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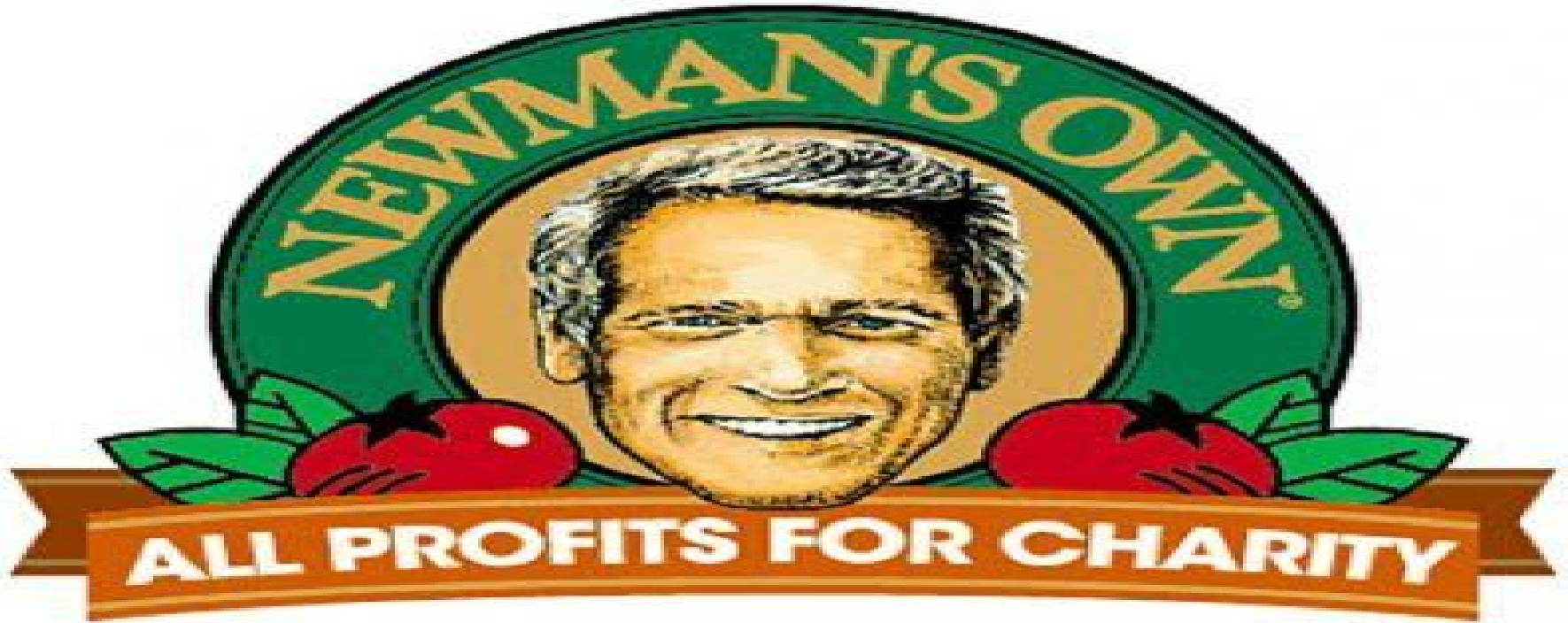
# Danny Boy's Auto Repair

— Daniel Ocampo and Zachary Blank —  
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(A Hybrid non-profit project)

We are the Newman's Own of DIY Auto Repair



# NEWMAN'S OWN® FOUNDATION



Source: [newmansownfoundation.org](http://newmansownfoundation.org); incorporated in 1982

## Dan's Story-How we came up with the idea



- Went to Santa Ana High School in Orange County
- Observed a high school drop-out rate of 50%.

# The Problem and Solution

- 25% of U.S. High School Students fail to graduate on time.

- 50% of high school students in Santa Ana fail to graduate.

- Crime rose 23% in Orange County last year.

Sources: [kidsdata.org](http://kidsdata.org),  
[ocregister.org](http://ocregister.org)

- Create scholarship fund for troubled youth.

