

Boxborough Business Improvement Grants

ATTACHMENT A – Application Cover Sheet



Applicant Name: LAVANYA SELVARAJ Date: 08/17/23

Business Name: TWO FRIENDS THE CHOCOLATE COMPANY LLC Business Address: 629 MASS AVE, BOXBORO 01719

Preferred Email: lala@twofriendschocolates.com Phone Number: 617-906-6838

Description of Business: RETAIL CHOCOLATE SHOP AND MANUFACTURING CHOCOLATES

Please check one: New Business Existing Business – Date first opened: 03/31/2015
 Temporary Installation

Brief description of the work proposed: BUSINESS EXPANSION PLAN INVOLVES HIRING A NEW EMPLOYEE TO EXTEND SHOP HOURS, ADDITION OF NEW HOT CHOCOLATE STAND AND SHOES NOOK WITH POTENTIAL TO EXPAND TO A CAFE.

Amount of match provided: 20,000 Source of matching funds: TWO FRIENDS CHOCOLATES

Application Checklist

It is the applicant's responsibility to provide each of the following materials. Applications with one or more pieces missing may be deemed incomplete and may not be evaluated. Please use the checklist below to organize your application. Once complete, application materials should be emailed to awade@boxborough-ma.gov using the subject "Boxborough Business Grant Application YOUR BUSINESS NAME". Paper applications will also be accepted at the Town Clerk's Office, in sealed envelopes labeled "Boxborough Business Grant Application YOUR BUSINESS NAME".

<input checked="" type="checkbox"/> Application Cover Sheet (this form)	<input checked="" type="checkbox"/> Detailed Project Budget
<input checked="" type="checkbox"/> Project Narrative (2000 words)	<input checked="" type="checkbox"/> Proof of Business operation or Business Plan
<input checked="" type="checkbox"/> Project Summary (750 words)	<input checked="" type="checkbox"/> Proof of Match funding (bank letter, account statement, notice of award)

Completion of this form does not constitute an award of funding. Funding is subject to competitive grant process and cannot be guaranteed. If you require reasonable accommodation completing this form, please contact the Office of Land Use and Permitting – awade@boxborough-ma.gov

Project Plan

About us

We craft unique and exotic chocolates from our dedicated work space in Boxborough. Due to popularity and public demand, I converted my design and production studio to a retail shop. We faced both increased costs and reduced revenue during the Covid period and we had to put aside our expansion plans due to the pandemic. We are now hopeful of turning around the situation with our increasingly popular store-front and our planned and thought through expansion plans.

We are a for profit small business currently with one local employee. As a mom to a 5-year-old I have been able to open the shop for only a few hours each week and we have been getting a regular stream of customers; a good number of them from out of town too. We hope to expand our team, increase our business hours and bring in new business concepts in the coming year.

Project Plan

1. As the next step we would like to expand our business by adding a Hot Chocolate Stand.

We will offer grab and go made to order Hot Chocolate in 4 flavors and we will try to have both dairy and nondairy options available. We intend to bring in character and fun to our neighborhood with this new in town specialty cafe option. We may gradually expand the Hot Chocolate Stand to include variety of coffees, other drinks and gourmet ice creams in a quaint café ambience.

2. We would like to set up a S'mores Nook where people can gather over and make and enjoy their own S'mores. We will bring in pellet table top stove and a package of premium

TWO FRIENDS THE CHOCOLATE COMPANY LLC
629 MASS AVE. BOXBOROUGH, MA 01719

Two Friends Chocolates, gourmet marshmallows and crackers. We hope this would provide the town with a place to sit down and socialize in a charming setting with a menu of gourmet treats/ drinks that would vary according to season.

3. The popularity of our chocolates has been steadily growing and after surviving the economic and business impact of the pandemic, we aim to expand our retail business. Our business drives in commerce not only from within our town but from many other nearby towns. Located in the proposed economic center and as one of the very few customer-oriented businesses truly belonging to Boxborough, with greater investment and efforts in marketing and advertisement we hope to increase the traffic to our store and also bring an overall positive impact to the business scene of our town.
4. We would also like to hire local members of our community to increase our team strength to help us open our store for longer hours. We would continue to offer volunteering opportunities to our young adults to learn retail business skills.
5. We would like to improve our regular sessions of chocolate crafting workshops and similar group and community events. We have found these to be much loved. We would like to update our website to include online booking and reservation options, easy navigation to in-store events and improvise our online presence to help more customers reach our storefront.
6. We would like to bring in brand merchandise to promote brand consciousness, celebrate the story and highlight the local roots of our business.

