Automotive Business Plan

TABLE OF CONTENTS

Statement of Non-Disclosure and Confidentiality 4
Executive Summary 5
Business Overview 6
Premise 6
Values, Mission and Direction of Business 7
Goals 8
Immediate Goals (0-6 Month) 8
Short-Term Goals (6 Month- 1 Year) 8
Long-Term Goals (1- 3 Year) 8
Steps to Success 9
Management Team 9
Locality of Business 10
Merchandises and Services 11
Competitive EDGE 12
Industry 13
Overview 15
Probable Revenues and Expenses 17
Industry Trends 18
Article 18
Marketing Approach 25
Pricing 25
Customary Marketing 26
Innovative Marketing 26
Growth Marketing 26
Market Segmentation 27
Geographical Segmentation 27
Psychographic Segmentation 27

EXAMPLE ONLY

SWOT BREAKDOWN ____ *28*
ANALYSIS ____ 28
Strengths ____ 28
Weaknesses ____ 28
Opportunities ____ 29
Threats ____ 29
EXECUTION STRATEGY ____ *30*
Requested Summary ____ 30
Financial Analysis ____ *31*
Sales Projections ____ 31
Income Statement ____ 32
Statement of Cash Flow ____ 33
Sources ____ *34*

EXAMPLE ONLY

Statement of Non-Disclosure and Confidentiality

This document contains proprietary and confidential information. All data submitted to the reader is provided in reliance upon its consent not to use or disclose any information contained herein except in the context of its business dealings with Automotive Company. The recipient of this document agrees to inform its present and future employees and partners who view or have access to the document's content of its confidential nature.

The recipient agrees to instruct each employee that they must not disclose any information concerning this document to others except to the extent such matters are generally known to, and are available for use by, the public. The recipient also agrees not to duplicate or distribute or permit others to duplicate or distribute any material contained herein without Automotive Company's express written consent.

Automotive Company retains all titles, ownership and intellectual property rights to the material and trademarks contained herein, including all supporting documentation, files, marketing material, and multimedia.

BY ACCEPTANCE OF THIS DOCUMENT, THE RECIPIENT AGREES TO BE BOUND BY THE AFOREMENTIONED STATEMENT.

EXAMPLE ONLY

Executive Summary

This Business Plan has been prepared to present Automotive Company to potential investors in order to raise the capital necessary to expand the business.

Automotive Company will be based in Auto, Ontario the business is a partnership under the ownership of Mr. Automotive. Automotive Company looks toward expanding its current business by creating a larger client base and increasing the variety of services offered.

Automotive Company will promote itself by using a combination of traditional and contemporary methods of marketing including advertising in local newspapers, distribution of flyers and direct sales strategies. The Company also has developed a corporate website, which features a detailed overview of all its services.

The business' management has developed a comprehensive business plan outlining the short and long-term goals of the business. The seasoned experience of Steve Economopolous combined with the Company's dedication to providing the highest quality of service will provide the Company with an opportunity to become a leader in the industry.

Automotive Company is currently seeking $28,500.00 in funds to launch the business. The funds will be used to assist the Company in purchasing major equipment, leasing a new building, and a promotion strategy launch.

The following plan describes, in the owner's words, the company, the market, and the company's plans to successfully start up its operations with the support of the requested capital. With adequate funding, Automotive Company is confident that it can successfully launch the business and significantly increase its revenue margins and profitability points.

EXAMPLE ONLY

Business Overview

Premise

Automotive Company offers quality service for your vehicle at an affordable rate. Currently residing out of Concept Auto Sales in Auto, Ontario, Automotive Company has maintained and expanded the business through his many years' experience. Offered as the only licensed and qualified mechanic on premise, Automotive Company offers valued service of vehicles to ensure the safety of all.

Upon the initial launch of Automotive Company in April of 2000, the business is steadily increasing. Not only offering repairs and preventative maintenance on all vehicle types, Automotive Company is able to offer safety inspections and offers standard as well as high performance parts.

