



**PROFESSIONAL. PROUD.**

**BUSINESS PLANNING**  
CREATING A FRAMEWORK  
FOR YOUR BUSINESS TO  
GROW

PLEASE SILENCE ALL CELL PHONES AND PAGERS AT THIS TIME. THANK YOU.

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PRESENTED BY THE INTERNATIONAL CARWASH ASSOCIATION

**BUSINESS PLANNING**  
INTERNATIONAL CAR WASH ASSOCIATION

**Presented by SCORE, Counselors to America's Small Business**

to

**International Car Wash Association Inc.  
Car Care World Expo  
Wednesday April 9, 2008**

**Bob Shephard  
District Director  
SCORE Central/Northern Florida District**



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**Small Business in the U.S.**

- There are nearly **26 Million** Small Businesses nationwide
- Small Businesses create **75%** of new jobs
- Small Businesses account for **53%** of the private work force
- Generate **47%** of all sales
- About **550,000** new Small Businesses are formed each year nationwide.



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## Small Business in Florida

- There are an estimated **1,837,800** Small Businesses in Florida
- Women-owned firms increased by 29% between 1997 and 2002 with approximately 437,415 total in 2002
- Minority-owned firms totaled approximately 421,487 in 2002 and generated over \$55 billion in receipts.

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## The Small Business Challenge



- 40 – 50% fail within two years!!
- 70 – 80% fail within five years!!

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## Reasons for Failure

- Poor budgeting, financing, and planning
- Lack of adequate research – market competition
- Lack of business experience (try working for someone already in the business)
- Lack of adequate commitment
- Undercapitalized

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### A Business Plan is...

- A written description of the business
- It defines how the business operates
- It describes those involved in the company
- It describes the overall market and its trends
- It describes your target market
- It describes your promotion plan
- It defines your financial goals and expectations

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### Three Questions...

Where do you want to go? (objectives)

How are you going to get there? (strategies)

And can you make money? (financials)

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### Purposes of a Business Plan

- To organize your thoughts, data and plans
- To ensure you've addressed all of the important elements before beginning
- To see whether the business can make money, enough money
- To see if you're capable of operating this planned business
- To communicate with partners or investors

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## Common Errors

- Too long, too much verbiage
- Not authentic, just filled in a template
- Not concise, not focused
- Numbers lacking substance

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## Business Plan Outline

- Cover Sheet
- Table of Contents
- Executive Summary
- Business Description
- Organizational Plan
- Marketing Plan
- Operational Plan
- Financial Plan
- Appendix

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## Executive Summary

- Last portion to write
- Includes major points of each section
- You want the reader to quickly understand the basics of your business
- Keep your tone matter of fact, you're more likely to build credibility
- No more than two pages

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### Business Description

- What business are you in? What do you do?
  - Providing what, to whom and when
- Mission Statement, Company Goals and Objectives, Business Philosophy
- What are your company's most important strengths, core competencies, key success factors
- What is the legal form of ownership and who are the owners?



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### Organizational Plan

- Describe the company structure
- Include relevant experience and abilities of each major member
- Will you have important outside advisors (legal, accounting, etc.)
- Will you be using subcontractors?
- Will you be relying upon major suppliers?



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### Marketing Plan

- Industry
- Product
- Customers
- Competition
- Niche
- Strategy
- Sales Forecast



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## Marketing Plan Industry

- Total Size of the Market
- Demand and trends
- Barriers to entry
- Risk Factors
  - Changes in technology, government regulations, the economy, your industry

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## Marketing Plan Product

- Describe your products and services from your customers' point of view
- Describe the most important features
  - What is special about it?
- Describe the benefits
  - What will it do for the customer?
- Describe your after-sale service

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## Marketing Plan Customers

- Identify your targeted customers
  - Are you selling to businesses or directly to consumers?
  - If you are selling through a channel of distribution, analyze both the end user and the middleman
- Construct a demographic profile for each customer group

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### Marketing Plan Competition

- What products and companies will compete with you?
- Will you have important indirect competitors?
- How do your products or services compare with the competition?
  - Describe the strengths / weaknesses and their importance to the customer



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### Marketing Plan Niche

- Based on your industry, your product, your customers and the competition, describe how your company fits in the world



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### Marketing Plan Strategy

- Promotional Plan and Budget
  - What approaches will you employ?
  - What are costs of each approach?
  - How will you track results?
- Pricing
- Location
- Distribution Channels



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## Marketing Plan Sales Forecast

- Prepare a monthly sales forecast by category
- Use your historical sales, marketing strategies, market research and industry data
- You may want to do two forecasts
  - "best guess"
  - "worst case"
- Document all of your assumptions

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## Operational Plan

- How and where are your products or services produced?
- What qualities do you need in a location?
- Describe the legal / regulatory environment
- What is your personnel plan?
- What are your inventory needs; who are your key suppliers?
- What are your credit / collection policies?

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## Financial Plan

- Estimated Start-up Expenses and Capitalization
- Projected Income Statement (Profit and Loss)
- Cash Flow Statement
- Balance Sheet
- Break Even Analysis

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## Break-Even Analysis

$$\text{Break-Even Sales} = \frac{\text{Fixed Costs}}{\text{Gross Margin}}$$

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	Formulas	Month 1	Month 2	Month 12	Total
Expenses:					
Salaries		10,383	10,383	10,383	124,596
Payroll Related Expenses		1,558	1,558	1,558	18,696
Outside Labor					
Rent			4,400	4,400	48,400
Insurance		450	450	450	5,400
Taxes					
Repairs and Maintenance		400	450	550	5,840
Utilities		250	250	250	3,000
Telephone		500	500	500	6,000
Printing and Postage					
Supplies					
Advertising and Promotion		1,100	1,100	1,100	13,200
Accounting and Legal		450	450	450	5,400
Transportation and Travel		200	200	200	2,400
Depreciation		500	500	500	6,000
Interest		250	250	250	3,000
Miscellaneous		400	400	400	4,800
Total Expenses		16,441	20,891	20,991	246,732
Net Profit (Loss) Before Taxes	Gross Profit - Total Expenses	9,559	8,359	14,759	132,868

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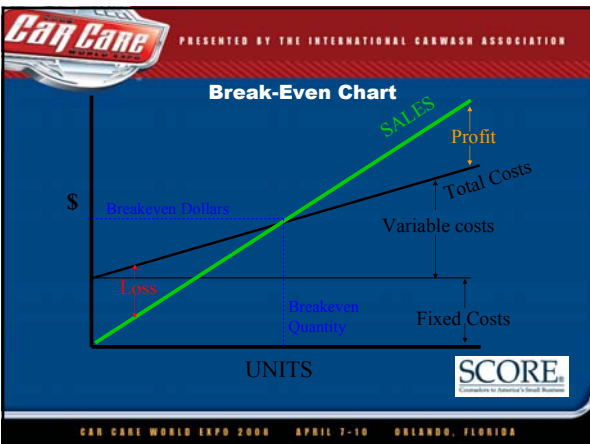
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Questions



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**THANK YOU FOR ATTENDING THIS SESSION AT  
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Please help us improve the quality of our conference by completing your session evaluation form. Completed forms may be given to the room monitor as you exit.

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