Project Summary

Hot Chocolate Stand

Completion: Oct- Feb 2024

Funds Required: \$5500 (Grant: \$1500 Matching Funds: \$4000)

Consumables: Hot Cups with Lids, Paper Napkins, Spoons, Straws, Packaging

Equipment: Kettles, Multi Spindle Drink Mixer, Industrial Blender/ Processor Chocolate Molds, Jugs, Jars, Spoons, Storing Jars, Packaging

S'mores Nook

Completion: May- June 2024

Funds Required: \$1750 (Grant: \$250 Matching Funds: \$1500)

Consumables: Non plastic plates, Paper Napkins, Chocolate Molds, Packaging

Equipment/ Furniture: Tabletop pellet stove, Tables, Chairs

Retail Store

Completion: Oct 2023 – Dec 2024

Funds Required: \$32750 (Grant: \$18250 Matching Funds: \$17500)

New Staff Member

Chocolate& Ingredients: White Chocolate, Dark Chocolate, Milk Chocolate, Cocoa Powder, Chocolate Powder, Sugar, Milk, Whipped Cream, Almond/ Milk gourmet marshmallows and crackers

Advertising/Marketing: Local news, Social Media ads, Loyalty Cards

Software& Web Services: Adobe Suite, website enhancement -Online class reservations, SEO

Brand merchandise: T-shirts/Caps

Two Friends Boxborough Town Project Grant Budget				
Project Item		Grant Funds (\$)	Matching Funds (\$)	Project Subtotal (\$)
Hot Chocolate Stand				
Consumables - Disposable cups, lids, napkins etc.		1,000		
Equipment			4,000	
Permit		500		
Project sub total		1,500	4,000	5,500
S'mores Nook				
Packaging		250		
Permits			500	
Equipment and disposables (Stove and pellet)			1,000	
Project sub total		250	1,500	1,750
Retail Store				
Advertising / Marketing (Software/Website, Promotions & Loyalty Cards)		5500		
Chocolates and Other Ingredients		9,000		
Brand Merchandise		750		
Salary: New Staff Member		2,000	6,000	
Signage & Branding			1,000	
Furniture			3,000	
Equipment: Chocolate Molds & Depositing Plates			3,500	
Custom Packaging- Boxes and Bags		1,000	1,000	
Miscellaneous Costs (Construction & Other Unforeseen Costs)			3,000	
Project sub total		18,250	17,500	35,750
Complete Project Total		20,000	23,000	43,000



RTN Federal Credit Union is now



600 Main Street
Waltham, MA 02452

RETURN SERVICE REQUESTED

TWO FRIENDS THE CHOCOLATE CO LLC

Your Account Balances as of 07/31

Business Main Share# 1	\$53,431.64
Business Value Plan Chec# 2	955.81
Business Value Plan Chec# 3	152.87
Account Balance Total	\$54,540.32
Total Dividends Paid Year-To-Date	\$21.01
Joint Owner: LAVANYA SELVARAJ	

Member Statement

800-338-0221 • www.mvch.com

Member Number

Statement For 07/01/2023 - 07/31/2023

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All branches will be closed
on Saturday, August 19

To celebrate our team members
and their hard work, we are throwing
them a party!

Your accounts remain available through:

- Online/Mobile/Telephone Banking
24/7 Member Services at 781.736.9800
ATMs



Need a Loan?

Call Member Services at 781-736-9900
or go to mvcu.com to apply or for more
information.

629 MASSACHUSETTS AVENUE, LLC

532 Great Road Acton, MA 01720 | 978 808-3811 | mark@nagogconstruction.com

8/16/2023

Lavayna Selvaraj
Two Friends Chocolates
629 Massachusetts Avenue
Boxborough, MA 01719

Dear Lavayna,

This letter is to follow up on the email that you sent last week to inform me of your desire to exercise the 3 year option to extend that is in your current lease. We look forward to successfully negotiating the terms of the agreement with you in the coming weeks.

It seems hard to believe that 3 years has passed as quickly as it has and it is exciting to observe how your business has developed over that time. We are pleased to have you as a tenant in our property and look forward to watching your business continue to grow.

Enjoy the balance of the summer.

Sincerely,



Mark Lionetta
Managing Member
629 Massachusetts Avenue, LLC