

**City of Hillsdale  
Tax Increment Finance Authority (TIFA) Program Review Committee  
City Hall, Second Floor Conference Room  
June 11, 2024 at 7:30 am**

**AGENDA:**

- I. Consent Agenda**
- II. Old Business**
- III. New Business**  
62 Waldron Façade and Business Attraction Grants
- IV. Public Comment**
- V. Adjournment**

# TIFA \$10,000 Façade Improvement Grant Application



## Applicant Information:

Name	Megan Laser
Mailing Address	62 Waldron St Hillsdale, MI 49242
Phone Number	(312) 505-8787
E-Mail Address	megan.j.laser@gmail.com
Business Name	Abundant Rock Yoga
Project Address	62 Waldron St Hillsdale, MI 49242
Property Owner Name	Megan Laser

## Description of Proposed Improvements: (including design and/or architectural elements to be used)

Signage - "ABUNDANT ROCK" metal letters

Signage - "YOGA" neon

(Attach additional pages as necessary).

Estimated Total Cost of Proposed Improvements: \$1,132

## Agreement and Signature

Megan Laser

By submitting this application, I (we):

- Affirm that the information provided herein is true and accurate to the best of my (our) knowledge and
- Acknowledge that I (we) have read and understood the terms and conditions of the City of Hillsdale TIFA Façade Improvement Program.
- Understand that if my (our) application is approved that I (we) will be required to sign a Façade Improvement Grant Agreement prior to commencement of work on proposed project.
- Understand that all project work must be pre-approved by TIFA before funding.
- Allow any photos, renderings, or descriptions of the work to be performed on said project to be used by the City of Hillsdale TIFA for promotional purposes.
- Understand that this application and all supporting documentation are subject to the Freedom of Information Act (FOIA).

Name (printed)	Megan Laser
Signature	<u>Megan Laser</u>
Date	6/4/24
Name (printed)	
Signature	
Date	

Please attach the following items:

- 1) Brief narrative explaining the scope of the project.
- 2) Color photos or renderings of the existing façade.
- 3) Color photos or renderings showing the location of the proposed façade improvements.
- 4) Samples of proposed paint colors.
- 5) Detailed cost estimate(s) from licensed contractor(s).
- 6) Proposed project timeline.
- 7) Letter of permission from property owner stating their approval of the application for assistance and proposed improvements (if applicable).

The first picture is what the building looks like before any signage. We would like to add a sign above the black awning that says "ABUNDANT ROCK" in metal letters (see below). We will also be adding a neon sign that says "YOGA" (see below) in the front window. Once we are approved for this grant, we will make the order and it is expected we will receive the signs in 2-3 weeks upon which we will install immediately.



PRODUCT TOTAL



Custom Neon: \$344.76  
YOGA

**Text:** YOGA

**Font:** Portico

**Color:** RGB

**Size:** 75cm X 18cm / 29in X 7in

**Backboard:** Cut To Letter (+\$25 USD)

**Backboard Color:** Clear - Transparent

**Mounting:** Chain Hanging Kit (+\$19 USD)

**ADD AN ICON (+5%):** No Add On

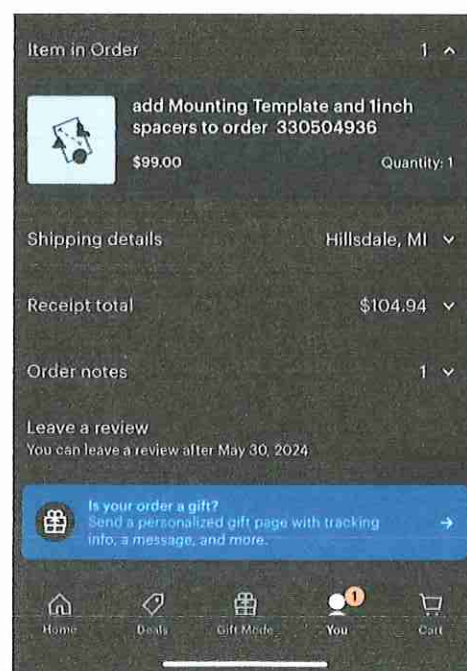
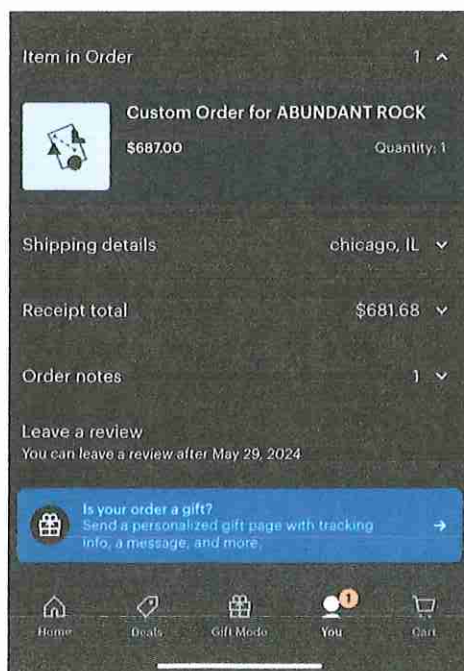
**FREE REMOTE DIMMER (Worth \$15 USD):** Remote Dimmer Selected

**PLACEMENT:** Indoor

**RUSH PRODUCTION (+5%):** false



[crazyneon.com](http://crazyneon.com)



# TIFA \$10,000 Business Attraction Program Application



## Applicant Information:

Name	Megan Laser
Mailing Address	62 Waldron St Hillsdale, MI 49242
Phone Number	(312) 505-8787
E-Mail Address	megan.j.laser@gmail.com
Business Name	Abundant Rock Yoga
Project Address	62 Waldron St Hillsdale, MI 49242
Property Owner Name	Megan Laser

## Description of Proposed Improvements: (including design and/or architectural elements to be used)

Polished concrete Floors - \$7,800

Mirrors - \$1,058

(Attach additional pages as necessary).

Estimated Total Cost of Proposed Improvements: \$ 8,858

## Agreement and Signature

Megan Laser

By submitting this application, I (we):

- Affirm that the information provided herein is true and accurate to the best of my (our) knowledge and
- Acknowledge that I (we) have read and understood the terms and conditions of the City of Hillsdale TIFA \$10,000 Business Attraction Grant.
- Understand that no work performed prior to TIFA approval may be included in the project application.
- Understand that if my (our) application is approved that I (we) will be required to sign a Business Attraction Grant Agreement prior to commencement of work on proposed project.
- Allow any photos, renderings, or descriptions of the work to be performed on said project to be used by the City of Hillsdale TIFA for promotional purposes.
- Understand that this application and all supporting documentation are subject to the Freedom of Information Act (FOIA).

Name (printed)	Megan Laser
Signature	<u>Megan Laser</u>
Date	5/31/24
Name (printed)	
Signature	
Date	

Please attach the following items:

- 1) Brief narrative explaining the scope of the project.
- 2) Detailed cost estimate(s) from licensed contractor(s).
- 3) Proposed project timeline.
- 4) Letter of permission from property owner stating their approval of the application for assistance and proposed improvements (if applicable).
- 5) Three (3) year business plan.
- 6) Three (3) year lease agreement, (if applicable).
- 7) Engineered drawings of the project (if applicable).

Floors will be polished concrete throughout the studio. Once we are given approval, we need about 2-3 weeks for the contractor to schedule this project. Once begun, the project will take no longer than a week.

Mirrors for the yoga studio will be installed on two of the back walls. We will be installing these after the floors are completed and will be done all in one day once scheduled.

Please see estimates/quotes for further information.

