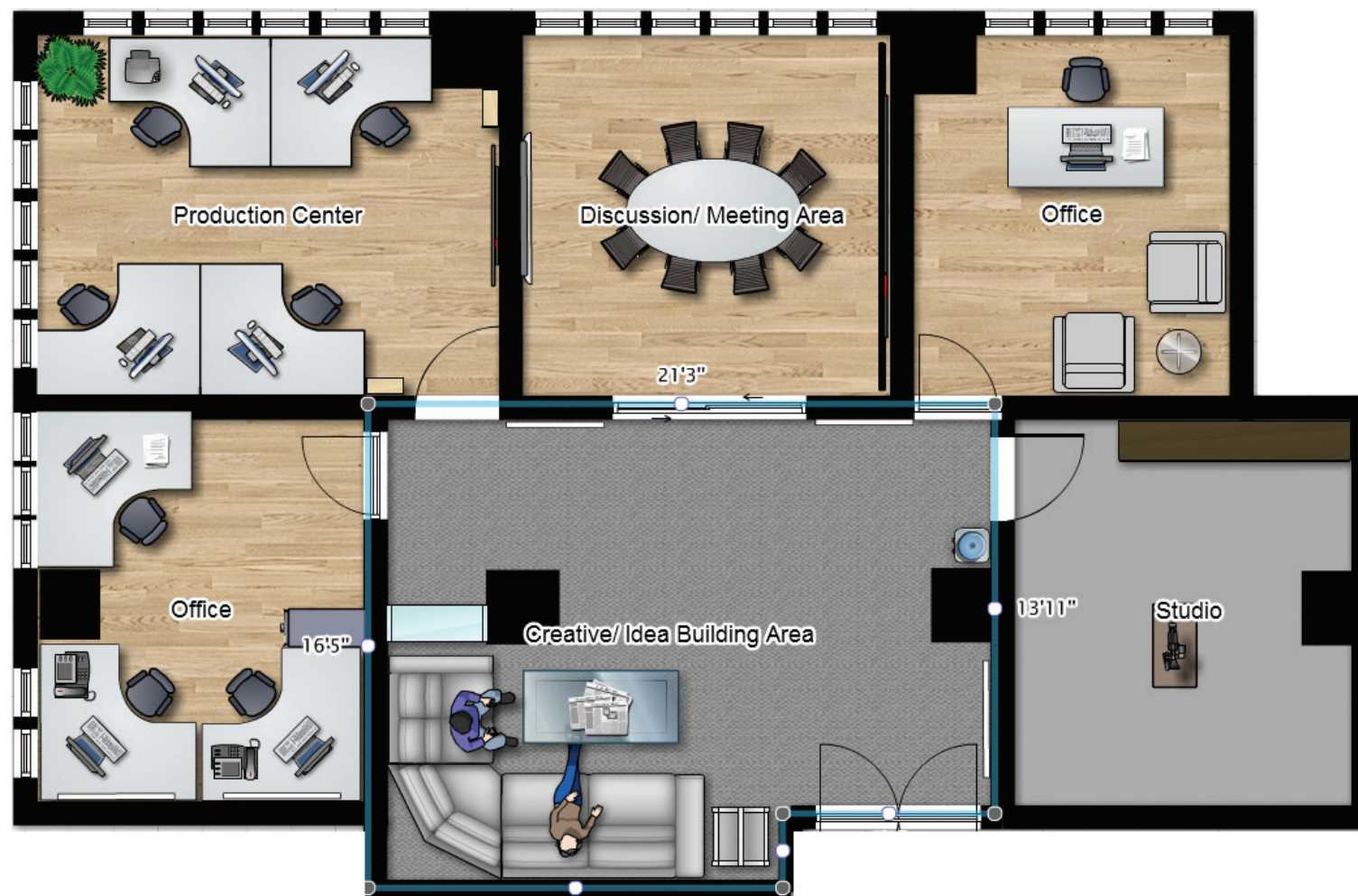
- Central Business District
- Downtown Tunnel System
- Restaurants, hotels, banks, post office & entertainment nearby
- Easy access to I-45, I-10, & US-59
- METRORail line & METRO bus route

