US Car parts store Business Case: An Extensive Sample Plan

DriveWise Auto Parts LLC, Texas LLC founded January 15, 2024, operates from Austin with 6,500 sq. ft. facility. Founder Marcus Chen (ex-O'Reilly District Manager, 15 years automotive retail) leads a team targeting $1.8M Year 1 revenue at 48% gross margin. We sell curated auto parts to DIYers and technicians at 3-5% below AutoZone, with VIN-based digital ordering.

1. EXECUTIVE SUMMARY

2.3 million Austin MSA residents own 2.16 million vehicles (94% ownership rate) with average age 11.8 years, generating $210M annual car parts demand. 68% of owners perform DIY repairs (AAA 2023), but 54% abandon online purchases due to inaccurate parts fitment (McKinsey). DriveWise solves this with AI-powered VIN lookup and same-day in-store pickup, achieving 99.2% order accuracy versus industry average 94.7% (NAPA 2023).

We operate hybrid retail/e-commerce model with $25.86 average transaction value. Revenue streams: 65% retail ($1,170,000), 25% e-commerce ($450,000), 10% B2B ($180,000) in Year 1. Gross margin 48% (vs. industry 46-52%), with $72,000 monthly gross profit at $150,000 revenue. Break-even at 4,667 monthly transactions (5,800 projected), achieving profitability Month 14 (April 2025).

Seeking $650,000: $200,000 (30.8%) owner equity, $300,000 (46.2%) SBA 7(a) loan (6.5% interest, 10-yr term), $150,000 (23.1%) angel investment. Funds deploy: $180,000 facility buildout, $220,000 inventory, $75,000 tech, $60,000 equipment, $50,000 marketing, $25,000 legal/licensing, $40,000 working capital. Milestones: $1.8M revenue Year 1, 42% repeat rate, 4.8+ star rating, San Antonio expansion by Q3 2026.

2. COMPANY OVERVIEW

Texas LLC formed January 15, 2024, chosen for liability protection and pass-through taxation. Austin location selected for 2.3M population, 11.8-year average vehicle age (vs. US 12.1), and only 30 auto parts stores per million residents (vs. national 38). Ownership: Marcus Chen (CEO, 60%), Angela Rivera (COO, 25%), Austin Ventures Group (15%).

Marcus Chen: Ex-O'Reilly District Manager (2012-2022), grew 12-store district revenue 22% CAGR to $28M/year. Negotiated 5.2% lower COGS via vendor consolidation. ASE CAPS certified. Angela Rivera: Ex-CarMax Austin Operations Director (2016-2023), improved inventory turnover from 3.1 to 4.7 turns/year, reducing dead stock by $1.2M annually. UT McCombs Lean Retail certified.

Date	Milestone	Status	Next Steps
Jan 2024	Texas LLC formation	Complete	Secure SBA loan commitment
Mar 2024	Lease signed (4801 Metric Blvd)	Complete	Begin buildout
May 2024	CARQUEST vendor agreement	Complete	Onboard NAPA
Jun 2024	Shopify Plus integration	In Progress	Test VIN lookup
Jul 2024	Initial inventory delivery	Planned	Staff training
Aug 1, 2024	Store launch	Planned	Track daily transactions
Dec 2024	42% repeat customer rate	Target	Optimize loyalty program
Apr 2025	Profitability	Target	Prepare San Antonio site search

3. MARKET ANALYSIS

TAM: $315B US automotive aftermarket (IBISWorld 2023). SAM: $128B retail car parts (IBISWorld). SOM: $210M Austin MSA car parts retail (calculated: 2.16M vehicles x $97.22 annual parts spend x 100% addressable). Methodology: AAA data shows $97.22 average DIY parts spend/year; 100% addressable as DriveWise serves all vehicle types 2000-2023.

Primary customers: 25-54yo DIYers ($50k-$120k household income), 42% of whom own >10yo vehicles. They spend $22.50 avg per DIY repair (AAA), research 2.3 hours before purchase. Secondary: 150 independent Austin repair shops, ordering $1,200 avg monthly (IBISWorld). Tertiary: 850 small fleets (2-10 vehicles), spending $380/month on maintenance.

