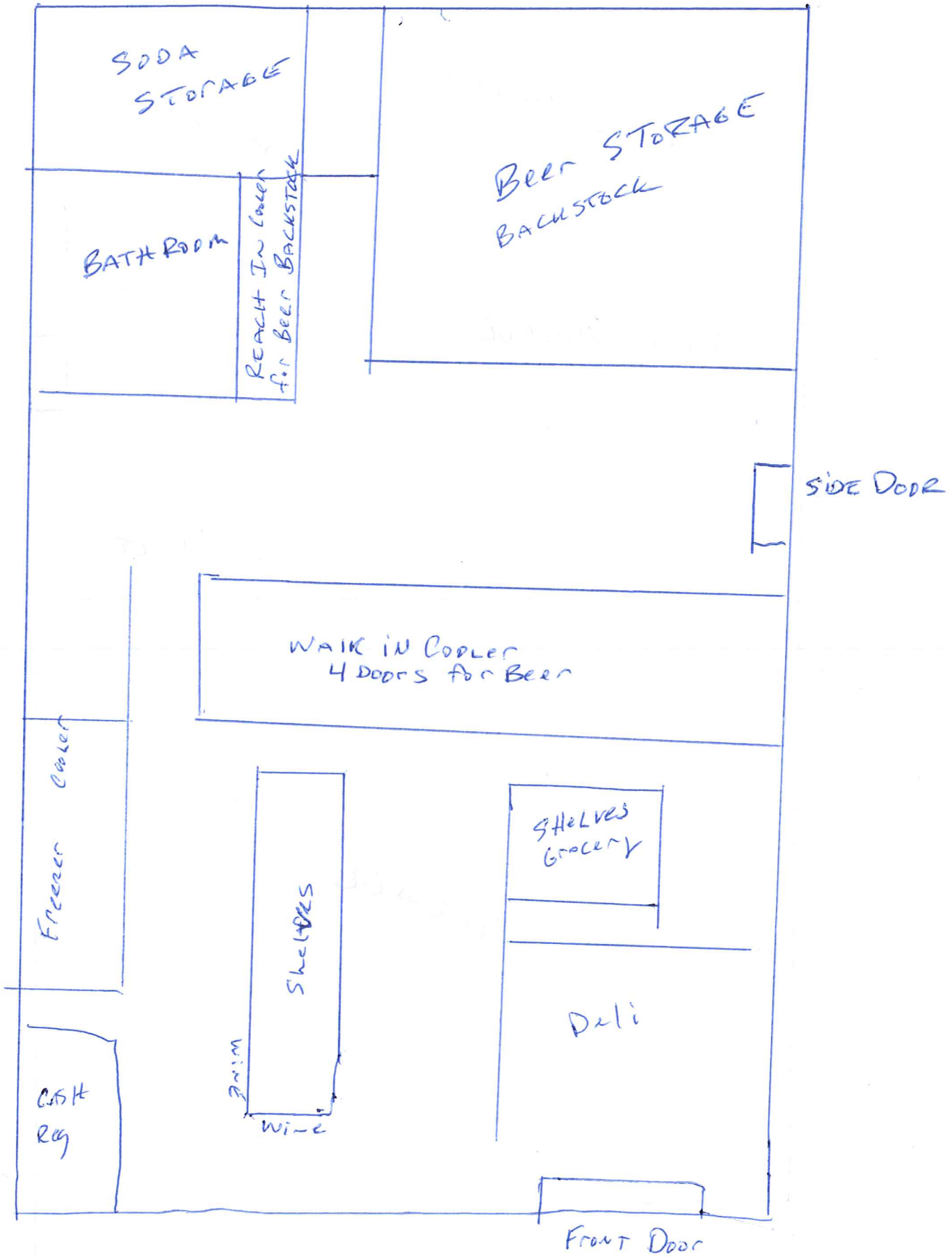
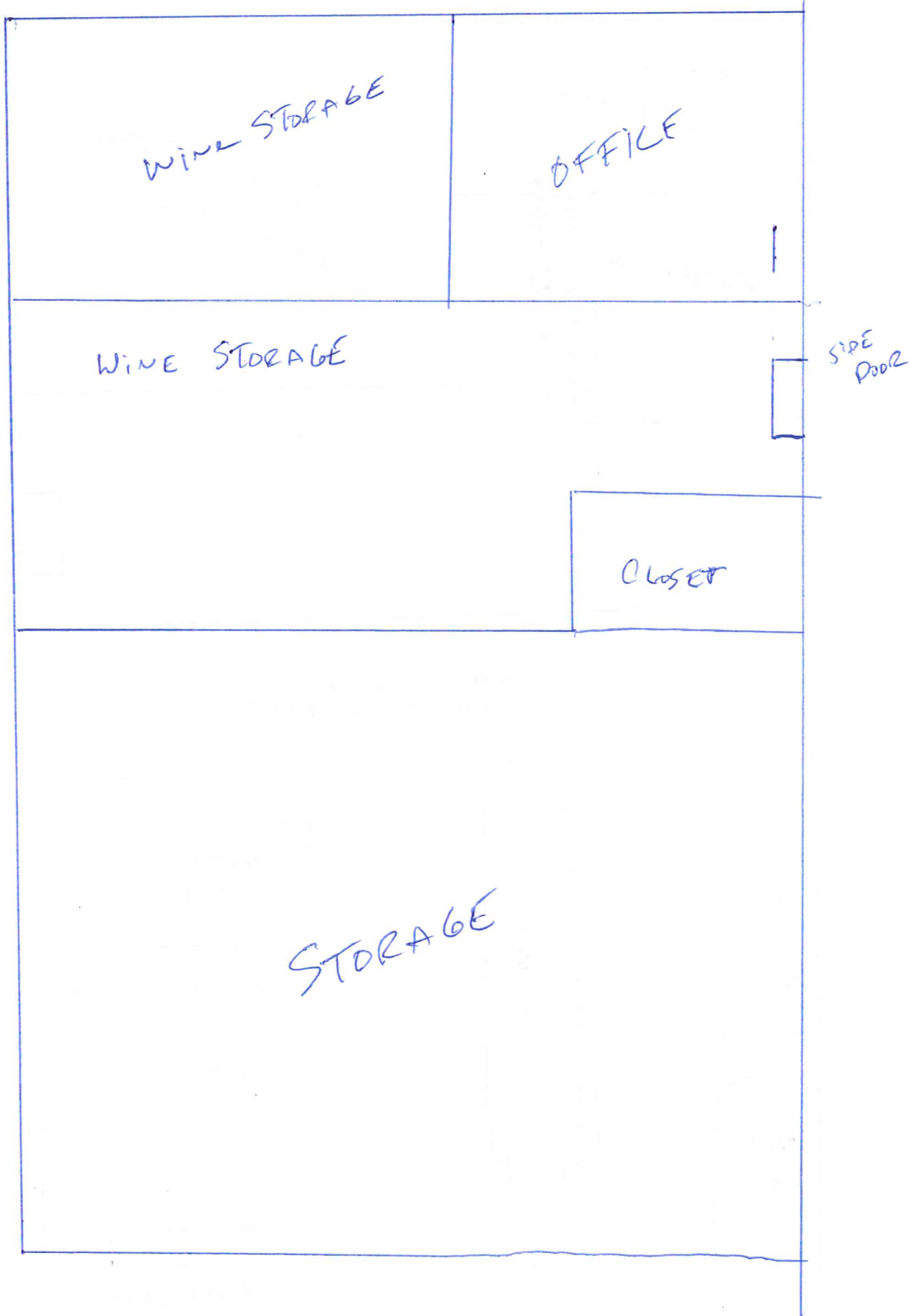