I am the owner of the building at 62 Waldron st Hillsdale, MI 49242



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**RE: New Quote Submission from MeganLaser**

7/11/2024, 10:00 AM

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Info@TMC <info@themirrorcompany.com>  
To: "megan.j.laser@gmail.com" <megan.j.laser@gmail.com>

Thu, May 30, 2024 at 9:14 AM

Megan,

Thanks for visiting TheMirrorCompany.com!

**TWO 6'X8' MIRRORS WITH BASIC INSTALLATION AND DELIVERY IS \$998, PLUS TAX**

To complete the order process, please review and answer the questions below to help ensure the accuracy of your order.

-

Mirror Orientation

Mirror to be installed:

Landscape- 8' Wide x 6' High

Or

Portrait- 6' Wide x 8' High

Electrical Outlets & Light Switches

Typically, we install the mirror in landscape orientation, just above standard height electrical outlets. But, if you're planning on having the mirror installed in a portrait orientation, we might need to drill holes in the mirror for the electrical outlets/light switches. We can make these cuts, but we need at least 12" of mirror around the outlet/switch, to keep the integrity of the mirror. If there is not 12" of mirror around that cut-out or you don't need the outlets, we can simply install the mirror over them. We charge an additional \$45 per single gang electrical outlet or single gang light switch cut-out.

Obstructions on wall

Will there be any fire alarms, TV brackets, ballet barre or anything else on the wall where the mirror will be going?

-

## Access

Are there stairs, elevators or 90 degree turns to navigate? If the installers cannot make it up/down the steps, turn safely or fit in an elevator, they will cut the mirror in half and seam it on the wall at no additional charge. Rest assured if the mirror can be carried in safely in one piece, they will as it is a lot less work for them.

## Delivery

The current estimated wait time for your area is 2-6 weeks.

How our delivery works: We will call you the week prior to our arrival with an installation date and time. Sometimes it does take us a little longer to get to your area than it would be if you went with your local glass company, BUT we can save you about half the price.

## Payment

We accept cash or credit cards only.

### **Orders over \$1,200**

50% down payment is collected the week prior to your installation date. Balance is due at time of installation and your card on file will be charged.

### **Orders under \$1,200**

Payment in full is due at time of installation in cash or credit card.

## To place your order

Simply reply back with your Installation address and a billing address, if different.

or

Call us at 800-473-0619



THE MIRRORCOMPANY.COM

Phone

Fax

Highlandville, MO 65669

[www.themirrorcompany.com](http://www.themirrorcompany.com)

**From:** MeganLaser <[noreply@mirrorinstallers.us](mailto:noreply@mirrorinstallers.us)>  
**Sent:** Wednesday, May 29, 2024 4:47 PM  
**To:** Info@TMC <[info@themirrorcompany.com](mailto:info@themirrorcompany.com)>  
**Subject:** New Quote Submission from MeganLaser

**Name**

Megan Laser

**Business/Organization Name**

Abundant Rock

**Email**

[megan.j.laser@gmail.com](mailto:megan.j.laser@gmail.com)

**Phone Number**

(312) 505-8787

**Delivery Location**

Hillsdale, Michigan 49242  
United States  
[Map It](#)

**Mirror Orientation**

Landscape (8'w x 6'h)

**Comments or Requests:**

We would like two walls with these dimensions.



# Executive Summary

## Business Overview

We are Abundant Rock Yoga, an upcoming Yoga and Meditation Studio located in Hillsdale, Michigan. Our business will operate both online and through a physical location, offering a range of yoga classes and guided meditation sessions to cater to different customer needs.

## Business Origins

Abundant Rock Yoga was founded with a passion for promoting health and wellness through the practice of yoga and meditation. Our small team of dedicated professionals is committed to providing personalized attention and high-quality service to our customers. We believe in creating a serene and welcoming environment where individuals can find inner peace and relaxation.

## Competitive Advantage

Our competitive advantage lies in the variety of yoga classes we offer, catering to different customer needs. From beginners to enthusiasts, we have something for everyone. Additionally, our small team ensures that each customer receives personalized attention and high-quality service. Our guided meditation sessions provide a unique and calming experience for individuals of all experience levels.

## Financial Summary

With an expected revenue of \$108,000 and a projected future growth rate of 10%, Abundant Rock Yoga is poised for success in the health and wellness industry. Our focus on customer satisfaction, high-quality service, and serene environment sets us apart from the competition and positions us for long-term growth and success.

## Situation Analysis

### Industry Overview

Welcome to Abundant Rock Yoga, a forthcoming haven for yoga and meditation enthusiasts in Hillsdale, Michigan. As a yoga and meditation studio, we are dedicated to providing a serene and welcoming space for individuals to cultivate mindfulness, inner peace, and physical wellness. Our offerings include a range of yoga classes tailored to various experience levels, as well as guided meditation sessions designed to promote relaxation and spiritual growth.

In the yoga and meditation industry, there is a growing trend towards holistic wellness and self-care practices. More people are recognizing the benefits of incorporating these practices into their daily routines to reduce stress, improve flexibility, and enhance overall well-being. As a result, the demand for yoga and meditation studios is on the rise, with an increasing number of individuals seeking out opportunities to prioritize their mental and physical health.

### Key Market Trends

- Rising interest in mindfulness practices among individuals of all ages

- Growing awareness of the health benefits of yoga and meditation
- Incorporation of yoga and meditation into corporate wellness programs
- Increased focus on mental health and stress management in society
- Expansion of online yoga and meditation classes to reach a wider audience

## **SWOT Analysis**

### **Strengths**

1. We offer a variety of yoga classes to cater to different customer needs, providing a diverse range of options for our clients.
2. Our small team ensures personalized attention and high-quality service for our customers, creating a sense of community and individualized care.
3. We provide a serene and welcoming environment for our meditation sessions, promoting relaxation and inner peace for our clients.
4. Our location in Hillsdale, Michigan offers a unique market opportunity with potential for growth and expansion in the local community.
5. Utilizing both online and physical distribution channels allows us to reach a wider audience and cater to different customer preferences.

### **Weaknesses**

1. We are bringing a new service to our community, which may require additional marketing efforts to educate potential customers about the benefits of yoga and meditation.
2. Our revenue stream is reliant on a small customer base, but we can mitigate this by implementing targeted marketing strategies to attract new clients and retain existing ones.

### **Opportunities**

1. Expanding our services to include workshops and retreats can attract new customers and generate additional revenue streams.
2. Partnering with local businesses or schools to offer wellness programs can increase our visibility in the community and attract new clients.
3. Utilizing social media and online advertising can help us reach a wider audience and attract customers beyond our local area.
4. Offering virtual classes or on-demand sessions can cater to customers who prefer to practice yoga or meditation from the comfort of their own homes.

### **Threats**

1. Competition from existing yoga studios or wellness centers in the area may pose a challenge, but we can differentiate ourselves by highlighting our unique services and personalized approach.

2. Economic downturns or unforeseen events could impact consumer spending on wellness services, but we can adapt by offering promotions or discounts to attract customers during difficult times.

# Marketing

## Business Objectives

### Short-term Objectives

- Within the next year, we will increase our customer base by 20% through targeted online marketing campaigns and local community partnerships.
- Within the next two years, we aim to establish Abundant Rock Yoga as the go-to destination for yoga and meditation in Hillsdale, Michigan, by consistently delivering high-quality classes and exceptional customer service.

### Medium-term Objectives

- Over the next three to five years, we will expand our offerings to include specialized workshops and retreats to cater to a wider range of customer interests and enhance our revenue streams.
- Within the next five years, we plan to develop a strong online presence by launching a user-friendly website and offering virtual yoga classes to reach a broader audience beyond our physical location.

