



MyCarAttendant.com

BUSINESS PLAN

Jason Loucel, CEO
Anna Jackson, COO
Jameson Reynolds, CFO

November 22, 2015
CMPT 375.1

EXECUTIVE SUMMARY

Our Drive

We at MyCarAttendant.com (MCA) envision our company as a solution to the smoking car on the side of the freeway. Don't have time to get your oil changed? Don't skip it: let us do it for you! Our internet-based company offers a one-of-a-kind maintenance solution to busy consumers of today. We have our sights set on becoming the alternative to waiting for your car to be serviced. Much like a car service, we'll do the driving as well as the waiting. Give us the keys, tell us what you need, and we handle the rest. We save our clients time and worry by taking the hassle out of automotive maintenance.

Our Product

MyCarAttendant.com offers auto maintenance concierge service to busy people. Services presently consist of oil changes and detailing. Every oil change includes a car wash after. We like to think of ourselves as the concierge that truly makes our clients' lives easier and better. Not only are our drivers required to have and maintain clean driving histories, but they attend mandatory driving trainings to ensure they stay sharp to protect your vehicle. MCA maintains a \$2 million umbrella policy to protect your vehicle in the unlikely event of an accident. Our drivers' are also required to maintain their own liability coverage at a minimum of \$750k. We guarantee your vehicle will be treated as not only your most prized possession, but ours.

Our Clients

We target C-level executives to college students and in between, basically anyone who has a vehicle with service needs. Our typical client takes advantage of our services for the convenience of not

having to devote half a day to getting an oil change along with the benefit of having their car return freshly washed. Our clients can't be in two places at once; our product makes it so they don't have to be.

Our Plans

We plan to expand the services we offer to include auto registrations, tire services, service estimates, and other needs as indicated by clients. We want our clients to see our passion for every facet of our business. We want to open our channels of distribution to include new and used car dealerships, Groupon customers, and anyone who doesn't have enough hours in the day. With an overhauled and improved website allowing for client customization, social media integration, client feedback rating, real time vehicle tracking, and online scheduling, we know we can shift our company from a word-of-mouth garage startup into overdrive.

Our Team

MyCarAttendant.com is the brainchild of our founder and CEO Jason Loucel. Jason has over 25 years in the computer and software industry. Being a busy father of six, the idea came to him as he was juggling family activities, work, and the need to get his car serviced. Fitting it all in is challenging at times. Partnering with Anna Jackson, MCA's industrious COO, logistics are never too much for our team to handle. Having grown up the oldest in a family of five kids, juggling is second nature. When the sun goes down our lights stay on because of the great work of our CFO, Jameson Reynolds. Jameson uses his experience from Google Maps and Niantic Labs to make every mile and every dollar count. Our team believes we can never be too efficient and is dedicated to finding continuous ways to improve our products.

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Problem Statement

Time is something none of us seem to have enough of. In the daily list of priorities, routine automobile maintenance rarely makes the top of the list. Automotive service requires time-consuming trips to the mechanic and what can seem like endless time spent in the queue. There is no alternative to this seemingly endless timesuck of “hurry up and wait.”

MyCarAttendant.com is the solution.

Business Statement

MCA takes care of routine automobile maintenance, which is a time-sink and an inconvenience for busy car owners. When your car needs an inspection or just an oil change, you must make an appointment, drive to the service center, either wait for the service or leave the car there - finding a shuttle to take you back home or to work, not to mention again back to the service center - and then drive home or to work when it's all finished. MCA saves hassle by transporting the car from a home or place of work and returning it later with the necessary work completed.

We will market to busy people who are wealthy enough to afford the service. Located in a city without ubiquitous public transportation, getting around without a car is difficult, and MCA's service may be all the more welcome. In partnering with maintenance-performing companies, MCA will seek a more efficient business and service, appealing to those companies with the hope to facilitate business from people who would otherwise ignore or postpone the need for maintenance.

