

## BUSINESS PLAN – SOFI’S SPOT LLC

### SUMMARY

Sofi’s Spot LLC is a convenience store located in Madison WI, 626 Langdon St Suite 100. It is located in the residential building, The Roundhouse, and is a new space aiming to provide residents all the essentials they might need without having to go too far. It is the only store of its kind on the entire street, and due to limited parking availability in the area, it is the ideal business at a prime location.

Sofi’s Spot is a start-up company owned and managed by siblings Sandra Contreras, Carmen Contreras, and Tomas Contreras. It is an ideal partnership because all 3 have been working closely together for many years running TC Carpet Care. Tomas Contreras runs all the day to day activities, Carmen Contreras handles the accounting, and Sandra Contreras runs the product lines and stocking.

Sofi’s Spot will offer a wide range of household items, fresh fruits, dairy products, hot and ready foods, snacks and beverages, and an assortment of school supplies. We intend to fulfill the needs of our customers as best we can to get them through until they can get to a full service grocery store.

### OBJECTIVE

1. START SEEING PROFITS WITHIN YEAR 1
2. PAY OFF LOANS BY YEAR 2
3. LOOK FOR A LOCATION FOR STORE #2 BY YEAR 3
4. OPEN A NEW LOCATION EVERY 2 YEARS THEREAFTER

