

Elite Detailing



BUSINESS PLAN

Auto Spray & Auto Detailing Services



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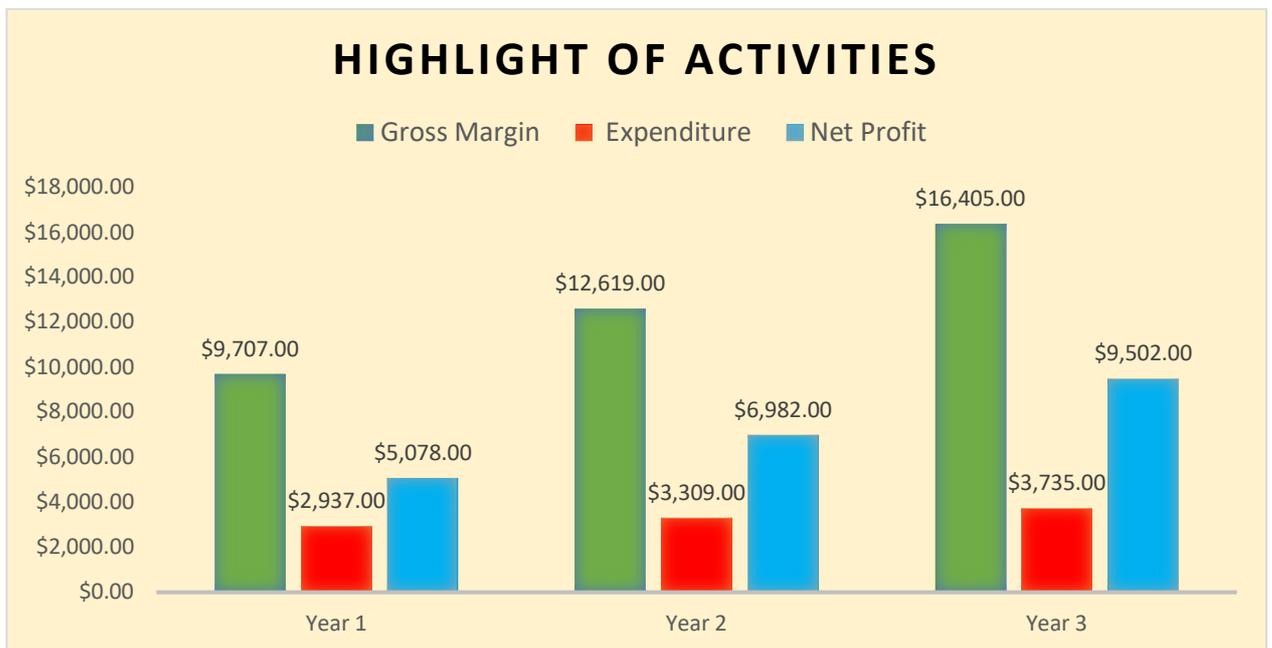
1.0 Executive Summary

This plan provides detailed investor information and includes the basic strategic business plan information necessary for expanding the current services of Elite Detailing to include Auto spraying and Auto Detailing services. The plan outlines the additional services, methods and scope of operation, and how the funds for the expansion are disbursed.

Elite Detailing is a registered and certified Auto restoration and detailing company that has operated successfully in the automotive industry for over two years. Based on demand for other related services and the increase in clientele base, the company is looking to expand its operation to include a series of related services.

Elite Detailing needs an estimated amount of **\$35,000.00** to successfully expand its operations to include; Full interior, Exterior and Engine Bay detailing, Vehicle spraying & spray booth rentals.

The majority of the funds needed for expansion will go into the purchase of non-current Assets like the spray booth and other operational equipment. However, after successfully securing funds and implementing the strategies highlighted in the plan, the company's cash flow is expected to show as follows:





1.1 Objectives

1. To increase revenue by 30% through the expansion of services within the next year.
2. To reduce operational costs by 10% within the next year, which would free up resources for future expansion.
3. to increase brand recognition by 20% within the next year, which would position the company for sustained growth and expansion.