MCA operates as an ecommerce business. This digital mode of delivery offers the optimal way to present our services to both potential and returning customers. By conducting business through a website, MCA both bypasses the redundant necessity of delivering the automobile to a business location and carries with it an easy, reliable way to save maintenance and transaction records. The key value driver of our business is supplying our clients with more time, and customers can now manage their automotive needs in a matter of minutes from behind their keyboards. People are increasingly comfortable with these types of online services, making up an expanding market.

We offer both on-demand and subscription based pricing options, with subscription packages offering the best value. Customers may choose from three subscription tiers based on their maintenance needs. On-demand services can also be pre-purchased and redeemed throughout the year or as the need arises. We strive to be competitive in the market and have structured our pricing to offer the best value

for the services we offer. Under our current subscription model, customers choosing the premium subscription will spend just under \$10 per wash and \$35 per oil service. On-demand customers will pay a higher service premium; however, the value add of pickup and delivery service will allow us to remain competitive in the market.

We plan to expand from our website into a more robust, interactive experience and offer a mobile application for both Android and iOS. Our product incorporates the ease of an Uber-like on-demand car service with the convenience of a personal assistant. MCA's goal is to generate a high quality experience for a reasonable price.

Marketing Plan

Marketing Strategy

- ❑ Engage in Web-based marketing to generate awareness of the company and product information. Because Internet-based advertising has declined in recent quarters, the prices for advertising have dropped significantly allowing for a more cost effective approach.
- ❑ Engage in outdoor advertising combined with local sponsorship providing general awareness to the public at large and direct individuals to the company's website.

With a \$30,000 investment into our current website, we can incorporate a returning-customer login and offer a social-media login, online scheduling and calendar, real-time vehicle tracking, and a customer garage to store our clients' automotive info to save them even more time. Clients will be able to show their friends and coworkers how simple our site is to use and to see where their car is in real time. Our Attendants will be able to update the client as soon as they are finished and on the way back. This investment will also allow us to grow our business in an administrative capacity by allowing dealerships to partner with us and allow their clients to schedule services to be performed through us.

As a form of marketing, our team has invested in the vinyl wrapping of our vehicles. Our vehicles are used to commute to and from our clients' locations from our office. Rather than let our vehicles sit without purpose, we use them as an opportunity to teach potential clients about our product. A one time investment of \$1000, we were able to partially wrap three vehicles with the company logo, our web address, and phone number. "We handle your auto maintenance needs so you don't have to!"

Marketing Objectives

- ❑ Increase repeat customers by 10% per year
- ❑ Decrease customer acquisition and Advertising costs by 5% per year
- ❑ Maintain positive, steady growth of 3% a quarter

Our Target Audience

Automotive maintenance is something everyone with a vehicle has to contend with. We market to people from all walks of life. From the CEOs to surgeons, from college students to busy working families, we can save everyone time and money. With no competition in our market space, not only are we at an advantage to corner the market, but in the desirable position to set the bar high.

In our first year, we will target consumers who work in demanding environments focusing on Hospitals, Law Enforcement, Colleges, Office workers, Swing shift workers, etc. Teaming up with Human Resource departments, we can offer discounted services as part of the employee new-hire packet. We will start with a coupon mailer campaign, partnered with an email campaign, partnering for free with local dealerships for vehicles that are not sold with maintenance included. We will also utilize the opportunity for local investment focusing on little-league teams, offering team sponsorship to the team with the most referrals of business (Appendix 4).

