

Charlebois Family Investments Inc.

NEXT STEPS TOWARDS PROFITABILITY

Mandate

Create and develop a strategy for Charlebois Family Investments Inc. to regain its profitability in 2018 and beyond.

Asset Analysis

Mall	City Population	Mall Type	Anchor Store	# Stores	Mall Area
Portland, Maine	515,000 people	Open air strip mall	N/A	<ul style="list-style-type: none">- 22 retail Stores- 1,860sq. Meters office space (Second floor)	11,650 sq meters
Hartford, Connecticut	1,215,000 people	Enclosed Mall	<ul style="list-style-type: none">- JC Penny- Sears- Home Hardware	- 89 stores	39,480 sq meters

Asset Analysis

Mall	Mortgage	Condition	Target	Surrounding	Nearest residential Area
Portland, Maine	Free	Signs of Wear	Lower Middle Class	<ul style="list-style-type: none">- Light Commercial- Automobile service stations- Dry Cleaners	3kms Away
Hartford, Connecticut	Debt	N/A	Upper Middle Class	<ul style="list-style-type: none">- High Tech Businesses- Professional offices	9.6kms

CHARLEBOIS FAMILY INVESTMENTS INC. STRUCTURE

BOARD

FATHER(CHAIRMAN)

30%

ME (CEO)

25%

SISTER (PROPERTY
MANAGER)

15%

BROTHER (CFO)

15%

FATHER'S SISTER IN
LAW(PASIVE
INVESTOR)

15%

Key Issues

Portland Mall

- ❖ Needs Maintenance and Renovations
- ❖ Discount-store strip mall to open on the other side of the city.
- ❖ Walmart has a large surface store 5 miles away.

Connecticut Mall

- ❖ Use of parking space for non-shoppers
- ❖ Clients sales in decline
- ❖ Carries a sizeable mortgage

Common Issues

- ❖ Recent store bankruptcies and closures have affected our cash flow.
- ❖ Retail sector worldwide has change at a fast pace. Online Shopping.

Alternatives

Sell Properties

- Sell both properties and invest in other industries.



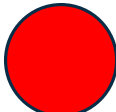



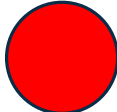
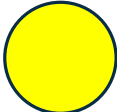
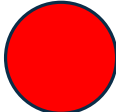
Partial Lots Sale and Renovation

- Sell partial lots and attract sustainable businesses.

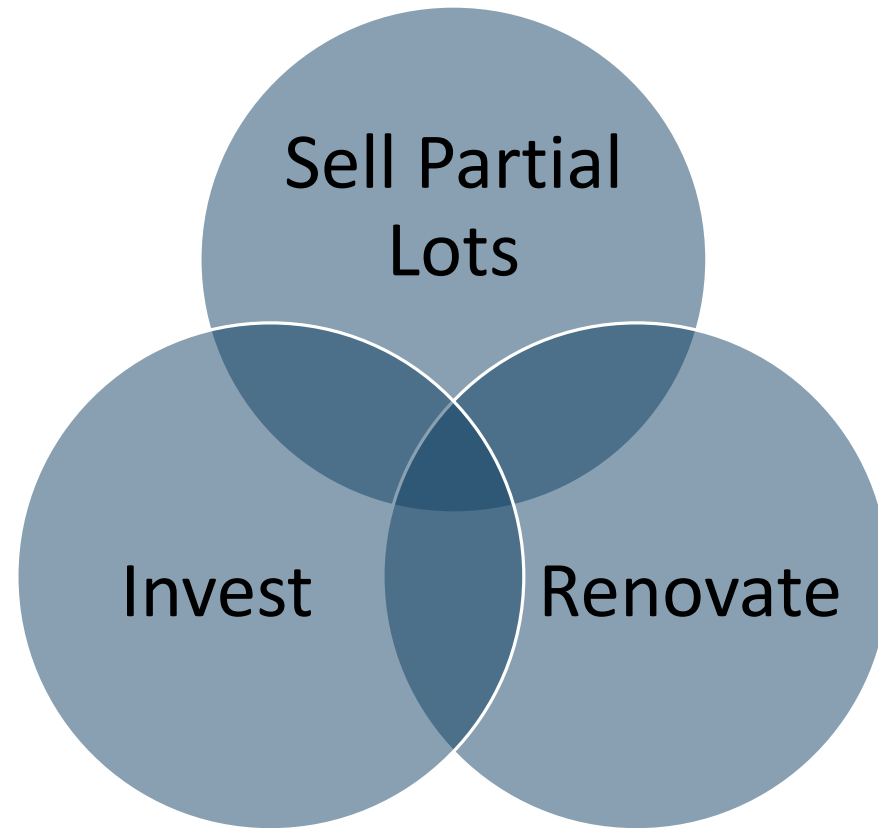
Mall Renovations

- Renovate Malls infrastructure attract sustainable businesses.

Alternative Analysis

	SECURE WEALTH	PROFITABILITY	CASH FLOW
Sell Properties			
Partial Lots Sale- Investment and Renovation			
Mall Renovations			

Best Short-Term Alternative



Long-Term Alternatives

When a suitable business opportunity arises that suits our criteria we can invest our capital.