Key trends: 1) Remanufactured parts growing at 6.2% CAGR (vs. 4.1% overall market) due to 25% cost savings (S&P Global). 2) 54% prefer buy-online-pickup-in-store (McKinsey). 3) 42% of Austin vehicles >10 years old (vs. 38% US average) increasing part failure rates. 4) Hybrid-compatible parts demand up 18% YoY (J.D. Power).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
DIY Consumers	126,000,000	3.8%	0.86% Year 1	5,800 transactions/mo x $25.86 x 12 = $1.8M
Independent Shops	63,000,000	5.1%	0.29% Year 1	$180,000 B2B revenue / $63M
Small Fleets	21,000,000	4.0%	0.05% Year 1	$10,000 projected revenue / $21M
Total SOM	210,000,000	4.3%	1.20% Year 1	Sum of segments

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
US Market	315,000,000,000	128,000,000,000	210,000,000	IBISWorld retail % of TAM
Austin Focus	315,000,000,000	128,000,000,000	210,000,000	2.3M pop x $91.30/vehicle x 100%
DriveWise Target	315,000,000,000	128,000,000,000	1,800,000	5,800 trans/mo x $25.86 x 12

4. COMPETITIVE ANALYSIS

Austin has 30 auto parts stores: AutoZone (12 locations, $142M local revenue est.), O'Reilly (10 stores, $118M), Advance Auto Parts (8 stores, $79M). Amazon Automotive captures 8% local online parts sales. AutoZone's gross margin 49.1% (2023 10-K) but online order accuracy 93.2% (Mystery Shopper Report). O'Reilly has 4.3 inventory turns but suburban stores stock only 65% of top 500 SKUs.

DriveWise differentiates via: 1) VIN-based parts lookup (99.2% accuracy vs. competitors' 94.7% avg) reducing returns by 32% (pilot data). 2) "Tech Connect" program: 10% discount for mechanics with $500 referral bonus, capturing 15% of local shop orders by Year 2. 3) Same-day delivery for orders >$75 (65% conversion rate vs. industry 48%). 4) Free diagnostic scanning driving 28% of first-time customers.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
AutoZone	142,000,000	Base	National supply chain	93.2% order accuracy	99.2% VIN lookup accuracy
O'Reilly	118,000,000	Base + 2%	Loaner tools	65% suburban SKU availability	100% top 500 SKUs in stock
Advance AAP	79,000,000	Base - 1%	ProAdvance program	3.8/5 online rating	4.8+ average rating
Amazon	16,800,000	Base - 5%	Fast shipping	45% fitment errors	Free in-store diagnostics
RockAuto	8,400,000	Base - 8%	Low prices	7-day delivery	Same-day pickup
Local Shops	25,200,000	Base + 10%	Personal service	No e-commerce	Hybrid digital/physical

Strengths	Weaknesses	Opportunities	Threats
ASE-certified staff (2 leads)	Limited brand recognition	EV/hybrid part demand +18% YoY	AutoZone adding same-day pickup
4.7 inventory turns target	No national advertising	Austin vehicle count +3.2% YoY	EPA battery disposal regulation
99.2% order accuracy	Single location initially	150+ indie shops underserved	Supply chain disruptions

LTV:CAC 8.75:1	$650k startup capital need	DIY repair rate 68%	Amazon price wars

5. PRODUCTS & SERVICES

DriveWise stocks 8,500 SKUs across 6 categories: Engine Parts (35% of inventory, $77,000 value), Suspension (20%, $44,000), Brakes (18%, $39,600), Electrical (12%, $26,400), Performance (10%, $22,000), Maintenance (5%, $11,000). 85% drop-shipped from CARQUEST Fort Worth DC (2-day delivery), 15% local inventory (top 1,275 SKUs). All parts ISO 9001 certified with 12-month warranty.

Pricing: Core SKUs 3-5% below AutoZone (e.g., brake rotor kit $89.99 vs. AutoZone $94.99). Remanufactured alternators 22% below OEM ($129 vs. $165). Performance chips at 45% margin (vs. 38% industry avg). Price match guarantee within 10-mile radius. Dynamic pricing adjusts high-demand items (e.g., oil filters during winter) by +8% based on real-time demand signals.

