



*"Service Above Stamps"*

**Mail Box Store**<sup>®</sup>  
*PRINT IT, PACK IT, SHIP IT*

Eagle Express Mail, LLC  
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Bethalto, IL 62010  
618-377-6245

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**Barry Pfeiffer**

Director of Store  
Operations  
618-377-6245

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Director of Marketing  
Operations  
618-345-7225

[www.TheMailBoxStore.net](http://www.TheMailBoxStore.net)



## *Mission Statement*

To provide all customers with the Best Retail, Shipping & Printing Experience possible thru Quality Choices, Reliable Options and Unparallel Customer Service.



## *Vision Statement*

To generate a financially successful company that will give customers a one stop Shipping, Packaging and Printing Experience, as well as develop our Store Concept Nation Wide.



## **Business Purpose**

The packaging, shipping, copying and printing store will provide convenient, quality and courteous services for both consumers and business, at a fair price, for all types of mailing, shipping, packaging and business services to include copying (black/white, high speed, wide format, color), faxing, word processing, computer rental, binding and lamination, digital photo processing, passport services, eBay trading assistance, notary services, private mailbox rentals, retail office supplies, packaging materials boxes, cards, gifts, and other profit centers.

## **Market**

The packaging and shipping industry dates back to the days of the Pony Express and Stagecoach. Every day, thousands of packages journey across the world enroute to their destinations, whether shipped by land, sea or air. Various carriers have collectively created a multibillion dollar industry on the shipping side alone, with several additional billion dollars added with money spent on packaging materials and equipment.

Because of the millions of consumers and businesses who demand to have their items packaged properly and want the convenience of having them shipped without standing in long lines, the niche of the packaging and shipping store was developed.

A mixture of convenience as well as quality and courteous services are attributes both consumers and businesses feel is lacking among carriers and the Post Office. They want their items professionally packaged and shipped from one location. Small businesses enjoy the convenience of having one place where they can take all their business service needs.

Most stores are structured to attract retail business from the residential market and wholesale or commercial activity from the business sector. Although it varies from location to location, most market areas attract an equal volume of sales from residential and small businesses alike.

In summary, the packaging, shipping and communications industry is growing. The trend is for further growth as the average household requires more convenience to acquire more personal and family time and the small business sector consolidates its service requirements for greater profitability without lacking the latest in technology and service to its clients.

## Competition

Using the definition of a competitor in relation to the packaging, shipping and printing, there are many fitting definitions. A number of national chains, some company owned and some franchised have opened locations throughout the country. Standalone stores have also become a familiar sight in many areas.

There is a variance between store policies and services in any industry and stores offering the same type of services we offer are not “competitors.” Surveys conducted show a strong desire for the packaging and shipping business to be open during normal working hours, for the packaging and shipping business to have the ability to pack, insure and ship ANY type of package, large or small, fragile or otherwise, ANYWHERE with any level of service, and processed without standing in a long line.

Although this type of business does not take the place of the U.S. Post Office or UPS Station Counter, it does help our business by providing ALL the services through one central location that is our TRUE competitive advantage.

## Objective

The objective of our Pack and Ship Stores is to build a base of loyal and satisfied customers who will make frequent visits to ship packages, mail letters, make copies, send faxes or purchase supplies. The base of customers will come from local residents and business with new customers being attracted as a result of our advertising and marketing campaigns. The goal of our business is to have a core of regular customers who make daily or weekly visits to use our services and facilities.

## History

Eagle Express Mail was a dream that became a reality for Eliot Deters in 2007. He started this company with a goal in mind to provide every customer a great service at a reasonable price. After the start of his first store in Collinsville, Illinois he quickly expanded his company to include two stores in Illinois and one in Missouri. It was then he realized that he could help others realize their *Business Dream*. Besides the base of operations in the Midwest we also now have stores located through the country all with owners who have the desire to help customer needs and charge a fair price.

## Defining a Mail and Parcel Customer

The leading association for the Mail and Parcel industry is called “Associated Mail and Parcel Centers” or AMPC this organization collected over 50,000 customer records from member locations across the United States, then using a technique called Regression Analysis they created a customer profile and a customer model report.

The Regression Analysis process compared the submitted customer records against the base population to identify the Mail and Parcel Customer. The resulting analysis produces not only a profile of the customers, but an analysis of the demographic criteria that are most important and work in conjunction with each other.

