

## **BUSINESS PLAN**

**grove city tire shop**  
3184 southwest blvd, grove city  
Ohio  
43123

April 5, 2016

### **Executive Summary**

#### ***The Ownership***

The company will be structured as a corporation.

#### ***The Management***

i am ibrahim alghzawi and i am going to be the manager of the store so i am going to have a tire technician .

#### ***The Goals and Objectives***

\_\_our goal is to establish a strong successful business.

provide affordable services to our customers.

### ***The Product***

the shop is going to offer a tire services .

so the store going to sale new and used tires .

### ***The Target Market***

the company target the middle class community .

### ***Pricing Strategy***

mainly the product is used tires so the prices is going to be affordable to most of the people i would say the range of the prices is between 20 to 40 dollars a tire and a small part of the business is a new tires and the prices is between 60 to 150 dollars so even the new tires is not expensive .

### ***The Competitors***

there is no competitors in the grove city since there is no used tires in the area.

## **Business Plan - grove city tire shop**

### ***Company Ownership Structure***

The company will be structured as a corporation.

### ***Ownership Background***

ibrahim al ghzawi (shareholder):

i have been in the retail business for 15 years and i manage 2 gas station in the last 7 years .

nassem maheydat (shareholder):

a manager for retail store for 5 years .

### ***Company Management Structure***

i am ibrahim alghzawi and i am going to be the manager of the store so i am going to have a tire technician working with me in the shop .

### *Organizational Timeline*

all businesses is starting small and they grow day after day so i am hoping it wont take a long time to be a strong business so i am seeing my shop is going to cover all the business expenses with in the first 3 month and after 6 months the business will start to make profits to the point after one year we will need more than one employee so i would say that my company will be very successful with in the 2 years from establishing the shop.

### *Company Assets*

we are going to buy the tires and the equipment for the shop as soon we get the permit from the city .

### **The Product**

#### *The Product*

the shop is going to offer a tire serves so the store going to sale new and used tires .

### **Marketing Plan**

#### *The Target Market*

the company target the middle class community .

#### *Location Analysis*

there is no used tire shop in grove city .

#### *Pricing*

mainly the product is used tires so the prices is going to be affordable to most of the people i would say the range of the prices is between 20 to 40 dollars a tire and a small part is new tires and the prices is between 60 to 150 dollars so even the new tires is not expensive .

#### *Advertising*

we will put the business name on grove city newspaper .

### **Competitor Analysis**

#### *The Competitors*

there is no competitors in the grove city .

### **SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)**

### *Strengths*

i think the strength of my company is the affordable pricing so it give the customers the ability to get the tire when they need it .

### *Weaknesses*

some people they do not like to buy used tire .

### *Opportunities*

i think it will be successful company because we have a big percentage of the people cant afford the high price of the new tires .

### *Threats*

the customers trust issue since we are focusing on the used tires .

### **Operations**

#### *Staffing*

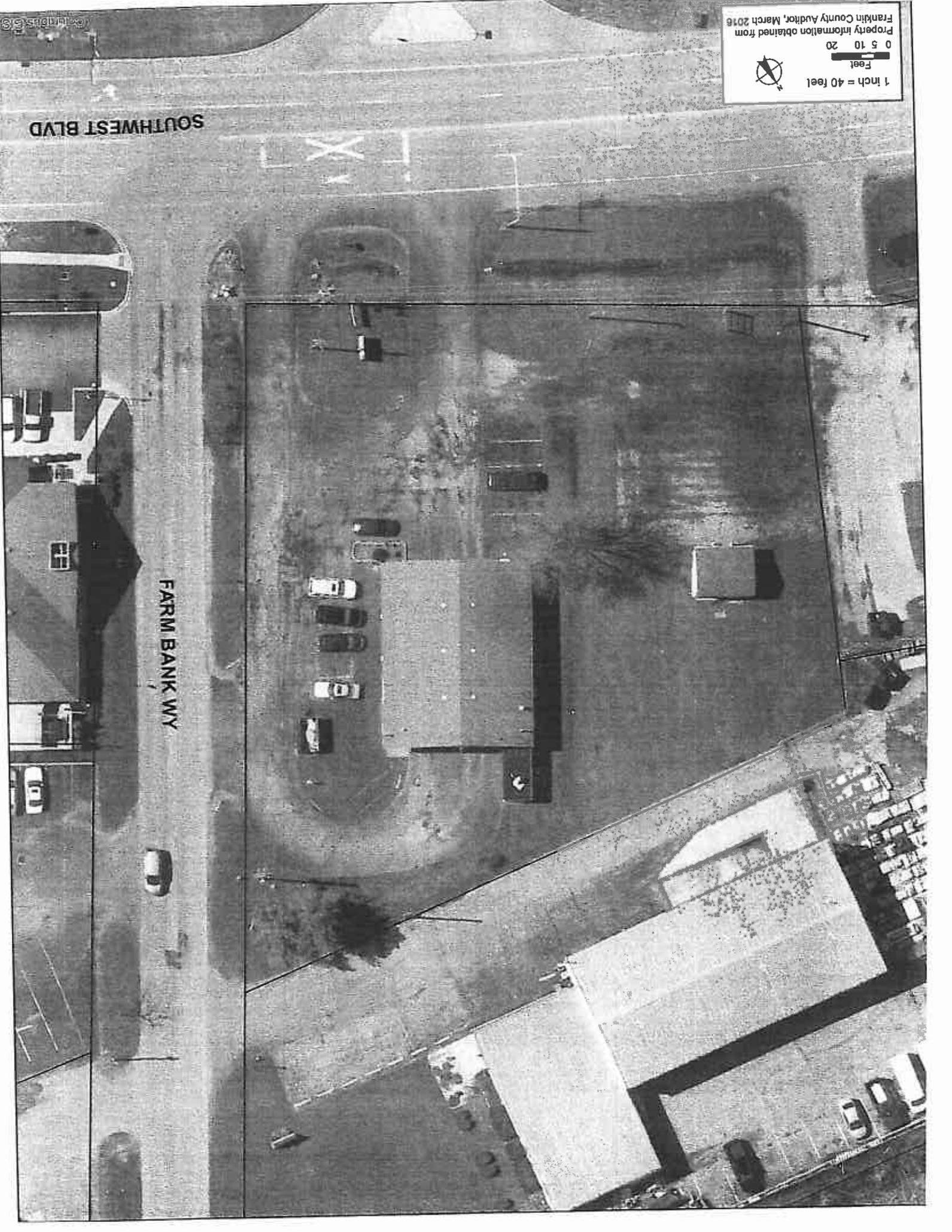
the company will need 2 people at the beginning a manager which is going to be ibrahim and the technical person .

Franklin County Auditor, March 2016  
Property information obtained from  
0 5 10 20  
Feet  
1 inch = 40 feet



SOUTHWEST BLVD

FARM BANK WY



## grove city tire shop

3184 southwest blvd grove city

ohio 43123

As a resident of grove city i know how much it is important to our city to keep our city clean and organized so it is our responsibility to help our city to keep it that way so when we open our shop we are going to leave enough space for the car been working on inside the store so we are going to leave 25 feet from the entrance for the work on cars so there is no work on the cars out side the shop that way we help to keep the area and our city nice and clean .

note : as you see on the picture on the right side of the building there is five parking spaces and there is five on the left side the one on the right side is our parking spaces .

thank you kindly for your time .

ibrahim alghzawi

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