### Long-term Objectives

- In the long term, our goal is to open additional Abundant Rock Yoga studios in neighboring towns and cities, establishing a regional presence and becoming a leading provider of yoga and meditation services in the area.
- Within the next seven years, we aim to achieve a net profit margin of 15% by optimizing our operational efficiency, increasing customer retention rates, and expanding our product offerings.

These objectives are designed to guide our business growth and success over the coming years, ensuring that we continue to meet the evolving needs of our customers and maintain a competitive edge in the yoga and meditation industry.

## STP

### Segmentation

- Segment 1: Yoga Beginners
  - Customer Needs: Looking for introductory yoga classes to start their wellness journey
  - Demographics: Low- to Medium-income individuals aged 17-75
  - Purchasing Behavior: Willing to invest in beginner-friendly yoga packages
- Segment 2: Health and Wellness Seekers
  - Customer Needs: Seeking affordable ways to improve their physical and mental well-being

- Demographics: Low- to Medium- income individuals aged 17-75
- Purchasing Behavior: Value-oriented, looking for cost-effective wellness solutions
- Segment 3: Yoga Enthusiasts
  - Customer Needs: Advanced yoga classes to deepen their practice and enhance flexibility
  - Demographics: Medium-income individuals aged 20-45
  - Purchasing Behavior: Willing to pay premium prices for specialized yoga sessions
- Segment 4: Busy Professionals
  - Customer Needs: Convenient class timings and online access for on-the-go relaxation
  - Demographics: High-income individuals aged 30-50
  - Purchasing Behavior: Willing to pay extra for flexibility and convenience
- Segment 5: Seniors
  - Customer Needs: Gentle yoga classes for improved mobility and relaxation
  - Demographics: Retired individuals aged 55+
  - Purchasing Behavior: Value quality over price, looking for tailored senior packages

## **Targeting**

We have chosen to target the Yoga Beginners, Health and Wellness Seekers, and Yoga Enthusiasts segments. These segments align with our business goal of providing accessible and tailored yoga and meditation services to individuals at varying income levels and experience.

## **Positioning**

For Yoga Beginners, we position Abundant Rock Yoga as the perfect starting point for their wellness journey, offering affordable and beginner-friendly classes to kickstart their practice. For Health and Wellness Seekers, we emphasize our cost-effective solutions and focus on improving overall well-being. Lastly, for Yoga Enthusiasts, we position ourselves as a premium studio with specialized classes and experienced instructors to enhance their practice and flexibility. Our pricing and packages cater to the income levels of each targeted segment, ensuring accessibility and value for all.

## **Customer Decision Process**

### **Recognition of Need**

At Abundant Rock Yoga, we understand that our customers come to us with different needs. For our Yoga Beginners, the need often arises from a desire to improve their physical health and flexibility. They may have been advised by a health professional or influenced by friends and family to take up yoga. Our Health and Wellness Seekers, often have a need to find a holistic approach to their health and wellness. They may be dealing with stress, anxiety, or

other health issues and are seeking a natural and holistic approach to improve their wellbeing. Our Yoga Enthusiasts, on the other hand, are looking to deepen their practice and knowledge of yoga. They may be seeking advanced classes, workshops, and retreats.

### **Information Search**

Once the need is recognized, our customers embark on an information search. They may look for information online, asking friends or family, or visiting our physical location in Hillsdale, Michigan. We aim to provide comprehensive and easily accessible information through our website and social media platforms. We also have knowledgeable staff at our physical location who can provide information and answer any queries.

### **Evaluation of Alternatives**

During the evaluation stage, customers compare the offerings of different yoga studios. Factors such as location, price, class schedules, and the qualifications of the instructors are considered. At Abundant Rock Yoga, we strive to provide competitive pricing, flexible schedules, and highly qualified instructors to ensure that we are a preferred choice for our customers. We also offer both online and physical classes to cater to the different preferences and needs of our customers.

### **Purchase Decision**

The purchase decision is made once the customer has evaluated all alternatives and decided that Abundant Rock Yoga best meets their needs. This could be a decision to sign up for a class, purchase a membership, or even enroll in a retreat. We aim to make this process as easy and seamless as possible, with options to sign up and make payments both online and at our physical location.

### **Post-Purchase Behavior**

The post-purchase behavior is crucial in determining customer satisfaction and loyalty. At Abundant Rock Yoga, we value our customers' feedback and strive to ensure that they are satisfied with their purchase. We provide follow-up services such as email reminders for upcoming classes, newsletters with yoga tips and information, and a customer service team ready to handle any issues or concerns. We believe that a satisfied customer is a loyal customer, and we aim to build a community of loyal customers who will continue to choose Abundant Rock Yoga for their yoga and meditation needs.

## **4P**

### **Product Strategy**

#### **Product Description**

- Our yoga classes are designed to cater to all levels of practitioners. We offer a variety of styles, including Hatha, Vinyasa, and Restorative yoga. Each class is led by experienced instructors who guide participants through a series of postures designed to enhance flexibility, strength, and balance. We also incorporate breathing exercises to promote relaxation and mindfulness.
- Our meditation sessions are a unique offering at Abundant Rock Yoga. These guided sessions aim to help individuals find inner peace and relaxation. Each session is led by a skilled facilitator who guides participants through various meditation techniques.

These sessions are designed to help reduce stress, improve focus, and promote a sense of well-being.

### **Product Differentiation**

- Our yoga classes stand out for their inclusivity and adaptability. We offer classes for beginners, intermediate, and advanced practitioners, ensuring everyone can find a class that suits their needs and abilities. Our instructors are trained to offer modifications and adjustments, making our classes accessible to all.
- Our meditation sessions are differentiated by our focus on individualized guidance. We understand that meditation can be a deeply personal practice, and our facilitators are trained to offer personalized guidance and support. We also offer a variety of meditation styles, allowing individuals to explore different techniques and find what works best for them.

### **Product Development**

- We are committed to continuously improving and expanding our yoga class offerings. We regularly solicit feedback from our customers to understand what they enjoy about our classes and where we can improve. We also stay updated on the latest trends and research in yoga practice to ensure our classes are current and beneficial.
- For our meditation sessions, we are always exploring new techniques and styles. We aim to offer a diverse range of sessions to cater to different preferences and needs. We also plan to introduce special workshops and events focused on meditation and mindfulness.

### **Product Branding**

- Our yoga classes are branded as accessible, inclusive, and beneficial for overall well-being. We want to be known as the go-to place for yoga in Hillsdale, Michigan, offering classes that cater to everyone, regardless of their experience or fitness level.
- Our meditation sessions are branded as a unique and valuable addition to our services. We aim to position these sessions as an essential tool for stress management and mental well-being. Our branding emphasizes the personal guidance and variety of techniques offered in our sessions.

Our product strategy aligns with our positioning data. For Yoga Beginners, our yoga classes and meditation sessions offer an accessible and affordable starting point. For Health and Wellness Seekers, our offerings provide cost-effective solutions for improving overall well-being. For Yoga Enthusiasts, our specialized classes and experienced instructors offer an opportunity to deepen their practice. Our branding and product development efforts are focused on ensuring we deliver on these promises to our customers.

### **Pricing Strategy**

We have chosen a value-based pricing strategy for Abundant Rock Yoga. This strategy is chosen because it aligns with our business model and targeted customer segments. Value-based pricing allows us to set prices based on the perceived value of our services to our customers. This strategy is suitable for our business as it allows us to price our services according to the benefits we provide to our customers, rather than basing it on the costs of providing the services or what the competition is charging.

