Window tinting business Market Entry: A Sample Business Plan Template

Title Page

SunShield Tinting Solutions, LLC (Texas LLC, founded March 1, 2024). Marcus Rivera (ex-Austin Shine Auto Detailing owner, sold for $420,000 in 2022) provides mobile window tinting to Austin homeowners and auto owners at $199-$429 per vehicle and $45-$95 per residential window, targeting $320,000 Year 1 revenue with 65% gross margin. Document dated October 26, 2023.

Section 1: Executive Summary

Central Texas homeowners lose $1,200 annually on cooling costs due to unshaded windows (Texas Energy Office 2023), while 28% of Austin auto owners report interior damage from UV exposure (IBISWorld 2023). SunShield solves this with mobile installation of ceramic window films rejecting 60%+ heat at $199-$429 per vehicle and $45-$95 per residential window. Our mobile model achieves 65% gross margin by eliminating storefront costs and using certified technicians (99.2% first-time quality pass rate).

We target homeowners earning $75K+ and auto owners within 15 miles of Austin city center. Year 1 revenue: $320,000 from 410 jobs (287 auto, 103 residential, 20 commercial) at $780 average ticket. Fixed costs: $10,667/month. Break-even at $16,410 monthly revenue (21 jobs) achieved Month 10. Net margin grows from 10% Year 1 to 22.4% Year 3.

We seek $150,000: $100,000 SBA 7(a) loan (7.5% interest, 10-year term), $50,000 owner equity. Funds allocated to $48,000 van (32%), $12,000 inventory (8%), $36,000 marketing (24%), and $54,000 operations (36%). This enables 410 Year 1 jobs, $32,000 net profit, and expansion to San Antonio by Q4 2025.

Section 2: Company Overview

SunShield operates as Texas LLC for liability protection and pass-through taxation. Austin location chosen for 979,000 metro population, 224 sunny days/year, and 12% YoY solar film demand growth (Texas Energy Office 2023). 100% owned by Marcus Rivera with no external equity.

Marcus Rivera (CEO) sold Austin Shine Auto Detailing in 2022 with $285,000 annual revenue and 22% net margin. Jessica Tran (Marketing Contractor) generated 1,200 leads/month at $42 CAC for Austin Roofing Co. in 2023. Carlos Mendez (Installer) maintained 98% customer satisfaction at Tint World Austin.

Date	Milestone	Status	Next Steps
Mar 1, 2024	LLC formation & TDLR licensing	Complete	N/A
Mar 15, 2024	Vehicles branded & equipped	Complete	N/A
Apr 1, 2024	3M/Llumar certification	Complete	N/A
Apr 15, 2024	First revenue-generating job	Complete	Scale to 15 jobs/week by Jun
Oct 2024	Break-even point	Projected	Secure 2 property management contracts
Q1 2025	Hire second installer	Projected	Train on commercial installations
Q4 2025	Expand to San Antonio	Projected	Negotiate warehouse lease
Q2 2026	Reach $70,000 monthly revenue	Projected	Evaluate Houston entry

Section 3: Market Analysis

TAM: $3.2 billion U.S. window film market (Grand View Research 2024). SAM: $210 million Texas residential/automotive segment (IBISWorld 2023). SOM: $2.8 million Austin metro (0.8% capture by Year 3). Calculation: 979,000 metro population x 1.2 households = 1.17M homes. 15% target penetration (175,500 homes) x 1.6% annual adoption rate (Texas Energy Office) = 2,808 homes. $1,000 avg residential job = $2.8 million.

Primary customers: Homeowners aged 35-65 earning $75K+ (42% of Austin households). Budget: $300-$1,500 per home. Auto customers: Luxury vehicle owners (28% of Austin registrations) spending $199-$429. Commercial: Property managers controlling 120,000 Austin rental units, budgeting $1,200-$5,000 per building.

Trends: 1) Solar film demand up 12% YoY in Texas due to energy costs; 2) 68% of new Texas homes include window film (Texas Energy Office 2023); 3) EV sales up 35% in Austin driving ceramic film demand (Austin EV Association); 4) Privacy concerns increasing residential frosted film adoption by 9% annually.

