



Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc

Cecil Stark

office@starkservicesinc.com

www.starkservicesinc.com

(888) 212- DIRT

Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc

Table of Contents

1.0 Executive Summary 3

 1.1 Objectives 3

 1.2 Mission and Vision 3

 1.3 Keys to Success 3

2.0 Company Summary 4

 2.1 Company Ownership 4

3.0 Products/Services and Operations 4

 3.1 Location, Hours of Operation 4

 3.2 Products or Services 5

4.0 Market Analysis Summary 5

 4.1 Market Segmentation 5

 4.2 Industry Analysis 5

 4.3 Competition 8

 4.4 Competitive Edge 9

5.0 Strategies and Goals 9

 5.1 Marketing and Sales..... 9

6.0 Management Summary 10

7.0 Financial Requirements 10

Financial Pro Formas (attached)

Other Attachments

**Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc**

1.0 Executive Summary

Cecil Joe Stark Logging and Sawmill, Inc., dba Stark, Inc. is a Domestic For-Profit Corporation formed in the state of Texas by Cecil J. Stark.

Projected sales for year one after the move to the Sweeny location total \$6,000,000 building to \$7,500,000 by the third year of operation at this new location. Stark, Inc. will need to earn an average monthly revenue of \$103,813 in year one to break even. Potential sales tax collected in year one total \$495,000 building to \$618,750 in year three.

Stark Inc. is seeking \$304,000 in outside funding to supplement the owner's investment of \$76,000 cash equity injection to cover construction costs for the primary office building and retail shop. Additional improvements will be made using owner's equity.

1.1 Objectives

- Relocate operations and open the retail shop in January 2024
- Projected sales for year one after the move to the Sweeny location total \$6,000,000 building to \$7,500,000 by the third year of operation at this new location.
- Maintain a positive cash balance throughout the first 3 years of operation after relocation, maintaining a positive net worth during the first year of operation.

1.2 Mission and Vision

Stark Inc. provides professional and reliable land-clearing services to our customers. Our mission is to consistently deliver exceptional workmanship and customer service while maintaining a commitment to sustainability and environmental responsibility. We aim to be the leading provider of land-clearing services in our region.

1.3 Keys to Success

Based on company history and experience, and according to Vertical IQ industry reports, the keys to success for site prep contractors include:

- Accurate Estimates of Project Costs and Bidding. Accurate cost estimates and project bidding are critical to site prep contractors' profitability. Stark, Inc. has a long history of successful project cost estimating and has a process in place to bid successfully.
- Effective Credit and Collections. - Maintaining effective control over credit and collections can be critical to site prep contractors' profitability Stark, Inc. has a

**Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc**

strong reputation in the industry for paying on time and collecting payments from customers. Before we start any job, we send a service agreement with the terms of the contract and we have lines of credit from local banks.

- **Managing Cash Through Swings in Demand.** - Site prep contractors must be able to manage cash through swings in business activity to be successful. Seasonality and weather conditions affect project timelines and site prep contractors' ability to perform work. Stark, Inc. maintains the pits and yard by keeping stock of the material and maintaining equipment. If we run out, we order it right away so the work is not delayed. If the weather is not to par, we try to get it to the customer as soon as we can.

2.0 Company Summary

Stark Inc. strives to offer a wide range of land-clearing services to meet the unique needs of our clients. We also provide stone for houses, lawn equipment and trailer rental for anyone. We are committed to using the latest technology and techniques to ensure the safety and efficiency of our work.

Stark Inc. helps provide transport services such as Dirt and rock delivery, which include but are not limited to, select fill, sand, clay, limestone road base, stabilized sand, crushed concrete, and firewood among many other things. We also provide site work such as land clearing, ponds, pads, driveways, and much more. The target customer base includes contractor companies, as well as small businesses and individuals. We feel that Stark Inc. can be an asset to your city by bringing in more revenue to Sweeny and bringing in more customers. It will also benefit Stark Inc. with employees and expand our business to being a retail store.

2.1 Company Ownership

Cecil Joe Stark Logging and Sawmill, Inc., dba Stark, Inc. is a Domestic For-Profit Corporation formed in the state of Texas by Cecil J. Stark.

- We have been in business since 2007 with more than 15 years of experience.
- Cecil Stark, President has been in this industry his entire life, first working at his father's business and learning about the trade.

3.0 Products and Services

Location: 149-199 Calvie Brown Rd, Sweeny TX, 77480

Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc

Our location allows us to better serve customers because we have sand pits located in Bay City, Old Ocean, Jones Creek, Angleton, and Damon.

