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Company

History

The founder of PCS thought that the Idea of this business originated from the people who need services for their high-performance vehicles such as programming, calibrating, and mechanical work. Majority of people who have been in the racing field cannot help or support themselves maintaining the car that needs work done to keep it performing well. Also, we will be selling products such as racing fuel and other performance parts that we get from our suppliers, and people who are looking to buy these products come directly to us.

Current status of Performance Car Services is that we will be providing services for people who are in the racing industry, and people who have high-performance cars that they want to maintain. The primary function that we will offer is reprogramming performance cars and also calibrate them after they have been modified. We will be working on developing new programs especially for new performance vehicles since the new computers made are complicated and need extra work involved.

One of the significant problems that the business is going to be facing is that we are trying to develop new software to program and calibrate new cars. We are trying to reach to professional tuners that know how to program vehicles that are made from 2017 and up since they have the new PCM and software.

Recalibrating and reprogramming performance cars have always been done in companies that make the vehicle themselves, for example, Ford and Chevrolet. Some people started to dig deeper into the brain of the car, which is the central computer referred to as the PCM. With knowledge and experience, people start doing their business programming performance cars because it is beneficial and people can get many benefits when having a third party reprogramming the software of the vehicle. The business itself is increasing and many new companies today establish that does the same services as ours which are reprogramming cars and calibration as well. People are buying more performance cars nowadays, and demand is increasing as well. According to Rall "Based on the unofficial numbers from PLMCRZY from Hellcat.org, Dodge has produced 22,139 Challenger SRT Hellcats and 7,248 Charger SRT Hellcats through the first 3 model years, leading to a production total of 29,387 cars packing the supercharged 6.2L Hemi V8 in the past few years. As a fun fact, if each of those cars sold for \$65,000 - which is under MSRP of most of the Hellcat cars sold - FCA would have recorded in \$1.91 billion in sales receipts strictly from the Hellcat cars. Realistically, the odds are good that FCA has recorded more than \$2 billion in sales from the Hellcat Challenger and Hellcat Charger, and that number is going to climb significantly with the 2018 model year. (2017)"

Using and utilizing technology is something that I do have a lot of knowledge about since I was a child. I always had a passion for technology and computers, but never actually thought of studying computer, but liked it as a hobby.

I tune and program my race car, and I use my car to race professionally. I also have an extensive network of people that I know who have performance cars and in the racing field as well. My knowledge of cars and the technology of computers have combined and gave me the best results in my business. Also, my business background prepared me to sell products to people who have performance cars such as racing fuel, and performance auto parts.

Mission & Vision

Performance Cars Service is superior customer service to all customers, and create a friendly environment to employees. Performance Cars Services is obligated to provide professional services, especially in the technical areas

For every performance vehicle owner, we will be your top place to go to.

Industry & Competitive Context

Since the performance car tuning and programming business have been rapidly growing, my top three competitors are:

- 1- Lund Racing
- 2- VMP Performance
- 3- Late Model Restoration.

All these three companies provide the exact products and services that we do. My top competitor between these three companies would be Lund Racing.

Lund racing is a very reputable and well-known company that known primarily by people who own Ford. They threaten my business by having a large customer base, and a high skill tuners "Programmers." People who work for Lund Racing have set couple different world records for the performance cars that they have done and worked on in the past, and most customers take that highly into consideration.

One of the most critical advantages that my competitors have is the ability to have high-level tuners and programmers who have studied how to reprogram cars and spend a great time researching and developing car programming and calibration. Most people who have high experience in the racing field are hired by these companies since these top companies have an excellent reputation.

All these companies that I have listed above, the top three companies in the racing industry, reprogram and calibrate Ford vehicles only. On the other hand, our shop will be providing the best programming and calibration services to Ford, Chevrolet, and Dodge. Having the ability to work on different makes

and models of cars will help our business grow, and acquire new customers since we are not limited to one brand.

I compete with these companies on the following bases:

- Selling aftermarket products such as Turbo systems, exhaust systems, and race fuels.
- Provide the necessary calibration and program for each car that has new performance parts installed, or have a high horsepower car.
- Same pieces of equipment used in all businesses

We always want to do things differently in our field since we have some competition and successful ones. We are trying to cut down the wait time for each customer depending on his/her project and what they want to be done as far as selling the products, or providing the services. Also, we are competing on the prices. It is costly to have a performance car reprogrammed. Therefore, we offer the best prices for all these top three companies to gain more customer base, as well as providing the same quality work.

Some customers have high-level experience when working on their race cars and have the right knowledge of how to reprogram cars. When customers want to buy racing fuel or some parts that are missing in their vehicle, they will go right to these top three companies because if they try to search on the internet for racing fuel, these top names will be up there no matter what.

As far as sales, these top three companies have generated significant sales trends for the past five years. Given that, it is tough to find the right data for their revenues and profit margins since they are small and privately owned. Our top competitor, Lund Racing, is estimated to generate \$92,589 in annual revenues according to Buzzfile business.

The main benefit of my competitor's product is that we can work on our research and development after we see what they have been selling as far as services such as programming, or products such as racing fuels and performance parts. When we do research and development, we look for the mistakes that these competitors make, mainly errors that are made in the software and programming for the high horsepower cars.

If we do a SWOT analysis for each competitor, we will find that their weaknesses would be in the limitation of what kind of cars that they work on. However, we do work on three major brands of cars which are Ford, Dodge, and Chevrolet. Our competitors fear that by couple years, we will have more customer base since we did a great competitive analysis, and we can have a majority of different customers, providing them different kind of services.

Legal/Org Structure

Performance cars services will use the limited liability company structure. Since we are a small privately owned company, it is best to have LLC because we do not want to be liable or responsible for any depts.

Also, after doing some research, as a startup company, it is best to have an LLC so we can both protect our assets, and we can make the necessary changes very easy.

Leadership, Advisors, Mentors

Operations Plan

Strategy & Summary

Physical needs to run a performance car shop would be the following:

- A dynamometer or what referred to as the "Dyno. Dyno is the machine that helps people who program cars see how much horsepower each car is making based on Dyno results.
- Computers for programmers to keep customers data, and for the marketing purposes.
- Safe piles to store dangerous products such as racing fuels.
- Centralized fire distinguishers.
- Car lifters for mechanics to install aftermarket parts for customers.
- Tools, and tool boxes that are secure.
- Customer lounge.

Virtual necessities are the following:

- Social media such as Facebook, Twitter, and WhatsApp. Instagram is a significant part of our Marketing since most people who are in the racing industry or like cars as their hobbies are on Instagrams. Also, Instagram will be one of the links between our business and customers because we can sell aftermarket parts using Instagram. According to Price "Hashtags are very popular on Instagram. You can use both trending hashtags and branded hashtags. Trending hashtags will help people find your brand, and you can use branded hashtags to create your own community," says Vesela Georgieva, a digital marketing specialist.(2016)"
- Transactional website
- An email address for to support customers in regards to technical difficulties when they have any issues with their cars that is software related.
- Ads, such as banners in race tracks in South Florida.

