

# WATER STORE BUSINESS OPPORTUNITY

*This Proposal has been designed for:*



Ameritek Industries Inc.

19201 Parthenia Street, Unit E · Northridge, CA 91324

Phone: (818) 252-4939 Fax: (818) 252-6621





# Welcome to Ameritek Industries

Dear :

I'd like to thank you for allowing Aqua Products to introduce the most exciting new business concept available today.

The Water Store, and Water Vending Machine Business Opportunity provides several key advantages over any other type of business consideration.

1. Low Initial Investment (Financing Available)
2. Highest Gross Profit (over 99%)
3. Low Upkeep and Maintenance
4. Minimum or NO Employee Involvement
5. Excellent Return on Investment
6. No Large Inventories
7. Sell a High Quality Product People Need
8. Not a Franchise (You make all the PROFIT)

Opening a Water Store or placing Water Vending Machines with a "Reverse Osmosis Water Purification System" will not only bring in LARGE profits, but will also bring you a great deal of pride by providing the freshest, best tasting water to your community.

Water is not a fad. The conditions of tap water for drinking is typically getting worse in most communities and more people are looking to outside sources to obtain good tasting, fresh drinking water. Approximately 1 in 4 households in Southern California use bottled water as their source of drinking water, and the number is growing. As a result, water sales is becoming one of the fastest growing businesses in the world and are more than a billion dollar industry each year and the numbers are still climbing. What are you waiting for? How would you like to get in on a piece of this action and turn water into YOUR liquid gold.

Sincerely,

Ameritek Industries Team

# What is a Water Store?



In 1995, Americans consumed some 2.7 billion gallons of bottled water, which is a 1,025 percent increase over 1975 figures, according to the International Bottled Water Association. Bottled water sales topped 3.1 billion gallons in 1997, creating a per capita consumption of 11.7. Since 1990, the US bottled water market has gained nearly one billion gallons, while per capita consumption has increased nearly three gallons for every man, woman and child nationwide. Bottled water delivery companies are as popular as ever, but their costs are still high compared to water stores. In some cities, five gallons of home delivered water cost \$7.50. At grocery stores, the least expensive store brand sell for 50 cents or more per gallon. Importantly, many consumers, regardless of economic times, like to save money\$\$\$\$\$. This makes the Water Store a very wise consumer choice.

What is a water Store?

The water store of today is a full service retail outlet that offers local customers pure water and water related products. The Water Store provides service and quality drinking water at a price much less than delivered bottled water or bottled water they purchase from a grocery store. Water Stores also sell ice and various sizes of water bottles, crocks, coolers and some even sell POU (Point of Use) equipment for the household. Worldwide, we are seeing the Water Store as it should be, as a mini water plant that provides needed pure drinking water for the community.

Water Vending?

Pure Profits from the sale of pure water from coin operated fully automatic water vending machines connected to near any water supply. Customers fill their own bottles and containers and purchase top quality drinking water for half the price of bottled water. A win-win situation for the YOU and the customer. Well proven concept since many years in the USA, Australia, and many other countries.

Increase revenue and store traffic by adding a water vending machine to your storefront. Join the growing number of people involved world wide in this profitable and timely business. The ideal machine for supermarkets, convenience stores, motels, marinas, and mobile home parks or apartment complexes.

# The Wave of the Future? What's Hot!



Entrepreneur Magazine noted this in their popular "What's Hot!" section, water stores!

That's right, water stores are the newest thing. Everyone wants to have the cleanest and most pure source of water they can, because much like the earth's surface, your body consists of 70% water! So why not have the cleanest source of water for you, your family, your pets and even your plants? Everyone wants to be healthy and here is one of the best ways to start!

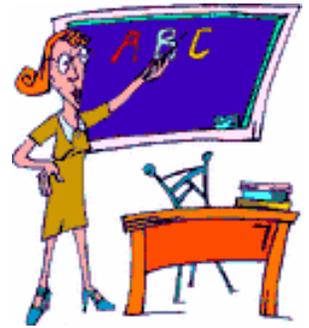
Water stores are more than a billion dollar industry each year and the numbers are still climbing, want to get in on the action?

Find out how these water store owners are making so much money and see how YOU can make water YOUR liquid gold!!!!



