

## PLATINUM CONCRETE EXECUTIVE SUMMARY

Primary Business Address  
6000 J St, Sacramento, CA

Phone: (916) 857-3365  
Platinumconcrete@gmail.com



**Platinum Concrete** will be Sacramento County's preferred concrete contractor for tenant improvements and multi-family projects. Our team's **mission** is to become Sacramento county's preferred contractor through quality work, ethical business practices, passion for building, and compassion for others. Our **business model** is established on the essence that we will deliver a high-quality product and service that'll drive the establishment of long-lasting relationships with clients that will award us repeat business. Our **focus** is to facilitate your project needs, be excellent communicators, and most importantly create a relationship with you that is built on trust.

Our **management team** comprises five highly experienced Sacramento State Alumni members that are prepared to take their talents to the next level by establishing Platinum Concrete. Our **business operations** are clearly outlined in our business plan goals, marketing plan, core strategies, and market analysis. We've identified two key teams to ensure success, business planning and direct operations. Our business planning team consist of the marketing, client relations, and project pursuits. The direct operations team includes all key personnel necessary to execute our construction projects. We performed a thorough examination of the Sacramento County concrete market, and our most significant **competitors** are CEMCO Construction and Roebbelen Concrete. These two contractors are well established and market towards tenant improvement and multi-family projects. Our approach to **differentiate** from the competition is through substantial investment in equipment with a skillful workforce composed of Union employees.

Our **financial projection** for the year of 2021 is \$6.5M in gross revenue. Our team applied a conservative approach to year 1 to ensure financial success. We've analyzed potential risks to our startup and have applied an appropriate level of investment as mitigation. Platinum Concrete will **market** in the Greater Sacramento area by billboards on every jobsite. We will have social media which our customers can follow to engage with our current projects and team. Our website will display our contact information and portfolio of past projects. Our website will be clean and organized, allowing our clients to look at the various projects we completed. Our customers will trust that our service is of the utmost quality. Our **vision** is to execute quality projects for trusted clients.

We are ready to go to work!

