Sample Business Plan: Scaling an Aircraft Detailing Business in the American Market

AeroShine Aviation Detailing, LLC (Texas LLC, founded March 2023) provides mobile ceramic coating and sanitation services to private jet owners at $2,500-$6,000 per exterior treatment. We generated $480,000 revenue in 18 months with 58% gross margin. Targeting $1.8M Year 1 revenue post-expansion with 22% net margin by Year 2. Plan dated October 2023.

1. Executive Summary

U.S. business aircraft owners lose $217M annually in paint degradation due to inadequate protection (GAMA 2023). AeroShine solves this with mobile 9H ceramic coating applications ($2,500-$6,000/service) that reduce UV damage by 92% (ChemTec Labs test data). Our closed-loop water systems eliminate EPA violations common among 68% of competitors (FAA audit data).

We charge $1,200 average per job across 1,500 annual services. Revenue mix: 58% one-time detailing ($1,050,000), 30% ShineCycle subscriptions ($540,000), 12% add-ons ($210,000). Gross margin holds at 58% through $276,000 annual chemical inventory discounts at 500+ jobs. Achieve profitability at 572 jobs/year (48/month) with $480,000 fixed costs.

Seeking $750,000: $500,000 convertible note (6% interest, 5-year term), $250,000 SBA 504 loan. Funds deploy to 5 new hubs (Atlanta, Chicago, Denver, Miami, Seattle), adding 4 mobile units ($320,000), 12 technicians ($360,000 labor), and ShineCycle app ($65,000). Enables $3.2M Year 3 revenue at 22% net margin with 13.1:1 LTV:CAC ratio.

2. Company Overview

Texas LLC formed for liability protection and pass-through taxation. Headquarters at 3800 Wing Hang Drive, Fort Worth (adjacent to Alliance Airport handling 120,000 annual private flights). Ownership: Marcus Reynolds (CEO, 35%), Elena Chavez (COO, 25%), David Wu (CFO, 20%), angel investors (20%).

Marcus Reynolds managed Gulfstream Aerospace's exterior finishing ($4.2M annual budget), reducing rework by 37% (2018-2022). Elena Chavez scaled JetCare Services' field ops to 14 hubs, achieving 98.7% on-time completion. David Wu modeled financials for Avionix (acquired for $28M in 2021).

Date	Milestone	Status	Next Steps
Mar-23	Company formation	Complete	N/A
May-23	First FBO contract (Alliance Airport)	Complete	Add 2 FBOs by Q2 2024
Aug-23	$30,000 monthly revenue	Complete	Scale to $100,000 by M6 post-funding
Oct-23	ChemTec Labs partnership	Complete	Launch NanoShield coating by Jan-24
Dec-23	ShineCycle MVP launch	In Progress	Integrate with ForeFlight by Mar-24
Feb-24	Atlanta hub launch	Planned	Secure Signature Flight Support contract
May-24	Chicago hub launch	Planned	Hire 3 technicians by Apr-24
Aug-24	10% market share in DFW	Planned	Expand fleet to 12 units

3. Market Analysis

TAM: $1.4B (IBISWorld 2023 aviation maintenance). SAM: $680M (premium business jet detailing, excluding military/commercial). SOM: $45M (achievable via 10 metro areas by 2026). Calculation: 20,000 U.S. private jets (GAMA) x 60% requiring annual detailing x $3,750 avg spend = $45M.

Target customers: Fractional ownership fleets (NetJets, Flexjet) with 12-50 aircraft budgets of $45,000-$180,000/year. Corporate flight departments (Fortune 1000) spending $28,000 avg annually. Private owners of Citation XLS+ jets (most common model) paying $1,800 avg per polish.

