


BUSINESS PLAN [YEAR]




Book Store

Come alone, leave with a new lesson.

 John Doe

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1.

Executive Summary

Mission Statement

Vision Statement

Customer Focus

Success Factors

Financial Summary



REMEMBER

Before you think about how to start a Bookstore business, you must create a detailed Bookstore business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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TIP

Maxwell Bookstore is a neighborhood bookstore that will be located in a centralized area between a residential neighborhood and a busy educational district in Detroit, Michigan. We conducted our feasibility studies and market survey and we came to the conclusion that Detroit is the right location for us to launch our book store.

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Mission Statement



TIP

Our mission is to establish a bookstore business that will make available a wide range of books and stationeries from top brands at affordable prices to the residence of Detroit – Michigan and other cities in the United States of America where we intend to open our outlets and selling our franchise.

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Vision Statement



TIP

Our vision is to establish a one-stop book store in Detroit – Michigan and in other cities in the United States of America.

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Customer Focus



TIP

Maxwell Bookstore will primarily serve the residents who live within a 10- mile radius of our store. The demographics of these customers are as follows:

- 416,000 residents

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Success Factors



TIP

Maxwell Bookstore is uniquely qualified to succeed for the following reasons:

- There is currently no independent book store in the community we are entering. In addition, we have surveyed the local community and received extremely positive feedback saying that they

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Financial Summary



TIP

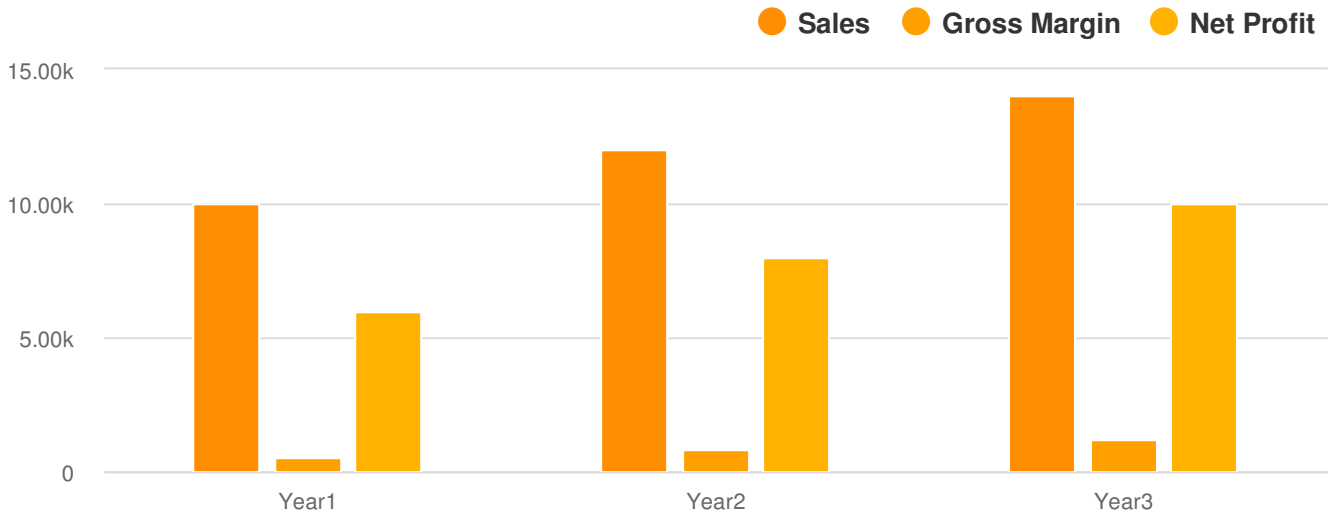
Maxwell Bookstore is currently seeking \$330,000 to launch. Specifically, these funds will be used as follows:

- Store design/build: \$165,000

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3 Year profit forecast



TIP

| Financial Summary | Year 1 | Year 2 | Year 3 |
|-------------------|-----------|-------------|-------------|
| Revenue | \$965,742 | \$1,878,611 | \$2,718,300 |

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2.

Company Summary

History

Business Structure

Startup summary

Store Design



TIP

Maxwell Bookstore is owned by Mr. John Moore and his family. She has successfully managed several retailing businesses both in Detroit and New York prior to opening her own book store. She has a Degree in Business Administration and she will run the business alongside her immediate family members.

