Crafting Your Transmission shop Strategy: US Market Sample Business Plan

TITLE PAGE

Transmission Pro USA, LLC (Texas LLC founded January 15, 2025). Michael R. Thompson (ex-Lone Star Auto Care Ops Director, scaled 3 locations to $3.2M revenue) and Jessica L. Chen (ex-Meineke COO, reduced customer acquisition cost 22% in 2022). Full-service transmission repair targeting $680,000 Year 1 revenue at 55% gross margin. January 2025.

SECTION 1: EXECUTIVE SUMMARY

US consumers spend $14.3 billion annually on transmission repairs (IBISWorld 2024) with 68% of vehicles over 10 years old (R.L. Polk 2023), yet 43% of independent shops lack ASE-certified technicians (ASE 2023). Transmission Pro USA solves this through ASE-certified rebuilds at $1,800-$3,400 (10-15% below AAMCO) with 24-month warranty, targeting 1,200 jobs/year capacity. We generate revenue from rebuilds (62% of total), replacements (22%), and maintenance (16%) at 55% gross margin through in-house remanufacturing and $179 fluid flush specials.

We require $425,000 startup capital ($175,000 equity, $250,000 SBA 7(a) loan at 7.5% over 10 years). Funds deploy as: $125,000 facility buildout, $110,000 equipment, $60,000 inventory, $70,000 working capital. This funds 14 months runway to hit break-even at 647 jobs (Month 12), generating $49,000 net profit Year 1, scaling to $137,500 net profit Year 3 at 12.5% margin. SBA loan repaid in 120 months with $35,760 annual payments.

SECTION 2: COMPANY OVERVIEW

Formed as Texas LLC for liability protection and pass-through taxation. Leased 4,200 sq. ft. facility in Fort Worth (2801 West Loop South) due to Tarrant County's 2.2M population, 92% vehicle ownership (U.S. Census 2023), and only 3 ASE-certified transmission shops per 100,000 residents (Texas TDLR 2024). Ownership: Michael R. Thompson (70%), Jessica L. Chen (20%), Robert D. Hayes (10%).

Michael R. Thompson scaled Lone Star Auto Care to $3.2M revenue in 3 years (2018-2021) with 18% net margins. Jessica L. Chen reduced Meineke customer acquisition cost 22% in 2022 through digital workflows. Robert D. Hayes rebuilt 1,200+ transmissions at TransTech Auto (2019-2024) with 97% 12-month warranty compliance.

Date	Milestone	Status	Next Steps
Jan 2025	LLC formation, facility lease signed	Complete	Finalize equipment orders
Feb 2025	Buildout completion, ASE certifications	Pending	Staff hiring
Mar 15, 2025	Grand opening	Pending	Achieve 35 jobs Month 1
Jun 2025	Implement ShopWare Pro CRM	Pending	Hit 60 jobs/month
Sep 2025	Break-even (647 jobs cumulative)	Pending	Launch fleet program
Dec 2025	Year 1: $680,000 revenue	Pending	Secure 2nd location site

SECTION 3: MARKET ANALYSIS

TAM: $14.3B US transmission repair (IBISWorld 2024). SAM: $285M Texas market (2% of national). SOM: $1.8M DFW metroplex (0.6% capture by Year 3 based on 1,200 jobs/year capacity vs. 300,000 annual transmission repairs in Tarrant County [Cox Automotive 2023]). Methodology: TAM from IBISWorld, SAM = TAM x (TX population / US population), SOM = SAM x (Tarrant County repairs / TX repairs) x 0.6%.

Primary customers: Households earning $50,000-$90,000 (62% of target), fleet operators (25%), used car buyers (13%). 61% book online (J.D. Power 2023), average repair budget $1,200. Fleet clients spend $3,500/month/vehicle on maintenance (Fleet Maintenance Magazine 2024). Top segments: Domestic truck owners (35% of repairs), Asian imports (30%), fleet vehicles (25%), European luxury (10%).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Domestic Trucks	$100.8M	3.2% CAGR	0.7%	Haynes 2500+ lb. GVWR volume up 8% (2023)
Asian Imports	$85.5M	4.1% CAGR	0.6%	Toyota/Honda 10+ year fleet up 12% (Cox 2023)
Fleet Operators	$71.2M	5.3% CAGR	1.2%	DFW Uber/Lyft fleet 18,000 vehicles (2024)
European Luxury	$28.5M	2.8% CAGR	0.4%	Lower volume but 22% higher ASP

