

# **Maxxas Motorsports, LLC**

## **Letter Of Intent**

**Prepared by:**

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**PCD File: PPR207**

## **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

## **V. SCOPE OF IMPROVEMENTS**

Tenant Improvements being proposed under the building permit will be limited to interior changes in the existing building only. No land disturbance or exterior work is proposed.