BUSINESS PLAN — Springfield Mobile Detailing (example)

Executive summary

Springfield Mobile Detailing brings full car detailing to the customer's driveway. Springfield has plenty of detail shops; almost none come to you, take evening bookings, or post flat prices. We launch lean — one operator, one equipment set, free marketing first — and grow on repeat monthly-plan customers.

The market

Springfield metro has roughly 180,000 households, most with 2 cars. Even 1 in 500 households using us monthly is 360 recurring customers — far beyond one operator's capacity, which is the point: demand is not the bottleneck, hours are. Competitors: 6 fixed shops ($150–$250 full details, 1–2 week waits) and informal cash-only operators with no booking or guarantees.

The offer & pricing

Interior detail $119, full detail $189, monthly maintenance plan $149/month. Flat prices, posted publicly, bookable online with a deposit. Add-ons (pet hair, engine bay) priced on the page, not negotiated at the door.

Operations

Jobs booked in 2-hour blocks, routed by neighbourhood to cut drive time. Supplies bought monthly in bulk. Every job ends with before/after photos sent to the customer — proof of work and free marketing in one. Payments by card or Venmo; deposits required for first-time customers.

Marketing

Free first, per our rule: neighbourhood Facebook groups, Nextdoor, referral cards, and the monthly plan itself (a standing appointment is marketing that pays us). Paid ads only after 20 paying jobs prove the offer converts.

SWOT

Strengths: convenience, flat prices, low overhead. Weaknesses: weather, one pair of hands. Opportunities: fleet deals with realtors and dealerships. Threats: fuel prices, a big chain adding mobile service.

12-month forecast

See Business-Forecast.xlsx in this folder: a conservative ramp from $1,200/month to about $4,000/month by month 12, with profit and cumulative totals calculated. Revisit the forecast monthly against real numbers.

Launch checklist

☐ Business name + simple logo ☐ Booking page live ☐ Payment set up (card + Venmo) ☐ Insurance bound ☐ Equipment kit complete ☐ First 5 jobs booked from personal network ☐ Referral cards printed ☐ Prices posted publicly