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
National	$14.3B	-	-	IBISWorld 2024
Texas	-	$285M	-	TAM x (TX pop 30.5M / US pop 334M)
DFW Metro	-	-	$1.8M	SAM x (Tarrant County repairs 300K / TX repairs 5M) x 0.6%

SECTION 4: COMPETITIVE ANALYSIS

Market fragmented: Top 3 chains (AAMCO, Cottman, Mister Transmission) hold 18% share. AAMCO Fort Worth (est. $1.1M revenue) charges $2,200-$2,900 for rebuilds (15% premium) but has 3.2/5 Google rating (1,200 reviews). Local independents average $1,600-$2,300 but 68% lack ASE certification (TDLR audit 2023). Dealerships charge $140-$180/hour labor but have 14-day service wait times (J.D. Power 2023).

Differentiators: 1) 24-month warranty (vs. industry 12-month) reducing customer risk; 2) In-house rebuild lab cutting parts cost 18% vs. competitors using external remanufacturers; 3) Digital booking converting 4.1% of leads (vs. 2.8% industry average); 4) Flat-rate pricing eliminating 37% of customer disputes (ASE survey 2023).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
AAMCO FW	$1.1M	$2,200-$2,900	Brand recognition	3.2 Google rating; no online tracking	24-mo warranty; real-time photo updates
Cottman FW	$850K	$2,000-$2,700	Franchise support	12-mo warranty; 45% technician turnover	ASE-certified staff; $50 referral program
Fort Worth Trans	$620K	$1,600-$2,300	Low prices	No ASE certs; outdated equipment	Snap-on Zeus diagnostics; climate-controlled rebuild
Ford Dealership	$2.4M (service)	$2,800-$3,900	OEM parts	$165/hr labor; 14-day wait	50% lower labor rate; same-day diagnosis
Jiffy Lube	N/A	$99 flush	Convenience	No repair capability	Full repair suite; $179 flush

Strengths	Weaknesses	Opportunities	Threats
ASE-certified team (4 techs)	Limited brand awareness	DFW fleet growth (5.3% CAGR)	Economic downturn reducing repairs
24-mo warranty	6-bay capacity limit	Online booking adoption (61% users)	AAMCO expansion (2 new FW locations)
55% gross margin	Owner-dependent sales	EV transmission servicing (emerging)	Parts supply chain disruption

$179 fluid flush promo	No 24/7 service	Pre-purchase inspection contracts	Regulatory changes (EPA fluid rules)

SECTION 5: PRODUCTS & SERVICES

Core service: Transmission rebuild using OEM-grade parts (Victor Reinz gaskets, Castrol fluid) in climate-controlled lab. Process: 2-hour diagnosis ($129 scan waived with repair), digital estimate within 4 hours, rebuild with 12 quality checkpoints, 24-month warranty documentation. Fleet service includes GPS-tracked shuttle and monthly maintenance reports.

Pricing set 10-15% below AAMCO: Domestic rebuild $2,200 (vs. AAMCO $2,500), import $2,800 (vs. $3,200), fluid flush $179 (vs. $199). Achieves 55% gross margin vs. industry 50% through in-house remanufacturing (parts cost 32% vs. 38% for competitors using external rebuilders).

Tier	Price	Features	Target Customer	Rev %	Gross Margin
Domestic Rebuild	$2,200	Complete rebuild, 24-mo warranty	Truck owners	38%	52%
Import Rebuild	$2,800	Asian/Euro specific calibration	Import owners	24%	58%
Transmission Flush	$179	Fluid + filter, diagnostic scan	Preventive care	16%	65%
Fleet Contract	$3,500/mo	10 vehicles, priority scheduling	Fleet operators	22%	48%

Metric	Value	Calculation/Notes
Price per job	$567	($2,200 x 38% + $2,800 x 24% + $179 x 16% + $350 x 22%)
COGS per job	$255	Parts $180 + Labor $75 (1.5 hrs x $50/hr)
Gross Profit/job	$312	$567 - $255
Gross Margin	55%	$312 / $567
CAC	$58.60	$36,000 annual marketing / 614 customers

LTV	$1,701	$567 x 3.0 (avg. visits) / 10% churn
LTV:CAC	29.0x	$1,701 / $58.60
Payback Period	0.8 months	$58.60 CAC / ($312 GP x 25% monthly retention)

SECTION 6: MARKETING & SALES

Primary channel: Google Local Service Ads ($2,500/month) targeting "transmission repair Fort Worth" (1,200 monthly searches, $8.20 CPC). Secondary: Direct mail to 10,000 households quarterly ($0.22/lead) in high-vehicle-age ZIPs (76107 avg. vehicle age 13.2 years). Expected 145 leads/month from digital at $58.60 CAC (3.2% CTR, 4.1% conversion).

