

LETTER OF INTRODUCTION

Dear loan officer,

My name is Morelia Pena. I am applying for a small business loan in the amount of \$50,000 USD to reopen my business Mofra's Construction Corp. My business was opened in 2019 before COVID 19 with two employees, which were the previous owners in Brooklyn, NY.

I am a current upper senior student at New York City College of Technology majoring in Business & Technology of Fashion BS (Dean's List), and I have an Associates in Arts AA (2020). Therefore, my strengths lie in exceptional communication, problem solution, adaptability, and efficiency skills with the ability to use Excel and Microsoft Word to record transactions. As an entrepreneur, I am capable to resolve any situation that I may have through this journey due to the gained experience I have been acquiring when interrelating with people from different countries and cultures by offering them an excellent customer service at my current jobs which are UberEATS driver and Instacart Shopper and of course, the knowledge I have acquired in school.

I am an English and Spanish speaker which is great because I can connect not only the American market but also my Latinos all around. I am an account holder of your bank since 2016 and I have saved \$6,000 USD. My FICO score is 722 and for this loan, I plan to put down \$12,000USD which is the 24% of the amount requested. Mofra's used to be a great company and with your help I swear I can bring it back in business.

Thank you in advance for taking the time to consider my request. I look forward to hearing from you at your convenience.

Sincerely,

Morelia A Pena

Morelia Pena

Mofra's Construction Corp.

BUSINESS DESCRIPTION

Mofra's Construction Corp is a construction company which offers framing and general construction services and that has effectively worked in the New York area since 2019, taking a shot at both large- and small-scale development, modification, and repair ventures concentrating on private contracting. With the business boom that is happening in our neighborhood and the craving to improve overall net revenues, we want this company to move its objective market from private customers to the bigger commercial clients in order to make enough market share to prevail in this competitive industry. Mofra's is located at 775 Liberty Ave, Brooklyn NY 11208 in a 1500sqft of floor space which serves as main office. Its rent is a 5-year variable lease in the amount of \$2,500 USD per month for the two first years and \$2,667 for the three upcoming years. It is a corporation business structure, and its competitive advantage relies on differentiation by adapting its administrations to the various needs of their clients and offering services of high caliber at medium-high prices. Also, we will come to you as soon as you get in contact with us meaning that you will not have to leave your place in order to get a quote for any of our services. Moreover, we have a very experienced staff including an in-house architect just waiting for you six days a week. On the other hand, two of our biggest competitors are Ran's Corp. and Luciano's contracting, but we will be a step ahead of them because they haven't implemented any new strategy to attract new consumers. This company's mission statement is to exceed customer's expectation by offering innovative construction and remodeling services that anyone who needs them can just give us a call or contact us through our website page <https://mofras-construction-corp.business.site/> or through our Instagram @mofrasconstructioncorp.

This is our company's logo:



MARKETING MIX

Mofra's is a construction company offering services of framing and general construction in the NYC area with affordable, but variable prices because everything depends on the service might get. Its target market includes men and women between the age of 30 and 65 who define themselves as investors, flippers, real-estate and of all the different businesses in the New York area and its suburbs such as Manhattan, Queens & Brooklyn. Our target customer right now are Jewish property owners aged 30-60, which will give us the best edge, with such customers craving office and commercial building development, but we want to conquer others ethnic groups such as Americans, Italians, and Latinos. On the other hand, Mofra's Construction intends to showcase itself through an assortment of techniques. Our arrangement will utilize radio, social media platforms, distributed promotions, referral frameworks, and utilizing our prior contacts in the industry and nearby real estate organizations; therefore, our marketing budget round around \$32,000 to \$42,000USD yearly on external marketing. We will also be providing social networks for advertising the company, reaching more clients by using CRM, a technology used for managing all your company's relationships and interactions with customers and potential customers. A CRM system aids businesses stay connected to clients, modernize

processes, and improve productivity. For example, since we all know that social media is a major influence in peoples' lives nowadays building an advertisement that will automatically pop up as people are scrolling through their social media account. Aiming to do that, we will have to improve our website by redesigning it to incorporate extra highlights to clients, for example, giving them the choice to enlist on the site, to be continually educated and informed about the products and services offered by Mofra's.

Mofra's Construction' SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> •In-house architect. •Competitive workers. •Available to a larger market of individuals due to our accessibility to commute to our customers. •Expertise to customize and make changes to an ongoing project during any phase of the project. •Specialists in wood, metal framing and infrastructure. •Highly skilled in time sensitive construction projects. •Wide variety of services. 	<p>Weaknesses</p> <ul style="list-style-type: none"> •Inability to take big contracts due to the lack of credit to finance and do own business. •Lack of communication with clients. •Has no Facebook to interact with more possible consumers. •Website lacks information. •No social media reviews.
<p>Opportunity</p> <ul style="list-style-type: none"> •New contracts due to all the constructions around the neighborhood that allows us to repair and construct new and old buildings. •Clients' rising need of remodeling and modernization to keep up with changes. •New projects broaden our company which allow us to make more connections with new contractors and clients. •The constant demand for new constructions and repairs in housing developments due to the growth in population. •To communicate with clients by using social media. 	<p>Threats</p> <ul style="list-style-type: none"> • Possibility of losing customer base due to the lack of advertising and the coronavirus crisis. •Low-cost competitions due to the inexperience. •Risk that the client does not pay you after finishing the work. •Lack of control of contractors •Safety risks while working on projects. •Lack of work due to the low media/press coverage. •NYC law changes could potentially delay projects and compromise our punctuality. •Risk to lose workers due to the pandemic.

FIVE YEARS INCOME STATEMENT

5 YEARS INCOME STATEMENT FOR MOFRA'S CONSTRUCTION CORP.

	2022	2023	2024	2025	2026
Revenue	\$400,000.00	\$450,000.00	\$480,000.00	\$520,000.00	\$640,000.00
Expenses:					
payroll	\$70,000.00	\$70,000.00	\$80,000.00	\$95,800.00	\$100,800.00
COGS	\$70,000.00	\$70,000.00	\$80,000.00	\$95,800.00	\$100,800.00
Note	\$10,640.00	\$10,640.00	\$10,640.00	\$10,640.00	\$10,640.00
Rent	\$30,000.00	\$30,000.00	\$32,000.00	\$32,000.00	\$32,000.00
Marketing	\$36,000.00	\$38,000.00	\$32,000.00	\$40,000.00	\$42,000.00
Supplies	\$50,000.00	\$60,000.00	\$67,000.00	\$58,000.00	\$79,000.00
Insurance	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00
Utilities	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00	\$22,000.00
Total expenses	\$348,640.00	\$360,640.00	\$383,640.00	\$414,240.00	\$447,240.00
Net Profit	\$51,360.00	\$89,360.00	\$96,360.00	\$105,760.00	\$192,760.00
Net Profit	0.13	0.20	0.20	0.20	0.30
x 100	12.84%	19.86%	20.08%	20.34%	30.12%

GOALS AND EXIT STRATEGY

Mofra's Construction Corp goal is to have all transient debts paid off by 2023 and long-haul debts by 2025. When we arrive at an adequate volume of sales, we will take advantage of economies of scale to diminish costs and improve overall revenue, but most important, we aim not to lose money during the two first years, pay our payrolls and keep the business on track. Then, we would like to start to market and offer services in the New Jersey state by opening an office there in year 4 so we can open more jobs opportunities for people that need them. Lastly, after the business in NJ has been established and had generated suitable revenues, for our exit strategy, we would like to sell it for profit and pass down the other office to a family member.