




Tire Shop


# BUSINESS PLAN


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
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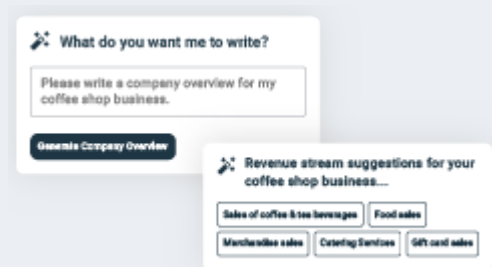
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# 1.

## Executive Summary

Mission Statement

Vision Statement

Target Market

Business Target



## REMEMBER

Before you think about how to start a Tire Shop business, you must create a detailed Tire Shop business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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### Maxwell Tire Shop

Maxwell Tire Shop, Inc. is a standard and registered tire retail shop business that will be located in one of the busiest streets in Detroit - Michigan. We have been able to lease a facility that is big enough to fit into the design of the kind of standard tire retail shop.

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## Mission Statement

### Maxwell Tire Shop

At Maxwell Tire Shop, our mission is to fill the gap in demand for quality tire products, ensuring that while satisfying these critical needs, a good profit is made at no increased expense cost to our esteemed clients.

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## Vision Statement

### Maxwell Tire Shop

Our vision at Maxwell Tire Shop is to be among the biggest tire shops within California within the first 5 years of our commencement of business. This will be driven by the high professionalism, fuelled by a dedicated workforce committed to the a

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# Target Market

Maxwell Tire Shop

Our target market will include all automobile users. We will be including the sale of fairly used tires to the new ones in a bid to accommodate a wide range of clients with different financial strengths. Some of these include car owners, car dealerships, car hire

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# Business Target

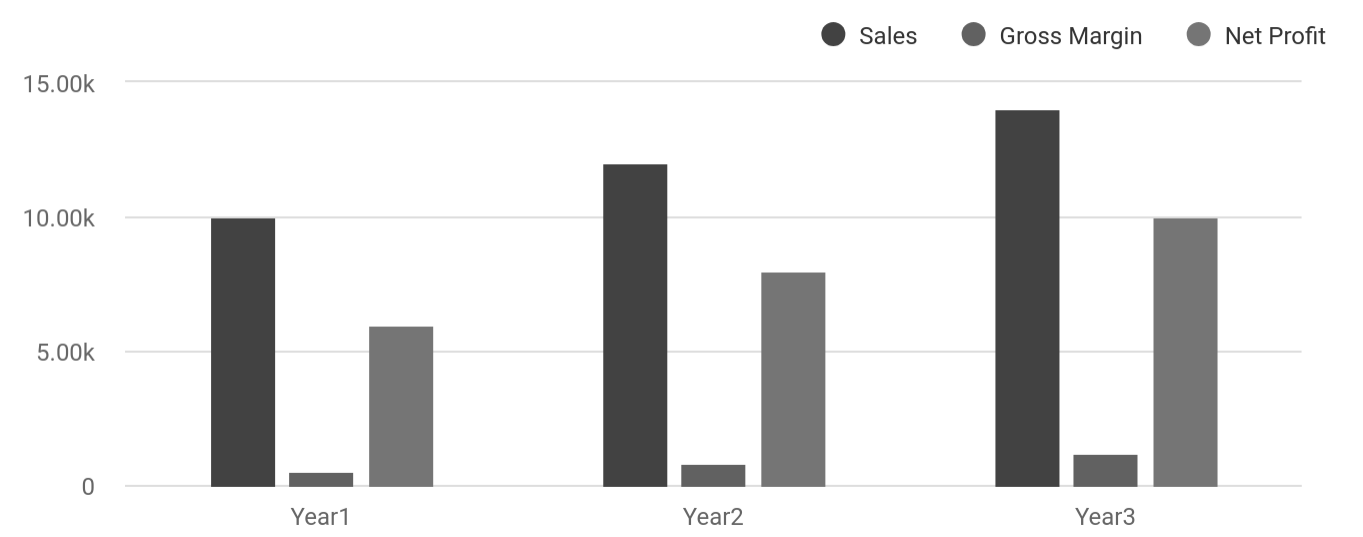
Maxwell Tire Shop

Our business targets for the next three years are as follows:

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# 3 Year profit forecast



Financial Summary

Year 1

Year 2

Year 3

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# 2.