Sales cycle: 1) Lead -> 2) Free diagnosis ($99 waived with repair) -> 3) Digital estimate approval (72% conversion) -> 4) Repair -> 5) Post-service review request. Average cycle: 3.2 days. 65% of repairs approved same-day after diagnosis.

Retention: 12-month service reminders (37% redemption), loyalty card (10th service free), free shuttle (first 2 hours). Target 8.5% annual churn (vs. industry 12%) through 4.8+ Google rating (automated SMS review requests).

Channel	Monthly Budget	CAC		L Conv. Rate	Cust/Mo	ROI	
Google LSA	$2,500	$48.50		524.1%	21	5.4x	
Google Ads	$3,000	$63.80		47	4.1%	19	4.9x
Direct Mail	$833	$22.00		38	5.3%	2	14.1x
Referrals	$0	$0		29	100%	29	N/A
Total	$6,333	$58.60		166	37%	71	8.2x

Month	Google Ads	Social Media	Content/SEO	Direct Mail	Total	Leads	Cust
1	$3,000	$500	$0	$833	$4,333	112	41
2	$3,000	$500	$500	$833	$4,833	125	46
3	$3,000	$500	$1,000	$833	$5,333	138	51
4	$3,000	$500	$1,500	$833	$5,833	151	56
5	$3,000	$500	$2,000	$833	$6,333	164	61
6	$3,000	$500	$2,500	$833	$6,833	177	66
7	$3,000	$500	$3,000	$833	$7,333	190	71
8	$3,000	$500	$3,000	$833	$7,333	190	71
9	$3,000	$500	$3,000	$833	$7,333	190	71
10	$3,000	$500	$3,000	$833	$7,333	190	71
11	$3,000	$500	$3,000	$833	$7,333	190	71
12	$3,000	$500	$3,000	$833	$7,333	190	71

SECTION 7: OPERATIONS

Daily workflow: 7:30 AM check-in -> 30-min diagnostic scan -> digital estimate by 10 AM -> repair (4-8 hours) -> quality control (pressure test, road test) -> pickup. Capacity: 6 bays x 8 hours x 22 days = 1,056 jobs/year. Peak throughput: 75 jobs/month (Month 12). Parts inventory maintained at $60,000 (90-day supply for top 20 SKUs).

Key vendors: TransTec (remanufactured transmissions, $1,100/unit, net 30), NAPA (fluids/filters, $12,000/month, 2% discount for prompt payment). Technology: ShopWare Pro ($150/month) for scheduling, Snap-on Zeus ($38,000 one-time) for diagnostics.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
TransTec	Rebuilt transmissions	$9,200	Net 30, 5% discount >$10K/mo	Certified Transmission
NAPA Auto Parts	Fluids, filters, gaskets	$12,000	Net 15, 2% discount	RockAuto
Clean Earth	Hazardous waste disposal	$350	Annual contract	Saf-T-Hazard
ShopWare Pro	Shop management software	$150	Month-to-month	Shopmonkey

Tool	Purpose	Monthly Cost	Users	Alternatives
Snap-on Zeus	Transmission diagnostics	$317	4	Autel MaxiSys
ShopWare Pro	Scheduling, CRM, invoicing	$150	6	Shopmonkey
QuickBooks Online	Accounting	$30	2	Xero
Mailchimp	Email marketing	$50	1	Constant Contact

SECTION 8: MANAGEMENT TEAM

7-person team: CEO ($95,000 salary), COO ($85,000), 4 technicians ($28-$38/hour + $500/job bonus), service advisor ($45,000). Payroll totals $185,000 Year 1 (including 15% payroll taxes, $12,000 health insurance). No advisory board; leverage SBA mentor network.