Key trends: 3.2% CAGR private fleet growth (GAMA), 68% owners prioritizing exterior protection (Aviation Consumer Trends 2023), 42% corporate fleets requiring eco-certification (Deloitte 2023), ceramic coating adoption up 27% YoY (Aviation Maintenance Magazine).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Fractional Fleets	289M	5.1%	8%	Exclusive FBO partnerships lock in volume
Corporate Flight Depts	241M	3.8%	5%	ShineCycle subscriptions reduce churn to 4.2%
Private Owners	150M	2.9%	3%	High CAC ($410) limits rapid scaling
FBOs	100M	4.5%	12%	Recurring revenue via managed service contracts

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
Premium Detailing	1.4B	680M	45M	GAMA fleet data x service frequency x avg price

4. Competitive Analysis

Direct competitors: JetClean Solutions ($22M revenue, 18% market share), SkyGloss ($14M revenue, celebrity focus), AeroWash Pro ($5.2M revenue). JetClean dominates FBO contracts but uses non-eco chemicals (3 EPA violations in 2022). SkyGloss charges 22% premium but lacks mobile units. AeroWash serves only 3 states.

Our advantages: 1) 90% water reuse (vs industry 40%) cuts EPA fines risk (saving $18,500/job violation); 2) 3-year ceramic warranty (vs standard 1 year) increases LTV by 33%; 3) ShineCycle app reduces no-shows by 28% (pilot data); 4) TSA-vetted techs required by 92% of FBOs (NBAA survey).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
JetClean	22M	15% below avg	FBO contracts	Non-eco chemicals	90% water reuse, EPA compliant
SkyGloss	14M	22% above avg	Celebrity clients	No mobile service	On-tarmac delivery in 2 hours
AeroWash	5.2M	Market avg	Regional expertise	Limited geography	National expansion plan
In-house FBO	N/A	Cost-plus	Convenience	High turnover (37%)	Certified technicians, 20% below FBO rates

Strengths	Weaknesses	Opportunities	Threats
58% gross margin	Limited hub coverage	ESG mandates (42% corps)	Economic downturn
13.1:1 LTV:CAC	New SaaS development	Ceramic coating growth (27% YoY)	Chemical regulation changes
90% water reuse	Dependent on ChemTec	Fractional fleet growth (5.1% CAGR)	JetClean price war
TSA-vetted techs	Low brand awareness	FAA Part 145 compliance trend	Aviation recession risk

5. Products & Services

Exterior services: Basic Wash ($250-$500, 3 hours), Premium Polish ($800-$1,800, 4.5 hours), NanoShield Ceramic Coating ($2,500-$6,000, 6 hours with 3-year warranty). Interior: Deep Clean ($400-$900), Leather Reconditioning ($1,200-$2,500), Antimicrobial Fogging ($350). ShineCycle subscriptions: Basic ($150/mo), Pro ($300/mo), Elite ($600/mo).

Pricing set at 12% premium to JetClean for ceramic services based on 3-year warranty value ($1,800 savings vs annual reapplications). Interior services priced 8% below FBOs to capture volume. Subscription pricing yields 33% higher LTV than one-time jobs (calculated at 28-month avg retention).

Tier	Price	Features	Target Customer	Rev %	Gross Margin
Basic Wash	250-500	Exterior wash only	Private owners	22%	65%
Premium Polish	800-1,800	Polish + wax	Corporate fleets	36%	58%
NanoShield	2,500-6,000	Ceramic coating + warranty	Fractional fleets	24%	52%
ShineCycle Pro	300/mo	Monthly wash + biannual polish	All segments	30%	68%

Metric	Value	Calculation/Notes
Price per unit	1,200	Avg of 1,500 annual jobs
COGS per unit	504	42% of revenue ($504 = $1,200 x 0.42)
Gross Profit/unit	696	$1,200 - $504
Gross Margin %	58%	Historical and projected
CAC	320	$120,000 marketing spend / 375 customers
LTV	4,200	$1,200 avg rev x 3.5 years x 58% margin

LTV:CAC	13.1:1	$4,200 / $320
Payback Period	5.4 months	$320 CAC / ($696 GP x 30% monthly rev)

6. Marketing & Sales

Google Ads targeting "private jet detailing" (1,900 monthly searches, $8.20 CPC). Budget: $8,500/month yielding 1,036 clicks (CTR 3.2%), 42 leads (4.1% conversion), 14 customers ($607 CAC). LinkedIn outreach to 1,200 flight managers at $15/connection, generating 24 qualified leads/month. FBO partnerships deliver 62% of customers at $0 CAC.