1.2 Mission

To provide exceptional auto restoration and detailing services that exceed our client's expectations. We are committed to delivering the highest quality craftsmanship, utilizing the latest techniques and technology in the industry

1.3 Keys to Success

- **Quality Workmanship:** The key to the company's success is the quality of workmanship provided by skilled technicians who are well-trained in the latest techniques and technology in the industry.
- **Customer Service:** Elite Detailing places a high priority on providing exceptional customer service. The company's commitment to meeting and exceeding customer expectations has led to a loyal customer base and positive word-of-mouth referrals.
- **Reputation:** The company has built a reputation for quality, consistency, and reliability since its inception in 2019. This has led to increased brand recognition and customer trust, which has contributed to the company's success.
- **Innovation:** Elite Detailing is committed to staying up-to-date with the latest technology and techniques in the industry. The company continuously innovates its services and offerings to provide the best possible experience for its customers.
- **Skilled Workforce:** The company's success is also attributed to its skilled workforce. Elite Detailing hires and retains talented technicians who are passionate about their work and committed to delivering exceptional results.

2.0 Company Summary

Elite Detailing is an auto detailing and car restoration company based in Accra, Ghana that specializes in the restoration of all types of vehicles. The company has earned a strong reputation for its commitment to quality and consistency since it began operations in 2019. Despite operating at full capacity, the company has been able to establish itself in the competitive market with a wide range of loyal clients and positive cash flow.



While Elite Detailing is known for providing some of the best interior and exterior detailing services, the company faces limitations in competing with larger shops that are focused on mass production due to its limited funds available for expansion and acquiring human and working capital. Papa Kofi Amakyi has been the owner of the company for over two years, and under his leadership, it has grown from a simple car interior detailing business to a full-fledged car restoration company.

2.1 Company Ownership

Elite Detailing is a fully owned limited liability company under the proprietorship of Mr Papa Kofi Amakyi, who possesses extensive knowledge and expertise in automobile restoration and detailing, acquired through over two years of practical experience in the industry.

2.2 Company History

Elite Detailing has been in operation since 2019 but lacks operational records and documentation of activities for these periods because it was as at than trying to gain competitiveness. however, there were a few activities that were documented and based on that the following assumptions were used to deduce the past performance of the company.

- The dollar exchange rate to cedis used for the analysis is \$12.30. (This rate is used to project the records)
- No information is captured for the years 2020 and 2020. thus, no retained Profit/Loss
- The direct cost of sales was approximately 10% of the total revenue while the Operational cost was around 20% of the total Revenue.

Table: Past Performance

Past Performance		
	Amount in ₵	Amount in \$
	2021	2021
Sales	GH¢54,000.00	\$4,390
Gross Margin	GH¢49,390.24	\$3,951
Gross Margin %	90.00%	90.00%
Operating Expenses	GH¢10,975.61	\$878
Balance Sheet		
		2021
Current Assets		
Cash	GH¢15,000.00	\$1,220
Inventory	GH¢35,000.00	\$2,846
Other Current Assets		\$0
Total Current Assets	GH¢50,000.00	\$4,065



Long-term Assets		
Long-term Assets	GH¢57,200.00	\$4,650
Accumulated Depreciation	GH¢5,720.00	\$465
Total Long-term Assets	GH¢51,480.00	\$4,185
Total Assets		\$8,250
Total Liabilities		\$0
Paid-in Capital	GH¢60,000.00	\$4,878
Retained Earnings	GH¢3,680.00	\$299
Earnings	GH¢37,800.00	\$3,073
Total Capital	GH¢101,480.00	\$8,250
Total Capital and Liabilities	GH¢101,480.00	\$8,250

2.3 Business Scope

Our business model is securing and owning an operational site where we can offer Full interior, Exterior & Engine Bay detailing; offering custom vehicle spraying and rental of the spray booth.

Elite Detailing will concentrate on providing Full interior, Exterior & Engine Bay detailing and providing spraying services and renting its spray booth to third sprayers.

2.4 Funds Required for Expansion Summary

The dollar-to-cedi rates at the time the data was gathered was **¢12.3 to \$1**. (23rd march 2023). Expansion expenses and assets, including registration and permit, Renovations, Advertisements, and other related expenses are shown below. The company plans to obtain operational funding from investors in other to meet the cash flow requirements.