Ultimately, what the reports do is create a statistically defined set of criteria for identifying those consumers most and least likely to purchase services from a Mail and Parcel Center (MPC).

In other words:   Who is your customer?  
                          Who is not your customer?

By answering these two questions, a business will save \$1000's on marketing by choosing the correct media, the correct message, targeted to the correct addresses of likely customers while not wasting money on the unlikely customers.

However, please remember that very few AMPC members can be called “typical”. There is no single code to completely and accurately define our business. Our member's locations, layouts, products and services differ greatly from one member to the next. All data derived from such reports must be viewed with your business model and your community in mind. That being noted, by using a wide range of data and customers, the created reports strongly represent those consumers most likely to purchase from a traditional Mail and Parcel type business.

In analyzing this data, you will be able to denote key demographic variables that are of great significance. The next step is to take this data and apply it to your marketing strategy, channels and message. Your marketing strategies should consist of two core endeavors: new customer acquisition and current customer loyalty.

## **Customer Acquisition & Customer Loyalty**

This process is frequently defined as one of the most difficult aspects of managing a profitable and successful MPC business. How do you identify and then communicate with likely customers?

The following Customer Profile and Model Report reflect demographic variables that best identify the typical customer. These criteria can be used in the purchase of a mailing list for your area. You could further refine this list with specific demographic criteria like income range, number of children, etc. By applying those criteria to the purchase of a mailing list, you can purchase a list of consumers with a significantly higher likelihood of response to your marketing efforts.

The comparatively low cost of keeping an existing customer to the high cost of acquiring a new customer is well known. Beyond just marketing, the data can help you identify services and products that best fit your typical customer demographic.

You are often approached with marketing opportunities that span a wide variety of opportunities. When approached by one of the many in the marketing community, you can ask them who their marketing hits. What are the demographic profiles of their customers, and do those profiles match your likely customer base?

### **Customer Profile**

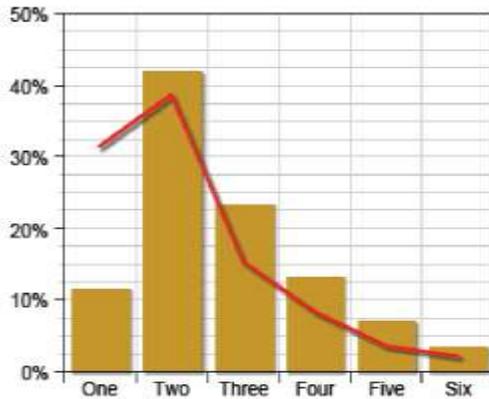
The Customer Profile represents key demographic variables in comparison to the national population base. Each bar graph represents a variable. The bars represent the percentages derived from the submitted customer data. The red line represents the U.S. national population base. What you should look for is bars that differ greatly from the red line.

### **Customer Model**

The Customer Model report represents variables that should be used in association. These six variables work in conjunction with each other. No single variable from this report should be taken and applied as an individual marker. They point to the demographic variables, that when combined, represent the most and least likely response rate in comparison to the general populace.

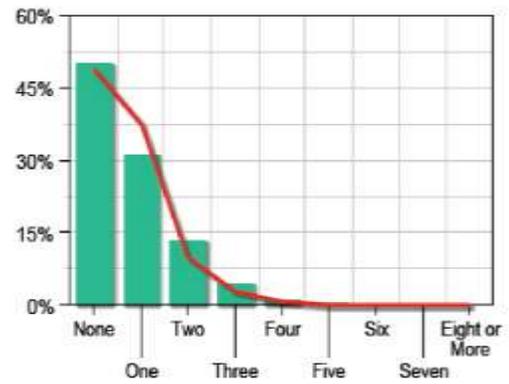
# Regression Analysis

Number of Adults (Red: Nationwide Average)



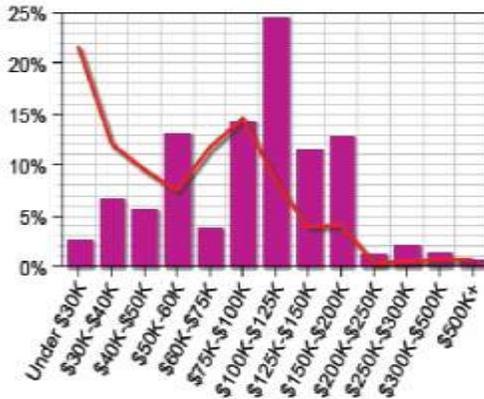
Number of Adults is "Two" for 41.93% of customers (based on the 97% of customers with known values).

