

Online Cremation Business Planning Worksheet

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| Corporate Structure | <ul style="list-style-type: none"> • New Corporation • DBA (Doing Business As in your current corporate structure) | |
| License Structure | <ul style="list-style-type: none"> • New Funeral Provider License • Using Existing License | |
| Virtual or Physical Presence | <ul style="list-style-type: none"> • Virtual (Online only) operation • Physical location (storefront or full-service location) | |
| Website Launch | <ul style="list-style-type: none"> • Grand Launch (wait until entire site is ready to launch) • Two Step Launch (launch mini-site to capture opt-ins & calls) | |
| Business Model | <ul style="list-style-type: none"> • Integrated • Firewall | <ul style="list-style-type: none"> • Web Special • Handoff |
| Team Set Up | <ul style="list-style-type: none"> • Dedicated Staff • Use Existing Team | |
| Service Offerings | <ul style="list-style-type: none"> • Simple Cremation Only • Set of Cremation packages | <ul style="list-style-type: none"> • Cremation/Burial packages |
| Preneed Status | <ul style="list-style-type: none"> • Yes or No • If Yes - Accepting prepayment Offering discounted | |
| Memberships | <ul style="list-style-type: none"> • Society or Association: Yes or No | |
| Areas Served | <ul style="list-style-type: none"> • Radius • Specific Towns | <ul style="list-style-type: none"> • Counties • Doughnut |
| Strategic Naming Process | <p>Distinctive elements:</p> <ul style="list-style-type: none"> • Geographical • Current name derivative • Other | <p>Descriptive elements:</p> <ul style="list-style-type: none"> • Cremation • Cremation Services / Center • Crematory |
| Market Size | <ul style="list-style-type: none"> • No. of cremation calls in market • Additional calls from neighboring markets | |
| Measuring Success | <ul style="list-style-type: none"> • Calls needed for break even • MVP (Minimal Viable Product) to become profitable | |

www.CremationWebsites.com