



*Detail***X***Perts*[®]
Business Plan

July 13, 2015

Executive Summary

DetailXperts is a car wash franchise serving the _____ community. DetailXperts will be run by ____(Name of Owner)_____. ____(Name of Owner)_____ has extensive leadership, management, finance and organization experience. He has served the country as a commissioned officer in the United States Army for 10 years. He has also managed a local car wash for 8 years.

Products and Services

DetailXperts Car Wash will be providing customers with three services: exterior car washing, interior car cleaning, and car detailing.

The Customers

DetailXperts Car Wash will target three main groups of customers: local residents, employees working within the area, and drive-by opportunities.

Mission:

The mission of DetailXperts Car Wash is to always strive for customer satisfaction by providing efficient and top-quality washing for car owners in _____ while conserving on the precious natural resource of water. DetailXperts will provide employees the support they need to maintain employee satisfaction and consequently, impeccable customer service.

I. COMPANY PROFILE

Overview

DetailXperts is a start-up car wash franchise that will provide exceptional car care services to the members of the _____ community. It will be located in (complete address of business location) with five vehicle wash units.

Ownership

The company will be registered as a (Name of State) registered Corporation by (Name of Owner). (Name of Owner) will be the majority owner (80%) with principal investors owning the remaining 20%.

(Name of Owner) has served in the United States Army as a commissioned officer. While in the Army, he has acquired experience in the management of finances, personnel, and equipment. After retiring 10 years ago, he transitioned to civilian life by working at a local car wash for 8 years, first as an assistant manager, then as a manager.

Start-up Summary

Total projected start-up expenses (including franchise fees, lease, equipment, supplies, landscaping and related start-up expenses) come to \$237,650. The start-up costs are to be financed by direct owner investment and long term financing.

Investment Options. DetailXperts Car Wash will open approximately 90 days after securing financing. (Name) is offering several ways to invest in DetailXperts:

1. Company stock: (Name) is offering 20% of company stock to investors. DetailXperts is offering 1% of company stock for \$7,500. Capital will help establish the first single-unit operation and provide "head start" on the additional units. DetailXperts plans to distribute \$2,500 per 1% share each of the first three years.

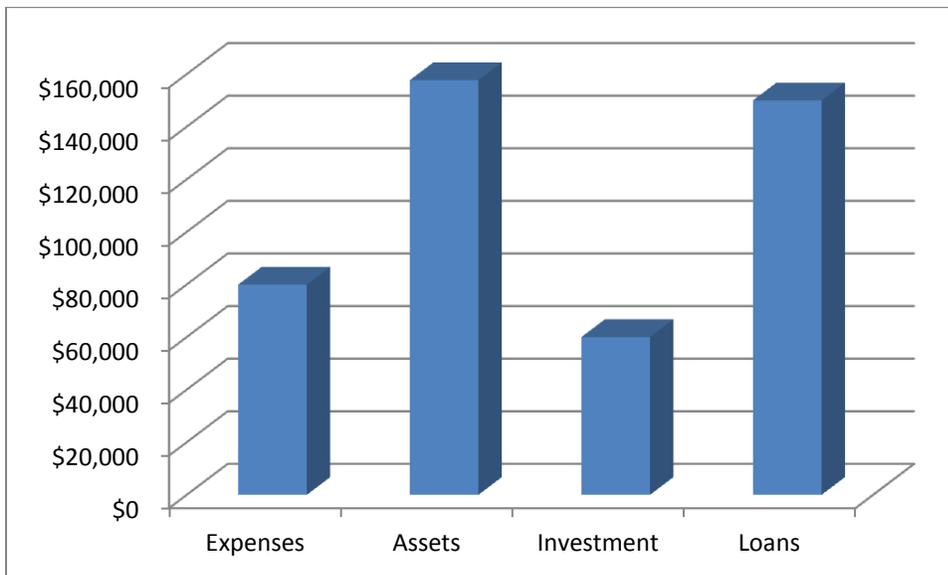
2. Secured Investment: (Name) is offering a guaranteed 10% return for a three year investment. (Name) is willing to secure these investments with personal assets/investments.

Rent. The property on (location) will be leased for a minimum of three years, with the option to extend the lease for another three years after that. Rent on the location has been negotiated and will be \$1,200 per month. In addition, insurance for the business will be approximately \$200 per month and will be paid by direct debit on a monthly basis.

Facility. The location was also used as a car wash previously, so it is already set up to host a car wash and detail facility. Nevertheless, the services of a contracting company will be sought to improve the wash units and the customer waiting room facilities.

