

Business Plan

**Mehmet Kaya
T/A
MK Car Shine**

Business Plan developed by:	Mehmet Kaya & Mustafa Erk, NI-CO
Date:	20.05.2021

CONTENTS

- 1. Executive Summary**
- 2. Introduction & Background**
- 3. Products/Service**
- 4. Marketing**
- 5. Operations**
- 6. Finance including Cash Flow Forecast**
- 7. Appendices**

1. EXECUTIVE SUMMARY

MK Car Shine is a new business venture being set up by Mr Mehmet Kaya from Kyrenia. Mehmet will operate as a sole trader under the name MK Car Shine offering a car wash and valeting service. He will provide his services to customers from within commercial premises on the main Bellapais Road, just on the edge of Kyrenia.

The business will commence formal trading in June 2021. Mehmet is confident that demand exists, given the engagement he has had with potential clients in his area (especially given the fact that he has several years' experience cleaning cars on a casual basis); resulting in many prospective clients having agreed to avail of his service as soon as the business is operational. Mehmet will be solely responsible for all operations of the business and will not employ any staff. He will market his business and create awareness of his service via advertising mediums such as business cards, word of mouth, flyers and online via Facebook. This is in addition to highly visible branding at his premises- which have a prominent location on the edge of the City.

In order to establish his business Mehmet requires a loan of TL30,000 to purchase equipment for starting up. He hopes to secure a loan from ARK bank and has developed this Business Plan to demonstrate that his Business can be viable and that he has the capacity to make all loan repayments.

2. INTRODUCTION & BACKGROUND

Business name: MK Car Shine
Business Address: 143 Bellapais Road, Kyrenia
Telephone number: +90 546 765 33 98
Legal status: Sole Trader
Proposed Start date: 24.06.2021
Full-time/ Part-time: Full-time
Business idea: Car cleaning and valeting service
Owner name: Mehmet Kaya
Home address: 38 Harbour Street, Kyrenia
DOB: 09.12.1983

Background/Experience

Mr Mehmet Kaya has had several years' experience cleaning cars on a casual basis over the last few years; to earn money during holiday periods and at the weekends. Mehmet has previously worked for another carwash in Kyrenia for 18 months (Suds Carwash); where his primary role was to valet cars. This previous experience has been essential in developing Mehmet's hands-on practical skills as well as assisting him develop a knowledge of the local market place.

3. PRODUCTS/SERVICE

Mehmet plans to establish a professional car cleaning/valeting business, providing an extensive range of services to the private and business car users as well as local car garages/dealers. He will target all car owners/sellers throughout the wider South Kyrenia area. The car washing and valeting service will provide all types of car care including wax, full interior and steam clean services. He will make his services known to taxi businesses and operators of fleet vehicles, as well as local car dealers. The services and prices which Mehmet will charge have been listed below;

Product/service	Price
Vehicle wash	TL50 (average)
Mini Valet	TL200 (average)
Full Valet	TL500 (average)

Unique selling point

Mehmet is confident that he can improve on the offering of some of his competitors as he will be providing competitive prices and a reliable quality service, as well as the convenience and flexibility of his car collection and drop off service. He will also use and promote the fact that he uses Star Car Wash Cleaning detergent – an eco-friendly cleaning product –that none of his other local competitors use.



Above – unit and yard from where business will operate from

4. MARKETING

Market research

In order to identify a need for the business market research has been undertaken by Mehmet. This is in addition to him having an excellent working knowledge of the local area and marketplace through his previous employment with Sud's Carwash. Some of Mehmet's market research has included:

- Mystery shopping to research prices charged by competitors
- In-depth conversations with several vehicle dealers in the area
- Reviewing social media and identifying other local car washes/valeters who are advertising their services
- Using the internet to research the number of competitors in the local area

Target Market

Mehmet's target market will be all car owners/sellers throughout the wider South Kyrenia area, where his business will be based. When better established Mehmet will also target taxi businesses and operators of fleet vehicles, as well as local car dealers.