Sales cycle: 60% online leads -> free inspection (72% show rate) -> quote (68% acceptance) -> digital contract. Average 11 days for one-time, 4 days for subscriptions. Conversion funnel: 145 online leads/month -> 42 quotes -> 29 closed (20% rate).

Retention: ShineCycle app tracks coating degradation (alerts at 85% efficacy). Loyalty program: free interior clean after 12 services (increases retention to 91.4%). Quarterly UV reports reduce churn to 4.2% monthly (vs industry 7.3%). Target 33% revenue from subscriptions by Year 2.

Channel	Monthly Budget	Expected CAC	Expected Leads	Conversion Rate	Customers	ROI
Google Ads	8,500	607	42	20%	8	3.2x
LinkedIn	18,000	750	24	18%	4	2.1x
FBO Partnerships	0	0	200	62%	124	N/A
Referrals	3,000	250	12	25%	3	8.4x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Leads	Customers
1	8,500	2,000	1,500	0	500	12,500	112	22
2	8,500	2,000	1,500	0	500	12,500	118	24
3	8,500	2,000	1,500	5,000	500	17,500	142	29
4	8,500	2,000	1,500	0	500	12,500	118	24
5	8,500	2,000	1,500	0	500	12,500	118	24
6	8,500	2,000	1,500	0	500	12,500	118	24
7	8,500	2,000	1,500	5,000	500	17,500	142	29
8	8,500	2,000	1,500	0	500	12,500	118	24
9	8,500	2,000	1,500	0	500	12,500	118	24
10	8,500	2,000	1,500	0	500	12,500	118	24
11	8,500	2,000	1,500	5,000	500	17,500	142	29
12	8,500	2,000	1,500	0	500	12,500	118	24

7. Operations

Mobile teams operate 6:00 AM-6:00 PM within 50-mile FBO radius. Average job: 4.2 hours (3.1 techs). Daily capacity: 8 jobs per truck. Scheduling via ServiceTitan integrated with FBO systems (reduces no-shows by 28%). Water reclamation units process 120 gal/job (90% reuse). Pre-service digital checklist ensures FAA Part 43 Appendix D compliance.

Technicians trained in Meguiar's ProCert (80-hour program). All vehicles equipped with Samsara GPS for real-time job monitoring. ShineCycle Dashboard provides customers with coating lifespan analytics (UV exposure tracking).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
EcoClean Supply	Bio cleaners	8,200	12-mo, 15% discount at $100k/yr	Green Works Pro
ChemTec Labs	Ceramic coating	14,500	Exclusive until 2025	AeroChem Ohio
AeroTruck Solutions	Mobile units	6,250	Lease $75,000/unit, 60-mo	Custom Truck One
TerraPass	Carbon offsets	1,050	Per-transaction	NativeEnergy

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Salesforce Aviation	CRM	1,200	6	HubSpot
ServiceTitan	Scheduling	850	20	Jobber
Samsara	Fleet tracking	480	8	Verizon Connect
ShineCycle Dashboard	Customer portal	3,000	Unlimited	Custom build

8. Management Team

Flat structure: CEO (operations), COO (field teams), CFO (finance). Technician salaries: $28/hr + $5/hr performance bonus (top 20% earn $62,400/year). Sales staff: $45,000 base + 5% commission. Target labor at 42% of revenue (industry avg 45%).

Advisory board: Robert Chen (ex-NetJets Director, 0.5% equity), Lisa Torres (FAA compliance expert, $150/hr). Board meetings quarterly with KPI reviews.

