



ABC Car Wash, LLC

# ABC Car Wash, LLC DBA Car Care Lounge

Strategic Business Plan

2025



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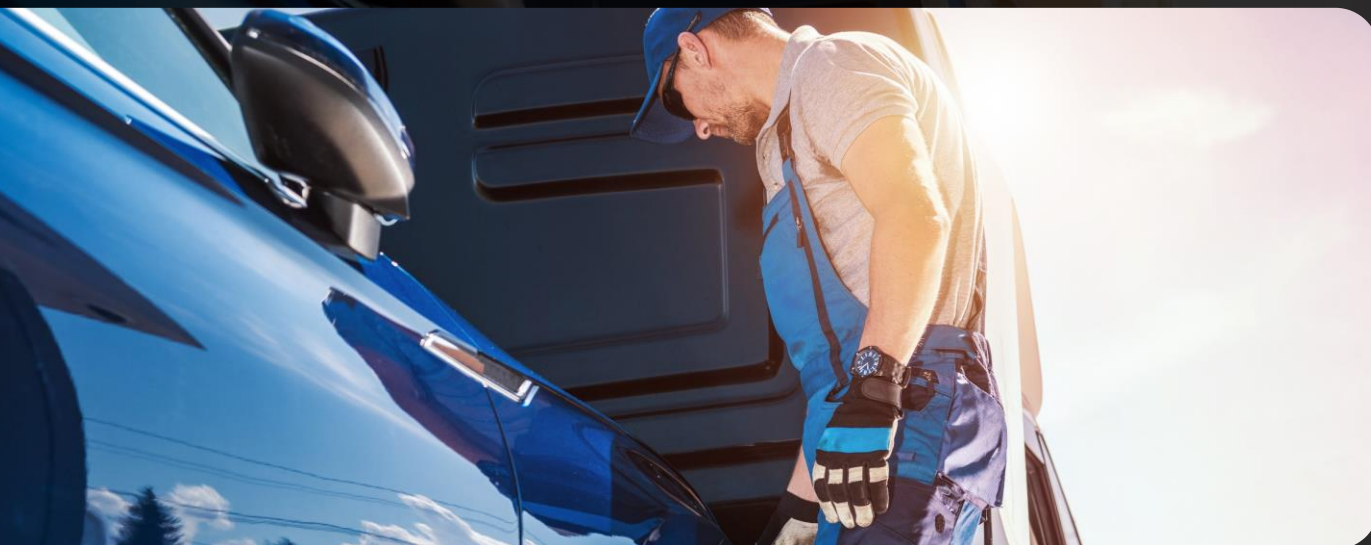
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## Mission Statement

We are dedicated to delivering superior vehicle care and exceptional customer service. We aim to exceed expectations by combining advanced cleaning technology, eco-conscious products, and a relentless focus on detail. We take pride in contributing to our community and protecting the environment, all while providing a car wash experience that is welcoming, efficient, and second to none. We believe in building lasting relationships with our customers, ensuring each visit ends with satisfaction and a brilliantly clean vehicle.



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## Executive summary

ABC Car Wash, LLC, doing business as Car Care Lounge ("the Company"), is positioned to transform the car wash industry in California through a premium, eco-conscious service model. By combining sustainable, high-efficiency practices, the Company aims to set a new standard for automotive care—prioritizing performance and environmental responsibility. Car Care Lounge offers a full range of car wash and detailing services designed to meet the needs of today's time-sensitive, quality-driven customers.

Founded by Mr. Samuel Johnson and backed by a seasoned leadership team, ABC Car Wash is contributing \$100,000 in equity to support capital expenditures, site development, and initial operations.



**ABC Car Wash is registered in the state of California. Ownership is held by Mr. Samuel Johnson.**

## BUSINESS MODEL

ABC Car Wash, LLC delivers high-quality, environmentally responsible car wash and detailing services focusing on efficiency, convenience, and customer satisfaction. Targeting urban professionals, commuters, and eco-conscious consumers. Primary Revenue Streams include **self-care wash services**, recurring membership subscriptions, and on-site cleaning services.

### Unique Selling Proposition

ABC Car Wash, LLC stands out through a strategic blend of service excellence, sustainability, and operational innovation:

- **Premium Service Delivery:** State-of-the-art equipment and trained staff ensure consistent, high-quality results.
- **Eco-Friendly Operations:** Biodegradable products, water-saving systems, and energy-efficient practices cater to a growing base of environmentally conscious customers.
- **Technology-Driven Efficiency:** Touchless systems, automated entry, and app-based tools streamline the customer experience and reduce labor costs.





▲ **MARKETING STRATEGIES:** Marketing for Car Care Lounge will be done through various channels, including a mix of digital and traditional marketing strategies, including social media, email, networking, direct sales, and referrals, to promote our business."

▲ **MANAGEMENT:** Mr. Samuel Johnson, Founder and Owner of ABC Car Wash, LLC, brings **extensive experience** in customer service, operations, and strategic growth. His deep industry knowledge and strong network position helped him to lead the Company through launch and long-term expansion. He is **supported** by Nick Gorant, Founder of **Complete Carwash Solutions (CCWS)**, a recognized industry expert with over 15 years of ownership experience and a family legacy spanning four decades. Mr. Gorant advises on on-site development, equipment planning, and operational execution.

▲ **FINANCIAL OVERVIEW:** The Company expects steady growth over the first three years of operation and projects the following revenue to be generated:

	Year 1	Year 2	Year 3
Revenue	\$732,600	\$908,820	\$1,108,296

## OBJECTIVE

The purpose of this plan is to provide financial institutions with the information necessary to evaluate the scope and future growth of ABC Car Wash, LLC, in the marketplace. In addition to serving as a roadmap for management, the plan will illustrate that:

1. A significant market opportunity exists, as evidenced by current market demands and the competitive landscape;
2. The management team in place is well-qualified to execute a thoughtful and effective operational, marketing and sales strategy.
3. The right capital structure will support a long-lasting and profitable business.

