



Capital Concrete CO.

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EXECUTIVE SUMMARY

CONTACT INFORMATION

Capital Concrete CO.

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MANAGEMENT TEAM

President:
Andrew DeMeyer

Vice Presidents:
Kevin Ruiz -Residential
Eric Shelton-Commercial

Chief Operating Officer:
Andrew Borges

Chief Financial Officer:
Leo Macedonio

BUILD THE BEST, BUILD WITH
CAPITAL CONCRETE

Description: Capital Concrete is a Concrete Subcontractor operating in both the Commercial and Residential fields. We specialize in Sitework, Foundations, and Slab on Grade, but we are willing and able to meet every challenge we may face. Our office is located in Vacaville, which allows us to operate in both the greater Sacramento Valley as well as the Bay Area.

Vision Statement: Capital Concrete operates with a fast paced and dynamic philosophy, providing both honest and quality work from the office to the field.

Mission Statement: To be a reputable and loyal contractor in the Sacramento Valley and the Bay Area providing long lasting relationships through our hard work and quality concrete products.

Competitors:

- **RE Maher:** located in Napa CA they offer Civil, Architectural & Structural concrete
- **Concrete North:** located in Elk Grove CA they offer Structural, Architectural & site concrete
- **Cemco:** located in Sacramento CA they offer Site & Structural concrete

Marketing & Sales:

- Increase name recognition in the Sacramento and Bay Area, making long lasting connections in the residential and commercial sector
- Host yearly promotional events
- Enhance marketing budget by using 5% from Annual Revenue

Customers: Our services are aimed towards both private and public sectors. We will bid work with General Contractors as well as private clients, which will ultimately diversify our clientele base.

Goals & Strategies:

1. Purchase a Gomaco concrete Paving Machine by year 7
2. Upgrade office space and purchase staging yard by year 5
3. Complete five jobs for the same client within our first 2 years
4. Have full officer salaries by the end of our 5th fiscal year
5. Establish a Bay Area market by completing five jobs by the end of year 2

FINANCIALS	Year 1	Year 2	Year 3
Annual Revenue	1,200,000	1,800,000	2,400,000
Gross Profit	144,000	216,000	2,880,000
Retained Earnings	37,000	63,000	101,000