



## ***Executive Summary***

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The Haven Concrete Construction plan provides a variety of information affecting the form and function of the business over the next three years. Reflecting Havens Oakland's origins, the plan charts a course toward the company's desired future of expanding outside of the Bay Area, a plan envisioned and articulated by its founders.

This 2022 update represents the first top-to-bottom review of the company's plan since its start at the beginning of 2021. Some of the current plan amendments were necessary to comply with changes in growth management dealing with project size and networking capabilities. Other amendments reflect the company's needs and desires, evolving into one of the leading concrete contractors in Northern California and Nevada. Changes were made to focus on the company's vision and make it more accessible and valuable to Havens employee family.

The plan is divided into six main sections, increasing in level of detail and specificity:

1. The business entity and company structure.
2. Vision, Mission, and Core value statements
3. Skeptic and SWOT
4. Strategic Marketing Plan
5. Financial Pro Forma
6. Key Success Measures

The plan defines the company strategies of meeting its financial and project-based goals but also its corporeal ambitions through the complete dedication of all its members to achieve these objectives:

- Be the safest contractor in our region
- Continue providing excellent service to all repeat customers
- Expand our client base with new customers, transitioning them to repeat customers
- Opening a new office in a major western city in the next five years
- Hosting and Sponsoring Charity Events
- Establish training programs for undecided youth for careers in the construction industry

***“We Grind before our slabs are placed, not after.”***