The owner is fulfilling ABC Car Wash, LLC's funding need. The funding will be allocated across key areas, including land acquisition, construction, site development, and working capital initiatives. The investment risk is considered minimal due to the management team's experience and strong industry growth trends. The Company's financial model projects consistent brand growth over the next three years. By year three, **ABC Car Wash, LLC** is projected to generate approximately **\$1.1 million** in annual gross revenue, with a net profit of approximately **\$208K — or 18%**.



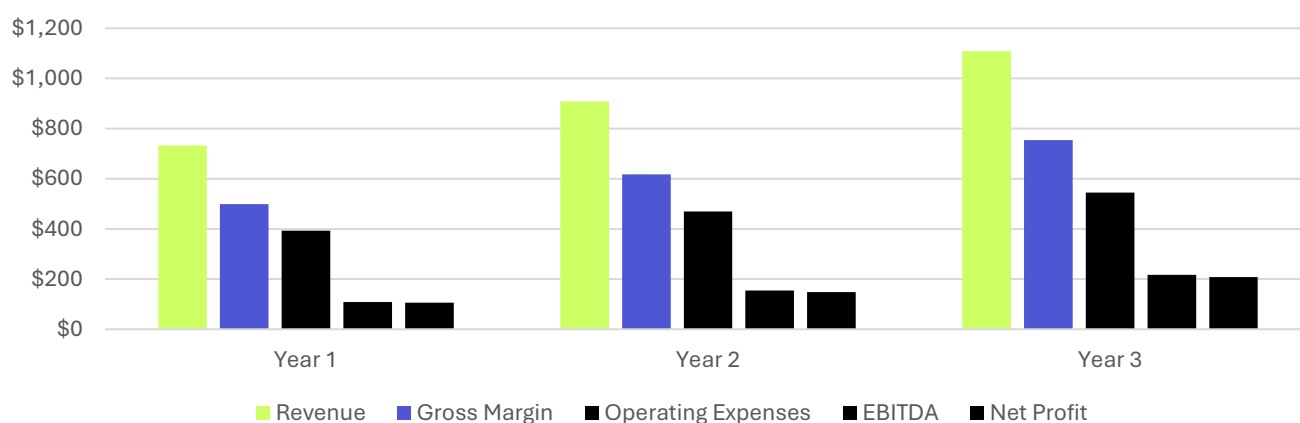
## Financial Objectives

The following table and graphs illustrate ABC Car Wash, LLC's financial goals for the next three years. The financials are explained in detail throughout the plan.

### Financial Highlights (\$1,000's)

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	22	37	44	59	66	66	66	66	73	73	81	81	733	909	1,108
Gross Margin	15	25	30	40	45	45	45	45	50	50	55	55	499	617	754
Operating Expenses	41	32	32	32	32	32	32	32	32	32	32	32	393	469	545
EBITDA	-25	-7	-2	8	13	13	13	13	18	18	23	23	108	154	217
Net Profit	-26	-7	-2	8	13	13	13	13	18	18	23	23	106	148	208
Gross Margin/Revenue	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%
EBITDA/Revenue	-115%	-19%	-4%	14%	20%	20%	20%	20%	25%	25%	29%	29%	15%	17%	20%
Net Profit/Revenue	-116%	-19%	-5%	13%	19%	19%	19%	19%	24%	24%	28%	28%	14%	16%	19%
Net Cash Flow	34	-10	-4	7	10	10	11	11	18	16	23	21	147	76	141
Cash Balance - Ending	34	24	20	26	36	46	57	68	86	102	125	147	147	223	364

### Projected Operating Highlights By Year (\$1,000's)





## Start-up Summary

The following tables and graphs detail the funding **required** to bring the Company's vision **to life**. Start-up funding includes all expenses, start-up assets, and start-up expenses incurred before the Company begins generating revenue. **The working capital shown in the asset table** represents the cash balance **available** at the beginning of Month 1 in the financial projections.

### Use of Start-up Funding

#### EXPENSES

Legal fees	\$3,500
Marketing and Advertising	\$5,000
<b>Total Start-up Expenses</b>	<b>\$8,500</b>

#### LONG-TERM ASSETS

Renovations	\$20,000
Equipment	\$15,000
<b>Total Long-Term Assets</b>	<b>\$35,000</b>

#### SHORT-TERM ASSETS

Working Capital	\$56,500
<b>Total Short-Term Assets</b>	<b>\$56,500</b>

#### TOTAL EXPENSES & ASSETS

Total Start-up Expenses	\$8,500
Total Start-up Assets	\$91,500
<b>Total Funding Requirements</b>	<b>\$100,000</b>

### Total Start-up Funding

Owner Contribution	\$100,000
<b>Total Funding Already Received</b>	<b>\$100,000</b>

