



SAMPLE AUTO COLLISION

Business Plan



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1. EXECUTIVE SUMMARY

Dear Sir/Madame,

I am proud to announce that I am in the process of opening a new automobile repair and detailing business, **Automotive Collision**, in Thornhill, Ontario. This new car repair shop will specialize in detailing, repairs, and day-to-day maintenance. Our qualified and trained staff are able to polish, buff and repair bodywork, in order to create beautiful finishes on second-hand vehicles. This is an asset to local dealerships looking to sell second-hand and trade-in vehicles for increased profitability. In addition, we will work with local insurance brokers to repair automobiles that have been involved in collisions. Our excellent services and pricepoints will be an added draw in this area.

Despite the effects of the current COVID-19 pandemic on local and national businesses and the economy as a whole, our new business will be deemed an essential service and therefore will not be impacted if there is a second wave of the virus in the fall. In addition, due to the dangers associated with crowds on public transportation, personal vehicle use has increased in recent months, such that this new business will benefit from increased automobile usage.



In order to launch this business in an efficient and effective manner, we are determined to establish a relationship with your lending institution. I am in the process of finalizing a 5-year lease with the option to renew for a further 5 years, in order to set up this new automotive repair and detailing shop. To finance this new business, I am seeking a government guaranteed loan for \$350,000, inclusive of registration fees. I will use this loan to fund the purchase of equipment and leasehold improvements, as well as fund the costs associated with launching this new business. In addition, I would like a \$20,000 corporate business credit card

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for everyday business expenses and a \$50,000 line of credit for month-to-month expenses and unforeseen cash flow shortages. To show my commitment to launching operations, I have invested \$143,000 of my own funds into starting up this venture.

I appreciate your consideration of the enclosed business plan and I look forward to hearing from you soon.

Sincerely,

Mr. Jason Bourne

Director and Owner, **Automotive Collision**

999-999-9999

jbourne@outlook.com

2. COMPANY OVERVIEW

Company Summary

Legal name: **Automotive Collision**

Corporation Owner(s): Mr. Jason Bourne (100%)

Business address: 19 ABC Court, Thornhill, ON, L3T 6L5

Phone: 999-999-9999 Fax: N/A

E-mail: jbourne@outlook.com

Description of the Business

This new business is an automobile shop that carries out a variety of detailing, repair work, and other maintenance and upgrading services. Our new business will cater to car dealerships that specialize in resale cars, as well as the greater public who may utilize our service for their various repair and customization needs. In addition, we will work with insurance companies to complete repair work for a variety of types of claims.

Major Demographic, Economic, Social and Cultural Factors

This new automobile shop will not limit themselves, but rather, will provide their services for all those living, working and visiting in the area and its surroundings. The owner of this new business has excellent linguistic skills and is fluent in Mandarin, Cantonese and English. This will be an asset since there is a large Asian demographic in the near surroundings and such fluency will be an asset. Our services are competitively priced, such that we will appeal to all economic brackets and those owning a vehicle that requires repairs, servicing and/or upgrades.

Major Players

As part of preparations for opening this new business venture, we are in the process of establishing relationships with automobile dealerships in the local area who are apt to using a business such as ours. Through our extensive experience, we also have established relationships with appropriate insurance businesses and suppliers, such that we are well-prepared to commence operations.



End of Sample Business Plan