**Business idea ( Small Construction Company )**

1. **What is the product or service your business will sell?**

We will be running a small construction company. Our primary focus will be small to mid level projects with approximately 10-25 employees of multiple crafts that are efficient in painting, carpentry and some other skilled labor. We will subcontract much of our work to plumbing companies, flooring companies, granite companies, and HVAC companies, while we focus more on the general construction such as demolition, installation, painting, foundation and framing. We will subcontract to a plumber, electrician, tile and granite company, and other construction companies at hand through networking to assist us in our work. We do both residential and commercial work. Also, by working alongside a designer our work aesthetically pleasing to the eye of the customer. We would be an S corporation with no stock option.

**2) Assess your core target market- Describe the main reason(s)**

Our target markets are Middle, Upper Middle and Upper class home or condo owners. Our core market will generally be situated in Orange County and LA areas. By subcontracting larger jobs and utilizing our own employees we can focus on quality and control assurance and reputation rather than price. Without cutting bids and doing proper work our company will have an advantage of larger companies that have larger overhead and substantially more clients. Remodeling has become very common to update and meet the needs of growing families, so they can keep their property taxes low as opposed to buying a new home. People prefer to update and remodel to keep up with current trends as opposed to relocating. So we will offer more construction service on remodeling to gain more experience, customers and follow up works.