Equipment. Required equipment include 5 pressure washer, 5 steam cleaners, 5 wet-dry vacuum, and 3 dual action polishers.

Start-up*



*Figures are fictitious and are for sample purposes only.

Assets	
Start-up Expenses to Fund	\$XXXXX
Start-up Assets to Fund	\$XXXXX
Total Funding Required	\$XXXXX

Start-up Expenses	
Legal Fees	\$XXX
Office Supplies	\$XXX
Brochures	\$XXX
Insurance	\$XXX
Rent	\$XXX
Franchise Fee	\$XXXXX
Equipment	\$XXXXX
Supplies	\$XXXXX
Building Materials	\$XXXXX
Building Labor	\$XXXXX
Total Start-up Expenses	\$XXXXXX

Assets	
Cash Required	\$XXXXXX
Start-up Inventory	\$XXXXXX
Other Current Assets	\$XXXXXX
Long-term Assets	\$XXXXXX
Total Start-up Expenses	\$XXXXXX

Capital	
Planned Investment	
Personal	\$XXXXXX
Additional Investors (20% Ownership)	\$XXXXXX
Total Planned Investment	\$XXXXXX

Vision Statement:

DetailXperts Car Wash will be a successful car wash company that is recognized by customers, employees and the community as the leader in customer service and a responsible steward of the environment.

Mission:

The mission of DetailXperts Car Wash is to always strive for customer satisfaction by providing efficient and top-quality washing for car owners in _____ while conserving on the precious natural resource of water. DetailXperts will provide employees the support they need to maintain employee satisfaction and consequently, impeccable customer service.

Objectives:

1. Average monthly sales of \$20,000.
2. Market growth of 4% per year.
3. Expand to a multi-unit operation 12 months after the single-unit operation is established.
4. Provide initial investors a 33% (\$2,500/share) distribution each of the first three years to recover initial investment.

II. Services

DetailXperts Car Wash will provide three services to its customers:

1. Exterior car washing
2. Interior car cleaning
3. Car detailing
 - Paint Care
 - Chassis and Wheels
 - Engine Bay
 - Interior Detailing

III. STRATEGIC AND MARKET ANALYSIS

Industry Analysis

Since 2008 to 2013, the industry has maintained an annual revenue in the range of \$8 billion. By 2015, the overall revenue of the car wash industry in the US is \$9 billion with an estimated 61,842 businesses. This is because of the following reasons:

1. Yearly increase in sales of new cars. Statista.com reported an annual increase in car sales from 2009 to 2014. In 2009, approximately 5.4 million cars were sold to customers, while in 2014 approximately 7.9 million cars were sold.
2. People are holding on to their cars longer. An analysis performed by Experian Automotive in the first quarter of 2014 found that the average length of initial car ownership is seven years and nine months. This is three months longer compared to the findings in the first quarter of 2012.
3. Car owners are taking better care of their cars. A research into consumer behavior by leading car cleaning brands, MER and Halfords, revealed that 73% of motorists now spend at least as much on car care products as they do on personal grooming. 81% of the male respondents take as good as or better care of their cars than they do of themselves.

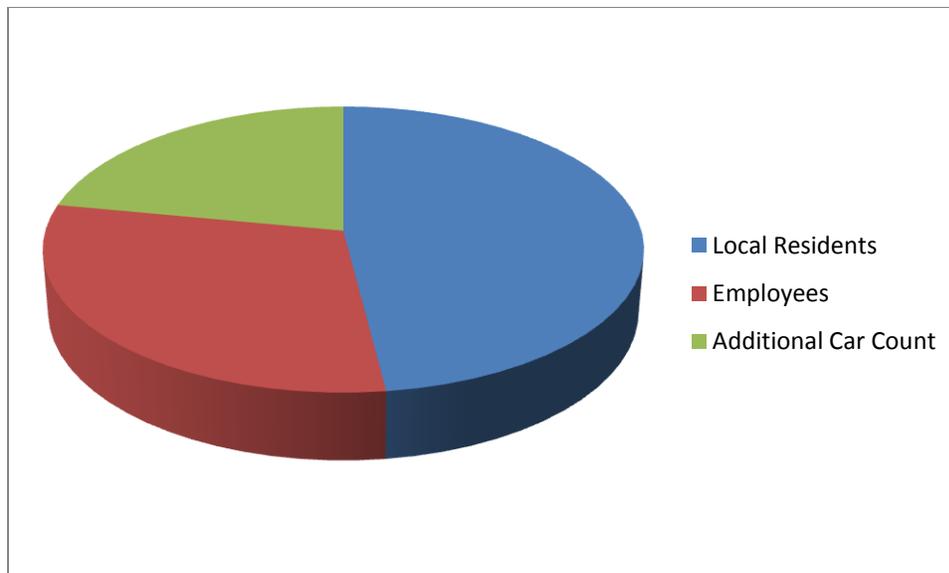
Overall Market Analysis

DetailXperts Car Wash will be focusing on customers who live or work in the immediate area of (location). This area has a number of benefits in terms of the market that it will provide for the business. Over 40% of households in the immediate neighborhood earn over \$70,000 annually. The volume of drive-by traffic (approx. 15,000 - 17000 cars/day) will provide a high volume of opportunity customers.