## What can Ameritek Industries, do to help?

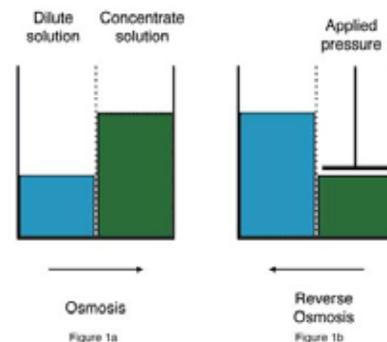
Ameritek industries, Inc – U.S.A. specializes in water stores. We are a direct manufacturer of water store equipment and provide a one stop shop for Water Store owners. We have manufactured and installed our equipment in hundreds of water stores all over the world. We are experts in designing water purification systems for all your needs. We have been in the industry for over 15 years, so we can help you every step of the way! We are very excited to have you join us, in the wonderful world of Water Store business!



# Orientation

- Earn Over 99% Profits
- 6 Months to 1 year Return on Investments
- Fastest Growing Beverage Product
- Pure, Fresh Drinking Water
- Low Maintenance
- No Large Inventories
- NAMA LISTED
- Equipment made out of stainless steel
- Support and Consultation
- We walk you through step by step in the process of opening your water store
- Largest, and most dependable manufacturer in So. California
- GROWING TO BE #1 IN THE INDUSTRY
- Free Store Design and Layout Planning
- One Year Warranty on Systems
- Custom Designed Equipment for YOUR Needs
- Contacts for Suppliers of Bottles, Crocks, Etc
- Not a Franchise (No Fees and You Make all the PROFIT)!
- One Stop Shop for all of your Water Business Needs

# Water Glossary



## What is Reverse Osmosis?

A reverse osmosis filtration system significantly reduces the levels of minerals and dissolved solids like Calcium, sodium, arsenic, lead and mercury from water. In this system, water is pumped through a semi-permeable membrane, which looks like plastic wrap, but actually has millions of tiny pores. These pores are so small that they cannot be seen even with a scanning electron microscope. They let water pass, but restrict the flow of almost anything else.

Reverse Osmosis filtration has been proven to be extremely effective in significantly lowering the total dissolved solids (TDS) count in water. This filtration process produces sodium-free water.

## What is Total Dissolved Solids (TDS)?

Total dissolved solids (TDS) is a measurement of the mineral content of water. A TDS reading is stated in parts per million (ppm).

The United States Environmental Protection Agency recommends that municipal water be filtered to 500 ppm TDS. However, depending on the location, the water coming out of tap water can exceed this level.

Approximately 15 percent TDS is sodium. Water with a TDS level of 500 typically has the equivalent 75 ppm of sodium, or 18.3 milligrams per 8 ounce serving

## What are Part Per Million (ppm)?

Parts per million is equivalent to milligrams per liter, and parts per billion is the same as micrograms per liter.

To illustrate, consider that one part per million would be one inch in 16<sup>7</sup> miles and one part per billion would about one second in 32 years.

# Specifications AP-4000



## **REVERSE OSMOSIS SYSTEM AP-4000 includes:**

Membrane: Filmtec w/S/S housing (x2pcs) 4,400 GPD

TDS Monitor: Hanna

Pressure Gauges 4" dia Stainless x 4 pcs.

Twin Water Softener: 1.5 qf x 2

Carbon Tank: Automatic 1.5 qf

Pressure Pump: 1HP Grundfos w. Stainless Steel Housing

Pressure Tank: Structure RO-80 W/ (Stainless Steel Housing is Optional)

Holding Tanks: 300 Gallons ea. X 3

UV Sterilizer: Trojan U/V MAX-E 28 GPM

RO Motor & Pump: Baldor 1.0 HP w/ 320 GPH pump (Stainless Steel)

20" Sediment Housing (1 pcs)

20" B-B Post Carbon Filter (1 pcs)

All above skid-frame mounted

Overall Dimensions: #1 = 30" (L) x 29" (D) x 78" (H)

#2 = 39" (L) x 29" (D) x 78" (H)

Tank x 3 pc 36" dia x 82" (H)

Weight: 1700 lbs

Electrical Connections: 2 Separate 220 V circuits, 15 amp

Source /Products/Discharge Water Connections:

1" (from back-flow prevent device to 1" PVC on rack

1" PVC (Rack to / from Storage Tank(s) and fill Station)

3/4" -1" Drain Line to Floor Sink with required "Air Gap"

Go to page 11 for detailed explanation of the 6 step filtration process

# Specifications

## AP-4000 Compact



### **REVERSE OSMOSIS SYSTEM AP-4000 Compact includes:**

Membrane: Filmtec w/S/S housing (1 pc) 4,400 GPD Total  
TDS Monitor: Hanna  
Pressure Gauges 4" dia Stainless x 4 pcs.  
Water Softener: 1.0 qf.  
Carbon Tank: Automatic 1.0 qf  
Pressure Pump: 1HP Grundfos w. Stainless Steel Housing  
Pressure Tank: Structure RO-20  
Holding Tanks: 300 Gallons ea. X 1  
UV Sterilizer: Trojan U/V MAX-E 28 GPM  
RO Motor & Pump: Baldor 1.0 HP w/ 320 GPH pump (Stainless Steel)  
20" Sediment Housing (1 pcs)  
20" B-B Post Carbon Filter (1 pcs)  
All above skid-frame mounted

Overall Dimensions: Rack 45" (L) x 29" (D) x 82" (H)  
Tank x 1 pc 36" dia x 82" (H)

Weight: Approx. 890 lbs.

