PRL Group L.L.C

- PRL group plans to own and operate an FEC, that will offer a state of the art karting experience

Pierce long- CEO

9/15/2017



Team

*Pierce long- Associates in business (Itawamba CC), pursuing a Bachelors degree (MSU)

- Jeremy Long – Retired military, skills will help keep the facility safe.
- Priscilla Long- 15 years Management and customer experience
- Brittany Lee- 5 years experience in customer service
- Delores Cunnie (Advisor) Owner of D’s Creations LLC

Product

State of the art go-Karts

All new Electric design, enviro friendly

Karts will be Exclusively located within our FEC

Once profitable, bumper boating, and atv trails will be added

Establish teams, and hold tournaments, invite teams from different states

Customer

Our targeted demographics will cover ages 12 and up

20,000 MSU students

4,000 MUW students

Sales & Marketing

Satisfy Customer Needs

Word of mouth

Social media

Advertising on radio/tv/newspaper

Host college night

Create value for customer

Engage customers, build profitable relationships

Competitive Advantage

Have exclusive deal with karting company, product differentiation

GT Lanes offers bumping karts, could expand

Hard worker, everything to gain, Nothing to lose

Nearest track is in Meridian

Offer the best track in the Southern U.S

Create a partnership with the golf program