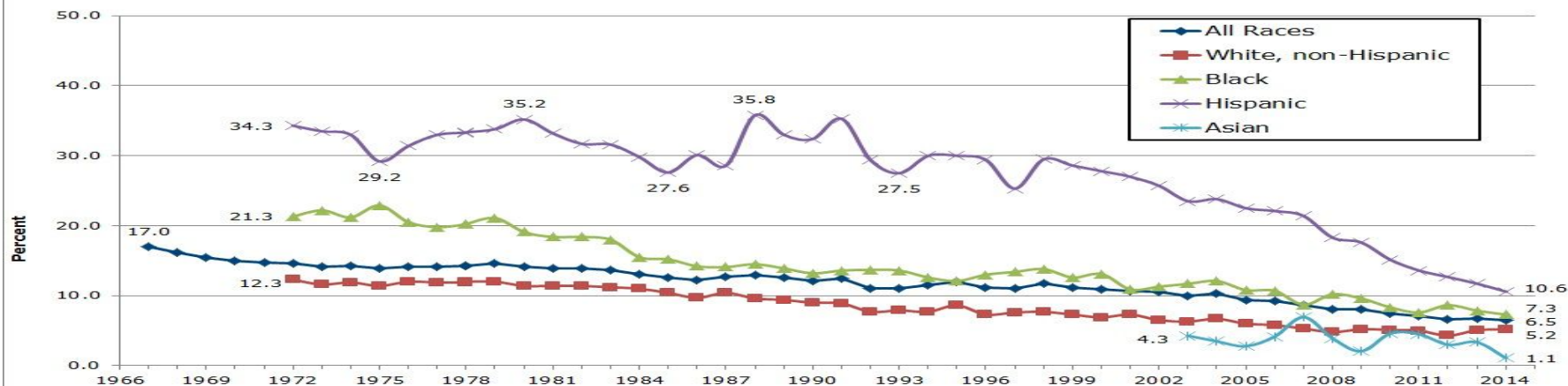
- Develop programs for mechanically inclined youth.

- Create an environment that fosters learning and teamwork.

# Fix the Hispanic Male Dropout Problem

Figure 1

## Status Dropout\* Rates Among Youth Ages 16 to 24, by Race and Hispanic Origin:\*\* October 1967-2014

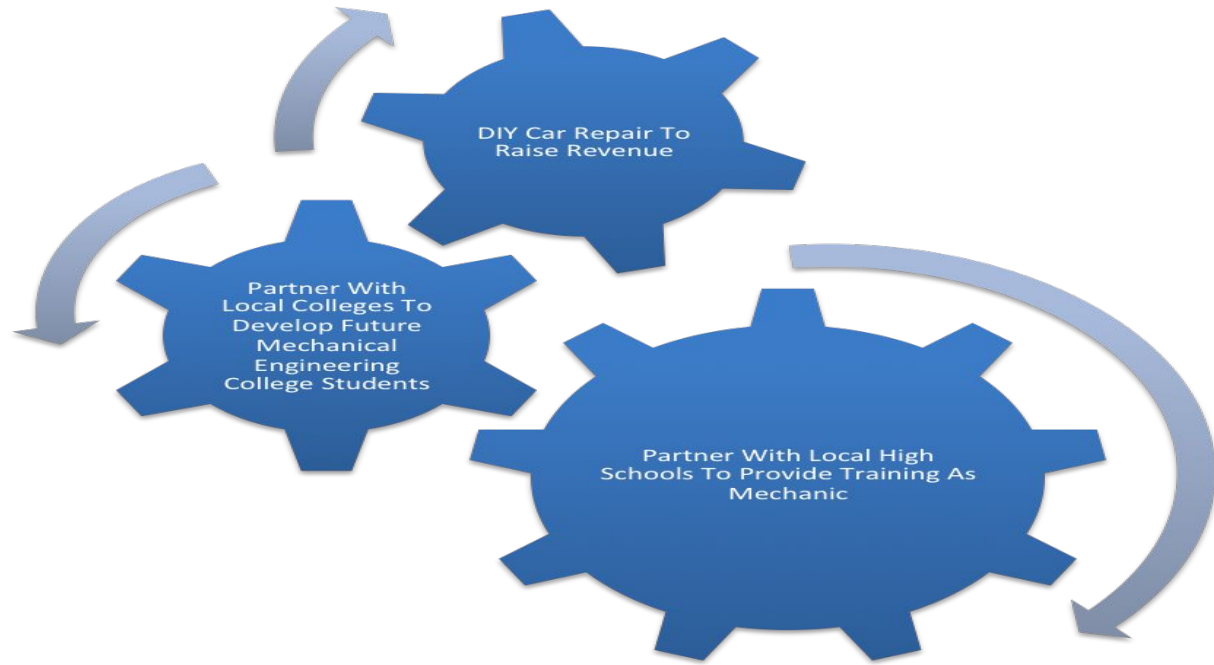


\*The status dropout rate measures the percentage of young adults aged 16 to 24 who were not enrolled in school and had not received a high school diploma or obtained a GED. This measure excludes people in the military and those who are incarcerated, but includes immigrants who never attended US schools.

