

Executive Summary

5 Guys Construction is the top general contractor for all your heavy civil needs. We offer strengths in sustainability and self-performance ability with a team eager to start any project. Our company is run by our President, Jared Utley, assisted by Nick Rovira as Vice President, Thomas Whitney as Vice President, Alan Prado as Chief Financial Officer, and Jimmy Miltimore as Secretary.

Vision	Mission
We aim to be our community's preferred contractor through long-lasting relationships and superior workmanship.	Building lasting relationships within the community while delivering superior construction services. We strive to deliver the highest quality product that holds value and sustainability for years to come.
Business Plan Goals & Key Success Measures	
Achieve \$15,000,000 in volume by the end of the first fiscal year	
Achieve being invited to bid for 3 repeat customers by the end of 2022.	
Achieve 15% in profit by the end of the first fiscal year.	
Plan to host 3 community events in the location of the work being performed.	
Achieve building a project that meets all 5 of our core values	

Our geographic location is focused mostly within the Sacramento area and greater Sacramento regions. Our contracts will be with private home builders building their neighborhood civil improvements, and we plan to expand to General contractors on the commercial side along with public works projects in the future. We pride ourselves on providing quality work and maintaining long-lasting relationships with our customers. Our reputation is the lifeblood of our marketing strategy since we plan to have our future work come from clients we have worked with previously. After researching our competitors, there is sizable competition when it comes to planning and marketing in the civil portion of this industry. They are large, reputable, companies that have been around the block more than once. In the California area, there are multiple projects going on with more to come. Many companies have a large backlog as concerns about Covid-19 have swept the market in the past few years and allowed us to capture these projects. As our company builds and grows, our own backlog will start to be filled as we create more business connections along with relationships with clients. It is not rare for a startup company to steal talent from larger companies as employees hit glass ceilings.

Our marketing strategy is designed to consistently acquire new customers, increase volume (sales), and maintain our relationships with owners, firms, and vendors. We are striving to be a trustworthy company that everybody will look towards when they need a builder! To measure our marketing success, we will examine how much volume has been captured from customers and how much more volume is projected to be acquired from both new and returning customers. If the metric is lower than our planned revenue from each customer of 5 million, then we will consider improving our product to increase our odds of being awarded more projects, or if quality is not in question, we will consider acquiring more new customers to make up the shortfall of revenue. We will also make sure to survey our customers for our performance on projects to better understand how we are doing as a company and what value we bring to them. These metrics will be analyzed each year and each year, and we expect to see at least a 10% increase in revenue.