

Iyad Alabed
5120 Taylor Ave. Apt. #1
Racine, WI 53406

City of Racine
Building Department, Rm. 307
730 Washington Ave.
Racine, WI 53403

To Whom It May Concern,

My name is Iyad Alabed and I am the owner of Sunshine Supermarket, 1559 Taylor Avenue and requesting the City of Racine to grant my business a liquor license. I purchased the store in November of 2010 and have since been renovating the interior of the store as well as improving the business. I have earned the respect and trust of my customers and neighbors.

My customers have been asking me for some time to offer liquor on the premises. They say they are more comfortable buying it from Sunshine Liquors as they have grown to know and trust me and my employees as well as being within walking distance to many of their homes. Being able to provide liquor would also increase sales in other areas of the store as well as would expand the customer base.

I have been working in the convenient store business since I was 16. I purchased my first store, One Stop Food & Liquor at 1711 North Main St. in May of 2007, when I was 20. I am now 26, own two stores, and both have clean records with no problems or complaints. From the time I purchased the store I have worked diligently to improve the quality of service and reputation of Sunshine. I have changed the store management, added employees, and would like to continue expanding the offerings of both my stores.

Adding liquor would be beneficial to my customers and me. I feel that I conduct business in an honest way and always strive to treat my customers fairly and with respect.

Sincerely,

Iyad Alabed
Owner-Operator
Sunshine Supermarket
One Stop Food & Liquor

Iyad Alabed
5120 Taylor Ave. Apt. 1
Racine, WI 53406

Re: Business Plan for Sunshine Supermarket
1559 Taylor Ave.

Sunshine Supermarket is a convenient /grocery store on the corner of 16th and Taylor Avenue. It is approximately 1800 square feet. I have _____ employees who, including myself, make a living from the store and at the same time provide great, honest, and reliable services to the surrounding neighborhood and community.

I am the sole proprietor of Sunshine Supermarket. I have been working in grocery store and convenient stores for eleven years. I purchased my first store, One Stop Food & Liquor, 1711 N. Main St. since May, 2007. It has been successful and a welcome addition to the local neighborhood. I purchased Sunshine Supermarket in November of 2010. I have and will continue to make positive changes to both locations including renovations, as well as adding new products and services. I have a solid background on how to run and manage a business.

Sunshine Supermarket currently offers a variety of services to the community. These services include; ATM Machine, Quest Card, Money Orders, Bill payments, money transfers, groceries, etc. My goal is to be able to buy in bulk to be able to pass down the savings to my customers . I keep my store stocked, clean, and well lit. I always have additional stock stored to make sure I meet my customers' needs.

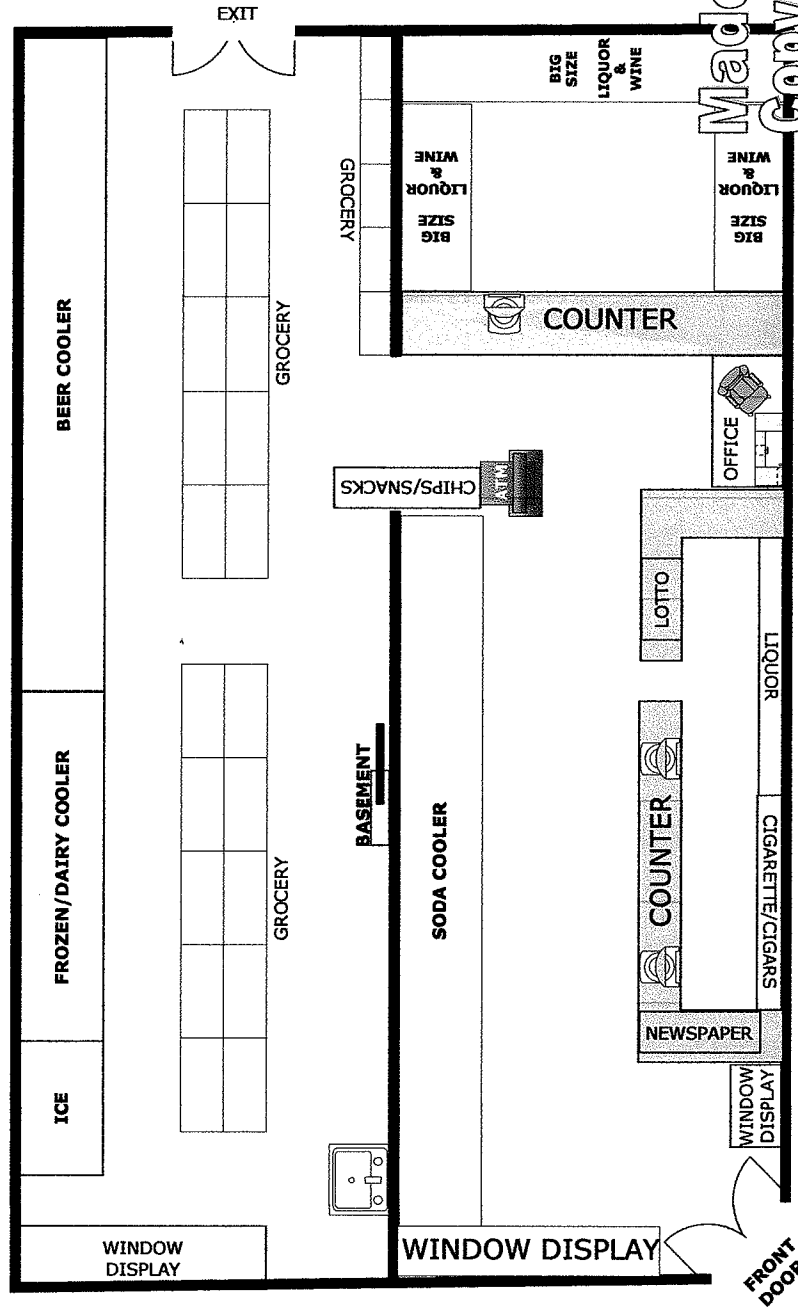
In conclusion, Sunshine Supermarket is a great asset to the neighborhood and provides convenient and honest services to the community. It has provided me the opportunity to befriend and establish a rapport with my neighbors , thus creating a frequent shopper base. Both Sunshine Supermarket and One Stop Food & Liquor Store are very important to me and I am very proud of how they have become important fixtures in the community. I only hope to grow my business in a positive and profitable way so that I can hire more employees.

