To start, the company will have one location--a 6,000 square foot store located conveniently close to the downtown area of Grand Rapids, Mi. It includes a production area, service department, offices, and a showroom area. PICA provides both the home power monitoring system and services to make the system as convenient as possible. Services include design and installation of the PICA system and a support team. This product will also be sold in hardware stores such as Lowe’s or Home Depot. When sold in these stores, electricians, or someone knowledge in electronics, will be needed for installation.

Succeeding in this location is very important and the company will be looking to expand in the future. Today, many products that are manufactured in one state could be used in other states as well; however, it is always helpful to have a closer location to the customers to offer better support. Once the Grand Rapids location grows, the company will expand to other parts of Michigan along with a few major big cities all around the United States. The first bigger city the company looks to expand to would be Chicago, given its close proximity to the headquarters in Michigan. After growth in Chicago, the company would then expand to the east and south to some of the other big cities such as Los Angeles, CA or Dallas, TX. As the company continues to gain success by the effectiveness of the PICA system, the company will also continue to expand. These expansions may then lead to new product development and research as to how the design team could make an even better system.