Sales Justification

The below table demonstrates the potential level of demand for Mehmet's service from market research conducted;

Activity	Outcome	Order value
Spoke with 20 members of friends and family to confirm interest in valeting service	10 confirmed requirement for full valet twice a year and 5 confirmed for mini valet 4 times per annum	10 x 2 X TL500= TL10,000 per annum 5 X 4 X TL200= TL4,000 per annum
Counted passing cars over day. Estimated number of cars passing by car wash per week (5,000 per week)	Confident of attracting at least 1% of passing weekly traffic for standard vehicle wash	50 x TL50= TL2,500 per week = 48 weeks X TL2,500 = TL120,000 per annum
Total		TL134,000 per annum

Promotion

Method	Details	When	Cost
Business cards	200 business cards from ABC Printing	Month 1	TL100
Flyers	1,000 flyers from ABC Printing	Month 1	TL100
Signage	Basic sign for roadside (JB Signs)	Month 1	TL300

Social media	Facebook page – www.facebook.com/MKCarshine	Ongoing	Free
Total			TL500

Mehmet understands the importance of offering an excellent service at all times and believes word of mouth and returning customers will be his least expensive, but most effective promotional tool.

Competitors

Competitor	Strengths	Weaknesses
KRB Valeting Service, Harbour Road, Kyrenia	<ul style="list-style-type: none"> Established Good reputation Quality service Excellent location 	<ul style="list-style-type: none"> More expensive Staff turn over Long waiting times
Wash & Go, Bay Road, Kyrenia	<ul style="list-style-type: none"> Well established Reputable Good customer client base Good location 	<ul style="list-style-type: none"> More of a car wash – no valeting Expensive Staff turnover
Castle Carwash, Kyrenia	<ul style="list-style-type: none"> Established Good reputation 	<ul style="list-style-type: none"> Poor facilities High prices

Despite there being three direct competitors within a 2KM radius Mehmet is confident that his business can be a success through his knowledge of the local marketplace, ongoing promotion through his Business Facebook page and by promoting his business' unique selling points, as identified earlier in this plan.

5. OPERATIONS

Tick those that apply ;

	Area	Notes
✓	Lease Agreement	1 Year lease – TL2,500 per month
✓	Health & Safety	Health & Safety at Work Hazardous Chemicals
	Employment legislation	
✓	Waste legislation	Sewage water legislation
	Licences	
✓	Tax	Registration with Local Authority
✓	Insurance	Public liability Quote TL2,400
	Other	
	Other	

People

Mehmet Kaya, the proprietor will be responsible for the overall management of the business. Proper guidance will be sought from relative bodies with regard to taking on any staff (both occasional and full-time) if Mehmet believes the business can sustain staff after the first years trading. Mehmet will secure the services of a local Accountant to undertake the submission of his tax return/self-assessment and arrange wage payments if he does decide to take on staff.

6. FINANCE

Start-up costs

Required		Already Owned	
Commercial Power hoses	TL18,000	Car	TL30,000
Valet machine	TL4,000	Valeting Hoover	TL3,000
Ramps	TL8,000	Power Hoses	TL4,000
		Buffers/polishers/Standards	TL3,000
		IT Hardware	TL5,000
Total	TL30,000	Total	TL45,000

The purchase of the required commercial power hose, ramps and valet machine will be funded from a TL30,000 business loan which Mehmet will apply to his bank for. Quotations for this additional equipment is included in the Appendices.

