



Move & Store

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www.moveandstore.com.au

Overview & Mission

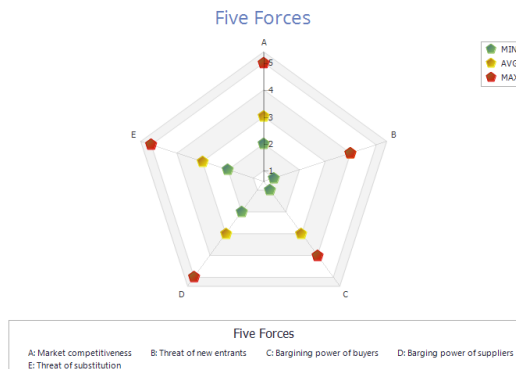
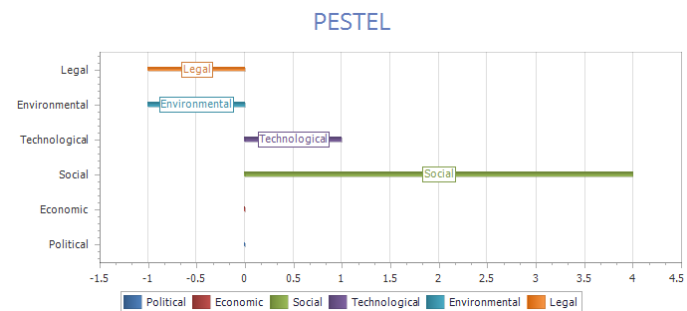
The goal of this proposed Move & Store facility is to serve the Mandurah community's local residential and commercial storage and moving needs. There is a strong demand for the storage units, as evidenced by the market survey of existing self-storage facilities.

The keys to success in the self-storage business are:

- A personalised moving plan that ensure a smooth and accurate process from your first contact to delivery of your belongings at your new location.
- Clean and secure facilities.



Market Opportunity



Market Solution

Move & Store's value proposition is the introduction of a service offering that is not available in Mandurah for residents and small businesses. The moving and storage facility will benefit the community and enable greater flexibility with their living arrangements. Additionally, the redesign of the proposed building will enable greater access and options for storage size. Heated units and electricity is optional which is not even an additional extra for Perth storage facilities. These benefits will be highly beneficial to the Mandurah town and surrounding suburbs.

Value Proposition

As is the case with the owners' present self-storage facility in Joondalup, many sales are directed through WA Movers, who are in constant contact with people on the move and, therefore are most likely to require temporary storage. This partnership is a significant benefit for the success of Move & Store.

Through market research conducted, it has been determined that local demand significantly exceeds the supply, therefore it is projected that Move & Store will have no problems achieving full capacity within the predicted timeframe. The company will benefit from leveraging the management team's experience in the storage business in order to establish a strong foothold in the local community. This will be reached by providing excellent customer service and offering additional features like the hea...



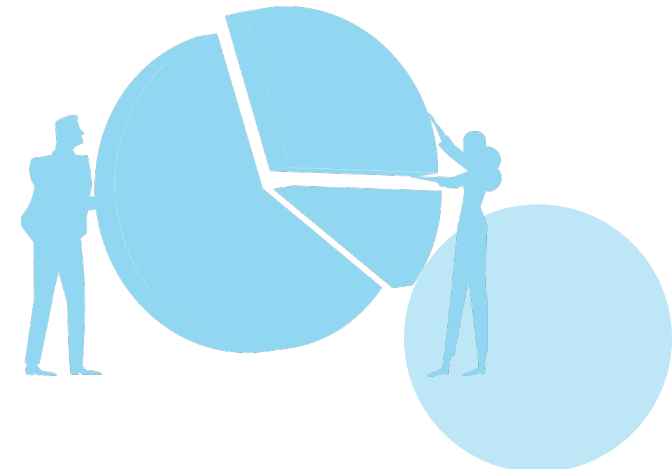
Key Target Markets

Customer Segment	Advertising Strategy	Distribution Channel	Sales Approach
Commercial	Personal Selling, Advertising	Direct, Multi-Channel	Consultative Selling, Needs-oriented Selling
Commercial	Personal Selling, Advertising, Sponsorship	Direct, Multi-Channel	Consultative Selling, Needs-oriented Selling
Commercial	Direct Marketing, Digital Marketing, Sales Prom...	Direct, Multi-Channel	Needs-oriented Selling, Competitor-oriented se...



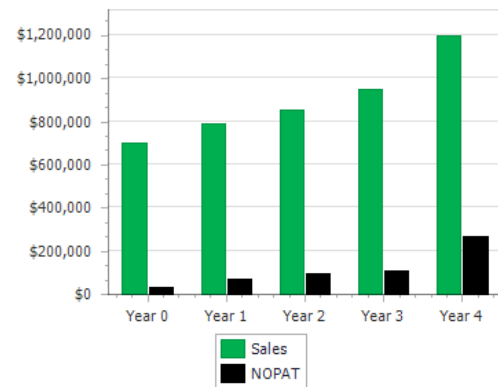
Revenue Model

The revenue model will be achieved through the moving and self-storage facilities. The ground floor units will be the larger sized units, with the assumption that renters who seek larger space would rather avoid using the elevators, whilst the 2nd and 3rd floor units will be smaller. The cost would also be reflected in these assumptions, with larger units priced between \$800 - \$2000 per month, whilst smaller units will range from \$250 - \$800 per month. It is assumed that half of the units will r...

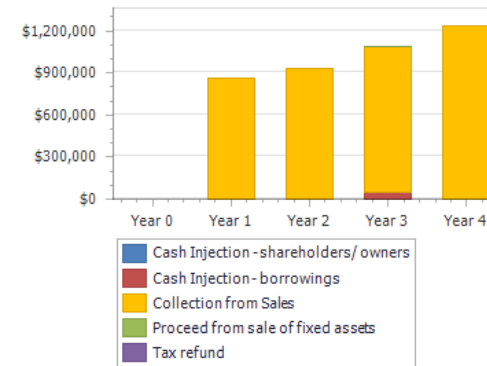


Financial Projections

Revenue and Net operating profit after tax (NOPAT)



Cash receipts (cash inflow)



Management Team



Tom Langley



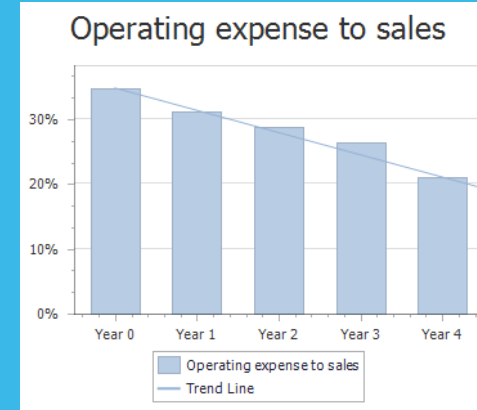
Kristy Langley



Cohen Alford

Use of Funds

The funds ascertained will support the purchase of the proposed building which is estimated to occur in September this year. The conversion into storage units could be completed and ready for occupancy by early next year. Bank financing for 70% of the project costs is expected with the remainder supplied by shareholder equity.





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**THANKS FOR
WATCHING!**