

**Maranatha LLC**

# **BUSINESS PLAN**

03-16-20023

**Joseph Mani**

Owner

Maranatha LLC

1101 N Sherman Ave Madison, WI 53704

manijoseph.steve@gmail.com

# I. Executive Summary

## Business Overview

CP. MARKET Gas station is a quick stop for Gas for the local residents of Dane county. it also provides snacks and drinks ready to go including beer and tobacco products. We are different than other gas station in the area because in this gas station we don't just want sales we want a strong customer relation and provide excellent customer service.

## **II. Company Overview**

Below is a snapshot of Maranatha LLC since its inception:

- Date of formation:
- Is your business already in operation? Yes
- Legal Structure: Limited Liability Company
- Office Locations:

## V. Marketing Plan

Our marketing plan, included below, details our products and/or services, pricing, promotions plans and distribution strategy.

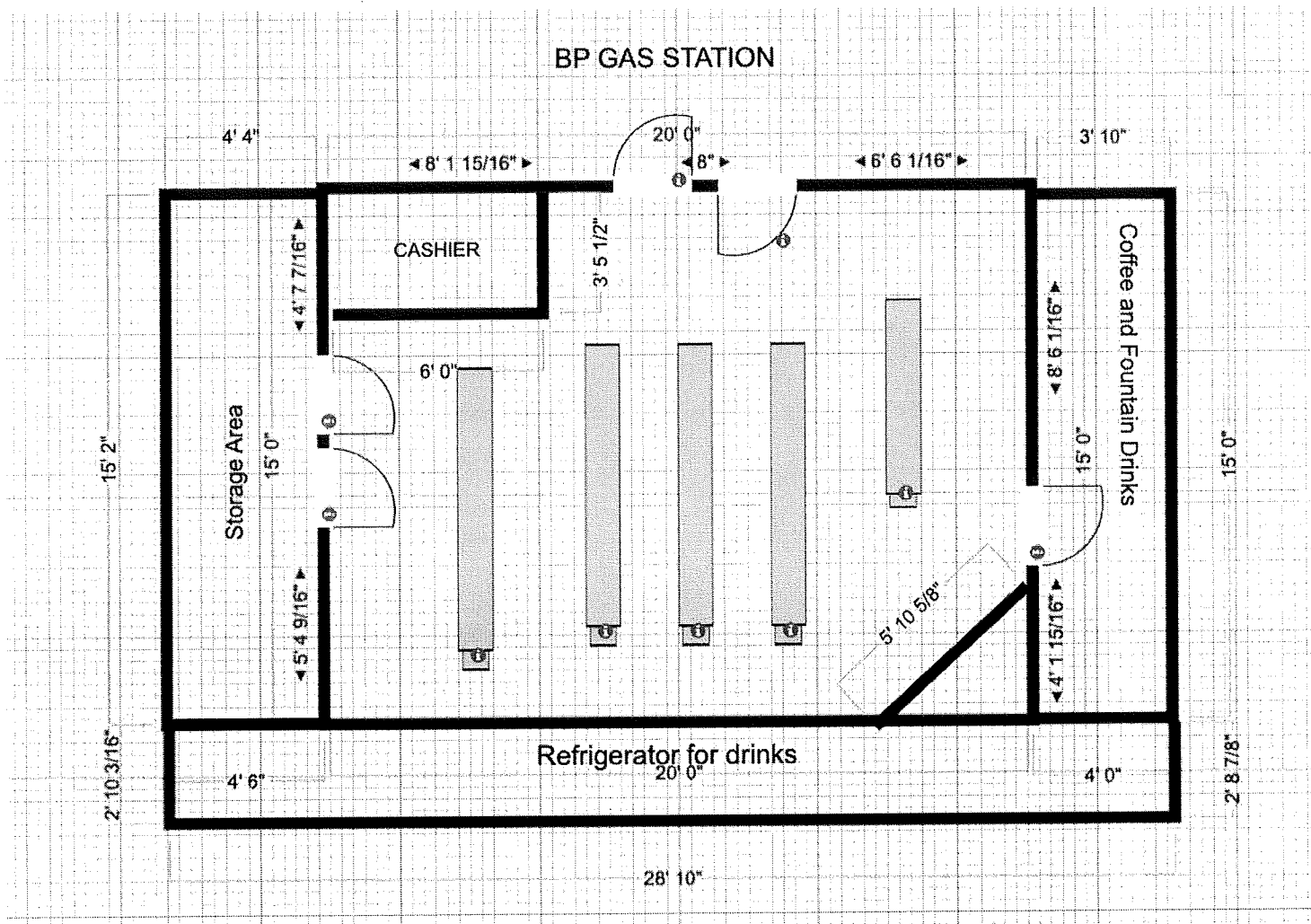
### Products, Services & Pricing

- **Product/Service #1 Name: Petroleum**
  - Product/Service benefits: provide automobiles with quality gas
  - Product/Service Price: Depends on the Oil price for the day
- **Product/Service #2 Name: Snacks and drinks**
  - Product/Service benefits: We have variety of snacks and drinks available
  - Product/Service Price: Ranges from \$0.99 to \$20.00
- **Product/Service #3 Name: Dairy Products**
  - Product/Service benefits: Milk and yogurt Fresh cheese from the farms of Wisconsin (Locally Made)
  - Product/Service Price: \$2.00-\$20.00
- **Product/Service #4 Name: Tobacco**
  - Product/Service benefits: Variety of chewing Tobacco Variety of cigarettes multiple flavors of vape
  - Product/Service Price: \$0.99-\$25.00
- **Product/Service #5 Name: Beer**
  - Product/Service benefits: We have variety of customer favorite brands
  - Product/Service Price: \$0.99-\$30.00
- **Product/Service #6 Name: Automotive Accessories**
  - Product/Service benefits: Lubricants for engine Coolant Air fresheners Phone mounts
  - Product/Service Price: \$1.50-\$50.00
- **Product/Service #7 Name: Coffee**
  - Product/Service benefits: We have great hot coffee available fresh brewed every day
  - Product/Service Price: \$0.99-\$7.00

### Promotions Plan

Maranatha LLC will use the following tactics to attract new customers:

- **Coupons:** We have a rewards program that helps customers save tons of money while filling up gas
- **Event Marketing:** Planning to Host Future events to promote more business
- **Word of Mouth / Viral Marketing:** Share with friends and family and local residents of Dane county



1010 N. Sherman