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Automotive	$126M	8.2%	0.6%	Mobile convenience captures budget-conscious luxury owners
Residential	$73.5M	9.1%	1.1%	Energy savings focus in 75K+ income homes
Commercial	$10.5M	6.5%	0.3%	Limited Year 1 sales capacity
DIY Kits	$42M	-3.0%	0.0%	Not targeted; low margin

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
Automotive	$1.8B	$126M	$756K	U.S. auto tint market x Texas population share (7%) x Austin capture (0.6%)
Residential	$1.1B	$73.5M	$808K	U.S. residential film x Texas housing units (10.2M) / U.S. (140M) x Austin capture (1.1%)
Commercial	$300M	$10.5M	$31.5K	U.S. commercial film x Texas commercial sq. ft. (12B) / U.S. (90B) x Austin capture (0.3%)

Total	$3.2B	$210M	$1.6M	Sum of segments

Section 4: Competitive Analysis

Direct competitors: Tint World Austin ($450K revenue, 5 locations), Austin Tint & Sound ($380K revenue, 4.3/5 rating), Solar Control ($290K revenue, commercial focus). Tint World dominates search visibility but has 22% negative reviews citing "rushed installations" (Google 2024). Austin Tint & Sound averages 3.1 jobs/day with $1,100 monthly Google Ads spend.

Competitive advantages: 1) Mobile model reduces overhead 35% vs storefronts (verified via Tint World franchise docs); 2) 10-year warranty vs 5-year standard (backed by 3M/Llumar); 3) 99% UV block ceramic film at $349 vs competitors' $299 standard film (40% less heat rejection); 4) 2-hour service window vs industry 24-hour average (measured via mystery shopping).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Tint World	$450K	$199-$499	Brand recognition	22% negative reviews for quality	Mobile service; 10-year warranty
Austin Tint & Sound	$380K	$229-$479	4.3/5 Google rating	Limited residential focus	Residential energy savings reporting
Solar Control	$290K	$279-$599	Commercial expertise	No mobile service	On-site commercial installations
DIY Kits	N/A	$50-$200	Low cost	57% failure rate (Consumer Reports)	Professional installation guarantee
Auto Detailers	N/A	$149-$299	Existing customer base	No film certification	3M/Llumar certification

Strengths	Weaknesses	Opportunities	Threats
Mobile cost structure (35% lower overhead)	Limited brand awareness (0% unaided recall)	EV adoption (35% Austin growth)	Tint World expansion (2 new Austin stores by 2025)
10-year manufacturer warranty	Single technician capacity (3 jobs/day max)	Property manager contracts (120,000 units)	Economic downturn reducing discretionary spend

99.2% quality pass rate	No storefront for walk-ins	Energy rebate programs (up to $500/home)	Texas VLT regulation changes (25% front window limit)
Founder's industry network	Dependent on 2 suppliers (3M/Llumar)	Commercial building codes requiring solar film	Supply chain delays (avg 14 days for films)

Section 5: Products & Services

We install 3M Crystalline (automotive), Llumar Air 80 (residential solar), and Huper Optik Ceramic (luxury vehicles). Each job includes surface prep, precision cutting, heat application, and post-install UV meter verification. Residential jobs include energy savings report showing 23-34% cooling cost reduction (validated by Texas Energy Office calculator).

Pricing set 10% above budget shops ($199 vs $181 avg) and 10% below boutiques ($349 vs $388 avg) based on 2024 Austin price survey of 12 competitors. Premium pricing justified by 60%+ heat rejection (vs 40% industry standard) and 10-year warranty. Gross margin maintained at 65% via 35% material/labor costs.

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Auto Standard	$199	Dyed film, 5-year warranty	Budget auto owners	35%	68%
Auto Premium	$349	Ceramic film, 60% heat rejection	Luxury/EV owners	21%	63%
Residential Basic	$45-$95/window	Solar control film	Homeowners	25%	67%
Residential Full	$329-$799+	Energy savings report	Energy-conscious homeowners	9%	65%
Commercial	$1,200-$5,000	Volume discounts	Property managers	10%	62%

Metric	Value	Calculation/Notes
Price per unit	$780	($180k auto + $110k res + $30k comm) / 410 jobs
COGS per unit	$273	$112k COGS / 410 jobs (35% of revenue)
Gross Profit per unit	$507	$780 - $273
Gross Margin %	65%	$507 / $780

CAC	$86.60	$36k marketing / 415 customers (includes referrals)
LTV	$1,170	$780 avg ticket x 1.5x (15% repeat rate)
LTV:CAC	13.5x	$1,170 / $86.60
Payback Period	1.1 months	CAC / (Gross Profit per unit x monthly repeat rate)

Section 6: Marketing & Sales

Primary channel: Google Ads targeting "car tinting Austin" (1,900 searches/month, $4.20 CPC). Secondary: Facebook ads targeting homeowners with $100k+ homes (28% Austin penetration). Tertiary: Referral program ($50 credit) generating 37% of jobs. CAC target: $86.60 based on $36k annual marketing spend / 415 customers.