## Company Summary

Business Structure

Startup summary

#### Maxwell Tire Shop

Maxwell Tire Shop, Inc. is a family business that is owned by John Moore and his immediate family members. John Moore has a B.Sc. in Business Administration from the University of Southern Michigan – US, with well over 5 years of experience in the auto tire retail shop business.

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## Business Structure

#### Maxwell Tire Shop

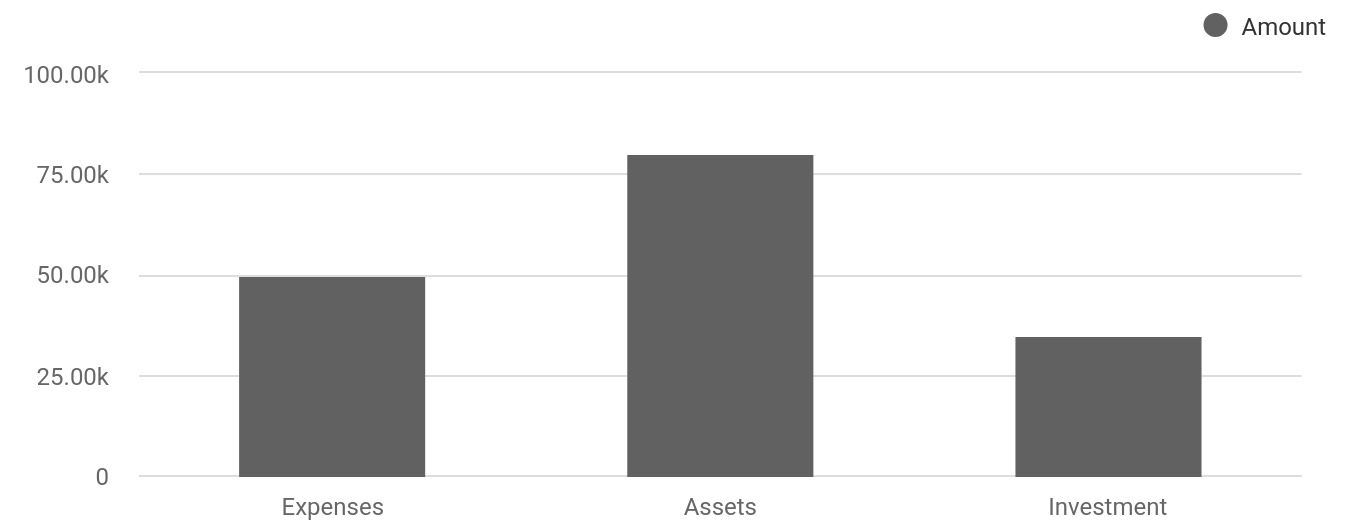
Maxwell Tire Shop, Inc. does not intend to start a tire retail shop business like the usual mom-and-pop business around the street corner; our intention of starting an auto tire retail shop business is to build a standard and one-stop auto tire retail shop outlet.

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# Startup summary

## Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000

Start-up Expenses	Amount
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and services

### Features

## Maxwell Tire Shop

Maxwell Tire Shop, Inc. is in the Retail Market for Auto Tires Industry to service a wide range of corporate and individual clients and of course to make profits, which is why we will ensure we go all the way to make available a wide range of tires from top manuf

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## Features



**Retailing new passenger vehicle tires**



**Retailing used passenger vehicle tires**



**Retailing new light vehicle tires**



**Retailing used light vehicle tires**



**Retailing new medium- and heavy-duty truck tires**



**Retailing used medium- and heavy- duty truck tires**



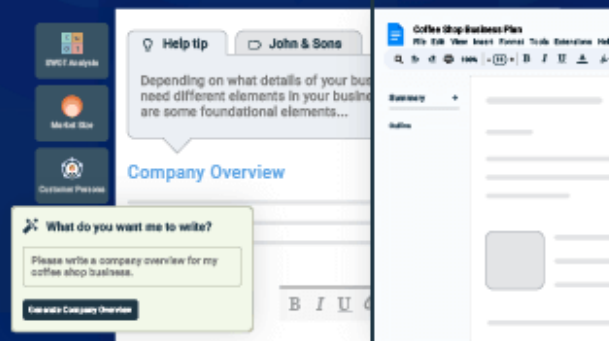
**Retailing of tubes**



**Retailing of tire rims (alloy and non – alloy)**

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# 4.

