

Maxxas Motorsports, LLC

BUSINESS PLAN

Prepared by:

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Revise to Letter of Intent

Add PCD File No. PPR207

Please indicate whether any development/land disturbance is proposed on the site other than the tenant improvement inside the existing structure. Note that depending on what is proposed additional engineering documents may be required.

I. EXECUTIVE SUMMARY

Maxxas Motorsports, LLC (referred to from hereon in as the “Company”) is intended to be established as a Limited Liability Company at 1190 Meadowbrook Pkwy. Colorado Springs, Colorado 80915 with the expectation of rapid expansion in the repair & service of Motor sports industry.

Business Description

The Company shall be formed as Limited Liability Company under Colorado state laws and headed by Larry E. Meng

Management Team

The Company has assembled an experienced management team:

Owner - Larry E. Meng

Office - Larissa Meng

New Service

The Company is prepared to introduce the following service to the market:

Repairs & Sales: Repair Motorcycles, Dirt Bikes, Jet Skies, Snowmobiles and all other motorsports.

We'll have merchandise for sale.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the repair & service of motorsports industry presently makes unknown dollars in sales.

People that own Motorsports is unknown.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Business Goals and Objectives

Short Term:

To make enough to brake even.

Long Term:

To make enough to enlarge the business. To hire more worker and sell some Motorsports.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

All people that own Motorsports.

The estimated number of potential clients within the Company's geographic scope in unknown.

Promotional Strategy

The Company will promote sales & repairs the following methods:

Online advertising, direct mailings, word of mouth, print ads, etc.

SWOT Analysis

Strengths

I will have a new business in the area that has no other Motorsports repairs. In a area that a lot of people own Motorsports.

Services

First-rate service is intended to be the focus of the Company and a cornerstoe of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to crate a loyal brand following and return business.

IV. FINANCIAL PLAN

Monthly expense for salaries and overhead (projected)	\$ 7,000.00
Revenue and sales for first year of business (projected)	120,000.00
Gross profit for first year off business (projected)	36,000.00