Month	Role	Salary	Priority	Source	Onboarding
Jan	CEO	$95,000	Critical	Founder	Immediate
Jan	COO	$85,000	Critical	Founder	Immediate
Feb	Lead Technician	$72,000	Critical	Robert Hayes	30 days
Feb	Receptionist	$36,000	High	Craigslist	14 days
Mar	Technician 2	$65,000	High	ASE job board	30 days
Apr	Technician 3	$65,000	Medium	ASE job board	30 days
May	Service Advisor	$45,000	Medium	Internal promotion	60 days
Jun	Technician 4	$65,000	Low	ASE job board	30 days

SECTION 9: FINANCIAL PLAN

Key assumptions: 35 jobs Month 1 (50% fleet), growing to 75 jobs Month 12. Average revenue per job: $567. Monthly churn: 0.7%. COGS: 45% of revenue. Marketing: $6,333/month stabilizing Month 5. Payroll: $15,417/month at full staffing (Month 6).

Revenue model: 62% rebuilds ($2,200-$2,800), 22% fleet contracts ($3,500/vehicle/month), 16% maintenance ($179). Growth drivers: Digital marketing scaling to 71 customers/month by Month 5, fleet contracts adding 5 vehicles/quarter.

Cost structure: 65% fixed costs (rent, payroll, loan), 35% variable (parts, marketing). Fixed costs scale at 3% annually; variable costs scale with job volume. Gross margin expands from 52% Year 1 to 55% Year 3 through parts cost negotiation.

Funding: $425,000 total. $175,000 equity (41%), $250,000 SBA loan (59%). Funds 14 months runway. Milestones: Month 3 - 50 jobs, Month 6 - break-even, Month 12 - $56,700 monthly revenue.

Category	Ite	C	Notes	
Legal/Formation	LLC filing, operating agreement	$2,500	Texas SOS fee $300	
Licenses/Permits	TDLR, EPA, city business license	$1,800	Annual renewal $600	
Equipment	4-post lifts (x4)	$60,000	$15,000 each	
Equipment	Snap-on Zeus diagnostic		$38,000	Financec over 3 years
Equipment	Transmission rebuild tools		$12,000	Calibrate torque wrenche
Technology	ShopWare Pro setup		$8,500	Impleme + training

Technology	Website development	$6,500	Booking integratio
Initial Inventory	Transmission parts (TransTec)	$48,000	Top 20 SKUs
Initial Inventory	Fluids/filters (NAPA)	$12,000	90-day supply
Marketing Launch	Google Ads, direct mail	$25,000	3 months runway
Working Capital	6 months operating expenses	$70,000	Based on $11,667/ OpEx
Insurance	General liability, garage keepers	$8,400	Annual premium
Professional Fees	Accounting setup	$3,500	SBA loan packagin
Facility Setup	Buildout (electrical, HVAC)	$125,000	Landlord contribut $25,000
Contingency	10% buffer	$42,500	Actual continge used: $31,800
Total		$425,000	

Category	Ty	M C	Annual Cost	Notes

Rent		Fix$4,$50,000			4,200 sq. ft. @ $12.86/sq. ft.
Payroll		Fix$15,$185,000			Incl. 15% taxes/benefits
Loan Payment		Fix$2,$35,760			SBA 7(a) $250k @ 7.5% 10yr
Insurance		Fix$70$8,400			General liability $400, garage keepers $300
Software		Fix$23$2,760			ShopWare $150, QuickBooks $30, Mailchimp $50
Utilities		Fixed	$600		$7,200Electricity $450, water $150
Marketing		Va$6,$38,000			Stabilizes Month 5
Parts Restocking		Va$25,$306,000			45% of revenue
Professional Services		Fix$50$6,000			Accounting, legal
Supplies		Va$1,$12,000			Shop consumables
Waste Disposal		Fix$35$4,200			Clean Earth contract
Miscellaneous		Va$83$10,000			Training, travel

Fixed Total			$22,[illegible] $270,360		
Variable Total			$33,[illegible] $404,000		
Combined Total			$56,[illegible] $674,360		

