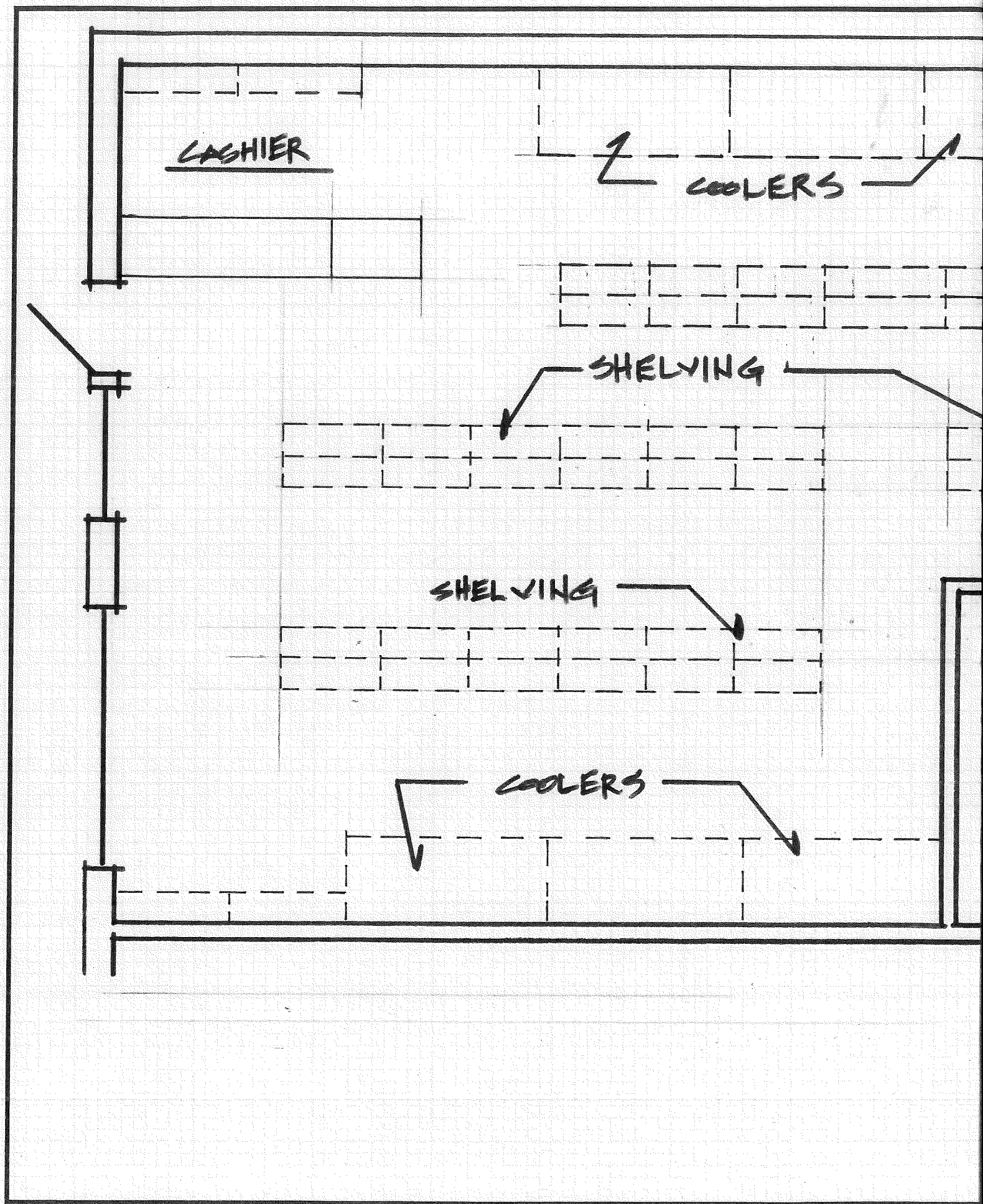
CASHIER
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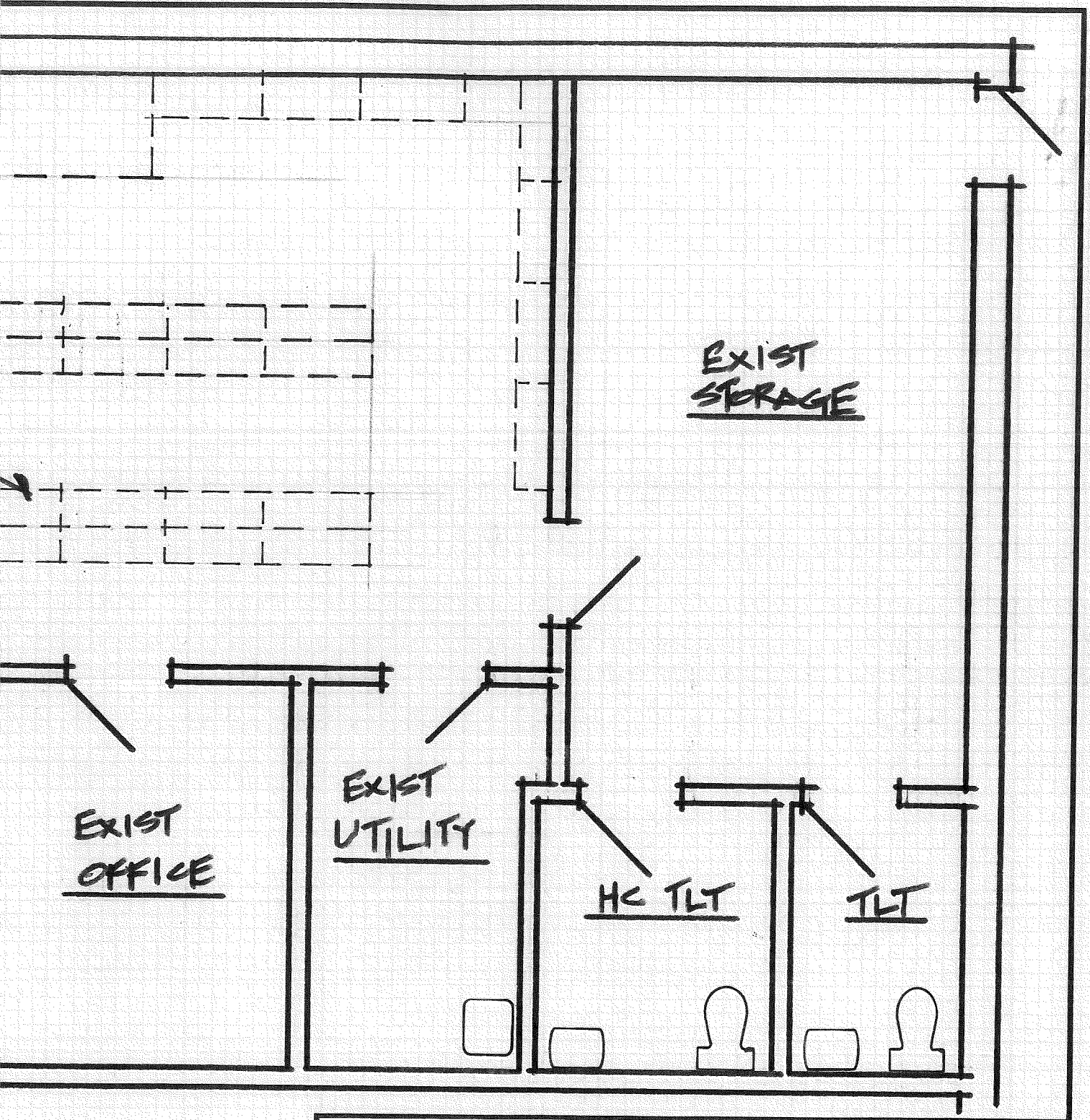

