

## EXECUTIVE SUMMARY

### Company Description

Flash Electric is an electrical general contractor in Northern California. We conduct business in the commercial and healthcare sectors providing the expertise, workforce, and material to complete a project.

### Vision and Mission Statement

The vision of Flash Electric is to produce honorable leaders that are up to date with the most advanced technology available. We pride ourselves on providing trustworthiness with our clients, shareholders, and employees.

### Business Management

Flash Electric's foundation is built off our core values: Safety, Training, Communication, and Quality. Upholding these values, we listen to our employees and encourage them to do what they are passionate about in the industry, whether in the field or the office. Flash Electric invests in their employees to provide the proper training to develop their skills in building quality projects.

### Business Operations

Operations are executed in the greater Sacramento Region. Flash Electric specializes in underground electrical systems and tenant improvements.

### Market and Customers

With a fluctuating market Flash Electric seeks to partner with government, healthcare, and commercial builders. By doing so, our company can utilize critical planning for any economic downturn.

### Marketing and Sales

To effectively market Flash Electric to customers and potential applicants, we focus on outreach conferences, events, and social media. Here we can show our portfolio and put faces to our brand.

### Competition

Competitors with similar backgrounds have far more strengths than weaknesses. They have been in the industry much longer and have built a portfolio. The flaws found would be that they already have repeat clients. There is a chance of opportunities for new resources to slip away from our competition.

### Goals and Strategies

Our goal in the next 5 years is to heighten our company capital and be acknowledged as a trustworthy company throughout our region. Our innovative accounting team is proactive in managing our financials to increase our savings by analyzing costs and budgets. Our marketing team is resourceful in advocating for Flash Electric. Flash Electric aspires to be a high profit and respected company by utilizing networking events, conferences, and involvement to better local communities.

### Financial Projections and Plans

Flash Electric projects a 25% increase in revenue by the year 2023. We foresee an economic climb as we expect California to be open 100% by the summer of 2021.

