



BUSINESS CONCEPT

We are pleased to propose **THE LITTLE RED at Flagler Station** for the Conch Tour Train, Inc., 901 Caroline Street, Key West, FL.

Our business plan for expanding from an initial successful store in Provincetown, MA, renews the historical relationship that has existed between two of the most welcoming communities in the U.S. The company owners, Valsin A. Marmillion and Juan C. Pisani, have journeyed to Key West for destination travel for over 30 years and will soon join the Island as residents, moving from Ft. Lauderdale. Having enjoyed great Island cuisine and local guesthouses, hotels, and the Historic Seaport at Key West Bight Marina in a boat, Marmillion and Pisani have known Key West from numerous vantage points. Appreciating the essence of these two communities, The Little Red honors the small boutique shopper who seeks the special and unique along with the comfort zone of small shopping experiences.

The first Little Red store on Cape Cod is made for both locals and visitors alike. The Little Red is open year round and the company works hard to keep to our motto of "fair prices, nice people," as we strive to be the best little mercantile and general store ever – part nostalgia, part convenience, part novelty and part surprise. The company also issues "Townie Passes" which provide for 10% discounts on most allowable products to any local resident who can prove residency in any way. When people describe shopping at The Little Red, many say that the store has something of everything for most every one. Greeting cards, beverages, gifts, pet and human toys, gizmos, gadgets, local art & crafts, newspapers, magazines, candy, mints, gum, quick snacks, health goods, vitamins, costumes, hats, candles, coffee table books, kitchen utilities and novelties, and essential items like soaps, creams, sun blocks, and of course hair spray, toiletries and good smells keep the customer happy.

For Key West, Marmillion's & Pisani's plans include the above and a few new ideas in their own words:

- To be appropriate for the Historic Seaport space, we will provide services to the transient boating community at the Bight. Being boaters ourselves, we will carry some items lost when the local food market and West Marine closed. We feel

that modern mariners will appreciate being able to find small provisions and helpful items for cruising.

- Our inventory is very different than convenience stores in the neighborhood, with broad array of publications, news, books, greeting cards, flowers, gift and decorative items.
- While we would not seek to carry hard liquor, The Little Red will offer discount wine varietals and micro brews.
- Food lines, while limited, focus on specialty foods, gourmet spreads or appetizer treats, cheeses, crackers, boutique sweets & treats, and old time penny candies.
- We provide travelers with sample-sized items, as well as, high quality creams, soaps, and personal items.
- Like many who shopped at Fast Buck Freddie's, we are drawn to product lines that are hard to find and related to the community, bringing surprising, fun and random inventory that will add to the Islands image and creative personality.
- We will be a place for local artists to display and sell their work, with a focus on artists who cannot afford gallery space but need exposure.

The company was challenged in Provincetown to take a little general store that was a community icon for over fifty years, protect that which was loved by locals, and modernize the store for all shoppers. The little general store concept will be developed as an asset to the old town and marina neighborhood and community, taking into account the recent closures of stores in this area and the future plans for the Historic Seaport.

The Little Red at Flagler Station will be up and running by the holidays, offering convenience and fun as a new kid on the block.