Expansion Expenses	
Land registration and permit	\$407
Renovation and setting up cost	\$1,626
Branding, Advertisements and Promotion	\$244
Consultation fee	\$407
Recruitment and staffing	\$163
Miscellaneous Expense	\$265
Total Expansion Expenses	\$3,111



Expansion Assets Required	
Cash Required	\$735
Inventory	\$2,439
Long term Assets (A)	\$28,715
Total Assets	\$31,889
Total Requirements	\$35,000

Long-term Asset Required (A)	
Tent	\$488
Spray Booth	\$12,195
Pressure Washer	\$366
Vacuum	\$423
Polishing Machine	\$488
Air Blower	\$122
Steam Machine	\$325
Brushes/Towels/Hoses, Water Tank, Ladder	\$488
Spray Gun/Air compressor and more	\$4,065
Acquisition of land	\$9,756
Total Long-term Assets	\$28,715

3.0 Products and Services

Elite Detailing specializes in auto spraying and auto detailing services, which include both interior and exterior cleaning, restoration, and spraying of vehicles.

- a) **The company's interior detailing services** involve cleaning and restoring the vehicle's interior components, such as the dashboard, seats, carpets, and upholstery. This includes vacuuming, shampooing, and conditioning surfaces to restore the vehicle's original appearance and eliminate stains and odour.
- b) **The company's exterior detailing services** focus on the vehicle's exterior appearance, including the paint, wheels, and tires. This includes a thorough cleaning of the exterior, removal of any scratches, oxidation, and other blemishes, and the application of protective coatings to preserve the vehicle's appearance.
- c) **Elite Detailing will also offer vehicle spraying, polishing and waxing services** to enhance the vehicle's shine and protect the paint from harsh environmental conditions



With the \$35,000 investment, the company is looking to expand its services to car spraying and expand its detailing services to meet the demands of its customers and market share.

4.0 Market Analysis Summary

Elite Detailing operates in the auto detailing market in Accra, Ghana, catering to car owners who value the appearance and maintenance of their vehicles, including individuals, businesses, and government agencies. The company places a high priority on providing quality workmanship and exceptional customer service to meet the needs of customers who seek high-quality, professional services. The company has a large number of repeat customers and plans to expand its services to include specialized services such as ceramic coatings, paint protection films, and car wrapping to cater to the needs of customers seeking these specialized services.

4.1 Market Segmentation

Elite Detailing's target market consists of car owners who value the appearance and maintenance of their vehicles, including individuals, businesses, and government agencies in Accra, Ghana

Target Market Segment	Description
Demographics	Car owners in Accra and Surrounding areas
Age	All ages
Gender	All genders
Income	Middle to high income
Occupation	Individuals, businesses, and government agencies
Psychographics	Customers who value the appearance and maintenance of their vehicles and seek high-quality, professional services
Behaviours	Customers who regularly use auto detailing services and seek specialized services such as ceramic coatings, paint protection films, and car wrapping



4.2 Target Market Segment Strategy

Elite seeks to operate in the local Ghanaian market as a reliable and best car restoration business. The company will continue to offer its services to all users of vehicles irrespective of their social status, sex, age and religion. We will also offer our service to clients who are in a position to meet our terms and conditions. We will however incorporate the following strategy to increase its brand awareness, attract new customers,

- **Develop a strong online presence:** Elite Detailing will focus on developing professional social media profiles to showcase its services, pricing, and customer testimonials.
- **Offer promotions and discounts:** Elite Detailing will offer promotions and discounts on its services to attract new customers and retain existing ones.
- **Partner with car dealerships:** Elite Detailing will partner with local car dealerships to offer its services to new car owners. This will help the company to reach a wider audience and gain new customers.
- **Attend car shows and events:** Attending car shows and events will help Elite Detailing to showcase its services and build brand awareness. The company will also consider sponsoring local car events to gain more exposure.
- **Focus on customer satisfaction:** Providing exceptional customer service and personalized attention is key to building a loyal customer base. Elite Detailing will focus on exceeding customer expectations and providing a memorable experience to its customers.
- **Develop a referral program:** Elite Detailing will develop a referral program that rewards existing customers for referring new customers to the company.

By implementing these strategies, Elite Detailing will be able to increase its brand awareness, attract new customers, and build a loyal customer base.

4.3 Industrial Analysis

The auto detailing industry is a growing market globally, with an estimated market size of \$11 billion in 2020. In Accra, Ghana, the market is also growing, with an increasing demand for professional car detailing services as car owners seek to maintain the appearance and value of their vehicles.