Market Segmentation

1. Local Residents
2. Employees
3. Drive-by opportunites

Market Analysis Pie*



*Figures are fictitious and are for sample purposes only.

MARKET ANALYSIS							
		Year 1	Year 2	Year 3	Year 4	Year 5	
Potential Customers	Growth						CAGR
Local Residents	X%	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	X.XX%
Employees	X%	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	X.XX%
Additional Car Count	X%	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	X.XX%
TOTAL		XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	X.XX%

Competitive Analysis

DetailXperts Car Wash has some competition relatively close to the chosen location. The closest of is that of _____ within a quarter mile. Competition is limited to outdated tunnel or friction car washes and lube and wash. DetailXperts Car wash boasts of the first eco-friendly car wash system in the area.

Competitive Analysis Table

FACTOR	DetailXperts	Strength	Weakness	Competitor A	Competitor B	Importance to Customer
Services Offered						
Wash Method						
Price						
Quality						
Selection						
Reliability						
Professional Image						
Convenience						
Location						
Payment Options						
Payment Methods						
Customer Service						

Competitive Edge

We start with a critical competitive edge: there is no competitor in (location) that offers quality cleaning that is environment friendly.

IV. Strategy and Implementation

Marketing Objectives

1. Implement a local campaign with DetailXperts Car Wash's targeted market via the use of flyers, local newspaper advertisements, and word of mouth.
2. Develop an online presence by developing a website and placing the Company's name and contact information with online directories.

Marketing Strategy

DetailXperts Car Wash will market its services through flyers, social media, and promotions. Our main point of emphasis will be to drive the point across that DetailXperts Car Wash offers innovative car washing that is environment friendly and cost-effective.

Pricing

After careful analysis of this region's car wash operator's pricing practices, we crafted a pricing strategy that we believe more closely aligns service with price. DetailXperts Car Wash will offer individual services and packages that are cost-effective.

Products and Services	Description	Price
Exterior car washing		
Interior car cleaning		
Paint Care		
Chassis and Wheels Detail		
Engine Bay Detail		
Interior Detailing		
Package 1		
Package 2		
Package 3		

Sales Strategy

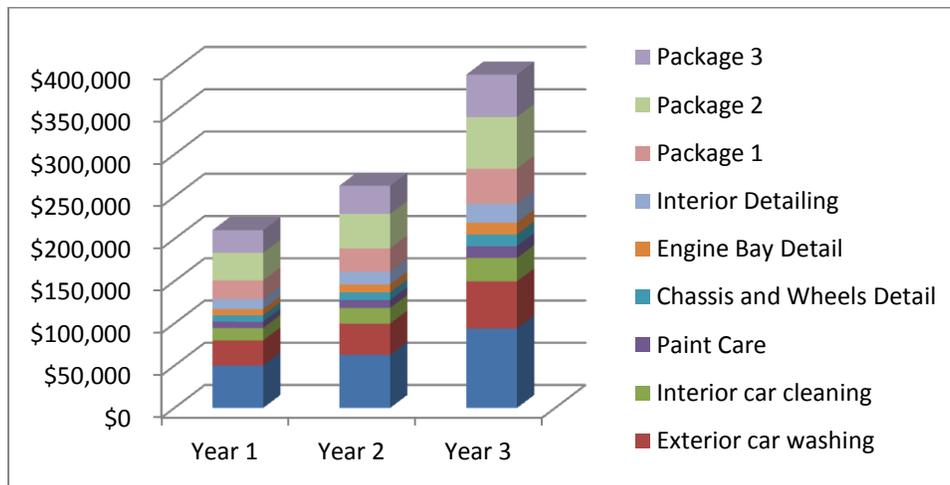
Sales strategy is client service. It is repeat business. All customers will feel they are a valued friend of DetailXperts, and that all employees care about the care and upkeep of each vehicle. We will work hard to develop and keep repeat customers. We will ensure the following elements are the building blocks of our marketing/sales strategy:

- 24 hour service availability
- quality service at good value
- reliability in all seasons and weather
- eco-friendly system

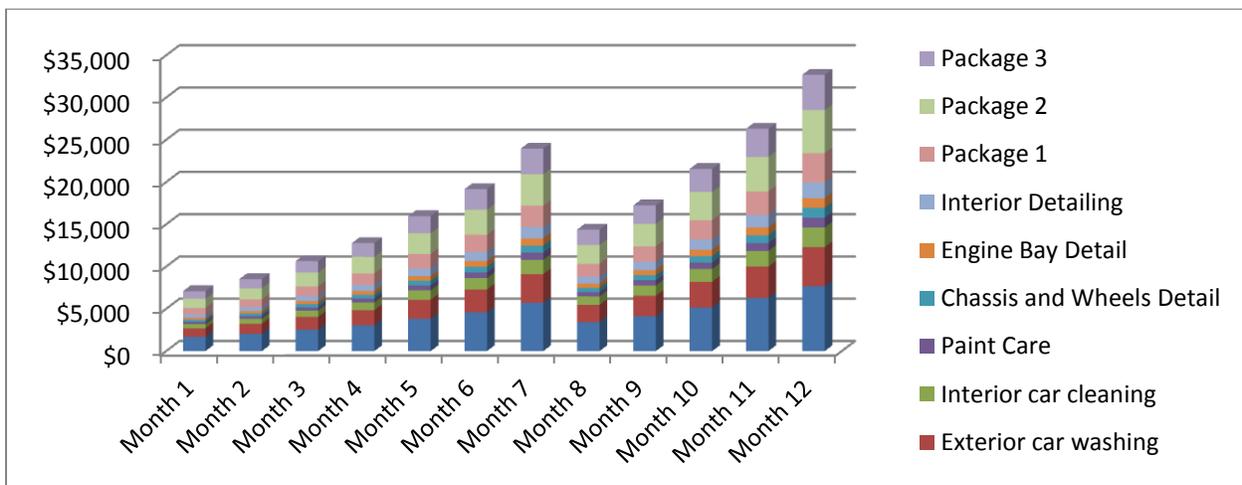
Sales Forecast

The following table and chart give a run-down on forecasted sales. We expect to average over \$20,000 in overall sales by the seventh month of operation. We also expect to at least break-even during the first two months of operation. Sales are seasonal in this industry, tending to be higher in the warmer summer months, and to drop off in the winter. However, we will aim to flatten sales across the sales cycle by targeting segments that will want to keep their cars clean and looking good year round.

Annual Sales*



Monthly Sales*



*Figures are fictitious and are for sample purposes only.

Implementation

Milestone	Start Date	End Date	Budget	Manager	Department
Complete Business Plan					
Sign Rental Contract					
Convert Premises					
Hire Car Wash Staff					
Hire Admin Staff					
Open for Business					
Distribute Flyers					
Press Release					
Follow-up on Press Release					
			Total Budget		

V. MANAGEMENT SUMMARY

(Name of Owner) will be the President and Chief Executive Officer of the DetailXperts (State) Corporation.

Personnel Plan

Personnel Plan			
	Year 1	Year 2	Year 3
Manager (Owner)	\$XX,XXX	\$XX,XXX	\$XX,XXX
Car Washers	\$XX,XXX	\$XX,XXX	\$XX,XXX
Total People	X	X	X
Total Payroll	\$XX,XXX	\$XX,XXX	\$XX,XXX

VI. FINANCIAL PLAN

The following plan outlines the financial development of DetailXperts Car Wash.

General Assumptions			
	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	X.XX%	X.XX%	X.XX%
Long-term Interest Rate	X.XX%	X.XX%	X.XX%
Tax Rate	XX.XX%	XX.XX%	XX.XX%

Break-even Analysis	
Monthly Units Break-even	XXX
Monthly Revenue Break-even	\$X,XXX
Assumptions:	
Average Per-Unit Revenue	\$XX.XX
Average Per-Unit Variable Cost	\$X.XX
Estimated Monthly Fixed Cost	\$X,XXX

Projected Cash Flow

The following Cash Flow table illustrates that if DetailXperts Car Wash meets projected sales, it will have positive cash flow after half a year of operations.

Pro Forma Cash Flow			
	Year 1	Year 2	Year 3
Cash Sales	\$XX,XXX	\$XX,XXX	\$XX,XXX
Cash from Receivables	\$XX,XXX	\$XX,XXX	\$XX,XXX
Total	\$XX,XXX	\$XX,XXX	\$XX,XXX

APPENDIX

Location Map