Tier	Price	Features	Target Customer	% Rev	Gross Margin
Basic (New)	$22.99 avg	12-mo warranty	DIYers	60%	45%
Remanufactured	$48.50 avg	Core return, 24-mo warranty	Cost-conscious	25%	52%
Performance	$129.00 avg	Co-branded (K&N)	Enthusiasts	10%	45%
B2B Technician	$95.00 avg order	10% discount, net 30	Shops	5%	38%

Metric	Value	Calculation/Notes
Price per unit	25.86	$1.8M / 69,600 annual transactions
COGS per unit	13.45	52% of $25.86
Gross Profit per unit	12.41	$25.86 - $13.45
Gross Margin %	48.0	$12.41 / $25.86
CAC	48.00	$57,600 annual marketing spend / 1,200 new customers
LTV	420.00	($25.86 x 42% repeat rate x 12 months) / 3% monthly churn

LTV:CAC	8.75	$420 / $48
Payback Period	1.85 months	$48 CAC / ($12.41 GP x 2.1 transactions/month)

6. MARKETING & SALES

Go-to-market: Digital channels target high-intent keywords ("brake repair kit Austin", 1,900 searches/mo, $4.20 CPC). Local partnerships with 3 car clubs (2,500 members) drive 15% of initial traffic. B2B sales team focuses on 150 independent shops via direct outreach (50% contact rate). $8,500 monthly digital spend targets 178 leads/mo at $47.75 CAC.

Sales cycle: 3.2 days avg (Awareness: Google search -> Consideration: VIN lookup tool -> Conversion: In-store pickup 65%, delivery 25% -> Retention: Loyalty program). Conversion funnel: 1,200 website visits/mo -> 288 quote requests (24% rate) -> 178 leads -> 89 sales (50% close rate). B2B cycle: 14 days (outreach -> demo -> first order).

Retention: DriveWise Rewards - $1/$10 spent, free diagnostic scan every 6 months, 20% birthday discount. Automated email sequence (order confirmation -> installation tips -> review request) drives 42% repeat rate. SMS survey with $5 off yields 38% response rate. Target monthly churn: 3.0% (vs. industry 4.7%).

Channel	Monthly Budget	CAC	Leads/Mo	Conv. Rate	Customers/Mo	ROI
Google Local Ads	3,500	58.33	60	25%	15	215%
Google/Bing PPC	4,000	45.45	88	25%	22	273%
Meta/Instagram	2,000	66.67	30	20%	6	110%
Car Club Sponsorships	1,000	33.33	30	33%	10	320%
Tech Connect Program	500	25.00	20	50%	10	400%
Total	11,000	48.00	228	39%	63	242%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Leads	Customers
1	3,500	2,000	500	0	0	6,000	120	35
2	3,500	2,000	500	500	0	6,500	130	38
3	3,500	2,000	500	1,000	0	7,000	140	41
4	3,500	2,000	500	1,000	500	7,500	150	44
5	3,500	2,000	500	1,000	500	7,500	150	44
6	3,500	2,000	500	1,000	500	7,500	150	44
7	3,500	2,000	500	1,000	500	7,500	150	44
8	3,500	2,000	500	1,000	500	7,500	150	44
9	3,500	2,000	500	1,000	500	7,500	150	44
10	3,500	2,000	500	1,000	500	7,500	150	44
11	3,500	2,000	500	1,000	500	7,500	150	44
12	3,500	2,000	500	1,000	500	7,500	150	44

7. OPERATIONS

Daily workflow: 6:30 AM inventory count (SKUVault system), 7:00 AM store open. Online orders processed within 15 minutes; 65% in-store pickup (avg. fulfillment time 22 minutes), 25% delivery (Onfleet tracking). Warehouse operations: CARQUEST shipments received 8:00 AM daily; 1,275 high-turn SKUs staged in front 20% of warehouse. Diagnostic bay handles 12 free scans/day. Capacity: 85 transactions/hour peak (vs. 62 projected).

Technology stack: Shopify Plus ($2,000/mo) with custom VIN lookup (integrated with CarID API), Lightspeed Retail POS ($199/mo), SKUVault inventory ($350/mo), Autel diagnostic tool ($3,200 one-time), Onfleet delivery ($199/mo). Key vendors: CARQUEST (60% inventory, 2-day delivery), NAPA (25%, 3-day), Aftermarket Alliance (15%, private label).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
CARQUEST	Inventory (60%)	132,000	Net 30, 2% discount	NAPA
NAPA	Inventory (25%)	55,000	Net 15	CARQUEST
Aftermarket Alliance	Private label (15%)	33,000	Net 30	Dorman
CleanTech Recycling	Battery disposal	800	Annual $9,600	Republic Services
Onfleet	Delivery tracking	199	Month-to-month	Route4Me

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Shopify Plus	E-commerce platform	2,000	5	BigCommerce
Lightspeed Retail	POS & CRM	199	12	ShopKeep
SKUVault	Inventory management	350	3	inFlow
Autel MaxiCOM	Diagnostic scanning	267	2	Launch X431
Zendesk	Customer support	300	4	Help Scout

8. MANAGEMENT TEAM

12 FTE structure: 2 managers ($65k-$75k salary), 3 sales leads ($45k), 5 associates ($35k), 1 warehouse ($42k), 2 delivery ($38k). Compensation philosophy: Base salaries at 10th percentile Austin retail (BLS data) with 5% revenue bonus pool. No equity grants in Year 1.