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History



TIP

Upon returning from Fort Lauderdale and surveying the local customer base, John Moore incorporated Maxwell Bookstore as an S-Corporation in 2015.

John Moore has selected three initial locations and is currently undergoing due diligence on each property and the local market to a

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Business Structure



TIP

Maxwell Bookstore does not intend to start a bookstore business like the usual mom and pop business around the street corner; our intention of starting a bookstore business is to build a standard book store that will be a one-stop-shop for household needs which is why we will ensure that we put the right structure in place that will support the kind of growth

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Startup summary

Startup cost



Cost distribution

Amount

| | |
|-------------------|-------|
| Expenses | 50000 |
| Assets | 80000 |
| Investment | 35000 |

| Start-up Expenses | Amount |
|--------------------------------|------------------|
| Legal | \$75,500 |
| Consultants | \$0 |
| Insurance | \$62,750 |
| Rent | \$22,500 |
| Research and Development | \$42,750 |
| Expensed Equipment | \$42,750 |
| Signs | \$1,250 |
| TOTAL START-UP EXPENSES | \$247,500 |
| Start-up Assets | \$0 |
| Cash Required | \$322,500 |
| Start-up Inventory | \$52,625 |
| Other Current Assets | \$222,500 |

| Start-up Expenses | Amount |
|---|-----------|
| Long-term Assets | \$125,000 |
| TOTAL ASSETS | \$121,875 |
| Total Requirements | \$245,000 |
| START-UP FUNDING | \$0 |
| START-UP FUNDING | \$273,125 |
| Start-up Expenses to Fund | \$121,875 |
| Start-up Assets to Fund | \$195,000 |
| TOTAL FUNDING REQUIRED | \$0 |
| Assets | \$203,125 |
| Non-cash Assets from Start-up | \$118,750 |
| Cash Requirements from Start-up | \$0 |
| Additional Cash Raised | \$118,750 |
| Cash Balance on Starting Date | \$121,875 |
| TOTAL ASSETS | \$0 |
| Liabilities and Capital | \$0 |
| Liabilities | \$0 |
| Current Borrowing | \$0 |
| Long-term Liabilities | \$0 |
| Accounts Payable (Outstanding Bills) | \$0 |
| Other Current Liabilities (interest-free) | \$0 |
| TOTAL LIABILITIES | \$0 |
| Capital | \$0 |
| Planned Investment | \$0 |
| Investor 1 | \$312,500 |
| Investor 2 | \$0 |
| Other | \$0 |
| Additional Investment Requirement | \$0 |
| TOTAL PLANNED INVESTMENT | \$695,000 |
| Loss at Start-up (Start-up Expenses) | \$313,125 |

| Start-up Expenses | Amount |
|-------------------------------|-----------|
| TOTAL CAPITAL | \$221,875 |
| TOTAL CAPITAL AND LIABILITIES | \$221,875 |
| Total Funding | \$265,000 |

Store Design



TIP

Maxwell Bookstore will develop a 5,000 square foot store whose key elements will include the following:

- Main Bookstore

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3.

Products and services



TIP

Maxwell Bookstore is going to operate a standard and registered neighborhood bookstore that will retail a wide range of items from both local manufacturers and international manufacturers just like any other registered and standard book store in the United States and in any part of the world.

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Trade books



Religious goods (including books)



Textbooks



Magazines and newspapers



Retailing new books (including e-books)



Retailing newspapers



Retailing magazines and other periodicals



Retailing of stationery

Pens, pencils, erasers, writing pads, notice boards, writing boards, crayons, water colors, plaster of Paris, stick – on, and cardboards et al

4.

Market Analysis

Industry Analysis

Target Market



REMEMBER

The most important component of an effective Bookstore business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Bookstore business plan sample or other Bookstore business plans available online.

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Industry Analysis



TIP

One notable trend in the retailing com bookstore industry is the ever-changing consumer behavior and of course, increasing competition from e-commerce and alternative retailers like mass merchandisers et al. This trend is part of what is responsible for the decline in the revenue generated by book stores companies.

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Target Market



TIP

When it comes to selling items that are found in bookstores, there is indeed a wide range of available customers. In essence, our target market can't be restricted to just a group of people, but all those who reside in the locations where we intend to open our book store. One thing is certain: we will ensure that we only retail quality and affordable items (book

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5.

