

# Brabus.

Our purpose is to offer an exclusive program to our loyal customers over the years.

Client Value: Giving them the opportunity to have access to an exclusive fleet of our luxurious vehicles.

User Value: Elite sentiment, Superior Quality, Important.

**Antwon Herron Jr.**

# Brabus.

Antwon Herron  
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## Business Plan

## **1.0 Executive Summary**

The purpose of this business plan is to raise **\$300,000** for the development of a car rental agency while showcasing the expected financials and operations over the next three years. The Brabus Car Rental Agency Inc. is a Michigan based corporation that will provide the rental of luxury automobiles in its targeted market. The Company was founded in 2010 by Antwon C. Herron Jr.

### **1.1 Products and Services**

As mentioned above, the Brabus Car Rental Agency will be actively engaged in the rental of luxury vehicles for tourists and vacationers within its targeted market. A bulk of the Company's revenues will come from the daily rental charges for vehicle usage. The business will also recognize revenues from the sale of insurance services and gasoline charges to customers. At the onset of operations, the Company intends to have a leased fleet of 30 vehicles. The third section of the business plan will further describe the services offered by the Brabus Car Rental Agency.

### **1.2 The Financing**

Mr. Herron Jr. is seeking to raise **\$300,000** from as a bank loan. The interest rate and loan agreement are to be further discussed during negotiation. This business plan assumes that the business will receive a 10 year loan with a 9% fixed interest rate.

### **1.3 Mission Statement**

The Brabus Car Rental Agency's mission is to become the recognized leader in its targeted market for renting affordable vehicles to the general public on a daily basis.

### **1.4 Management Team**

The Company was founded by Antwon C. Herron Jr. Mr. Herron Jr. has more than 10 years of experience in the automotive industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations.

### **1.5 Sales Forecasts**

Mr. Herron Jr. expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years.

## **1.6 Expansion Plan**

The Founder expects that the business will aggressively expand during the first three years of operation. Mr. Herron Jr. intends to implement marketing campaigns that will effectively target individuals, tourists, and business travelers within the target market.

## **2.0 Company and Financing Summary**

### **2.1 Registered Name and Corporate Structure**

The Brabus Car Rental Agency, Inc. The Company is registered as a corporation in the State of Michigan.

### **2.2 Required Funds**

At this time, the Brabus Car Rental Agency requires \$300,000 of debt funds.

### **2.3 Investor Equity**

Mr. Herron Jr. is not seeking an investment from a third party at this time.

### **2.4 Management Equity**

Antwon Herron Jr. owns 100% of the Brabus Car Rental Agency, Inc.

### **2.5 Exit Strategy**

If the business is very successful, Mr. Herron Jr. may seek to sell the business to a third party for a significant earnings multiple. Most likely, the Company will hire a qualified business broker to sell the business on behalf of the Brabus Car Rental Agency. Based on historical numbers, the business could fetch a sales premium of up to 4 times earnings.

## **3.0 Products and Services**

Below is a description of the car rental services offered by the Brabus Car Rental Agency.

### **3.1 Daily Car Rentals**

The primary source of revenue for the business will come from the direct daily rental of the Company's fleet of approximately 60 vehicles. Management expects that 75% of all rentals will fall into the economy or standard class. A limited number of luxury vehicles will be held on the lot for wealthy tourists and business travelers. Daily charges to clients will range from \$99 to \$199 per day depending on the type of vehicle they intend to rent.

### **3.2 Insurance Fees and Ancillary Services**

In addition to daily charges made to vehicle renters, the Company will earn secondary streams of revenue from the sale of additional insurance. This is an important secondary stream of revenue for the business as sales of additional car insurance will generate substantial gross margins for the Brabus Car Rental Agency. Additionally, the Company will charge substantial fees to customers that do not return the vehicles with full gas tanks. Approximately 25% of the Company's aggregate revenues will come from the sale of insurance and gas fees.