Month	Role	Salary	Priority	Source	Onboarding
1	Atlanta Manager	75,000	High	Aviation recruiters	4 weeks
1	3 Technicians	54,600	High	Aviation schools	2 weeks
3	Chicago Manager	75,000	High	Aviation recruiters	4 weeks
3	3 Technicians	54,600	High	Aviation schools	2 weeks
5	Sales Rep	63,000	Medium	Internal promotion	1 week
7	Denver Manager	75,000	High	Aviation recruiters	4 weeks
7	3 Technicians	54,600	High	Aviation schools	2 weeks
9	Miami Manager	75,000	High	Aviation recruiters	4 weeks
9	3 Technicians	54,600	High	Aviation schools	2 weeks
11	Seattle Manager	75,000	High	Aviation recruiters	4 weeks
11	3 Technicians	54,600	High	Aviation schools	2 weeks

9. Financial Plan

Key assumptions: 31 new customers/month in Year 1 (375 total), growing to 52/month in Year 2. Avg revenue per customer: $4,800/year. Monthly churn: 4.2%. COGS: 42% of revenue (chemicals 25%, direct labor 17%). Fixed costs: $40,000/month. Break-even at 48 jobs/month ($57,600 revenue).

Revenue growth driven by: 1) 5 new hubs adding 625 jobs/year, 2) ShineCycle subscriptions increasing to 33% of revenue by Year 2, 3) FBO partnerships covering 62% of customer acquisition. Subscription customers generate 28% higher revenue than one-time.

Cost structure: 42% COGS (variable), 32% OpEx (70% fixed). Labor scales at 0.8 techs per new hub. Marketing holds at 6.7% of revenue. Fleet costs increase $7,900 per new truck. Year 3 margin compression to 36% from sales team expansion.

Funding: $750,000 for 5 hubs ($425,000), 4 mobile units ($320,000), ShineCycle app ($65,000), working capital ($160,000). Provides 14-month runway. Milestones: $100k M6 revenue, 85% capacity utilization by M10, 22% net margin by Year 2.

Category	Item	Cost	Notes
Legal/Formation	LLC filing	1,200	Texas SOS fee
Licenses/Permits	Aviation business license	850	Fort Worth permit
Equipment	4 mobile units	320,000	$80,000 each
Equipment	Polishers/extractors	85,000	12 sets
Initial Inventory	Chemical stock	40,000	90-day supply
Technology	CRM setup	15,000	Salesforc Aviation
Technology	ShineCycle app	50,000	MVP developr

Marketing Launch	Trade show sponsorships	30,000	NBAA-B 2023
Marketing Launch	Digital campaign	20,000	Google/L ads
Working Capital	6 months OpEx	160,000	$26,667/
Insurance	Aviation liability	45,000	$5M coverage
Professional Fees	Legal	12,000	Contract review
Professional Fees	Accounting	12,000	Bookkee setup
Office Setup	Warehouse buildout	24,000	Fort Worth staging
Contingency	10% buffer	75,000	Unplann costs
Total		750,000	

Category	T	Monthly Cost	Annual Cost	Notes
Rent	Fixed	3,000	36,000	3,500 sq ft warehous
Salaries	Variable	36,000	432,000	16 techs @ $2,250 avg

Benefits	Variable	7,200	86,400	20% of payroll
Insurance	Fixed	5,417	65,000	Aviation liability
Software	Fixed	5,530	66,360	CRM, Samsara ServiceT
Utilities	Fixed	1,200	14,400	Electricity
Marketing	Variable	10,000	120,000	6.7% of revenue
Professional Services	Fixed	2,000	24,000	Legal/acc
Supplies	Variable	15,000	180,000	Chemica
Fleet Maintenance	Variable	7,917	95,000	$0.45/mil 158k miles/yr
Loan Payments	Fixed	4,167	50,000	SBA 504 at 5.5%
Total Fixed		17,154	205,848	
Total Variable		80,714	968,568	
Combined Total		97,868	1,174,416	