SWOT Analysis



TIP

Our intention of starting just one outlet of our book store in Detroit – Michigan is to test run the business for a period of 2 to 4 years to know if we will invest more money, expand the business and then open other chains of book stores all over Michigan and perhaps also sell franchise through the United States of America and Canada.

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Strengths

Our location, the business model we will be operating on (a one-stop physical store and online store), varieties of payment options, a wide range of books and stationeries from local and international manufacturing brands, and our excellent customer service culture will definitely count as a strong strength for Maxwell Bookstore.



Weaknesses

A major weakness that may count against us is the fact that we are a new bookstore in Detroit and we don't have the financial capacity to engage in the kind of publicity that we intend to give the business.



Opportunities

The fact that we are going to be operating our book store in one of the busiest school districts with the right demographic composition in Detroit – Michigan provides us with unlimited opportunities to sell our items to a large number of people.

We have been able to conduct thorough feasibility studies and market surveys and we know what our potential customers/residents within the location where our book store will be located will be looking for when they visit our bookstore. We are well-positioned to take on the opportunities that will come our way.



Threats

We are quite aware that just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that the economic downturn affects purchasing power.

Another threat that may likely confront us is the arrival of a new bookstore in the same location where ours is located or even the arrival of a mall where books and stationeries are retailed etc.



6.

Strategy & Implementations

Sales Strategy

Sales Forecast

Advertising Strategy

Pricing Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a Bookstore business startup and must be properly planned before you think about starting your own Bookstore.

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Sales Strategy



TIP

Since our store will be a stand-alone facility, there is little in the way to directly influence how we close the sale other than to have an attractive storefront with our low prices and excellent selection. We believe this in itself is its own seller. One critical procedure we will be establishing is to ensure top customer service and reliability and that our store always has enough stock.

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Sales Forecast

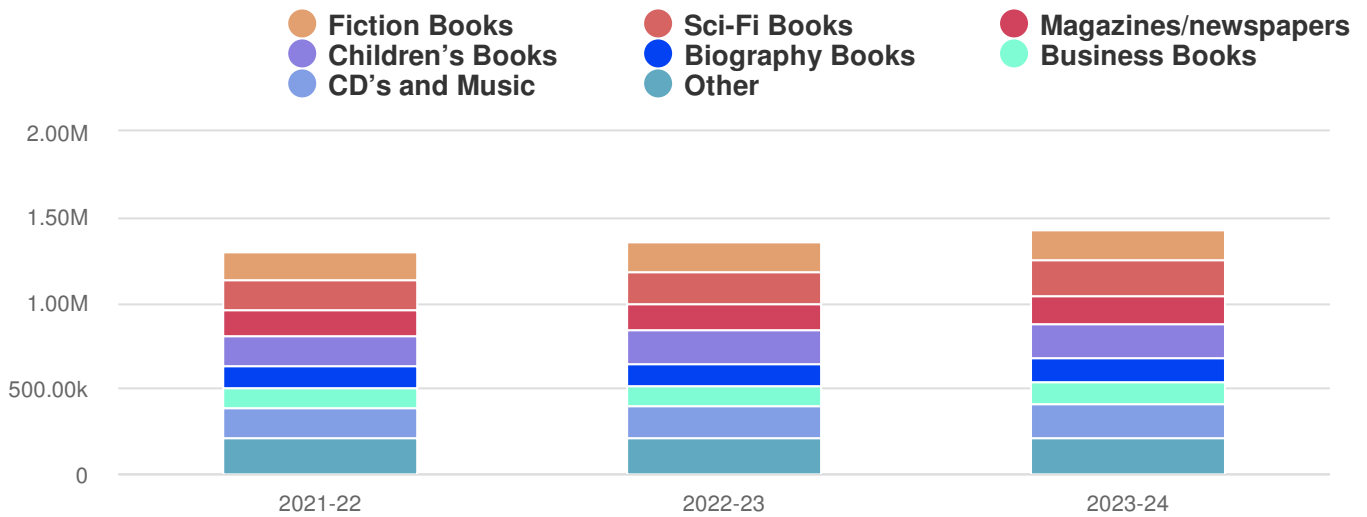


TIP

Based on a 10% mark-up, our forecasted sales will increase by an average of 4.5% from year to year. These sales figures are based on a conglomerate of commuter and walk-by traffic established by the Loeman/Twin Towers Mall.

