

WATERTOWN PLANNING COMMISSION APPLICATION  
MARCH 27, 2023



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WATERTOWN, WI 53094  
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STEVEN H. HILL

Find us on Facebook - That Guy Fabrication





**Site: 107 S. 5th Street  
Watertown, WI 53094**

 **Proposed “That Guy  
Fabrication” Retail  
Space**

 **Proposed Light  
Industrial Support for  
Retail Space**



## STORE FRONT DISPLAY



## **EXECUTIVE SUMMARY**

That Guy Fabrication, LLC is a welding and fabrication business with expertise in the production of a variety of artistic products.

These include almost anything made of metal i.e. wall hangings to railings. This business relies heavily on innovation.

We've got loads of it and seek to even exceed our client's expectations.

## **PRODUCTS AND SERVICES**

At That Guy Fabrication, LLC, our products consist of various metal works. We specialize in creativity.

Such products include household items to exterior needs. These are carefully fabricated to achieve durability in addition to providing aesthetic value.

Our fabrication and welding workshop is located in Watertown, Wisconsin. In recent years, there has been an increasing demand for the services of artistic retail welding businesses.

Our foray into this line of business was in response to the growing need for our services. We will bring our skill and depth in the welding and fabrication industry to bear on the type of products we churn out.

## **VISION STATEMENT**

We are set to establish a well-equipped and safely run welding business.

This will compete favorably with bigger welding businesses. While producing quality products and services, we seek to break into Wisconsin's top tier of welding and fabrication businesses.

## **MISSION STATEMENT**

We have a singular mission of building reputable and well-respected welding and fabrication brand. This will be achieved through attention to detail on every job we handle.

Our purpose is not only to provide satisfactory services but even exceed our client's expectations.

## **FINANCING**

Self financed.

## **STRENGTH**

As a new welding and fabrication business, our strength comes from our skilled workforce.

Our 1-man team of fabricators has worked with major companies where they have gained considerable experience. My experience and expertise will count in helping us achieve our goals.

## **WEAKNESS**

Our weakness is that most welding and fabrication businesses have trouble with marketing.

Sharing retail space with the established Watertown business Budget Print will help us get the word out of our product offerings.

We will also create a strong presence on all social media platforms.

However, we are not letting down using our wide contacts to win patronage.

## **OPPORTUNITIES**

Although it may be initially challenging to land a client, we are confident that a single job will draw attention to us. This is an opportunity we hope to exploit right from our first client. They say a good job advertises itself.

We are prepared to make this happen by providing exceptional welding and fabrication services.

## **SALES PROJECTION**

Initially, getting patronage may be slow, but this is expected to pick up fast after satisfying a few clients.

- First Financial Year \$30,000.00
- Second Financial Year \$40,000.00
- Third Financial Year \$45,000.00



## **COMPETITIVE ADVANTAGE**

As a welding and fabrication business and being well-motivated, we are expected to become the preferred destination for clients. The qualities of our products speak volumes.

Our finishing will be second to none and the high point of our business appeal.

## **MARKETING STRATEGIES**

Only marketing strategies that are result oriented will be applied.

By coordinating all our activities, our marketing department will be very involved in its design and implementation. Our primary targets are home owners who crave one of a kind creativity.

These would be persuaded to give us a try. To win their approval, we will offer some free services to them. The aim is to make them experience our quality and attention to detail.

## **PAYMENT OPTIONS**

We will make use of multiple payment options.

We aim to allow our clients to use their most convenient payment platform. We will accept several options from cash, checks, credit cards, and electronic banking, among others.