Line Item	**M1**	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**	**Y1**
Revenue	100,000	106,667	113,333	120,000	126,667	133,333	140,000	146,667	153,333	160,000	166,667	173,333	1,500,000
COGS	42,000	44,800	47,600	50,400	53,200	56,000	58,800	61,600	64,400	67,200	70,000	72,800	630,000
Gross Profit	58,000	61,867	65,733	69,600	73,467	77,333	81,200	85,067	88,933	92,800	96,667	100,533	870,000
Marketing	12,500	12,500	17,500	12,500	12,500	12,500	17,500	12,500	12,500	12,500	17,500	12,500	150,000
Salaries	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	432,000
Rent	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000

Software	5,530	5,530	5,530	5,530	5,530	5,530	5,530	5,530	5,530	5,530	5,530	5,530	66,360
Insurance	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	5,417	65,000
Other OpEx	15,421	15,421	10,421	15,421	15,421	15,421	10,421	15,421	15,421	15,421	10,421	15,421	174,048
Total OpEx	77,868	77,868	82,868	77,868	77,868	77,868	82,868	77,868	77,868	77,868	82,868	77,868	923,408
EBITDA	-19,868	-16,001	-17,135	-8,268	-4,401	-535	-1,668	7,199	11,065	14,932	13,799	22,665	-53,408
Depreciation	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	75,000
EBIT	-26,118	-22,251	-23,385	-14,518	-10,651	-6,785	-7,918	949	4,815	8,682	7,549	16,415	-128,408
Interest	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	3,125	37,500
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-29,243	-25,376	-26,510	-17,643	-13,776	-9,910	-11,043	-2,176	1,690	5,557	4,424	13,290	-165,908

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	750,000	720,757	695,381	668,871	651,228	637,452	627,542	616,499	614,323	616,013	621,570	625,994
Cash In	80,000	85,333	90,667	96,000	101,333	106,667	112,000	117,333	122,667	128,000	133,333	138,667
Total Cash In	80,000	85,333	90,667	96,000	101,333	106,667	112,000	117,333	122,667	128,000	133,333	138,667
Cash Out	109,243	105,376	110,510	103,643	99,776	95,910	103,043	99,509	121,000	122,443	128,909	125,377
Total Cash Out	109,243	105,376	110,510	103,643	99,776	95,910	103,043	99,509	121,000	122,443	128,909	125,377
Net Cash Flow	-29,243	-20,043	-19,843	-7,643	1,557	10,757	8,957	17,824	1,667	5,557	4,424	13,290
Ending Cash	720,757	695,381	668,871	651,228	637,452	627,542	616,499	614,323	616,013	621,570	625,994	639,284

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	1,500,000	520,000	585,000	650,000	715,000	812,500	910,000	1,007,500	1,105,000	3,835,000
COGS	630,000	218,400	245,700	273,000	299,300	341,250	382,200	423,150	464,100	1,610,700
Gross Profit	870,000	301,600	339,300	377,000	415,700	471,250	527,800	584,350	640,900	2,224,300
OpEx	923,408	252,000	252,000	252,000	252,000	270,000	270,000	270,000	270,000	1,080,000
EBITDA	-53,408	49,600	87,300	125,000	163,700	201,250	257,800	314,350	370,900	1,144,300

Net Income	-165,908	22,320	47,565	72,500	97,435	127,781	170,270	212,759	255,249	765,059
Ending Cash	639,284	616,964	664,529	737,029	834,464	962,245	1,132,515	1,345,274	1,600,523	1,600,523

Metric	Value	Calculation
Monthly Fixed Costs	17,154	From OpEx table
Variable Cost per Unit	504	COGS per job
Price per Unit	1,200	Avg revenue per job
Contribution Margin	696	$1,200 - $504
Contribution Margin %	58%	$696 / $1,200
Break-Even Units	25	$17,154 / $696
Break-Even Revenue	30,000	25 units x $1,200
Expected Break-Even	Month 6	Per cash flow projection
Safety Margin	58%	($120,000 - $30,000) / $120,000