Assumptions for projections

- Sales are based on the assumptions included in the attached appendices
- Cost of sales has been estimated as 10% of sales and includes cost of detergents, sponges/clothes and other cleaning products
- Rent and rates have been agreed with a local Agent for TL2,500 for Year 1 from June 2021
- Electricity costs have been estimated at TL2,000 per month with the exception of Month 6 (November holidays) where they are expected to be TL1,000
- Professional fees have been estimated at TL3,000 in Month 1(Accountancy set up fees)
- Sundries have been estimated at TL50 in Month 1(various 'odds and ends' for premises)
- Insurance has been estimated at TL200 per month – Quote -Glite Insurance, Nicosia
- Loan interest and loan repayments have been based on securing a loan through the ARK Bank of TL30,000. This will be over a 4-year period with repayments TL1,200 per month (TL1,000 repayment and TL200 interest charge)

Projected Cash flow forecast



Projected Cash Flow Statement - Year 1												
	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
INCOME												
Cash	10,400	13,400	16,800	17,800	19,300	14,200	20,200	20,700	22,100	23,100	23,100	23,600
Debtors	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	10,400	13,400	16,800	17,800	19,300	14,200	20,200	20,700	22,100	23,100	23,100	23,600
EXPENDITURE												
Materials	1,040	1,340	1,680	1,780	1,930	1,420	2,020	2,070	2,210	2,310	2,310	2,360
Staff wages	0	0	0	0	0	0	0	0	0	0	0	0
Rent & Rates	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Tel/Internet	250	250	250	250	250	250	250	250	250	250	250	250
Postage/Stationery	0	15	0	0	0	15	0	0	0	15	0	0
Adv. & Promotion	500	0	0	0	0	0	0	0	0	0	0	0
Heat & Power	2,000	2,000	2,000	2,000	2,000	1,000	2,000	2,000	2,000	2,000	2,000	2,000
Transport costs	300	300	300	300	300	300	400	400	400	400	400	400
Professional Fees	3,000	0	0	0	0	0	0	0	0	0	0	0
Sundries	50	0	0	0	0	0	0	0	0	0	0	0
Insurance	200	200	200	200	200	200	200	200	200	200	200	200
Bank Interest/Fees	0	0	0	0	0	0	0	0	0	0	0	0
Loan Interest	0	200	200	200	200	200	200	200	200	200	200	200
Drawings	0	0	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
TOTAL	9,840	6,805	17,130	17,230	17,380	15,885	17,570	17,620	17,760	17,875	17,860	17,910
CASH INTRODUCED												
Own Investment	45,000	0	0	0	0	0	0	0	0	0	0	0
Loans	30,000	0	0	0	0	0	0	0	0	0	0	0
Grants	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	75,000	0	0	0	0	0	0	0	0	0	0	0
CAPITAL EXPENDITURE												
Adaptions to premises	0	0	0	0	0	0	0	0	0	0	0	0
Machinery/Equipment	55,000	0	0	0	0	0	0	0	0	0	0	0
Vehicles	20,000	0	0	0	0	0	0	0	0	0	0	0
Loan Repayments	0	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL	75,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
MONTHLY BALANCE	560	5,595	(1,330)	(430)	920	(2,685)	1,630	2,080	3,340	4,225	4,240	4,690
OPENING BANK BALANCE	0	560	6,155	4,825	4,395	5,315	2,630	4,260	6,340	9,680	13,905	18,145
CLOSING BANK BALANCE	560	6,155	4,825	4,395	5,315	2,630	4,260	6,340	9,680	13,905	18,145	22,835

7. APPENDICES



Imperial Chambers
Manchester Road
Burnley, Lancashire
BB11 1HH
T. 01282 456677

www.pettycommercial.co.uk



WORKSHOP/MANUFACTURING PREMISES WITH EXCELLENT LOADING

TO LET

Unit C Valley Mills
Southfield Street
Nelson
Lancashire
BB9 0LD

Size: 203.82 sq.m (2,194 sq.ft)

- Open plan workshop/manufacturing premises
- Electronic roller shutter access.
- Good on site car parking
- Within approximately one mile of Nelson town centre and access on to the M65