Hours of Operation: M-F 7 am-4 pm

Products/Service offering:

Sand, clay, select fill, topsoil, limestone, crushed concrete, dozer and excavator work, land clearing, site prep, custom hauling, demolition, driveways, roads, ponds, pads, firewood, and mats.

4.0 Market Analysis Summary

Demographic forecasting for Brazoria County and the greater Houston Metro area, estimates that the population will increase over 40% during the next 10-15 years. (HGAC report 2016). The Brazosport area is a key growth area in Brazoria County, especially due to industrial expansions in the petrochemical, LNG and oil refinery industries. With anticipated population growth and increased disposable income, as measured by the value of construction, construction activity is expected to grow at an annualized rate of 1.7% over the five years to 2024.

4.1 Market Segmentation

Target Customers

- Our target customers include construction and contract companies who need trucking services or materials to their job sites. An example of these types of companies include pipeline, construction in Phillips, and CenterPoint Energy substations. Recently, Stark Inc provided services to the Byrd Ranch Substation Battery site located on FM 1459 right outside of Sweeny.
- Other target customers of Stark Inc include individuals that need site work such as land clearing, house pads, ponds, and driveways installation.

Customer Needs

- Quality: We try our best to provide the services requested by each customer in a professional and timely manner.
- Reliability: Stark Inc provides reliable services to our customers as agreed subject to weather constraints.

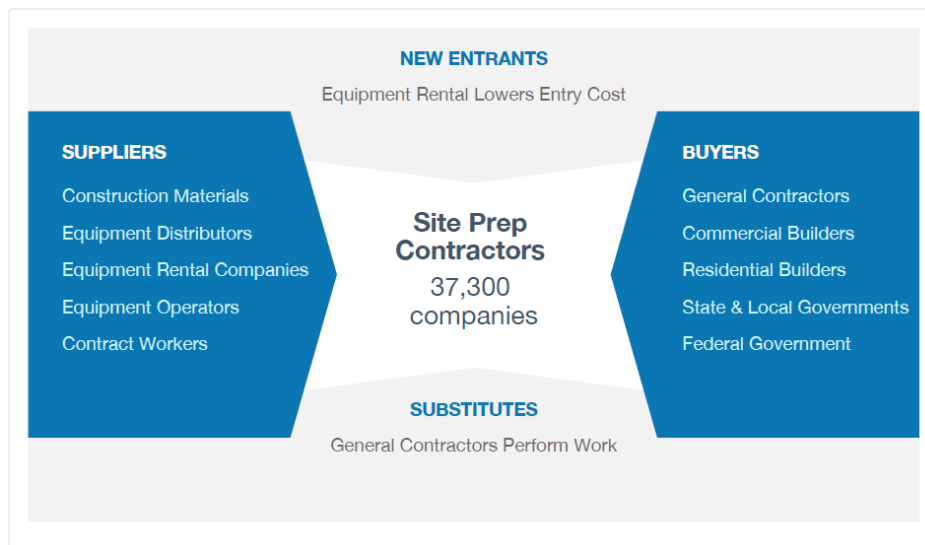
Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc

4.2 Industry Analysis

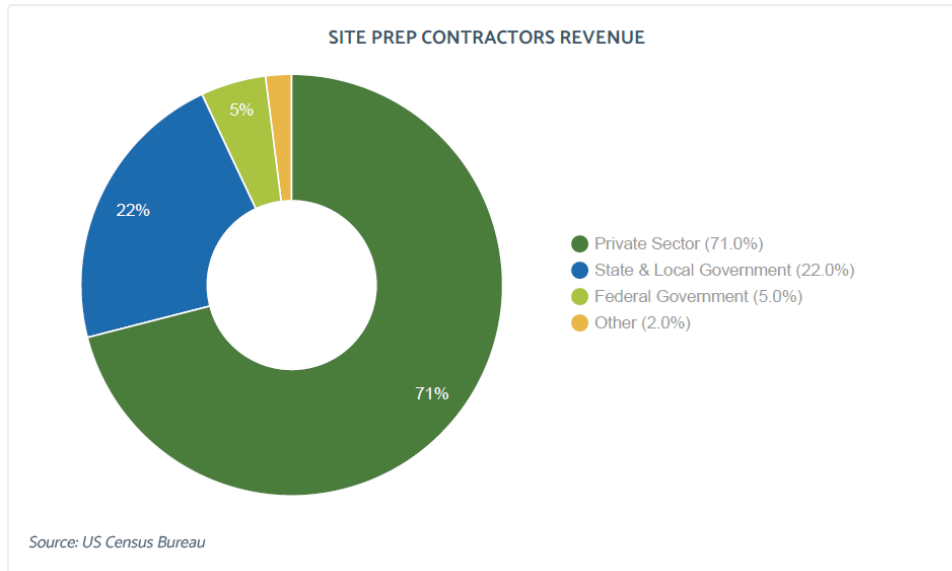
Site Prep Contractors

Sales for the US site prep contractors industry are forecast to grow at a 4.96% compounded annual rate from 2022 to 2027, comparable to the growth of the overall economy. According to reports from Vertical IQ, the average site preparation contractor operates out of a single location, employs 9-10 workers, and generates about \$2-3 million annually.

- The site preparation services industry consists of about 37,300 companies that employ 379,600 workers and generate about \$97 billion annually.
- The industry is fragmented; most site preparation contractors serve a limited geographical market.
- Some large general contractors, such as Granite Construction and Sterling Construction, offer site preparation services in addition to other construction services.



Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc



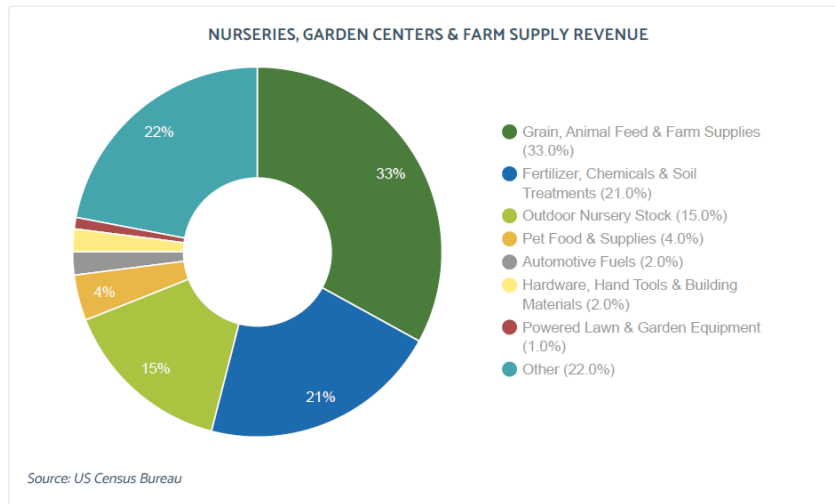
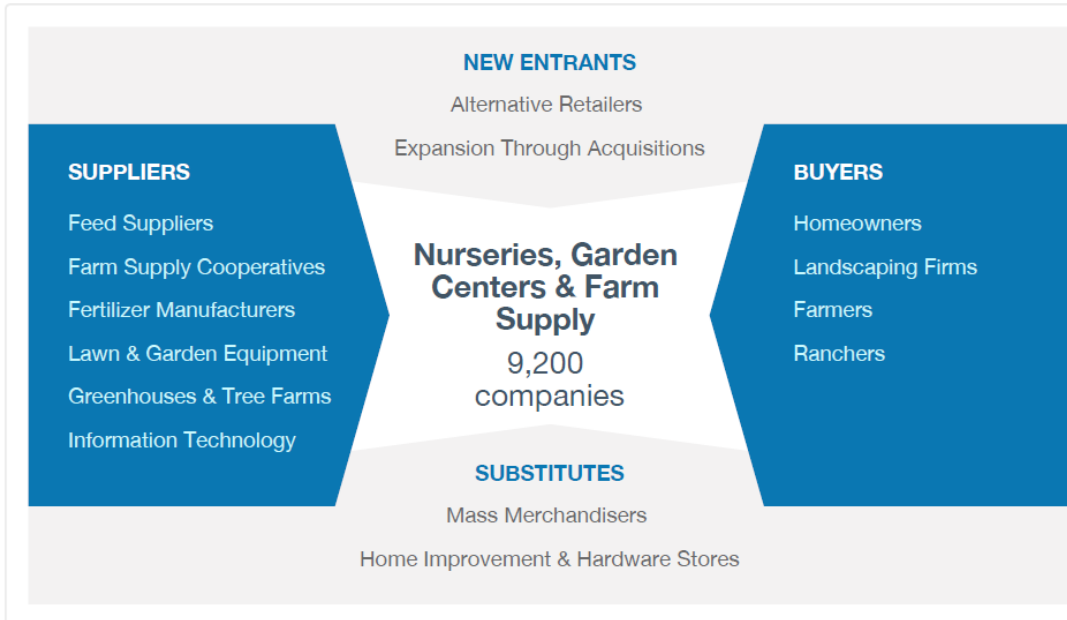
Nurseries, Garden Centers & Farm Supply

The average nursery, garden center, or farm supply retailer operates out of a single location, employs 14 workers, and generates \$3-4 million annually. Sales for the US nurseries, garden centers and farm supply retailers industry are forecast to grow at a 2.8% compounded

annual rate from 2022 to 2027, slower than the growth of the overall economy.