Channels of Distribution

- ☐ Direct - e-commerce site
- ☐ Auto maintenance / repair shops
- ☐ Car washes
- ☐ Auto dealerships (Ken Garff, Jerry Seiner, Mark Miller, etc.)
- ☐ College campuses
- ☐ Welcome-Wagon companies
- ☐ Human Resources / New-Hire bags
- ☐ Childcare centers
- ☐ Local youth sports leagues

Pricing

Product	Price	Customer Savings	Revenue Opportunity
Premium Subscription (includes one oil change & 4 additional washes a month)	\$74.95 for 12 months	\$300 per year over on demand pay as you go	Assuming 5 oil changes per year, \$635 profit (70% profit margin)
Basic Subscription (Includes one oil change & 2 additional washes a month)	\$64.95 for 12 months	\$300 per year over on demand pay as you go	Assuming 5 oil changes per year, \$515 profit (66% profit margin)
Car Spa Subscription (Includes 4 premium washes & vacuuming per month)	\$39.95 for 12 months	\$125 per year over on demand pay as you go	\$335 per year profit (70% profit margin)
On-Demand Wash PKG (Six Premium wash+vac in one year)	\$124.95	\$475 savings over 6 on demand premium pay as you go	Assuming 6 washes used, \$65 profit (52% profit margin)
On-Demand Maintenance PKG (6 oil changes & 6 basic washes in one year)	\$495.95	\$105 savings over 6 on demand pay as you go	Assuming 5 oil changes per year, \$175 profit (35% profit margin)
On-Demand (oil change + basic wash or Premium Wash + Vac)	\$99.95	No Savings to Customer	\$45 profit (45% profit margin)

We want to level the playing field while saving customers time from every angle. Our pricing strategy combines Freemium, Versioning, and Bundling. We build our market awareness through opportunities to save our customer money through periodic mailers (Appendix 3) and the guarantee of a car wash included with every oil change. We save our customers even more money when they are willing to think long term and buy service packages receiving a discounted price. Our subscriptions are targeted at clients who are financially responsible, appreciate the savings of a long term subscriptions. Targeting commuters with 40+ mile a day commutes, who also like to have a well maintained spotless vehicle. Our packages are geared towards consumers who don't have a regular commute, perhaps have more than one vehicle, or are buying the package as a gift for a child in college, a busy spouse/family member, etc. For those who change their own oil, or receive complimentary maintenance for their vehicle, the Car Spa subscription or 6 pack, insures the salts of winter, and the heat of summer don't damage the value of the client's' vehicle.

Payment Processing

Intuit Merchant Services	
Payment Method	Processing Deposit Time
\$.50 transaction fee on debit and EFT	24 hour processing time
3.25% on major credit cards	3 Business Days

We see our payment processing as an opportunity to save our clients even more money, guaranteeing online financial security. Merchant and Funds processing are handled through Intuit Merchant Services as they offer a superior saving over other merchant processing. It is with these savings on the backend that MyCarAttendant.com maintains the expectation of providing cost savings to its clients.

Future Trends

As our business grows, we will need to increase capacity to meet customer demand for service. To meet this demand, we will be implementing an application driven, on-demand style system for matching drivers with customers seeking maintenance services. This will be facilitated through our technology to match customers to drivers based on location, rating, and customer preference. This will allow us to scale our service to meet customer demand. Additionally this will allow us to expand into new markets by allowing us to add drivers in the added markets. We will continuously strive to find new ways to meet the needs of our current and future customers.

To help us meet the goals of developing an on-demand automotive maintenance service, we be making several technological investments. First, we will be developing co-branded site options that will allow us to offer value-added services to auto dealers and service centers in our market. The co-branded site will give dealerships and service providers a mechanism to drive customer loyalty through vehicle service. We will contract fixed rates with providers who will facilitate the pickup and delivery of their customers' vehicles. This will allow us to develop a revenue stream allowing us to capitalize on our technology investment.

In addition to co-branded site offerings, we will be developing a companion mobile application. Research shows that Americans are now using mobile devices more often than computers to access internet content. *Mobile apps overtake PC Internet usage in U.S.* 2014. Web. 24 Nov 2015. Based on these statistics we feel there is value in investing in a mobile application. This will serve as an entry point for the customer as well as offer an indirect advertising opportunity. We will offer both Android and iOS apps so that we can capture the largest possible mobile segment.