Location of the business is a very crucial element that we need to take into consideration. The major city in Florida that is well known for car racing and what referred to "car guys" is in Daytona Beach. Our location will be around the area of Orange City since it has a good traffic of people who are in the same industry and interest. Todd study Orange City in Florida found the following:

"About 30 miles southwest of Daytona Beach, Orange City attracts tourists and visitors who come for the annual Daytona 500 NASCAR race. The 1876 Heritage Inn is one of the city's oldest existing businesses, and new businesses have continued opening ever since, with the city issuing 100 new business licenses a year, according to its website. Major employers in Orange City include Florida Hospital Fish Memorial and John Knox Village, a retirement community of 650 residents."(2015).

As a performance car services company, there is no need to spend a lot of time researching and developing the products that we sell because we will be the vendor for significant companies that sell

aftermarket parts such as Whipple, Borla, and Precision Turbo & Engine. One of the primary operations that will be doing as mentioned earlier is reprogrammed cars that have high horsepower and high performance. Given that, there is a need to spend a massive amount of time research and developing computers of new vehicles, especially for cars that are made after 2015. New high-performance vehicles that are made after 2015 have complicated computer and software. For our company to install performance parts and reprogram these new technology vehicles, we need to be familiar with the new software and research and development do that.

Research and development are one of the leading keys to make the business succeed, especially cars industry. Performance Cars Services will always be about future planning since the business industry of performance cars is changing every day, and adaptation is needed with the new technology. Also, the need of enlarging the marketing channel of the business will be beneficial, and that will be done by networking with different people in the same industry to gain more leads and customer base.

The supply chain will be one of the elements that will help the business in two ways, first, improve finances, second, spend less money on operations. To strengthen financial using supply chain there will be contracts between our business and suppliers. Also, instead of buying some necessary physical needs such as Dynamometer, trying to finance Dynamometer or any other pieces of equipment using supply chain will reduce the cost and help improve financial overall.

Expenses need to run the business are the following:

- Renting facility or building.
- Dynamometer.
- Cost of operation of the car calibration and programming.
- Dynamometer equipment.
- Purchase programming and calibration software.
- Necessary equipment to run the warehouse, where aftermarket parts are kept.

Management & Staffing

Flatter structure would be the ideal type of organizational structure that will be used since it allows an excellent communication between employees. Also, the business requires lots of technology use, and the flatter structure will help boost the process of using technology in the company. According to Morgran "Unlike the traditional hierarchy which typically sees one-way communication and everyone at the top with all the information and power; a "flatter" structure seeks to open up the lines of communication and collaboration while removing layers within the organization."(2015).

Critical positions to run the business successfully are:

- Marketing and social media director
- Technicians. Expertise in the performance car area is needed.
- Software programmers
- Inventory manager.

The products and services that are provided in the racing and performance car industry involve working face to face with people. Given this, managers who can satisfy both employees and customers are needed since there will be lots of interaction when it comes to providing services to customers.

Key managers would be the marketing and social media, and advertising managers. The business needs to be promoted to a vast majority of people who are in the racing industry. Marketing and social media managers have to have skills to attract people since the racing industry is considered among many people as the "expensive hobby." Educational background for the managers mentioned before is not very crucial to us, as long as they have excellent knowledge and experience about both social media and performance cars in general.

Performance Cars Services runs on reprogramming and calibrating cars that have the high horsepower. Therefore, we need to have the right people that are equipped with the proper knowledge of software and programming. If the programmers and people who work well with cars exist, the business should run very smooth since there will be people who will handle the technical difficulties that customers might face.

As a startup, the need of functional expertise needs to be in the Marketing. Brands are recognized when the right marketing is done with its right efforts. According to Sims (2013), Also, future customers will be prospective customers since doing the proper marketing will separate the business and makes it stand out from other competitors.(Sims, 2013).

As a startup business, we do not currently have a board of directors or advisors.

Employee set up will be:

- Three performance cars certified technicians
- Two programmers "Tuners," one will be the founder, other will be the assistant.
- Inventory manager
- Two marketing and sales, a manager and an assistant.

That will make it a total of eight employees for this business startup, we only focused on the crucial elements of employees that are needed to run the business, till we expand and grow.

Employees would be like any other small company they will work full time from 8 AM till 5 PM. The exception of this business is that working on weekends is necessary because it is a hobby for some people, therefore, working on weekends will attract more customers to our business since not many of our major competitor work on weekends.

Employees would be doing regular duties, for instance, inventory manager would keep track of what is in stock and what is out of stock, as well as following SKUs. On the other hand, programmers need to spend a considerable amount of time when they are not working or interacting with customer

researching and developing and trying new ideas. As mentioned before, performance cars computers are becoming more complicated. Therefore, research and development is a significant element for our success.

The pay plan for employees would be the following:

Technicals will be paid per hour since they will be fully occupied. \$18 per hour

For the marketing and social media, the intent is to hire college interns because they provide good quality work and they do not cost a lot of money. \$400 per week, plus any extra bonuses.

Tuners and programmers will have a regular salary \$980 bi-weekly

Inventory manager will be on monthly salary. \$825 bi-weekly

Policies for attracting, hiring and retaining would be that picking the right employees who have the proper knowledge in the business field and industry. More importantly is that employees who have the passion for cars, in general, are needed because they will be performing at their highest level. Also, the founder wants to focus more on the pay plan, and how employees can get the best out of their job since money is the top motivators for people in general.

Even though the business is considered a small business, there is a need to have the contract to avoid some complications in the future for employees suing the business for many reasons. Also, the founder chooses to have a limited liability company, therefore, having an agreement with employees will be the best route to follow.

Flatter structure would be the ideal type of organizational structure that will be used since it allows an excellent communication between employees. Also, the business requires lots of technology use, and the flatter structure will help boost the process of using technology in the business. According to Morgran "Unlike the traditional hierarchy which typically sees one-way communication and everyone at the top with all the information and power; a "flatter" structure seeks to open up the lines of communication and collaboration while removing layers within the organization."(2015).

The significant critical position that the business relies on is the "Tuner," meaning that the person who program cars for customers. The reason for this is that we make the most profit out of recalibrating performance cars and provide them with the neccassy changes based on the needs. As stated before, the programmer is the heart of the company because he will be the one who will be doing research and development for the business to grow fast.

One primary skill that we require all employees to have is communication skills. Without communication, our business could fall quickly. Each employee needs to develop personal skills to fulfill their position in the right manner. People who handle the marketing and social media need to have the keen ability to listen to customers and understand what they need and want from our business so we can build our research and development based on what customers tell us.