FORM BIS-711 FORM APPROVED UNDER OMB CONTROL NO. 0254-0021, 0254-0053		U.S. DEPARTMENT OF COMMERCE BUREAU OF INDUSTRY AND SECURITY <small>Information furnished on this form is subject to the provisions of Section 1230 of the Export Administration Act of 1979, as amended, 50 U.S.C. app. 2411(c), and its implementing regulations. It is prohibited by law.</small>		DATE RECEIVED (Leave Blank)	
STATEMENT BY ULTIMATE CONSIGNEE AND PURCHASER					
1. ULTIMATE CONSIGNEE PT KIRIN-MIWON FOODS		CITY BANDAR LAMPUNG			
ADDRESS LINE 1 <small>PT KIRIN-MIWON FOODS INC. BEMAHARU JONKAB, LAMPUNG TOWN, JAWA, INDONESIA</small>		COUNTRY INDONESIA			
ADDRESS LINE 2		POSTAL CODE 34183		TELEPHONE OR FAX <small>TELE: 40-221-41205, 412-40-72-48-111</small>	
2. DISPOSITION OR USE OF ITEMS BY ULTIMATE CONSIGNEE NAMED IN BLOCK 1 We certify that the items: (left mouse click in the appropriate box below)					
A. <input checked="" type="checkbox"/> Will be used by us (as capital equipment) in the form in which received in a manufacturing process in the country named in Block 1 and will not be reexported or incorporated into an end product.					
B. <input type="checkbox"/> Will be processed or incorporated by us into the following product (s) to be manufactured in the country named in Block 1 for distribution in _____					
C. <input type="checkbox"/> Will be used by us in the form in which received in the country named in Block 1 for use or consumption therein. The specific end-use by my customer will be _____					
D. <input type="checkbox"/> Will be reexported by us in the form in which received in _____					
E. <input type="checkbox"/> Other (describe fully): _____					
<small>NOTE: If BOX (D) is checked, acceptance of this form by the Bureau of Industry and Security as a supporting document for license applications shall not be construed as an authorization to export the items to which the form applies unless specific approval has been obtained from the Bureau of Industry and Security for each export.</small>					
3. NATURE OF BUSINESS OF ULTIMATE CONSIGNEE NAMED IN BLOCK 1					
A. The nature of our usual business is <u>DISCOTHEQUE S' RIBONUCLEOTIDE MANUFACTURER</u>					
B. Our business relationship with the U.S. exporter is <u>CUSTOMER OF SUNDYNE (ANSIMAG)</u>					
and we have had this business relationship for <u>3</u> year(s).					
4. ADDITIONAL INFORMATION					
5. ASSISTANCE IN PREPARING STATEMENT <u>SCOTT FLORES SUNDYNE CORP, 14845 WEST 84th AVENUE, WEST DOCK, ARVADA, COLORADO 80007</u>					
STATEMENT OF ULTIMATE CONSIGNEE AND PURCHASER We certify that all of the facts contained in this statement are true and correct to the best of our knowledge and we do not know of any additional facts which are inconsistent with the above statement. We shall promptly send a supplemental statement to the U.S. Exporter, disclosing any change of facts or intentions set forth in this statement which occurs after the statement has been prepared and forwarded, except as specifically authorized by the U.S. Export Administration Regulations (15 CFR parts 730-774) or by prior written approval of the Bureau of Industry and Security. We will not reexport, resell, or otherwise dispose of any items approved or a license supported by this statement (1) to any country not approved for export or brought to our attention by means of a list of trading, commercial, financial or other means, (2) to any person that knows that it will result directly or indirectly, in disposition of the items contrary to the representations made in this statement or contrary to Export Administration Regulations.					
6. SIGNATURE OF OFFICIAL OF ULTIMATE CONSIGNEE			7. NAME OF PURCHASER		
NAME OF OFFICIAL <u>MR. BUD RAHARDJO</u>			SIGNATURE OF PURCHASER		
TITLE OF OFFICIAL <u>PROCUREMENT PROJECTIONS</u>			NAME OF OFFICIAL		
DATE (mm/dd/yyyy) <u>May 5, 2011</u>			TITLE OF OFFICIAL		
CERTIFICATION FOR USE OF U.S. EXPORTER - We certify that no corrections, additions, or alterations were made on this form by us after the form was signed by the (ultimate consignee/purchaser).			DATE (mm/dd/yyyy)		
8. NAME OF EXPORTER			SIGNATURE OF PERSON AUTHORIZED TO CERTIFY FOR EXPORTER		
NAME OF PERSON SIGNING THIS DOCUMENT			TITLE OF PERSON SIGNING THIS DOCUMENT		DATE (mm/dd/yyyy)
We acknowledge that the making of any false statements or concealment of any material fact in connection with this statement may result in imprisonment or fine, or both and denial, in whole or in part, of participation in U.S. exports and reexports.					
<small>Public reporting burden for this collection of information is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Director of Administration, Paperwork Project, Bureau of Industry and Security, U.S. Department of Commerce.</small>					

