

CC CUSTOMS BUSINESS PLAN

I. EXECUTIVE SUMMARY

CC Customs, (hereinafter "Business") is intended to be formed as a Engineering Industry located at 400 Spartan Dr, Salem, Virginia, 24153, poised for rapid growth in the Automotive Products industry. The Business seeks funding to take advantage of a window of opportunity for introducing a new Truck Accessories product, which has the potential to dominate the market.

Business Description. The Business is to be organized as a Engineering Industry, promoted by Chad Christian. Master Degree in engineering and business administration. associates in drafting design.

New Product. The Business has developed a Truck Accessories product which has the following specifications:

We design and build completely customized Brush Guards, Bumper Replacements, Headache Racks, and Tool Boxes.

The Business has a window of opportunity to introduce its products and gain a significant piece of the market share.

Funding Request. The total funding request is for a \$135,000.00 loan for a 5 years period. The funding proceeds will be used as follows:

\$10,000.00 for Marketing

This amount is earmarked for effectively marketing the products as described below in the Marketing Summary section of the Business Plan.

\$40,000.00 for Staffing

This portion of funding is intended for hiring employees to produce the products and assist marketing and sales efforts.

\$15,000.00 for Manufacturing
Supplies

The Business is looking for long-term debt funding. Financial projections forecast a break-even point in less than 9 months after product introduction. Conservative estimates show at least a 110 return on the investment by the end of the financing period.

II. BUSINESS SUMMARY

The business is a start-up business, providing clients with Truck Accessories. We design and build completely customized Brush Guards, Bumper Replacements, Headache Racks, and Tool Boxes.

Industry Overview. We will employ 3 people and start small and slowly progress into a bigger company. We look to stay in business for years and years to come

Seasonal Factors. The Business would only be influenced by the seasonal factors that affect our customers. Since the demand for our services crosses many different businesses and industries, seasonal fluctuations are expected to be limited to the typical down turn in the dull period months are not affected by the annual holiday schedules.

Position in the Industry. We will position ourselves to increase our opportunity for success by locating our products where people will see them alot,

Legal Issues. The promoters have secured the required patents and trademarks for the products and processes of the business in accordance with the statutory requirements.

III. MARKETING SUMMARY

Target Markets. The main target markets for the business include:

- We target sale our products to Fire and Rescue crews, and just the general off roader

It is estimated that there are 3,000,000 potential customers within the Business defined trading area that are estimated to spend \$21,000,000.00. To seek the most profitable market segments in the target markets overall, the Business will focus on the following areas within the target market:

Competition. Customer choice of services in this industry is based on Price, Appearance, Durability Our main competitors are Road Armour and Ranch Hand

Services. The Business intends to provide exceptional, personalized service, which will be the crucial factor in building and protecting the Business's brand within the community. The Business intends to handle customer concerns and issues with a customer oriented focus with the intent of providing timely resolution and preventing the loss of customers.

IV. STRATEGY AND IMPLEMENTATION SUMMARY

The Business plans the following tactics as part of sales promotion:

- Develop a list of businesses in the neighborhood and send brochures by direct mail to the list.
- Internet marketing
- Direct sales

In addition, the Business will also engage in the following marketing campaigns:

V. FINANCIAL PLAN

The Funding Request in this Business Plan outline the major start-up costs associated with this business. Other costs include repair and maintenance, sales and production expenses. Regular monthly expenses are estimated at \$200,000.00 for paying the employee salaries and other regular business expenses. The Business is expected to generate \$1,000,000.00 in the first year and gross profit is expected to be \$900,000.00.