

Hampton Motel, LLC
Single Owner: Quinn Wood

Team and Responsibilities:

- Owner/Occupant Quinn Wood
 - Minds lobby 3-11 six days a week and 7-2 one day a week. On call overnight. Unpaid.
- Part Time (24 hours per week)
 - Minds lobby 8 hours/3 days a week and does housekeeping simultaneously
- Part Time (24 hours per week)
 - Minds lobby 8 hours/3 days a week and does housekeeping simultaneously
- Part Time (21 hours)
 - Minds lobby 9 hours/1 day a week
 - Housekeeping 4 hours/3 days
- Part Time (16 hours)
 - Housekeeping 4 hours/4 days
- Legal and Accounting
 - Purchase and startup legal
 - Financial statements / annual tax work
 - Ongoing legal (legal compliance/awareness, lawsuit risk management)
- Pest Control
 - Preventative also
- Snow Removal

Target Market:

- Repeat/seasonal leisure travelers (fair, reunions, weddings) ≈ 40%
 - Looking to purchase 1-2 nights of lodging at an inexpensive price
 - Will not be in the room most of their stay
 - Competitive Price: \$75 per night vs. Gold Key Motel
 - Daily Housekeeping
- Business travelers (employees/subcontractors) ≈ 60%
 - Looking to purchase 1+ weeks of lodging at a discounted price
 - Will be in room most of their stay
 - Competitive Price: \$250-300 per week vs. Gold Key Motel
 - Daily Towels/Amenities, Weekly Housekeeping

Competition Strengths and Weaknesses:

- AmericInn
 - Strength: Higher service level (facilities access in particular)
 - Weakness: Nightly rate vastly higher
 - Weakness: No weekly discount
- Gold Key
 - Weakness: Less of a prime location
- Lodging Establishments Outside Hampton
 - Strength: Cities with more leisure activities/restaurants attractive to long distance drivers (however this is not the target market)
 - Strength: May be nearer to work sites than Hampton
 - Weakness: Nightly rate may be higher

Growth Strategy:

- Signage on the north side of town indicating prices and location
- Online booking, travel sites like Expedia and TripAdvisor
- Business-to-business advertising and prepaid rooms at a discount (would like to do away with weekly rates for small volume customers)

Personal Cashflow:

Assumptions

- My full-time employment as an assistant store manager will continue
- No major out-of-budget expenses will occur

| Employer | Dollar General |
|----------------------|-------------------------|
| Position | Assistant Store Manager |
| Pay | \$11.50 |
| Pay Basis | Hourly |
| Pay Frequency | Weekly |
| | |
| Gross Pay | \$442.75 |
| Pre-Tax Deductions | \$0.00 |
| Federal Income Tax | -\$72.63 |
| Social Security | -\$27.45 |
| Medicare | -\$6.42 |
| State Income Tax | -\$16.00 |
| Post-Tax Deductions | |
| Net Pay | \$320.25 |
| | |
| Monthly Income | \$1,386.69 |
| Monthly Expenses | -\$565.47 |
| Monthly Cashflow | \$821.22 |
| | |
| Annual Income | \$16,640.30 |
| Annual Expenses | -\$6,785.64 |
| Annual Cashflow | \$9,854.66 |
| | |
| Taxes Owed/Refunded | \$1,330.91 |
| | |
| Cashflow after Taxes | \$11,185.58 |

Expenses Overview

| | |
|-----------------------|----------|
| Food | \$150.00 |
| Life Insurance | \$8.20 |
| Supplies | \$10.00 |
| Car Insurance | \$78.20 |
| Car Fuel | \$2 |
| Car Cleaning | \$18 |
| Phone | \$50 |
| Discretionary | \$15 |
| Tanning | \$26.37 |
| Home Care | \$19.48 |
| | |
| Car Routine Service | \$8 |
| Car License | \$16.25 |
| Eye Exam and Contacts | \$25.08 |
| Driver's License | \$0.33 |
| Car Depreciation | \$131.55 |
| | |
| Total | \$558.46 |