



# **SEGUINWORKS**

## **MARKETPLACE FEASIBILITY STUDY**

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**Helping People With Disabilities Engage the World**

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## **EXECUTIVE SUMMARY**

Seguin Services Inc. created SeguinWorks as a small, entrepreneurial business venture. SeguinWorks is comprised of a unique group of 3 businesses the Auto Marketplace, Lawn Care & Snow Removal, and Lawn and Garden/Horticultural Center.

This Market Feasibility Study (MFS) reviewed the small business ventures and concluded that of the 3, the Auto Marketplace is best positioned to address SeguinWork's 3 primary objectives: 1) create jobs for Seguin clients, 2) operate on at least a breakeven basis with the goal of earning a profit, and 3) undertake and successfully complete a focused Community Economic Development (CED) Project. Since its inception in late 2001, the Auto Marketplace has sold 262 donated vehicles and generated gross revenues of \$193,548.00 in addition to creating jobs for Seguin clients.

Although there are many charitable organizations who accept vehicle donations, no organization in Chicagoland, especially in the Western and South Western Suburbs has a program that encompasses the entire market model. A unique and specialized market model has been identified, which describes the supply and demand elements of the environment. The model identifies latent and addressable opportunities that favor the strengths and organizational capabilities of SeguinWorks.

The Auto Marketplace has the potential to expand its current reach and operate on a regional basis throughout the greater Chicagoland area. The Auto Marketplace could act as a central processing facility; receiving auto donations and drop offs for other charities. Acting in this unique capacity, SeguinWorks, through the Auto Marketplace, would provide a variety of services including administrative processing, documentation of title transfer and certification of sales price for IRS tax reporting, as well as auto detailing and vehicle sales. In this type of operation, it would also be possible to move beyond single vehicle sales and hold routine and regular vehicle auctions; possibly on weekly, monthly or quarterly basis.

The research and work that is contained within this MFS provides the foundation from which a business plan will be developed during the next phase of the SeguinWorks CED demonstration project.

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This report is one deliverable in a series of strategic documents and studies completed for Seguin Works.

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