- The nursery, garden center, and farm supply retailing industry consists of about 9,200 companies operating 13,100 stores that employ about 130,000 workers and generate about \$35 billion annually.
- The industry is highly fragmented; the top 50 firms account for about 41% of industry sales.
- Tractor Supply is the largest farm supply retailer in the US with over 1,940 stores. Large nursery and garden centers, such as Armstrong Garden Centers and Stein Garden Centers, have multiple locations but typically operate in one or two states. Most companies are small, independent operations.

Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc



4.3 Competition

The top 3 competitors for [Business Name] include the following:

Company	Location	Pros & Cons
Vernor Material	545 County Road 227A Freeport, TX 77541 website: https://vernor.com/	Pros: they do a lot more then what we do. We also work with them. Friends with owners

Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc

		Cons: Been around a long time.
Justice Sand	19216 TX-35 Sweeny, TX 77480 Website: https://justicesandco.com/	Pros: going out of business Cons: Close to us
SRM Concrete	13510 FM 523 Angleton, TX 77515 Website: https://www.smyrnareadymix.com/	Pros: There are all around the world. Cons: There office is in TN

4.4 Competitive Edge

- Quality: We try our best to provide the services requested by each customer in a professional and timely manner.
- Reliability: Stark Inc provides reliable services to our customers as agreed subject to weather constraints.

5.0 Strategies and Goals

- **Short-Term Goals:**
 - To move closer to town and become the go-to resource for lawn and landscaping products West of the Brazos.
 - Expand the business by adding a retail storefront and more products for sale.

5.1 Marketing and Sales Summary

Dirt Delivery

Select Fill
Sand
Topsoil
Common Fill
Clay
Black Dirt

Rock

Stabilized Material
Limestone
57 stone-finish rock
Crushed Concrete
Stone
Asphalt Milling's
Aggregate
Pea Gravel
3x5 Bull Rock

Maintenance

Mowing
Weeding
Ditch Cleaning

Rolloff Dumpster

20's,25's,30's,35's,40's,45's

Other services

Land Clearing
Site Prep
Custom Hauling
Dozer work
Excavator Work
Demolition
Driveways
Pads
Ponds
Roads

Equipment Rent

Trailers
Lawn Equipment
Chainsaws
Crash Trailers / Trucks

Repair

Chainsaws
Lawn Equipment

Parts

Lawn Equipment
Chainsaws

Firewood- Delivery/pick up.

¼ cord
½ a cord
Full (1) cord
Stacked on pallet.
Self-Loading

5.2 Promotions Plan

Cecil Joe Stark Logging and Sawmill Inc DBA Stark Inc. will use the following tactics to attract new customers.

customers:

- Banners and Billboards: Put up billboards around town or towns.
- Classified Ads: In the school athletic books and in the newspaper.
- Online Marketing: Facebook posts and Stark Inc. website
- Support Baseball/ Softball teams around Brazoria County.
- Support Fire department/ Police station

6.0 Management Summary

**Cecil Joe Stark Logging and Sawmill Inc
DBA Stark Inc**

Cecil Stark, Title: Owner: Owner of Stark Inc. since 2007. Deals with pricing and what jobs Stark Inc does.

Shelly French, Office Manager: Deals with QuickBooks and billing and writing checks.

Emily Stark, Office Assistant: Does trucking payroll and filing, answer phones. Has a degree in office administration.

Daniel Stark, Trucking Supervisor: Schedules deliveries, trucking services, and provides bids.

Charles Carter, Manager: Provides bids and oversees site work at the job site.

Below is a list of advisors who will provide support to the management team:

Name	Organization	Specialization
Emily Stark	Stark Inc.	Office Manager
Shelly French	Stark Inc.	Accounting & Taxes
Jennifer Finney	Brazosport College SBDC	Business & Strategic Planning, Financial Management & Marketing

7.0 Financial Requirements

Stark Inc. is seeking \$304,000 in outside funding to supplement the owner's investment of \$76,000 cash equity injection to cover construction costs for the primary office building and retail shop. Additional improvements will be made using owner's equity.