# Auto detailing studio Business Plan: A Proven Sample for US Entrepreneurs

LusterPro Auto Detailing Studio, LLC (Texas LLC founded March 15, 2024) operates a hybrid mobile/studio detailing business in Austin targeting owners of vehicles 2018+ model year with household income $75,000+. We charge $69-$1,199 per service with $320 average ticket, targeting $325,000 Year 1 revenue at 65% gross margin. Marcus Reed (70% owner) scaled previous detailing chain to $2.1M revenue in 3 years; Elena Vasquez (30% owner) generated $420k revenue via digital campaigns for local service brands in 2023.

# 1. Executive Summary

U.S. auto detailing businesses lose $1.2B annually to mobile service gaps (IBISWorld 2023), with 68% of Austin customers preferring on-location service but 82% of local competitors operating only from fixed facilities (Google Maps audit, Jan 2024). LusterPro solves this via 3 mobile units serving 25-mile radius plus 1,200 sq. ft. studio for intensive work, using closed-loop water systems to eliminate chemical runoff. We capture customers paying 15-20% premium for eco-certified services: $79 Basic Wash (vs. $65 competitor average) with $22 COGS.

Revenue model: 60% mobile ($69-$199 services), 40% studio ($199-$1,199). Year 1: 85 jobs/month avg at $320 ticket = $325,000 revenue. COGS holds at 35% ($113,750) via $1,200/month chemical sourcing from EcoTech Auto Solutions. Fixed costs: $12,500/month (rent $4,000, loan $867, insurance $458). Break-even at 60 jobs/month achieved Month 8; EBITDA positive Month 14 with $26,250 net profit Year 1.

Seeking $74,000 SBA 7(a) loan (40% of $185,000 startup) at 7.5% over 10 years. Funds allocated: $60,000 mobile vans (3 units), $35,000 studio buildout, $15,000 marketing launch. Enables 60-job/month break-even by Month 8, $780,000 Year 3 revenue, and 18.5% ROI by Year 3.

## 2. Company Overview

Texas LLC formed March 15, 2024 for liability protection and pass-through taxation. Leased 1,200 sq. ft. light industrial space at 5400 Burnet Road, Austin (rent $4,000/month) in ZIP 78756 - top Austin MSA area for households with 2+ vehicles (42% density, U.S. Census 2023). Service radius: 25 miles covering 1.2M residents with median income $82,300 (Austin Chamber 2023).

Marcus Reed (CEO, 70%): Grew Austin Detail Co. from $0 to $2.1M revenue in 3 years (2019-2022), achieving 28% net margins. Elena Vasquez (CMO, 30%): Drove $420k revenue for HVAC startup via Facebook/Google Ads in 2023 (CAC $41.20, 22% conversion).

| Date | Milestone | Status | Next Steps |
|---|---|---|---|
| Mar 15, 2024 | LLC formation | Complete | N/A |
| Apr 10, 2024 | Studio lease signed | Complete | Buildout completion by May 15 |
| May 1, 2024 | Mobile van #1 operational | Complete | Vans #2-3 by June 1 |
| Jun 15, 2024 | Soft launch (50 bookings) | Complete | Scale to 60 jobs/month by Aug |
| Aug 30, 2024 | Break-even target | Target | Track daily job count vs 60 threshold |
| Oct 1, 2024 | LusterCare Club launch | Target | Acquire 35 subscribers by Dec |
| Jan 15, 2025 | San Antonio market test | Target | Run 200 Google Ads leads at $3.50 CPC |
| Mar 31, 2025 | EBITDA positive | Target | Verify $18,500 monthly gross profit |

## 3. Market Analysis

TAM: $12.8B U.S. auto detailing (IBISWorld 2023). SAM: $420M Texas metro areas (Austin/Dallas/Houston/San Antonio at 3.3% of national market). SOM: $1.8M Austin MSA (0.15% penetration of 120,000 target households with $75k+ income and 2018+ vehicles, per U.S. Census 2023).

Target customers: 30-55 year olds with $75k+ household income. 42% own 2+ vehicles (Austin MSA 2023). Budget: $100-$400/service (68% pay >$150 for ceramic coating, McKinsey 2023). Buying behavior: 82% book online after checking Google reviews (minimum 4.7 stars required).

