



Firecracker Moving Co.

"We'll make your business boom!"

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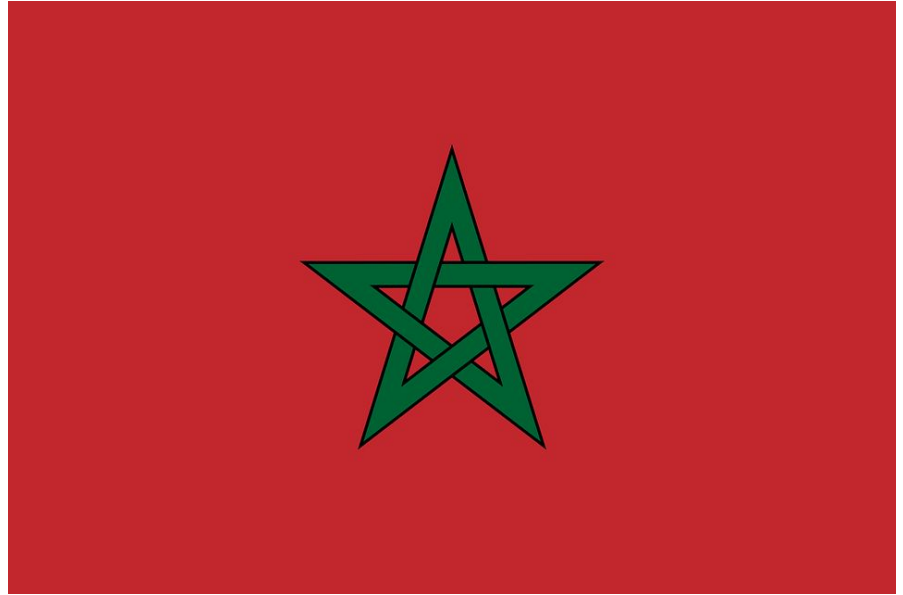
Who We Are

Our mission here at Firecracker Moving Co. is to expand and move businesses from one location to another through hard work, honesty, and perseverance. We are the bridge that helps local owners share their talents with the rest of the world. We are Firecracker Moving Co.

All About MOROCCO

Country background

- 99% Sunni Muslim
- Arabic, Beber, French
- 80% of GDP is from imports
- Decreasing Jewish followers
- Constitutional monarchy
- Leader: Mohammed VI
- Cover body with clothing



Market Environment

- Market regulations made to protect businesses and consumers
- Businesses are trying to sell products to other countries
- France, Spain, India, Brazil, and Morocco are major partners
- Social Factors: Urban wealthy, middle class, poor communities
- Average of \$400 - \$700 disposable income of citizens
- Scarce job availability
- 73.5 percent own a mobile device

Distribution Methods

- Small businesses buy products locally
- Larger businesses import goods from around the country
- Food delivery services
 - Jumia Food

JUMIA  FOOD



**Now...Let's talk
JERSEY MIKE'S!**

Product

- Quality Sub Sandwiches
- Mike's Way: lettuce, onions, tomatoes, oil, vinegar, and spices
- Freshly baked bread
- Always prepared in front of you
- Substitute pork items with beef, chicken or turkey in Morocco
- Target Market: males 25-40, moms and their kids
- Golf courses, soccer stadiums, sports fields, schools



Price

- **Profit**
 - Weekly: \$2,686.90
 - Monthly: \$11,499.93
 - Yearly: \$137,999.18
- **Sandwich pricing**
 - \$5.80(53.34 Dirham)
- **Ingredient costs**
 - \$1,500 a week
- **Rent of location**
 - About \$1,304 for 1,614 square feet
- **Food exchange**
 - Chicken costs: \$2.69 per lb.
 - Pork costs: \$4.14 per lb.
 - Difference price of ingredient exchange
 - \$1.45 difference

Place

- 1050, Av el Massira, Amal 5, CYM, Rabat 10040, Morocco
- Western, capital
- Malls, large sports fields
- Pharmacies, banks, schools
- Cafe, book store, auto shop
- Carrefour Market
- Jumia Food



Promotion

Advertising

- Commercials

Public relations

- Partnerships

Sales Promotions

- Coupons, loyalty program



Timeline

- **March 24, 2018** - Sign contract
- **March 26, 2018** - Purchase land for new restaurant in Morocco
- **April 5, 2018** - Send U.S. designers to Morocco to layout the restaurant
- **April 20, 2018** - Complete Insurance and business license for the city of Rabat
- **May 1, 2018** - Begin “Coming Soon” and “Grand Opening” Billboards
- **May 7, 2018** - Begin construction of interior

Timeline Continued...

- **May 7, 2018** - Begin construction of interior
- **June 12, 2018** - Hire employees
- **July 5, 2018** - Train employees
- **July 10, 2018** - Ship sandwich making equipment from U.S. to Morocco
- **July 20, 2018** - Finish all interior set up of restaurant
- **July 22, 2018** - Inspection from county health department

Timeline Finalized

- **July 23, 2018** - Hand out flyers in new location to advertise grand opening
- **July 25, 2018** - Stock store with food and ingredients from the market
- **July 30, 2018** - Opening day of Jersey Mike's
- **July 30, 2020** - Open another Jersey Mike's franchise in Morocco

Firecracker Moving Co.

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Keep in touch!

