



"TRU to Our Name, TRU to Our Work"

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Executive Summary

Introduction

TRU North Builders, we are a startup General Contractor based out of Sacramento, California. However, we offer services to the entire Central Valley region as well. We have found success during the past year working on 1-5 million dollar concrete, excavation and general grading projects. Primarily focusing in the residential and commercial market. Recognizing the rapid boom of work in large commercial and public sectors, we are planning to shift our targeted markets to these areas. This business plan will describe our company's mission, goals, finances, and strategies to help us set a permanent foot in the marker as well as grow as a company.

Company Information

TRU North Builders is a Limited Liability Company with both class A and class C licenses. We are a company founded and operate under four equally shared owners, Austin Moreno (CEO), Jose Ayala (CFO), Ricardo Membrila (COO), Luis Zavala (Chief Estimator). Having years of past experience in our pertained scopes of work, our newly founded project teams are composed of individuals who excel in their positions.

Vision and Mission

As a company we adhere to providing the highest quality standards to meet all of our customers needs. All while creating and maintaining a safe and desirable work environment for our clients and our team. With our focus on quality, safety and ethics we plan to establish a repeat customer clientele and create a strong relationship with the clients in order to expand our company.

Marketing

To help us achieve a faster brand recognition in our local area. We are focused on establishing a marketing department within our company to manage all of our marketing strategies. To help reach a broader range of customers, one aspect of our marketing plan would focus on the development of a company website, as well as company accounts for all social social media platforms. Another aspect of our plan will focus on creating a strong presence within the community. For which we are going to promote local advertisement and our participation in local events and programs. All with the focus of generating and growing the amount of work coming in for our company.

Finances

As a startup our finance is going to be a significant factor to be able to compete with larger companies. Therefore in order to have available startup capital all four owners equally invested to compile 1 million dollars. With the growth of the company and our ability to take on more and larger projects we plan to recuperate such invested capital by the end of year 2022. Then to increase our annual revenue we plan to also focus on obtaining public works projects by the end of year 2024. Goals which we look to accomplish with the increased work caused by the marketing plan and our ability to take on larger and multiple projects at a time.

No matter the circumstance, TRU North Builders will guarantee to meet every aspect of our owner's needs. Our communication, execution of work, and final products will be second to none. When in doubt always remember we are "TRU to our name and TRU to our work".