Total Number of Children - High Precision (Red: Nationwide Average)



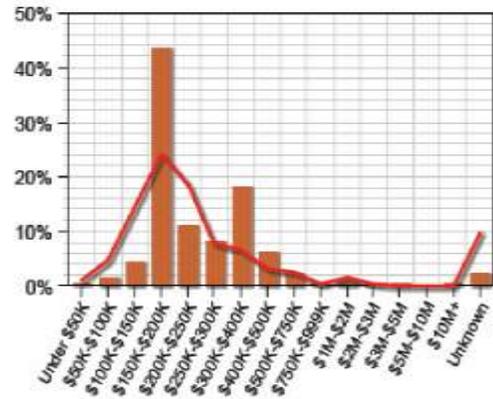
Total Number of Children - High Precision is "None" for 50.06% of customers (based on the 84% of customers with known values).

Genlytics Income Range Code New (Red: Nationwide Average)



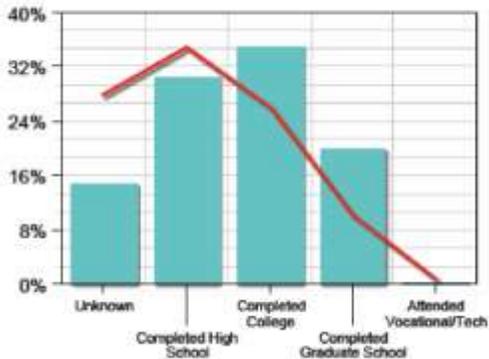
Genlytics Income Range Code New is "\$100K-\$125K" for 24.46% of customers.

Genlytics Home Value Estimate - New (Red: Nationwide Average)



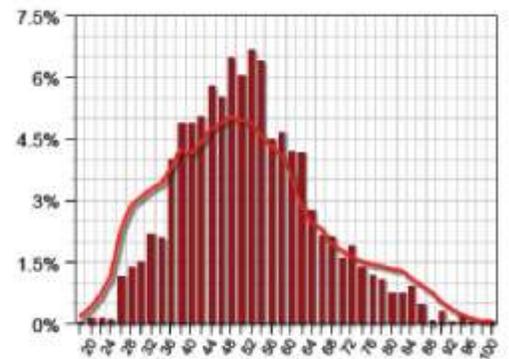
Genlytics Home Value Estimate - New is "\$150K-\$200K" for 43.62% of customers.

Household Education Level (Red: Nationwide Average)



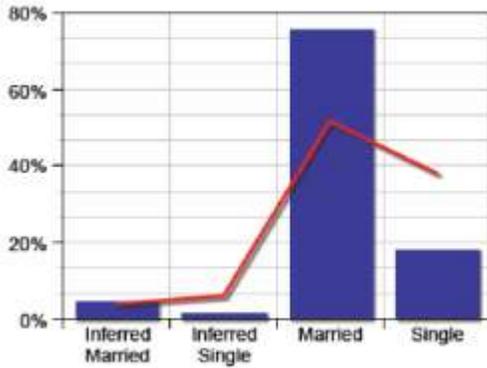
34.86% of customers have Household Education Level of "Completed College".

Head of Household Age (Red: Nationwide Average)



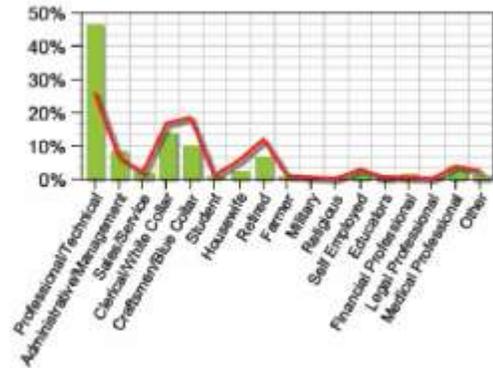
Head of Household Age is "52" for 6.54% of customers (based on the 93% of customers with known values).