First FLOOR

Badger Convenience  
Madison LLC



BASEMENT



# BADGER CONVENIENCE MADISON LLC BUSINESS PLAN

## **Business Description**

Badger Convenience Madison has acquired the convenience store location previously operated by Five Corners Inc located at 301 N. Hamilton Street in Madison, Wisconsin. The store will continue to operate as a small grocery convenience store.

## **Products and Services**

Badger Convenience Madison will offer general convenience store items including grocery, beer and liquor, soda and other beverages, candy, tobacco, deli items and other general merchandise.

## **The Market**

Badger Convenience Madison will continue to serve the current customers located in the neighborhood of 301. N Hamilton Street. The location is near to downtown Madison and University of Madison student housing. This provides an option to buy small grocery items, deli items, or other general items within walking distance of their residences.

## **Competition**

The competition is limited; the surrounding area is primarily student housing comprised of rental homes and apartments.

## **Sales Forecasts**

Based on information obtained from previous owners, Badger Convenience Madison is projecting monthly sales of \$20,000 and related operating expenses to be \$15,700.

## **Operations**

Badger Convenience Madison is expected to employ approximately three full-time employees and three part-time employees. The store will operate between the hours of 7am and 10pm seven days per week. Badger Convenience Madison has already acquired all applicable Federal and State tax ID numbers and will be acquiring all applicable food, liquor, and tobacco licenses needed to operate.

## **Management**

The Members of Badger Convenience Madison have been in their industry for a number of years and have the expertise and know how needed to successfully operate and manage the convenience store.