The market in Accra is highly competitive, with several established detailing companies and new entrants vying for market share. Customers in the market are increasingly discerning and expect high-quality services at competitive prices. There is also a growing trend towards eco-friendly detailing products and practices.



In addition to traditional detailing services, there is an increasing demand for premium and specialized services such as ceramic coatings, paint protection films, and car wrapping. The market for these premium services is expected to continue growing as car owners seek to protect their vehicles from damage and enhance their appearance.

Overall, the auto detailing market in Accra, Ghana is growing, but also highly competitive and driven by customer demand for high-quality, specialized services. Companies that can differentiate themselves by providing exceptional services, incorporating new technologies and techniques, and offering competitive prices are expected to thrive in this market.

4.3.1 Competition and Buying Patterns

Auto detailing is one of the easiest businesses to start because it does not require formal training; anyone with the necessary start-up capital can start an auto detailing business. As a result, the likelihood of an auto detailing shop springing up in the area where our shop is located is unquestionably high, which is why the company has developed a business concept that will position the company to become the leading automobile restoration and auto detailing shop in Ghana. Below is a summary of the nature of competition in the industry

Nature of Competition	Customer Preferences
It fragmented market with numerous small and medium-sized competitors offering similar services.	Customers tend to choose providers based on reputation, quality of services, pricing, and convenience.
Larger competitors with greater resources and mass production capabilities.	Customers may choose larger competitors based on brand recognition, perceived quality, and convenience.
Brand loyalty and customer retention are key factors for success.	Customers may be more likely to return to providers that offer exceptional customer service, personalized attention, and promotions or discounts.

This table summarizes the general nature of competition for Elite Detailing, which is characterized by a fragmented market with numerous small and medium-sized competitors offering similar services. Customers tend to choose providers based on reputation, quality of services, pricing, and convenience. Larger competitors with greater resources and mass production capabilities may attract customers based on brand recognition, perceived quality, and convenience. Brand loyalty and customer retention are key factors for success, and customers may be more likely to return to providers that offer exceptional customer service, personalized attention, and promotions or discounts.



4.3.2 Major competitor

Competitor	Services Offered
Auto Jewelling Ghana Ltd	Car accessories/Repairs/
Urban Autos Ghana	Car accessories/Repairs/garage/restoration
Burn Wheels Autosports	Repairs/body works/ spraying/interior detailing/vulcanizing
Stuncust Auto works	Collusion repairs/Upholstery/Spraying/Engine diagnostics
Ray's Auto Polishes Gh.	Engine, interior & Exterior detailing/waxing/Spraying

These are by far our closest competitors though not all these businesses offer all the services we intend to operate under one company

4.4 Competitive Forces (Porter's 5 Forces)

In order to develop and determine the appropriate strategy to operate in the industry we adopted Porter's 5 forces model in our analysis.

a) The Bargaining Power of Suppliers

The bargaining power of suppliers in the industry is low as there is a large number of suppliers in the market. Also, materials are widely accessible and easy to obtain.

b) Competitive Rivalry in Existing Firms

Several competitors in the market offer similar services. The industry is very large and there is a growing opportunity for start-ups to secure a fair share of the market. Customers are also very loyal to their brand

c) Threat of Substitutes

Though there are many substitutes in the market, Substitutes can rarely offer the same convenience and quality of services.

d) Bargaining Power of Buyer

There are many buyers in the market, it doesn't cost much for a buyer to switch to another brand. Even though buyers are price sensitive, their decision is mostly based on the work output or quality of service.

e) Threats of New Market Entrants

A large amount of capital is required to operate in this industry. There are relatively few legal barriers protecting existing companies.



5.0 Web Plan Summary

Our webpage will help us to provide up-to-date details about our services, and highlight some of our most recent detailing, restorations, product and related functions.

5.1 Website Marketing Strategy

We will ensure that all of the top search engines feature our website. We will include our links to several portals and websites that focus on automobile restoration and detailing services.

Additionally, we will advertise on all blog directories, and online shops like Jumia, Jiji and others.

The business's website will provide customers who are seeking to enhance and restore their automobiles with our promotional packages, services, products and feedback from satisfied customers. The overview page will comprise a purpose statement, while the main page will provide a simple summary of what our business is all about.

Our news page will inform clients about ongoing projects and auto exhibitions, while the services page will describe the services we provide.