Advisory board: Robert Kim (ex-NAPA VP Supply Chain, 25 years experience), Maria Lopez (Auto repair shop owner, 12 locations). Compensation: $1,500/month stipend + $200 travel.

Month	Role	Salary	Priority	Source	Onboarding Time
1	CEO	75,000	Critical	Founder	0
1	COO	70,000	Critical	Founder	0
2	Warehouse Manager	42,000	High	Indeed	2 weeks
2	Lead Technician (x2)	45,000	High	Trade schools	3 weeks
3	Sales Associates (x3)	35,000	Medium	Craigslist	1 week
4	Delivery Drivers (x2)	38,000	Medium	Indeed	2 weeks
6	E-commerce Manager	65,000	Low	LinkedIn	4 weeks

9. FINANCIAL PLAN

Key assumptions: 120 new customers Month 1 growing to 178 by Month 12. Average revenue per customer: $25.86. Monthly churn: 3.0%. COGS: 52% of revenue. Payroll: $45,000/month (12 FTEs avg $3,750). Inventory turns: 4.5x/year. CAC payback: 1.85 months. Break-even at 4,667 monthly transactions.

Revenue model: Transaction-driven with $25.86 average ticket. Growth drivers: Month 1-3: Local marketing (120 customers/mo), Month 4-6: B2B program launch (+15 customers/mo), Month 7-12: Loyalty program scaling (+28 customers/mo). E-commerce grows from 15% to 25% of revenue by Year End.

Cost structure: 65% variable (COGS), 35% fixed (OPEX). Fixed costs: $58,000/month (rent, payroll, software). Variable costs: 52% COGS + 5% delivery/logistics. OPEX scales at 0.3% of revenue growth beyond $150k/month.

Funding: $650,000 provides 14 months runway. Milestones: $1.8M revenue (Month 12), 42% repeat rate (Month 10), profitability (Month 14). SBA loan requires 15% down ($45,000) with 18-month interest-only period.

Category	Item	Cost	Notes
Legal/Formation	Texas LLC filing	300	State fee
Licenses/Permits	Sales tax permit	50	Texas Comptro
Licenses/Permits	Hazardous materials	1,200	TCEQ registrati
Equipment	Shelving system	18,000	3,000 sq. ft. showroo
Equipment	Forklift	15,000	Yale 3,000-lb capacity
Equipment	Delivery vans (x2)	27,000	Used Ford Transits

Technology Setup	Shopify Plus integration	12,000	Custom VIN lookup
Technology Setup	POS system	5,000	Lightspe Retail
Initial Inventory	Core SKUs (8,500 units)	220,000	15% local stock
Marketing Launch	Branding & website	15,000	Logo, photos, copy
Marketing Launch	Pre-launch campaign	35,000	Google Ads, events
Working Capital	6 months OPEX reserve	40,000	$6,667/m avg
Insurance	General liability (annual)	8,500	$1M coverage
Professional Fees	Legal (formation)	3,500	Startup docs
Professional Fees	Accounting setup	2,000	QuickBo config
Contingency (10%)	Unplanned costs	65,000	10% of total
Total		650,000	

Category	Type	Monthly Cost	Annual Cost	Notes
Rent	Fixed	10,417	125,000	$19.23/sc ft. annually
Utilities	Fixed	1,042	12,500	Electricity water, internet
Salaries	Fixed	45,000	540,000	12 FTEs avg $3,750
Benefits	Fixed	6,750	81,000	15% of payroll
Insurance	Fixed	708	8,500	General liability
Software	Fixed	2,916	35,000	Shopify, Lightspee SKUVaul
Marketing	Fixed	7,500	90,000	Per marketing plan
Loan Payment	Fixed	3,250	39,000	SBA 7(a) principal + interest
COGS	Variable	78,000	936,000	52% of $150,000 revenue
Delivery Logistics	Variable	7,500	90,000	5% of revenue
Inventory Replenishment	Variable	78,000	936,000	COGS equivalen
Miscellaneous	Variable	3,000	36,000	Supplies, repairs
Fixed Total		77,583	931,000	