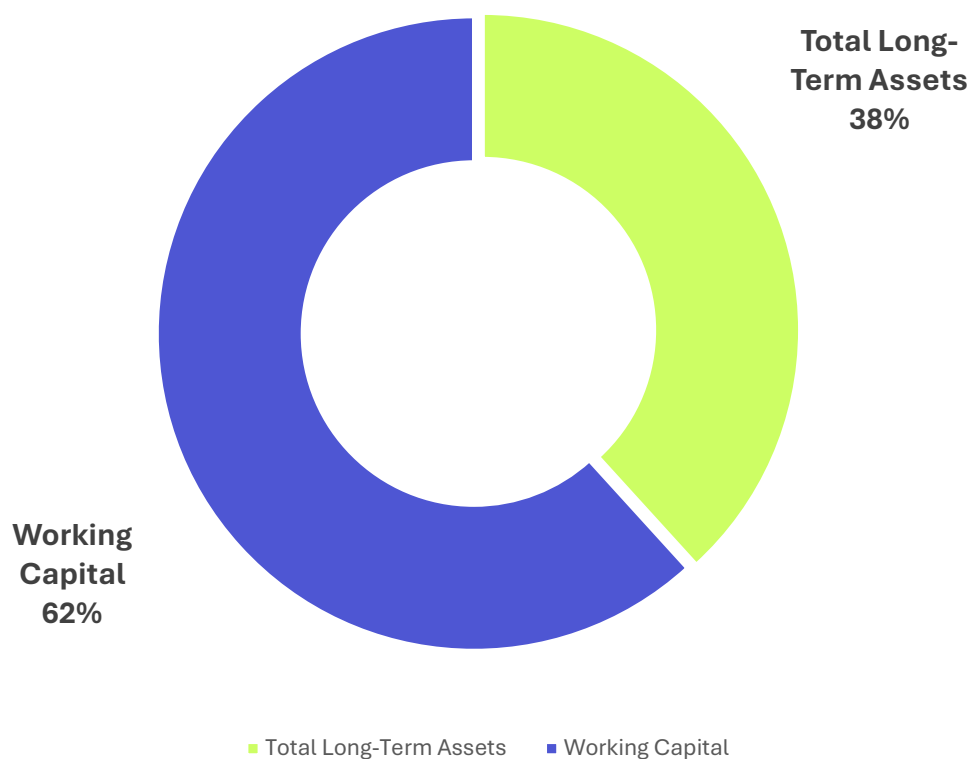
#### START-UP CAPITAL AND LIABILITIES

Loss at Start-up (Start-up Expenses)	<b>(\$8,500)</b>
Total Funds Received & Requested	\$100,000
<b>Cash Balance on Starting Date</b>	<b>\$56,500</b>





## TOTAL FUNDS







# About The Company

ABC Car Wash, LLC, under the leadership of Mr. Samuel Johnson, will offer premium, **eco**-friendly car wash solutions. With a strong commitment to sustainability and innovation, the Company aims to redefine automotive care standards. ABC Car Wash will become the premier choice for environmentally conscious vehicle owners in California by **providing a comprehensive range of car wash services**. By leveraging eco-friendly technology, solar power, and chemical-free products, the Company will ensure smart water usage and minimize environmental impact while delivering exceptional service and results.

Furthermore, ABC Car Wash will prioritize environmental responsibility by **utilizing** eco-friendly cleaning products and **adopting** sustainable practices to reduce its carbon footprint. The Company will uphold high environmental standards through water-efficient systems and effective waste management protocols without compromising **service quality**.

# PRODUCTS AND SERVICES

The following is a list of the product types available through ABC Car Wash, LLC.

Product/Service	Benefits	Description
Self-Service Car Wash Bays (08)	<b>Eco-Friendly:</b> New energy-efficient equipment <b>conserves water and electricity</b> .	Self-serve bays are equipped with advanced, energy-efficient machinery and eco-friendly products to deliver a powerful, precise wash. A state-of-the-art water reclamation system ensures a clean rinse every time.
Self-Service Bay (1) RV Height	A few locations offer dedicated wash bays for RVs or pull trailers. This <b>dedicated bay allows large vehicles</b> to be washed and vacuumed without the worry of navigating tight spaces or risking damage to either the vehicle or the facility.	This will allow these vehicles to wash and vacuum your RV or trailer without the worries of navigating in tight spaces or chances of damages to either their vehicle or the facilities.
Automotive Detailing Products & Merchandise	No need to visit a store or shop online—we bring it directly to your drying station, and no cash is needed.	No need to visit a store or shop online. Bring it directly to your drying station. <b>No cash is needed**.</b>



# Market Analysis Summary: Car Wash & Auto Detailing In The U.S.

## OVERVIEW OF CAR WASH & AUTO DETAILING INDUSTRY IN CALIFORNIA<sup>1</sup>

California leads the U.S. car wash and auto detailing industry, contributing **17%** of the national revenue (**\$19.8 billion**) and ranking #1 in total industry revenue and number of establishments.

Current Market Size (2025): \$3.4 billion

- 5-Year Growth Rate (2020–2025): 5.5% annually (vs. 5.1% national)
- Locations (2025): 7,837 (4.2% annual growth)
- Employment: 32,600 workers (1.3% annual growth)
- Wages: \$1.1 billion (4.6% annual growth)

### Future Outlook (2025–2030):

- Projected Market Size (2030): \$3.9 billion
- Forecasted Growth Rate: 2.9% annually (vs. 2.8% national)
- Projected Locations: 9,346 (3.6% annual growth)
- Employment: 37,396 workers (2.8% annual growth)
- Wages: \$1.2 billion (3.0% annual growth)

### US Key External Drivers

**1.8% ▲**  
Per capita disposable income

**1.0% ▲**  
Number of motor vehicle

**-0.4% ▲**  
Consumer confidence index

<sup>1</sup> "Car Wash & Auto Detailing in California" IBISWorld 2023 - Obtained at [www.ibisworld.com](http://www.ibisworld.com)



Car Wash & Avto Detailing in California

#1 in Highest Revenue

17% of state’s GDP

\$3.4bn

Revenue (2025)

5.5% ▲

Annual Grown (2020-25)

2.9% ▲

Annual Grown (2020-25)

Car Wash & Avto Detailing in US

#1 in Highest Revenue

17% of state’s GDP

\$19.8bn

Revenue (2025)

5.1% ▲

Annual Grown (2019-24)

2.8% ▲

Annual Grown (2024-29)

California leads the nation in car wash and auto detailing businesses, accounting for 12.4% of the 63,438 establishments nationwide—ranking the state #1 in industry presence across the U.S.

Car Wash & Avto Detailing in California

#1 in Highest Establishments

7,837

Establishments (2025)

4.2% ▲

Annual Grown (2020-25)

3.6% ▲

Annual Grown (2025-30)

Car Wash & Avto Detailing in US

63,438

Establishments (2025)

4.5% ▲

Annual Grown (2019-24)

3.4% ▲

Annual Grown (2024-29)



# Operational Strategy

## LEGAL STRUCTURE

ABC Car Wash, LLC will operate as a Limited Liability Company registered in the state of California. The Company's ownership structure is outlined as follows:

## LOCATION: CALIFORNIA

Car Care Lounge will be located at 123 Avenue in 123, California. Positioned at a prominent signalized intersection at 123 Avenue and Alameda Street, this corner property offers exceptional visibility, easy access, and strong potential for growth—making it an ideal location for a premium, eco-friendly car wash and detailing center.

