

1333 W Merced Ave West Covina CA

Business Plan for ABC License: Shoker Trading Corp,

Business Idea

Shoker Trading Corp is requesting to apply for an ABC license. This store will service all qualified age citizens. The operation will uphold all laws and codes. The presentation will be clean and intriguing to citizens. We will fulfill any requirements put forth by the city of West Covina.

Business Market and Demographics

Shoker Trading Corp will sell to customers of age to consume alcohol. West Covina, according to the 2021 Census, had approximately 83,790 adult citizens. The neighboring cities like Baldwin Park, La Puente and Covina have traffic which flows through our city. These 21 and over adult citizens are all potential customers for this business.

Marketing

Marketing for alcohol will be minimal according to the city code. We will take the most minimalistic approach to marketing such as no posters or advertisements on our property encouraging alcohol consumption.

Pricing

Pricing on alcohol will be fair according to industry standards.

Sales Tax

For each additional alcohol sale that can be created by use of traffic flow, there will be more sales tax revenue. We have back-office systems and point-of-sale systems which are state-of-the-art. These systems can report these sales tax revenues historically, correctly, and immediately. Our business is one of the top sales tax collector for city of West Covina.

Safety

We plan to only sell alcohol to those citizens which are of age (21 and older.) Our cashiers are trained in the ability to recognize a customer's age by using the customer's government-issued identification. We scan this identification on our point of sales to validate its authenticity and that the age of the customer is correct. We have camera systems and multiple employees on site which always monitor our customers. We will not sell to already intoxicated customers or will not sell past any alcohol curfew.

Operation Plan

The store operation hours are 24 hours 7 days a week. Alcohol will be limited to 8am-2am sales daily. The number of employees are six. Each employee will receive full training in alcohol safety and sales safety, including how to properly identify somebody based on their gov issued identification and correct age to allow a sale.