Our value-based pricing strategy will be implemented by first understanding the value that our yoga classes and meditation sessions bring to our customers. We will conduct market research and customer surveys to understand what our customers value the most about our services and how much they are willing to pay for them. Based on this information, we will set our prices in a way that reflects the value our services provide to our customers, while also ensuring that our business remains profitable.

For Yoga Beginners, we will offer affordable introductory packages to encourage them to start their yoga journey with us. For Health and Wellness Seekers, we will provide cost-effective monthly memberships that offer unlimited access to our yoga classes and meditation sessions. For Yoga Enthusiasts, we will offer premium packages that include specialized classes and personal training sessions with our experienced instructors. This tiered pricing structure allows us to cater to the different income levels and needs of our targeted customer segments, while also reflecting the value and benefits that our services provide to them.

### **Service Strategy**

To ensure maximum customer satisfaction and loyalty, our service strategy involves providing exceptional customer service at every touchpoint. This starts from the moment our customers first interact with us, whether it's on our website, social media, over the phone, or in person at our studio. We will ensure that our customers receive prompt, friendly, and helpful service at all times.

We will also provide personalized service to our customers. We understand that each customer is unique and has different needs and goals when it comes to their yoga and meditation practice. Therefore, our instructors will take the time to get to know each customer and tailor their instruction to meet the customer's individual needs. This personalized approach will not only enhance the customer's experience but also help them achieve their wellness goals more effectively.

Furthermore, we will continuously seek feedback from our customers and use it to improve our services. We believe that our customers are our best source of learning and improvement. We will regularly ask for their feedback and take their suggestions seriously. We will also use their feedback to identify any issues or areas of dissatisfaction and take immediate action to address them. This commitment to continuous improvement will ensure that our services always meet or exceed our customers' expectations.

Lastly, we will cultivate a community atmosphere in our studio. We believe that yoga and meditation are not just physical practices, but also social and community activities. Therefore, we will organize regular events and activities to bring our customers together and foster a sense of community. This will not only enhance the customer's experience but also encourage loyalty and long-term relationships with our customers.

### **Advertising Strategy**

- **Tactic: Social Media Advertising**

#### **Objective:**

We aim to create a strong and engaging social media presence to reach our target segments, build a community around our brand, and keep our audience updated on our offerings and events.

**Activities:**

We will create and manage profiles on platforms such as Instagram, Facebook, and LinkedIn. Our content will include class highlights, instructor profiles, wellness articles, and customer testimonials. We will also use these platforms for advertising, leveraging their targeting options to reach our specific audience segments.

**Implementation:**

We will start by setting up our profiles, then develop a content plan and schedule. Next, we will begin posting regularly, and engage with our followers through comments and messages. We will start paid advertising after building a significant following. This process should take about three months.

- **Tactic: SEO and Content Marketing**

**Objective:**

Our goal is to increase our visibility in search engine results, attracting organic traffic to our website and converting visitors into customers.

**Activities:**

We will create quality content related to yoga and meditation, optimizing it with relevant keywords. We will also ensure our website is SEO-friendly, with a good user experience and fast loading times.

**Implementation:**

We will start by conducting keyword research to understand what our potential customers are searching for online. Then, we will create a content calendar and start producing and publishing articles regularly. This process should take about six months to start showing significant results.

- **Tactic: Email Marketing**

**Objective:**

We aim to build a direct line of communication with our customers, keeping them engaged with our brand and encouraging repeat business.

**Activities:**

We will collect email addresses from our customers and website visitors, and send them regular newsletters with updates, special offers, and useful content.

**Implementation:**

We will set up an email marketing platform, create a sign-up form for our website, and start building our email list. We will then design and send our first newsletter, and continue to do so on a monthly basis. This process should take about one month.

- **Tactic: Local Advertising**

**Objective:**

We aim to increase our visibility within Hillsdale, Michigan, attracting local customers to our physical studio.



### **Activities:**

We will use traditional advertising methods such as flyers, local newspapers, and community events. We will also collaborate with local businesses and organizations for mutual promotion.

### **Implementation:**

We will start by designing and printing our promotional materials, then distribute them in high-traffic areas. We will also reach out to local businesses and organizations to discuss potential collaborations. This process should take about two months.

two months.

## **Operations**

### **Key Activities**

- **Curating Yoga Classes:** The first key activity is the development and curating of the yoga classes. We research and plan the classes to cater to different skill levels and specific needs. Our team develops routines that can help in stress relief, improving flexibility, and boosting overall health. Each class is designed to provide a unique and enriching experience to our clients.
- **Guided Meditation Sessions:** At Abundant Rock Yoga, we also offer guided meditation sessions. These sessions are designed to help individuals find inner peace and relaxation. Our team of experienced meditation guides crafts each session to cater to different individual needs, such as stress management, mindfulness, and achieving a balanced lifestyle.
- **Online Platform Management:** As we operate both online and offline, managing our online platform is a crucial activity. This includes updating class schedules, providing online booking facilities, and ensuring the smooth running of online classes. We also engage with our customers online to answer their queries and receive feedback.
- **Studio Management:** This involves maintaining the cleanliness and ambiance of our physical location in Hillsdale, Michigan. We ensure that our studio is a peaceful and welcoming environment that encourages relaxation and mindfulness.
- **Promotion and Marketing:** To reach our target audience, we undertake various promotional and marketing activities. These include social media marketing, email newsletters, and local advertising. We also participate in local events and workshops to promote our services.

### **Key Performance Indicators (KPIs)**

- **Customer Satisfaction:**
  - **Definition:** This KPI measures the satisfaction level of our customers based on their feedback and reviews.
  - **Importance:** Customer satisfaction is crucial as it helps us understand if our services are meeting the expectations of our clients and where improvements are needed.

- **Data Collection:** We collect this data through customer surveys, online reviews, and direct feedback.
- **Online Engagement:**
  - **Definition:** This KPI tracks the engagement on our online platforms, including website visits, social media interactions, and online bookings.
  - **Importance:** As we operate online, this KPI helps us understand our online presence and effectiveness of our digital marketing strategies.
  - **Data Collection:** We use analytics tools to collect this data.
- **Class Attendance:**
  - **Definition:** This KPI measures the number of attendees in each yoga class and meditation session.
  - **Importance:** This helps us understand the popularity of our classes and sessions and plan them accordingly.
  - **Data Collection:** We collect this data through our booking system and attendance records.
- **New Customer Acquisition:**
  - **Definition:** This KPI tracks the number of new customers we acquire over a specific period.
  - **Importance:** This helps us understand the effectiveness of our marketing efforts and growth of our customer base.
  - **Data Collection:** We collect this data through our customer database and booking records.
- **Customer Retention:**
  - **Definition:** This KPI measures the number of customers who continue to use our services over a specific period.
  - **Importance:** Customer retention indicates the value we are providing to our customers and their loyalty towards our services.
  - **Data Collection:** We track this data through our customer database and booking records.

## Quality Control

At Abundant Rock Yoga, we understand the importance of maintaining the highest quality in our services. We believe that the quality of our yoga classes and meditation sessions directly impacts the wellbeing of our clients. Therefore, we have developed a comprehensive quality control system to ensure that we deliver nothing but the best.

Our yoga instructors are all certified and have years of experience in teaching yoga. They are required to undergo regular training and development sessions to keep up with the latest trends and techniques in the yoga industry. This ensures that they are equipped with the necessary skills and knowledge to provide high-quality yoga classes.

For our meditation sessions, we have developed a unique program that combines traditional meditation techniques with modern approaches. Our meditation instructors are also certified and have a deep understanding of the human mind and how it responds to meditation. They are trained to guide individuals of all experience levels to find inner peace and relaxation.