5.2 Development Requirements

The company's website will be initially developed with few technical resources in order to cut down costs. A simple hosting provider, will host the site and provide the technical back end to the owner of the business.

Elite Detailing will work with a website developer to develop a simple, elegant, yet Internet-focused site. The maintenance of the site will also be taken off by a website developer whose services will be employed on a part-time / contract basis. Technically, our website is simply to show how authentic we are.

6.0 Strategy and Implementation Summary

6.1 SWOT Analysis

The SWOT analysis provides insight into the company's current position in the market and the potential areas for improvement and growth. From the analysis, the strengths of Elite Detailing, such as its reputation for quality and its dedicated team, provide a solid foundation for the company to build. However, the limited funds and services offered by the company are areas that need to be addressed to compete with larger shops and capture more of the market. The opportunities for expansion and strategic partnerships provide a



path for growth, but the threats of competition and economic downturns require careful planning and risk management.

6.1.1 Strengths

- Reputation for quality and consistency
- Well-known for providing one of the best interior and exterior detailing in Accra
- Retained clients and positive cash flow since the commencement
- Dedicated and experienced leader
- Ability to customize services based on customer needs

6.1.2 Weaknesses

- Limited funds available for expansion and acquisition of human and working capital
- Unable to compete with larger shops geared towards mass production
- Limited range of services offered
- Dependence on a few key clients
- Lack of well-set-up shop for expansion

6.1.3 Opportunities

- Expansion of services to capture auto detailing and restoration and car spraying services
- A growing market for car restoration and detailing services in Accra and the surrounding areas
- Strategic partnerships with other automotive companies to offer complementary services
- Increased focus on digital marketing to reach more potential customers

6.1.4 Threats

- Rival of Similar businesses; They are several auto detailing companies and similar business offerings in the industry
- The spending behaviour of clients may be affected when the economy is facing crises like unemployment, unfavourable interest rate, exchange rate etc.
- Competition from other established car detailing companies in the market
- Fluctuations in the price of materials and supplies needed for operating
- Difficulty in finding and retaining skilled labour in the industry.

6.2 Competitive Edge

Despite the tense competition in the automobile industry as a result of the low entry barrier, the demand for automobile services in Ghana continues to be in high demand.



however, Elitte Auto detailing has several advantages over most companies who offer some or almost all of its services. these include the following;

- Elitte detailing will provide mobile detailing services
- The company will foster and adhere to excellent customer service practices, timely and reliable delivery services and an online presence
- Elitte Detailing will provide a flexible variety of payment options to its customers
- The business will operate with industrial experts and experienced artisans.
- The business will offer fair and best possible prices and discount offers to customers.
- The company will provide a warranty on labour

6.3 Marketing Strategy

Penetrating the market with the new additional services has the potential to be difficult however with the right marketing strategy, Elitte Detailing can easily penetrate the market just as it has done in the past. The business will adopt the following marketing strategy.

- We will develop a website to ensure a presence on the internet
- We will use popular social media platforms and tv advertisements to communicate our services to the general public. this will include.
 - Employing the services of a professional social media manager or agency to manage all social media accounts.
 - Using paid adverts packages to promote our services and products on a daily, weekly and monthly basis.
 - Updating our social media pages with services done for clients and new projects.
- We will create proper signage, logos, and business cards for use by the company and its workers.
- Use friends and family to spread the word about our business
- Encourage the use of Word-of-mouth marketing from loyal and satisfied customers

6.4 Sales Strategy

There are over 1,000 shops in Ghana that offer similar services, and Elite auto detailing has relied on a few activities to gain a significant share of this competitive market. Our greatest competitive advantage in the few years we have been in this industry has been the quality of service we provide. the company will additionally adopt these strategies to maintain strong sales

Sales Strategy:

- Hire a dedicated sales team to actively seek out new business opportunities and follow up on leads generated through marketing efforts.



- Develop a customized sales pitch to showcase the company's unique selling points and value proposition to potential customers.
- Offer a free initial consultation or estimate to attract potential customers and build trust.
- Develop relationships with local car dealerships, businesses, and individuals to generate repeat business and referrals.
- Track sales data and customer feedback to adjust strategies and improve sales performance.

