



BUSINESS PLAN

Ernie's Liquor


DATE PREPARED

09/09/2023

CONTACT

Aaron Ring
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608-719-9969

627 S Burr Oak Ave
Oregon, WI 53575



EXECUTIVE SUMMARY

Ernie's Liquor will strive to provide excellent customer service and prices as well as be an asset to the community. It is being purchased by Aaron Ring who has 17+ years in the industry working under Charles Coens, the current owner.



PRODUCT OR SERVICE OFFERINGS

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We Will Sell Liquor, Beer, Wine, Tobacco, and some grocery items. We will Sell Responsibly only to those over 21 years of age. All Employees will understand and abide by the laws set by the State of Wisconsin and the City of Madison concerning alcohol and tobacco sales.