We also understand the importance of having a comfortable and serene environment for practicing yoga and meditation. Therefore, we are committed to maintaining a clean and peaceful studio. We have a strict cleaning schedule and use eco-friendly cleaning products to ensure that our studio is always clean and safe for our clients.

## **Implementation Plan**

Our implementation plan focuses on how we will utilize our initial investment to set up our yoga and meditation studio. The following are the key steps in our implementation plan:

- We will start by constructing our physical location in Hillsdale, Michigan. This will involve hiring a contractor, purchasing construction materials, and overseeing the construction process to ensure that the studio is built according to our specifications. This is expected to cost about \$40,000.
- Next, we will purchase the necessary yoga equipment. This includes yoga mats, blocks, straps, blankets, and other essential items. We will source high-quality equipment to ensure the comfort and safety of our clients. This is expected to cost about \$15,000.
- Finally, we will develop our online platform. This will involve hiring a web developer, designing the website, and setting up online booking and payment systems. This will allow our clients to book classes and sessions online and access our services from the comfort of their homes. This is expected to cost about \$500.

By following this implementation plan, we believe that we can successfully launch Abundant Rock Yoga and provide high-quality yoga classes and meditation sessions to our clients.

## **Technology Strategy**

### **Technology Selection**

- **Website and Mobile Application:** A user-friendly, intuitive website and mobile application are essential for our yoga and meditation studio. It will serve as a platform for class bookings, information dissemination, and virtual classes.
- **Booking System:** An online booking system will allow customers to schedule their classes conveniently. It will also help us manage our class schedules and track attendance.
- **CRM Software:** Customer Relationship Management (CRM) software will help us manage our customer base, track their progress, and communicate effectively with them.
- **Cloud Storage:** To securely store our data, we will use cloud storage services. This will allow us to access our data from anywhere and provide a backup in case of data loss.

- **Payment Gateway:** A secure online payment gateway will allow customers to pay for their classes online, providing convenience and security.
- **Social Media Platforms:** We will utilize various social media platforms for marketing, customer engagement, and brand awareness.

## **Expected Technology Contribution**

- **Website and Mobile Application:** These platforms will serve as our primary touchpoints with customers, providing information, facilitating bookings, and offering virtual classes.
- **Booking System:** This system will streamline our operations, reduce administrative workload, and enhance customer experience through easy scheduling and reminders.
- **CRM Software:** This will allow us to maintain a personalized relationship with our customers, leading to increased customer retention and satisfaction.
- **Cloud Storage:** This will ensure the security and accessibility of our data, facilitating smooth business operations.
- **Payment Gateway:** This will provide a seamless and secure payment experience for our customers, encouraging more bookings.
- **Social Media Platforms:** These platforms will help us reach a wider audience, engage with customers, and build our brand image.

## **Technology Requirements**

- **Website and Mobile Application:** We will need a reliable hosting service, a domain name, and a team of web developers to design and maintain the website and app. We will also need smartphones or tablets to manage the mobile app.
- **Booking System:** This requires a subscription to a reliable online booking system. It should be integrated with our website and mobile app.
- **CRM Software:** We will need to purchase a CRM software package suitable for small businesses. It should also be compatible with our existing systems.
- **Cloud Storage:** We will need a subscription to a secure cloud storage service. All our devices should have internet connectivity to access the cloud storage.
- **Payment Gateway:** We will need to integrate a secure payment gateway with our website and mobile app. This requires a merchant account with a bank.
- **Social Media Platforms:** We will need devices with internet connectivity to manage our social media accounts. We may also need to hire a social media manager to handle our online presence.

## **Technology Implementation**

- Identify the technology needs of our business and the resources available.
- Select vendors based on their reputation, reliability, cost, and customer support.
- Contract a web development team to design our website and mobile app.

- Integrate the booking system, CRM software, and payment gateway with our website and mobile app.
- Train our staff on how to use the new technologies.
- Test the systems thoroughly before launching to the public.
- Continually monitor and evaluate the performance of the technologies to ensure they are meeting our business needs.

## **Technology Management**

- **Maintenance:** Regularly update and maintain our website, mobile app, and other systems to ensure they are running smoothly and securely.
- **Upgrades:** Keep our technologies up-to-date with the latest features and security updates.
- **Data Management:** Regularly backup our data to the cloud storage and ensure it is organized and easily accessible.
- **Security:** Implement strong security measures to protect our systems and customer data from cyber threats. This includes using secure payment gateways, encrypting sensitive data, and regularly updating our security software.

## **Digital Strategy**

As Abundant Rock Yoga, we understand the importance of establishing a strong digital presence. Our digital strategy is designed to reach our target audience, engage them effectively, and convert them into loyal customers.

- **Website Development:** Our primary digital asset will be our website. We will create a user-friendly website that showcases our yoga classes and meditation sessions. The website will feature class schedules, instructor profiles, and detailed descriptions of our sessions. It will also have a booking system for customers to reserve their spots online. We'll ensure that our website is fully optimized for search engines (SEO) to increase our visibility on platforms like Google.
- **Content Marketing:** We will use our website as a platform to share valuable content. This may include blog posts about the benefits of yoga and meditation, tips for beginners, and insights into different yoga styles. This content will not only provide value to our visitors but also help improve our SEO ranking. We'll also include customer testimonials to build trust with potential customers.
- **Social Media Presence:** We will establish a strong presence on various social media platforms. We'll use Facebook, Instagram, and YouTube to share engaging content such as yoga tutorials, meditation guides, and behind-the-scenes glimpses of our studio. We'll also use these platforms to interact with our audience, answer their queries, and build a community around our brand.
- **Email Marketing:** We will implement an email marketing strategy to keep our customers informed about upcoming classes, special offers, and events. We'll encourage website visitors to subscribe to our newsletter by offering a free introductory yoga class. This will not only help us build our email list but also attract potential customers to our studio.

- **Online Advertising:** To reach a wider audience, we will invest in online advertising. We'll use Google Ads to appear in search results for relevant keywords and Facebook Ads to target potential customers based on their interests and demographics. We'll also consider partnering with local businesses for cross-promotion.
- **Online Classes:** Considering the increasing demand for online fitness classes, we will offer live-streamed yoga and meditation sessions. We'll use platforms like Zoom for live classes and upload recorded sessions on our website for on-demand access. This will allow us to reach customers who may not be able to visit our physical location in Hillsdale, Michigan.
- **Analytics and Optimization:** We will regularly track and analyze our digital marketing efforts using tools like Google Analytics. This will help us understand what works and what doesn't, allowing us to optimize our strategy for better results. We'll also conduct A/B testing to improve our website's conversion rate.
- **Customer Reviews and Ratings:** We will encourage our customers to leave reviews and ratings on our website and Google My Business profile. Positive reviews can significantly improve our online reputation and attract more customers. We'll also respond to all reviews, showing our commitment to customer satisfaction.
- **Online Community Building:** We plan to build an online community where our members can interact, share their experiences, and support each other on their wellness journeys. We'll facilitate this through social media groups and forums on our website.

Through this multi-faceted digital strategy, we aim to establish Abundant Rock Yoga as a leading yoga and meditation studio in the digital space. We're confident that our digital presence will complement our physical location, allowing us to reach more customers and achieve success.