We plan to leverage ubiquitous computing for our business's success. People will use the

technology of the future to solve what may seem like an archaic need. Studies show that a majority of people have a psychological need to be the first to try something new. We experience it as children as simply being first, but as we grow into adulthood it morphs into the newest restaurant, the newest piece of technology, or a new spin on an old idea.

We will no doubt experience competition once we meet the market and educate the population, but we will pay close attention to emerging trends in the market through our community involvement, subscription to industry periodicals, and social media development.

Specific Business Goals

Our business goals are reflective of the future growth we expect. Meeting each of these goals will allow our business to gain additional presence in the market and further establish our brand.

- ❑ Establish brand recognition in local market and build client base
- ❑ Develop scalable web architecture that will allow us to move into new markets without having to make significant technology investments
- ❑ Develop mobile applications, integrate with website
- ❑ Develop relationships with local auto dealerships and maintenance service centers
- ❑ Expand service offerings to capture additional auto maintenance needs, tire service, alignments, inspections, etc.
- ❑ Expand service options into other vehicle markets, powersports, boat, and RV
- ❑ Establish relationships with local powersports, boat, and RV dealers and service centers
- ❑ Expand into new markets

Risk Analysis

Challenges

We face several challenges bringing this project to fruition. These challenges fall into three categories: technology, expertise, and capital. Each will be discussed briefly herein.

Technology

Collectively we have limited experience with web design. To overcome this we have chosen to utilize Wix to develop our initial website. This service allows us to create a basic e-commerce site.

There are several weaknesses that have been identified in this approach:

- Lack of database support - we are unable to create customer profiles under this model.
- Page flow - we have limited control over how pages are displayed and organized
- Style - we have some control over the template design but are limited overall

We have budgeted \$30,000 to develop a more robust solution that will allow us to implement database support and design a site that will incorporate the features that will offer our customers a more personalized experience.

Expertise

Our business concept is unique in our market. Currently there is no one to model our business after. While we feel this is a strength, it does limit our ability to acquire employees who are experienced in this type of business. Additionally, as a new concept in the market, customers may have reluctance to adopt a new type of service.

Capital

As our business grows, the time investment of the business principles will also grow. This will present an opportunity for the addition of drivers to facilitate customer demand. The expenditures of

capital on employees will decrease profits while business adjusts to the additional expense of employees.

Other capital risks outside of our direct control are attached to the economy. We are a service-oriented business and therefore subject to economic conditions. While we are generally targeting the more affluent customer base, there could be some impact in the less affluent customer base.

Additional information relating risks and opportunities can be found in Appendix 2 (SWOT Analysis) and Appendix 3 (Competitive Analysis).

Financials

The goal of MyCarAttendant.com is to generate a revenue stream from an abundantly underserved market. Saving people time has serious profit potential. On-demand applications (EG, Uber, Eats, Prime Now) have valuations in the billions. By combining the pricing strategies of Freemium, Versioning, and Bundling, MyCarAttendant.com has something for everyone (Appendix 5).

Financial Objectives

- ❑ Pro-forma profitability by year two
- ❑ Decrease variable costs by 2% a year
- ❑ Improve Website Functionality to drive Revenues and New Business

With the \$30,000 investment planned for MCA's current website, we can incorporate a returning customer login and offer a social media login, online scheduling and calendar, real-time vehicle tracking, and a customer garage to store our clients' automotive info to save them even more time. Clients will be able to show their friends and coworkers how simple our site and application is to use, and see where their car is on a map, in real time. Our Attendants will be able to update the status of their vehicle during the appointment: "Current Status: Oil Change in process", "Current Status: "Enroute to return vehicle - ETA: 17mins" . This investment will also allow us to grow the business in an administrative capacity by allowing dealerships to partner with us and allow their clients to schedule services to be performed through us to utilize our sites versatility.

