

El Sonet's Community Market

- Retail Food Establishment & Community Center

Mission Statement - Our mission is to provide access to "sustainable" , "eco-friendly" "Green", "Vegan", goods and services to the consumer while simultaneously enabling small businesses and entrepreneurs in the communities we serve to profit and thrive.

EL Sonet's Description

El Sonet's Community Center Market serves the community by combining two important social community services, the farmers market and the community center. Our target market is anyone that would be described as a consumer, but more importantly our specific target market consists of responsible human beings who recognize the eminent challenges humanity is facing as individuals and as a species and insist on making a positive difference. Social and environmental concerns as well as economic and moral understanding has caused many people to seek sustainable (green) / Vegan alternatives to their consumer lifestyle. When attempting to meet these challenges, many people are deterred by the lack of options and expensive prices.

One of our primary goals is to decrease the underlying cost of 0 waste/vegan products by increasing the supply of those products available to the public in order to ultimately encourage more demand for those products. Visitors and locals can browse the Market and purchase common goods and services available at the average farmers market including but not limited to Jams, Honey, Fresh Fruits and Vegetables, Herbs, Oils, Produce, Milk, Meat & Eggs, Baked Goods, Flowers, Popcorn, Churros, Plants & Seedlings, Soap & Skincare Products Beverages, Prepared Food and more. Patrons will also be able to enjoy services ranging from face-painting to body massages all stationed conveniently indoors. "El Sonet's" also encourages networking and collaboration within the community in an effort to inform and educate consumers on the many ways consumption impacts the earth and all the beings that inhabit it.

After patronizing the indoor market the customer can partake in the Community Center amenities such as arcade gaming, table games, board games, or just relax and enjoy whatever is on the overhead monitors. Weekly workshops will be available as well as access to our community garden. El Sonet's will also host weekly open mic comedy, music, and poetry events(etc) to encourage community expression and art. The auxiliary room will multipurpose as a conference room, ballroom for private party reservations, business meetings, and community action organizing.

EL Sonet's Goals

1. Provide information about and access to "0-waste" / "eco-friendly" / "sustainable" / "Green" products and services.
2. Encourage and promote socioeconomic collaboration within the communities that our businesses call home.
3. Encourage, facilitate and promote community activities that bring the community at large together.

Our Plan

Our Plan to achieve our number one goal is simple. We source the top names in organic, 0-waste/green products and services and use the scientific method to examine the products and services we intend to offer. Then we review that information to determine the most ecologically responsible economically equitable distributors. Then we determine the most equitable arrangements for our customers, our vendors, our distributors and ourselves. We pass that information on to the consumer along with savings on and access to the products and services themselves, how these products and services make a difference and why it is so important that we patronize those particular businesses. We provide a safe indoor environment where customers can access our 0-waste products and services and the products and services of our vendors.

Making & Keeping Contact

Like any other modern business we will have a full and comprehensive internet presence. This will get the word out about what we are doing and enable us to promote our distributors, communicate with our vendors and engage with our customers and clients. Sonet's online presence is unique in that it is an integral part of the foundations of what the company means; and means to society.

Sonet's stands for "Social Networks", (So = Social, Nets = Networks).

We have several ways at our disposal to convey information to our customers including information kiosks in our indoor farmers market and kiosks in our community center. The

information kiosks will be small but jam-packed with information that is tailored to match the vendors and amenities surrounding the kiosk. The children's area will have relevant information about children. The kiosk near the fruits and vegetables stands will have relevant information about produce etc. This will allow us to keep our guests informed about not only their purchases, but social services in the area, the changes occurring within the socioeconomic landscape, information on local outdoor recreation activities and more.

Social networking through commerce and community development is vital to facilitating the changes necessary to realizing a sustainable, ethical, moral and equitable socio economic future. A Sonet's website and associated app will keep everyone on the same page so to speak, helping Sonet's to stay aware of the wants and needs of our customers without the invasive online stalking perpetrated by our more traditional competitors. This will however allow us to use the actual beneficial services provided by financial sharing avenues like PayPal, gofundme, cash app, etc. to raise and transfer funds. Our website will act as a hub for Sonet's customers to interact with the vendors they patronize in an intimate and interactive social environment that reaffirms their in-store experience.

An idea building is located in the small city of Monte Vista Colorado nestled in the middle of the scenic...

San Luis Valley on: Highway 160

Competitive Advantages

We have the advantage of being the largest and longest building visible on highway 160 in the entire city of Monte Vista. An adjacent park sits up against our building. We plan to hold associated events at this park which goes largely unused. We are offering healthy products and services that also have a low or no impact on the environment. And we offer these products and services at competitive prices.

There are no open-mic venues in the area so we provide the opportunity for artists to have their art seen and their voices heard at our open mic venues. In turn we provide the opportunity for members of the community to get to know each other in a fun and encouraging environment. Each "attraction" so to speak lends an associated hand to another attraction at El Sonet's.

Our workshops give members of the community, especially young adults the chance to learn exciting, relevant and vital life skills. These skills include but are not limited to; how to change a flat tire and other various automotive skills; understanding what taxes are and how to prepare them yourself, accounting, DIY projects to save money on home furnishings, and of course how to recycle and reuse so called trash to turn it into treasure and much more.