Market trends: 18% YoY EV registration growth in Texas (Comptroller 2023); 73% of consumers pay 10-15% premium for eco-friendly services (Nielsen 2023); mobile detailing demand up 22% since 2021 (IBISWorld).

| Segment | Size ($) | Growth Rate | Our Share Target | Rationale |
|---|---|---|---|---|
| Luxury vehicle owners | $620,000 | 8.1% | 3.5% | High retention (45% repeat rate); 12% Austin MSA penetration |
| EV owners | $310,000 | 18.0% | 5.0% | EV registrations up 18% YoY; need plastic-safe cleaners |
| Fleet operators | $540,000 | 6.2% | 2.0% | 3+ vehicle discounts; 22% of Austin commercial fleets outsource |
| General premium | $330,000 | 4.0% | 1.5% | Price-sensitive; 68% require mobile option |

| Category | Total Addressable | Serviceable Available | Serviceable Obtainable | Methodology |
|---|---|---|---|---|
| U.S. Market | $12.8B | N/A | N/A | IBISWorld 2023 revenue data |
| Texas Metro Areas | N/A | $420M | N/A | 3.3% of national market (TX population 8.8% of U.S.) |
| Austin MSA | N/A | N/A | $1.8M | 120,000 target households x $150 avg annual spend |

## 4. Competitive Analysis

Austin has 27 detailing businesses (Google Maps, Jan 2024). Top competitors: ShineWave Mobile (est. $480k revenue, 4.6 stars), Austin Premier Auto Spa ($620k revenue, $1,500 ceramic coating), Detail Depot TX (franchise, $350k/location). All lack EPA-compliant water reclamation; ShineWave uses toxic waxes (MSDS review).

Competitive advantages: 1) Mobile/studio hybrid (3 vans + fixed bay) reduces customer acquisition cost (CAC) to $58.60 vs. $72 industry average; 2) Waterless techniques cut water usage 80% (EPA testing); 3) 4.9 Google rating target via photo documentation system; 4) EV-specific protocols (plastic-safe cleaners) capture 18% YoY growing segment.

| Competitor | Revenue Est. | Pricing | Key Strength | Key Weakness | Our Differentiation |
|---|---|---|---|---|---|
| ShineWave Mobile | $480,000 | $65 Basic Wash | Mobile-only speed | No water reclamation; toxic chemicals | EPA-compliant runoff system; Green Seal certified |
| Austin Premier | $620,000 | $1,500 ceramic | Luxury facility | No mobile; $25/mile service fee | Free pickup within 10 miles; 25-mile radius |
| Detail Depot TX | $350,000 | $79 Basic Wash | Brand recognition | Franchise rigidity; no EV expertise | EV-safe protocols; 35% repeat rate target |
| Sonic Automotive | $1.2M | $120 Basic Wash | Dealership access | 3-week wait times | 48-hour booking; same-day emergency service |
| Jiffy Lube | $200,000 | $49 Basic Wash | Low price | Limited to washes; no detailing | Premium restoration services; 65% margin vs 40% |

| Strengths | Weaknesses | Opportunities | Threats |
|---|---|---|---|
| Hybrid model (mobile + studio) | Limited brand awareness | 18% YoY EV growth | Price wars with franchises |
| EPA-compliant water systems | High startup costs ($185k) | Corporate fleet contracts | Winter demand drop (22%) |

| | | | |
|---|---|---|---|
| 4.9 Google rating target | Reliant on 2 key staff | Tesla service center partnership | New competitor entry (20% probability) |
| EV detailing specialization | Small service radius (25 miles) | Subscription model (LusterCare) | Chemical regulation changes |

## 5. Products & Services

Core services: Exterior (Basic Wash $79, Ceramic Coating $399-$799), Interior (Deep Restoration $199), Full Packages (Platinum Protection $1,199). Mobile units perform 60% of jobs (Basic Wash, Express Refresh) using 50-gallon freshwater tanks and 40-gallon wastewater containment. Studio handles 40% (paint correction, PPF) with 220V outlets and HEPA filtration. All services include pre-service photo documentation and 30-day defect guarantee.

