

# Funerario

## Executive Summary



May 2022

### Contact Information

Jake Mellor  
[jakem@alphamark.com](mailto:jakem@alphamark.com)

Angie Martin  
[angiem@alphamark.com](mailto:angiem@alphamark.com)

**INITIAL FUNDING OBJECTIVE:**  
 \$4M USD | Equity

**USE OF FUNDS**  
 Build of cemeteries.  
 Advertising strategy

**PROJECTED RETURNS:**  
 3 years

**INVESTMENT TERMS**  
 Flexible

**SIGNIFICANT ASSETS & INFRASTRUCTURE**  
 Land and cemeteries

**LOCATION:**  
 Mexico

[www.alphamarkcapital.com](http://www.alphamarkcapital.com)  
 @alphamark-capital

**SUMMARY:** The funeral industry in México is composed of private and public cemeteries, with the high demand and the oversaturated cemeteries in this country because of an increase in the prices of funeral products and services is possible the entrance of new companies. Cementios is looking to raise 4 MM to finish the build of two cemeteries, have more advertising and more cash flow.

**MARKET CONCERN:** The majority of the cemeteries are oversaturated and don't have enough space to supply the demand. For this reason there is a need for new places with the cover capacity and with an accessible price for the community. Besides, this problem is common in other cities which leaves a big opportunity to keep growing and expanding the company.

**OPPORTUNITY:** The management team found a piece of land near to a little cemetery of almost 6 acres that was perfect for the build of a bigger cemetery. With the purchase of this land the company started the build and now is in position to sell 6 products like vaults, alcoves and mausoleums. Further, the opportunity for this kind of project in other cities is on the table and the company could take advantage of this in a short period.

**BUSINESS PLAN:** This is a consolidated company with more than 5000 customers. The target market to keep growing are persons between 30 and 55 years that are interested in having a space in the cemeteries, almost 60% of the population in this city don't have a space yet and 80% of these people are interested. Besides, the company has a digital advertising strategy to attract more customers.

Is projected to have around 7.500 sales per year and the company could get more than 40% of the market because it is the only company with two cemeteries in this city.

**INDUSTRY:** This industry is very secure because the demand is almost guaranteed. Besides, the low competition makes this project a big opportunity to invest with a low risk and have the space to expand.

**COMPETITION:** The competition is low because the majority of the cemeteries don't have space to supply the demand and the prices that cementios can offer are a big advantage for this company.

**= THE HIGHEST RETURNS WILL BE MADE FROM EARLY INVESTMENTS =**

	Total	2022	2023	2024	2025	2026	2027
Plot Sales	23,248,957.63	2,137,904.52	2,976,528.73	3,789,958.41	3,808,696.16	4,791,884.40	5,743,985.42
Burial Services	1,835,672.34	112,453.46	157,434.85	220,408.79	308,572.30	432,001.23	604,801.72
Vase Sales	1,374,473.58	157,015.61	180,567.95	207,653.14	238,801.12	274,621.28	315,814.48
Cremation Sales	1,235,720.75	109,756.10	137,195.12	171,493.90	214,367.38	267,959.22	334,949.03
Infrastructure Expenses	10,280,234.87	422,552.97	-	-	2,106,342.29	3,370,147.66	4,381,191.96
Operational Expenses	4,687,837.31	781,306.22	781,306.22	781,306.22	781,306.22	781,306.22	781,306.22
Net Income	12,726,752.13	1,313,270.50	2,670,420.43	3,608,208.03	1,682,788.45	1,615,012.25	1,837,052.46

