

Proud to Move the Local Community**GOIN' POSTAL**
Your Friendly Neighborhood Shipping Center

Sarah Timmons
Goin' Postal of Mount Pleasant
324 Countryside Plaza
Mount Pleasant, PA 15666

mtpleasant.pa@goinpostal.com

Westmoreland County

Industry:
Small Package Shipping

Year Founded: 2015

SBDC Assistance:
Business Plan Development
Financial Analysis
Financial Projections
Capital Acquisition/Loan Assistance
Industry Benchmarking
Market Study

**Saint Vincent College SBDC
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Goin' Postal is a franchise opportunity that offers shipping services, retail office supplies and general business services. Staying local was the key according to new owner Sarah Timmons. Sarah had been the store's General Manager since July 2011. She was given the opportunity to purchase the location as the owner wanted to retire. In October 2015, Sarah became the proud new franchise owner of the Mount Pleasant, Pennsylvania location of Goin' Postal. The benefit to the consumer will be the ability to have all shipping needs satisfied in one convenient location. Customers will have the peace of mind of a secure drop-off point for their packages. The location will provide the service of accepting incoming packages for customers who cannot be home to accept them. Additionally, this brand named shipping store is proud to be locally owned and operated.

The customer base will be the people of Mount Pleasant and Scottdale and the surrounding area communities. The store will have a protected territory of a 5-mile radius set by the franchisor.

The customer base in this area tends to be thrifty. They are looking for the best value for their dollar and their time. If they can get multiple items/services for a good price at one location, they will frequent that location more often. Sarah strongly believes that offering several shipping options, along with the many services that are offered, will persuade customers to shop with Goin' Postal.

Goin' Postal will offer shipping services through the four major shipping carriers including FedEx, United Parcel Service (UPS), United States Postal Service (USPS), and DHL Worldwide. The store will have for sale general shipping and office supplies. Additionally, other services to the consumer will include notary, Western Union, utility payments, printing and faxing, gift cards, passport photos, mailbox rental, laminating.

Sarah first approached the Saint Vincent College SBDC in early 2015 with the goal of completing the business planning process to acquire funding. The first step was to develop a Business Plan with Financial Projections to show the anticipated growth potential. The second step was to start having conversations with area lenders to gauge their interest in the project.

Mission Accomplished with both goals. Sarah has successfully purchased the store and is starting strong for 2016.