## Market Analysis

Market Trends

Target Market



#### REMEMBER

The most important component of an effective Tire Shop business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from the internet.

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## Market Trends

### Maxwell Tire Shop

The Retail Market for Auto Tires Industry, just like most businesses in the retailing industry, depends on strong consumer spending to spur the demand for industry products. Over the last half a decade, the economy has begun recovering from recessionary conditions.

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## Target Market

### Maxwell Tire Shop

Possibly it will be safe to submit that the auto tire retail shops industry has a wide range of customers; every individual and corporate organization who owns an automobile would at one point or the other change the tires that can with their vehicle.

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# 5.

## SWOT Analysis

## Maxwell Tire Shop

Our plan of starting with just one outlet of our tire retail shop in Detroit - Michigan is to test run the business for a period of 2 to 5 years to know if we will invest more money, expand the business and then open other outlets all over major towns in Michigan.

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### Strength

The location of our shop, the business model we will be operating on both (a physical store and online store), varieties of payment options, a wide range of tires from different manufacturers, and our excellent customer service culture will definitely count as a strong strength for Maxwell Tire Shop, Inc. So also our team of highly qualified staff members is also a plus for us.

### Weakness

A major weakness that may count against us is the fact that we are a new tire retail shop outlet in Detroit - Michigan and we don't have the financial capacity to compete with multi-million dollars tire retail shop outlets like Discount Tire, Sumitomo Corporation, and co when it comes to retailing at a rock bottom prices for all their tires.

### Opportunity

The fact that we are going to be operating our tire retail shop in one of the busiest streets in Detroit - Michigan coupled with the rising number of car automobile owners provides us with unlimited opportunities to sell our tires to a large number of individuals and corporate organizations.

We have been able to conduct thorough feasibility studies and market surveys and we know what our potential clients will be looking for when they visit our tire retail shop outlets; we are well-positioned to take on the opportunities that will come our way.

### Threat

Just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that the economic downturn affects purchasing/spending power. Another threat that may likely confront us is the arrival of a new tire retail outlet in the same location where ours is located. So also, unfavorable government policies may also pose a threat for businesses such as ours.

# 6.

## Strategy & Implementations

Sales Strategy

Pricing Strategy



#### REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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## Sales Strategy

### Maxwell Tire Shop

Despite the fact that our shoe store is well located, we will still go ahead to intensify publicity for the business. We are going to explore all available means to promote our shoe store.

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## Pricing Strategy

### Maxwell Tire Shop

Aside from quality, pricing is one of the key factors that gives leverage to retailing business such as tire retailing business, it is normal for consumers to go to places (tire retail outlets) where they can get tired at a cheaper price which is why a big player in

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# 7.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

The last component of the Tire Shop business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the company.

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### Maxwell Tire Shop

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Tire Shop business start-up, no equity funding or outside loans will be required. With the help of financial projections, the company can determine the best way to finance the business.

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

# Projected Profit and Loss

	2024	2025	2026
Revenue	\$1,345,103.60	\$2,096,949	\$3,278,668
Tire Sales	\$961,654.40	\$1,539,636	\$2,465,024
Unit Sales	12,021	19,245	30,813
Unit Price	\$80	\$80	\$80
Wheel Alignment Services	\$354,798	\$505,857	\$721,229
Unit Sales	7,096	10,117	14,425
Unit Price	\$50	\$50	\$50
Tire Repair Services	\$28,651.20	\$51,456	\$92,415
Unit Sales	955	1,715	3,081
Unit Price	\$30	\$30	\$30
Cost Of Sales	\$1,004,299.15	\$1,207,232.14	\$1,479,389.92
General Costs	\$1,004,299.15	\$1,207,232.14	\$1,479,389.92
Tire Purchases	\$801,303.25	\$920,365.99	\$1,064,564.71
Tire Purchase Costs	\$760,950.15	\$857,457.53	\$966,204.66
Tire Delivery Charges	\$40,353.10	\$62,908.46	\$98,360.05
Service Costs	\$202,995.90	\$286,866.15	\$414,825.21
Equipment Maintenance	\$68,485.54	\$77,171.25	\$86,958.41
Technician Wages	\$134,510.36	\$209,694.90	\$327,866.80
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$340,804.45	\$889,716.86	\$1,799,278.08