**Marital Status (Red: Nationwide Average)**



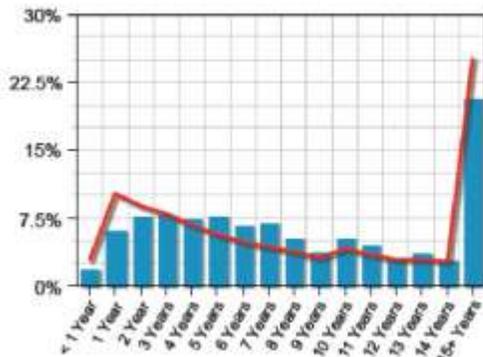
Marital Status is "Married" for 75.47% of customers.

**Head of Household Occupation (Red: Nationwide Average)**



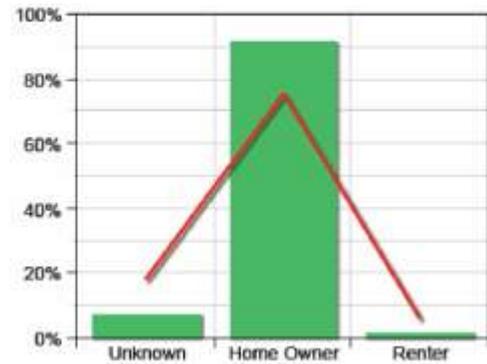
46.17% of customers have Head of Household Occupation of "Professional/Technical" (based on the 73% of customers with known values).

**Length of Residence (Red: Nationwide Average)**



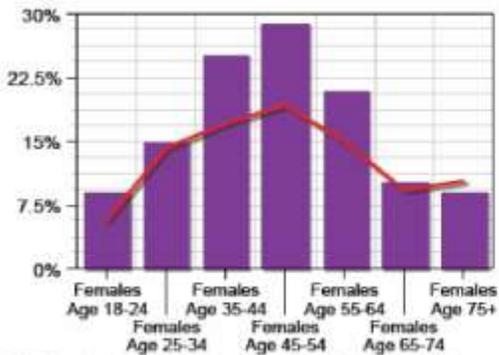
28.50% of customers have Length of Residence of "15+ Years" (based on the 97% of customers with known values).

**Home Owner Indicator (Red: Nationwide Average)**



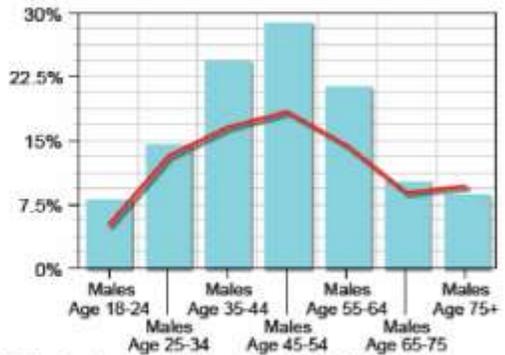
91.25% of customers have Home Owner Indicator of "Home Owner".

**Presence of Adults Female Age Bands (Red: Nationwide Average)**



28.89% of customers have a Presence of Adults Female Age Bands category of Females Age 45-54.

**Presence of Adults Male Age Bands (Red: Nationwide Average)**



28.81% of customers have a Presence of Adults Male Age Bands category of Males Age 45-54.

## Licensee Program

The Mail Box Store Concept has been tested and refined to create an operations plan for our licensee's to follow that is concise and easy to understand. As a licensee with our company you have options but every option comes with:



- ☞ Site Selection Assistance
- ☞ Lease Negotiations
- ☞ Store Planning
- ☞ Architectural Design Assistance
- ☞ Equipment Purchasing Assistance
- ☞ Supply Acquiring
- ☞ Training at our Corporate Training Center
- ☞ On Site Training and Development
- ☞ Grand Opening Assistance
- ☞ Continuous Support and Advise



## Licensee Options

Eagle Express Mail, LLC offers Licensee's two options, one is a complete turnkey operation. We hold your hand as you start and develop your business and then when we are done it is all yours to grow and flourish. Option two is a turnkey option with help building, managing and running your Mail and Parcel Store. If you want to own a profitable and successful mail and parcel center but don't want to run the daily operations this is the best option for you.