Sales cycle: 1) Lead (5 min response via chat), 2) Quote (95% conversion rate), 3) Booking (78% conversion), 4) Installation (99% completion rate), 5) Follow-up (82% referral ask acceptance). Average cycle: 2.1 days. 35% lead-to-customer conversion rate based on 2024 pilot data.

Retention: 10-year warranty registration (92% completion), "Renew & Save" at 8 years (15% discount), free UV readings every 24 months. Target churn: 4.2% monthly (vs industry 7-10%). Expansion revenue: $150 average from film upgrades.

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	$2,500	$60.00	42	35%	14.7	7.5x
Facebook/Instagram	$500	$45.00	11	35%	3.9	11.3x
Yelp/Angi	$800	$105.00	8	30%	2.4	3.8x
Referrals	$0	$0	15	90%	13.5	N/A
Total	$3,800	$86.60	76	35%	34.5	6.2x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	$2,500	$500	$0	$0	$0	$3,000	58	20
2	$2,500	$500	$0	$0	$0	$3,000	58	20
3	$2,500	$500	$0	$0	$0	$3,000	58	20
4	$2,500	$500	$300	$0	$0	$3,300	63	22
5	$2,500	$500	$300	$0	$0	$3,300	63	22
6	$2,500	$500	$300	$0	$0	$3,300	63	22
7	$2,500	$500	$300	$200	$0	$3,500	65	23
8	$2,500	$500	$300	$200	$0	$3,500	65	23
9	$2,500	$500	$300	$200	$0	$3,500	65	23
10	$2,500	$500	$300	$200	$100	$3,600	66	23
11	$2,500	$500	$300	$200	$100	$3,600	66	23
12	$2,500	$500	$300	$200	$100	$3,600	66	23
Total	$30,000	$6,000	$3,300	$1,800	$500	$41,600	760	266

Section 7: Operations

Daily workflow: 1) 7:30 AM van prep (inventory check), 2) 8:00 AM first job (90 min auto or 3-hour residential), 3) 12:00 PM second job, 4) 4:00 PM CRM updates. Capacity: 2.5 jobs/day (650/year). Van equipped with climate-controlled film storage (60-75°F), mobile UV meter, and digital caliper. Quality control: Post-install photo verification and 24-hour follow-up survey.

Primary film supplier: 3M (St. Paul, MN) with 30-day payment terms. Secondary: Llumar (Kingsport, TN). Tools sourced from Austin Hardware Co. Technology stack: HubSpot ($50/user/month), Acuity ($29/month), QuickBooks ($30/month).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
3M	Automotive films	$1,000	Net 30	Llumar
Llumar	Residential films	$800	Net 30	Gila
Austin Hardware Co.	Tools/supplies	$350	Pay on delivery	Online retailers
HubSpot	CRM	$50	Month-to-month	Zendesk
Acuity	Scheduling	$29	Month-to-month	Calendly

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
HubSpot	Lead tracking, email	$50	2	Salesforce ($75/user)
Acuity	Booking, reminders	$29	1	Calendly (free tier)
QuickBooks	Accounting	$30	1	Xero ($29)
Square POS	Payments	$29	1	Stripe ($0)
Google Workspace	Email, docs	$12	3	Microsoft 365 ($6)

Section 8: Management Team

Structure: CEO (full-time), part-time installer, contract marketing manager. Salaries: CEO $60,000 (Year 1), installer $42,000 (pro-rated), marketing $3,000/month. Compensation philosophy: 10% below market for Year 1 with profit-sharing at $50k+ net income.

Advisory board: David Chen (ex-CFO of AutoNation Texas, 20 years industry experience), Maria Lopez (Austin real estate broker, 150+ annual referrals). Compensation: 0.5% equity vesting over 4 years.

Month	Role	Salary	Priority	Source	Onboarding Time
1	CEO	$5,000	Critical	Founder	N/A
1	Marketing Contractor	$3,000	Critical	Referral	1 week
3	Installer (PT)	$3,500	High	Craigslist	2 weeks
10	Installer (FT)	$5,000	Medium	Indeed	3 weeks
12	Admin Assistant	$3,200	Low	Upwork	1 week

Section 9: Financial Plan

Key assumptions: 15 new customers/month Year 1 (growing to 25/month Year 3), $780 average revenue per job, 35% COGS, 4.2% monthly churn. Marketing spend: $3,000-$3,600/month. Labor: $4,000-$5,000/month. Break-even at 21 jobs/month ($16,410 revenue).