Commercial Lease Agreement Template

Commercial Lease Agreement

This Lease agreement is made on this _____ day of _____ (Month), _____ (Year) by and between
_____ (hereinafter "Landlord")

AND

_____ (hereinafter "Tenant").

In consideration for the shared promises and agreements contained herein, and for other good and valuable consideration, the parties hereby agree as follows:

1. The Landlord leases to the Tenant, and the Tenant rents from the Landlord the following stated grounds:

2. The tenure of the Lease shall be for _____ beginning _____ and ending _____.

3. The Tenant shall pay to Landlord as rent \$ _____ per year in equal monthly installments of \$ _____ payable in advance _____ (Time Period).

4. This Lease is subject to all present or prospect mortgages affecting the property.

5. Tenant shall use and inhabit the building only as a _____ (Tenant Rental Status) subject at all times to the approval of the Landlord.

6. The Tenant shall not make any amendments, additions or improvements to the building without the prior written permission of the Landlord.

7. The property-owner, at his own cost, shall equip the following utilities or facilities for the benefit of the occupant:

8. The leaseholder, at his own cost, shall provide the following:

9. The leaseholder shall purchase at his own cost public liability insurance in the amount of \$ _____ as well as fire and exposure insurance in the amount of \$ _____ for the property and shall provide satisfactory proof thereof to the property-owner and shall continue same in force and effect throughout the Lease period hereof.

10. The leaseholder shall not let or commit waste to the property.

11. The leaseholder shall meet the terms, policies, order codes and laws of all governmental establishments having authority over the property.

12. The Tenant shall not allow or engage in any activity that will affect an increase in the rate of insurance for the Building in which the property is not contained nor shall the leaseholder allow or commit any annoyance thereon.



ABC Painting & Renovators

123 Springvale Rd, Glen Waverley, Vic 3456, Australia
Tel : 03-7654-1234, Fax : 03-7654-1235
Website : <http://www.abc-painting.com>, Email : sales@abc-painting.com

QUOTATION

Biz Reg No : 1234-9876

Sample Customer Pty

12 Woodridge Rd
Sunbury 3320
Vic, Australia

Dear Mr. William

Quotation No. **QT10000**

Date 17/03/2008

Our Ref.

Cust Ref.

Terms

Description Of Work	Amount
Thank you for the opportunity to quote. We are pleased to quote as follows :	
Painting of office unit at 12 Woodridge Rd. Price includes	\$12,500.00
- All surface preparation	
- 1 undercoat and 2 finishing coats to the color of your choice	
- Supply of paint and labour/ workmanship	

Remarks

PAYMENT TERMS : 30% deposit required to start work. Balance 70% on completion

Tax	\$1,136.36
Total	\$12,500.00

VALIDITY : 90 days from the date of this quote

We trust that you will find our quote satisfactory and look forward to working with you. Please contact us should you have any questions at all.

for ABC Painting and Renovations