The profitability margin on services offered by MyCarAttendant.com starts at roughly 35% and climbs into the 70th percentile due to the projected savings of its monthly subscription option. Ideally, services for tires will be added as an alternative to the monthly oil change on the subscription packages, to

better meet customer needs. From a profitability perspective, the package options hold the most return for MCA. Much like a gym membership, or personal training package, should the client purchase a package but never utilise it, profitability jumps upwards of 99%. Sales Revenue Forecast

MyCarAttendant's sales revenues are projected to increase at a rate of 25% by the end of its second year, and again by 16% in its third (Appendix 1).

Profit and Loss Forecast

Year-One Forecast:

❑ 2016:	Projected Sales:	\$86,690.00
	Projected Expenses:	\$125,093.00
	Projected Loss:	\$40,668.00

Year-Two Forecast:

❑ 2017:	Projected Sales:	\$108,362.50
	Projected Expenses:	\$101,770.00
	Projected Profit:	\$4,036.25

From year one to two we see an increase of \$21,672.00 in sales. We attribute this not only to our improved website but the flexibility of the mobile application. Expenses are reduced from year one to the year two by \$23k. Advertising is more effectively targeted and expenditure is decreased by \$1,600.00. Cost of insurance has increased due to adjustments to better cover clients' assets in the event of an accident.

Year-Three Forecast:

❑ 2018:	Projected Sales:	\$125,700.50
	Projected Expenses:	\$114,972.00
	Projected Profit:	\$7,626.94

From year two to three, we see an additional increase of \$17,300.00 in sales. We attribute continued growth to repeat clients continuing to support our brand and enjoy our excellent service. Advertising continues on target without an increase, though for year three to four, some minor adjustments for targeting will be made. MCA increases its local investment in the community by sponsoring an additional sports team, generating loyalty and goodwill. Cost of insurance has increased due to adjustments to better cover clients' assets in the event of an accident.

