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Avalos Parking Structures

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HRM598: Compensation

Professor Bowman

Due Date

Introduction/ Mission

Avalos Parking is a company Providing proactive, thorough, and efficient parking solutions using state-of-the-art technology to meet client needs and grow the business. Our Mission is to lead the industry by valuing employees, serving clients with integrity, and prioritizing financial results through innovation and excellent service, aiming to create superior parking and transportation experience for clients and our customers. We aim to achieve this by offering customized solutions, utilizing advanced technology, and fostering positive, professional customer interactions.

Business Theme

What is the business (technical, professional, service, etc.)? The business we are creating is A parking lot business which generates revenue by providing spaces for vehicle storage, requiring a strategic location with consistent demand and minimal infrastructure. This business can be started with a low initial investment compared to other real estate ventures. Key factors for success include strategic location, market research to identify demand, obtaining necessary licenses, and providing excellent customer service. As for the name of the business, it's title is Avalos Parking Inc. we feel that this name is not only something that we can represent with pride, but it is who we are, the name is our family.

I pivot to the placement of the business as everybody knows any good business is all about location, location, location. As we reside in the San Diego area and that community has been so good to us it only makes sense to locate the business in beautiful San Diego, California. The exact location of our services will be downtown San Diego, which is primarily a high-density, urban area populated by younger, high-skilled professionals. The population is known for valuing walkability and an urban lifestyle. With plenty of eateries, nightlife and of course the