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| Financial Y... | Fiction Boo... | Sci-Fi Books | Magazines/... | Children's ... | Biography ... | Business B |
|----------------|----------------|--------------|---------------|----------------|---------------|------------|
| 2021-22 | 164292 | 184829 | 143756 | 184829 | 123219 | 112951 |
| 2022-23 | 172507 | 194070 | 150944 | 194070 | 129380 | 118599 |
| 2023-24 | 182512 | 205327 | 159698 | 205327 | 136884 | 125477 |

Advertising Strategy



TIP

Maxwell Bookstore expects its target market to be individuals living within a 10-mile radius of its store. The Company's promotions strategy to reach these individuals includes:

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TIP

Maxwell Bookstore will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will offer discounts and/or provide other inducements for people to visit the store.

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Direct Mail

Start writing here...



TIP

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of Maxwell Bookstore.

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Public Relations

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TIP

Maxwell Bookstore will initially advertise in local newspapers and sponsor community events in order to gain awareness.

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Advertising

Start writing here...



TIP

Maxwell Bookstore will maintain a website and publish a monthly email newsletter to tell customers about new events, products, and more.

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Ongoing Customer Communications

Start writing here...



TIP

Before opening the store, Maxwell Bookstore will organize pre-opening events designed for local merchants and press contacts to create buzz and awareness for Maxwell Bookstore.

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Pre-Opening Events

Start writing here...

Pricing Strategy



TIP

We believe so much in keeping our prices at the barest minimum, and that is why we will make sure that our price doesn't end up scaring people. Pricing is one of the key factors that gives leverage to bookstores and retailing business generally, it is normal for consumers to go to places (book stores) where they can get items (books and stationeries) at a cheaper

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7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Bookstore business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup. To unlock help try Upmetrics!



TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Bookstore business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial strategy. To unlock help try Upmetrics!

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

| | Year 1 | Year 2 | Year 3 |
|-------------------------|--------|--------|--------|
| Plan Month | 1 | 2 | 3 |
| Current Interest Rate | 10,00% | 11,00% | 12,00% |
| Long-term Interest Rate | 10,00% | 10,00% | 10,00% |
| Tax Rate | 26,42% | 27,76% | 28,12% |
| Other | 0 | 0 | 0 |

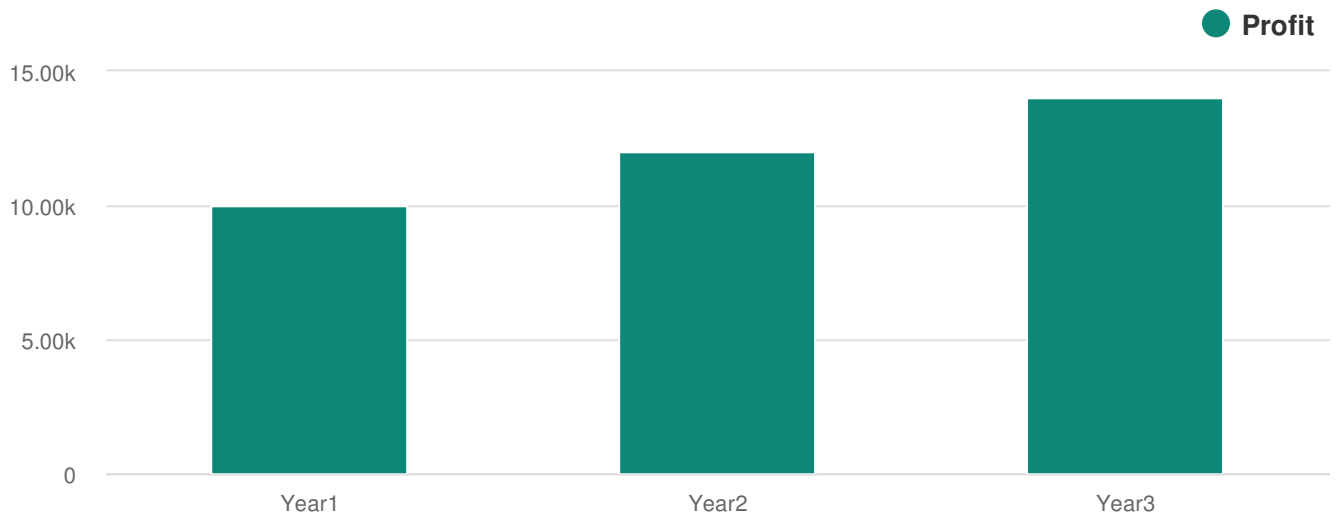
Brake-even Analysis

| | |
|--------------------------------|-----------|
| Monthly Units Break-even | 5530 |
| Monthly Revenue Break-even | \$159 740 |
| Assumptions: | |
| Average Per-Unit Revenue | \$260,87 |
| Average Per-Unit Variable Cost | \$0,89 |
| Estimated Monthly Fixed Cost | \$196 410 |

