

**Genesis Auto A.-Buying and selling used cars
December 2017**

**Antonio Álvarez and Guadalupe Gallegos
Owners**

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I. Introduction

My name is Guadalupe Gallegos I am starting my business of selling and buying used cars with the name of genesis Austo A. I believe that I need to start mi business with a minimum of \$20.000.

Key points to answer:

- Selling and buying used cars
- Find cheap cars that are in good condition, cheap and in good quality.
- Some of the reasons for my business to be successful is to buy cars almost new.
- Fix any detail that the car needs to have fixed
- Make sure that the car is in good conditions and have the legal documents ready that way the buyer or seller will not have any issues.

Starting Budget

Starting \$20,000

At first only half of the budget is necessary:

(Half of the budget is to buy 3 good brand and in good condition cars) \$10,000

II. Business Description

Company Profile:

- Name of the business: genesis Auto A,
- Starting date: December 2017
- Look for location where they can find a big parking lot
- Legal entity: Have all the legal documentation before starting the business.

Company Mission/Vision Statement:

- The mission of our company is to have our goals and be successful.
- Our goals are: Work hard to have our business and have in mind the mission and vision of our business.

Company Timeline:

- Start our business with money
- Look for a place to have out business
- Have all the legal documentation required
- Have the vision to start our business

III. Management and operations

Management Team Members

- **Owners:** Antonio Álvarez and Guadalupe Gallegos
- Managers of finances: Guadalupe Gallegos
- Key for success: We are hard working and we have a specific goal to reach success.

Staff Analysis

- We need to find two employees to be able to have enough support for our business, also our employees need to have a mentality for success.

Advisory Committee:

- In the future we may look for a committee; maybe we would look for people to be in the committee but not for the moment. The people in the committee needs to know a lot about sales and business.

Operations

- Times and location:
Monday through Friday from 8AM to 5:30 PM. Sat. 10 AM to 4 AM.

IV. Products and Services

- Service 24 Hrs. for customers
- We sell good and nice cars
- We buy good quality cars
- We sell cars with a clear record
- We do maintenance service to any of our cars
- 3 months warranty
- During the 3 months of warranty we give maintenance to your car
- And if you do not like it we will change it for another
- Satisfaction Guaranteed or your money back
- Buy and you put the amount you can afford
- Here we help you with the necessities of your car
- Here you walk in and out driving.
- Prices are accessible to your budget
- \$ 1,200 up to \$ 5,000
- Services 24 hrs. for our customers

V. Industry and Competition

Market Need

Our company will target any customer that needs a car, we will try our best to arrange payments. Because we buy and sell used cars we are competing with the big dealerships selling new cars.

Market / Industry Trends

Having clients that recommend us and would affect me in not having the right place and good service.

Relevant Market Measure

My target for each month is to sell a minimum of three cars per month. We do not have an specific target.

Competition Analysis:

The lot of cars in the corner (used cars) and mechanical service.

ADVANTAGE:

They have cheaper cars

DISADVANTAGES

They have no guarantee

My Business Offers Warranty and Maintenance Service During Warranty

The services I have in my business are guaranteed in writing.

My business is qualified to be successful by giving a good customer service this to be accessible to the client's budget.

VI. Customers

Type of Clients

- The types of customers depend on what type of people are looking for a car and their needs.
- It also depends on what kind of model you want, the year and what conditions the car needs.
- Everyone can buy without any discrimination.

Potential customers-Consumer Profile

- A potential customer is one who sees and buys without thinking much
- A perfect customer knows what they need and what they can buy without thinking about the cost.

VII. Marketing and Sales Strategy

Strategies and Brand

Advertisement, online, newspaper, radio and bulletin and customer recommendations.
The strategy I use is that I recommend customers and advertise discounts.

My income to start \$ 20,000 and now after 1 Year my income has not gone down
Less than \$ 20.00

VIII. Financial Plan

Financial Situation (personal and business)

My monthly income	\$2,100
Total bank accounts	\$20,000

Requirements and use of funds

Local Rental	\$20,000
Buy some 6 cars that have good service Not less each of	\$1,500- \$ 2,500

IX.Appendix

Competition Table			
Business	Include full address	Products and Services	Price Range
Autos Generations	Around the corner of where I will have my business	24 service and available phone numbers for any emergency	Depends on the brand of each car and if the car is only 5 years or younger.
Business around San Antonio	All around San Antonio	All depends what the customer wants and need.	All type of cars and age of the car doesn't matter.
Alex's Cars	Exactly in front of my business	Free service for three months, free oil change and is open 24 hours. Only for customers	All types of cars