

There are about 15,000 people within 1 mile consisting of 50% African Americans, 25% Hispanics, and 25% white.

Marketing and advertising: We will advertise on the window with large signs and in the local newspapers such as the Journal Times. We will also have promotions to maximize sales. We'll advertise a GRAND OPENING in the Journal Times.

Pricing strategy: We will sell food and gift items separately and individually but the alcohol will be sold in packs and full sizes.

Financial Management:

The source and the amount of initial equity capital and the monthly operating budget for the first year is attached on a separate sheet. It can be faxed to you if you like.

We will have our finances kept at Chase Bank in downtown Racine.

Operation:

There will be about 3 employees hired to work on a day-to-day basis with James Chun the manager.

All employees will go through extensive training for at least 90 days.

All personnel will complete the food safety and alcohol seller certifications so that we will practice selling and serving safely and responsibly.

Hours of operation: M-F 8am-10pm Sat-Sun 8am-11pm

Equipment and supplies: 10'x32' ft walk-in cooler, 2 cash registers, security cameras inside the store, 1 32" TV monitor, 4 counters, 6-8 shelving units for the general merchandise, food and alcohol.

The Floor Plan is attached separately.

Our Wisconsin permit number is 456-1026675885-03

Federal Employee Identification Number: 036-1026675885-04

As soon as this is approved, we will have a building and health inspection.