As far as training the employees to make them work with having the right knowledge. There is a need to

educate automotive technicians how to work on performance cars, for example, how to install parts such as Turbocharge systems. Performance cars technicians are precisely the same as any other car technician, they have one more extra step is how to work on performance vehicles. Also, programmers, "Tuners," need to be trained on every new software that the market offers which will be compatible with new high horsepower cars.

Personnel policies of the business would concentrate more on the hiring side. Given that, new employees will have specific questions to be asked, testing their knowledge about the performance industry. The hiring policies will apply to any employee who will be interviewed. Also, we want to check and assess the performance of employees because that will give the founder an idea of who is doing great, especially in the racing industry where car experts need to have the right knowledge to perform well. Since it is a startup business, focusing on the hiring side will help us choose the right people and put them in the right place. Also, employees should have the proper training that will be mandatory for each one of them, especially the technicians and programmers because there will be lots of money spent on their training.

Training will be provided by experts who have the business for many years. The cost will be between writing the hiring policies and training our technicians and programmers. Training cost would be around \$4000 to \$6000. Also, we will have to hire a policy writer to agree with the business and employees clear and understandable, and this will cost us around \$6350 as one payment since it does not require sessions as the training.

The costs associated with the management of personnel would not be taken into consideration since the founder of the business will be the one who will handle and manage everything associated with the personnel.

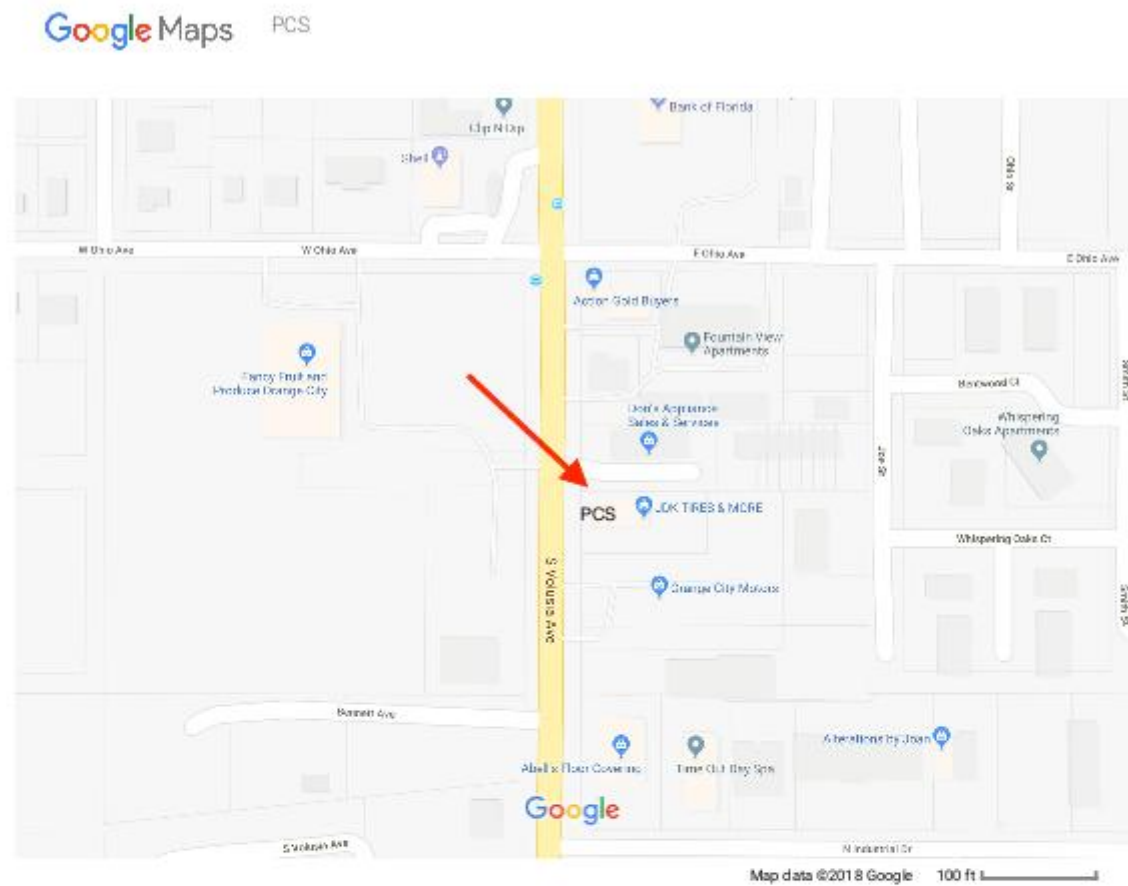
Locations and Facilities

Location selection is the significant element in the business plan. We choose Orange City, Florida for many different reasons. One important reason is that it is very close to Daytona Beach; two cities are 27 miles apart. Daytona Beach, Florida is very well known for the racing culture and people who are in the performance and racing industry. Since 1900, Daytona Beach is a recognized city for car enthusiasts, which will help our business grow. Also, Orange City, Florida has excellent overall business growth. Moreover, the founder of PCS choose this particular area in Orange city due to it's lack of performance shops, and this choice of location will make it accessible for people who live in Daytona Beach and Orange City area.

Performance Cars Services Business Plan

4/12/2018

Google Maps



<https://www.google.com/maps/@28.9385765,-81.2987946,18.38z>

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What most people know about car shops in general that they are filthy and not well taken care of. The founder wants to set up the business layout in a way that can show clients how professional the business is. For example, when customer see facilities are clean and suitable for people to be in, it will resemble the professionalism of the shop. Also, the interior has to have good space, racing designs, and the layout of the racing products that will be an eye leveled. Even though racing shops do not take design and cleanliness into consideration, but building our business this way will make us different.

Most essential facilities and layout would be parking. Most performance shops in the United States do not have the right square footage for their facilities. After visiting some major performance shops in Florida, it turns out that parking plays a vital role for this business because they have people waiting on their cars, also when hosting events that have the large audience they would struggle with the parking. The space that PCS needs to run the business would be 11,000 square footage. In Orange City, it will cost \$8.40 per square footage, which will be a yearly lease of \$92,400 per year for the property rent according to LoopNet's website

Amount of money being requested: \$184,600

Property rent per year \$92,400

Dynamo-meter \$65,000.

Car lifters total of 3 \$10,500.

Computers and software for reprogramming \$3700

Tools \$13,000

Since the company is a startup, it is challenging to determine or acknowledge what return on investment would look like. On the other hand, we want to focus more on direct investors, people who are willing to invest directly in the company. Also, doing great in our filed will help us find many investment opposites, and also will help long-term venture investing.