# Management

## Management Structure

### Organizational Hierarchy

Abundant Rock Yoga, being an upcoming business, has a streamlined organizational hierarchy to ensure efficient operations. The structure comprises of two main positions: the Business Owner/Lead Yoga Instructor and the Assistant Yoga Instructor/Studio Manager. The Business Owner/Lead Yoga Instructor is at the top of the hierarchy, responsible for making strategic decisions, managing the yoga instruction, and overall business direction. The Assistant Yoga Instructor/Studio Manager reports directly to the Business Owner and is responsible for the day-to-day operations of the studio, including managing the online platform.

### Decision-Making Process

The decision-making process at Abundant Rock Yoga is collaborative yet decisive. The Business Owner/Lead Yoga Instructor makes the majority of strategic decisions, such as the selection of yoga and meditation programs, marketing strategies, and business expansion plans. However, the Assistant Yoga Instructor/Studio Manager plays a crucial role in

providing feedback, sharing insights from daily operations, and executing the decisions. This process ensures that all decisions are well-informed and consider the practical aspects of the studio's operations.

## **Employee Roster**

- **Position: Business Owner/Lead Yoga Instructor**

The Business Owner/Lead Yoga Instructor is responsible for leading yoga classes, creating yoga programs, and making strategic decisions for the business. They are also in charge of marketing, customer relationship management, and ensuring the studio's adherence to safety and health regulations. This position requires a deep understanding of yoga, excellent communication skills, and a strong business acumen. The candidate must have a Yoga Teacher Certification, experience in teaching yoga, and basic knowledge of business management.

- **Position: Assistant Yoga Instructor/Studio Manager**

The Assistant Yoga Instructor/Studio Manager is responsible for assisting in yoga classes, managing the studio's day-to-day operations, and maintaining the online platform. They handle administrative tasks such as scheduling classes, managing bookings, customer service, and maintaining the studio's cleanliness and ambiance. They also assist in marketing efforts and social media management. The candidate for this position must have a basic Yoga Instructor Certification, experience in studio management or similar roles, and strong organizational and customer service skills. Knowledge in digital marketing and basic IT skills for managing the online platform is also required.

Both positions demand a passion for yoga and meditation, a commitment to promoting health and wellness, and a dedication to providing a positive and serene environment for clients. They must also be able to adapt to the dynamic needs of the business and the customers, and maintain the highest standards of professionalism and service.

Overall, the management structure and employee roster of Abundant Rock Yoga are designed to ensure the smooth operation of the studio, the delivery of high-quality yoga and meditation services, and the achievement of business goals.

## **Recruitment**

Abundant Rock Yoga will adopt a strategic and proactive approach to recruitment. We will prioritize sourcing candidates who not only possess the necessary technical skills and qualifications but also align with our company's mission, values, and culture. Our recruitment process will be transparent, non-discriminatory, and focused on attracting diverse talent.

We will advertise job openings on our online platforms, local job boards, and yoga industry publications. Additionally, we will leverage social media and networking events to reach a wider audience. To ensure we attract the right talent, our job descriptions will clearly outline the roles, responsibilities, necessary qualifications, and the company's expectations.

Candidates will be screened based on their applications and resumes, followed by an initial phone interview. Shortlisted candidates will then undergo a face-to-face interview and a practical assessment, where they will demonstrate their yoga teaching skills and interact with potential colleagues. This process will help us assess their technical skills, interpersonal skills, and cultural fit.

Successful candidates will be offered a competitive compensation package, opportunities for professional development, and a supportive work environment. We will also provide a comprehensive orientation to help new hires understand our business operations, culture, and expectations.

## **Training and Development**

At Abundant Rock Yoga, we believe that continuous learning and development are crucial for maintaining high-quality services and staying ahead in the yoga industry. We will provide regular training and development opportunities for our employees, aligned with their roles and career aspirations.

The Business Owner/Lead Yoga Instructor will have opportunities to attend advanced yoga workshops, leadership training, and business management seminars. This will help them stay updated with the latest yoga techniques, teaching methods, and business strategies, and apply them to improve our services and business performance.

The Assistant Yoga Instructor/Studio Manager will receive training on customer service, studio management, marketing, and digital platform management. We will also provide them with opportunities to attend basic and intermediate yoga workshops to enhance their teaching skills. They will be encouraged to pursue further yoga certifications and take on more teaching responsibilities as they progress in their career.

Additionally, we will conduct regular performance reviews to identify areas of improvement and tailor individual development plans. We will also encourage peer learning and knowledge sharing, and create a culture that values continuous improvement and personal growth.

## **CSR Policy**

Abundant Rock Yoga is committed to conducting business in a socially responsible and ethical manner. We believe that our success is intertwined with the well-being of our community, and we aim to make a positive impact through our business practices. We will engage in local community initiatives, promote health and wellness, and strive to make yoga and meditation accessible to all, regardless of their socio-economic status.

We are also committed to minimizing our environmental footprint. We will adopt sustainable practices in our studio operations, such as using eco-friendly yoga mats and cleaning products, reducing energy consumption, and promoting recycling. We will also leverage our online platform to raise awareness about environmental sustainability and encourage our clients to adopt eco-friendly practices in their daily lives.

## **Growth Strategy**

### **Market Development**

As the founders of Abundant Rock Yoga, we understand the importance of our business's visibility both online and physically. To grow our business, we intend to invest in a comprehensive market development strategy that will take advantage of both our online and physical presence. Our primary goal is to establish Abundant Rock Yoga as a leading Yoga and Meditation Studio in Hillsdale, Michigan, and subsequently expand to other locations.



Our strategy involves a robust online presence, where we will provide virtual classes, workshops, and resources for those unable to attend in person. We will utilize social media platforms, our business website, and other relevant online channels to reach a broader audience. We will also offer special promotions and discounts to attract new customers and retain our existing ones.

For our physical location, we will focus on creating a serene and inviting environment that promotes peace and tranquility. As we expand, we will look for locations that align with our brand's values and ethos. We will also participate in local events and collaborate with other businesses in the area to increase our visibility.

## **Product Development**

As a Yoga and Meditation Studio, we are committed to providing a diverse range of services that cater to different needs and preferences. We will continually refine our offerings based on customer feedback and industry trends. Our services will range from beginner yoga classes to advanced meditation sessions, ensuring we cater to all skill levels.

We will also develop a range of online resources, including instructional videos, guided meditation audio, and informative blog posts. Our aim is to create a comprehensive online platform that provides value to our customers beyond our physical classes. We believe this will not only attract new customers but also add value to our existing ones.

Additionally, we will introduce a line of branded products, such as yoga mats, clothing, and accessories. These products will be available for purchase at our physical location and through our online platform. Offering high-quality, branded products will not only provide an additional revenue stream but also enhance our brand's visibility and recognition.

## **Partnerships**

Collaborating with like-minded businesses and organizations is a crucial part of our growth strategy. We aim to build partnerships with wellness centers, health clubs, and other relevant businesses to offer joint promotions and events. This will allow us to reach a wider audience and strengthen our position in the market.

We also plan to work with local schools and community organizations to promote the benefits of yoga and meditation. By offering workshops and classes tailored to these groups, we can foster a sense of community and increase our visibility in the local area.

Finally, we will seek partnerships with online influencers and bloggers in the wellness space. Collaborating with these individuals will allow us to reach their followers and increase our online presence. We believe that these partnerships, combined with our market development and product development strategies, will position Abundant Rock Yoga for successful growth and expansion.

