**Business Proposal**

The brand that I propose to create is one that is created around car culture within the UK. Initially the brand will be a community that will aim to bring like-minded people into one place. After the brand has built a reputation around the community then I aim to release merchandise to continue to raise brand awareness. Initially the merchandise will only be a sticker that is given away to individuals to show on their car. Again, once the brand has been ‘pushed out’ to a wider audience and momentum has started to grow, other merchandise will then be offered, such as clothing, stickers, accessories etc. Providing that the brand continues to grow and fulfil its potential with each step taken then I will try to seek partnership with tuning companies to supply parts to the community.

**Aims**

Community website in which car and tuning enthusiasts can visit to read about feature cars and events.

To become a recognised brand in the ‘scene’ and create profit generated through merchandise.

To become an official supplier and distributor of major tuning brands products

**Target demographic**

Male & Female (predominantly male)

15 – 50 year olds

Avid interest in car tuning/culture

Disposable income to spend on parts

**Competition/rivals**

Speedhunters.com

Fatlace.com

Wheel-whores.com

Carthrottle.com

**Growing the brand – initial steps**

The easiest steps to take to provide the brand with any source of exposure will be via social media, primarily Facebook and Instagram. However, the main platform for the brand will be a website in which ‘petrol heads’ alike can gather in one place and read features around different cars and events. As a web designer I feel confident enough to be able to design the website, however, the main challenge is the development of the website as it will need a content management system.

**Plan**

**Year 1**

**Month 1**

* Setup social media accounts
  + Instagram
  + Facebook
* Website live

**Month 2-6**

* Establish connections with developers, journalists, photographers to enable more coverage of content
* Begin to think about growing the brand

**Month 6-8**

* Begin to distribute stickers around at shows
* Focus on growing the brand nationally

**Month 8-12**

* Design and develop an online store
* Start the processing of creating merchandise

**Year 2**

* Concentrate on building relationships within the automotive industry