Technology & Equipment

There are not many items to produce within the business. We do provide products and services. Services that we offer are calibration and performance parts installations. On the other side, products that we sell are supplied directly from manufacturers, for instance, racing fuel.

The business is based on technology. Technology is used in many different ways in the industry. Moreover, technology is used to reprogram cars and calibrate its computers to be compatible with the new performance upgrades based on customers needs and wants.

Programming software is costly to purchase from the company that sells it. Without the programming software, the business cannot operate since we are based on the technology that allows the company to reprogram cars.

The business is all about making the profit with all the resources have existed.

Also, the business wants to utilize every bit of the space to turn it into profit. Keolanui study found the following:

"Capacity utilization can affect every product a business produces. Any capacity utilization rate below 50-70 percent is inefficient and is often a sign of weak demand for the product or service the business produces. This leads to inefficient use of space, resources, equipment, and staffing, which can put pressure on the ability to make a profit. Since many costs that go into producing a product are fixed, the cost of producing each product will increase, which shrinks the profit margin"

Amount of money being requested: \$101,200

Dynamo-meter \$65,000.

Car lifters total of 3 \$10,500.

Facility monthly rent estimated \$9000 per month based on square footage.

Computers and software for reprogramming \$3700

Tools \$13,000

Since the company is a startup, it is challenging to determine or acknowledge what return on investment would look like. On the other hand, we want to focus more on direct investors, people who are willing to invest directly in the company. Also, doing great in our filed will help us find many investment opposites, and also will help long-term venture investing.

The founder of the company and his assistant will be handling the technology part and dealing with cars reprogramming and software. Certified technicians will operate other equipment such as lifters and tools.

Training is not required since the company's policy is to hire experts who know performance cars.

Practice will always take place on the programming side since technology is changing every day, but it will be in the form of research and development.

Our competitors mostly focus on one kind of performance car which is Ford Mustang. As mentioned earlier in the business plan, we will be utilizing technology to reprogram the majority of performance cars since we do want to gain a vast customer base who own performance cars, especially in Florida.

We do want to invest in researching and developing new software for new performance vehicles that have new software. Also, most of our competitors focus on programming cars only, on the other hand, we will be offering professional level performance parts installations which some of our competitors do not provide.

Manufacturing or Development Plan

Products that Performance Cars Services will provide are directly from companies that sell them. The primary job of the inventory manager is to keep an eye on what is in stock and what is not. The company is going to sell these aftermarket products to customers directly without having a third party or any other supplier. The leading service that we will be providing is programming and recalibrating performance cars.

Since our business is not mainly focused on production, there will be some problems that may occur for the services that are provided for customers such as aftermarket parts installations, and the programming "Tunning." Everyone makes mistakes on his/her job, for our certified technicians, they may have a difficult time installing some parts or making mistakes with any parts. Also, we might face technical difficulties with reprogramming cars since everything that has to do with programming depends entirely on technology. Moreover, technology will always face problems no matter how good, or skilled people are.

The founder is not extremely concerned about the quality of the products that the business sells since they are provided by companies and manufacturers, and shipped directly to us. There is a need to implement quality control measures in two areas first one being the tuning and programming; the other area would be any mechanical related work. Since our primary focus is on providing new programs for high horsepower cars, the quality of the programs that are offered should be perfect. Any mistakes that are made in the programming could result in the customer losing his/her vehicle, and that is something to be avoided.

There is not any production in the company. Therefore, the business only needs supplies such as computers, and hardware for car programming. Also, there is a need for supplies such as boxes and packaging items that we need to handle shipping for customers.

We will handle the shipping expenses since the founder wants to partner with some carrier companies to offer reasonable prices. The main reason for free shipping is that we get supplies from our vendors for a high price. Therefore, we can cut down on the shipping prices to make the customer satisfied since some performance item prices could exceed \$8000.

Most companies that manufacture performance parts such Turbochargers, Superchargers have limited supply, and it is all based on the market demand. The business wants to keep the enormous amount of aftermarket parts, so there is no such thing as "out of stock." Many competitors who are in the performance industry would have under many requested item the word "out of stock," and the founder does not want this to happen. To have a fresh, healthy stock, the founder will have agreements with companies like Whipple or Precision to supply the business and make it their top priority. Also, since we do have vendors that provide us racing fuel, there are not any concerns about racing fuels since companies that make it have do not run out of stock because the demand is super high on racing fuels.

The money that is being spent on inventory should be spent very wisely and carefully. The reason why we should have excellent inventory management because on the long run it will save the company a lot of money, at the same time, excellent inventory management will help the company with cash flow and revenue.

Campbell (2017) study in business finance found eight techniques that will help improve the business which are:

1. Set Par Levels
2. First-In First-Out (FIFO)
3. Manage Relationships
4. Contingency Planning
5. Regular Auditing
6. Prioritize With ABC
7. Accurate Forecasting
8. Consider Dropshipping

As a startup business, these techniques will help improve the business and Campbell studies in business finance will make a significant effect on PCS's plan.

R&D

Research and development will be mainly on the service that we provide which is programming and calibration. Employees who will be handling programming services for performance cars need to go to companies that sell the software and learn more about the software to use appropriately and to develop it. Also, new vehicles have complicated computers, therefore, researching and developing by having these cars for educational purposes will give the business the opportunity to build and be on top of the market.

Since the business is divided into parts, main important ones are programming services and aftermarket parts installations. Programming parts will need the technical expertise to install the right program for to the right car. In the future, there is a need to hire experts that know about new generation performance cars and how they operate, we always want to adopt the new changes with new vehicles.

Backgrounds of technical staff should be within the technology field. The business is based on technology, and there is a need to hire experts that have the right knowledge in technology and help develop the understanding that they have and turn it into services that we provide for performance cars. For the mechanics, only certified technicians are being hired. Their mechanics who we are looking for should be graduates from many well known automotive industries that provide recognized certificates in the car industry.

In the future, people who have the right customer service skills should be hired. For instance, a professional employee who answers the phone. At the beginning of our start, we will mainly focus on employees that we need to run the business. For the future, as the company grows, there will be more people hired who can provide excellent customer service.

Research and development will be done internally within the business. The founder, who will be working on developing software for new generation cars will handle all the research and development in the beginning period. Perhaps in the future, there could be a possibility to outsource research and development for the other parts such as retail and mechanic work.

Even though the main part of the business is based on technology and the technology of performance vehicles, setting the technology roadmap will help our business grow but for long-term goals. As a startup, technology roadmaps will be based on data collection and data improvement.

As mentioned earlier, the founder will be the one who is mainly responsible for research and development when it comes to reprogramming and calibrating performance cars. The difference is that the founder can design a different program for new generation race cars that are based on his knowledge and make it very different than the competition. However, following all the rules and guidelines for programming cars, the founder will add the new taste to this software to make the business unique. Moreover, any software adjustments for new race cars will be the founder's intellectual property.