## **Finance**

### **Initial Investment (\$ usd)**

Investment Item	Cost
yoga equipment	15,000
construction	40,000
online platform development	500
	0
	0
	0
	0
	0
	0
	0
<b>Total</b>	<b>55,500</b>

## First Year Income Statement (\$ usd)

### First Year Income Statement Jan - Jun (\$ usd)

	Jan	Feb	Mar	Apr	May	Jun
<b>Revenue</b>	5,400	5,880	6,402	6,971	7,590	8,264
Cost of Goods Sold	2,160	2,352	2,561	2,788	3,036	3,306
<b>Gross Margin</b>	3,240	3,528	3,841	4,183	4,554	4,958
<b>Operating Expenses</b>						
Wages and Benefits	324	353	384	418	455	496
Marketing	270	294	320	349	380	413
Rent	0	0	0	0	0	0
General Administrative	54	59	64	70	76	83
Depreciation	108	118	128	139	152	165
Utilities	0	0	0	0	0	0
Other Expenses	54	59	64	70	76	83
<b>Total Expenses</b>	810	883	960	1,046	1,139	1,240

	Jan	Feb	Mar	Apr	May	Jun
<b>Earnings Before Interest and Taxes</b>	2,430	2,645	2,881	3,137	3,415	3,718
Interest Expense	0	0	0	0	0	0
<b>Earnings Before Taxes</b>	2,430	2,645	2,881	3,137	3,415	3,718
Income Taxes	486	529	576	627	683	744
<b>Net Income</b>	1,944	2,116	2,305	2,510	2,732	2,974

### First Year Income Statement Jul - Dec (\$ usd)

	Jul	Aug	Sep	Oct	Nov	Dec
<b>Revenue</b>	8,998	9,797	10,667	11,615	12,647	13,770
Cost of Goods Sold	3,599	3,919	4,267	4,646	5,059	5,508
<b>Gross Margin</b>	5,399	5,878	6,400	6,969	7,588	8,262
<b>Operating Expenses</b>						
Wages and Benefits	540	588	640	697	759	826
Marketing	450	490	533	581	632	689
Rent	0	0	0	0	0	0
General Administrative	90	98	107	116	126	138
Depreciation	180	196	213	232	253	275
Utilities	0	0	0	0	0	0
Other Expenses	90	98	107	116	126	138
<b>Total Expenses</b>	1,350	1,470	1,600	1,742	1,896	2,066
<b>Earnings Before Interest and Taxes</b>	4,049	4,408	4,800	5,227	5,692	6,196
Interest Expense	0	0	0	0	0	0
<b>Earnings Before Taxes</b>	4,049	4,408	4,800	5,227	5,692	6,196
Income Taxes	810	882	960	1,045	1,138	1,239
<b>Net Income</b>	3,239	3,526	3,840	4,182	4,554	4,957

## Income Statement Year 1 - 5 (\$ usd)

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>	<b>108,000</b>	<b>118,800</b>	<b>130,680</b>	<b>143,748</b>	<b>158,123</b>
Cost of Goods Sold	43,200	47,520	52,272	57,499	63,249
<b>Gross Margin</b>	<b>64,800</b>	<b>71,280</b>	<b>78,408</b>	<b>86,249</b>	<b>94,874</b>
<b>Operating Expenses</b>					
Wages and Benefits	6,480	7,128	7,841	8,625	9,487
Marketing	5,400	5,940	6,534	7,187	7,906
Rent	0	0	0	0	0
General Administrative	1,080	1,188	1,307	1,437	1,581
Depreciation	2,160	2,376	2,614	2,875	3,162
Utilities	0	0	0	0	0
Other Expenses	1,080	1,188	1,307	1,437	1,581
Total Expenses	16,200	17,820	19,603	21,561	23,717
<b>Earnings Before Interest and Taxes</b>	<b>48,600</b>	<b>53,460</b>	<b>58,805</b>	<b>64,688</b>	<b>71,157</b>
Interest Expense	0	0	0	0	0
<b>Earnings Before Taxes</b>	<b>48,600</b>	<b>53,460</b>	<b>58,805</b>	<b>64,688</b>	<b>71,157</b>
Income Taxes	9,720	10,692	11,761	12,938	14,231
<b>Net Income</b>	<b>38,880</b>	<b>42,768</b>	<b>47,044</b>	<b>51,750</b>	<b>56,926</b>

## Risk and Mitigation

- **Risk 1: Limited Clientele**

As an unlaunched business, one of the biggest risks we face is the potential of having a limited clientele. Being based in Hillsdale, Michigan, we might not have a large pool of potential customers interested in yoga and meditation. This could limit our revenue and growth potential.

**Mitigation:**

We plan to counter this risk by offering both online and in-person services. This way, we can reach a larger audience beyond our physical location. We will also invest in

effective marketing strategies, targeting social media platforms and local community events to increase awareness about our services.

- **Risk 2: Staffing Constraints**

With only two employees, we may face challenges in meeting customer demand, especially during peak hours or if one employee is unavailable. This could lead to reduced customer satisfaction and potential loss of business.

**Mitigation:**

We will ensure that our employees are cross-trained to handle all aspects of the business. We will also consider hiring part-time staff or contractors during peak times or as our customer base grows. Additionally, we will leverage technology to automate certain processes where possible, such as online booking and payment systems.

- **Risk 3: Market Competition**

The yoga and meditation industry is highly competitive. There may be other established studios in Hillsdale, Michigan that already have a loyal customer base. This could make it difficult for us to attract customers.

**Mitigation:**

To differentiate Abundant Rock Yoga from competitors, we will focus on providing unique, high-quality services. This includes offering a variety of yoga classes and meditation sessions suitable for all experience levels. We will also foster a welcoming and inclusive environment, and prioritize customer feedback to continually improve our services.

- **Risk 4: Financial Instability**

As an upcoming business, we may face financial instability, especially in the early stages when we are trying to attract customers and cover our initial investment. This could affect our ability to sustain operations.

**Mitigation:**

We will implement strict financial management practices from the start. This includes setting realistic budgets, closely monitoring expenses, and establishing an emergency fund. We will also seek out additional sources of revenue, such as selling yoga-related merchandise or hosting special events.

- **Risk 5: Health and Safety Concerns**

In the current global health climate, potential customers may be hesitant to attend in-person classes due to health and safety concerns. This could significantly impact our business model.

**Mitigation:**

We will prioritize the health and safety of our customers and staff. This includes implementing strict sanitization procedures, enforcing social distancing measures, and offering online classes for those who prefer to practice from home. We will also stay updated on local health guidelines and adjust our operations as necessary.

# Grind and Seal Proposal

5/23//2024

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**Megan Laser**  
62 Waldron St  
Hillsdale, MI 49242

## Scope of Work

Locke Epoxy will provide labor, equipment, and materials necessary for preparation and installation of a grind and seal on up to 1300 total square feet. Starting and ending with our 3 component high wear urethane. The installed flooring system proposed will follow the existing elevation of the floor. No leveling will be included at this price point. Locke Epoxy will install key ways where/if necessary. Resinous grind and seal systems provide elegance, durability and curb appeal to your space while protecting your concrete for years to come.

- Said proposal is based on receiving complete and exclusive access to the entire floor area scheduled to receive this resinous grind and seal system. This proposal assumes that the rooms and areas are free and clear of debris, construction equipment and other products or materials; as well as other tradesmen until the completion of the process.
- Preparation of the work area WILL produce dust. Our vacuum equipment will keep dust contained to a minimum, however, our proposed bid does NOT include the usage of air scrubber(s) or protection of ceilings/walls from settling dust. We are able to provide these services at an additional cost.
- Locke Epoxy intends to complete work in a single mobilization/ consecutive work days until the project is complete. Additional fees/ added cost will be enforced if

work needs to be stopped, or resumed at a later date for whatever the reason may be.

- The proposal assumes adequate site access, lighting, power, dumpster for trash, and approved disposal areas for fluids and other waste should be provided by the owner or general of the project.

