



## Mento Mud Executive Summary

### Company Description/Mission & Vision

(Sacra)Mento Mud is a concrete company specializing in structural footings and slabs, small civil applications, retaining walls, and even architectural concrete. Through all of our practices, Mento Mud is conscientious through the work we perform by making sure it is on schedule, meets quality specifications, and conforms to all safety standards. Mento Mud will be the number one choice for clients in the greater Sacramento Region and expand outside of California.

### Business Management & Operations

Mento Mud strives to be the number one option in Sacramento and in order to do so we will gain continuous multi-year contract work and contracts with large development contractors and builders. The president and vice presidents of Mento Mud ensure that our connections with general contractors and clients remain strong while still continuing to network to gain more customers.

### The Market, Our Competition, & Our Goals

With constant housing development planned all around the greater Sacramento valley, Mento Mud plans to attack the residential concrete sector and foster work from large development companies. Our team believes if it's concrete related, it's our specialty. We directly bid and compete against "Golden State Concrete" & "AAA Concreting", as we perform the same types of work. We've analyzed the strengths and weaknesses of these rival companies and used our findings to improve our own business. Our goal is to start gaining the trust of local home builders and private work to have a strong foundation to move on to site jobs. Over the years, we plan to exceed expectations by being the clients first call for residential, and small commercial concrete related work.

### Marketing Sales & Financial Projections

Mento Mud will implement a marketing training plan for our project management staff to use when dealing with customers. This will increase our probability of gaining new customers through recommendations and word of mouth. By the third year Mento Mud will have a team specifically for marketing and talent recruitment. Through our marketing success we plan to become a \$2.5m revenue company by 2025.