Business Strategy

Connecticut	Portland
Sears Lot > Movie Theater	Acquire minimum mortgage for renovation
Aspire to Sell partially	Convert 20% of stores in office space
Rent Office Space	

SUSTAINABLE BUSINESSES ATTRACTIONS

OFFICE SPACE

ENTERTAINMENT VENUES

ART EXPOSITIONS AND ACTIVITIES

EXECUTIVE HOTEL ESTABLISHMENT

CLINIC ESTABLISHMENTS

GYMS

CHILDCARE SPOTS

Strategy Objective

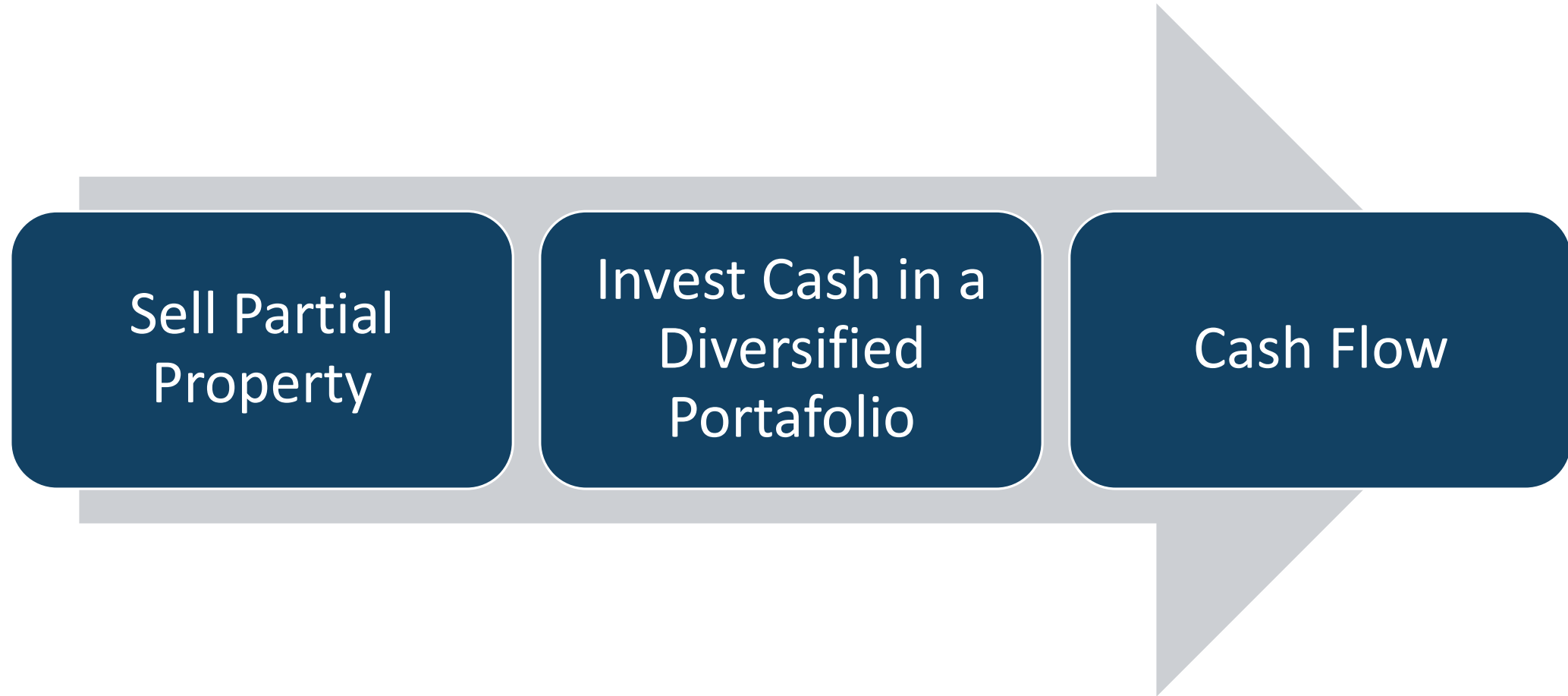
- Increase profitability

- Increase mall traffic

- Available parking space

- Secure family Wealth






Implementation: Property Liquidation



Implementation: Renovation



TIMELINE

	1 ST YEAR	2 ND YEAR	3 RD YEAR	4 TH YEAR
POTENTIAL BUYERS				
SELL CONTRACT				
NEW RENTAL ATTRACTIONS				
RENOVATION PROCESS				
LONG-TERM INVESTMENT				

BOARD RISK PROFILES

HIGH-RISK

Sell a big portion of properties.

Invest in high risk funds.

Renovate or change layout of our properties

Medium-Risk

- medium a big portion of properties.

- Invest in medium risk funds.

- Renovate or properties

Low-risk

- Sell a small portion of properties.

- Invest in low risk funds. Whole Market.

- Renovate properties

Risks

TREND OF CUSTOMERS SHIFTING FROM BRICK AND MORTAR TO ONLINE SHOPPING

ALL FUNDS INVESTED IN JUST ONE INDUSTRY

MAYORITY OF THE CASH FLOW GOES INTO REPAYING DEBT

UNATTRACTIVE FACILITIES

BIG DEPARTMENT STORES ARE CLOSING PHYSICAL STORES

CLIENTS: MAYORITY OF BUSINESS FAIL. TURNOVER OF CLIENTS

DEVALUATION OF PROPERTY

Risk Mitigation

Attract Sustainable Businesses

CHURN OF CLIENTS

UNATTRACTIVE FACILITIES

BIG DEPARTMENT STORES ARE CLOSING PHYSICAL STORES

Sell Property and Invest in other Industries

MAYORITY OF THE CASH FLOW GOES INTO REPAYING DEBT

ALL FUNDS INVESTED IN JUST ONE INDUSTRY

DEVALUATION OF PROPERTY

TREND OF CUSTOMERS SHIFTING FROM BRICK AND MORTAR TO ONLINE SHOPPING

Conclusion