SIFUENTES LIQUORS
4033 VERONA RD
MADISON, WI 53719

SCALE: 1/4" = 1'-0"	APPROVED BY:	DRAWN BY JSS
DATE: 8.10.2022		REVISED

JSS CONSULTING LLC
9816 HAWKS NEST DR
VERONA, WI 53593

DRAWING NUMBER
1 OF 1

Business Plan for Cifuentes Liquor Store LLC

Company Objectives and Goals

- decrease cost of goods
- recruit, develope, retain and valve a high quality diverse work-force for ~~each~~ this Store.
- Increase revenues per year over the next 3-5 years

Mission Statement:

The company's mission is to be recognized as a customer focused., profitable, and socially responsible retailer of beverage alcohol. The company strives to achieve this through the provision of quality products, services, and modern technology, by operating efficient, convienient, profitable retail store with well-trained and knowledgeable steff. Relationships with steff and customers will be a priority at every level. We will constently strive for the greatest possible value of our people and customers.

It is the company's goal to continue to develope, enhance and improve our existing products and services on an ongoing basis, in order to meintain our competitive position, market ~~planning~~ valve and pricing strategy in the face of the changing market environment

In carrying out our day-to-day business operations, we strive to:

- Treat our employess with fairness and respect, and create an enjoyable working atmosphere that inspires loyalty and dedication; follow the ~~atmosphere~~ Philosophy that our customers are our first priority; and to ensure that all our personnel are well-trained in providing reliable timely, and effective customer service.; to be considered as a responsible business leader in the community

Factors for Sucess:

factors which can help ensure the Company's success can be defined as follows below:

- maintaing the highest level of customer loyalty through superior products and services
- Keeping costs in line while still ensuring that we deliver maximum value to our customers.

Publicity + Advertisement Strategy:

- Deployed an aggressive awarness campaign.
  - internet, socialmedia fliers, billboard displays

Startup capital:
The startup capital for the commencement of this liquor store will be sourced from our savings which have been ~~for~~ for this purpose and loans that will be sourced from the bank.

Products and services
Cifuentes Liquor Store located at 4633 Verona Rd Madison, WI 53711 is a new liquor store focusing on providing beer, wine, and liquor. Lottery

SAMPLE MENU:

- Liquor
  - Vodka
  - Gin
  - Rum
  - Bourbon
  - Scotch
  - Tequila
  - Wine
  - Beer
- Lottery tickets

In addition to alcohol, Cifuentes Liquor Store will sell retail tobacco products and accessories as well as lottery tickets and possibly ATM machines.

Hours Store is opened
Mon- Sat 9am- 9pm
Sun (may be closed)