# Marketing Your Store

You have the excitement and are ready to open your store but don't know how to get started marketing, not a problem we can help! We offer all of our owners at no additional expense our years of knowledge and training into marketing their store operations including:

- Classroom training on marketing strategies
- Use of our registered and trademarked logo
- Complete list of proven ways to market your store including examples, demonstrations and a complete how-to-manual.
- A complete list of marketing materials and examples we use at all of our store locations all in editable formats for you to use

**Mail Box Store**  
COPY, PRINT & SHIP CENTER

www.TheMailBoxStore.net

**COUPON**  
Donate a Food Item To The Food Pantry Get \$1.00 OFF Your Bill UP TO \$5 (max 1 per bill)

**COUPON**  
\$2.00 OFF Ground Shipping (Expires 2-6-12)

**COUPON**  
Save \$1.00 (per bill) Get 6 Months FREE (Get the highest quality shipping services and materials) Expires 8-19-12

**COUPON**  
\$5.00 OFF Overnight Shipping (Expires 1-19-12)

**Santa's too Busy! Let Us Deliver!**  
We Ship with... FedEx, UPS, DHL

Call or Visit Our Website for Delivery Hours

**COLLINSVILLE BETHALTO**  
1099 F Bethalto Rd, Collinsville, IL 62424 618-345-7225  
233 West Bethalto Dr, Bethalto, IL 62010 618-377-6245

Become Our Friend for Exclusive Specials

**Mail Box Store**  
COPY, PRINT & SHIP CENTER

**PREFERRED SHIPPER CARD**

Ship 10 Packages by FedEx, UPS or DHL & receive \$5.00 OFF your next shipment.

**Bethalto Center**  
333 W. Bethalto Dr., Ste C  
Bethalto, IL 62010  
618-377-6245  
Bethalto@TheMailBoxStore.net

**Collinsville Center**  
1099 F Bethalto Rd  
Collinsville, IL 62234  
618-345-7225  
Collinsville@TheMailBoxStore.net

FedEx, UPS, DHL

**Mail Box Store**  
COPY, PRINT & SHIP CENTER

**GREETING CARD BONUS PROGRAM**  
Buy 10 Greeting Cards at Regular Price & Get ONE FREE.  
(One not include 1 for 2 cards)

**Bethalto Center**  
333 W. Bethalto Dr., Ste C  
Bethalto, IL 62010  
618-377-6245  
Bethalto@TheMailBoxStore.net

**Collinsville Center**  
1099 F Bethalto Rd  
Collinsville, IL 62234  
618-345-7225  
Collinsville@TheMailBoxStore.net

FedEx, UPS, DHL

*We Appreciate Your Business*

SHIP WITH US AGAIN AND SAVE!

**\$3 OFF**  
Packing Supplies & Boxes

**\$5 OFF**  
Any Next Day Shipment!

**Thank You For Shipping With Us!**

Collinsville Center  
1099 F. Bethalto Rd. - 618-345-7225

Bethalto Center  
333 W. Bethalto Dr. - 618-377-6245

**Mail Box Store**  
COPY, PRINT & SHIP CENTER

www.TheMailBoxStore.net

Thursday R. 10 - 6:30

**Today's Sales Total: \$224**

Today's Sales: \$224

Monthly Sales Total: \$123

Monthly Total Sales: \$123

REMARKS: \$123

**Mail Box Store**  
COPY, PRINT & SHIP CENTER

**Mail Box Store**  
COPY, PRINT & SHIP CENTER

**2 Area Locations to Serve You**

**Bethalto**  
333 W. Bethalto Drive,  
Bethalto, IL 62010  
(Great Gateway Area)

**Collinsville**  
1099 F. Bethalto Rd,  
Collinsville 618-345-7225  
(On Cahoon & Southshore)

www.TheMailBoxStore.net

**Why Pay More for LESS?**  
**Personal Mail Boxes**

Do you have a PO Box now or are you thinking about getting one?

Call Us for Details!

This is why OURS are BETTER...

- Free Mail & Package Notification!
- Physical Address
- Private & Secure

24 hour surveillance and only YOU have the key!