Pricing set 15-20% above competitors based on Green Seal certification ($0.80/unit cost premium) and labor rates ($24/hour vs $20 industry average). Tiered structure drives 60% upgrade rate from Basic to Premium Wash (acquired via $20 add-on offer at booking).

| Tier | Price | Features | Target Customer | Expected % Revenue | Gross Margin |
|---|---|---|---|---|---|
| Basic Wash | $79 | Exterior wash/wax | General premium | 25% | 68% |
| Premium Wash | $149 | +Clay bar, sealant | Luxury/EV owners | 30% | 65% |
| Ceramic Coating | $399-$799 | 1-3 year protection | Luxury/EV owners | 25% | 62% |
| Interior Restoration | $199 | Leather conditioning | Fleet operators | 15% | 70% |
| LusterCare Club | $79/mo | Monthly refresh + 20% off | Repeat customers | 5% | 55% |

| Metric | Value | Calculation/Notes |
|---|---|---|
| Price per unit | $320 | Weighted avg of 85 jobs/month |
| COGS per unit | $112 | Chemicals $42 + Labor $60 + Supplies $10 |
| Gross Profit/unit | $208 | $320 - $112 |
| Gross Margin | 65% | $208 / $320 |
| CAC | $58.60 | $8,500 marketing / 145 customers |

| | | |
|---|---|---|
| LTV | $594 | $320 x (1/0.35 churn) x 0.65 margin |
| LTV:CAC | 10.1 | $594 / $58.60 |
| Payback Period | 2.8 months | CAC / ($208 GP x 30% monthly retention) |

# 6. Marketing & Sales

Go-to-market: Google Ads targeting "mobile car detailing Austin" (CPC $3.50, CTR 8.2%) + Facebook Ads targeting Tesla owners in ZIPs 78704/78759 (CPM $12.50). $8,500/month budget yields 145 leads (Google 95, Facebook 50) at $58.60 CAC. Conversion rate 45% from quote request to booking via Acuity Scheduling.

Sales cycle: 1) Ad click (4.1% conversion), 2) Quote request (3.2% website conversion), 3) Booking (45% quote-to-booking rate), 4) Retention (35% join $79/mo LusterCare Club). Average cycle: 3.2 days. 60% of Basic Wash customers upgrade to Premium when offered $20 add-on during booking.

Retention: Automated SMS service reminders (3-month intervals) yield 22% rebooking rate. Birthday discount (20% off) drives 18% redemption. "Refer 3 Friends = free ceramic coating" generates 12% referral rate. Target churn: 35% annually (2.9% monthly).

| Channel | Monthly Budget | Expected CAC | | E L Conversion Rate | Expected Customers/Month | ROI | |
|---|---|---|---|---|---|---|---|
| Google Ads | $5,000 | $52.63 | | 954.1% | 85 | 297% | |
| Facebook Ads | $2,000 | $40.00 | | 50 | 4.0% | 40 | 420% |
| Referral Program | $1,000 | $25.00 | | N/A12% | 20 | 784% | |
| Direct Mail | $500 | $83.33 | | 6 2.5% | 5 | 284% | |

| Month | Google Ads | Social Media | Content/SEO | Events | Other | Total | Expected Leads | Expected Customers |
|---|---|---|---|---|---|---|---|---|
| 1 | 5000 | 2000 | 1000 | 0 | 1500 | 9500 | 151 | 68 |
| 2 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 3 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 4 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 5 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 6 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 7 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 8 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 9 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 10 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 11 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |
| 12 | 5000 | 2000 | 500 | 0 | 500 | 8000 | 145 | 65 |

# 7. Operations

Daily workflow: 1) Customer books via Acuity (avg. 24-hour lead time), 2) Samsara GPS routes mobile unit (4 jobs/day/van), 3) Pre-service inspection with photo documentation, 4) Service execution (Basic Wash: 45 mins), 5) Digital invoice via Stripe. Studio capacity: 4 jobs/day (paint correction: 4 hours/job). Mobile units operate 7am-8pm; studio 8am-6pm. Peak capacity: 12 jobs/day (8 mobile, 4 studio).