Electrical Connections: 2 Separate 220 V circuits, 15 amp

Source /Products/Discharge Water Connections:

1" (from back-flow prevent device to 1" PVC on rack  
1" PVC (Rack to / from Storage Tank(s) and fill Station)  
3/4" -1" Drain Line to Floor Sink with required "Air Gap"

Go to page 11 for detailed explanation of the 6 step filtration process

**\*PERFECT R/O SYSTEM TO ADD TO ANY BUSINESS WITH LIMITED SPACE!!\***

# Specifications

## AP-1800



Capacity: 1800 gallons per day, with Holding Tank

Complete Reverse Osmosis System with Water Softening, Micron Filters, Granular Activated Carbon and Carbon Block Filters Plus UV Protection

Includes 3 Faucet Fill Station & Bottle Washer

New item...Please call for more details





## Model AM-4000, AM-4000 Jr., AM 4000 Compact 6 Stage PURIFICATION TREATMENT PROCESS

STEP 1: GLANDULAR ACTIVATED CARBON PRE-FILTRATION AN ACTIVATED CARBON FILTER THAT REMOVES CHLORINE, CHLORAMINE, SOLVENTS, LEAD, INSECTICIDES, GASSES, AND OTHER HARMFUL CONTAMINANTS.

STEP 2: HARDNESS OF WATER SOFTENER REMOVES CALCIUM AND MAGNESIUM AND LOWERS THE WATER HARDNESS LEVEL TO ZERO.

STEP 3: 5 MICRONS SEDIMENT FILTER REMOVES PARTICULATE MATTER DOWN TO 5 MICRONS

STEP 4: REVERSE OSMOSIS MEMBRANE (2 MEMBRANES IN SERIES)

WATER IS FORCED THROUGH SEMIPERMEABLE, .0002 MICRON MEMBRANES, ALLOWING ONLY PURE WATER MOLECULES TO PASS.

STEP 5: POST-CARBON FILTRATION REMOVES ANY BAD TASTE AND ODOR IN THE WATER AND POLISHING IT FOR A SMOOTH TASTE.

STEP 6: ULTRAVIOLET STERILIZE 28 G.P.M. STAINLESS STEEL STERILIZER ELIMINATES UP TO 99.9% OF ALL BACTERIA.

(The steps listed above are a typical configuration, that may change due to individual customer specifications )

# Fill Stations



Fill Station (shown with 8 faucets)

1 Bottle Washer Included

Dimensions w/o faucets: (H) 50.5" x (D) 25" x (W) 116"  
(model shown)

Other configurations possible. We custom design each product according to YOUR specific needs.

Completely Stainless Steel Construction!

(20 Gauge Stainless Steel) Will last a lifetime!

Don't settle for the Formica, Marbleized Substitute, that must be replaced in 1-2 years from water damage.

Go for the clean and durable appearance of the stainless that assures a lifetime of maintenance free operation and also reinforces the customers satisfaction of quality and clean drinking water!

We have a new Island style model. Ask for details!!!!!!

**\*OUR MOST POPULAR FILL STATION\***

# Window Mount



Completely Stainless Steel Single and Double-Compartment Window Mount Water Vending Machines!

Model WDO Single Dimensions: (H) 38" x (D) 19" x (W) 29"

Model WDO Double Dimensions: (H) 36" x (D) 23" x (W) 46-1/4" (model shown)

WDO Single: Weight 100 lbs. (dry, not including crating)

WDO Double: Weight 400 lbs. (dry, not including crating)

#### Plumbing Connection:

Feed: 1/2" PVC Tubing from pressurized fill table

Drain: (Gravity) 1" PVC pipe to floor sink or standpipe

Electrical: 110 VAC 60 HZ, Properly Grounded. 5 Amp minimum

- \* Electronic Display for Vend Gallon
- \* Multi Coin Changer
- \* Dollar Bill Acceptor
- \* Multi Gallon Vend Each Time 1 to 5 Gallon
- \* Rear Panels Swing Open
- \* NAMA Listed
- \* Electrical Safety Certified by City of Los Angeles
- \* Electrical Test Lab (LAETL)