EXAMPLE ONLY

Values, Mission and Direction of Business

Automotive Company is looking to expand on its knowledge and consumer base by gaining more equipment and offering more advertisements and promotional incentives.

With an already overwhelming demand for services from Automotive Company, the Company requires expansion within all facets. In order for this to occur, Automotive Company needs to ensure the right means are in place. These include a variety of tools and resources that need to come together to ensure proper functioning on all parts.

These key components include employee base established, expansion of products, and required space and tools to match demand.

EXAMPLE

Goals

Automotive Company will be established to meet the following goals:

Immediate Goals (0-6 Month)

- Hiring an apprentice
- Expanding parts portion of sales
- Enlarge Client Base
- Purchase and upgrade equipment

Short-Term Goals (6 Month- 1 Year)

- Relocation of business
- Modify location to contain 2 hoists
- Steady flow of parts sales
- Advertising

Long-Term Goals (1- 3 Year)

- Solid client flow
- 3 employees hired for garage portion of business
- Office management hire

EXAMPLE ONLY

Steps to Success

EXAMPLE ONLY

Management team

Management team will remain as the sole owner, Mr. Automotive. Having a licensed certificate in Automotive Mechanics coupled with 7 years' experience, Mr. Automotive maintains the necessary skills to manage and maintain the Company, as well as having apprentices under his supervision. Known for his strong work ethics, consumers are able to build strong personable relationships.

Locality of Business

Automotive Company currently resides at 123 Auto St, Auto, Ontario

EXAM

Merchandises and Services

Automotive Company offers standard vehicle maintenance and repairs. Automotive Company also offers the sale and design of custom auto parts.

Labour on a standard vehicle at Automotive Company is $60.00 per hour. With a certified technician and an apprentice working hand in hand, quality is of highest priority. As an educational facility, Automotive Company looks to promote education in the field in automotive technology.

The sales of both basic and custom products will be available through the storefront, or office portion of the Garage. These products will range from air filters for an oil change, to enhanced lighting and gaskets. Products will be sold at retail, as Automotive Company purchased parts at cost from local manufacturers.

EXAMPLE ONLY

Competitive EDGE

Unique to Automotive Company is its variety of services and its dedication to value. With the client first mentality, Automotive Company will offer every customer with service that will surpass expectations.

Automotive Company also maintains an on-call option for all of its customers, willing to drive to servicing as well. Coupled with its current client base satisfaction, Automotive Company will offer a clean, friendly environment and with the honesty that many consumers require.

Offering both product and service is unique as a small business, as it compares to many larger scaled automotive companies. This offers Automotive Company another competitive advantage, as he will be able to maintain products without going beyond retail value, and keep with required demand.

EXAMPLE ONLY

Industry

Overview

Canadian Automotive Industry has a long history dating back to the early 1900's, with most of it dominating the manufacturing sector. Within the after-market portion of the industry, there has also been a large shift through history.

Aftermarket, according to Industry Canada, is labeled as all products and services relating to the repair and maintenance of a vehicle. In the past, after-market was typically divided into 4 sectors: independent gasoline stations, independent garages, automotive dealerships and chain automotive centres. Coupled with the rapid increase in required specializations because of the change in mechanics within the vehicles, the aftermarket continues to grow to be highly competitive.

Competition

Competition within the aftermarket is typically divided between small, independent businesses and large franchised corporations. Though both have their benefits, consumers generally prefer independent owned companies.

An independent study conducted by Wiese Research Associates Inc. within the United States found that independent neighborhood auto repair shops scored higher in 5 of 7 categories of the study. These scores included:

EXAMPLE ONLY

Scoring results for independent automotive shops versus corporate automotive shops in total areas of consumer satisfaction.

A supporting survey completed by Consumer Reports in 2008 found that 71% found satisfaction with independent shops in comparison to 53% with corporate automotive enterprises in aftermarket portion of the industry.

EXAMPLE ONLY

For more information, please contact us at

1-855-892-2506

businessplandevelopment.org

CENTRE FOR

BUSINESS PLAN DEVELOPMENT

"YOUR BUSINESS PLAN RESOURCE CENTRE"