Revenue generated via job pricing tiers with 65% gross margin. Growth drivers: 1) Google Ads scaling to 65 leads/month by Month 12, 2) Commercial contracts (target 2 by Q4 2024), 3) Referral program (37% of jobs). Revenue mix shifts to commercial (21% Year 3 vs 9% Year 1).

Cost structure: 35% COGS (materials 25%, labor 10%), 55% OpEx (marketing 31%, labor 28%, other 44%). Fixed costs: $10,667/month (rent, insurance, software). Variable costs: 35% of revenue. OpEx grows 12% Year 2, 8% Year 3 as revenue scales.

Funding: $150,000 for $89,500 startup costs + $60,500 working capital. Runway: 10 months. Milestones: Break-even Month 10, 410 jobs Year 1, $580k Year 2 revenue.

Category	Item	Cost	Notes
Legal/Formation	Texas LLC filing	$300	State fee
Licenses/Permits	TDLR license	$1,200	2-year term
Equipment	Sprinter van (used)	**$48,000**	Financed via SBA loan
Equipment	Installation tools	$8,500	Heat guns, squeege
Initial Inventory	Film stock (3M/Llumar)	**$12,000**	30-day supply
Marketing Launch	Google Ads deposit	$5,000	Prepaid

Marketing Launch	Vehicle branding	$10,000	Magnetic signs
Working Capital	6 months OpEx	**$60,500**	$10,083 x 6
Insurance	General liability ($2M)	$4,800	Annual premium
Insurance	Commercial auto	$2,400	Annual premium
Professional Fees	Accounting setup	$1,500	QuickBo configura
Website Development	Custom site + CRM	$2,800	WordPre + HubSpot
Branding/Design	Logo, templates	$1,200	Contract designer
Training	3M certification	$1,500	Per technicia
Contingency (10%)	Unplanned costs	$8,500	Of hard costs
TOTAL		**$150,000**	

Category	Type	Monthly Cost	Annual Cost	Notes
Salaries/Payroll	Fixed	$4,000	$48,000	CEO + PT installer

Benefits	Fixed	$400	$4,800	10% of payroll
Marketing	Fixed	$3,000	$36,000	Google/F ads
Insurance	Fixed	$600	$7,200	Liability + auto
Software	Fixed	$150	$1,800	HubSpot, Acuity, QB
Vehicle & Fuel	Variable	$1,000	$12,000	$0.50/mil @ 2,000 miles
Supplies & Maintenance	Variable	$667	$8,000	Cleaning tools, van upkeep
Loan Payment	Fixed	$933	$11,200	SBA 7(a) principal + interest
Admin & Legal	Fixed	$417	$5,000	Accountin contracts
Professional Services	Fixed	$250	$3,000	Marketing contracto
COGS Materials	Variable	$2,833	$34,000	25% of $11,333 avg revenue
COGS Labor	Variable	$1,133	$13,600	10% of $11,333 avg revenue
Fixed Total		**$9,500**	**$114,000**	
Variable Total		**$5,633**	**$67,600**	

Combined Total		**$15,133**	**$181,600**	

Line Item	**M1**	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**	**Year 1 Total**
Revenue	$12,000	$13,500	$15,000	$18,000	$21,000	$24,000	$27,000	$29,000	$31,000	$33,000	$34,000	$35,000	$282,500
COGS	$4,200	$4,725	$5,250	$6,300	$7,350	$8,400	$9,450	$10,150	$10,850	$11,550	$11,900	$12,250	$98,875
Gross Profit	$7,800	$8,775	$9,750	$11,700	$13,650	$15,600	$17,550	$18,850	$20,150	$21,450	$22,100	$22,750	$183,625
Marketing	$3,000	$3,000	$3,000	$3,300	$3,300	$3,300	$3,500	$3,500	$3,500	$3,600	$3,600	$3,600	$40,700
Salaries	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$48,000
Rent	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Software	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$1,800
Insurance	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$7,200
Other OpEx	$3,150	$3,025	$2,900	$2,950	$2,950	$2,950	$2,750	$2,750	$2,750	$2,650	$2,650	$2,650	$34,200
Total OpEx	$10,900	$10,775	$10,650	$10,950	$10,950	$10,950	$10,950	$10,950	$10,950	$10,950	$10,950	$10,950	$131,900
EBITDA	-$3,100	-$2,000	-$900	$750	$2,700	$4,650	$6,600	$7,900	$9,200	$10,500	$11,150	$11,800	$51,725
Depreciation	$800	$800	$800	$800	$800	$800	$800	$800	$800	$800	$800	$800	$9,600
EBIT	-$3,900	-$2,800	-$1,700	-$50	$1,900	$3,850	$5,800	$7,100	$8,400	$9,700	$10,350	$11,000	$42,125
Interest	$625	$625	$625	$625	$625	$625	$625	$625	$625	$625	$625	$625	$7,500
Taxes (25%)	$0	$0	$0	$0	$319	$806	$1,294	$1,619	$1,944	$2,269	$2,422	$2,578	$13,250
Net Income	-$4,525	-$3,425	-$2,325	-$1,175	$956	$2,419	$3,881	$4,856	$5,831	$6,806	$7,303	$7,797	$31,375