Supply Chain: Inventory, Suppliers, and Partners

The founder has a vast network of people and companies who are in the performance cars and racing industry. Also, it is not very complicated to find suppliers in the racing and performance field because suppliers are well-known and very easy to find. As far as working with suppliers, we need to establish some agreements with pricing to reduce cost and increase profit.

PCS does not produce any products, only aftermarket parts that the business sells, and services.

PCS is selling products such as racing fuel and aftermarket parts. PCS will be different than competitors because competitive prices will be offered based on the agreement with suppliers. Also, PCS will include packages when it comes to providing services. For example, when people want to buy aftermarket parts from PCS, PCS will provide installations at a discounted price to satisfy customers of what they have obtained from PCS.

Suppliers are Whipple, Precision, and VP racing fuels. Whipple offers superchargers kit for couple different models. The retail price of their supercharger systems will be around \$9500 for each kit. When it comes to Whipple company, there will be agreements about pricing so PCS can have the wholesale price. Also, PCS's plan to be one of the leading vendors for many well-known aftermarket parts. The same concept applies to Precision company which makes Turbo systems. For the fuel racing from VP, they already sell as wholesale and not retail. Customers who want to buy VP racing fuels go to vendors directly and not to VP itself. PCS will establish a relationship with VP racing fuels so PCS can get the best wholesale pricing from VP, and make PCS as the preferred vendor for PCS. If these listed vendors let PCS down, many different companies sell precisely the same items and are looking for vendors. The reason

why PCS choose well-known companies is that PCS want to get a large customer base than other competitors.

The founder of PCS will be focusing mainly on developing new software and programming maps for new generation vehicles. One top company that makes the software that lets you program vehicles is called SCT. There is a need that PCS partner with SCT to develop the software and deliver professional programs to customers. Also, SCT is a popular name for race car enthusiasts. Therefore, it will help PCS with its credibility on developing the software for race cars.

The money that is being spent on inventory should be spent very wisely and carefully. The reason why we should have excellent inventory management because on the long run it will save the company a lot of money, at the same time, excellent inventory management will help the company with cash flow and revenue.

Campbell (2017) study in business finance found eight techniques that will help improve the business which are:

1. Set Par Levels
2. First-In First-Out (FIFO)
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5. Regular Auditing
6. Prioritize With ABC
7. Accurate Forecasting
8. Consider Dropshipping

As a startup business, these techniques will help improve the business and Campbell studies in business finance will make a significant effect on PCS's plan.

Expenses and Capital for Operations

The pay plan for employees would be the following:

Technicals will be paid per hour since they will be fully occupied. \$18 per hour

For the marketing and social media, the intent is to hire college interns because they provide good quality work and they do not cost a lot of money. \$400 per week, plus any extra bonuses.

Tuners and programmers will have a regular salary \$980 bi-weekly

Inventory manager will be on monthly salary. \$825 bi-weekly

PCS is lucky because it is not manufacturing any products, PCS only provides services and sells aftermarket products from vendors. There are some expenses involved in the research and development of programming cars. SCT, the company that makes the leading software that helps programmers recalibrate cars offer classes that help programmers develop their skills. These classes that SCT offers cost approximately \$500 for one session. Most tuners or programmers need couple sessions, keeping in mind they have previous experience.

Capital investments are required for operations are the following:

Dynamo-meter \$65,000.

Car lifters total of 3 \$10,500.

Facility monthly rent estimated \$9000 per month based on square footage.

Computers and software for reprogramming \$3700

Tools \$13,000

The costs of keeping products in stock would be 25% of the total money that is being requested. All the aftermarket that PCS is going to sell is considered as high price products. Therefore, PCS does not want to keep a massive amount of stocks because it will be expensive. Also, keeping costly items in stock may end up not selling, and PCS does not want to offer the discount on aftermarket parts but will provide competitive pricing on them.

Sales & Marketing Plan

Marketing Strategy

PCS wants to target people who are the car enthusiast. The founder of PCS is a person who has a passion for cars and wants to provide the best services for customers. There are many companies out there that provides the same functions as PCS. What differentiates PCS from the competition is that PCS cares about customers and quality. Also, PSC wants to offer competitive market prices for aftermarket parts with the option of providing professional installation provided by certified technicians.

As a startup company, marketing communication could hurt PCS if there is no clear message and consistent message for customers. Also, PCS wants to create the best image for the customers to build reputation and credibility, especially in the beginning. The primary plan for the market communication effort that PSC wants to provide is getting the clear message to customers of what PSC is all about, keeping in mind that transparency will be one of the critical elements that customers need to know about PSC.

The racing and performance industry for all ages are based on social media. Major companies that do the same as PCS do their marketing mainly on social media because of that where everyone who is a car enthusiast go. To be more clear, Instagram is the main channel that people who are looking for aftermarket parts or any programming services go to. For the marketing expenses, PCS will focus on paying the employee who will be responsible for the marketing, and the costs are calculated within their pay plan.

25% to 40% revenue will be generated from social media marketing. Also, social media marketing team will be the team that creates an excellent profit for PCS.

Cash flow for marketing effort will result in between a year, and year and a half. The result of the marketing cash flow will be there when PCS sets a budget, and that will be done by hiring an accountant who has excellent experience since the founder of PSC will have the lack of knowledge in the "cash" area.

Since PCS's central marketing would be on social media, the main website for PCS will help improve sales because PCS will make it easy on customers to go to the website and place orders for aftermarket parts, and for programming services. Also, the content of the marketing that PCS will provide will help with the sales effort since PCS is all about delivering quality products and services.

Products/Services

PCS will be focusing on providing the service of tuning and programming for high horsepower cars. For the services, PCS will offer to reprogram to vehicles that are modified and have the high horsepower. Also, PCS will provide professional installations for aftermarket parts and general maintenance for race cars as well. On the product side, PCS will sell aftermarket performance products such as turbocharger systems, supercharger systems, suspension parts, exhaust system, performance brakes, and racing fuel. All the products that PCS sells will be supplied directly from manufacturers, that would make PCS the vendor for all the companies that sell performance parts.

The benefit of reprogramming a performance car is that it is tough for a car to operate without the right program installed in the car's computer. For instance, if someone installs a supercharger, there is no way that the vehicle can run without reprogramming the car to make it work with the new modification. Many people today buy performance cars, and they want to add more power to it, but adding the power cannot be done without the right program, and that what PCS is all about.

Since all the products that PCS sells will come directly from manufacturers, brand positioning would be effortless since all the products such as aftermarkets parts and racing fuel are well known among people who have performance cars. However, the social media marketing of PCS will need to concentrate on delivering the right message to the target audience to make what PCS sells stands out from other competitors.