\*\*Due to changes in the race categories, estimates from 2003 are not strictly comparable to estimates from 2002 and before. After 2001, the black race category includes Hispanics.

Source: Child Trends' calculations of U.S. Census Bureau, *School Enrollment in the United States: October 2014*: Detailed Tables: Table 1. <http://www.census.gov/hhes/school/data/cps/2014/tables.html>

# Vision: How We Want to Help



# Vision

- Lease/Buy warehouses to house 7 bays with complete sets of tools and lifts.
- Rent out Space.
- Two rates of \$20 or \$30 per hour.
- Create a young hip atmosphere for our patrons.





# Target Customer Profile



- Teenagers that want to add modifications and learn skills.
- Guys That Just like working on cars.
- Mechanics that want to Make a little extra money.
- People with lower incomes who are trying to save money.

Worldwide film opening 531,986,705. Currently done 900,000 million nationwide (Source) [bbcnews.com](http://bbcnews.com)

# Customization of Cars



**SPEED HUNTERS** DINO DALLE CARBONARE

Source: [Speedhunters.com](https://www.speedhunters.com)

- Demographic of 16-30 year old males.
- Fashion older Japanese cars into hot rods.

# Business Model

- Meaning- Help troubled kids.
- Mantra- Don't cheat yourself.
- MAT-Goals revenue.

# Why we are Marketable

- 1 out of three U.S. drivers distrust mechanics.
- Average age of cars is 11.6 years.
- Lack of garage space in residential areas.
- Cut cost on car repairs up to 60%.

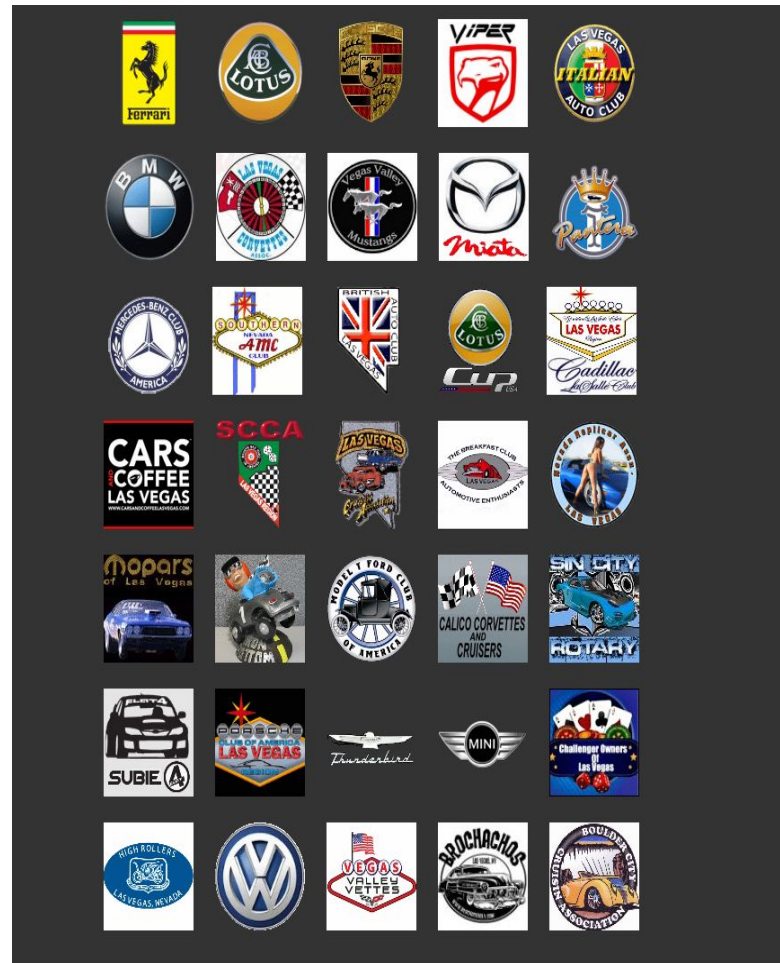
Survey by AAA-found in Automotive News Magazine

# Market Opportunity-LV

- Autotraders-72%.
- T.A.M. \$301,744,000.