### ▲ PROPERTY OVERVIEW:

**The site includes:**

**Land Size:** 24,679 square feet

**Building Space:** Over 4,300 square feet across two buildings

**Zoning:** Commercial use, with existing infrastructure to support car wash operations, retail, and administrative functions

**Parking:** Ample parking is available at both the front and rear of the property

### Strategic Advantages

**High-Traffic Location:** Strong visibility and vehicle flow at a signalized intersection in a densely populated area

**Dual Access:** Seamless customer flow and convenience for standard vehicles, oversized vehicles, RVs, and trailers

**Community Hub:** Positioned to become a go-to destination for vehicle care, combining advanced technology, eco-friendly practices, and exceptional service

Samuel Johnson

100%







## LOCATION: DEMOGRAPHICS

CATEGORY	Statistic	Source
Total Population (2023)	108,816	Neilsberg.com
Median Age	38.2 years	Census Reporter
Median Household Income	\$96,699	City-Data.com
Per Capita Income	\$37,172	City-Data.com
Average Household Size	3.2 persons	City-Data.com
Drive Alone to Work	71.5%	City-Data.com
Carpool Rate	14.3%	City-Data.com
Average Commute Time	~30 minutes	City-Data.com

## TARGET MARKET

The Car Care Lounge will be located in 123, California—a densely populated, commuter-centric city where car ownership is essential. With a population exceeding **109,000**, an average of over two vehicles per household, and a median household income of **\$96,699**, the area presents a strong, affluent customer base that values convenience, efficiency, and regular vehicle upkeep.

Strategically situated near major roads, shopping centers, and residential areas, the location offers consistent foot traffic and high visibility, making it ideal for both self-service and automated car wash services. The addition of an RV-accessible bay further strengthens the business's competitive advantage by catering to a niche, often-overlooked market segment.



## MARKET SEGMENTATION

The following outlines the primary market segments Car Care Lounge will serve, highlighting key demographic and behavioral characteristics that define each group.

Segment	Description	Key Needs	Preferred Services
Everyday Commuters	Time-conscious professionals who commute daily within or beyond 123. This segment values speed, convenience, and reliability in vehicle upkeep	Quick, affordable, and hassle-free cleaning	Touchless Laser Wash, Monthly Memberships, Contactless Payment Options
DIY Enthusiasts	Auto enthusiasts and hands-on car owners who take pride in personally maintaining their vehicles. This segment seeks flexibility, control, and access to professional-grade tools.	Full access to equipment for personalized detailing.	Self-Service Bays, High Suction Vacuums, Mat Cleaners, Wax Applicators
Families	Households with multiple vehicles-often SUVs or minivans-who prioritize cleanliness, hygiene, and convenience. Regular car care is part of their routine, especially with children involved.	Safe, efficient, and cost-effective service.	Automatic Wash, Free Vacuum Stations, Family-Friendly Membership options.
Fleet Owners & Businesses	Small business operators with branded vans, trucks, or service vehicles (e.g., HVAC, landscaping, logistics) who require regular cleaning to maintain a professional image and protect vehicle longevity.	Reliable, efficient service with simple fleet management and bill	Fleet Account Plans, Priority Access, Streamlined In-and-Out Service, Consolidated Billing Options





## Branding And Marketing

ABC Car Wash, LLC will consistently showcase its logo and signature colors across all marketing channels to strengthen brand awareness among its target audience. Its clear brand identity, core values, and mission will drive organic word-of-mouth and build lasting customer loyalty.

### KEYS TO SUCCESS

- **Quivio RealTime** – Provides live operational metrics and performance insights to drive informed, data-backed decisions.
- **Sonny's Controls Ecomm. App** – Enables full remote control of equipment, seamless e-commerce integration, and customer engagement tools—designed for scalable, multi-site management.
- **User Access Customization** – Secure access management through Sonny's ensures streamlined operations and system integrity.
- **Strong Local Marketing & Brand Presence:** Active local marketing, including bilingual promotions and a strong digital presence, helps attract and retain customers.
- **Operational Efficiency:** The self-service model minimizes staffing costs, and high-tech systems enhance operational efficiency and customer satisfaction.
- **Redevelopment & Growth Potential:** The property's excess land and location in a growing commercial area present future expansion and development opportunities.



## MARKETING CAMPAIGN

### ▲ PROMOTIONS & CUSTOMER INCENTIVES

- **Introductory Offers:** Launch with limited-time incentives.
- **Membership Program:** Introduce a tiered loyalty membership offering recurring savings
- **Seasonal Campaigns:** Roll out targeted promotions during peak traffic periods.

### ▲ DIGITAL & SOCIAL MEDIA MARKETING

- **Targeted Social Advertising:** Deploy Facebook and Instagram ads aimed at local residents.
- **Influencer Collaborations:** Partner with local influencers and community leaders who align with the brand's eco-friendly and convenience-focused message to drive authenticity and trust.
- **Search & Conversion Marketing:**
  - SEO: Optimize the website and Google Business Profile to appear in the top results for high-intent local searches like "car wash near me" or "eco-friendly car wash in 123."
  - Google Ads: Run geo-targeted search and map ads to capture conversion-ready customers.

### ▲ CUSTOMER RETENTION AND LOYALTY PROGRAMS

- Loyalty Program
- Referral Program
- Email Marketing

### ▲ LOCAL SEO AND ONLINE REVIEWS

- **Optimize Listings:** Ensure accurate business listings on local directories (Google My Business, Yelp, etc.)
- **Engagement with Reviews:** Actively respond to positive and negative reviews to show customer engagement and address concerns.
- **Local Content Marketing:** Create blog posts, videos, and social media content around car care, eco-friendly car washing, and local events to engage with the 123 community.