## **4.0 Strategic and Market Analysis**

### **4.1 Economic Outlook**

Currently, the economic market condition in the United States is in recession. This slowdown in the economy has also greatly impacted real estate sales, which has halted to historical lows. Car Rental Agencies typically operate with a strong degree of economic stability as business travelers will continue to need vehicles for their business trip needs.

### **4.2 Industry Analysis**

Within the United States, there are more than 5,000 companies (that operate one or more locations) that provide daily car rental services to the general public. Each year, these businesses aggregately generate more than \$20 billion dollars of revenue and provide jobs to more than 120,000 people. Aggregate payrolls in each of the last five years have exceeded \$3.1 billion. This is a mature industry, and the future expected growth rate is expected to equal that of the general economy. As mentioned above, despite the currently high gasoline prices, the industry will continue to remain profitable as business travelers will continue to require rented vehicles during their business trips.

## **5.0 Marketing Plan**

The Brabus Car Rental Agency intends to maintain an extensive marketing campaign that will ensure maximum visibility for the business in its targeted market. Below is an overview of the marketing strategies and objectives of the Brabus Car Rental Agency.

## 5.1 Marketing Objectives

- Establish relationships with airports and travel agents surrounding the target market.
- Implement a local campaign with the Company's targeted market via the use of flyers, local newspaper advertisements, and word of mouth advertising.
- Develop an online presence by developing a website and placing the Company's name and contact information with online directories.

## 5.2 Marketing Strategies

Mr. Herron Jr. intends on using a number of marketing strategies that will allow the Car Rental Agency to easily target tourists and business travelers coming to the target market. These strategies include traditional print advertisements and ads placed on search engines on the Internet. The Brabus Car Rental Agency will also use an internet based strategy. This is very important as many people seeking local services, such as car rental agencies, now use the Internet to conduct their preliminary searches. Mr. Herron Jr. will register the Brabus Car Rental Agency with online portals so that potential customers can easily reach the business. The Company will also develop its own online website, which will include functionality for people to book and pay for vehicle rentals directly through the Company's online platform. The Company will also place advertisements on major travel portals such as Expedia, Orbitz, and Travelocity. Mr. Herron Jr. will also develop relationships with local travel agents that will make arrangements for rentals among people that are traveling through the target market.

## Landing Page: Content Plan

Semantic UI: tabs, accordions, carousel, modal, sidebars, tooltips, dropdowns, 2-layer elements