There is a need that everyone who modifies a performance car to have it reprogrammed "tuned." When someone adds more power to their car, they will need to find the right place to have them tune their vehicle. There are many performance shops, especially in the state of Florida. PCS is segmenting people who need a fast car. PCS will be able to provide everything to anyone who is looking to increase the horsepower on their vehicle. Moreover, PCS will supply the parts, and will also offer the program that will work for each particular car part, and that is the main benefit that PCS provides. Also, many people that love to collect old car such as the Mustang Shelby can have PCS help them maintain their vehicles by providing them the necessary maintenance and programming if needed. Baime (2018) interviewed with William Deary, an entrepreneur who has a Mustang Shelby museum today because of his obsession.

"When I was 17, I visited my uncle in Okemos, Mich., and the gentleman who lived next door had this beautiful car in his driveway. I fell in love with that car. It was a 1968 Shelby Mustang GT500KR. The KR stood for King of the Road.

I came from a modest family and, at the time, I could not imagine I could even own a car. But I started collecting Carroll Shelby posters and T-shirts. Over time, I was able to build a successful company, and I ended up collecting Shelby cars. Today, I have a private museum I call the Carroll Collection.

Who was Carroll Shelby? He was a world champion race car driver in the late 1950s, and in 1960, he discovered that he had a heart problem. He was told he did not have long to live. He could no longer race cars, but he could build them. Over the next roughly 50 years, his company built some of the most

iconic race cars and high- performance street cars in history." Baime proved a major point in PCS's business which is people still have the passion for race cars and will always have this passion to pass it to next generations.

PCS's top three competitors mainly focused on working on Ford vehicles since they are very familiar with its computer and program. PCS, on the other hand, will be focusing on couple brands of performance cars and help develop the necessary software to have them reprogrammed and calibrated based on the customer's needs. As far as products, PCS will provide competitive market prices on aftermarket parts and make them the cheapest on the market, people who are looking to buy parts come directly to PCS.

The values that provided within PCS services are features, reliability, and safety. PCS want to be engaged with each customer, and explain why PCS will be different than any other competitor in the performance cars industry. Also, since the founder of PCS believes that transparency is a crucial element of the business, that will add more value to both products and services that are provided by PCS.

There are not many problems that exist to make customers come to PCS. PCS provides more a necessary services for people who modify their performance cars. For example, if someone adds a Turbocharger system to her/his vehicle, the vehicle has to have the right program installed on its computer to run this car without any issues. PCS primary function is to provide programs for the race car. Therefore, people who will be adding serious horsepower to their cars will be coming to PCS to have their vehicle programmed and see how much horsepower they have added using the Dyno that PCS offers within its services. According to Lacatusu "Turbo and supercharger kits are often extremely expensive, but they can equally provide the oomph that you want (with the rule of thumb being that you ensure your engine can safely withstand such major upgrades.) If mechanically-savvy, do-it-yourself kits can save you hundreds of dollars in installation costs, otherwise, it's best to have a professional do it for you"(2013).

Competitive Products/Services

Since all of PCS's competitors offers the same products and services that PCS offers, there will be some distinctions that make PCS stands out better than direct competitors. PCS's direct competitors mainly work on Fords, and PCS's will develop the necessary software that will help program any performance vehicle. Also, competitors take a very long time working on project cars to have them delivered to the customer. Whereas PCS will cut down a significant amount of time because installation of performance parts and programming will be done very fast since each team handles their area.

PCS does not make any products to sell; it is all about services. On the other hand, PCS will sell parts directly supplied from companies that make it. Therefore, competitive prices will be offered to the customers with many other offers such as free shipping to attract more customers toward products that PCS sells.

Main product differences between competitors and PCS is that PCS will offer more services with the products that are being sold. For example, instead of a customer buying a supercharger system, and

have it installed and programmed in many different shops, PCS can do everything in-house and will save the customer more money this way.

The founder of PCS will spend an enormous amount of time to make the marketing strategies and product positioning different the competitors. PCS wants to make its products and services stand out by providing the statement of the services and the products which will make the customer realize what values are they going to receive when doing business with PCS. PCS want to be in every persons' mind when it comes to performance cars and the services these cars needs. For instance, the primary differentiation strategy that PCS is working to develop is that when anyone wants to think of race and performance, PCS should be in their mind immediately.

There are not many indirect competitive products offered by competitors since every listed competitor provide the same products/services that PCS offers.

Market, Target Market, and Segmentation

The market size of performance cars is growing on the daily basis, and people are still buying high-performance vehicles even with gas prices are increasing. Sales of vehicles that PCS have the right products and services to work on such as Ford Mustangs are also growing. According to Rall "After taking the annual muscle car sales title in 2017, the Ford Mustang started 2018 with a monthly sales win. With 4,732 units sold, the Mustang beat the second-place Dodge Challenger by some 1,300 units, but it still wasn't a great month for Ford's popular pony. January 2018 was the worst first-month of the year for the Mustang since 2014 while also being the first time that Ford has sold less than 5,000 Mustangs in a month since October of 2014. In other words, January 2018 was the worst month since the S550 Mustang went on sale late in 2014, but Ford still sold enough cars to lead the sluggish segment."(2018)

This business targets men who are between 25-50 years old. According to US Census Bureau, the median household income in Florida in 2016 is \$48,900, and householder 25 to 44 years income is \$51,901 per year. Therefore, the targeted audience income level is between \$30,000 and \$40,000 per year. Targeting low-income customers is a key strategy to set competitive and affordable prices aiming to create more significant margins. As far as demographics, this business targets South Florida residents.

Not everyone can afford to buy an expensive, high horsepower car such as Corvette ZR1 or Mustang Shelby. However, Performance car services will provide all the needs to "car guys" to build and have their vehicles the way they want. Whether the customer owns 1989 Ford Mustang GT or Dodge Challenger, Performance car services can install parts, program, calibration and sell aftermarket parts. Providing those services at reasonable prices not only will increase profit, but also will earn us excellent customer satisfaction.

Customers are looking for the perfect affordable services that meet their needs while ensuring their

safety. Also, customers are looking for high-quality services and professional work. The purpose of (PCS) is to offer "car guys" needs for them to benefit from our services to the fullest. For instance, PCS customers will benefit from installing a new car program that is adapted to his need by a professional worker at an affordable price.

The new generation of performance cars can be reprogrammed and customized based on the customers' needs or based on car parts installations. These popular features will allow us to pay enormous attention to the emerging technologies in the car market.

Customers will buy products from PCS such as racing fuel and aftermarket when they want to because there is not an actual need for these parts unless a customer decides to. On the other hand, if PCS program a car and after couple month that same customer decides to increase horsepower, he/she has to come back to PCS to have their vehicle reprogrammed for the necessary upgrades.