### ▲ ON-SITE EXPERIENCE AND CUSTOMER SATISFACTION

- **Customer Feedback System:** Implement a system (survey or kiosk) that allows customers to easily provide feedback on their experience and act on feedback to improve service continually.
- **Cleanliness and Ambiance:** Maintain a clean, well-lit, and welcoming facility to enhance the customer experience. Use bright signage and well-maintained equipment to ensure a premium experience.





## Local Competitive Analysis

The identified competitors are described below:

**Name:** 123 Hand Car Wash & Detail Center  
**Address:** 9534 Firestone Blvd, 123, CA 90241, USA  
**Phone:** +1 562-622-3333  
**Website:** 123carwash.com



123 Hand Car Wash & Detail Center offers comprehensive services to cater to various car care needs. Their offerings include exterior and full-service hand car washes, ensuring a thorough clean for the vehicle's body, wheels, and windows, with added protectants and tire dressing options.

**Name:** Papa John Car Wash  
**Address:** 11024 Paramount Blvd, 123, CA 90241, USA  
**Phone:** +1 562-862-8911



Papa John's Car Wash, located in 123, California, provides a variety of car cleaning services. Their offerings likely include a **basic wash** for a standard exterior clean, encompassing the vehicle's body, wheels, and tires. They also likely offer a **deluxe wash**, which typically involves a more comprehensive exterior cleaning process, potentially including hand-drying and a basic interior vacuum.

**Name:** Crystal Car Wash  
**Address:** 7300 Firestone Blvd, 123, CA 90241, USA  
**Phone:** +1 562-904-2777



Crystal Car Wash, situated in 123, California, offers a range of car cleaning solutions for vehicle owners. Their services likely encompass various levels of **exterior car washes**, starting from basic cleaning to more thorough options, including undercarriage washes, treatments for wheels and tires, and applying protective coatings. For interior care, they probably provide **interior cleaning services** such as vacuuming carpets and seats, cleaning windows, and wiping down interior surfaces like dashboards and consoles.



# COMPETITIVE ADVANTAGES

## Comprehensive Service Model

Offering a full spectrum of services—including touchless automatic washes, self-serve bays, and dedicated oversized vehicle/RV stations—the business serves both everyday drivers and niche customer segments, maximizing throughput and revenue diversity.

## Unmatched Wash Quality & Consistency

Precision-engineered systems and laser-guided automation deliver a consistently spotless result, building customer trust and repeat traffic through performance reliability.

## Value-Enhancing Amenities

Complimentary high-suction vacuum stations, mat-cleaning machines, and an intuitive, customer-friendly layout enhance the overall experience and drive perceived value with every visit.

## Prime, High-Visibility Location

Situated at a signalized, high-traffic corner in 123, the location offers maximum visibility, easy dual assurance, consistent exposure, and convenience for a broad customer base.

# BARRIERS TO ENTRY

Barrier to Entry	Explanation
High Capital Investment	Setting up a modern, eco-friendly car wash with advanced equipment requires significant funding.
Real Estate Acquisition	Securing a high-visibility, accessible location with sufficient space is difficult and expensive.
Zoning & Permits	Obtaining necessary zoning approvals and environmental permits can be complex and time-consuming.
Technological Requirements	Advanced washing systems, payment kiosks, and water reclamation technology demand expertise.





## SWOT Analysis

The following outlines the key strengths and weaknesses of ABC Car Wash, LLC and the primary opportunities and threats present within the current market landscape.



### STRENGTHS

#### **Sustainable, Future-Proof Operations**

The facility is equipped with cutting-edge, energy-efficient machinery and eco-friendly cleaning products, aligning with environmental trends and regulatory momentum. This reduces long-term utility costs and positions the business as a leader in sustainable car care and a key differentiator in a competitive market.



### WEAKNESSES

#### **Capital-Intensive Start-up Model**

The initial investment in high-end, eco-friendly infrastructure and property buildout is substantial. However, long-term operational savings, strong margin potential, and scalable business fundamentals offset this.



### OPPORTUNITIES

#### **Capitalize on Green Consumer Behavior**

Growing environmental awareness creates a strong demand for sustainable businesses. The car wash's eco-friendly model can serve as a core differentiator in an increasingly eco-conscious marketplace.



### THREATS

**Competitive Market:** The car wash industry in 123, California, is competitive, with established local players potentially posing challenges to customer acquisition.

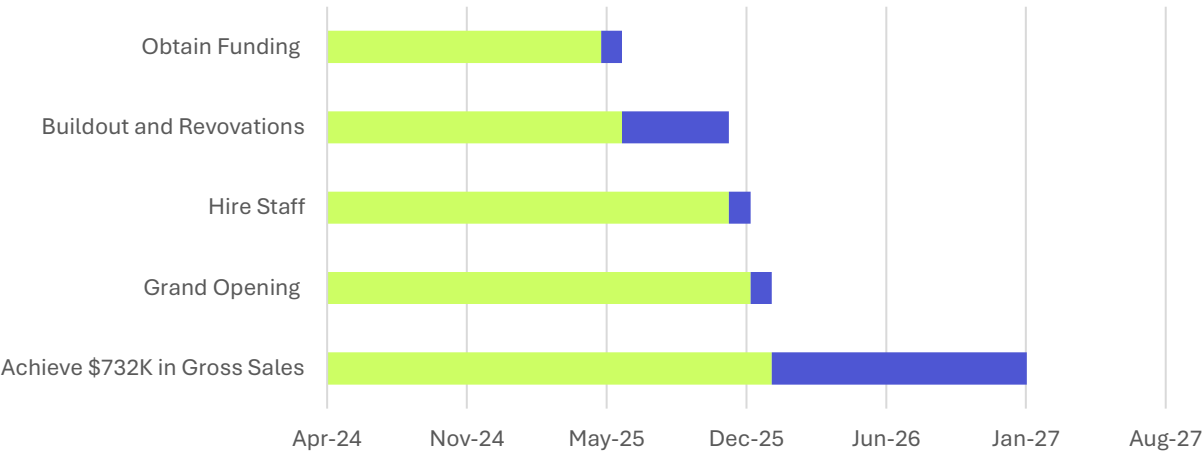


# Milestones

The tentative milestones are shown below. Management reserves the right to make changes to this schedule as needed.