Projected Profit and Loss

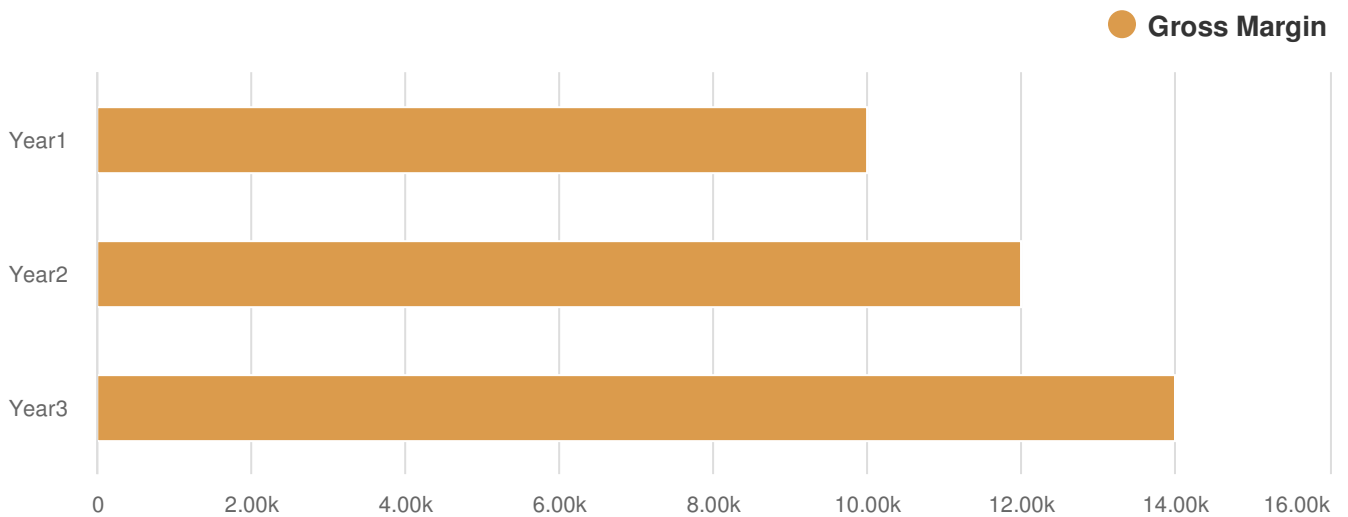
| | Year 1 | Year 2 | Year 3 |
|--|-----------|-----------|-----------|
| Sales | \$309 069 | \$385 934 | \$462 799 |
| Direct Cost of Sales | \$15 100 | \$19 153 | \$23 206 |
| Other | \$0 | \$0 | \$0 |
| TOTAL COST OF SALES | \$15 100 | \$19 153 | \$23 206 |
| Gross Margin | \$293 969 | \$366 781 | \$439 593 |
| Gross Margin % | 94,98% | 94,72% | 94,46% |
| Expenses | | | |
| Payroll | \$138 036 | \$162 898 | \$187 760 |
| Sales and Marketing and Other Expenses | \$1 850 | \$2 000 | \$2 150 |
| Depreciation | \$2 070 | \$2 070 | \$2 070 |
| Leased Equipment | \$0 | \$0 | \$0 |
| Utilities | \$4 000 | \$4 250 | \$4 500 |
| Insurance | \$1 800 | \$1 800 | \$1 800 |
| Rent | \$6 500 | \$7 000 | \$7 500 |
| Payroll Taxes | \$34 510 | \$40 726 | \$46 942 |
| Other | \$0 | \$0 | \$0 |
| Total Operating Expenses | \$188 766 | \$220 744 | \$252 722 |
| Profit Before Interest and Taxes | \$105 205 | \$146 040 | \$186 875 |
| EBITDA | \$107 275 | \$148 110 | \$188 945 |
| Interest Expense | \$0 | \$0 | \$0 |
| Taxes Incurred | \$26 838 | \$37 315 | \$47 792 |
| Net Profit | \$78 367 | \$108 725 | \$139 083 |
| Net Profit/Sales | 30,00% | 39,32% | 48,64% |