Variable Total		166,500	1,998,000	
Combined Total		244,083	2,929,000	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1
Revenue	96,000	108,000	120,000	132,000	144,000	150,000	156,000	162,000	168,000	174,000	180,000	186,000	1,800,000
COGS	49,920	56,160	62,400	68,640	74,880	78,000	81,120	84,240	87,360	90,480	93,600	96,720	936,000
Gross Profit	46,080	51,840	57,600	63,360	69,120	72,000	74,880	77,760	80,640	83,520	86,400	89,280	864,000
Marketing	6,000	6,500	7,000	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	87,000
Salaries	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	540,000
Rent	10,417	10,417	10,417	10,417	10,417	10,417	10,417	10,417	10,417	10,417	10,417	10,417	125,000
Software	2,916	2,916	2,916	2,916	2,916	2,916	2,916	2,916	2,916	2,916	2,916	2,916	35,000
Insurance	708	708	708	708	708	708	708	708	708	708	708	708	8,500
Other OpEx	5,000	5,500	6,000	6,500	7,000	7,500	8,000	8,500	9,000	9,500	10,000	10,500	90,500
Total OpEx	70,041	71,041	72,041	73,041	73,541	74,041	74,541	75,041	75,541	76,041	76,541	77,041	884,000
EBITDA	-23,961	-19,201	-14,441	-9,681	-4,421	-2,041	339	2,719	5,099	7,479	9,859	12,239	-20,000
Depreciation	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
EBIT	-29,378	-24,618	-19,858	-15,098	-9,838	-7,458	-5,078	-2,698	-318	2,062	4,442	6,822	-85,000
Interest	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625	19,500
Taxes (25%)	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-31,003	-26,243	-21,483	-16,723	-11,463	-9,083	-6,703	-4,323	-1,943	437	2,817	5,197	-104,500

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	40,000	9,000	-17,240	-38,720	-55,440	-66,900	-75,980	-82,680	-87,000	-88,940	-88,500	-85,680
Cash In	96,000	108,000	120,000	132,000	144,000	150,000	156,000	162,000	168,000	174,000	180,000	186,000
Other Income	0	0	0	0	0	0	0	0	0	0	0	0
Funding	610,000	0	0	0	0	0	0	0	0	0	0	0

Total Cash In	706,000	108,000	120,000	132,000	144,000	150,000	156,000	162,000	168,000	174,000	180,000	186,000
Cash Out	737,000	125,240	138,720	148,720	155,460	159,080	162,680	166,320	169,940	173,560	177,180	181,180
COGS Payments	49,920	56,160	62,400	68,640	74,880	78,000	81,120	84,240	87,360	90,480	93,600	96,720
OpEx Payments	65,041	71,041	72,041	73,041	73,541	74,041	74,541	75,041	75,541	76,041	76,541	77,041
CapEx	610,000	0	0	0	0	0	0	0	0	0	0	0
Debt Service	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625	1,625
Taxes	0	0	0	0	0	0	0	0	0	0	0	0
Total Cash Out	737,000	125,240	138,720	148,720	155,460	159,080	162,680	166,320	169,940	173,560	177,180	181,180
Net Cash Flow	-31,000	-17,240	-18,720	-16,720	-11,460	-9,080	-6,680	-4,320	-1,940	440	2,820	4,820
Ending Cash	9,000	-17,240	-38,720	-55,440	-66,900	-75,980	-82,680	-87,000	-88,940	-88,500	-85,680	-80,860

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	1,800,000	810,000	870,000	930,000	990,000	1,050,000	1,110,000	1,170,000	1,230,000	4,560,000
COGS	936,000	421,200	452,400	483,600	514,800	546,000	577,200	608,400	639,600	2,371,200
Gross Profit	864,000	388,800	417,600	446,400	475,200	504,000	532,800	561,600	590,400	2,188,800
OpEx	884,000	370,000	375,000	380,000	385,000	390,000	395,000	400,000	405,000	1,590,000
EBITDA	-20,000	18,800	42,600	66,400	90,200	114,000	137,800	161,600	185,400	598,800
Net Income	-104,500	-15,700	18,100	41,900	65,700	89,500	113,300	137,100	160,900	485,100
Ending Cash	-80,860	-66,560	-24,460	41,040	131,240	220,740	334,040	471,140	632,040	632,040

Metric	Value	Calculation
Monthly Fixed Costs	77,583	From OpEx table
Variable Cost per Unit	13.45	COGS per unit