**\*Why force the after-hours customers to buy their drinking water elsewhere. Make your business a 24 hour service! \*** 13

# Specifications Single Vend



Shown with S/S Cover Plate (Option)

DIMENSIONS: 78" High X 44" Wide X 36" Deep

SHIPPING WEIGHT: Approximately 600 Lbs

PRODUCTION CAPACITY: 1800 Gallons Per Day-High Flow Membrane (3600 GPD Optional)

STORAGE CAPACITY: 75 Gallons (Internal NSF-Approved Plastic Holding Tank)

ELECTRICAL REQUIREMENTS: 120 Volts, 60 Hz, 15 Amps (220 Volts, 50 Hz, Optional).  
Dedicated Circuit Required - Check Local Codes for Electrical Regulations

PLUMBING REQUIREMENTS:

INLET: 1/2" Line with 50-100 PSI Pressure

DRAIN: 1/2" Line to Standpipe or Floor Drain

Check Local Codes for Plumbing Regulations

FILTRATION PROCESS:

Please go to page 16 for detailed explanation of the 7 step filtration process

Available Options:

- \* \$ Bill Acceptor
- \* Additional 2.5" x 40" Vessel & Membrane Assembly
- \* Security Front Panel (Stainless Steel) (DQ1-600)
- \* Security Front Panel (Stainless Steel) (DQ2-1200)
- \* Card Writer and Dispenser
- \* Card Reader (Needed for each machine)

# Specifications Double Vend



Shown with S/S Cover Plate (Option)

DIMENSIONS: 78" High X 59" Wide X 38" Deep

SHIPPING WEIGHT: APPROXIMATELY 900 lbs, dry

PRODUCTION CAPACITY: 1800 Gallons Per Day-High Flow Membrane (Up to 3600 GPD Optional)

STORAGE CAPACITY: 100 Gallons (Internal NSF-Approved Plastic Holding Tank)

ELECTRICAL REQUIREMENTS: 120 Volts, 60 Hz, 15 Amps (240 Volts, 50Hz, Optional).  
Dedicated Circuit Required - Check Local Codes for Electrical Requirements

PLUMBING REQUIREMENTS:

INLET: 1/2" Line with 50-100 PSI Pressure

DRAIN: 1/2" Line with Standpipe or Floor Drain

Check Local Codes For Plumbing Regulations

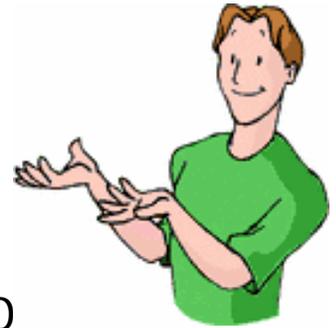
FILTRATION PROCESS:

Please go to page 16 for detailed explanation of the 7 step filtration process

**Available Options:**

- \* \$ Bill Acceptor
- \* Additional 2.5" x 40" Vessel & Membrane Assembly
- \* Security Front Panel (Stainless Steel) (DQ1-600)
- \* Security Front Panel (Stainless Steel) (DQ2-1200)
- \* Card Writer and Dispenser
- \* Card Reader (Needed for each machine)

**\*ADDITIONAL INCOME FOR ANY BUSINESS\***



## Model AMDQ1-600 & AMDQ1-1200 Water Vending Machines 7 STAGE FILTRATION PROCESS EXPLAINED

STAGE I: Water flows through two 20" 5 MICRON (u) sediment filters. RESULT: Removal of dirt and rust particles of over 5u in size. (a micron is 1/1,000,000 of a meter, a VERY SMALL measurement of length!)

STAGE II: Water flows through .25 Cu. Ft. Coconut Shell Carbon Tank. RESULT: Taste and odor removed, chlorine removed, lead reduced.

STAGE III: Water flows through 10" 3 Sediment filter. RESULT: Particles over 3 in size removed.

STAGE IV: Water flows through 10" Solid Carbon Block Filter. RESULT: Polishes the filtration of previous Stages I-III.

STAGE V: Water is pumped under HIGH pressure (up to 200 psi.) by main R/O motor & pump through FILMTEC® TFC® 1800 GPD High Flow Reverse Osmosis ("R/O") Membrane(s). RESULT: Removes of up to 99% of Total Dissolved Solids ("TDS") by REJECTING "ALL MATTER"\* \* EXCEPT WATER (H2O!) which passes through the membrane.

STAGE VI: Water flows through 10" Carbon Block Filter. RESULT: Further polishes and enhances the flavor of the water.

STAGE VII: Water flows through Ultra-Violet light (U/V) sterilizer. RESULT: Insures 99.9% Kill rate of bacteria and viruses.

