

Business Overview

Business History

TDY Alliance LLC, an Arizona based, disabled veteran owned, HUB Zone enterprise, registered with Central Contractor Registration was started in mid 2007. The Alliance produces a positive living condition by keeping a maintained and pleasant home and allows clients to experience a peaceful domicile with no concerns for amenities and provides a warm home environment for transient government personnel. The end result is a service oriented company tailored to provide an immaculate housing for those who serve the United States in various capacities all the while increasing property values by upgrading and maintaining residences

Vision and Mission Statement

The Alliance will provide a warm inviting home environment for transient service members and government personnel that are on temporary duty (TDY). The Alliance will create positive living conditions by keeping a maintained and pleasant furnished home and allow customers to experience a temporary residence with no concerns for amenities.

The Alliance will foster stewardship with guests to encourage them to make the home a superior residence for the next visitor, adding to upkeep, value and maintenance of the properties; a value that is fostered among the military services.

The long term effect of quality service to a growing customer base establishes an extensive referral and repeat business. This endeavor involves investors in a venture to capitalize a business service with real estate and its appreciation as a model of long term financial benefit. It is dedicated to providing service to the United States Government while fostering entrepreneurship and providing a desirable investment end state to investors and owners.

Objectives

1. Increase property and financial assets.
2. Expand ownership into other investment properties.
3. Create profitable long term partnerships in asset/wealth growth through investors and other property owners.
4. Be the best contracted lodging option for the federal government.
5. Set a business model that will be profitably franchised around the world.

Ownership

TDY Alliance LLC is a HUB Zone, Disabled Veteran owned business that serves the Sierra Vista AZ area, provides rental properties marketed to government agencies temporary accommodations market and is owned by Edwin K. Morris.

Location and Facilities

TDY Alliance LLC provides five housing units and one condominium in Sierra Vista AZ. The current business model process is fivefold:

1. Lease or purchase residence
2. Furnish the premises
3. Obtain all utilities
4. Secure lessee
5. Provide maintenance of properties and service to clients

Products and Services

Description of Products and Services

TDY Alliance LLC provides lodging/accommodation to government employees that are temporarily assigned to duty stations in the Sierra Vista Arizona Area. This encompasses all military service members, federal employees and contractors that are paid per diem for lodging.

Key Features of the Products and Services

The service model promotes three venues. It is a veteran owned business qualified and registered to contract to the US Government, and is tailored to provide a home to personnel for 1 to 7+ month durations. Capabilities include growth beyond current region with franchise creation with veteran owned businesses.

Production of Services

The Alliance will appeal to service members by the recognition and value that the company is designed and operated by a fellow veteran that has experienced and endured the same travel situations they are. That TDY experience now provides an exceptional quality TDY lodging experience by understanding what the customer wants and needs. The business growth will be provided by referrals, word of mouth and local advertising.

Future Products and Services

The TDY Alliance will expect overall growth by 300% to 500% increase increasing property ownership and leases within a 4 year period, thus resulting in an equally increased revenue stream. The growth will add value to the clients, city, LLC, investors and partners.

Comparative Advantages

The level of customer service will set a precedence that most temporary duty (TDY) personnel are not accustomed to and will create the core strength to repeat and referral business. The care and quality of the housing, furnishings, amenities and customer care will result in the appreciation from the client.

The mission statement clearly defines the intent to create a home for the customer and allow them to feel at Home. This will add intrinsic value to the overall quality of what the client feels in being cared for. The target area of housing units will be located within a 10 minute drive time from either the East or Main Gate to Ft Huachuca; this adds value to the client and be a main selling point.