6.4.1 Sales Forecast

Assumptions

- The exchange rate used for the calculation is \$12.3 (as of 23rd March 2022)
- Sales are expected to increase by 30% each year.
- The sales figure is anticipated to increase more than 100% from the previous year because of the introduction of new services

Table: Sales Forecast

Sales Forecast			
Sales	Year 1	Year 2	Year 3
Full interior and Exterior Detailing	\$3,659	\$4,756	\$6,183
Revenue from Vehicle spray booth	\$5,854	\$7,610	\$9,893
Other related services	\$293	\$380	\$495
Total Sales	\$9,805	\$12,746	\$16,570
Direct Cost of Sales	Year 1	Year 2	Year 3
commission on Sales	\$98	\$127	\$166
Other COS	\$0	\$0	\$0
Subtotal Direct Cost of Sales	\$98	\$127	\$166

6.5 Milestones

The following table lists important program milestones, with dates and managers in charge, and budgets for each. The milestone schedule indicates our emphasis on planning for implementation.

Table: Milestones

Milestones			
Activities	Time Frame	Budget	Manager
Initial capital acquisition	4 Weeks		Owners



Legal procedures	2 Weeks		Owners / Business developer
Acquisition of operational space	8 Weeks		Owners / Business developer
Acquisition of licenses & permits	4 Weeks		Owners / Business developer
Development of operational space	8-24 months		Owners / Business developer
Purchase or lease of equipment	12 Weeks		Owners / Business developer
The hiring of personnel / Staff	3 Weeks		Owners / Business developer
Purchase of items and inventories	3 Weeks		Coordinator/ Owner
Marketing campaign	Undefined		Marketing team
Commencement of business	Undefined		Owner
Totals			

7.0 Management Summary

Elite Detailing will employ the services of a coordinator and a sales & Administrative secretary.

7.1 Personnel Plan

The personal plan for Elite Detailing will include:

- A coordinator who will oversee the entire operation and management of the business/shop.
- One Sales and Administrative secretary to market the company's services, receive customers, receive payments for services/products, set appointments, answer phones,
- Apprentices to assist in all work offered on the premises.

Table: Personnel

Personnel Plan	Year 1	Year 2	Year 3
Coordinator/ head of Operations	\$1,463	\$1,610	\$1,771
Sales and Administrative secretary	\$683	\$751	\$826
Apprentice	\$0	\$0	\$0
Total Payroll	\$4,521	\$4,974	\$5,471
Total People	2	2	2

7.2 Roles and Responsibilities

- a) Coordinator/Head of operations



- Manage contracts and relations with customers, vendors, partners and other stakeholders
- Oversee the general operations including expenses and budgeting to help the business optimize costs and benefits.
- Communicating with customers and artisans about jobs or clients' expectations for jobs.
- Manage and coordinate deadlines and progress across the artisans and employees to ensure all jobs are delivered on time and within budget.
- Collect and analyse feedback from customers to gauge satisfaction and success.

b) Sales and Administrative Secretary

- Welcomes and directs visitors and clients.
- Monitor office supplies, and shop inventories and provide advice for replacements
- Receive payment for products and services on behalf of the business
- Keep records of all purchases and inventories
- Receive and make payments on behalf of the business.

c) Apprentice

- Prepare and clean work areas
- Perform work as directed by the supervisors/masters
- Building professional relationships with colleagues and clients.
- Assist superiors in providing services to clients
- Following instructions from supervisors and learning new skills on the job
- Observing and learning from more experienced workers on the job.

8.0 Financial Plan

8.1 Important Assumptions

- The exchange rate used for the calculation is 12.3 (as of 23rd March 2023)
- Sales are expected to increase by 30% each year.
- The sales figure is anticipated to top increase by more than 100% from the previous year because of the introduction of new services
- The direct cost of sales is expected to increase by the same margin as sales. that is 30%
- commission of 1% will be given to the apprentice for recommending clients and participating in the marketing of the company.
- average cost price for auto detailing services is estimated at \$24.46 and we expect to serve not less than 15 clients each month
- We estimate and average selling price for renting and using the booth for spraying activities to be \$24.39.