**6 FREE Months**  
\*Cash Back

Rent 3, 6 or 12 Months  
Personal Box - \$14 per Month  
Business Box - \$13 per Month  
Corporate Box - \$15 per Month  
No-Sign Support & 24 Hour Key-Not-Required

Helping Deliver Christmas on Time

**Mail Box Store**  
COPY, PRINT & SHIP CENTER

**COUPON**  
\$2.00 OFF Ground Shipping (Expires 12-31-11)

**COUPON**  
\$5.00 OFF Overnight Shipping (Expires 12-31-11)

**COUPON**  
\$1.00 OFF (per bill) Get 6 Months FREE (Get the highest quality shipping services and materials) Expires 12-31-11

**Help Make the Holidays Brighter for All!**  
Canned Food Drive

www.TheMailBoxStore.net

**One stop for all your Copying, Printing, Shipping, Mail Box, Document & Business Needs.**

**Printing, Copying and Filing Services**  
Digital Printing, Color Copies, Black and White Copies? We can do it all and in much more than 100 different ways and at prices that are right for your business and personal document copy needs with a variety of options and choices available to you. From short runs and bulk copies, we can do it all for you. We are now an e-copier store with a variety of e-copiers to choose from. Whether you need your original or digital copies, we can help you with your business and personal document needs. We can also help you with your business and personal document needs.

**Mail Box Services**  
We are now the only store offering a full range of mail box services for your business, you get your address, we'll do it for you and we'll make sure you get the best service possible. We'll also make sure you get the best service possible. We'll also make sure you get the best service possible. We'll also make sure you get the best service possible.

**Shipping and Moving Supplies**  
We offer a wide range of shipping and moving supplies. We have boxes, tape and packing materials, bubble wrap, packing peanuts, packing tape, and more. We have everything you need to get your packages and items safely to their "to-destination" point and secure.

**Additional Products and Services**  
We have a wide range of business products available to you. We have everything you need to get your business up and running. We have everything you need to get your business up and running. We have everything you need to get your business up and running.

**Mail Box Store**  
COPY, PRINT & SHIP CENTER

www.TheMailBoxStore.net

## Training

Are you nervous about running and managing your store? Don't be! We offer the MOST comprehensive training course in the industry. With us owning our own actual stores we are able to be at the top of the class when it comes to this industry standards and when things change we know about it first! We also know how to make every dime count and teach you how to maximize customer service which will maximize your bottom line. Our complete training schedule is listed below:

- We offer in-class room training at our corporate training center. This 4 day course will teach you all aspects of owning, managing and running a successful business. We offer sections on: marketing & advertising, management operations, vendor relations, point of sale functions, human resources & payroll, shipping successfully, products & services to offer, as well as how to properly pack and ship anything!

After the classroom experience we put the knowledge you have learned into practice. Because I own two successful stores we are then able to go directly into real life scenarios and you will learn how to handle and deal with real customers and real examples.

- Bring your laptop with you to class and we will download a complete copy of the point of sale software on it for you to take home and practice with. If you don't have a laptop, don't worry we will send you a link so you can download the practice software at home.
- We also send you home with a complete training package including everything you learned plus more! This way you are able to review it for yourself and train any new employees you might hire. This package even has how-to DVD's.
- After your store is completely built out we then will spend more time training you on your specific equipment and point of sale operations directly at your own store.
- We know that you might have questions that come up after we leave, not a problem! About 45-90 days after build out we will come back to your store and help you run your grand opening or answer any more questions you might have. We will do a complete analysis of your store sales, store operations, marketing actives, reporting procedures, plans for the future and anything else you want help with.
- But what happens if we need help in-between! Not a problem. You are given contact information for my stores that are open Monday-Saturday, and my direct cell phone number that I answer 24-7. So even if it's a evening or weekend I am there to help you as much as I can.

## **Complete Store Option-Platinum Package**

Our Platinum Complete Turnkey package is available starting at \$113,999!  
This option includes the following:

### **Development Fee & Build Out Assistance: \$30,305\***

*Our Development fee is the lowest and most complete in the Mail and Parcel Industry. It includes Pre-opening assistance, demographic review, site location assistance, all of the travel required to find you a perfect location, build-out your store and store training visit. You are also granted use of our Trademarked logo's or we can design a brand new logo just for you! We will also provide continued support forever at no additional cost.*

### **Computer & Networking: \$18,500\***

*We have contracted with the industry leading company to provide our customers two Complete Point of Sale (POS) systems including features like: Touch screen Monitor, Bar Code Scanner (wireless & wired), Postage Printer, Laser Printer, Scale, Integrated Credit Card Processing, and all the leading software you will need including Microsoft Products, Quick Books Link, Inventory Management Software, Mailbox Management and Mailbox Notification Software. We will also make sure you internal network is wired and ready to go install you're security cameras and music systems.*

