Located in Los Angeles, California since the main form of transportation there are cars. With there being so many cars, there's only a limited amount of parking space that people are allowed to park in. They're a large corporation in charge of building parking structures that are four floors high. What 4th floor wants to do is give Los Angeles residence more space to park their cars without having to go so far for from their homes. Many issues with living in Los Angeles is figuring out where you're going to park your car, and will it only be allowed there for 1-2 hours or will they allow me to park there all day. We want to allow overnight parking in a parking garage with a small charge. Although the parking spaces won't be free, they will be issuing monthly to yearly subscriptions to their customers so parking spots may be reserved in certain floors. Their competitors would be other parking services across Los Angeles, there are other business such as Classic Parking Inc they first class parking and transportation. They have parking garages all over Los Angeles and have their own valet that allows less stress for their customers. The thing that distinguishes us from them is that were more community concentrated and they're more business and event concentrated. The demographic area in which we are focused on is communities that are mainly apartment oriented, although many apartment buildings in LA do have their own parking lot included. There are still many in which are only street parking and having 10 apartments building that house up to 20 units in each there will never be enough parking on the streets. The needs of the audience are to have parking that is exactly what we are is doing for people living in areas that are apartment heavy. Making sure they are offered parking at a great wage and worry free from coming home late at night and not having to worry about spending 20-30 minutes just going around blocks trying to find parking and then having to walk another 10-15 minutes to their home.