→10% market share =30,174,400.

- 35 Car Clubs in LV.
- \$58,432 median Household income.



# Marketing

- 80% of car maintenance decisions are made by women.
- Advertise via radio and e-billboard.
- Leverage brand with tow truck service.

Source: [bplans.com](http://bplans.com); [commercialtruckdrivers.com](http://commercialtruckdrivers.com); [marketingarchitects.com](http://marketingarchitects.com); [yext.com/advertising](http://yext.com/advertising)



# Marketing Continued



Source: Quora.com

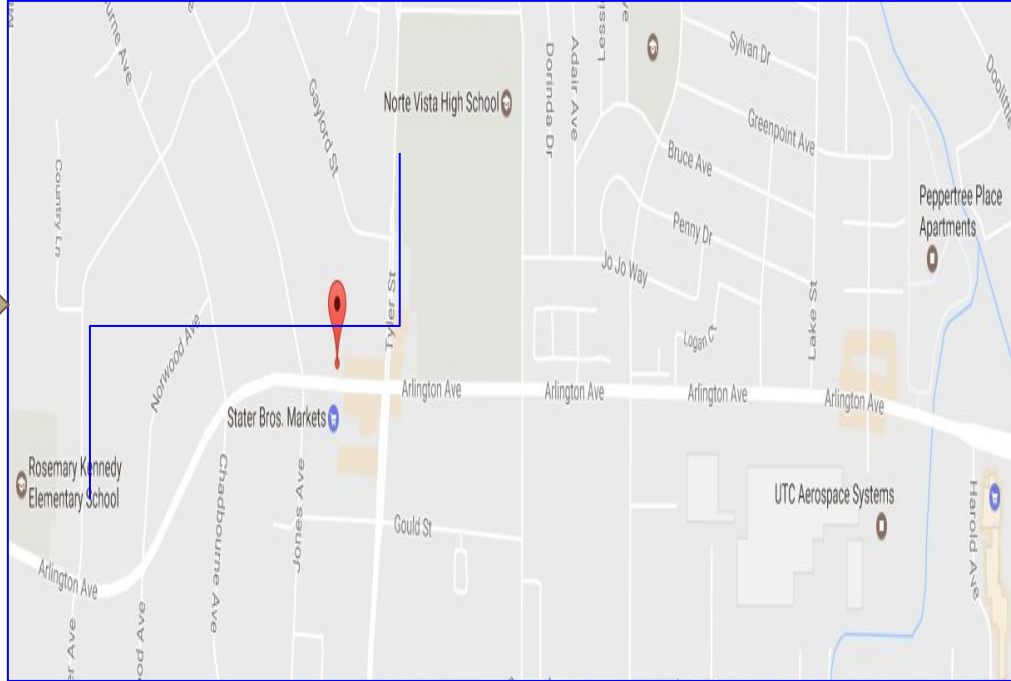
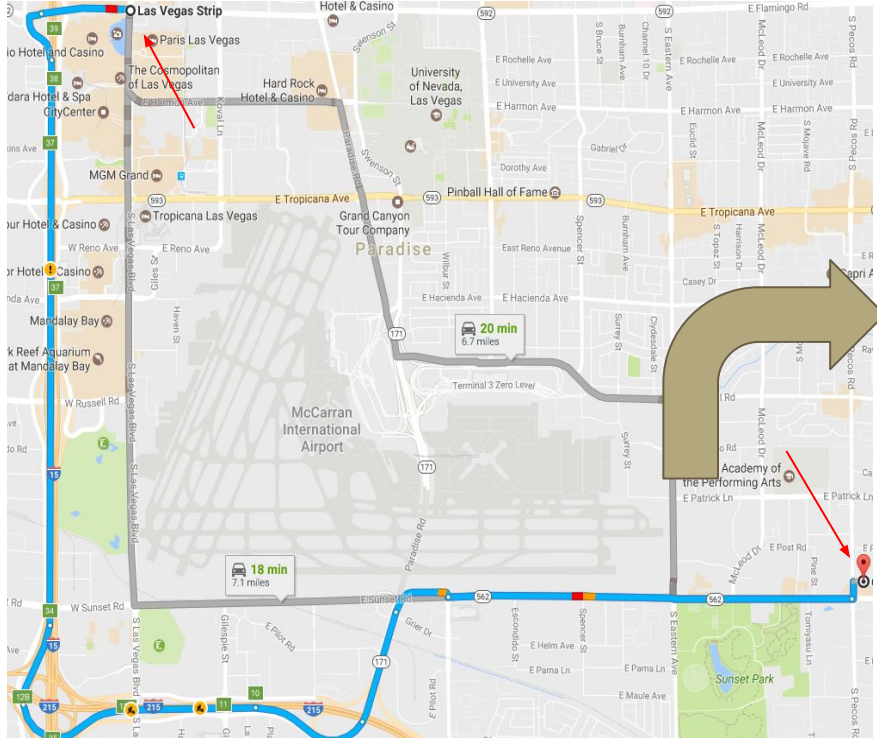
# Potential Partnership