Our workshops will not be held in the same room as the Farmers Market or the Community Center. This gives us the advantage of being able to attract patrons from each venue to the other venues simultaneously. This internal infrastructure will enable El Sonet's to generate and circulate more revenue within the business for our customers and guests, our vendors, our distributors and ourselves. A family can utilize several separate El Sonet's functions and come away with totally unique experiences, knowledge, nourishment and products which will encourage them to come back for what they didn't get a chance to experience.

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EL Sonet's Structure

EL Sonet's is owned by UniStrike llc which is a non-profit corporation that recycles 100% of its profits back into its immediate business community such as the UniStrike llc public communities employee-members, vendors and distributors, but also the actual communities that support U.C.E owned businesses like... El Sonet's.

EL Sonet's is operated by UniStrike employee-members who are part of the greater UniStrike llc family. All manager positions are held by employee-members who facilitate the day-to-day operations of El Sonet's such as opening and running the community center and farmers market, managing vendors, checking new inventory, communicating with distributors, organizing instructors to assist in teaching workshops, organizing community events, hosting guests/customers etc.

As part of the UniStrike corporation, El Sonet's is obligated to facilitate programs that promote a positive, ecologically responsible relationship with our environment. All of the founders of UniStrike Inc. and El Sonet's would be characterized as "activists". Being environmentally aware and cleaning up trash on a daily basis is already part of our principle culture.

Many forms of environmental activism will translate to El Sonet's daily business operations as simply part of our job, and we will openly promote it as such, beckoning our guests to join in the cleanup efforts. With any luck the "be the change" philosophy will rub off on anyone who sees us online or in person. Our goal is to make activism a lucrative career and being an activist an attractive way of living. This holistic approach to our businesses and communities will ensure that we make a substantial difference in restoring our global environment and more importantly a real difference in restoring hope in people's hearts.

Each section of El Sonet's will have its own manager. Each manager is responsible for coordinating with the other section managers and the rest of the staff. Everyone should be well versed in all of the functions and features that we offer, as well as how to fulfill the necessary tasks in each position. The staff will circulate at will throughout the various positions available at El Sonet's.

Community Center Hours of operation:

Sunday - Thursday (6am to 10pm)

Friday - Saturday (open 24 hours)

Farmers market hours of operation:

Sunday - Thursday (10am to sunset)

Friday - Saturday (10 am to sunset)

Auxiliary room hours of operation:

Monday - Sunday (As requested)

Farmers market daily staff needs

- 1 manager
- 3 general labor assistants to aid in the set up and dismantling of the booths
- 1 security guard

Community Center daily staff needs:

- 1 manager
- 1 asst. Manager
- 2 hosts to serve and assist customers

Workshops & Venues

1 manager or instructor

EL Sonet's daytime operating schedule

- open daily at six o'clock am. The first manager will open and operate the Community Center juice bar and Cafe serving early morning commuters such as truckers, weary travelers and early morning locals off to school and work.
- At seven o'clock am 1 host arrives and assists with the further preparation of the Community Center juice bar and, Cafe.
- At eight o'clock am the second community center host arrives which allows the first host to begin their role as the farmers market manager to start setting up the farmers market and managing the early bird vendors.
- At nine o'clock am the 2 general laborers arrive and assist in setting up the booths and cleaning around the building and surrounding neighborhood. Only a few booths are open during this time.

- At ten o'clock am the farmers market officially opens to the public. Majority if not all of the booths are operating and market goers are slowly starting to arrive and browse the farmers market. Another host arrives to assist the Community Center. The security guard is securing the farmers market. Some of the farmers market patrons stray into the Community Center for less crowded entertainment.
- At eleven o'clock am a "floater" arrives to assist any section and any position required. If workshops are being conducted they require only one instructor who can request an assistant. Workshop schedules depend on the schedule of the corresponding instructor.

At this point in the day we have (1)Manger, (2)general laborers and (1)guard in the frames market, and (1)manager and (2)hosts in the Community Center.

EL Sonet's will operate with such a staff for the duration of the time the farmers market is open. The farmers market section will close at sundown which will depend on the season. The manager and general laborers will assist the venders with packing up their booths and helping our guests with their belongings. The security guard will make sure everyone clears out of the market safely and within a timely fashion.

The Community Center will remain open after the farmers market has ended to support any events that will be happening in the auxiliary room and to continue serving the departing farmers market patrons and travelers. The open mic venues will open in the auxiliary room at sundown creating the ambiance for open mic entertainment such as poetry, comedy, music and more. The Community Center will be open for venue guests to enjoy fresh juices, smoothies, and coffee products.

The venue manager will coordinate with artists, schedule events, promote the events, check and operate the audio equipment etc. The venue assistant will assist the venues manager in setting up the auxiliary room for whatever event is being held, serve event goers, and help set up for the next day.

Market Analysis

The market for "0 Waste" Plant-based and more ethical products and packaging is inevitable. The necessity for drastic changes in how humanity consumes is apparent to the young and old alike, to the conservative and the liberal. Sadly though the market for 0 waste and plant-based products is wide open. Consumers are largely still only receiving their 0 waste plant-based products and services from the very same wasteful companies that have traditionally perpetuated the waste in the first place.

These are companies that use this manufactured lack of availability to ethical alternatives to their advantage to lure well-meaning "conscious consumers" to their companies which still benefit from other unethical practices. These companies offer 0-waste products and packaging

alongside environmentally harmful products and services with no clear plan to phase out the harmful products and packaging. Members of EL Sonet's will provide an outlet for ethical companies to expand their own market and begin to offer their products and services at a lower cost.

Monte Vista Colorado demographics:

Monte Vista Demographics (namely traffic)

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