

Ronakkumar D Patel

8009 harvest dr

Homewood IL 60430

Liquor License Request

Requesting packaged liquor license request for UNITED LIQUOR located at 17532 dixie hwy, Homewood IL 60430.

Thanks,

Ronakkumar D Patel

# **Business Plan**

UNITED LIQUORS  
17532 DIXIE HWY, HOMEWOOD, IL 60430

## **Owner Name, Address & Phone and % Ownership:**

### Owner

Name: Ronakkumar D Patel  
Address: 8009 Harvest Dr Frankfort IL 60423  
Phone: 708-381-9720  
Ownership 100%

First of all I would like to say Thank you !! to Mayor Rich Hofeld ,village trustees and staff members to giving me opportunity to represent my business plan .

This business plan discusses an acquiring existing liquor store business the name of the proposed company is "UNITED LIQUOR" and it is the concept of Ronakkumar D Patel.

Mr. Patel have been a past user of liquor sales and supply services and found this industry to be highly attractive and promising in terms of future growth and expansion. UNITED LIQUOR is very good neighborhood store need to add more grocery item. We will have couple isles of grocery item and walking cooler with daily household item such as milk, eggs and cheese.

The business targeted location is City of Homewood Illinois which has an underserved population of middle and high-income individuals that would find UNITED LIQUOR business to be both convenient and opportune.

Mr. Ronakkumar Patel is intent on working as business owner with specific industry experience and he will be President and as a working director in charge of marketing, strategy, and supplier relationships.

Mr. Patel currently own the Family wine & liquor on Dixie hwy. we are very successful with our current establishment and we like to offer similar products and atmosphere to our new location united liquor. Having found himself in need of competent liquor sales and supply services at times during his own personal life, MR. Patel developed the desire to open a liquor store that would allow the liquor store consumer to have his or her choice of a wide selection of beer and alcohol in a timely and convenient manner.

Mr. Patel's vision is centered on maintaining the convenience factor for UNITED LIQUOR store consumers.

To this end, UNITED LIQUOR STORE vision statement states:

**“Convenience first, Service second, and Profitability third.”**

MR. Patel mission statement is composed to ensure that UNITED LIQUOR employees all understand the business priorities:

“All liquor store consumers will be served as if UNITED LIQUOR were the last place a liquor store consumer will visit and no liquor store consumer will leave the premises feeling as if they have not been taken care of.”

### Marketing Objectives

UNITED LIQUOR marketing objectives are fairly straightforward and simple. This allows ownership the opportunity to focus on operations and service while still achieving sales objectives and service metrics:

- Reach 100 new liquor store consumers a month for the first 12 months
- Develop a word-of-mouth reputation
- Achieve first year revenues of \$1,000,000.

### Products/Services

UNITED LIQUORS initial products and services will be limited in scope in order to allow ownership and management to establish a local market and reputation by focusing on operations and sales. The initial products and services offered will be:

- Full line of Whisky, Rum, Vodka & Tequila Products
- All the Popular Domestic Beers and microbrew beers
- A Selection of Popular Foreign Beers
- Mixed Drink Products
- Wide range of wine selection
- Cigarettes & Premium Cigars
- Food, Snacks, daily household items such as milk, bread, cheese etc.

### Company Structure & Ownership

UNITED LIQUOR will be owned entirely by Ronakkumar Patel. It will be fully incorporated within the state of Illinois and licensed to operate in city of Homewood Illinois. UNITED LIQUOR will be directed and managed by MR. Patel.

### Core Management Personnel

**President:** Ronakkumar Patel will be the President of the corporation and will act as a working director of the corporation on a daily basis.

**Manager:** a manager will retained who has specific liquor sales industry experience to oversee daily operations after 2 year of owner operation.

**Lead Cashier:** an employee will be hired and selected to act as leas service representative and to assist the manager in daily operations.

### Roles & Responsibilities

**President:** The President will act as a working director. This role will be fulfilled by MR. Patel and he will handle all strategic management for UNITED LIQUOR. This includes marketing plans and strategies, supplier relations, and product/service selection and introduction.

### Key Success Factors

The key success factors for UNITED LIQUOR are an important part of the business plan and operations. Failure to meet key success factors usually implies that a business is being poorly managed or was poorly conceived.

The key success factors for UNITED LIQUOR are:

- Meet first year sales goals
- Meet first year liquor store customer satisfaction objectives
- Acquire standout manager and supervisor
- Implement structured liquor store customer service training
- Add wide variety of grocery items
- Reach grocery sale up to 15 % or higher

Thank you,

Ronakkumar D Patel