## Milestones

	Start Date	Duration (days)	Manager
Obtain Funding	05/15/2025	30.00	Management
Buildout and Renovations	06/14/2025	153.00	Management
Hire Staff	11/14/2025	31.00	Management
Grand Opening	12/15/2025	30.00	Management
Achieve \$732K in Gross Sales	01/14/2026	365.00	Management







# Management

## LEADERSHIP & STRATEGIC PARTNERSHIP

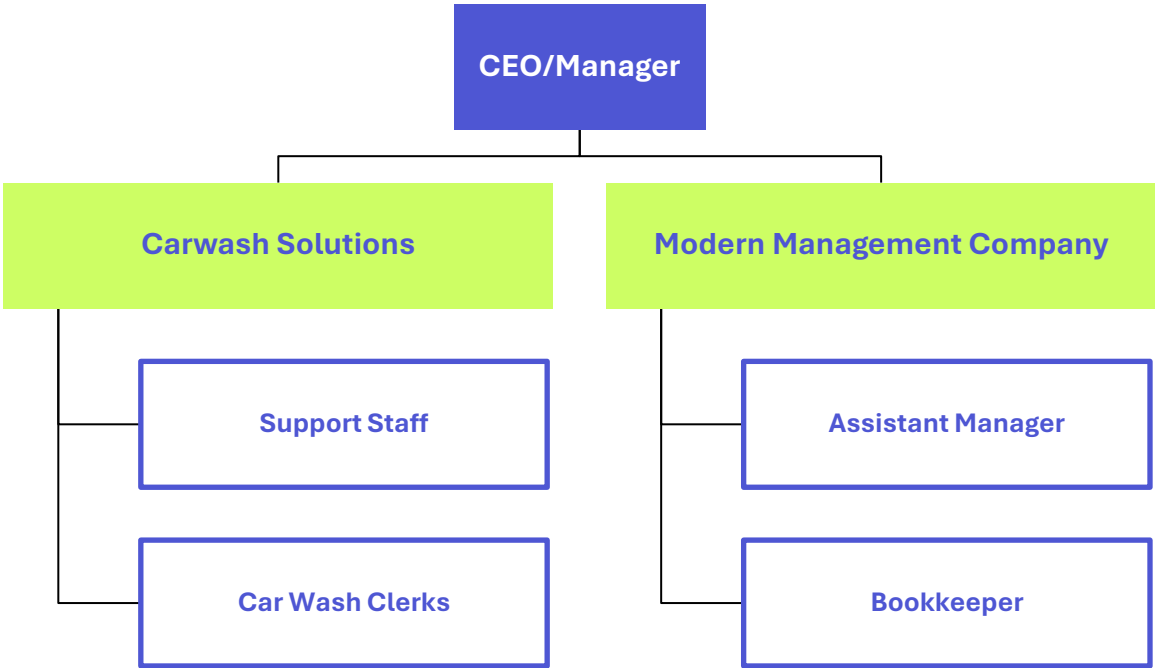
Mr. Samuel Johnson, Founder, Owner, and Managing Director of **Car Care Lounge**, brings a **powerful combination of industry expertise**, operational excellence, and entrepreneurial vision. With a focus on building high-performance car wash businesses, Mr. Johnson's strengths in communication, time management, and strategic execution have been instrumental in shaping the Company's direction and growth.



A dedicated member of the International Carwash Association (ICA), Mr. Johnson's commitment to excellence is reflected in his years of meticulous research, site planning, and deep understanding of customer expectations. His hands-on leadership style and ability to turn strategy into results position him as the ideal figure to drive Car Care Lounge forward.

Augmenting this leadership is the strategic involvement of Mr. Nice, a **seasoned industry consultant** and founder of Complete Carwash Solutions (CCWS). With over 15 years of direct ownership experience and four decades of car wash industry lineage, Mr. Nice brings unmatched operational knowledge and real-world expertise to the venture.

## ORGANIZATIONAL CHART





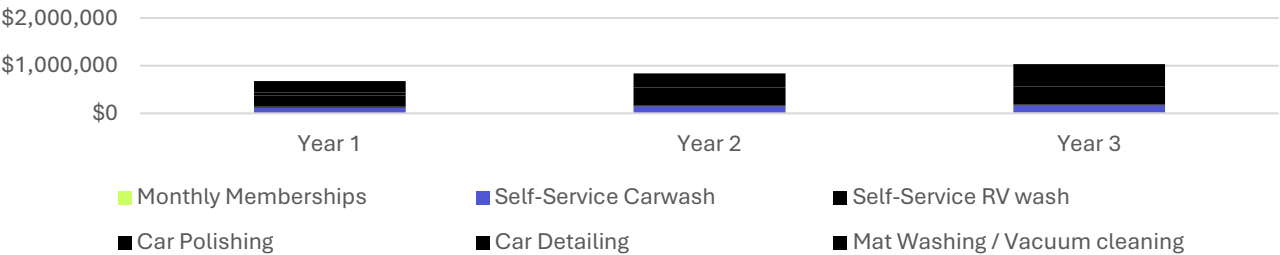
# Revenue Forecast

The following table presents a three-year revenue projection. Direct costs reflect all expenses directly associated with generating revenue, including the cost of goods and services sold.