Price per Unit	25.86	Avg transaction value
Contribution Margin per Unit	12.41	$25.86 - $13.45
Contribution Margin %	48.0	$12.41 / $25.86
Break-Even Units per Month	4,667	$77,583 / $12.41
Break-Even Revenue per Month	120,700	4,667 x $25.86
Expected Break-Even Month	7	Month 7 revenue $156,000 > $120,700
Safety Margin %	22.7	($156,000 - $120,700) / $156,000

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	48.0	47.8	48.0	46-52%
Operating Margin %	-4.9	1.5	10.6	2-8%
Net Profit Margin %	-5.8	0.7	10.6	1-6%
Current Ratio	0.8	1.9	3.2	1.5-3.0
Quick Ratio	0.3	1.1	2.4	1.0-2.0
CAC Payback Period	1.85	1.7	1.6	6-18 months
LTV:CAC Ratio	8.75	9.2	9.8	3:1 min
Monthly Burn Rate	15,750	0	0	N/A
Runway (months)	5.1	12.0	12.0	N/A

10. RISK ANALYSIS

Top risks: 1) Inventory obsolescence (Probability 4/5, Impact $44k/year loss). 2) B2B sales below target (Probability 3/5, Impact $54k revenue shortfall). 3) SBA loan denial (Probability 2/5, Impact launch delay 60 days). 4) Amazon price war (Probability 3/5, Impact 8% margin compression).

Mitigation: 1) 90-day SKU review with vendor return agreements; dynamic pricing on slow-movers. 2) $500 referral bonus for first $1k B2B order; dedicated sales rep. 3) Pre-approval secured with Texas Capital Bank; $200k equity as backup. 4) Price match guarantee limited to local competitors; focus on service differentiation.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Inventory obsolescence	4	4	16	90-day SKU review; VMI agreements	Discount slow-movers 25%	COO
B2B sales shortfall	3	4	12	Tech Connect referral bonus	Mobile technician van program	CEO
SBA loan denial	2	5	10	Pre-approval documentation	Use equity for launch	CEO
Amazon price war	3	3	9	Service differentiation focus	Reduce marketing spend 20%	CMO
Supply chain disruption	4	3	12	Multi-vendor strategy	Source from Dorman direct	COO
Low foot traffic	3	4	12	Free diagnostic clinics	Shift to delivery focus	COO
Regulatory non-compliance	2	5	10	CleanTech Recycling partnership	Halt battery sales	COO
High employee turnover	3	3	9	5% revenue bonus pool	Use temp agency	CEO

11. IMPLEMENTATION TIMELINE

Priority 1: Achieve 4,667 monthly transactions by Month 7 via hyper-local marketing (Google Local Ads, car club sponsorships). Critical path: VIN lookup system integration (Month 3) and CARQUEST inventory sync (Month 2). Dependency: SBA loan closing by Month 1 for buildout funding. Month 4-6 focus: B2B program launch to drive 15% revenue from shops.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Facility buildout complete	6,500 sq. ft. operational	$180k buildout budget	OSHA inspection pass	CEO
1	SBA loan funding	$300k deposited	Bank approval docs	Funds received by Day 15	CEO
2	Vendor agreements live	CARQUEST/NAPA integration	PO systems configured	95% SKU fill rate	COO
2	Staff hiring complete	12 FTEs onboarded	Training manuals	100% certification	COO
3	Technology integration	VIN lookup functional	Shopify API access	98% accuracy test	CTO
4	Store launch	Grand opening event	$35k marketing budget	120 customers Month 1	CEO
5	Diagnostic clinic launch	Free OBD2 events	Autel tools installed	28% new customers	COO
6	B2B program rollout	Tech Connect active	Sales scripts	15 shops onboarded	CEO
7	Break-even achieved	Positive EBITDA	4,667 transactions	$339 EBITDA	COO
8	Loyalty program launch	Rewards system live	Zendesk integration	35% enrollment rate	CMO
9	Inventory turnover 4.0x	Quarterly review	SKUVault reports	4.0 turns achieved	COO
12	Year 1 review	$1.8M revenue	Financial statements	42% repeat rate	CEO

12. APPENDIX

Full financial model available with 120+ assumptions documented. Source data: IBISWorld Auto Parts Report 2023, AAA DIY Repair Survey, S&P Global Vehicle Age Report, AutoZone 2023 10-K. Key assumptions validated against NAPA benchmarking data and Texas Comptroller sales tax records.