Sunshine supermarket budget plan

| | |
|---------------------------|------------------------|
| Sales | \$ 90,000.00 |
| Average margin 20% | \$ 18,000.00 |
| Total sales yearly | \$ 1,080,000.00 |
| Gross profit | \$ 216,000.00 |

Expenses

| | |
|----------------------------------|----------------------|
| Rent | \$ 1,200.00 |
| Electric & heat | \$ 1,500.00 |
| Phone & internet | \$ 150.00 |
| Employment & taxes | \$ 6,000.00 |
| Insurance | \$ 250.00 |
| Security | \$ 50.00 |
| Maintance & repairs | \$ 500.00 |
| Licenses | \$ 100.00 |
| Accounting | \$ 150.00 |
| Banking fees | \$ 700.00 |
| Others | \$ 500.00 |
| Total expenses | \$ 11,100.00 |
| Estimated yearly expenses | \$ 133,200.00 |
| Net income | \$ 82,800.00 |



← TAYLOR AVENUE →

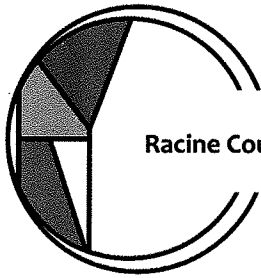
← SIXTEENTH STREET →

SUNSHINE SUPERMARKET
 1559 TAYLOR AVENUE
 RACINE, WI 53403
 (262) 633-9094

AKA - 2124-16 St

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Racine County Youth Coalition

1220 Mound Avenue Suite 307
Racine, WI 53404
(262) 632-6200
rcyc@focusracine.org

July 19, 2011

Sunshine Supermarket
1559 Taylor Ave.
Racine, WI 53404

Dear Management,

Congratulations on your commendable performance during the alcohol compliance check conducted at your workplace by City of Racine Police Department.

On 4/15/11 at 5:12 pm, an underage customer entered your place of business and attempted to buy alcohol and was denied. Your employee asked to see a valid ID and did not proceed with the sale. Your employee's decision to refuse alcohol sales to our underage buyer reflects your business's commitment to being a responsible member of the alcohol sales industry. We appreciate your compliance with state and local statutes prohibiting the sale of any alcohol beverage to a person under the age of 21. We commend you and your employees' continuing efforts at reducing youth alcohol use in our community.

Our efforts to encourage compliance to alcohol retail laws have been ongoing since 2004 and compliance checks will be completed periodically throughout the year. Since we began conducting alcohol compliance checks for your establishment in 2005, underage youth have been sold to once. A total of seven alcohol compliance checks have been conducted and a sale was made in the spring of 2007.

There are training opportunities available locally and online, such as TIPS training, to help prepare employees and management to sell alcohol responsibly. In certain circumstances, the Racine County Youth Coalition is able to help local business cover the cost of training for alcohol retail employees. Please contact the RCYC at 262.632.6200 for more information.

Your continued efforts to keep alcohol out of the hands of underage youth are helping keep our community healthy and safe. Thank you again for your compliance and **keep up the great work!**

Sincerely,

Seth Kuranz
RCYC Coordinator