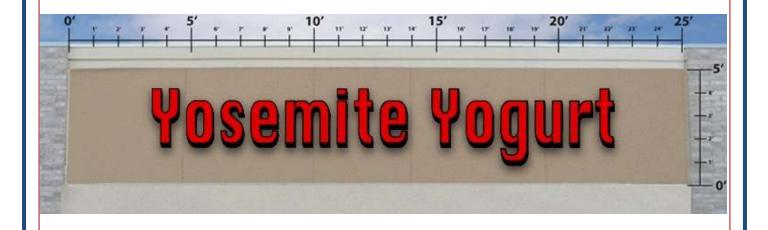# More foot traffic.

More customers.

More sales.

Outdoor Signage Proposal

Yosemite Yogurt

Oakhurst, WA

Anywhere Sign & Design
March 18, 2012

More customers = more cash flow.

In our meetings with the owners of Yosemite Yogurt, they said the business currently suffers from a lack of awareness and a lack of prominent street level exposure. In particular, the front area sign must be prominent and professional, and must have a strong day and night presence. The business is located in a high traffic area with a 24/7 traffic flow.

Also, the business has no signage on the south wall, which is a major omission in their current level of signage impressions. The south wall faces a different street (Maple Street) with a lower level (but still significant) amount of traffic.

Despite these issues, Yosemite Yogurt has developed a loyal clientele and is prepared to take their signage presence to a new level and continue to grow their business and customer base.

Entrance Sign Proposal

This sign will make a critical difference in the awareness level and foot traffic of Yosemite Yogurt.

Maple Street Sign Proposal—South Wall

This wall is currently unsigned, and Maple Street has consistent strong traffic. This sign will generate many new customers.

Anywhere Sign & Design

Sales increases of 14.2% and more...

_____

Yosemite's owners also stated the objective of selling the business within 5 years. The increased sales that result from this signage will speed Yosemite Yogurt to the day when it is a very attractive purchase target. This signage is a major step in that direction. Other clients for whom we have installed similar sign packages have reported sales increase of 14.2% and more!

Putting it all together....

Anywhere Sign & Design is excited to team up with Yosemite Yogurt to produce and install a high performance signage package. We feel confident this proposal will put the business on the fast track to increased sales, profitability and cash flow!

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Signage package cost: $8,600

Signed:_____

Date:_____