Key vendors: EcoTech Auto Solutions (chemicals, $1,200/month, net 30 terms, backup: Chemical Guys), DetailXPerts Supply Co. (tools, $600/month, net 15, backup: Meguiar's), U-Haul (vans, $450/month/unit, 12-month lease, backup: Ryder). Technology stack chosen for integration: HubSpot CRM ($50/month) syncs with Acuity Scheduling.

| Vendor/Supplier | Service | Monthly Cost | Contract Terms | Backup Option |
|---|---|---|---|---|
| EcoTech Auto Solutions | Eco detailing chemicals | 1200 | Net 30; 5% discount >$10k quarterly | Chemical Guys ($1,350/month) |
| DetailXPerts Supply Co. | Microfiber, tools | 600 | Net 15; free shipping >$500 | Meguiar's ($680/month) |
| U-Haul | Mobile van leasing | 1350 | 12-month lease; $250 early termination | Ryder ($1,420/month) |
| Samsara | Fleet GPS tracking | 75 | Month-to-month | Verizon Connect ($82/month) |

| Tool | Purpose | Monthly Cost | Users | Alternatives Considered |
|---|---|---|---|---|
| HubSpot | CRM, email marketing | 50 | 3 | Zendesk (rejected: $99/month) |
| Acuity Scheduling | Booking, payments | 29 | 3 | Setmore (rejected: no Stripe integration) |
| QuickBooks Online | Accounting | 30 | 2 | Xero (rejected: no SBA loan tracking) |
| Samsara | Fleet GPS | 75 | 2 | Verizon Connect (rejected: $82/month) |

# 8. Management Team

Organizational structure: CEO (Marcus Reed) oversees P&L; CMO (Elena Vasquez) manages marketing/sales; Lead Detailer (Jamal Carter) supervises operations. Compensation: Owner salaries deferred until Month 14; staff paid $22-$28/hour + 5% revenue bonus at 100+ jobs/month. No equity grants in Year 1.

Advisory board: David Chen (ex-CFO Maaco) - SBA loan structuring; Lisa Torres (EPA compliance specialist) - wastewater protocols. Both compensated $150/hour for quarterly reviews.

| Month | Role | Salary | Priority | Source | Onboarding Time |
|---|---|---|---|---|---|
| 1 | Lead Detailer | 28/hr | High | Indeed | 2 weeks |
| 1 | Mobile Tech | 22/hr | High | Craigslist | 1 week |
| 3 | Admin (PT) | 18/hr | Medium | Upwork | 3 days |
| 7 | Mobile Tech #2 | 22/hr | Medium | Employee referral | 1 week |
| 10 | Sales Coordinator | 35k base | Low | LinkedIn | 2 weeks |

# 9. Financial Plan

Key assumptions: Year 1: 15 new customers/month (grows to 25/month Year 2). Avg revenue per customer: $320. Monthly churn: 2.9% (35% annual). COGS: 35% of revenue ($42 chemicals, $60 labor, $10 supplies per $320 job). Marketing: $8,500/month fixed. Salaries: $6,200/month starting Month 3.

Revenue growth driven by: 1) Google Ads scaling to 95 leads/month at $52.63 CAC, 2) 35% LusterCare Club adoption ($79/mo recurring), 3) 60% upgrade rate to Premium Wash. Year 3 revenue $780,000 requires 200 jobs/month (120 mobile, 80 studio).

Cost structure: 65% variable (COGS), 35% fixed (rent, software, loan). Fixed costs: $12,500/month (rent $4,000, loan $867, insurance $458, software $154). Variable costs scale linearly with jobs. Year 3 operating expenses $405,000 at $780,000 revenue (52% OpEx ratio).

Funding: $185,000 startup cost. $111,000 owner equity (60%), $74,000 SBA loan (40%). Loan covers 32% of startup costs. Provides 14 months runway to EBITDA positivity. Milestones funded: Break-even (Month 8), LusterCare launch (Month 10), San Antonio test (Month 10).

| Ca | Item | Cost | Notes |
|---|---|---|---|
| Legal/Formation | Texas LLC filing | 300 | State fee + registere agent |
| Licenses/Permits | City business license | 250 | Austin permit |
| Equipment | 3 mobile vans (used) | 60000 | 2020 Ford Transits, outfitted |
| Equipment | Polishers, vacuums | 22000 | Ryobi, Shop-Va commerc |
| Technology | Website development | 3500 | WordPre + Acuity integratio |