Profit Yearly



| Financial Year | Profit |
|----------------|--------|
| Year1 | 10000 |
| Year2 | 12000 |
| Year3 | 14000 |

Gross Margin Yearly



| Financial Year | Gross Margin |
|----------------|--------------|
| Year1 | 10000 |
| Year2 | 12000 |
| Year3 | 14000 |

Projected Cash Flow

| Cash Received | Year 1 | Year 2 | Year 3 |
|---|-----------------|-----------------|-----------------|
| Cash from Operations | | | |
| Cash Sales | \$40 124 | \$45 046 | \$50 068 |
| Cash from Receivables | \$7 023 | \$8 610 | \$9 297 |
| SUBTOTAL CASH FROM OPERATIONS | \$47 143 | \$53 651 | \$59 359 |
| Additional Cash Received | | | |
| Sales Tax, VAT, HST/GST Received | \$0 | \$0 | \$0 |
| New Current Borrowing | \$0 | \$0 | \$0 |
| New Other Liabilities (interest-free) | \$0 | \$0 | \$0 |
| New Long-term Liabilities | \$0 | \$0 | \$0 |
| Sales of Other Current Assets | \$0 | \$0 | \$0 |
| Sales of Long-term Assets | \$0 | \$0 | \$0 |
| New Investment Received | \$0 | \$0 | \$0 |
| SUBTOTAL CASH RECEIVED | \$47 143 | \$53 651 | \$55 359 |
| Expenditures from Operations | | | |
| Cash Spending | \$21 647 | \$24 204 | \$26 951 |
| Bill Payments | \$13 539 | \$15 385 | \$170 631 |
| SUBTOTAL SPENT ON OPERATIONS | \$35 296 | \$39 549 | \$43 582 |
| Additional Cash Spent | | | |
| Sales Tax, VAT, HST/GST Paid Out | \$0 | \$0 | \$0 |
| Principal Repayment of Current Borrowing | \$0 | \$0 | \$0 |
| Other Liabilities Principal Repayment | \$0 | \$0 | \$0 |
| Long-term Liabilities Principal Repayment | \$0 | \$0 | \$0 |
| Purchase Other Current Assets | \$0 | \$0 | \$0 |
| Purchase Long-term Assets | \$0 | \$0 | \$0 |
| Dividends | \$0 | \$0 | \$0 |
| SUBTOTAL CASH SPENT | \$35 296 | \$35 489 | \$43 882 |
| Net Cash Flow | \$11 551 | \$13 167 | \$15 683 |

| Cash Received | Year 1 | Year 2 | Year 3 |
|----------------------|---------------|---------------|---------------|
| Cash Balance | \$21 823 | \$22 381 | \$28 239 |

Projected Balance Sheet

| Assets | Year 1 | Year 2 | Year 3 |
|--------------------------------------|------------------|------------------|------------------|
| Current Assets | | | |
| Cash | \$184 666 | \$218 525 | \$252 384 |
| Accounts Receivable | \$12 613 | \$14 493 | \$16 373 |
| Inventory | \$2 980 | \$3 450 | \$3 920 |
| Other Current Assets | \$1 000 | \$1 000 | \$1 000 |
| TOTAL CURRENT ASSETS | \$201 259 | \$237 468 | \$273 677 |
| Long-term Assets | | | |
| Long-term Assets | \$10 000 | \$10 000 | \$10 000 |
| Accumulated Depreciation | \$12 420 | \$14 490 | \$16 560 |
| TOTAL LONG-TERM ASSETS | \$980 | \$610 | \$240 |
| TOTAL ASSETS | \$198 839 | \$232 978 | \$267 117 |
| Current Liabilities | | | |
| Accounts Payable | \$9 482 | \$10 792 | \$12 102 |
| Current Borrowing | \$0 | \$0 | \$0 |
| Other Current Liabilities | \$0 | \$0 | \$0 |
| SUBTOTAL CURRENT LIABILITIES | \$9 482 | \$10 792 | \$12 102 |
| Long-term Liabilities | \$0 | \$0 | \$0 |
| TOTAL LIABILITIES | \$9 482 | \$10 792 | \$12 102 |
| Paid-in Capital | \$30 000 | \$30 000 | \$30 000 |
| Retained Earnings | \$48 651 | \$72 636 | \$96 621 |
| Earnings | \$100 709 | \$119 555 | \$138 401 |
| TOTAL CAPITAL | \$189 360 | \$222 190 | \$255 020 |
| TOTAL LIABILITIES AND CAPITAL | \$198 839 | \$232 978 | \$267 117 |
| Net Worth | \$182 060 | \$226 240 | \$270 420 |