On average sales per customer for products would be between \$200 and \$9,000 depending on what part they want to buy. For services such as installations and programming an average customer is expected to pay between \$550 to \$1,900.

Every single customer will have the different need than any other customer since each car will have a unique build, and special functions too. For instance, some customers would buy only car about aftermarket products that do not need any professional installation or programming. On the other hand, there is a potential customer to PCS who will have everything done to his/her car using all PCS products and services.

Customers of PCS share variety of common interests, in fact, those interests is what will make PCS the place to go. First, all customers are very attached and have a special connection to their cars. Cars to customers are more than just transportation; it is who they are. Second, the provided services are focusing on the racing industry which means that the target customers are people who love to modify their cars and own a fast vehicle. Lastly and more importantly, our customers are addicted to modifying their cars and simply can't stop. Therefore, the common thing to the addicted customers is finding an affordable/professional car shop that provides the needed services to make each customer satisfy with his car the way that represents his identity.

What will make customers come to PCS is the things that our competitors failed to require. Our goal is to cut down customer wait time and keep the line short. Also, pricing will be more affordable and competitive comparing to our competitors. With the two key strategies of shortening the wait time and offering the costly services at a more affordable price, we hope to build a big customer base.

As a startup business, buyers would prefer to go to a well know business to modify their cars than trying a new business. PCS's competitor's reputation is another factor that will make customers comfortable with them. High-professional and well-known workers that my competitors have is what makes customers trust their specials.

Sports cars industry is the primary target market. According to statista.com "In the market for Sports Cars, the volume is expected to amount to 4 t. pcs. by 2021." The website also mentioned that "From an international perspective it is shown that most revenue is generated in the United States (US\$13,430m in 2018)." The previous statistics shows that sports car market is a reliable and fast-growing market in the U.S. Moreover, those facts indicate that also sports car lovers are enormous market. Another target market is the aftermarket parts and fuel. Buying the parts item as wholesale from original manufactural and sell them as a wholesale.

The target market is people who know as "car guys." The definition of "car guys" refers to young adult and men who own sports car and addicted to fast vehicles. PCS demographics or market segment focus on the ages between 25 - 50 years old with low to mid-income level. Also, our target market is customers who look to keep up with the technological advancement that can shape their car the way they want.

After identifying the services of PCS, the target market was selected based on their age, interests, hobbies, income level and needs. In other words, the target market is people who will receive the full benefit based on their needs. PCS offers specific services for high horsepower vehicles and particular requirements for car owners. On the other hand, choosing to sell and install aftermarket parts is high demand services that can increase car performances or enhance the car's look. According to Relevanteauto.com, "This rising demand for aftermarket parts and services is spurring new growth and revenue opportunities for a wide range of businesses operating in the automotive aftermarket industry."

There are several plans to market for PCS and let the word out. The first and the most guaranteed way is market for PCS through social media. Social media can increase brand awareness since there are millions of users who different social media apps such as Instagram on a daily basis. Damin Wolf wrote an article called "The real power of social media" and he mentioned three interesting statistics. Wolf's stated that on social media 33% of customers discover the new brand, 72% social media customers are loyal and 92% of all markets make business well known. A second marketing plan is renting a booth at race cars events to promote for PCS. Being present in car shows is a great opportunity to start building relationships and meet "car guys" to explain all services that PCS offers. Lastly is sponsoring individuals who own high-performance cars. Sponsoring high-performance vehicles will raise brand awareness and attract customers to PCS.

Discounts are one of the main ways to attract customers. Social media posts will be where all offers and discounts posted. With a first-time purchase, there will be a free installation. Also, provide competitive prices on aftermarket parts that PCS sell such as race fuel and after-market performance parts. This competitive pricing aims to create big customers based and not profit.

PCS wants to segment people who have the performance car, or even people who collect older performance cars as mentioned before, Mustang Shelby. There are many companies out there that

provides the same functions as PCS. What differentiates PCS from the competition is that PCS cares about customers and quality. Also, PSC wants to offer competitive market prices for aftermarket parts with the option of providing professional installation provided by certified technicians.

Pricing

When considering pricing the products and services, there are several determinations to consider. The process of pricing PCS's products and services is going to cover cost and profit, in other words, pricing will ensure that PCS generate enough revenue. Customers demographics is the focus in the pricing process since demographics make the most impact on the market. Analyzing competitors and their prices is another important focus because PCS's is aiming to provide lower costs than the competitors offer.

Prices for products

Programing = \$700

Installation = \$500 - \$1900

Products:

1- Racing Fuel \$75-\$400

2- Turbocharger kits \$3400-\$9000

3- Supercharger kits \$4000-\$9500

The pricing strategy starts with a drawing a target revenue of PCS and loyal customers. Starting with sitting penetration pricing to attract customers and build the reputation while generating lots of customers. For instance, unexpected discounts offer for customers to increase sales. The competitive pricing will ensure that the services and products value are well reflected.

The goal of the pricing strategy is to generate enough profits that will cover all PCS's costs which include salaries, rent, tool, etc. After considering the average prices, another goal would be to have a clear vision of all expenses. Knowing expenses will help determine the gross profit margin target percentage of each service and product.

There is straight alignment between pricing strategy and all marketing decisions. The pricing of PCS shop reflects the value customers will receive. Marketing strategies of PCS are focusing toward reaching the target revenue as well as generate customers. The pricing strategy of PCS will match the value proposition while analyzing competitor's prices. For instance, delivering efficient services is the focus. Therefore, PCS will offer competitive prices.

How does your product/service pricing compare to your competitor's?

PCS' product/service pricing is the value-based strategy where delivering the most efficient work is what important. After analyzing competitor's charges and offers, PCS is offering very competitive prices to similar services. Also, the unexpected discounts at PCS would catch customer's attention

A value-based strategy of PCS is what making pricing competitive. Hiring expert and well-trained employees will guarantee professional work and satisfying customers. On PCS's social media posts, there will be a brief list of employees experiences available for followers to see. However, the pricing of PCS will ensure that it will reflect the professional services customers will receive.

For a startup business like PCS, the current price points are fair enough to reach target goals. A new strategy will be developed once all goals are met and accomplished successfully. Along the way, data will be collected as well as surveys and feedback from customers which will help in the new pricing strategy plan.

Distribution/Place

As far as market coverage, PCS will always be available for customers to have the customer buy from PCS and not the competitors. In other words, being open to customers all the time will help PCS grow its sales. Since PCS does not manufacture any products, there is a need that to fill all the outlets which will lead PCS to gain a more significant customer base.

One of the services that PCS provides is car programming, and programming can be done both on site, or remotely. PCS will give it's customers the options for car programming to make it easier for them if a customer lives far away from the primary location. All customer will need PCS services when they want to add more horsepower to their cars, and that can be done by installing the parts or recalibrate their vehicles. Customers who live close will prefer to come to the location to see everything that they want to buy and see how PCS provides its services. For customers who live far away, PCS will provide free shipping for products, and will also offer remote programming sessions if needed.