	2024	2025	2026
<b>Gross Margin (%)</b>	<b>25.34%</b>	<b>42.43%</b>	<b>54.88%</b>
<b>Operating Expense</b>	<b>\$453,021.06</b>	<b>\$502,230.73</b>	<b>\$570,054.12</b>
Payroll Expense (Indirect Labor)	\$327,360	\$337,915.20	\$348,823.32
Tire Technicians	\$93,600	\$96,408	\$99,300.24
Senior Technician	\$57,600	\$59,328	\$61,107.84
Junior Technician	\$36,000	\$37,080	\$38,192.40
Sales and Customer Service	\$151,200	\$156,816	\$162,643.68
Sales Manager	\$108,000	\$112,320	\$116,812.80
Customer Service Rep	\$43,200	\$44,496	\$45,830.88
Office Manager	\$82,560	\$84,691.20	\$86,879.40
Office Manager	\$48,000	\$49,440	\$50,923.20
Administrative Assistant	\$34,560	\$35,251.20	\$35,956.20
General Expense	\$125,661.06	\$164,315.53	\$221,230.80
Facility Expenses	\$91,851.67	\$126,750.79	\$179,456.86
Rent	\$38,047.52	\$42,872.83	\$48,310.14
Utilities	\$53,804.15	\$83,877.96	\$131,146.72
Marketing and Advertising	\$19,023.77	\$21,436.44	\$24,154.96
Online Advertising	\$12,682.53	\$14,291.10	\$16,103.44
Print Advertising	\$6,341.24	\$7,145.34	\$8,051.52
Operational Costs	\$14,785.62	\$16,128.30	\$17,618.98
Equipment Maintenance	\$8,785.62	\$9,888.30	\$11,129.38
Business Insurance	\$6,000	\$6,240	\$6,489.60
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$112,216.61)</b>	<b>\$387,486.13</b>	<b>\$1,229,223.95</b>
<b>Additional Expense</b>	<b>\$15,826.93</b>	<b>\$13,892.77</b>	<b>\$11,839.31</b>
Long Term Depreciation	\$10,680	\$10,680	\$10,680
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$122,896.61)	\$376,806.13	\$1,218,543.95
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$128,043.54)	\$373,593.36	\$1,217,384.64
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$1,473,147.14</b>	<b>\$1,723,355.64</b>	<b>\$2,061,283.36</b>
<b>Net Income</b>	<b>(\$128,043.54)</b>	<b>\$373,593.36</b>	<b>\$1,217,384.64</b>
<b>Net Income (%)</b>	<b>(9.52%)</b>	<b>17.82%</b>	<b>37.13%</b>
Retained Earning Opening	\$0	(\$148,043.54)	\$205,549.82
Owner's Distribution	\$20,000	\$20,000	\$20,000
<b>Retained Earning Closing</b>	<b>(\$148,043.54)</b>	<b>\$205,549.82</b>	<b>\$1,402,934.46</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$1,345,103.60</b>	<b>\$2,096,949</b>	<b>\$3,278,668</b>

