

Business Name: Closet Factory

Business Address: 8162-C Elm Drive Mechanicsville, VA 23111

Your name: Michael Hart

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Business Web Site: www.closetfactory.com

Business Classification: Home Improvement/Furniture

A brief summary of your business and its products and services. Providing custom built storage and organization solutions to homes and businesses. Areas of expertise include closets, office spaces, and garages.

Ideal customer profile? Our target Residential clients are upscale homeowners with an appreciation for custom built furniture and cabinets. We also build office furniture, such as desks, credenzas, and cabinets for commercial clients.

What makes a good prospect for your business? My ideal client may be someone moving into a new space, or updating an existing room. They have a need or desire for storage solutions, and won't be satisfied with something that can be bought off the shelf somewhere. They want something special.

Some information on your background. I have worked extensively in the Information Technology field, but my education is in Business and Finance. Most of my sales experience has been Business to Business.

Other: I have several former business contacts in the Fredericksburg area.