

BFS 2020 Update

#newexpansion

By Jakob

July 2020

Start Date

Summer 2022

Completion Date

Masterplan

Subject to Change

- Start Date - July 2020
- 3 Phase Plan
- Starting phases should be complete by December 2021
- All is subject to change
- Large Expansion of Delivery Service by 2023
- Fleet Expansion by Fall of 2022
- First FilterShoppe opens - Winter 2021

Delivery Service

Phase 1

Beginning After Approval

- Establish Delivery System
- Create Schedule
- What Will the Filter be Delivered in?
- What else do we need in the Box/Bag?
- Create Graphic Designs
- Sales in Test Area

Phase 2

AKA Puberty Phase, January 2021

- Establish Customer Base
- Tidy up any ideas/loose ends
- Advertisement of Delivery Service
- Target - Extreme Expansion in delivery service
- Most Important Phase

Phase 3

Preparation, August 2021

- Prepare for final form
- Finalize all ideas
- Boxes/Bags
- Stickers
- Expand out of Waco Area
- FilterShoppe Launch
- Far Future - Franchise FilterShoppes (Delivery Source)

BFS FilterShopppe

#funexpansion

About It

#newstore

- Converting the Old Filter Business into a new Retail Experience.
- Modern
- Inviting
- Friendly



Introducing

FilterShoppe

What we Would Sell

#Products

- Filters would be sold in same boxes as delivery
- BFS Merchandise
- Tools/Equipment
- Individual Frames/screens
- Disinfectants for Filters
- Serves as multipurpose site, for delivery as well