## Revenue Forecast

	Year 1	Year 2	Year 3
<strong>TOTAL</strong>			
Monthly Memberships	600	720	828
Self-Service Carwash	14,400	17,280	19,872
Self-Service RV wash	1,800	2,160	2,376
Car Polishing	12,000	15,000	18,750
Car Detailing	1,200	1,500	1,875
Mat Washing / Vacuum cleaning	24,000	30,000	37,500
Merchandise / Car care Items	10,800	13,500	14,850
<strong>PRICE</strong>			
Monthly Memberships	\$12.00	\$12.00	\$12.00
Self-Service Carwash	\$8.00	\$8.00	\$8.00
Self-Service RV wash	\$9.00	\$9.00	\$9.00
Car Polishing	\$20.00	\$20.00	\$20.00
Car Detailing	\$50.00	\$50.00	\$50.00
Mat Washing / Vacuum cleaning	\$10.00	\$10.00	\$10.00
Merchandise / Car care Items	\$5.00	\$5.00	\$5.00
<strong>REVENUE</strong>			
Monthly Memberships	\$7,200	\$8,640	\$9,936
Self-Service Carwash	\$115,200	\$138,240	\$158,976
Self-Service RV wash	\$16,200	\$19,440	\$21,384
Car Polishing	\$240,000	\$300,000	\$375,000
Car Detailing	\$60,000	\$75,000	\$93,750
Mat Washing / Vacuum cleaning	\$240,000	\$300,000	\$375,000
Merchandise / Car care Items	\$54,000	\$67,500	\$74,250
<strong>Total Revenue</strong>	<strong>\$732,600</strong>	<strong>\$908,820</strong>	<strong>\$1,108,296</strong>

## Revenue By Year



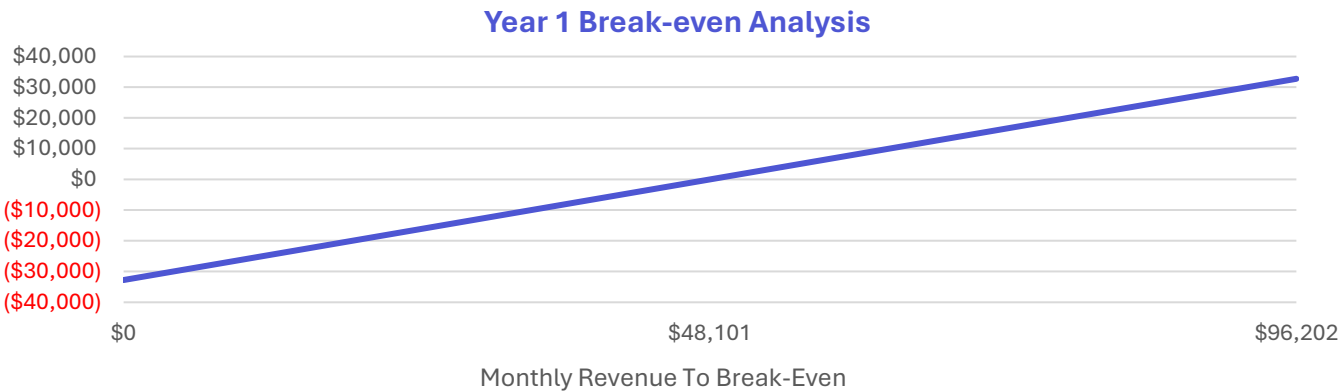


# Break-Even Analysis

The following analysis outlines the revenue required to reach the break-even point during the first year of operations—where total revenue offsets both fixed and variable expenses.

In Year 1, the Company anticipates average monthly fixed costs of **\$32,750**. To cover these fixed expenses along with variable costs that scale with revenue, the business must generate an average monthly revenue of approximately **\$48,101** to achieve break-even.

Year 1 Break-even Analysis	
Monthly Revenue Break-even	\$48,101
ASSUMPTIONS:	
Average Monthly Revenue	\$61,050
Average Monthly Variable Cost	\$19,484
Estimated Monthly Fixed Cost	\$32,750





## Projected Income Statement

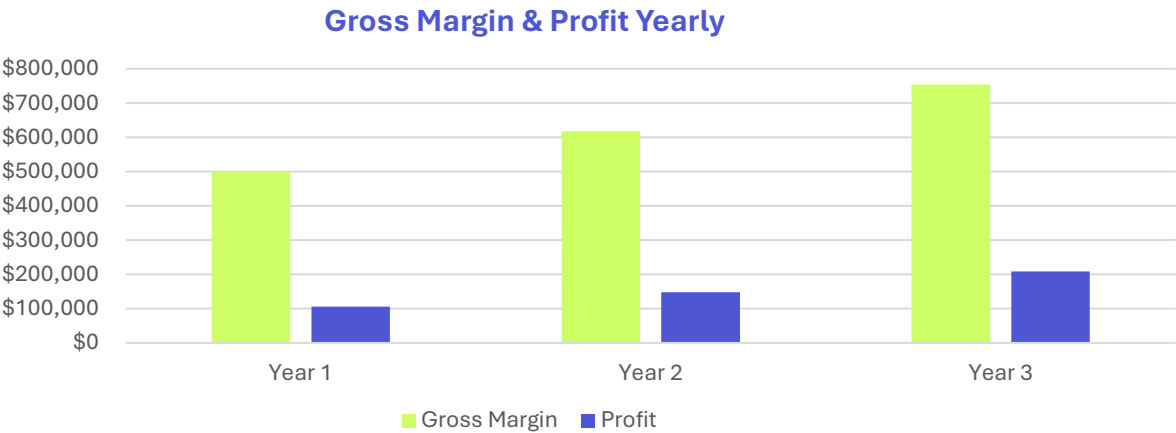
ABC Car Wash, LLC plans to strategically deploy its capital to drive sustainable growth and maximize profitability. The income statement below outlines projected financial performance, with gross margin calculated as total revenue minus direct costs.

