

MOUNTAIN SPRINGS OASIS TRAVEL CENTER

Business Plan

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Mountain Springs Oasis Travel Center

EXECUTIVE SUMMARY

For the past 15 years, Joyce and husband Ray McLaughlin have traveled with family and friends down the long, lonely desert stretch of Interstate 40 to their vacation destination of Laughlin, Nevada. Each of those times, amidst heavy traffic and sparse services along the way, it was noted that a simple truck stop would do amazingly well in this untapped area. Specifically so, it was thought, at or around the Route 66 junction, where greenery starts to show itself in this otherwise harsh looking environment. It so resembles the classic visage of a desert oasis, that it only made sense that after developing the background in the petroleum business, gaining the knowledge of the industry and ambition to pursue it; that at the off ramp of the I-40 at Mountain Springs Road, the Mountain Springs Oasis Travel Center concept was born.

The following is a guideline to the vision of what will unquestionably be a highly successful, state-of-the-art travel facility equipped to serve professional truckers and all other forms of highway travelers alike. The as yet undeveloped region that we plan to develop upon is ideal in so many ways for a flourishing business center that the proud American spirit of COR-MC Inc. can reflect and profit by, while creating a boon to the local economy and eventually laying the groundwork for further Oasis projects.

BUSINESS DESCRIPTION

Industry Overview—The truck stop/travel plaza industry is a recognized flourishing market of growth and diversification. The highest models of success in this industry include several large national chain centers that compete with the fragmented, yet still existent 'Mom & Pop' operated truck stops. This competitive market has gained ground and respectability by virtue of it's ability to adapt to a new economic climate and develop new markets such as offering branded fast food outlets, multi-faceted entertainment and communication services, as well as overnight hospitality with motel and RV Park developments. The overwhelming necessity for such centers is sought out by not only the core group of professional truckers, but also by the ever growing populace of motorists and leisure travelers who appreciate the convenience and many offerings of such travel centers.

Oak Hill Capitol Partners, LP, a private equity investment group, recent purchase of the TA TravelCenters of America for \$731 million is a shining example of renewed interest in this once stagnant market. Their further intent to implement an aggressive reimagining and expansion campaign to the tune of \$400 million, as recently reported by NATSO, the National Association of Truck Stop Operators, further illustrates the vested commitment to network expansion and growth to meet the public and professional driver market need. Other such Mega-Truck Stop and Travel Plazas have modeled their own facilities after this major player's basic plan, often improving on it greatly. The most outstanding of these improvements can be seen in PETRO's Travel Center's design. An industry leader, PETRO captures a large segment of the market in its luxurious Wheeler Ridge site just off the heavily traveled I-5 Freeway near Bakersfield, California.