

GroundUppers

Second Store

**Focused  
Growth**

Expansion

Stores for Sale

Conversions

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Identify the Market Place

Market Research

Find Locations

Confirm Market Potential

Prepare Market Prospectus Package

Find a Prospect

Prospect Meeting (s)

Prepare Prospect Prospectus

Shop the Package

Obtain Financing

Paperwork and Strategies

Schedule

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**Identify the Market Place**



Growing Market



Large Boxes



Competition



Growth Potential



Longevity



Qualified Prospect



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**Market Research**

Competition

Potential Prospects

Traffic Flow

Empty Building

Direction of Growth

In Town Impression

Out of Town Impression

Life Style

Toys

Consumer Needs

Consumer Attitude

Land for New Building

Identify "Why" this market

Establish vision of need

Establish vision of Store

Check for local Financing



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**Find Locations**

Talk to Realtors

Talk to Bankers

Development Corp

Other Businesses

Chamber

Court House



Tiff Area

City Administrator

People on the Street



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**Confirm Market Potential**

Demographics

Hardware

Ranch & Pet

Claritus

Ranch & Pet

Market Potential

Hardware

Town & Country

Consumer Profile

Growth Potential

Information from Website

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Prepare Market Prospectus Package

Package to Include

Demographics

Market Potential

Investment &  
Capitalization

Market Information

Pictures

Trends

Competition

Community Information

Payroll Spreadsheet

United Hardware  
Information

Rental Information

Membership Agreement

Cost of Doing Business  
Study

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**Find a Prospect**



Run Ads



Talk to Bankers



Development Corp



Jim Gildner



Current Dealers



Other Businesses



People on the Street



Realtors



Check with Land Owner

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**Prospect Meeting(s)**



Sell United Hardware



Review the Prospectus Package



Profile the Prospect



Qualify the Prospect



Review the next step with the Prospect



Schedule Category Review



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**Prepare Prospect Prospectus**

Personal Financial

3/5 Year History

Capitalization

Capitalization Memo

3 Year Projection

Business/Marketing Plan

Lease/Building Quotes

Capitalization Memo

Projected Balance Sheet

Mark Undis

Category Review

Management Report

Product Assortment

Floor Plan

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**Shopping the Package**

Banks

Investment Corp

Venture Capitalists

Economic Development Corp

City

County

Regional

Other Investors



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**Financing**



Get Verbal Approval



Get Written Approval



Obtain Funding Date



Order Circular Offering



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**Paperwork & Strategies**

Establish Corporation

Call Mark Undis for advice

Confirm Date of signed Circular Offering

Complete Membership

Implement Pricing Program

Promotional Plan

Finalize Interior/Exterior Signage

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