

Business Plan for Fusion Smoke & Spirits

Beginning July 1st, 2024, Mahen's Liquor store is being acquired by Jacob McRoberts (Fusion Smoke & Spirits, LLC). Mahen will be relinquishing his liquor license that day, and the City of Madison will grant Jacob McRoberts a new license effective July 1, 2024. Fusion Smoke and Spirits will continue with all licenses and permits that Mahen Liquor had prior. A new lease for the existing liquor store address (36 S. Bassett Street, Madison) will be acquired from Keller Real Estate (Robert Keller), coordinated by Tim Ridders (Cresa, managing partners). No remodeling or major repairs will be needed for the transition to Fusion Smoke & Spirits.

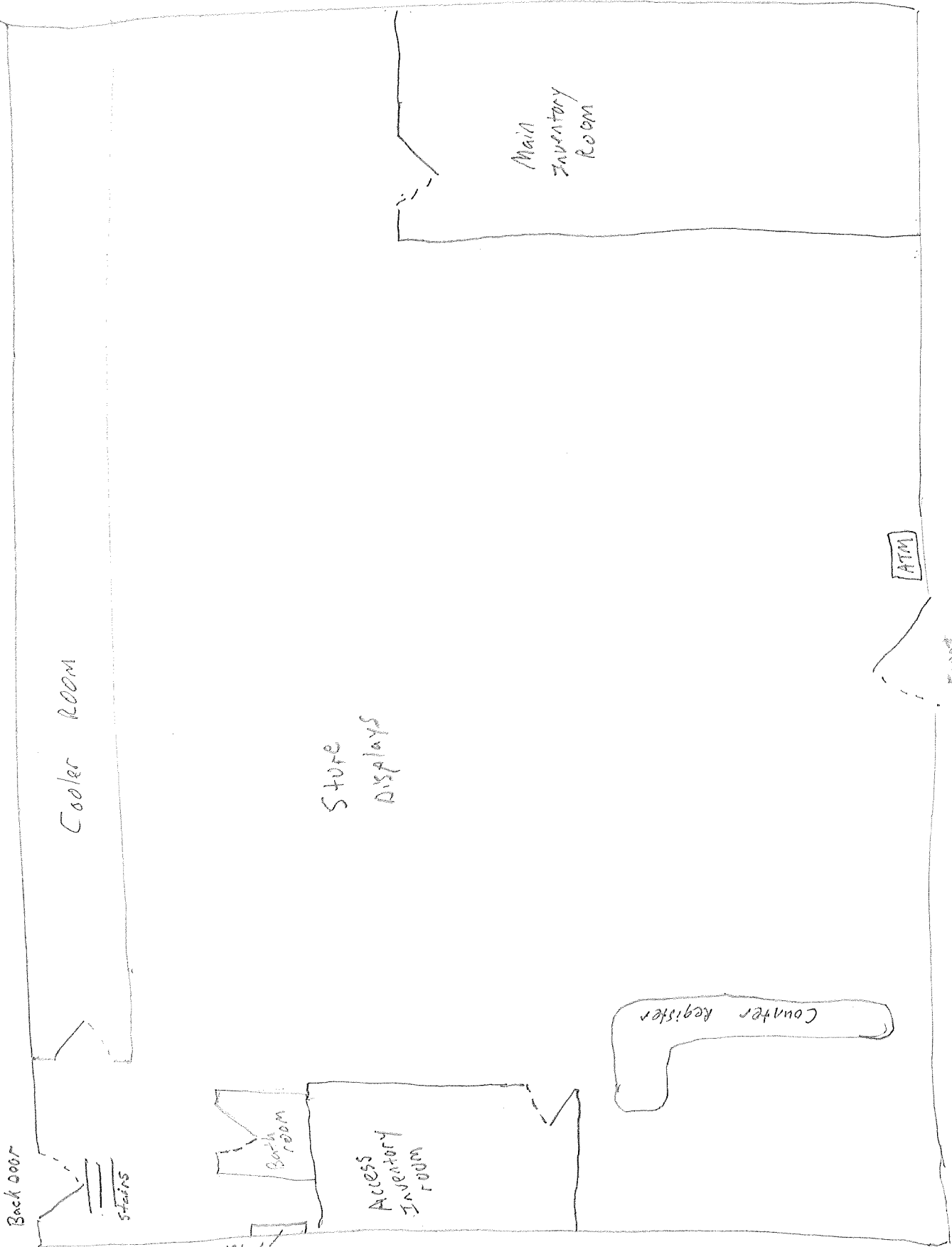
Short term goal: To maintain same level of annual sales (\$650,000) in my first year, while keeping up with payroll, expenses, and paying appropriate taxes with my accountant.

Long term goal: To modestly increase business 5% annually for 4 years with updated marketing ideas, and hiring a store manager when business loan is paid off in 4 years.

Marketing ideas: Increase store front visibility with outdoor lighted signage on the building, increase indoor displays on higher profitable brands, network with local businesses, and new website.

I look forward to this new adventure and the hard work it will take to maintain this liquor store's local presence of 30+ years. Mahen Namasivayam will remain a resource for guidance/questions after the acquisition.

Back of Building



Apartment's Lobby

SIDEWALK

36 S. Bassett St.