# Specifications

## WS4-BB



Capacity 3600 G.P.D. (Option)

Capacity: 1800 gallons per day, with 100 gallon Holding Tank

Complete R/O system inside w/ Membrane, Water Softener, Carbon Tank, U/V Sterilizer for final disinfection at vend end

Dispenses 5 gals x 4 INDIVIDUAL ports, 4 Multi-coin acceptors and 2 bill acceptors

Dimensions: 60" x 63" x 77"

Weight:

NAMA Listed (Please see page 19 for further details)

The typical WS4 Model consists of the following:

- 1) Water Treatment components (Filters, Membranes, U/V Sterilizer, etc).
- 2) A Storage-Holding Tank (holds treated water until needed at vend end).
- 3) End Compartment Area (s) where product water is dispensed in customers container.
- 4) Pumps to move the water through the various components and delivery at vend end.
- 5) Plumbing, valves, and fittings to connect everything together
- 6) Coin-Acceptor, Coin Box, Coin Return, (2) Dollar Bill Acceptors, and (2) LED's (displaying how many gallons to be dispensed).
- 7) Electro-Mechanical devices (relays, timers and logic) and wiring to control electrically operated valves and pumps.
- 8) Complete Stainless Steel Cabinet, (20 Gauge Stainless Steel)

[Go to page 19 for detailed explanation of the 6 step filtration process](#)

**\*Great addition to any business looking for additional income\***

# Specifications WS4-SS



Capacity 3600 G.P.D. (Option)

Capacity: 1800 gallons per day, with 100 gallon Holding Tank

Complete R/O system inside w/ Membrane, Water Softener, Carbon Tank, U/V Sterilizer for final disinfection at vend end

Dispenses 5 gals x 4 INDIVIDUAL ports, 4 Multi-coin acceptors and 2 bill acceptors

Dimensions: 30" x 120" x 77"

Weight:

NAMA Listed (Please see page 19 for further details)

The typical WS4 Model consists of the following:

- 1) Water Treatment components (Filters, Membranes, U/V Sterilizer, etc).
- 2) A Storage-Holding Tank (holds treated water until needed at vend end).
- 3) End Compartment Area (s) where product water is dispensed in customers container.
- 4) Pumps to move the water through the various components and delivery at vend end.
- 5) Plumbing, valves, and fittings to connect everything together
- 6) Coin-Acceptor, Coin Box, Coin Return, (2) Dollar Bill Acceptors, and (2) LED's (displaying how many gallons to be dispensed).
- 7) Electro-Mechanical devices (relays, timers and logic) and wiring to control electrically operated valves and pumps.
- 8) Complete Stainless Steel Cabinet, (20 Gauge Stainless Steel)

[Go to page 19 for detailed explanation of the 6 step filtration process](#)

**\*Great addition to any business looking for additional income\***



## Model AMWS4 BB & AMWS4 Water Vending Machines 7 STAGE FILTRATION PROCESS EXPLAINED

Step 1: Water flows through the Granular Activated Carbon Pre-Filtration. An activated carbon filter that removes chlorine, chloramine, solvents, lead, insecticides, gasses, and other harmful contaminants.

Step 2: Water flows through the Water Softener which removes calcium and magnesium, and lowers the water hardness level to zero.

Step 3: Water flows through the 3 Micron Sediment Filter which removes particulate matter down to 3 microns.

Step 4: Water flows through the Reverse Osmosis Membrane. Water is forced through the semi-permeable membrane, .0002 micron membrane, allowing only water molecules to pass.

Step 5: Water flows through the Post-Carbon Filter removing any bad taste and odor in the water and polishing it for a smooth taste.

Step 6: Water flows through the Ultraviolet Sterilizer at 3 G.P.M. Stainless steel sterilizer eliminates up to 99% of all bacteria.



(National Automatic Merchandising Association)

# Ameritek Industries

## IS NAMA LISTED

### The NAMA Vending Machine Evaluation Program

The Program is a service initiated by the National Automatic Merchandising Association in 1957 to enable vending machine manufacturers to build equipment in conformity with the public health requirements set forth in the U.S. Food and Drug Administration, Public Health Service Model Food Code. It also provides a means by which vending operators, customers, public health regulatory officials, military personnel and other user groups can identify those machines which meet both the FDA food code and NAMA design and construction standards.

### Evaluation Standard

Machines are evaluated to the applicable design and construction specifications of the latest edition of the U.S. Public Health Service Model Food Code, and the further requirements of the NAMA Standard for the Sanitary Design and Construction of Food and Beverage Vending Machines. All evaluations are conducted by public health consultants who are specialists in public health and environmental issues. These consultants are retained under contract with NAMA.