ADDRESS

The Houston Bar Center
723 Main Street
Suite 201
Houston, TX 77002



FLOORPLAN



EQUIPMENT

**OUR EQUIPMENT
IS CAREFULLY
SELECTED TO
PROVIDE OUR
CUSTOMERS WITH
THE HIGHEST
QUALITY
PRODUCTS AT THE
BEST RATE**

#	Item	Qty	Price	Totals	Price Found
1	Mac Pro	3	\$2,999.00	\$8,997.00	Apple Store
2	Mac Mini w/ OSX Server	1	\$999.00	\$999.00	Apple Store
3	Mac Mini	1	\$599.00	\$599.00	Apple Store
4	Macbook Air 13"	1	\$999.00	\$999.00	Apple Store
5	Desktop PC	3	\$700.00	\$2,100.00	TigerDirect
6	iPad Mini w/ 3G+WiFi	2	\$529.00	\$1,058.00	Apple Store
7	Laser Printer	1	\$200.00	\$200.00	TigerDirect
8	Scanner	1	\$800.00	\$800.00	TigerDirect
9	Projector	1	\$550.00	\$550.00	TigerDirect
10	Canon 5d Mark III	2	\$3,400.00	\$6,800.00	Canon
11	24-70mm	2	\$2,099.00	\$4,198.00	Canon
12	50mm	2	\$1,550.00	\$3,100.00	Canon
13	20mm	2	\$540.00	\$1,080.00	Canon
14	LED Light Panels	3	\$1,200.00	\$3,600.00	Litepanels.com
15	Tripod	2	\$80.00	\$160.00	Bhphotovideo.com
16	Light Stands	4	\$33.00	\$132.00	Bhphotovideo.com
17	Dollys	2	\$548.95	\$1,097.90	Bhphotovideo.com
18	Reflectors	2	\$94.95	\$189.90	Bhphotovideo.com
19	AA Batteries (Sets of 8)	3	\$25.00	\$75.00	TigerDirect
20	AAA Batteries (Sets of 4)	2	\$14.00	\$28.00	TigerDirect
21	SDHC Memory Card 64GB	4	\$50.00	\$200.00	TigerDirect
22	WhiteBoard w/ markers	1	\$90.41	\$90.41	ibuyofficesupply
23	Graphic Tablet	2	\$790.00	\$1,580.00	Wacom
24	Speakers	2	\$40.00	\$80.00	TigerDirect
25	Software: Adobe CC (1 yr)	3	\$1,800.00	\$5,400.00	Adobe
26	Dropbox Business (1 yr)	1	\$795.00	\$795.00	Dropbox
27	MS Office Business (1Yr, 4 Users)	2	\$600.00	\$1,200.00	MS
28	Software: QuickBooks (1 yr)	1	\$350.00	\$350.00	Quickbooks
29	Corner Desk	7	\$118.18	\$827.26	homedepot.com
30	L-shaped Couch	1	\$301.00	\$301.00	National Furniture Supply
31	Coffee Table	1	\$33.00	\$33.00	atgstores.com
32	Desk	1	\$280.00	\$280.00	opentip.com
33	Desk Chairs	8	\$43.35	\$346.80	wayfair
34	Conference Table	1	\$262.76	\$262.76	ibuyofficesupply
35	Conference Table Chairs	8	\$39.99	\$319.92	staples.com
36	Accent table	2	\$20.00	\$40.00	walmart.com
37	Sleeper Chair	2	\$149.00	\$298.00	walmart.com
38	Software: Adobe Photo+Light (1 yr)	1	\$120.00	\$120.00	Adobe
			TOTAL:	\$49,166.95	