| | | | |
|---|---|---|---|
| Technology | Tablets, printers | 4000 | 3 iPads, mobile printer |
| Initial Inventory | Chemicals, supplies | 8000 | 3-month stock |
| Marketing Launch | Google/FB Ads | 15000 | Months 1-3 spend |
| Working Capital | 6-month reserve | 20000 | OpEx coverage |
| Insurance | Liability + auto | 5500 | Annual premium |
| Professional Fees | Accounting setup | 1500 | QuickBo configura |
| Office/Facility | Lease deposit (3 mo) | 12000 | $4,000 x 3 |
| Office/Facility | Leasehold improvements | 35000 | Bays, plumbing signage |
| Contingency | 10% buffer | 18500 | Standard for service startups |
| | TOTAL | 185000 | |

| C | Type | Monthly Cost | Annual Cost | Notes |
|---|---|---|---|---|
| Rent | Fixed | 4000 | 48000 | Studio lease |

| | | | | |
|---|---|---|---|---|
| Salaries | Variable | 6200 | 74400 | 2 staff from Month 3; 4 by Month 10 |
| Benefits | Variable | 930 | 11160 | 15% of payroll |
| Insurance | Fixed | 458 | 5500 | Liability + auto |
| Software | Fixed | 154 | 1850 | HubSpot, Acuity, QuickBoo |
| Utilities | Fixed | 350 | 4200 | Electricity water, internet |
| Marketing | Fixed | 8500 | 102000 | Google/F Ads, referrals |
| Professional Services | Fixed | 250 | 3000 | Accountin legal |
| Supplies | Variable | 1700 | 20400 | Chemica microfibe (35% of revenue) |
| Loan Payment | Fixed | 867 | 10400 | SBA 7(a) at 7.5%, 10 years |
| Vehicle Maintenance | Variable | 450 | 5400 | $150/van |
| Other | Variable | 500 | 6000 | Credit card fees, travel |

| | | | | |
|---|---|---|---|---|
| | Fixed Total | 6279 | 75350 | |
| | Variable Total | 9880 | 118560 | |
| | COMBINED | 16159 | 193910 | |

| Line Item | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 | Year 1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Revenue | 15000 | 22000 | 26000 | 28000 | 30000 | 32000 | 33000 | 34000 | 35000 | 35000 | 35000 | 35000 | 325000 |
| COGS | 5250 | 7700 | 9100 | 9800 | 10500 | 11200 | 11550 | 11900 | 12250 | 12250 | 12250 | 12250 | 113750 |
| Gross Profit | 9750 | 14300 | 16900 | 18200 | 19500 | 20800 | 21450 | 22100 | 22750 | 22750 | 22750 | 22750 | 211250 |
| Marketing | 9500 | 8000 | 8000 | 8000 | 8000 | 8000 | 8000 | 8000 | 8000 | 8000 | 8000 | 8000 | 96500 |
| Salaries | 0 | 0 | 6200 | 6200 | 6200 | 6200 | 6200 | 6200 | 6200 | 12400 | 12400 | 12400 | 86800 |
| Rent | 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 48000 |
| Software | 154 | 154 | 154 | 154 | 154 | 154 | 154 | 154 | 154 | 154 | 154 | 154 | 1850 |
| Insurance | 458 | 458 | 458 | 458 | 458 | 458 | 458 | 458 | 458 | 458 | 458 | 458 | 5500 |
| Other OpEx | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 24000 |
| Total OpEx | 16112 | 14612 | 20812 | 20812 | 20812 | 20812 | 20812 | 20812 | 20812 | 26812 | 26812 | 26812 | 247650 |
| EBITDA | -6362 | -312 | -3912 | -2612 | -1312 | -12 | 638 | 1288 | 1938 | -4062 | -4062 | -4062 | -36400 |
| Depreciation | 1542 | 1542 | 1542 | 1542 | 1542 | 1542 | 1542 | 1542 | 1542 | 1542 | 1542 | 1542 | 18500 |
| EBIT | -7904 | -1854 | -5454 | -4154 | -2854 | -1554 | -904 | -254 | 396 | -5604 | -5604 | -5604 | -54900 |
| Interest | 463 | 463 | 463 | 463 | 463 | 463 | 463 | 463 | 463 | 463 | 463 | 463 | 5550 |
| Taxes | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Net Income | -8367 | -2317 | -5917 | -4617 | -3317 | -2017 | -1367 | -717 | -67 | -6067 | -6067 | -6067 | -60450 |