Business Ratios

| | Year 1 | Year 2 | Year 3 | Industry Profile |
|--|---------|---------|---------|------------------|
| Sales Growth | 4,35% | 30,82% | 63,29% | 4,00% |
| Percent of Total Assets | | | | |
| Accounts Receivable | 5,61% | 4,71% | 3,81% | 9,70% |
| Inventory | 1,85% | 1,82% | 1,79% | 9,80% |
| Other Current Assets | 1,75% | 2,02% | 2,29% | 27,40% |
| Total Current Assets | 138,53% | 150,99% | 163,45% | 54,60% |
| Long-term Assets | -9,47% | -21,01% | -32,55% | 58,40% |
| TOTAL ASSETS | 100,00% | 100,00% | 100,00% | 100,00% |
| Current Liabilities | 4,68% | 3,04% | 2,76% | 27,30% |
| Long-term Liabilities | 0,00% | 0,00% | 0,00% | 25,80% |
| Total Liabilities | 4,68% | 3,04% | 2,76% | 54,10% |
| NET WORTH | 99,32% | 101,04% | 102,76% | 44,90% |
| Percent of Sales | | | | |
| Sales | 100,00% | 100,00% | 100,00% | 100,00% |
| Gross Margin | 94,18% | 93,85% | 93,52% | 0,00% |
| Selling, General & Administrative Expenses | 74,29% | 71,83% | 69,37% | 65,20% |
| Advertising Expenses | 2,06% | 1,11% | 0,28% | 1,40% |
| Profit Before Interest and Taxes | 26,47% | 29,30% | 32,13% | 2,86% |
| Main Ratios | | | | |
| Current | 25,86 | 29,39 | 32,92 | 1,63 |
| Quick | 25,4 | 28,88 | 32,36 | 0,84 |
| Total Debt to Total Assets | 2,68% | 1,04% | 0,76% | 67,10% |
| Pre-tax Return on Net Worth | 66,83% | 71,26% | 75,69% | 4,40% |
| Pre-tax Return on Assets | 64,88% | 69,75% | 74,62% | 9,00% |
| Additional Ratios | | | | |
| Net Profit Margin | 19,20% | 21,16% | 23,12% | N.A. |
| Return on Equity | 47,79% | 50,53% | 53,27% | N.A. |

| | Year 1 | Year 2 | Year 3 | Industry Profile |
|------------------------------|-----------|-----------|-----------|------------------|
| Activity Ratios | | | | |
| Accounts Receivable Turnover | 4,56 | 4,56 | 4,56 | N.A. |
| Collection Days | 92 | 99 | 106 | N.A. |
| Inventory Turnover | 19,7 | 22,55 | 25,4 | N.A. |
| Accounts Payable Turnover | 14,17 | 14,67 | 15,17 | N.A. |
| Payment Days | 27 | 27 | 27 | N.A. |
| Total Asset Turnover | 1,84 | 1,55 | 1,26 | N.A. |
| Debt Ratios | | | | |
| Debt to Net Worth | 0 | -0,02 | -0,04 | N.A. |
| Current Liab. to Liab. | 1 | 1 | 1 | N.A. |
| Liquidity Ratios | | | | |
| Net Working Capital | \$120 943 | \$140 664 | \$160 385 | N.A. |
| Interest Coverage | 0 | 0 | 0 | N.A. |
| Additional Ratios | | | | |
| Assets to Sales | 0,45 | 0,48 | 0,51 | N.A. |
| Current Debt/Total Assets | 4% | 3% | 2% | N.A. |
| Acid Test | 23,66 | 27,01 | 30,36 | N.A. |
| Sales/Net Worth | 1,68 | 1,29 | 0,9 | N.A. |
| Dividend Payout | 0 | 0 | 0 | N.A. |

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