### Why Certify?

Public health, agriculture and military agencies widely accept the evaluation program. Many governmental and military foodservice regulations require that all food, beverage and water vending machines meet recognized national public health standards.

Operators have the assurance that a credible, objective, third party certified - widely recognized by the public health officials - has evaluated, tested and verified that the vending machines they purchase comply with public health standards and the NAMA Construction Standard. Manufacturers' participation in the program demonstrate their intent and capability to promote public health by providing machines complying with NAMA Construction Standard.



# Equipment Price List

AP4000 Reverse Osmosis Filtration System-4400 \$ 14,000.00

AP4000 Junior (Picture not shown) 00.00

AP4000 Compact 00.00

AP1800 (3 Faucet Fill Station I 00.00

Fill Station 8 with Stainless Steel Door 00.00

Fill Station 6 00.00

Fill Station 4 00.00

Fill Station Island 9 00.00

Fill Station Island 8 00.00

Fill Station Island 6 00.00

WDQ-S Window/Wall Mount Vend avail.

WDQ-S Window/Wall Mount Vend 00.00

WDQ-S-2 with 1 Bill Acceptor 00.00

WDQ-S-2 with 1 Bill Acceptor & L 00.00

WDQ-S-2 with 2 Bill Acceptors 00.00

WDQ-S-2 with 2 Bill Acceptors & 00.00

WS4 BB-3600 4 Station Indoor Vending \$ 20,000.00

WS4 SS-3600 4 Station Indoor Vending \$ 22,000.00





## Equipment Price List, Cont...

DQ1-600 Stand Alone Vending	\$ 6,300.00
DQ1-600 Stand Alone Vending S/S Door	\$ 6,600.00
DQ2-1200 Stand Alone Vending	\$ 10,000.00
DQ1-600 Stand Alone Vending S/S Door	\$ 10,500.00
Bill Acceptor (Optional) Add	\$ 325.00 ea.
Back Flow Prevent Device	\$ 180.00
Water Meter	\$ 150.00
Booster Pump (GOULDS 1 HP Auto)	\$ 500.00

### **Following Items Customer Responsibility With Agency or Entity**

CA Health Dept Water Store License (Check Made To CA Health)	\$ 448.85 (2004)
CA Health Dept Vending License (Ch Made To CA Health)	\$ 14.81 (2004)
Water Lab Tests	\$ 300.00
County Weights & Measures Certificate (varies by county)	\$ 50.00
Plumbing/Electrical: Water Store----Call for Estimate	
Vending-----Call for Estimate	
Enclosure: Water Store-----Call for Estimate	

# Availability & Implementation



Delivery, 2 - 4 Weeks

Installation Requirements  
& Implementation

Instructions will follow in a  
detailed Operations Manual  
upon receipt of Order

Shipping Quotes Available

# Monthly Sales Projection



## Low Volume

*Owner working 35 hours per week:*

600 Gallons Per Day x .25 x 30 Days	\$4,500.00
Misc. Sales (bottles, crocks, etc.)	\$1,525.00
Rent (small store)	\$600.00
Cost of Bottle Inventory	\$770.00
Payroll	\$834.00
Utilities	\$200.00
Insurance	\$50.00
Misc. Supplies	\$50.00
Maintenance	\$50.00

### **PROFIT**

**\$3,471.00**

## Medium Volume

*Owner working 35 hours per week:*

1000 Gallons Per Day x .25 x 30 Days	\$7,500.00
Misc. Sales (bottles, crocks, etc.)	\$1,706.00
Rent (small store)	\$1000.00
Cost of Bottle Inventory	\$850.00
Payroll	\$1000.00
Utilities	\$225.00
Insurance	\$50.00
Misc. Supplies	\$50.00
Maintenance	\$50.00
Advertising	\$500.00

### **PROFIT**

**\$5,481.00**

## High Volume

*Owner working 35 hours per week:*

2500 Gallons Per Day x .25 x 30 Days	\$18,750.00
Misc. Sales (bottles, crocks, etc.)	\$1,706.00
Rent (small store)	\$4000.00
Cost of Bottle Inventory	\$1200.00
Payroll	\$2000.00
Utilities	\$275.00
Insurance	\$50.00
Misc. Supplies	\$50.00
Maintenance	\$100.00
Advertising	\$500.00

### **PROFIT**

**\$16,575.00**

# Filters & Maintenance



**Filters:** Changing the filters varies due to the quality of water and overall volume of water treated. In general expect to change the least expensive filters monthly, or more often. The r/o membrane and more expensive filters expect to change about every 2 years. The UV lamp needs to be changed every year regardless. Motors, pumps, and other major items expect to last several years or more. Most of parts are made in the USA.