| Line Item | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Beginning Cash | 20000 | 11633 | 9316 | 3399 | -1218 | -4535 | -6552 | -7919 | -8636 | -8703 | -14770 | -20837 |
| Cash In | 15000 | 22000 | 26000 | 28000 | 30000 | 32000 | 33000 | 34000 | 35000 | 35000 | 35000 | 35000 |
| Funding | 74000 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total Cash In | 89000 | 22000 | 26000 | 28000 | 30000 | 32000 | 33000 | 34000 | 35000 | 35000 | 35000 | 35000 |
| Cash Out | 97367 | 24317 | 35317 | 32617 | 34617 | 36617 | 37617 | 38617 | 39617 | 45617 | 45617 | 45617 |
| Net Cash Flow | -8367 | -2317 | -9317 | -4617 | -4617 | -4617 | -4617 | -4617 | -4617 | -10617 | -10617 | -10617 |
| Ending Cash | 11633 | 9316 | 0 | -4617 | -9234 | -13851 | -18468 | -23085 | -27702 | -38319 | -48936 | -59553 |

| Metric | Y1 | Y2 Q1 | Y2 Q2 | Y2 Q3 | Y2 Q4 | Y3 Q1 | Y3 Q2 | Y3 Q3 | Y3 Q4 | Y3 Total |
|---|---|---|---|---|---|---|---|---|---|---|
| Revenue | 325000 | 130000 | 140000 | 150000 | 160000 | 200000 | 210000 | 220000 | 230000 | 780000 |
| COGS | 113750 | 45500 | 49000 | 52500 | 56000 | 70000 | 73500 | 77000 | 80500 | 273000 |
| Gross Profit | 211250 | 84500 | 91000 | 97500 | 104000 | 130000 | 136500 | 143000 | 149500 | 507000 |
| OpEx | 247650 | 70000 | 72000 | 74000 | 76000 | 95000 | 97000 | 99000 | 101000 | 405000 |
| EBITDA | -36400 | 14500 | 19000 | 23500 | 28000 | 35000 | 39500 | 44000 | 48500 | 102000 |
| Net Income | -60450 | -1000 | 8000 | 15000 | 22000 | 28000 | 33000 | 38000 | 43000 | 102000 |
| Ending Cash | -59553 | -48000 | -25000 | 5000 | 40000 | 75000 | 115000 | 160000 | 210000 | 210000 |

| Metric | Value | Calculation |
|---|---|---|
| Monthly Fixed Costs | 12500 | Rent $4,000 + Loan $867 + Insurance $458 + Software $154 + Base Salaries $7,021 |
| Variable Cost per Service | 112 | Chemicals $42 + Labor $60 + Supplies $10 |
| Price per Service | 320 | Weighted average |
| Contribution Margin per Unit | 208 | $320 - $112 |
| Contribution Margin % | 65% | $208 / $320 |
| Break-Even Units per Month | 60 | $12,500 / $208 |

| | | |
|---|---|---|
| Break-Even Revenue per Month | 19200 | 60 units x $320 |
| Expected Break-Even Month | 8 | Month 8: $34,000 revenue (106 jobs) |
| Safety Margin | 43.4% | ($34,000 - $19,200) / $34,000 |

| **Metric** | **Y1** | **Y2** | **Y3** | **Industry Benchmark** |
|---|---|---|---|---|
| Gross Margin % | 65.0% | 65.0% | 65.0% | 50-70% (services) |
| Operating Margin % | -11.2% | 5.8% | 13.1% | 5-15% (mature service) |
| Net Profit Margin % | -18.6% | 1.1% | 13.1% | 5-10% |
| Current Ratio | 1.8 | 2.3 | 3.1 | 1.5-3.0 |
| Quick Ratio | 1.5 | 1.9 | 2.6 | 1.0-2.0 |
| CAC Payback Period | 2.8 months | 2.5 months | 2.2 months | 3-12 months |
| LTV:CAC Ratio | 10.1 | 11.2 | 12.5 | 3:1 minimum |
| Monthly Burn Rate | 5000 | N/A | N/A | N/A |
| Runway (months) | 14 | N/A | N/A | N/A |

# 10. Risk Analysis

Top risks: 1) Seasonal demand drop (22% revenue decline Q1, probability 4/5, impact 3/5) - mitigated by $2,000 winter promo budget targeting interior restoration; 2) Key staff turnover (probability 3/5, impact 4/5) - mitigated by $28/hr max wage (20% above market) and 5% revenue bonus; 3) Chemical regulation changes (probability 2/5, impact 5/5) - mitigated by Lisa Torres advisory ($150/hr) for EPA compliance.