Production Center 1 - Graphic Designer					
SIZE:	UNITS:	PRODUCT CLASS:	RESOLUTION:	SQ. FT.:	OTHER:
				77.5	
PERFECTING:	COLORS:	INTERFACES WITH:	MAX. SPEED:	POWER:	
				hp: -- kWhs:	

COMPLEMENT	WAGES-1 SHIFT
Graphic Designer	\$60,000.00
# Workers Per Shift: 1	Total: \$60,000

BASE COST OF EQUIPMENT:	\$13,179
AUXILIARY EQUIP. COST:	\$2,218
ESTIMATED INSTALLATION:	n/a
TOTAL INVESTMENT COST:	\$15,397

Equipment
Shipped F.O.B.:

BASE COST ABOVE INCLUDES
Mac Pro (\$2,999), 5D (\$3,400), Lenses (\$4,190), Adobe CC/Canon (\$1,800), Graphic Tablet (\$790)

AUXILIARY EQUIPMENT INCLUDES
LED Light Panel (\$1,200), Tripod (\$80), Light Stand (\$66), Dolly (\$549), Desk (\$280), Chair (\$43)

HOURLY COSTS: ONE SHIFT - AREA A

Annual Manned Hours @ 100% Productivity: 1,603

1. Depreciation.....	33 % (annually).....	\$ 5,081
2. Rent & Heat.....	\$14.75 (per sq. ft. annually)...	1,143
3. Fire Insurance.....	\$4.00 (per K of invest.).....	62
4. Direct Labor.....	from total wages above	60,000
5. Indirect Labor.....	20 % (of direct labor).....	12,000
6. Pension Fund.....	5 % (of direct labor).....	3,000
7. Welfare Benefits...	\$90.00 (per wk./per employ.)	4,680
8. Payroll Taxes.....	8.3 % (dir. + indir. labor)	5,976
9. Workers Comp.....	\$40.00 (per \$1,000 of wages)	2,880
10. Power (hp).....	\$0.07 (your cost per kWh)...	0
11. Power (kWh).....	\$0.07 (your cost per kWh)...	0
12. Direct Supplies.....	\$900 Annually.....	900
13. Repairs/Maint.....	2 % (of total invest.).....	308
14. Sub-total.....	sum of lines 1-to-13	\$ 96,030
15. General Factory.....	15 % (of line 14).....	14,404
16. Total Manuf. Costs.....	sum of lines 14 + 15	\$ 110,434
17. Admin./Selling Overhead....	42 % (of line 16).....	46,382
18. Total Costs.....	sum of lines 16 + 17	\$ 156,816

19. Manufacturing Hourly Costs @ These Productivity Levels	85 %	\$ 81.05
	75 %	91.86
	60 %	114.82
20. All-Inclusive Hourly Costs @ These Productivity Levels	85 %	\$ 115.09
	75 %	130.44
	60 %	163.04

Production Center 1



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BHR

TO CALCULATE OUR HOURLY AND ANNUAL COSTS, WE CREATE A BUDGETED HOUR RATE SHEET FOR EACH PRODUCTION CENTER. A BHR INCLUDES BASE COSTS (EQUIPMENT), EMPLOYEE WAGES, AND HOURLY COSTS (INCLUDING RENT, TAXES, POWER, ETC.)

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FACTS

WHY INVEST?

AND

In 2007 (the most recent Economic Census data available), the 8,863 Houston MSA food services and drinking establishments had sales of \$8,425,427,000.

Houstonians eat out more than residents of any other city.

In Houston one can indulge in one of the more than 11,000 restaurants ranging from award-winning and upscale to memorable deli shops

FIGURES

According to a frequent study by Ohio State University on failed restaurants, 60% do not make it past the first year, and 80% go under in five years.



INVEST IN US, INVEST IN HOUSTON!





We make people say:

“I’ve Heard Of Them!”