## Base Bid + Notes

**\$7,800.00** - Grind and Seal

- **Remove all existing glue**
- **Floor to be profiled with planetary grinder, and hand grinder/ multitools where not accessible, post removal.**
- **Spalls, cracks and joints will be filled on a time and material basis.**
- **This price reflects glue removal and up to 2 (two) passes with the diamond grinder to hone the floor back to a 100 profile prior to sealing the floor.**

Payment Terms:

Prior to embarking on the job site, a non-refundable ½ down deposit is required. The last ½ of the bill is due upon job completion. All work performed unless otherwise stated, will be due, and payable within or before 30 days. Any work not paid for in this time frame will be referred to collections, and all legal expenses will be paid by the customer. A delinquency charge of 10% per month may be added to any amount 60 days in arrears from the date of this contract, and thereafter until paid in full.

## Proposal Notes

- The required ½ down deposit prior to starting the job locks the project into Locke Epoxy's Schedule at the proposed price with no price fluctuations.
- This proposal includes work completed during regular business hours.
- Proposal excludes moving any sort of furniture, fixtures or leftover job equipment from homeowners, or other contractors.
- Locke Epoxy is not responsible for providing any sort of lighting, heating, protective coverings, furnishing or installing anything otherwise outlined in the above schedule.
- Each additional mobilization will be billed at a minimum of \$2500.00 minimum cost.
- Locke Epoxy must review and accept existing conditions prior to contract agreement.

## Owner Acceptance

**ACCEPTANCE OF PROPOSAL:** By signing below, the signer acknowledges that this is a notice to proceed and shall be deemed as an acceptance of all terms and conditions (exclusions, prices, etc.) specified in ALL pages of the proposal. Payment is to be made as outlined above.

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Proposal Accepted By

---

Date

---

Locke Epoxy Approved By

---

Date

## General Exclusions

- Access to adequate water, lighting, electricity, sanitary drain, and dumpster by others (unless otherwise noted) is required. Proper access to a loading dock with levelers to accommodate loading/ unloading the box truck is required (Please state otherwise if not available).
- Locke Epoxy is not responsible for any unknown or unforeseen conditions including, but not limited to: randomized bubbling, pests in coatings, leaks or spills, foot traffic on coating prior to accepting foot traffic, excess moisture etc.
- Client will pick colors. Once colors are picked, there is no changing. If the desired look of the color picked, or design is not up to par with customers' likings, it is their responsibility to buy materials, pigments and liquids while paying Locke Epoxy a minimum \$1.50/ SF in labor to reinstall.
- Products are temperature restrictive to 50 degrees fahrenheit and above. Air, slab and material temperature must be maintained at a minimum of 2 days prior to coating installation and no less than one week after to insure prime curing conditions. Supplying of heat is NOT included in this scope of work unless agreed upon (in writing) prior to the start of the project.
- Prices provided on this proposal are valid for 30 days from the above date.
- Locke Epoxy reserves the right to submit progress billing for projects lasting more than 10 days.



- Moisture Vapor Barrier Epoxy is utilized to minimize any possible moisture issues with epoxy systems, enhancing the ability for the coating to withstand up to 6x the moisture content than a regular 100% solids epoxy will provide. It is not the responsibility of Locke Epoxy to core drill, or test for moisture prior to coating the floor. If a floor falls victim to excessive moisture, or hydrostatic pressure, this is the assumed responsibility of the client, not Locke Epoxy.
- Full Broadcast Epoxy Floors are warranted with an adhesion warranty. We guarantee our topcoat will not come unbound from the broadcasted flake. Topcoat delamination falls under the manufacturers warranty in which said supplier will pay for removal, and reinstallation fees to correct any faulty product.
- Coatings are only as good as the substrate it is bonded to; concrete failure is not the responsibility of Locke Epoxy. Only what lies atop the concrete is the assumed responsibility of Locke Epoxy.
- When grinding and or polishing is performed, there may be aggregate exposed that you or our company is not aware of due to the strength and age of the existing concrete.
- When applying dyes or stains, the color and overall look may vary based on the pour/ finish of the concrete.
- When applying hardeners/ densifiers, dyes/stains, and sealers, all uneven finishes are based on the original pour and finish conditions of the concrete.
- Stains, existing or created during the construction process, will show through transparent systems and sealers.
- Repairs of cracks, joints, bolt holes, spalls, popouts, or any other substrate defects are not included in the floor unless otherwise agreed upon, and have potential to ghost through the floors coatings. Such work will be done on a time and material basis.
- Time and Material Basis is \$175/ Hr with up to two men, and access to all diamond grinders, hepa vacuums, diamond wheels, cut off wheels, dust collection contraptions, multi functional tools etc. Not included in this rate is any liquid including but not limited to epoxy, polyaspartic, urethane, tint, MMA, densifier or degreaser, microbials and or excess diamond usage.
- Extras will be billed accordingly and are the assumed responsibility of the customer, general or contractor who hired Locke Epoxy.
- Drains need to be set at appropriate elevation and sealed by others.
- Unless otherwise agreed to, Locke Epoxy is not responsible for any transition strips or cove base.
- Epoxy does yellow over time with exposure to UV rays and natural light; lighter colors will show the yellowing process more than darker colors. While our topcoats are UV resistant, it is the customers responsibility to understand the properties of epoxy and the risk at hand with epoxy systems.

- Tape should NOT be applied to finishes/ finished surfaces. It is not the responsibility of Locke Epoxy for any damage created by tape.
- Preparation of filling of slab joints, existing or new, are not included unless noted in base quote.
- On existing repairs/ restorations projects, removal of existing fixtures/contents/items are to be removed by others.
- Protections of finished work are not included unless specified.
- Three (3) to four (4) weeks' notice is required prior to any mobilization unless agreed upon in writing.
- ½ up front payment is required prior to first mobilization to the job site.
- All hazardous material, or materials that cannot be disposed of onsite will require removal by others, and is not included in this scope of work, unless agreed upon in writing.
- Generator is not supplied or included otherwise in this proposal.
- Close out documents, including warranties, will not be issued until final payment, minus retainage has been received.
- Adequate substrate cure time is required prior to start.
- A 30 day minimum cure time will be required for installation on new concrete.
- If additional grinding is necessary due to improper trowelling or improper application of cure and seal(s), additional costs may apply.

**POWER REQUIREMENT NOTE:** If necessary, OWNER/GC to provide panel hookup. Provided will be the whips needed for hookup. Owner is liable for breaker specificity and labor to hook up. Power source must be no more than 150' away from the work area. If power requirements cannot be met, it is the assumed responsibility of the GC or owner to provide a generator and obtain permits if necessary.

The following could result in additional cost if necessary, and will be applied pending a final site visit to determine the existing conditions unless otherwise noted in the proposal:

- Substrate repairs will be additional cost added to the base bid unless specifically agreed to in writing or prior to the start of the job. Locke Epoxy will advise appropriate personnel when/ if such areas are discovered for approval.

- 
- Drywallers/Painters leaving the floor unclean with mud and debris attached to the floor in excessive matters.

**EXCLUDES:** All substrate and finished surface testing, unless otherwise specified and agreed upon in writing, to be done by others.

**Excludes:** Certified P&P Bonding, GC Provided Insurance, Payroll Program, or any other additional cost not listed in our proposal.

Locke Epoxy appreciates this opportunity to work together. We look forward to hearing from you and providing "Quality you can stand on!"

Please contact Kyle directly @ 517-677-5509 or [LockEpoxyUSA@gmail.com](mailto:LockEpoxyUSA@gmail.com) with any questions you may have.