**Maintenance:** 10 minutes per week (Average)

\*20" Prefilter 4.5" DIA. \$4.00 (Twice a month)

\*20" Sediment Filter 9" DIA. \$16.00 (Every 3 months)

\*20" CTO 9" DIA" \$35.00 (Every 3-4 Months)

\*UV Lamp \$80.00 (Every Year)

\*Membrane \$250.00 (Every 1 1/2 – 2 years)

\*2-3 25 lb bags of water softener rock salt \$10.00 (Monthly)

Equipment manufactured by Aqua Products will last forever. From the nuts and bolts to the stainless steel, these machines are built to last with YOU in mind and will always surpass the competition.



# *Any Questions???*

**Q. *How much will it cost me to open a water store?***

A. The average cost of opening a water store can range anywhere from \$25,000 - \$45,000. This price includes all necessary equipment and merchandise. This price will vary depending upon leasing rates and tenant improvements.

**Q. *How great is the demand for clean drinking water?***

A. According to the international Bottles Water Association (IBWA), Americans consume some 2.7 billion gallons of bottled water in 1995. Approx. 3 in 4 households in Southern CA use bottled water as their source of drinking water, and the number is still growing.

**Q. *Why do people buy water at Water Stores?***

A. Price, quality, convenience, and consistency all play major roles, but the most important factor is trust in the product. People have been very skeptical of the water being delivered to their homes or business, or the water they purchase from vending machines or grocery stores, not to mention tap water.

**Q. *What type of location and size?***

A. Supermarkets and shopping centers that people use. Strip centers with good visibility and parking. Avoid shopping centers that people use once a month (Target, Costco). Store size should be about 1,000 square feet. Middle to low income areas usually work best. Stay away from high income areas. Look for high density areas (apartments) . Close, adequate parking is essential.

**Q. *Should I open a franchise water store?***

A. There are several franchises for Water Stores. They charge a franchise fee and a percentage of sales. So, if your store is doing \$12,000 per month with operating expenses of \$7,000, \$1,200 would be 25% of your profit...a lot of money. Some franchises also determine what product you can and cannot sell. Start up for franchised store's average over \$100,000.



# Continued

## Q & A

- Q. *What type and how many employees do I need?***
- A. Friendly, part-time employees that can work flexible hours. As part time help you do NOT need to provide benefits.
- Q. *Where do I get my supplies and inventory?***
- A. We will furnish you with a list of suppliers for all of your needs (bottles, crocks, coolers, etc.).
- Q. *What about training?***
- A. Aqua Products, Inc will train you on how to operate and maintain your equipment
- Q. *Is financing available?***
- A. Yes, we have a source that we can provide you. However, they have very strict guidelines. The best source of funding comes from house equity, credit union, or SBA (Small Business Association).
- Q. *What other products might I sell?***
- A. Bottles, coolers crocks, ice is usually standard inventory. Other items such as snacks, air purification systems, phone cards, slushies, the list goes on.
- Q. *Water stores are new to my area. How can I tell if they will do well?***
- A. Many different factors make a water store successful. Survey your area to find out where people are buying their water now. Outside water vending machines in front of supermarkets are an excellent sign that your market is ready for a water store.



## How do I get started?

There are many factors to consider when opening a successful water store. We understand how important opening a business for the first time is for people. Aqua Products, Inc works with their clients on a personal one on one project basis. We tell you step by step what to do to open your store and give you training and continued support that you need. We consider ourselves as partners, but you make all the profits!!! We want you to succeed and come back and open several stores!! So, what's the next step?

1)First, you need to choose a location and go through the leasing process. As in most business ventures, remember, location, location a location. It is vital to your success!

2)When you sign your lease, you visit us at our facility and we will help you with a floor plan and step by step instructions on what you need to do to get your store ready for delivery.

3)It is very important that when you sign your lease, you also order your equipment if it hasn't already been done. We believe that you can probably have your store opened in four to six weeks. There are times when the business owner negotiates free rent and it is important that you take advantage of this period and get your doors opened as soon as possible. The lead time on the equipment will be two to four weeks. There are tenant improvements that need to be done such as electrical, water lines and floor sinks along with equipment room, finished ceilings, flooring and walls. Aqua Products gives you step by step instructions on what to do.