- Juquila Towing
- In California, Owns Multiple Tow Trucks
- Wants to expand his Business
- Previous employee and long time friend (15 years)
- Need him to bring us clients, and Give good deals in tows if needed.
- Willing to teach the trade of the tow industry.



# Our Locations: Vegas and Riverside, California



Source: Google Maps

# Our Service

- Business Hours
- M-F: 5AM-9PM.
- Sat. 8AM-8PM.
- Sunday 12PM-5PM.
- On site service technician/VP Finance/VP of Marketing: \$18/hr \*40 hrs. 8-5 = \$720 (x) 4 = \$2,880 (x) 3 = \$8,640 per month.
- Front Desk payroll: \$9/hr \* 97 hrs = \$873 (x) 4 = \$3,492.

# Business case- Overhead and Monthly Costs


Lease	3,750
Tools	35,000
Bays/Lifts	13,000
Diagnostic System	3,895
Tow Truck	1,000
Furniture/Computers	3,320
Total:	\$59,965

Source: Palmiero Toyota, GregSmith, Eagle Equipment, SNAP-ON, Commercialtruckdriver.com BestBuy.com

Lease	3,750
Payroll	12,132
Internet/Phone	90 (At&t)
Security	60 (ADT)
Marketing	12,000
Insurance	333 (projectionhub.com)
Total:	\$28,365

Source: Loopnet.com, salary.com, AT&T, ADT, 106.5 FM LV, Gaebler.com; angie's list (towing)

# Monthly revenue plan

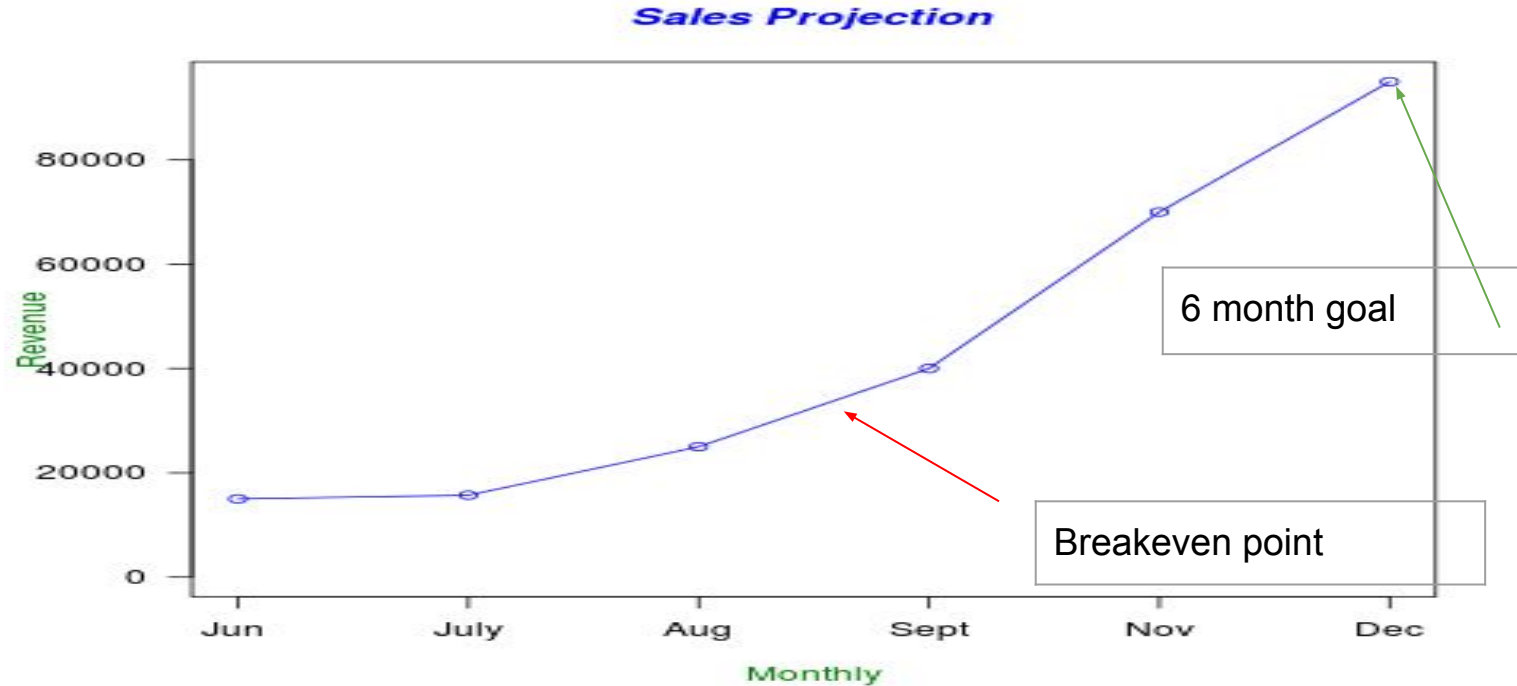
• Best case Scenario: (1 customer/hr 7 days a week) \$30 (x) 388 (x) (7 bays)\*4 weeks = \$325,920 (+) 2,800  \$328,720