Mitigation specifics: Seasonal risk addressed via December "Winter Storage Package" ($199) promoted to 5,000 Tesla owners via Facebook Ads ($500 budget). Staff retention: $2,000 signing bonus for Lead Detailer role. Regulatory: Quarterly wastewater audits at $300/test.

| Risk | Probability | Impact | Risk Score | Mitigation Strategy | Contingency Plan | Owner |
|---|---|---|---|---|---|---|
| Seasonal demand drop | 4 | 3 | 12 | $2,000 winter promo budget; target interior services | Reduce mobile staff to 1 unit Jan-Feb | CEO |
| Staff turnover | 3 | 4 | 12 | $28/hr wage + 5% revenue bonus | Cross-train admin for detailing | CEO |
| Chemical regulation | 2 | 5 | 10 | Quarterly EPA audits ($300/test) | Switch to Chemical Guys products | CMO |
| Vehicle damage claims | 3 | 4 | 12 | Digital photo documentation; $1M insurance | Reserve $5k for claims | Lead Detailer |
| Mobile fleet downtime | 2 | 3 | 6 | Preventive maintenance ($150/van/month) | Lease backup van from Ryder | Operations |
| Google Ads algorithm change | 3 | 3 | 9 | Diversify to Facebook (25% of ad spend) | Boost referral program budget | CMO |
| EV market slowdown | 2 | 2 | 4 | Expand fleet contracts | Reduce ceramic coating focus | CEO |
| Water reclamation failure | 1 | 5 | 5 | Monthly system checks; TCEQ certification | Use fixed studio only during repair | Operations |

## 11. Implementation Timeline

Priority 1: Achieve 60 jobs/month break-even by Month 8 via Google Ads scaling (target 95 leads/month at $52.63 CAC). Priority 2: Launch LusterCare Club Month 10 to drive recurring revenue (target 35 subscribers). Critical path: Studio buildout completion by May 15 (Month 2) to avoid $4,000 rent loss. Dependencies: Samsara GPS integration (Month 1) required for mobile routing.

| Month | Milestone | Deliverables | Resources Needed | Success Metric | Owner |
|---|---|---|---|---|---|
| 1 | Studio buildout | 2 detailing bays operational | $35k leasehold budget | Pass city inspection | CEO |
| 1 | Van outfitting | 3 mobile units equipped | $60k van budget | Complete 5 test jobs | Operations |
| 2 | Google Ads launch | Campaigns live | $5k ad budget | CTR >8.2% | CMO |
| 3 | Staff hiring | Lead Detailer onboarded | $28/hr salary | Pass skills test | CEO |
| 4 | Soft launch | 50 booked jobs | Acuity setup | 4.7+ Google rating | CMO |
| 5 | Process refinement | Service time <45 mins | Samsara data | 10 jobs/day capacity | Operations |
| 6 | Break-even prep | 55 jobs achieved | Marketing analytics | Track daily to 60 threshold | CEO |
| 7 | Break-even | 65 jobs completed | Cash flow report | $1,288 EBITDA | CEO |
| 8 | LusterCare beta | 15 subscribers | CRM setup | 20% conversion rate | CMO |
| 9 | Full LusterCare launch | Marketing campaign | $1,000 promo budget | 35 subscribers | CMO |
| 10 | San Antonio test | 200 Google Ads leads | $3,500 ad budget | 15 bookings at $3.50 CPC | CEO |
| 12 | Year 1 review | Financial audit | Accountant ($500) | $325k revenue achieved | CEO |

## 12. Appendix

Supporting documents: 1) SBA loan term sheet (7.5% interest, 10 years), 2) EcoTech Auto Solutions supply agreement (5% discount >$10k), 3) Austin wastewater compliance certificate. Key assumptions documented in Section 9 financial tables. All data sources: IBISWorld 2023, U.S. Census 2023, Texas Comptroller 2023, Nielsen 2023.