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## Midwest Trucks, Trailers, Tools and Toys, LLC

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# Introduction to M4T, LLC

September 11, 2015

## OVERVIEW

We are a small business operation specializing in distribution of information that centers around the Midwest region and focuses upon small truck owners and enthusiasts. If there is a connection to truck ownership and uses, we want to bring attention to the product or service that is involved. Our intention is to focus on fun and basic utility, not so much on negatives or concerns that might be legitimate, but that simply belong somewhere else. Ours will be a positive message.



## GOALS

1. Create happy and constructive relationships with dealers, shops, retailers, and especially with the truck owners of the region.
2. Creation of accurate, informative, and easy to understand information about the various products and services available to the truck owners in our area.
3. To create presentations at events in the region that will introduce new customers to the dealer/vendors and help to drive traffic toward their dealership or business location.
4. To utilize basic technologies, easily understood by our dealer/vendor customers, and easily integrated into their own marketing and sales efforts.
5. Adding real value to our dealer/vendor customers sales efforts through positive exposure in different and unique settings and by combining details of truck ownership together so that the truck owner can visualize the outcome of investing in a truck and the associated components.

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## OUR SERVICES

Primarily we are a small group of technical writers, editors, and photographers. Our initial efforts are to create documentation and literature that can be used in several venues. We propose to create PDF formatted sales information for dealers, along with photos and short videos, to bring



the truck owner's, or future owner's, attention to features and opportunities available to them. These basic document and video tools are meant to augment and hopefully improve upon in-house efforts. Different businesses will see different needs and opportunities to explore with us, depending upon their own expertise or limitations.

It is our intention to add additional value to the offers by plunging into the creation of events that will showcase our customers products at local and regional events. Small venues such as farmers markets, flea markets, short term kiosk presentations at shopping centers, and such. We intend

to cluster trucks and accessories, including travel trailers and utility trailers, depending upon the presentations theme.

In short, we intend to become an important part of our customer's efforts to be viewed in positive ways by the truck owner.

## MILESTONES

### Beginning

We are a new business. Our group is deeply experienced in business, sales and marketing. We are good at what we intend to offer, but admittedly, and so we are not dodging the subject, we need to prove ourselves. We can only start and do that.

### Spring/Summer 2016

Our writing and photo services are immediately available. We intend to introduce the cameo events starting in late spring / early summer 2016. For these we need our customers to be involved and confident in our plans. More therefore to follow on this.