





CIVENTES LIQVORS
 4033 VERONA RD
 MADISON, WI 53719

SCALE: 1/4" = 1'-0"
 DATE: 8-10-2022

APPROVED BY:

DRAWN BY JSS
 REVISED

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 9818 HAWKS NEST DR
 VERONA, WI 53593

DRAWING NUMBER
 1 OF 1

Business Plan for Cervezas Liquor Store LLC

Company Objectives and Goals

- decrease cost of goods
- recruit, develop, retain and value a high quality diverse work-force for each of 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, convenient, profitable retail store with well-trained and knowledgeable staff. Relationships with staff and customers will be a priority at every level. We will constantly strive for the greatest possible value of our people and customers.

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

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

- o Treat our employees with fairness and respect, and create an enjoyable working atmosphere that inspires loyalty and dedication;
- o follow the ^{Philosophy} atmosphere 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;
- o to be considered as a responsible business leader in the community.

Factors for Success:

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

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

Publicity + Advertisement Strategy:

- o Deployed an aggressive awareness campaign - internet, social media, 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

Ci Fuentes Liquor Store located at 41e33 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, Ci Fuentes 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)