Appendices

Appendix 1

Income Statement

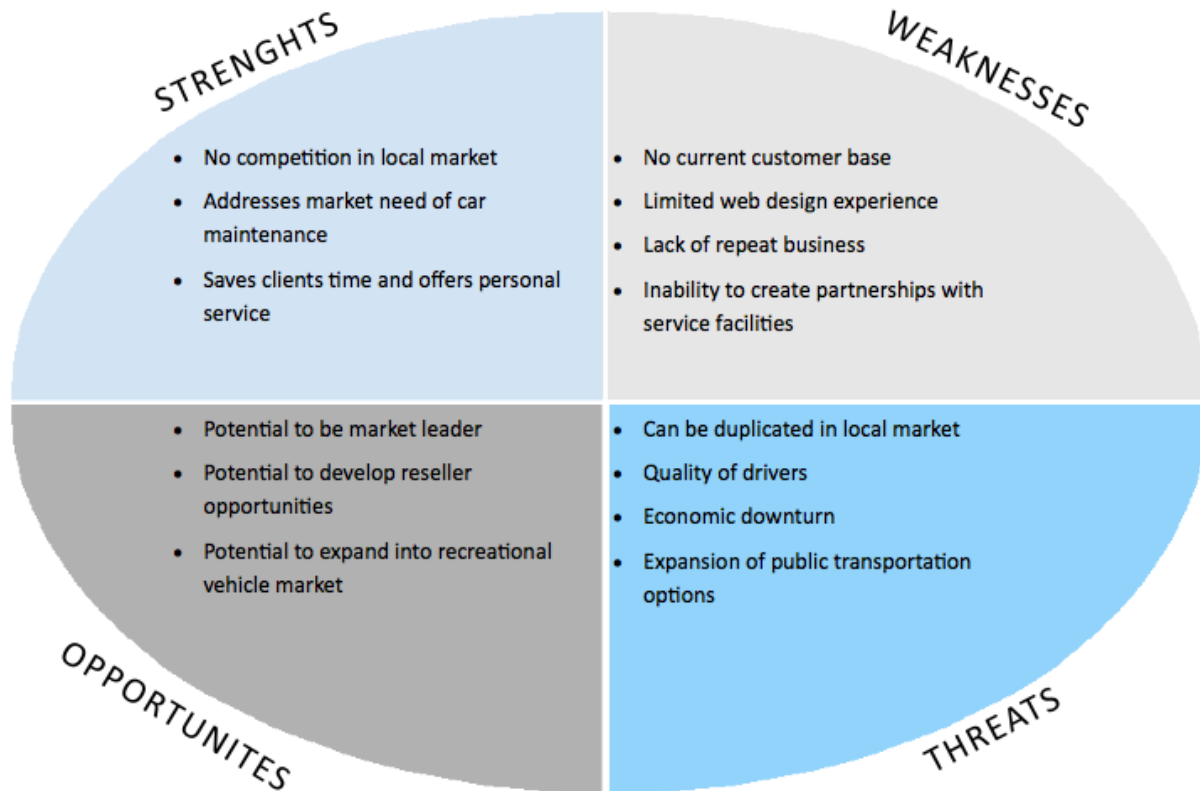
MyCarAttendant.com

Income Statement

For the year ending December 31

Revenue	2016	2017	2018
Premium Subscriptions	\$21,225.00	\$26,531.25	\$30,776.25
Basic Subscription	\$5,655.00	\$7,068.75	\$8,199.75
Spa Subscription	\$2,440.00	\$3,050.00	\$3,538.00
On Demand Wash - PKG	\$17,000.00	\$21,250.00	\$24,650.00
On Demand Maint - PKG	\$22,050.00	\$27,562.50	\$31,972.50
On-Demand	\$18,000.00	\$22,500.00	\$26,100.00
Administrative Fees	\$320.00	\$400.00	\$464.00
Total Revenue	\$86,690.00	\$108,362.50	\$125,700.50
Cost of Goods Sold			
Custom Logo Pens	-\$265.00	-\$331.25	-\$414.06
Water Bottles	-\$750.00	-\$875.00	-\$1,000.00
Water Bottle Logos	-\$250.00	-\$250.00	-\$312.50
Postage	-\$1,000.00	-\$1,100.00	-\$1,375.00
Total Cost of Goods Sold	-\$2,265.00	-\$2,556.25	-\$3,101.56
Gross Profit	\$84,425.00	\$105,806.25	\$122,598.94
Expenses			
Advertising	-\$6,600.00	-\$4,000.00	-\$4,000.00
Local Investment & Sponsorship	\$0.00	-\$500.00	-\$1,000.00
Dues & Subscriptions	-\$750.00	-\$1,000.00	-\$1,000.00
Liability Insurance	-\$3,500.00	-\$4,000.00	-\$6,500.00
Rent	-\$3,600.00	-\$3,600.00	-\$3,600.00
Payroll	-\$64,800.00	-\$72,000.00	-\$79,200.00
Payroll taxes	-\$6,318.00	-\$7,020.00	-\$7,722.00
Postage	-\$275.00	-\$250.00	-\$250.00
Supplies	-\$500.00	-\$350.00	-\$350.00
Telephone	-\$1,550.00	-\$1,550.00	-\$1,850.00
Training	-\$950.00	-\$1,250.00	-\$3,000.00
Utilities	-\$2,400.00	-\$2,000.00	-\$2,750.00
Tax Preparation	-\$250.00	-\$250.00	-\$250.00
Legal Advice	-\$2,500.00	-\$1,800.00	-\$1,800.00
Book Keeping	-\$900.00	-\$960.00	-\$960.00
Website Improvements	-\$30,000.00	-\$1,000.00	-\$500.00
Site Hosting	-\$200.00	-\$240.00	-\$240.00
Total Expenses	-\$125,093.00	-\$101,770.00	-\$114,972.00
Income / (Loss)	-\$40,668.00	\$4,036.25	\$7,626.94
End of Year Cash	\$150,000.00	\$109,332.00	\$113,368.25
			\$120,995.19