8.2 Projected Profit and Loss

Table: Profit and Loss

Pro Forma Profit and Loss			
	Year 1	Year 2	Year 3
Sales	\$9,805	\$12,746	\$16,570
Direct Cost of Sales (Sales commission)	\$98	\$127	\$166
Gross Margin	\$9,707	\$12,619	\$16,405
Gross Margin %	99.00%	99.00%	99.00%
Expenses			
Payroll	\$2,146	\$2,361	\$2,597
Marketing/Promotion	\$146	\$176	\$211
Operating Permits and AMA	\$10	\$12	\$14
Wages/ Labour	\$146	\$176	\$211
Office supplies/Utilities	\$390	\$468	\$562
Miscellaneous	\$98	\$117	\$140
Total Operating Expenses	\$2,937	\$3,309	\$3,735
Profit Before Interest and Taxes	\$6,770	\$9,310	\$12,670
Taxes Incurred	(\$1,693)	(\$2,327)	(\$3,167)
Net Profit	\$5,078	\$6,982	\$9,502
Net Profit/Sales	51.79%	54.78%	57.34%

8.3 Projected Cash Flow

Table: Cash Flow

Pro Forma Cash Flow			
	Year 1	Year 2	Year 3
Cash Received			
Cash Sales	\$9,805	\$12,746	\$16,570
New Investment Received	\$35,000	\$0	\$0
Subtotal Cash Received	\$44,805	\$12,746	\$16,570
Cash Spent			
Expenditures from Operations	\$4,629	\$7,736	\$8,484
<i>Additional Cash Spent</i>			
Purchase Other Current Assets	\$3,111	\$0	\$0
Purchase Long-term Assets	\$28,715	\$0	\$0
Total Cash Spent	\$36,455	\$7,736	\$8,484
Net Cash Flow	\$8,350	\$5,010	\$8,086
Cash Balance	\$9,569	\$14,580	\$22,666



8.4 Projected Balance Sheet

Table: Balance Sheet

Pro Forma Balance Sheet			
	Year 1	Year 2	Year 3
Assets			
Current Assets			
Cash	\$9,569	\$14,580	\$22,666
Inventory	\$2,747	\$4,719	\$6,135
Other Current Assets	\$3,111	\$3,111	\$3,111
Total Current Assets	\$15,427	\$22,409	\$31,912
Long-term Assets			
Long-term Assets	\$33,366	\$33,366	\$33,366
Accumulated Depreciation	(\$465)	(\$465)	(\$465)
Total Long-term Assets	\$32,901	\$32,901	\$32,901
Total Assets	\$48,328	\$55,310	\$64,812
Liabilities and Capital	Year 1	Year 2	Year 3
Current Liabilities	\$0	\$0	\$0
Long-term Liabilities	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0
Paid-in Capital	\$39,878	\$39,878	\$39,878
Retained Earnings	\$3,372	\$8,450	\$15,432
Earnings	\$5,078	\$6,982	\$9,502
Total Capital	\$48,328	\$55,310	\$64,812
Total Liabilities and Capital	\$48,328	\$55,310	\$64,812
Net Worth	\$48,328	\$55,310	\$64,812

Table: Sales Forecast

Sales Forecast												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales												
Full interior and Exterior Detailing	\$305	\$305	\$305	\$305	\$305	\$305	\$305	\$305	\$305	\$305	\$305	\$305
Revenue from Vehicle spray booth	\$488	\$488	\$488	\$488	\$488	\$488	\$488	\$488	\$488	\$488	\$488	\$488
Other related services	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24
Total Sales	\$817											
Direct Cost of Sales	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
commission on Sales	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Direct Cost of Sales	\$8											

Table: Personnel

Personnel Plan												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Coordinator/ head of Operations	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122
Sales & Administrative secretary	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57
Apprentice	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Payroll	\$179											
Total People	2	2	2	2	2	2	2	2	2	2	2	2

Appendix

Table: Profit and Loss

Pro Forma Profit and Loss												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817
Direct Cost of Sales	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8
Gross Margin	\$809	\$809	\$809	\$809	\$809	\$809	\$809	\$809	\$809	\$809	\$809	\$809
Gross Margin %	99.00%	99.00%	99.00%	99.00%	99.00%	99.00%	99.00%	99.00%	99.00%	99.00%	99.00%	99.00%
Operating Expenses												
Payroll	\$179	\$179	\$179	\$179	\$179	\$179	\$179	\$179	\$179	\$179	\$179	\$179
Marketing/Promotion	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Permits & AMA	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$1
Wages/ Labour	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12	\$12
Office supplies/Utilities	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33
Miscellaneous	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8
Total Operating Expenses	\$245											
Profit Before Interest and Taxes	\$564	\$564	\$564	\$564	\$564	\$564	\$564	\$564	\$564	\$564	\$564	\$564
Taxes Incurred	\$141	\$141	\$141	\$141	\$141	\$141	\$141	\$141	\$141	\$141	\$141	\$141
Net Profit	\$423											
Net Profit/Sales	51.79%	51.79%	51.79%	51.79%	51.79%	51.79%	51.79%	51.79%	51.79%	51.79%	51.79%	51.79%

