

Business Plan

1. EXECUTIVE SUMMARY

Global Market, LLC (hereafter GM) is an international enterprise with three major lines of business: 1) Ethnic grocery retail; 2) Food services including deli and bakery; and 3) Food court within the marketplace. GM is founded in Madison, Wisconsin in 2019. For 1) and 2), the targeted market is the local international community in Madison and nearby towns. In particular, we focus on Hispanic and Asian communities. For 3), we target on partnership with local food vendors.

The company is self-funded in the amount of \$4.45 million. The company has obtained a master lease from Global Market Property, LLC for the property located at 2161-2173 Zeier Road, Madison, WI, to open a grocery store plus food court shopping plaza, **Global Market & Food Hall** (in Chinese, 大世界美食购物广场) by the end of 2019. GM projects a breakeven after 12 months of operation. Growth is expected in year 2 with an expanded customer base and additional services such as wholesaling.

Objectives

1. To lease out all food court stalls to vendors by December 31st, 2019.
2. To gain and maintain a steady grocery sales volume in excess of \$200k/month, by December, 2020.
3. To lease out all food court stalls to ***qualified*** vendors by December 31st, 2020. By “qualified”, we mean food vendors with proven quality and customer acceptance.
4. To add sales, marketing, and administrative personnel by the second quarter of year two.
5. To grow and maintain the grocery sales volume in excess of \$300k/month by December, 2021.
6. To start wholesaling business in 2021.

2. THE COMPANY

Global Market, LLC is an international enterprise with three major lines of business: 1) Ethnic grocery retail; 2) Food services including deli and bakery; and 3) Food court within the marketplace. Its home office is in Madison, Wisconsin. It will operate the retail and food service business on the company's leased 45451-square-foot commercial building located at 2161-2173 Zeier Road, Madison, Wisconsin.

The primary area of operations covers grocery sales and food services. Based on the success of its initial operations, the company will expand operations into wholesale and retail of other food and non-food products.

Ownership

GM is privately-held, operated as a limited liability company, incorporated in Wisconsin in 2019. Depending on the circumstances, GM may become an S Corporation or a C Corporation in the future.