heading	content	container
h1	Brabus Club	
h2	About	
h2	Join	
h2	CVP	

## Style Tile

ANTWON HERRON

### Possible Colors



### Possible Patterns



### Form

<i>NAME</i>
<i>E-MAIL</i>
<i>JOIN</i>

<http://www.landing.com/designs>

DESIGN BY: ANTWON HERRON

## Brabus

EXCLUSIVE

HEADING

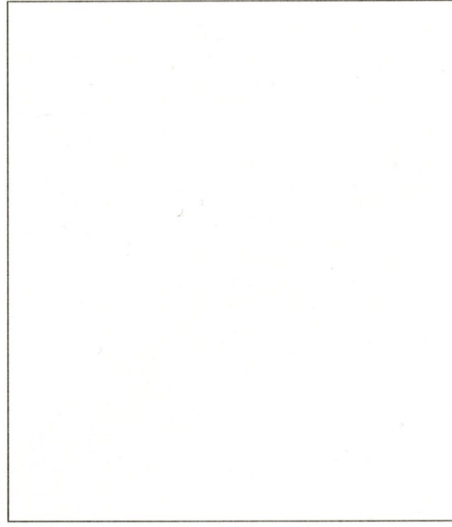
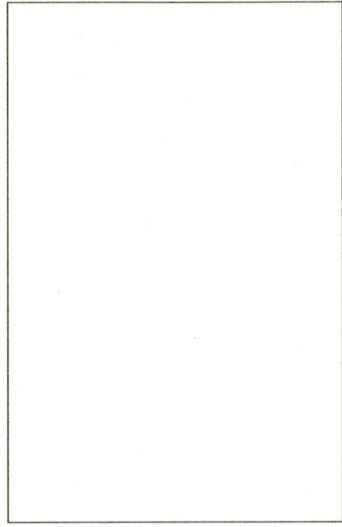
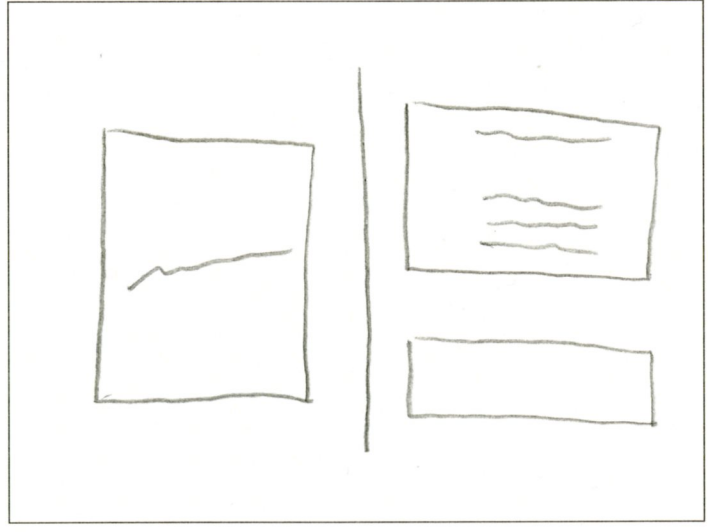
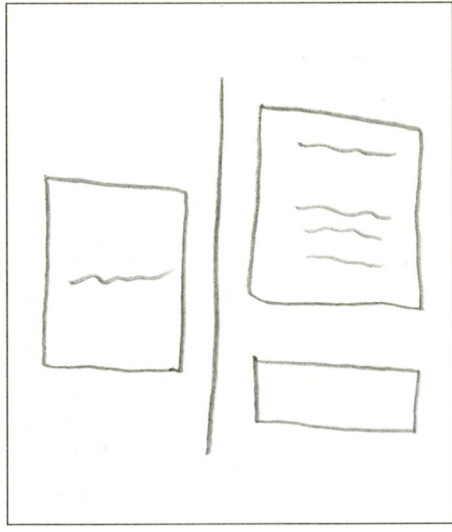
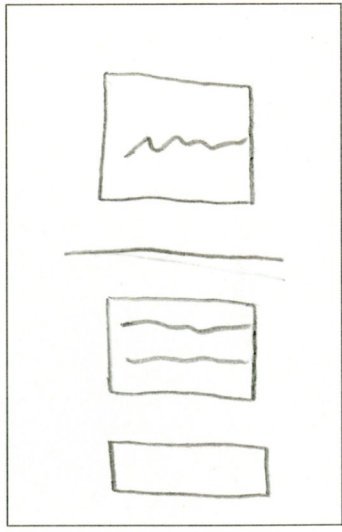
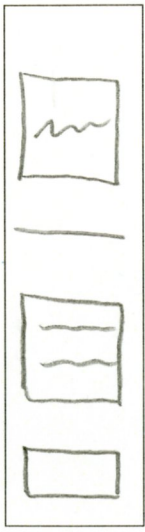
## EXCLUSIVE

MENU PLUG-IN

Opened in April 2010 by Antwon C. Herron Jr. the world renowned Brabus Automotive has presented our customers with quality crafted luxury vehicles over the last 5 years. To give thanks to all of our loyal customers we have created an "exclusive club." This program offers our loyal customers with the chance to purchase exclusive vehicles, not offered to anyone else in the entire world. We will offer an exclusive new vehicle every month within a single calendar year. To our loyal customers that wish to join this program you need to register your name and email address into the database and join. Remember this is offered for a limited time only.

*EXCLUSIVE*  
*INFORMATIONAL*  
*APPRECIATION*





PROJECT NOTES

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