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1
Revenue	$19,845	$23,814	$27,783	$31,752	$35,721	$39,690	$43,659	$43,659	$43,659	$43,659	$43,659	$43,659	$428,400
COGS	$9,923	$11,907	$13,892	$15,876	$17,861	$19,845	$21,830	$21,830	$21,830	$21,830	$21,830	$21,830	$214,200
Gross Profit	$9,922	$11,907	$13,891	$15,876	$17,860	$19,845	$21,829	$21,829	$21,829	$21,829	$21,829	$21,829	$214,200
Marketing	$4,333	$4,833	$5,333	$5,833	$6,333	$6,833	$7,333	$7,333	$7,333	$7,333	$7,333	$7,333	$76,000
Salaries	$8,333	$11,250	$14,167	$15,417	$15,417	$15,417	$15,417	$15,417	$15,417	$15,417	$15,417	$15,417	$169,583
Rent	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500	$4,500	$54,000
Software	$150	$150	$150	$230	$230	$230	$230	$230	$230	$230	$230	$230	$2,760
Insurance	$700	$700	$700	$700	$700	$700	$700	$700	$700	$700	$700	$700	$8,400
Other OpEx	$5,000	$5,500	$6,000	$6,500	$6,500	$6,500	$6,500	$6,500	$6,500	$6,500	$6,500	$6,500	$72,500
Total OpEx	$23,016	$26,933	$30,850	$33,180	$33,680	$34,180	$34,680	$34,680	$34,680	$34,680	$34,680	$34,680	$393,243
EBITDA	-$13,094	-$15,026	-$16,959	-$17,304	-$15,820	-$14,335	-$12,851	-$12,851	-$12,851	-$12,851	-$12,851	-$12,851	-$179,043
Depreciation	$1,042	$1,042	$1,042	$1,042	$1,042	$1,042	$1,042	$1,042	$1,042	$1,042	$1,042	$1,042	$12,500
EBIT	-$14,136	-$16,068	-$18,001	-$18,346	-$16,862	-$15,377	-$13,893	-$13,893	-$13,893	-$13,893	-$13,893	-$13,893	-$191,543
Interest	$1,563	$1,552	$1,540	$1,529	$1,517	$1,505	$1,493	$1,481	$1,469	$1,457	$1,445	$1,433	$18,000
Taxes	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net Income	-$15,699	-$17,620	-$19,541	-$19,875	-$18,379	-$16,882	-$15,386	-$15,374	-$15,362	-$15,350	-$15,338	-$15,326	-$191,543

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	$250,000	$234,301	$216,681	$197,140	$177,265	$158,886	$141,998	$126,612	$111,238	$95,876	$80,526	$65,188
Cash In	$19,845	$23,814	$27,783	$31,752	$35,721	$39,690	$43,659	$43,659	$43,659	$43,659	$43,659	$43,659
Total Cash In	$19,845	$23,814	$27,783	$31,752	$35,721	$39,690	$43,659	$43,659	$43,659	$43,659	$43,659	$43,659

Cash Out	$35,544	$41,434	$47,324	$51,627	$54,096	$56,572	$59,048	$59,036	$59,024	$59,012	$59,000	$58,988
Total Cash Out	$35,544	$41,434	$47,324	$51,627	$54,096	$56,572	$59,048	$59,036	$59,024	$59,012	$59,000	$58,988
Net Cash Flow	-$15,699	-$17,620	-$19,541	-$19,875	-$18,375	-$16,882	-$15,389	-$15,377	-$15,365	-$15,353	-$15,341	-$15,329
Ending Cash	$234,301	$216,681	$197,140	$177,265	$158,886	$141,998	$126,612	$111,238	$95,876	$80,526	$65,188	$49,859

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	$428,400	$189,000	$207,900	$226,800	$245,700	$264,600	$283,500	$302,400	$321,300	$1,171,800
COGS	$214,200	$94,500	$103,950	$113,400	$122,850	$132,300	$141,750	$151,200	$160,650	$585,900
Gross Profit	$214,200	$94,500	$103,950	$113,400	$122,850	$132,300	$141,750	$151,200	$160,650	$585,900
OpEx	$393,243	$95,000	$97,850	$100,700	$103,550	$106,400	$109,250	$112,100	$114,950	$442,700
EBITDA	-$179,043	-$500	$6,100	$12,700	$19,300	$25,900	$32,500	$39,100	$45,700	$143,200
Net Income	-$191,543	-$13,000	$1,100	$7,700	$14,300	$20,900	$27,500	$34,100	$40,700	$137,500
Ending Cash	$49,859	$36,859	$38,059	$45,759	$60,059	$80,959	$108,459	$142,559	$183,259	$183,259

Metric	Value	Calculation
Monthly Fixed Costs	$22,527	Rent $4,500 + Payroll $15,417 + Loan $2,980 + Insurance $700 + Software $230 + Utilities $600 + Prof. Services $500 + Waste $350
Variable Cost per Job	$255	Parts $180 + Labor $75
Price per Job	$567	Average revenue per job
Contribution Margin per Job	$312	$567 - $255
Contribution Margin %	55%	$312 / $567
Break-Even Units per Month	72	$22,527 / $312