### Pro Forma Income Statement

	Year 1	Year 2	Year 3
Revenue	\$732,600	\$908,820	\$1,108,296
Subtotal Cost of Revenue	\$213,660	\$266,382	\$324,130
Merchant Credit Card Fees	\$20,147	\$24,993	\$30,478
Total Cost of Revenue	\$233,807	\$291,375	\$354,608
Gross Margin	\$498,794	\$617,445	\$753,688
Gross Margin/Revenue	68.09%	67.94%	68.00%
<b>EXPENSES</b>			
Rent	\$30,000	\$36,000	\$41,400
General Insurance Liability	\$1,800	\$1,845	\$1,891
Business License/Permits	\$3,000	\$3,075	\$3,152
Telephone/Internet	\$1,800	\$1,845	\$1,891
Website Hosting/Updates	\$300	\$308	\$315
Marketing & Advertising	\$6,000	\$7,800	\$8,970
Supplies	\$18,000	\$19,800	\$22,770
Utilities	\$5,400	\$5,940	\$6,534
Facility Maintenance	\$10,200	\$11,220	\$12,342
Start-up Expenses	\$8,500	\$0	\$0
Depreciation & Amortization	\$2,333	\$5,667	\$9,000
Payroll Taxes & Benefits	\$30,663	\$37,681	\$43,850
Total Personnel	\$275,000	\$337,950	\$393,270
<b>Total Operating Expenses</b>	<b>\$392,996</b>	<b>\$469,131</b>	<b>\$545,385</b>
Profit Before Interest and Taxes	\$105,798	\$148,315	\$208,303
EBITDA	\$108,131	\$153,982	\$217,303
<b>Net Profit</b>	<b>\$105,798</b>	<b>\$148,315</b>	<b>\$208,303</b>
Net Profit/Revenue	14.44%	16.32%	18.79%

**Income Statement Assumptions:** (1) Depreciation is based on 10 years; (2) Start-up cost is amortized over 3 years; (3) Total payroll taxes are 11.15%.







## Projected Cash Flow

ABC Car Wash, LLC intends to allocate capital responsibly to support scalable growth, maintain healthy cash flow, and achieve long-term profitability. The accompanying projected income statement provides a detailed view of expected financial performance.

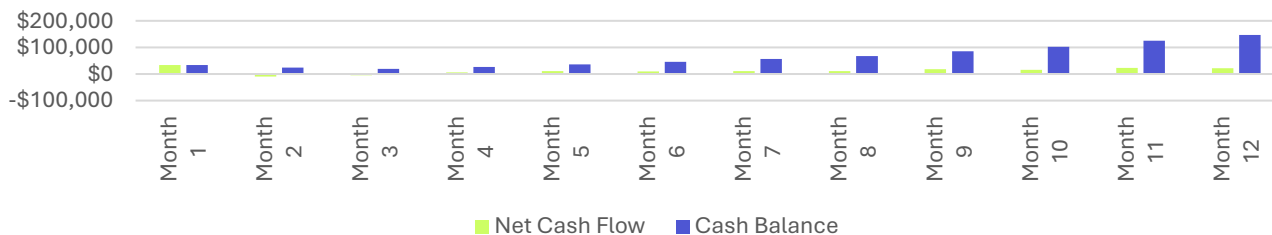
**Gross margin** is calculated as total revenue minus direct costs, while **profitability**—presented as EBITDA and net income—reflects operational efficiency after deducting fixed and variable operating expenses. This framework offers a transparent view of the Company's ability to service debt and sustain financial health.

### Pro Forma Cash Flow

	Year 1	Year 2	Year 3
<b>CASH RECEIVED</b>			
Revenue	\$732,600	\$908,820	\$1,108,296
Owner Contribution	\$100,000	\$0	\$0
<b>Subtotal Cash Received</b>	<b>\$771,550</b>	<b>\$894,135</b>	<b>\$1,091,673</b>
<b>EXPENDITURES</b>			
<b>EXPENDITURES FROM OPERATIONS</b>			
Total Personnel	\$275,000	\$337,950	\$393,270
Bill Payments	\$306,320	\$414,854	\$492,134
<b>Subtotal Spent on Operations</b>	<b>\$581,320</b>	<b>\$752,804</b>	<b>\$885,404</b>
<b>ADDITIONAL CASH SPENT</b>			
Start-up Costs	\$8,500	\$0	\$0
Purchase Inventory	\$0	\$15,000	\$15,000
Purchase Long-term Assets	\$35,000	\$50,000	\$50,000
<b>Subtotal Cash Spent</b>	<b>\$624,820</b>	<b>\$817,804</b>	<b>\$950,404</b>
Net Cash Flow	\$146,730	\$76,331	\$141,269
Cash Balance	\$146,730	\$223,061	\$364,330

**Cash Flow Assumptions:** (1) Proceeds from Owner Contribution is \$100K.

### Year 1 Cash





## Projected Balance Sheet

The balance sheet provides a snapshot of ABC Car Wash, LLC's financial position at a specific point in time. It is structured into three key components: **assets**, representing what the Company owns; **liabilities**, representing what it owes; and **owner's equity**, reflecting the residual interest after liabilities are subtracted from assets.

### Pro Forma Balance Sheet

	Year 1	Year 2	Year 3
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash	\$146,730	\$223,061	\$364,330
Account Receivable	\$61,050	\$75,735	\$92,358
Inventory	\$0	\$15,000	\$30,000
<b>Total Current Assets</b>	<b>\$207,780</b>	<b>\$313,796</b>	<b>\$486,688</b>
<b>LONG-TERM ASSETS</b>			
Long-term Assets	\$35,000	\$85,000	\$135,000
Accumulated Depreciation	\$2,333	\$8,000	\$17,000
<b>Total Long-term Assets</b>	<b>\$32,667</b>	<b>\$77,000</b>	<b>\$118,000</b>
<b>Total Assets</b>	<b>\$240,447</b>	<b>\$390,796</b>	<b>\$604,688</b>
<b>LIABILITIES AND CAPITAL</b>			
<b>CURRENT LIABILITIES</b>			
Accounts Payable	\$34,649	\$36,683	\$42,272
<b>Subtotal Current Liabilities</b>	<b>\$34,649</b>	<b>\$36,683</b>	<b>\$42,272</b>
<b>Total Liabilities</b>	<b>\$34,649</b>	<b>\$36,683</b>	<b>\$42,272</b>
Paid-in Capital	\$100,000	\$100,000	\$100,000
Retained Earnings	\$0	\$105,798	\$254,113
Earnings	\$105,798	\$148,315	\$208,303
<b>Total Capital</b>	<b>\$205,798</b>	<b>\$354,113</b>	<b>\$562,416</b>
<b>Total Liabilities and Capital</b>	<b>\$240,447</b>	<b>\$390,796</b>	<b>\$604,688</b>
Net Worth	\$205,798	\$354,113	\$562,416