• Worst case Scenario: {8 customers per day (x) 7} (x) \$30 (x) 4 = \$6,720 (+) 2,800 = \$9,520

• Most Likely Scenario: (1 customer/hr (7 days) (x) 4 bays (x) (\$25) (x) (4) = \$93,120 (+) \$2,800  \$95,920\*12 = 1.15 million per year

• Tow truck: 2 trips/Day \$100 (x) 7 Days = 700 (x) 4 = \$2,800

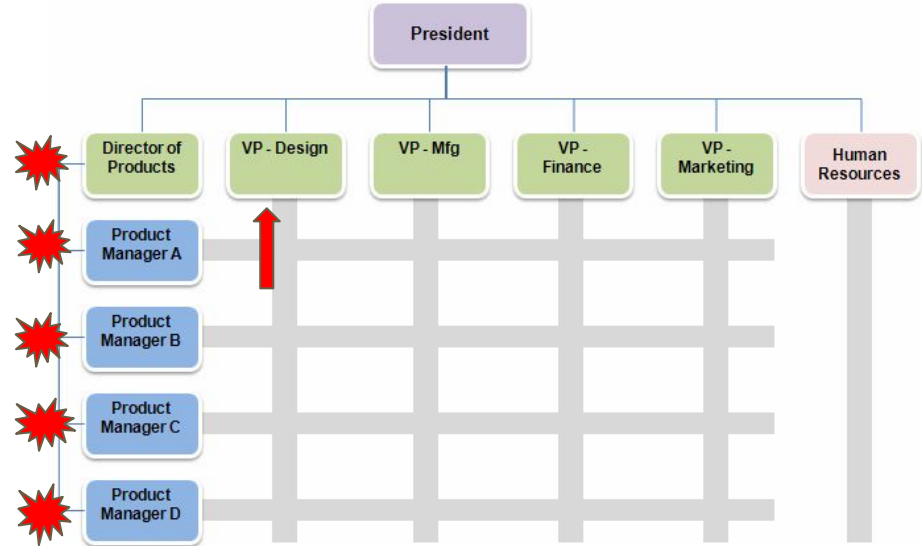
# Six Month Sales Forecast



# Competition

Companies			
Rate	20-30/hr	30/hr	39.95/hr
Bays	8	8	8
Location	Las Vegas	Las Vegas	Westminster, CO
Hours	M-F: 5am-9pm Sat: 8-8. Sun. 12-5	10am-6pm; 10-8 on Saturday	9am-6pm
Hours	Open 7 Days a week	Closed Sundays	Closed Mondays
Size of Shop	5,000 ft <sup>2</sup>	5,000 ft <sup>2</sup>	
Assisted Repairs	Always	No	For a fee

# Team Members



*Zachary Blank- VP of Finance : Daniel Ocampo- President and VP of Marketing : Edgar Rodriguez VP of Management and service technician: Sarah Blank- Front Desk and Human Resources*

One More Thing....