Break-Even Revenue per Month	$40,824	72 jobs x $567
Expected Break-Even Month	Month 12	75 jobs achieved Month 12
Safety Margin	4%	(75-72)/75

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	50.0%	52.0%	50.0%	48-52%
Operating Margin %	-46.0%	-3.0%	12.5%	5-10%
Net Profit Margin %	-44.7%	0.1%	11.7%	5-8%
Current Ratio	1.2	1.8	2.5	1.5
Quick Ratio	0.9	1.5	2.1	1.0
CAC Payback Period	N/A	1.2 months	0.9 months	3-6 months
LTV:CAC Ratio	29.0x	32.0x	35.0x	3:1
Monthly Burn Rate	$15,962	$0	N/A	N/A
Runway	14 months	N/A	N/A	N/A

SECTION 10: RISK ANALYSIS

Top risks: 1) Technician turnover (probability 4/5, impact $45,000 loss/year based on $15k replacement cost x 3 turnover); 2) Parts supply chain disruption (probability 3/5, impact 15% revenue loss for 30 days); 3) Economic downturn reducing repairs (probability 3/5, impact 20% revenue decline); 4) AAMCO expansion (probability 2/5, impact 5% market share loss).

Mitigation: 1) $38/hr top technician wage + $500/job bonus (vs. market $32/hr); 2) 90-day inventory buffer + 3 supplier relationships; 3) Payment plans via Affirm (18-month terms at 0% APR); 4) Digital loyalty program targeting 40% repeat rate.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Tech turnover	4	4	16	$38/hr wage + $500/job bonus	Cross-train service advisor	COO
Parts shortage	3	4	12	90-day inventory + 3 suppliers	Source remanufactured units	CEO
Economic downturn	3	3	9	Affirm payment plans	Shift to preventive maintenance	CEO
Competitor expansion	2	3	6	Loyalty program + referral $50	Price match guarantee	COO
Regulatory non-compliance	2	5	10	Monthly EPA log audits	Emergency waste hauler contract	Lead Tech
Cybersecurity breach	1	4	4	PCI compliance + SSL encryption	Offline repair tracking	CEO
Loan default	1	5	5	Maintain $50k cash reserve	Equity infusion	CEO
Reputation damage	3	3	9	Automated review requests	PR response protocol	COO

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: Facility buildout completion (45 days), ASE certification (30 days), ShopWare Pro integration (14 days). Dependencies: Equipment delivery before technician hiring; marketing launch 14 days pre-opening. Key Year 1 priorities: Achieve 72 jobs/month by Month 12, maintain <0.7% monthly churn, hit $40,824 monthly revenue break-even.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Facility buildout	Electrical, HVAC, lifts installed	$125,000 capital	Inspection passed	CEO
2	Equipment installation	Snap-on Zeus operational	$110,000 capital	Diagnostic accuracy 98%	Lead Tech
3	Grand opening	35 jobs completed	$25,000 marketing	50% fleet jobs	COO
4	ShopWare Pro launch	CRM fully integrated	$15,000 software	Online booking 30%	COO
5	Marketing optimization	CAC < $60	$6,333 monthly budget	71 customers/month	COO
6	Break-even planning	647 jobs cumulative	Full staffing	72 jobs/month	CEO
7	Fleet program launch	5 fleet contracts	Shuttle vehicle	$17,500 monthly revenue	COO
8	Process refinement	Repair time < 6 hours	Staff training	85% same-day completion	Lead Tech
9	Warranty compliance	97% 12-month compliance	Quality checklist	4.8 Google rating	Lead Tech
10	Inventory optimization	Parts cost 32% of revenue	Negotiated TransTec terms	$1,100/unit cost	CEO
11	Staff bonus implementation	Technician retention 90%	$500/job bonus fund	0 turnover	COO
12	Year 1 review	$428,400 revenue	Financial close	$49,859 cash balance	CEO

SECTION 12: APPENDIX

Supporting documents: SBA loan commitment letter, facility lease agreement, TransTec supplier contract, ASE certification records, ShopWare Pro quote. All financial assumptions documented with Cox Automotive, IBISWorld, and Texas TDLR sources. Full market research data available upon request.