ONE-PAGE BUSINESS PLAN

EXAMPLE — filled for 'Springfield Mobile Detailing'. One page, honest answers — if a box is hard to fill, that's the box to work on.

THE OFFER	Full car detailing at the customer's home or work — interior deep-clean, wash & wax, done in their driveway in about 2 hours.
THE CUSTOMER	Busy car owners in Springfield who keep a nice car but have no Saturday to spend cleaning it. Especially parents and sales reps who live in their cars.
WHY US	We come to them. Evening and weekend slots. Flat prices posted up front — no 'from $X' games.
PRICES	Interior detail $119 • Full detail $189 • Monthly plan $149/mo. Average ticket target: $165.
COSTS	Supplies ≈ $18/job • Fuel ≈ $9/job • Card fees ≈ 3% • Insurance $85/mo • Ads: free first (community groups, referrals).
HOW CUSTOMERS FIND US	Referrals, neighbourhood groups, a simple booking page, and a card left on every windshield we detail (with permission).
NUMBERS THAT MATTER	Break-even: 9 jobs/month. Month-6 target: 30 jobs/month ≈ $4,950 revenue. Owner pay starts month 2.
NEXT 3 MILESTONES	1) Book first 5 paying jobs (2 weeks). 2) 10 repeat customers on the monthly plan (month 3). 3) Second set of equipment + part-time helper (month 6).