

Executive Summary:

About Tough-Siders:

Tough-Siders is a commercial siding specialist contractor located in Sacramento, California covering the greater Sacramento/Davis area. Our company offers a variety of siding types including: fiber cement siding, composite siding, phenolic siding, and facade panel siding.

Vision & Mission:

Our vision is to become an industry leader within the Sacramento area as a commercial siding contractor. Our mission is to construct tough-siding in a timely and safe manner that will protect our clients from the harsh elements of mother nature.

Management:

Our company is structured as a general partnership where all owners have an equal share, responsibility, and liability of the business. This includes equal contributions of financial resources to benefit the company.

Operations:

As a specialty exterior siding contractor, we provide the exterior surface that insures the protection of your building from the elements. This can be done in a variety of products that are not only functional, but also aesthetically pleasing to the client and surroundings.

Market & Customers:

We are catering our business towards larger scale multifamily housing as well as commercial properties including malls, restaurants, hotels, and other similar market sectors.

Marketing & Sales:

Within the first three years we aim to deliver a top of the line customer experience and product, to increase our project sizes and scopes, and to bring in higher caliber clients that we can develop ongoing good relations with. With a rising market it is important to know the 4 P's: Promotion, Product, Place, and Price. We mostly promote ourselves through local events, ads, and client appreciation within the Sacramento area. Show that we are competitive with our prices and our effectiveness in our craft. Lastly, being knowledgeable about our products and what we can offer.

Competition:

Our competitors would include exterior finish companies who operate within the Sacramento/Davis area that hold multiple decades of experience under their belt in the industry. Keeping our prices competitive and our quality of work at a high standard will propel us into being the favorable specialty contractor.

Goals and Strategies:

We aim to be rated among the top 25 siding companies within the Sacramento region, have repeating clients within the first two years of business, and build a well established employee investment plan by 2024.

Financial Projections and Plans:

We aim to have a cumulative Retained Earnings of at least \$400,000 by the end of 2024 and have an annual profit of \$500,000 by 2024. Everyone's got a tough side, so why not give your project a Tough-Side too!