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Let's Have a Party!

A Party Rental and Supplies Store

Beaumont, CA

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1.0 Executive Summary

Let's Have a Party ("Party") is an established retail business that offers a wide range of costumes, party and wedding supplies, and concessions and dance floor equipment. "Party's" motto is to provide fun, functional, & funky party supplies. "Party" opened five years ago as a retail costume and party supply store and quickly added a number of additional party supplies and equipment.

The Market

"Party" has been successful in doing something that no other retail costume and party store has been able to do, successfully appeal to multiple targeted market segments. The first segment is identified by local Beaumont/Banning communities with their younger age groups and higher disposable income relative to their household income. The second distinct segment that "Party" has been successful in appealing to is the transit customer that drives along the main freeway in and out of Los Angeles and the numerous communities along I-10 into Los Angeles. They are looking for a friendly atmosphere that provides a sense of nostalgia mixed with youthful excitement.

Competitive Edge

"Party's" competitive edge is their ability to effectively serve multiple market segments at the same time, a feat that no party shop has been able to do. "Party" has accomplished this by leveraging two competitive advantages. The first element is a wide product selection that appeals to both target markets. The second element of their competitive edge is the high level of customer service that supports the broad product selection. The store provides outstanding service to customers who feel like they are truly welcome and enjoy the entire shopping experience. All of the "Party" employees are trained to create a helpful, gracious, welcoming experience for all customers. The sales staff recognizes that it is their job to provide the customer with whatever type of assistance they may need. The customer will leave the store feeling that "Party" exists to cater to their individual needs.

Having been open now for almost five years, "Party" supplies and rentals has proven that they have been successful in meeting the needs of two distinct customer segments. The "Party" concept is being led by the husband and wife team of Julie and Rodney Barth, both of whom bring a wealth of experience and skills to the company.

1.1 Company Summary

"Let's Have a Party" is a retail complete costume and party store specializing in costumes, paper goods, supplies, balloons. In addition, rental of chairs, tables, table linens, wedding accessories, food service, beverage service, canopy & lighting, and concessions and games. Dance floors, staging and turf are available. "Let's Have a Party" is located in Beaumont, CA just off the I-10 freeway. Advertising includes billboards strategically placed on Interstate 10, at West and East locations before entering the Beaumont city limits from either direction.



2.0 Products and Services

"Party" carries a wide range of products chosen to be aligned with the needs the surrounding areas and the high volume of walk-ins that travel through Beaumont on I'10. "Party" products and services can be grouped into ten main categories: chairs, tables and umbrellas, table linens, wedding accessories, china flatware and glassware, food service, beverage service, canopy and lighting helium tanks, concessions and games, and dance floors/staging & turf. The following list shows examples of products within their respective categories:

- Chairs – folding, child, wood wedding
- Tables and Umbrellas – rectangle & round tables, tables with umbrellas
- Table Linens – for round/banquet/square, skirting, napkins
- Wedding Accessories
- Food Service
- Beverage Service
- Canopy and Lighting
- Helium Tanks
- Concessions and Games
- Dance Floors, Staging and Turf
- Friendship
- Encouragement
- Sympathy
- Postcards

3.0 Market Analysis Summary

Rodney and Julie have dedicated their time to "Party" and have managed the store and are in charge of all phases of running the business such as purchasing, sales, advertising, maintenance, technology, and business development.

4.0 Strategy and Implementation Summary

"Party" leveraged their competitive edge to quickly gain market penetration. "Party" has implemented a unique and effective competitive advantage of having a product selection that caters to diverse market segments, and supporting the product selection with excellent customer service, allowing customers from different demographics to feel equally at home at "Party" and to create a memorable shopping experience.

4.1 Competitive Edge

"Party" sells items and provides rental equipment that appeal to a wide selection of the population. Having a wide product selection is essential to meet the needs of customers. As important is a customer's experience they have while in the store; how they were treated; the help from employees; the feeling that they were welcome in the store. All of the "Party" employees go through training that reinforces the notion that exemplary customer service must be offered to every customer.

4.2 Marketing Strategy

"Party" marketing strategy is a strategic effort to develop an awareness of "Party" in the community and the wide range of attractive products and services that they offer. Billboard advertising directs highway traffic to the retail store.



4.3 Sales Strategy

"Party" sales strategy is an aggressive training/education regime for all employees. All employees are trained on the different product categories as well as the specific products within each category. The more information each employee knows and can share with the customer, the increased likelihood a sale will occur. This is especially important since "Party" carries a large product selection and it would be easy for many products to get lost in the mix with no support from the sales associates.

5.0 Management Summary

"Party" is owned and managed by Rodney and Julie Barth. Rodney and Julie bring a wealth of experience to "Party" to insure its retail success.

6.0 Financial Information

Gross sales range is \$200,000 - \$300,000 annually.