

[NAME OF COMPANY]

MARKETING PLAN

[date plan issued]

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The undersigned reader acknowledges that the information provided by [NAME OF COMPANY] in this marketing plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF COMPANY].

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Upon request, this document is to be immediately returned to [NAME OF COMPANY].

Signature

Print Name

Date

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I. Executive Summary

[NAME OF COMPANY] (the "Company") is in the process of being formed/created as [describe, e.g. "a corporation incorporated under the laws of the State/Province of _____", "a sole proprietorship owned by _____", etc], for the purpose of operating a high-quality hand car wash doing business under the name "_____". The Company will be managed by a team of _____ experienced and motivated individuals.

The business will provide customers with exterior car washing, interior cleaning, and _____ [list any other services to be provided]. The Company intends to offer high quality personalized service, both in terms of the work done and in the area of customer relations.

The business will be located in _____. The location is beneficial in terms of the market that it will provide for the business. It is estimated that ____% of households in the immediate area have an annual income of \$_____ or more. Many people in this income bracket own or lease new vehicles, and place great value on the appearance of those vehicles. There are also ____ car dealerships within ____ miles of the car wash, and these businesses will require washing and cleaning services for their fleets.

The Company's goal is to have ____% market share of the hand car wash business in the _____ area by the end of Year 3, and to convert a larger percentage of customers away from automated machine car washes, which damage a vehicle's finish. The Company will maintain a ____% gross profit margin and make ____% net profit after the first 12 months of operation.

II. Situation Analysis

The business is entering its first year of operations. Management believes that a comprehensive marketing strategy will be key to the success of the business. We offer a premium hand car washing service that is far less abrasive than traditional automatic car washes, and this fills a basic market need for vehicle owners who want to preserve and protect the look of their cars.

2.1 Market Summary

The Company has performed in-depth market research and has a great deal of knowledge and information about the common attributes of our target customers. We will leverage this information to better understand our customer base, their specific needs and how we can communicate with and serve them better.

POTENTIAL CUSTOMERS	Growth	Growth	Year 1	Year 2	Year 3	CAGR
Individuals						
Businesses						
Dealerships						
TOTAL						

2.2 Target Markets

The Company's target market includes the following geographic, demographic and behavior factors:

Geographics:

- Our immediate geographic target is the _____ area of the City of _____, with a resident population of _____, ____ car dealerships and ____ local businesses.
- A ____-mile geographic area, however, ____% of our business will come from within a ____-mile radius.
- The total targeted population is estimated at _____.