### **Equipment & Fixtures: \$41,375\***

*Our Equipment and fixtures are unmatched in quality and reliability. We include everything you need to get started in the Pack, Ship and Printing Industry. Equipment includes: Commercial Fax Machine, Air Pillow Machine, Custom Stamp Machine, Digital Passport and ID Photo System, Key Cutting Machine and Accessories, Commercial Laminator (Standard and Wide Format) with Supplies, Binding Machine with Supplies, Interior Slat Wall, Illuminated Window Signs, Peanut Dispenser, Hot Knife, Glue Gun, Portable Scale, Paper Cutter, Complete Set of Personal Mail Boxes, External Backup system, Retail Business Card Program and a Complete Custom Cabinet and counter package as well as all Freight to get Equipment to your Location. You will also receive a High Speed Color Copier Production Machine with the ability to: fold, print, staple and Copy as well as, an window / exterior sign allowance for your store signage.*

### **Inventory: \$16,880\* (Wholesale Cost, This is over \$32,000 in Retail Value)**

*Inventory is one of the most important parts of our store concept. We provide all stores with inventory that is functional and high valued to the public, NOT cheap Discount Dollar Store items! Inventory may include; Greeting Cards, Candles, Retail Packaging Supplies, Seasonal Items, Corrugated Cardboard Boxes, Retail Office Supplies, Moving Items, Computer Cables and Cords, legal forms, educational products and much more last minute gift ideas.*

### **Marketing, Training & Vendor Supplies: \$6,939\***

*We take all the guess work out contacting the vendors and carriers. Including all start up materials, inventory and registration. Extensive negotiation ability with over 35 National Vendors. We will also pay for all of your hotel and meals when you attend class at our national training facility. We include: uniforms, association memberships, store marketing materials, website (Mobile & Standard) including hosting. As well as a state-of-the art store marketing video presentation installed in your store to promote your business and services to your customers!*

## **Complete Store Option-Gold Package**

Our Gold Complete Turnkey package is available starting at \$93,999! This option includes the following:

### **Development Fee & Build Out Assistance: \$30,330\***

*Our Development fee is the lowest and most complete in the Mail and Parcel Industry. It includes Pre-opening assistance, demographic review, site location assistance, all of the travel required to find you a perfect location, build-out your store and store training visit. You are also granted use of our Trademarked logo's or we can design a brand new logo just for you! We will also provide continued support forever at no additional cost.*

### **Computer & Networking: \$11,500\***

*We have contracted with the industry leading company to provide our customers two Complete Point of Sale (POS) systems including features like: Touch screen Monitor, Bar Code Scanner (wireless & wired), Postage Printer, Laser Printer, Scale, Integrated Credit Card Processing, and all the leading software you will need including Microsoft Products, Quick Books Link, Inventory Management Software, Mailbox Management and Mailbox Notification Software.*

### **Equipment & Fixtures: \$33,725\***

*Our Equipment and fixtures are unmatched in quality and reliability. We include everything you need to get started in the Pack, Ship and Printing Industry. Equipment includes: Commercial Fax Machine, Air Pillow Machine, Digital Passport and ID Photo System, Key Cutting Machine and Accessories, Commercial Laminator with Supplies, Commercial Binding Machine with Supplies, Interior Slat Wall, Illuminated Window Signs, Peanut Dispenser, Hot Knife, Glue Gun, Portable Scale, Paper Cutter, Complete Set of Personal Mail Boxes, External Backup system, Retail Business Card Program and a Complete Custom Cabinet and counter package as well as all Freight to get Equipment to your Location. You will also receive a High Speed Color Copier Production Machine with the ability to: print, staple and Copy as well as, an window / exterior sign allowance for your store signage.*

### **Inventory: \$15,255\* (Wholesale Cost, This is over \$30,000 in Retail Value)**

*Inventory is one of the most important parts of our store concept. We provide all stores with inventory that is functional and high valued to the public, NOT cheap Discount Dollar Store items! Inventory may include; Greeting Cards, Candles, Retail Packaging Supplies, Seasonal Items, Corrugated Cardboard Boxes, Office Supplies, Moving Items, Computer Cables and Cords, and much more last minute gift ideas.*

### **Marketing, Training & Vendor Supplies: \$3,189\***

*We take all the guess work out contacting the vendors and carriers. Including all start up materials, inventory and registration. Extensive negotiation ability with over 35 National Vendors. You will also qualify for our special pricing on your hotel when you attend class at our national training facility. We include: uniforms, association memberships, store marketing materials, website (Mobile & Standard) including hosting.*

## **Complete Store Option-Bronze Package**

Our Complete Turnkey package is available starting at \$83,999!