	2024	2025	2026
<b>Cash Paid</b>	<b>\$1,462,467.14</b>	<b>\$1,712,675.64</b>	<b>\$2,050,603.36</b>
COS & General Expenses	\$1,129,960.21	\$1,371,547.67	\$1,700,620.73
Salary & Wages	\$327,360	\$337,915.20	\$348,823.32
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$117,363.54)</b>	<b>\$384,273.36</b>	<b>\$1,228,064.64</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$80,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$80,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
<b>Amount Paid</b>	<b>\$51,359.35</b>	<b>\$53,293.51</b>	<b>\$55,347.12</b>
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$20,000	\$20,000	\$20,000
<b>Net Cash From Financing</b>	<b>\$98,640.65</b>	<b>(\$53,293.51)</b>	<b>(\$55,347.12)</b>
<b>Summary</b>			
Starting Cash	\$0	(\$98,722.89)	\$232,256.96

	2024	2025	2026
Cash In	\$1,495,103.60	\$2,096,949	\$3,278,668
Cash Out	\$1,593,826.49	\$1,765,969.15	\$2,105,950.48
Change in Cash	(\$98,722.89)	\$330,979.85	\$1,172,717.52
<b>Ending Cash</b>	<b>(\$98,722.89)</b>	<b>\$232,256.96</b>	<b>\$1,404,974.48</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>(\$29,402.89)</b>	<b>\$290,896.96</b>	<b>\$1,452,934.48</b>
<b>Current Assets</b>	<b>(\$98,722.89)</b>	<b>\$232,256.96</b>	<b>\$1,404,974.48</b>
Cash	(\$98,722.89)	\$232,256.96	\$1,404,974.48
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$69,320</b>	<b>\$58,640</b>	<b>\$47,960</b>
Gross Long Term Assets	\$80,000	\$80,000	\$80,000
Accumulated Depreciation	(\$10,680)	(\$21,360)	(\$32,040)
<b>Liabilities &amp; Equity</b>	<b>(\$29,402.88)</b>	<b>\$290,896.96</b>	<b>\$1,452,934.46</b>
<b>Liabilities</b>	<b>\$68,640.66</b>	<b>\$35,347.14</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,293.52</b>	<b>\$35,347.14</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
<b>Long Term Liabilities</b>	<b>\$35,347.14</b>	<b>\$0</b>	<b>\$0</b>

	2024	2025	2026
Long Term Debt	\$35,347.14	\$0	\$0
<b>Equity</b>	<b>(\$98,043.54)</b>	<b>\$255,549.82</b>	<b>\$1,452,934.46</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$148,043.54)	\$205,549.82	\$1,402,934.46
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Business Ratios

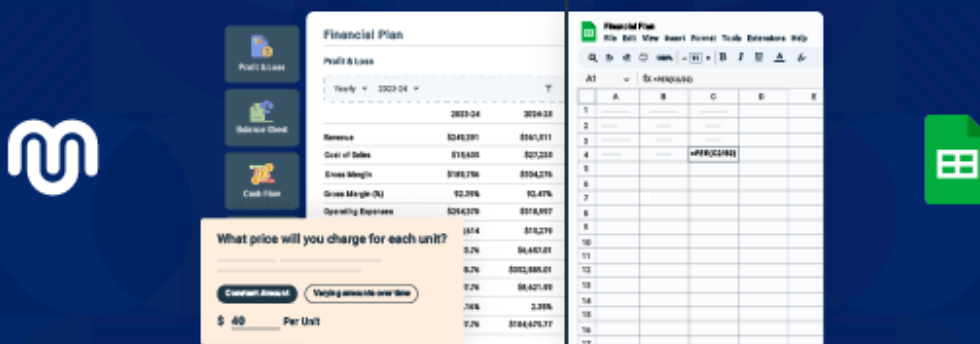
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%

	Year 1	Year 2	Year 3	Industry Profile
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

## Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image compares the Upmetrics interface on the left with a Google Sheet on the right. The Upmetrics interface shows a 'Financial Plan' section with a 'Profit & Loss' tab. It displays a table with columns for '2023-04' and '2024-03'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. A sidebar on the left contains icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. Below the table, there is a section titled 'What price will you charge for each unit?' with input fields for 'Constant Amount' and 'Variable amount per unit', and a 'Per Unit' label. The Google Sheet on the right shows a similar table structure with columns A, B, C, D, and E. A formula bar at the top shows '=PERC(2/10)'. A green Google Sheets icon is visible on the right side of the image.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

# Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

## Pitch decks that impress investors

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## Stunning cover page designs

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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