PCS will sell it's products and services mainly through E-Commerce channels such as websites. Also, social media will play an important role to promote the services that PCS provides. There will also be the retail side since PCS will have products to sell to people, and many customers in the performance car field will prefer to come on site and purchase their products.

PCS will use the concentrated marketing coverage since PCS is targeting a particular area in the auto industry. Even though concentrated marketing could result in the high risk, but PCS wants to segment the right audience.

Best channels that will help PCS grow are E-Commerce and social media channels. There are not many newspapers that talks about how performance cars should be modified, or how much would a person spend on his/her vehicle to add more horsepower. Moreover, the founder acknowledges that there are many race car magazines, and they are well-known, but the best method to reach people who have high horsepower cars is by using social media marketing.

There will be employees who will handle PCS's social media marketing since it is the primary focus on the marketing channels. Employees for the social media marketing will be college students who know

how to keep up with social media, and how to reach the right segment and where to find them.

In the future, PCS might be concentrating on the logistical channel since it will be easier for the company to have companies who make the products supply it directly to the customers. For instance, instead of having every single aftermarket or performance parts in inventory, it will be better if the company that makes specific products ships it directly to the customer using PCS's name.

After running PCS for approximately two years, focusing on the logistical part and the concentrated marketing function will generate the best profit.

Parking will play an essential part in PCS, that is why there will be a huge parking space outside of the facility to allow customers to park "free" when PCS have any events or social gathering for race car drivers. The layout of the facility needs to make sense to customers and would make customers be engaged in the performance business. Layout design will be all about car parts, for instance, customer lounge would have tea tables which are made from car parts. The founder of PCS chooses to have around 11,000 square footage to have the space for design and construct the shop appealing to customers with having all the necessary amenities for customers.

PCS will be established in Orange City, Florida. The main reason why the founder chooses to have PCS in Orange City because it is close to Daytona Beach, Florida where there are plenty of performance shops in Daytona Beach area, and PCS want to be more accessible for people who live far from Daytona. It will help the sales because after doing a feasibility study of the area, it turns out that there aren't that many performance shops in Orange City area that allows people who own race or high-performance cars.

Rent per year would be around \$92,000. As far as designing the facility and having the customized pieces of furniture will be an estimation of \$4,000

The facility will be very customer friendly since PCS is based on transparency. PCS wants the customer to move around the facility and see everything that PCS does to their cars as far as programming and if they are doing some parts installations. The facility is designed to have more space for customers that allows them to move around freely. Also, having the area for customers will enable them to discover more about what products do PCS have in stock which will increase sales.

Promotion

Products and services of PCS will be mainly promoted on social media channels. Also, PCS will be sponsoring people who have race cars by giving them free products or free services to have PCS's name on their cars when they attend events. Moreover, PCS will be hosting many race events which will help promote the name of PCS.

The most car enthusiast who will be primary PCS customer is on social media. To be more specific about social media, customers would be using Facebook and Instagram since these two marketing channels

are full of race and performance cars enthusiast. Also, since Netflix is growing and providing TV shows for everyone, they do have TV shows that people who care about performance cars watch. According to TopSpeed (2013), people watch TV shows that are all about performance cars which are:

1. BBC Top Gear UK
2. Top Gear USA
3. Fifth Gear
4. Fast N' Loud.

These are the TV shows that PCS will try to do it's best to have product placement or have any famous TV shows explain what kind of services that PCS provides.

Strategies that will be used for promotion purposes would be by having social gatherings to grow the network, and by using social media marketing. Social media marketing is a crucial element when it comes to promotional strategies. Therefore, PCS needs to be on every channel that could be found and accessible through social media. Also, PCS want to focus on small groups of people who care about race cars to grow the network of its customer base.

The marketing team of PCS will handle promotional tactics by knowing who is PCS's target audience, and knowing competitors and create the awareness. Also, since PCS will be a startup business, there is a need to build the reputation and credibility of people so they can rely on PCS products and services.

Cost effective tools would be internet and social media because there is a meager cost involved to reach the desired segment. Also, hosting events for race car drivers will also help in promoting the services that PCS provides.

PCS want to be realistic when it comes to business and set the right goals that can be targeted and reached. Knowing what PCS will be in the future and what kind of growth expected will be one of the primary promotional objectives as well.

PCS can control everything that would be hosted on site, for instance, hosting a social gathering for race car drivers. On the other hand, there is no complete control of marketing communication when it comes to social media because it is tough to track every single detail that happens in social media. There is a possibility that PCS can follow people who watch social media advertising. However, PCS cannot track what is the reaction of people in social media unless they do so.

The main message about PCS that customers should know is that PCS is all about transparency in business by showing the customer how everything is done. Also, PCS will not have any hidden fees for customers, and everything will be upfront and transparent to customers. Customers also need to know the level of professionalism that PCS has even though it is a startup business.

Promotional activities will be mainly on social media marketing, to be more specific, it will be on Instagram because that is where everyone goes to see new about cars or even products. According to

Karlson (2017) "

On average Instagram ads cost-per-click is between \$0.70 and \$1.00.

However, there are many elements determining your Instagram ads' cost. For example, there's a difference in Instagram CPC prices for various age groups."(2017).

Instagram ads will generate significant revenue for PCS since the target audience that PCS want to reach are on Instagram. The expected sales PCS expects out of Instagram will be around \$20,000 to \$30,000 per year. Smith (2017) study about Instagram advertising found the following:

In 2015, Instagram was forecasted to bring in \$595 million in mobile ad revenue.

In 2017, it was estimated Instagram would reach nearly \$4 billion in revenue.

By 2019, it's said Instagram ad revenue could reach over \$10 billion"(2017).

The founder of PCS uses Instagram to look for everything that has to do with performance cars such as programming services, installation services, and performance products. The reason PCS choose Instagram as one of the marketing tools is that because the founder has experienced the success of reaching the largest audience possible and that will be done by finding them on Instagram.

There will be a college intern that PCS is planning to hire, which will be more familiar with social media activities. There are some great times that social media and the internet has significant traffic, which mainly will be on weekends, and that is when PCS will have to advertise and throw more ads using social media marketing channels.

The objectives which are associated with every tool that is being used are getting more customers, make customers more engaged, gain the loyal customer base, and improve the overall PCS sales.

Promotional programs will be elementary, and PCS want to make it easy for customers to communicate with PCS. They are adequately aligned since the main function of the promotional program is using social media marketing. Social media marketing would be the most cost-effective and efficient than having to promote using TV ads. Social media marketing promotion tool would be the best choice especially for the performance car industry because the entire customer base is either on Facebook or Instagram following what is new in the performance car world.