Line Item	**M1**	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**
Beginning Cash	$60,500	$55,975	$52,550	$50,225	$49,050	$49,994	$52,393	$56,254	$61,090	$66,901	$73,687	$80,970
Cash In (Revenue)	$12,000	$13,500	$15,000	$18,000	$21,000	$24,000	$27,000	$29,000	$31,000	$33,000	$34,000	$35,000
Cash In (Funding)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash In	$12,000	$13,500	$15,000	$18,000	$21,000	$24,000	$27,000	$29,000	$31,000	$33,000	$34,000	$35,000

Cash Out (COGS)	$4,200	$4,725	$5,250	$6,300	$7,350	$8,400	$9,450	$10,150	$10,850	$11,550	$11,900	$12,250
Cash Out (OpEx)	$10,900	$10,775	$10,650	$10,950	$10,950	$10,950	$10,950	$10,950	$10,950	$10,950	$10,950	$10,950
Cash Out (CapEx)	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Cash Out (Debt)	$933	$933	$933	$933	$933	$933	$933	$933	$933	$933	$933	$933
Cash Out (Taxes)	$0	$0	$0	$0	$319	$806	$1,294	$1,619	$1,944	$2,269	$2,422	$2,578
Total Cash Out	$16,033	$16,433	$16,833	$18,183	$19,552	$21,089	$22,627	$23,652	$24,677	$25,702	$26,205	$26,711
Net Cash Flow	-$4,033	-$2,933	-$1,833	-$183	$1,448	$2,911	$4,373	$5,348	$6,323	$7,298	$7,795	$8,289
Ending Cash	$55,975	$52,550	$50,225	$49,050	$49,994	$52,393	$56,254	$61,090	$66,901	$73,687	$80,970	$88,759

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	$282,500	$125,000	$145,000	$155,000	$155,000	$195,000	$215,000	$220,000	$220,000	$850,000
COGS	$98,875	$43,750	$50,750	$54,250	$54,250	$68,250	$75,250	$77,000	$77,000	$297,500
Gross Profit	$183,625	$81,250	$94,250	$100,750	$100,750	$126,750	$139,750	$143,000	$143,000	$552,500
OpEx	$131,900	$65,000	$68,000	$70,000	$70,000	$85,000	$88,000	$90,000	$90,000	$362,500
EBITDA	$51,725	$16,250	$26,250	$30,750	$30,750	$41,750	$51,750	$53,000	$53,000	$190,000
Net Income	$31,375	$8,000	$15,000	$18,000	$18,000	$25,000	$32,000	$33,000	$33,000	$128,000
Ending Cash	$88,759	$105,000	$125,000	$145,000	$165,000	$195,000	$230,000	$265,000	$300,000	$300,000

Metric	Value	Calculation
Monthly Fixed Costs	$10,667	$128,000 / 12
Variable Cost per Job	$273	$112,000 COGS / 410 jobs
Price per Job	$780	$320,000 / 410 jobs

Contribution Margin per Job	$507	$780 - $273
Contribution Margin %	65%	$507 / $780
Break-Even Jobs per Month	21	$10,667 / $507
Break-Even Revenue per Month	$16,410	21 jobs x $780
Expected Break-Even Month	10	Month 10 revenue = $33,000 > $16,410
Safety Margin	50.3%	($33,000 - $16,410) / $33,000

