

Percent of Time	Year 1	Year 2	Year 3	Year 4	Year 5			
10	KILN BUILDING AND MAINT.							
10								
10								
10								
10								
10	KILN FIRING AND PROGRAM EXECUTION							
10	WORKSHOP TEACHING							
10								
10	MARKETING AND ADMIN							
10			CUSTOMER SERVICE					

In this example, a 5 year plan. The business starts off slow, with building and audience generation, then moves to a programming, teaching, and customer service centric model.