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	58%	58%	58%	50-60%
Operating Margin %	-3.6%	17.5%	22.3%	15-25%
Net Profit Margin %	-11.1%	12.1%	20.0%	10-20%
Current Ratio	1.8	2.4	3.1	1.5-2.0
Quick Ratio	1.5	2.1	2.8	1.0-1.5

CAC Payback	5.4 mo	4.8 mo	4.2 mo	6-18 mo
LTV:CAC Ratio	13.1:1	14.7:1	16.5:1	3:1
Monthly Burn	13,826	-	-	N/A
Runway	14 mo	-	-	12+ mo

10. Risk Analysis

Top risks: 1) Economic downturn (30% probability, 40% revenue impact based on 2008-09 aviation recession), 2) EPA regulation change (25% probability, $18,500/job fines), 3) Technician turnover (20% probability, 37% industry rate), 4) ChemTec Labs disruption (15% probability, 6-month inventory buffer).

Mitigation: Diversify client base to 35% fractional fleets (less cyclical), maintain $5M liability insurance, offer $5/hr retention bonus, secure AeroChem Ohio as backup supplier. Contingency: 6-month chemical inventory, recession pricing at 8% discount with 12-month prepay.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Economic downturn	3	4	12	Target 35% revenue from fractional fleets	Recession pricing package	CEO
EPA regulation change	2	5	10	90% water reuse systems	Switch to Green Works Pro	COO
Technician turnover	4	3	12	$5/hr retention bonus	Temp agency contract	COO
ChemTec disruption	2	4	8	6-month inventory buffer	AeroChem Ohio activation	CFO
JetClean price war	3	3	9	Focus on ceramic warranty	Pause marketing spend	CEO
FAA compliance issue	1	5	5	Digital checklists + audits	Emergency training	COO
SaaS development delay	3	2	6	Phased app rollout	Manual tracking system	CFO
FBO contract loss	2	3	6	Diversify to 5 FBOs/hub	Direct owner outreach	CEO

11. Implementation Timeline

Critical path: Atlanta hub launch (Month 2), ShineCycle app integration (Month 4), Chicago expansion (Month 5). Dependencies: FBO contracts require 60-day negotiation, technician hiring needs TSA clearance (30 days). Key priority: Achieve 75% capacity utilization by Month 8 to hit EBITDA positivity.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Atlanta hub setup	Lease signed, 3 techs hired	$85,000, 2 sales staff	Contract with Signature Flight Support	CEO
2	First Atlanta revenue	25 jobs completed	Mobile unit deployed	$25,000 revenue	COO
3	ShineCycle MVP launch	App v1.0 released	$50,000 dev cost	15% subscription uptake	CFO
4	ForeFlight integration	API connection live	Developer time	20% FBO bookings via app	CFO
5	Chicago hub launch	Lease signed, 3 techs hired	$85,000, 2 sales staff	Contract with Atlantic Aviation	CEO
6	EBITDA positivity	Positive cash flow	85% capacity utilization	$1,000 EBITDA	CFO
7	Denver hub launch	Lease signed, 3 techs hired	$85,000, 2 sales staff	Contract with Jet Aviation	CEO
8	10% DFW market share	120 jobs/month	Full mobile fleet	1,440 annual jobs	COO
9	Miami hub launch	Lease signed, 3 techs hired	$85,000, 2 sales staff	Contract with Sheltair	CEO
10	33% subscription revenue	124 ShineCycle customers	App feature rollout	$400,000 annualized	CFO
11	Seattle hub launch	Lease signed, 3 techs hired	$85,000, 2 sales staff	Contract with Clay Lacy	CEO
12	22% net margin	Profitability achieved	1,800 annual jobs	$550,000 net income	CFO

12. Appendix

Available documentation: GAMA fleet data (2023), ChemTec Labs test reports, FBO partnership LOIs, TSA clearance process flow. All assumptions validated against IBISWorld aviation maintenance reports and BLS wage data. Financial model available in Excel with sensitivity analysis.