SWOT Analysis



Appendix 3

Competitive Analysis

MyCarAttendant.com						
Competitive Analysis						
FACTOR	My Business	Strength	Weakness	Competitor A	Competitor B	Importance to Customer
Products	Range of auto maintenance packages	X		Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	Medium importance. Package options simplify the purchase of several services as well as offer a way to gift prepaid services.
Price	Current pricing is at or below competition	X		Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	High importance. While convenient, if we price too far outside of the current market rates customers will be less likely to utilize the service again.
Quality	Our business partners have met our strict standards, we meet or exceed market standards	X		Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	High importance. With the personalized service offerings our business exceeds the anticipated quality demand of our customers.
Selection	Currently we are offering Oil Change and Wash services exclusively.		X	Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	Medium importance. While we are addressing the most frequent maintenance needs customers may seek additional services that are not currently offered.
Service	We strive for complete customer satisfaction.	X		Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	High importance.
Reliability	Currently we have a staff of three, should our business grow quickly it may become difficult to meet demand without adding additional staff.		X	Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	High importance.
Stability	We have taken a conservative approach during our entry into the market.	X		Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	High importance.
Expertise	We are the market leader in our market.	X		Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	Medium importance.
Company Reputation	We are currently establishing our reputation		X	Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	High importance.
Location	We are an ecommerce business, we are everywhere, but have no physical office	X		None	None	Low importance. Customers can utilize existing service facilities if they are looking for a brick and mortar option.

Appearance	We will present a clean appearance to the customer	X		Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	High importance.
Sales Method	Direct sales over the internet	X		None	None	Medium importance.
Credit Policies	Not currently offered		X	None	None	Low importance. While offering credit to our customers would make us unique in the market we do not currently offer any credit services.
Advertising	Utilizing GroupOn and social media.	X		Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	Low importance. We have developed a comprehensive plan for advertising utilizing several platforms to introduce our service to the market place.
Image	MyCarAttendant may be cumbersome for customers to remember. No logo currently.		X	Auto dealers with service departments (Ken Garff, Jerry Seiner, etc.)	Drive up oil change services (Jiffy Lube, Oil Drop, etc.)	High importance. Part of our first year expenditures is in refining the website and assisting with content creation.

Car Care Checklist

-  **Oil Change** Many motorists believe their car's oil should be changed every 3,000 miles, however most late-model vehicles now can go 5,000 to 7,000 miles between oil changes. Check your owner's manual and get on a routine to good car care.
-  **Tires** Check tire pressures and tread depth. Check the pressure on all the tires—including the spare—with a quality gauge when the tires are cold. Be sure to look for recommended pressure on the driver's door jamb and NOT the tire wall!
-  **Battery** Ensure the battery cable connections are tight, and the terminals are free from corrosion. If the battery is more than three years old, it's a good idea to have it tested to determine how much life it has left.
-  **Wiper Blades** Wiper blades should completely clear the glass with each swipe. Make sure the windshield washer reservoir is filled.



Don't let this winter get the best of your car! Let the professionals at **MyCarAttendant.com** help! Provide this mailer to your attendant and receive 10% off your next oil change!!

Visit us online @ www.mycarattendant.com

No postage necessary if mailed in the United States

Current Resident
1234 Clover Circle
Salt Lake City, UT
84001

Help my team get sponsored!!!

MCA

MyCarAttendant.com has offered sponsorship to the little league team that provides them the most referrals!

Provide this card with your next service and help us win the competition!!

Team Name: _____

Sport: _____

Player Name: _____

An illustration at the bottom of the card shows various sports equipment resting on a patch of green grass. On the left, there is a blue football helmet, an orange basketball, and a brown football. In the center is a yellow trophy with two handles. On the right, there is an orange basketball, a black and white soccer ball, and a brown football.

Appendix 6
Product List

Product	Price	Customer Savings	Revenue Opportunity
Premium Subscription (includes one oil change & 4 additional washes a month)	\$74.95 for 12 months	\$300 per year over on demand pay as you go	Assuming 5 oil changes per year, \$635 profit (70% profit margin)
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