

## **BUSINESS PLAN & EXECUTIVE SUMMARY**

Aloha, and thank you for your interest in leasing space with Hawaii Reserves, Inc. (HRI). HRI is the managing agent for Property Reserve, Inc., a Utah corporation, and currently manages the Laie Shopping Center and the Laie Country Store, among other commercial, agricultural, and residential sites in Laie.

In an effort to make the best fit for landlord, tenant, and customer, we require that potential tenants review, complete and submit a Business Plan & Executive Summary (Summary). We believe this Summary provides each prospective tenant with an opportunity to review his or her ideas, research data, plans and goals to make an informed decision about pursuing a landlord/tenant relationship with HRI. Conversely, the completed Summary allows HRI to examine a prospective tenant's interests, qualifications, and needs to determine the best location that would be applicable and available.

Please complete all sections of the Summary, and email it to [commercialproperties@hawaiireserves.com](mailto:commercialproperties@hawaiireserves.com).

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1. What type of business you are proposing: (food, service, cleaning, retail, office, consulting, etc.):
2. What is the name of the business you are proposing and who are the principals of the proposed business and what are their addresses and telephone numbers:
3. What is the amount of square footage you require and any specific needs (storefront, 1<sup>st</sup> floor, etc.):
4. Who would be your target market (community, university, adults, children, etc.), and why do you believe they would patronize the business you are proposing:
5. Give us a brief history of the business you are proposing (if a branch already exists), or a summary of what you envision the business you are proposing, to be like:
6. Tell us why you think the business you are proposing would be successful throughout the year, given economic downturns, selectivity of customers, weather concerns, and other competitors, and how you arrived at your answer. Include surveys, polls, or backup information that you have used to establish your position:

7. Give us a brief history of yourself and the principals involved in the business you are proposing, relative to your experience, knowledge, and background specific to the business you are proposing. Attach a resume, noting your work experience and that of all the principals involved in the business you are proposing; and provide us a complete separate personal financial statement of yourself and all of the principals involved in the business you are proposing:
  
8. Explain your marketing strategy, or your plan to advertise the business you are proposing, including any surveys, polls, or backup information that you have used to establish your strategy or plan:
  
9. If this is an established business and you are seeking to expand, please provide a current financial statement detailing revenue and expense for the current and previous year.
  
10. If this is a startup business, please provide a current proforma and a three (3) year projection of revenue and expenses.
  
11. Please attach any other information that you feel would be helpful to HRI in reviewing this Summary.

Please sign this Business Plan & Executive Summary, with the knowledge that a decision concerning tenancy will be based on the true and correct information you have provided. All the information you provide is for the sole use of HRI and will not be shared with any outside agencies or persons. By signing below, you understand that any information included with this Summary will become the property of HRI and will not be returned.

Thank you again for your interest in leasing space with Hawaii Reserves, Inc. Should you have any questions, please feel free to contact us at (808) 293-6405.

Your signature: \_\_\_\_\_

Your Name (Printed): \_\_\_\_\_

Your Contact Number: \_\_\_\_\_

Your Email Address: \_\_\_\_\_