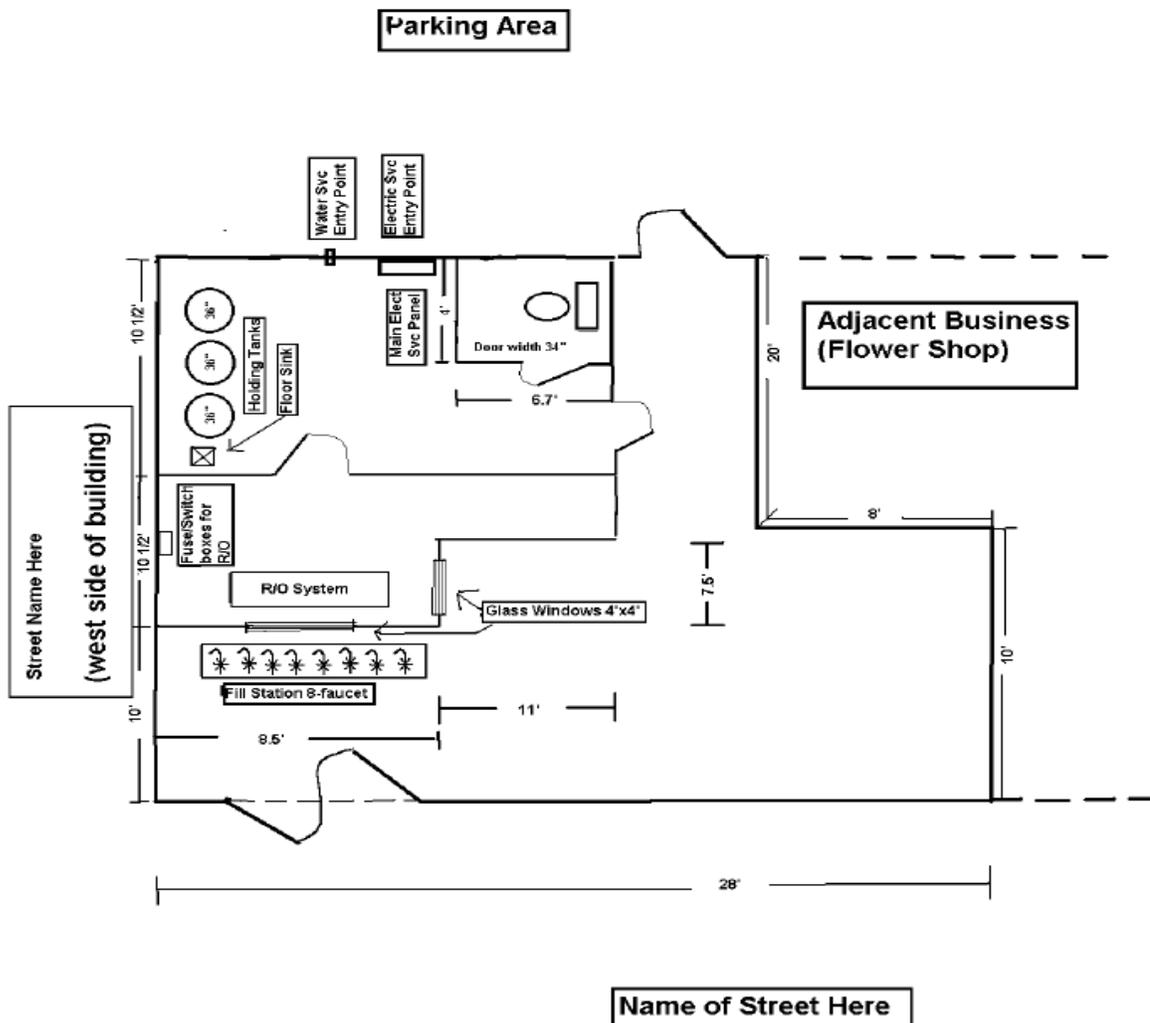
4)Once you are ready for the equipment, we travel to your store and do the installation and start up process for you.

Aqua Products will provide you with all the suppliers for the bottles, crocks and coolers and help you work a deal to get the best prices available for all your store merchandise. Advice on advertising and marketing will also be given.

6)Water testing and licensing for the state are required by your local health officials. The requirements vary from state to state and country to country. Aqua Products will advise you during the process.

7)Congratulations!!!! You're ready to open your doors!

# Typical Water Store Layout



## Typical Layout for Water Store

**Note:** This only a sample for reference only. Your drawing should be customized for your actual store.

### Proposed work to be done:

- 1) Plumbing. Install Floor Sink, Drain & Vent
- 2) Plumbing. Connect water svc from POE to R/O system using 1" copper pipe.
- 3) Electrical. Add 2 circuits (220 V 15A ea) from Elect Svc Pnl to Switch Box(es) for R/O system.
- 4) Dry Wall. Install 2 4'x4' windows into existing interior dry wall.

# Sample Water Store Pictures