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	65.0%	65.0%	65.0%	50-70% (services)
Operating Margin %	11.1%	14.7%	22.4%	10-15% (services)
Net Profit Margin %	11.1%	11.6%	15.1%	8-12% (services)
Current Ratio	1.8	2.1	2.5	1.5+ healthy
Quick Ratio	1.5	1.8	2.2	1.0+ healthy
CAC Payback	1.1 months	1.0 months	0.9 months	6-18 months
LTV:CAC	13.5x	14.2x	15.0x	3x+ healthy
Monthly Burn Rate	$10,900	$0	$0	N/A
Runway (months)	10	N/A	N/A	6+ minimum

Section 10: Risk Analysis

Top risks: 1) Tint World expansion (probability 4/5, impact 4/5) - they plan 2 new Austin stores by 2025; 2) Economic downturn (prob 3/5, impact 5/5) - 20% revenue drop in 2020 recession per IBISWorld; 3) Texas VLT regulation change (prob 2/5, impact 5/5) - could ban front window tinting; 4) Key supplier disruption (prob 3/5, impact 3/5) - 3M accounts for 58% of film inventory.

Mitigation: 1) Allocate $500/month for competitive intelligence; maintain 10% price premium max; 2) Emphasize 2.3-year ROI on energy savings; partner with GreenSky for 0% financing; 3) Digital compliance checklist; train technicians on all state regulations; 4) Maintain 30-day inventory buffer; onboard Gila as secondary supplier by Month 6.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Tint World expansion	4	4	16	Competitive pricing audit monthly; $500/mo competitive intelligence	Negotiate exclusive property manager contracts	M. Rivera
Economic downturn	3	5	15	Highlight 2.3-year energy ROI; GreenSky financing partnership	Shift focus to commercial clients (less discretionary)	J. Tran
Texas VLT regulation	2	5	10	Digital compliance checklist; technician certification	Reposition as residential/commercial specialist	M. Rivera
Supplier disruption	3	3	9	30-day inventory buffer; onboard Gila by Month 6	Switch to Llumar-only film line	M. Rivera
Cash flow gap	3	4	12	Pre-book spring/summer; $25k LOC; winter promotions	Temporarily reduce marketing spend 30%	J. Tran
Installation damage	2	5	10	$2M liability insurance; 100% satisfaction guarantee	Use certified technicians only	C. Mendez
Low brand awareness	5	3	15	$3,000/mo Google Ads; referral program ($50 credit)	Partner with real estate agents for post-sale offers	J. Tran
Technician turnover	3	4	12	Profit-sharing at $50k+ net income; $500 referral bonus	Cross-train marketing contractor on installations	M. Rivera

Section 11: Implementation Timeline

Year 1 priorities: Achieve 21 jobs/month by Month 10, secure 2 property management contracts, maintain 98%+ customer satisfaction. Critical path: Google Ads optimization (Month 1-3), commercial partnership development (Month 4-6), and technician hiring (Month 3). Dependencies: TDLR licensing (complete) and 3M certification (complete) enable all revenue activities.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Launch Google Ads	Ad campaigns live	$2,500 budget, HubSpot setup	50 leads, $60 CAC	J. Tran
2	Optimize sales funnel	CRM workflow implemented	Acuity integration	35% lead-to-customer rate	J. Tran
3	Hire part-time installer	Carlos Mendez on payroll	$3,500 salary budget	3 jobs/day capacity	M. Rivera
4	Secure first commercial contract	Property manager agreement	Proposal template	$1,200+ job value	M. Rivera
5	Implement referral program	CRM referral tracking	$50 credit system	30% of jobs from referrals	J. Tran
6	Reach 20 jobs/month	15 auto, 5 residential	Full marketing budget	$15,600 revenue	All
7	Launch energy savings reports	Texas Energy Office calculator	Report template	15% upsell rate	M. Rivera
8	Expand to commercial clients	2 property manager contracts	Commercial pricing guide	$2,400+ monthly revenue	M. Rivera
9	Optimize film inventory	Reorder system implemented	Inventory tracking	15% reduction in waste	C. Mendez
10	Break-even point	Positive net income	21+ jobs	$33,000 revenue	All
11	Implement UV meter service	24-month check-ins	Free service offer	25% customer participation	C. Mendez
12	Year 1 review	Financial audit completed	Accountant review	$32,000+ net profit	M. Rivera

Section 12: Appendix

Supporting documents available: TDLR license #TX12345, 3M/Llumar certification, SBA loan pre-approval letter, 12-month cash flow model with sensitivity analysis, and 2024 Austin window tinting price survey of 12 competitors. All assumptions documented in Appendix A with source citations.