This option includes the following:

### **Development Fee & Build Out Assistance: \$30,879\***

*Our Development fee is the lowest and most complete in the Mail and Parcel Industry. It includes Pre-opening assistance, demographic review, site location assistance, all of the travel required to find you a perfect location, build-out your store and store training visit. You are also granted use of our Trademarked logo's or we can design a brand new logo just for you! We will also provide continued support forever at no additional cost.*

### **Computer & Networking: \$6,000\***

*We have contracted with the industry leading company to provide our customers with a Complete Point of Sale (POS) system including features like: Touch screen Monitor, Bar Code Scanner, Postage Printer, Laser Printer, Scale, Integrated Credit Card Processing, and all the leading software you will need including Microsoft office, Quick Books Link, Inventory Management Software, Mailbox Management and Mailbox Notification Software.*

### **Equipment & Fixtures: \$31,475\***

*Our Equipment and fixtures are unmatched in quality and reliability. We include everything you need to get started in the Pack, Ship and Printing Industry. Equipment includes: Commercial Fax Machine, Air Pillow Machine, Digital Passport and ID Photo System, Key Cutting Machine and Accessories, Commercial Laminator with Supplies, Commercial Binding Machine with Supplies, Interior Slat Wall, Illuminated Window Signs, Peanut Dispenser, Hot Knife, Glue Gun, Portable Scale, Paper Cutter, Complete Set of Personal Mail Boxes, External Backup system, Retail Business Card Program and a Complete Custom Cabinet and counter package as well as all Freight to get Equipment to your Location. You will also receive a High Speed Color Copier Production Machine with the ability to: print, staple and Copy as well as, an interior/ exterior sign allowance for your store signage.*

### **Inventory: \$12,680\* (Wholesale Cost, This is over \$25,000 in Retail Value)**

*Inventory is one of the most important parts of our store concept. We provide all stores with inventory that is functional and high valued to the public, NOT cheap Discount Dollar Store items! Inventory may include; Greeting Cards, Candles, Retail Packaging Supplies, Seasonal Items, Retail Corrugated Cardboard Boxes, Retail Office Supplies, Moving Items, Computer Cables and Cords, and much more last minute gift ideas.*

### **Marketing, Training & Vendor Supplies: \$2,965\***

*We take all the guess work out contacting the vendors and carriers. Including all start up materials, inventory and registration. Extensive negotiation ability with over 35 National Vendors. You will also qualify for our special pricing on your hotel when you attend class at our national training facility. We include: uniforms, association memberships, store marketing materials, standard website including one year of hosting.*

# The Agreement

## Management

*If needed, this fee includes managing the daily operations of your Mail & Parcel Center. Which includes Payroll Processing Expense, Monthly Accounting and Reconciliation charges, Accounts Payable and Receivable, Employee Management including recruiting, training and developing. Our management fee will be invoiced monthly but broken down by category for your reference.*

## Time Frame

*We are able to turnkey a store in four to eight weeks depending on contractor's work being performed. We work closely during all aspects of the store design and build out to ensure everything being completed on time and within budget. Once we have a completed purchase agreement we can be up and running in as little as four weeks.*

## Payments

*Upon agreements being reached we require a \$1,500 deposit so we can start to facilitate the process from our end. The process is very time sensitive allowing us to have everything ready to go for opening. We typically divide the payments up based on the customer's needs and available cash flow; however, payment must be received according to the plan in order for everything to happen on schedule.*

## Budgets

*We will develop a version of a working budget for your location. These allow you to plan advertising, staffing and inventory conditions based on sales volume. However, even though these are well planned and thought out, no budget is ever a guarantee of performance, but we do work hard to make sure everything happens within our control to make these things happen.*

## Working Capital: \$50,000\* cash or liquid assets

*This is the money to cover daily operations of the business and to convert the "vanilla or White" shell store front into your mail and parcel store. Some expenses might include flooring, walls and wall covering, doors, ceiling, HVAC, electrical wiring, bathroom, ADA compliance, security system and ongoing operations of the business. You should plan on completing store build out with at least \$50,000 left in cash reserve for store operations. Although this is not required it is recommended.*

**\* means approximate amounts.**