Appendix

Table: Cash Flow

Pro Forma Cash Flow												
Cash Received	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash from Operations	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817	\$817
Additional Cash Received												
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$35,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$35,817	\$817										
Expenditures	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Expenditures from Operations												
Cash Spending	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386
Bill Payments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Spent on Operations	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386	\$386
Additional Cash Spent												
Purchase Other Current Assets	\$3,111	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	\$28,715	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Spent	\$32,212	\$386										
Net Cash Flow	\$3,605	\$431										
Cash Balance	\$4,825	\$5,256	\$5,687	\$6,119	\$6,550	\$6,981	\$7,413	\$7,844	\$8,275	\$8,707	\$9,138	\$9,569

Appendix

Table: Balance Sheet

Pro Forma Balance Sheet													
	Starting Balances	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Assets													
Current Assets													
Cash	\$1,220	\$4,825	\$5,256	\$5,687	\$6,119	\$6,550	\$6,981	\$7,413	\$7,844	\$8,275	\$8,707	\$9,138	\$9,569
Inventory	\$2,846	\$2,837	\$2,829	\$2,821	\$2,813	\$2,805	\$2,797	\$2,788	\$2,780	\$2,772	\$2,764	\$2,756	\$2,747
Other Current Assets	\$0	\$3,111	\$3,111	\$3,111	\$3,111	\$3,111	\$3,111	\$3,111	\$3,111	\$3,111	\$3,111	\$3,111	\$3,111
Total Current Assets	\$4,065	\$10,773	\$11,196	\$11,619	\$12,042	\$12,465	\$12,888	\$13,312	\$13,735	\$14,158	\$14,581	\$15,004	\$15,427
Long-term Assets													
Long-term Assets	\$4,650	\$33,366	\$33,366	\$33,366	\$33,366	\$33,366	\$33,366	\$33,366	\$33,366	\$33,366	\$33,366	\$33,366	\$33,366
ACC Depreciation	\$465	\$465	\$465	\$465	\$465	\$465	\$465	\$465	\$465	\$465	\$465	\$465	\$465
Total Long-term Assets	\$4,185	\$32,901	\$32,901	\$32,901	\$32,901	\$32,901	\$32,901	\$32,901	\$32,901	\$32,901	\$32,901	\$32,901	\$32,901
Total Assets	\$8,250	\$43,674	\$44,097	\$44,520	\$44,943	\$45,366	\$45,789	\$46,212	\$46,636	\$47,059	\$47,482	\$47,905	\$48,328
Liabilities and Capital													
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid-in Capital	\$4,878	\$39,878	\$39,878	\$39,878	\$39,878	\$39,878	\$39,878	\$39,878	\$39,878	\$39,878	\$39,878	\$39,878	\$39,878
Retained Earnings	\$299	\$3,372	\$3,372	\$3,372	\$3,372	\$3,372	\$3,372	\$3,372	\$3,372	\$3,372	\$3,372	\$3,372	\$3,372
Earnings	\$3,073	\$423	\$846	\$1,269	\$1,693	\$2,116	\$2,539	\$2,962	\$3,385	\$3,808	\$4,231	\$4,655	\$5,078
Total Capital	\$8,250	\$43,674	\$44,097	\$44,520	\$44,943	\$45,366	\$45,789	\$46,212	\$46,636	\$47,059	\$47,482	\$47,905	\$48,328
Total Liabilities & Capital	\$8,250	\$43,674	\$44,097	\$44,520	\$44,943	\$45,366	\$45,789	\$46,212	\$46,636	\$47,059	\$47,482	\$47,905	\$48,328
Net Worth	\$8,250	\$43,674	\$44,097	\$44,520	\$44,943	\$45,366	\$45,789	\$46,212	\$46,636	\$47,059	\$47,482	\$47,905	\$48,328