

Gas Station

ADDRESS

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info@example.com

CONTACT

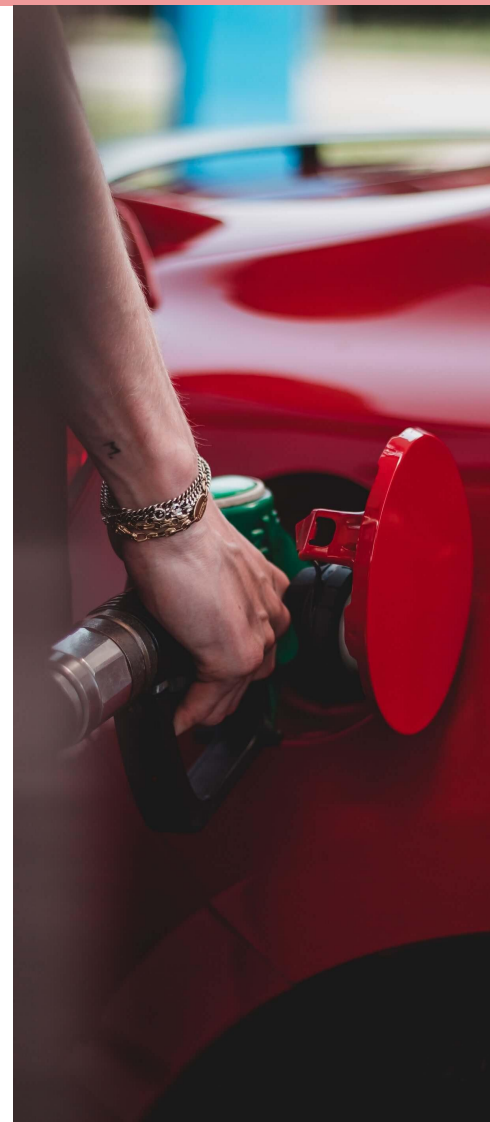
(650) 359-3153
<http://www.example.com>

Business Plan

[YEAR]

Prepared By

John Doe



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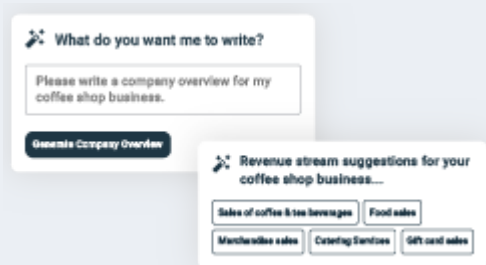
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1.

Executive Summary

Objectives

Keys to Success

Mission

Financial Summary



REMEMBER

Before you think about how to start a Gas Station service, you must create a detailed Gas Station business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Maxwell Gas Station

Maxwell Gas Station is a fully registered and licensed standard gas station that will be located along a busy highway in Detroit – Michigan, U.S. Our chains of gas stations that will be scattered all around major cities in the United States of America will a

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Objectives

Maxwell Gas Station

- To capture an increasing share of the commuter traffic passing through Detroit.
- To offer our customers superior products at an affordable price.

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Keys to Success

Maxwell Gas Station

- Good quality products at competitive prices.
- Excellent customer service that will promote customer loyalty.

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Mission

Maxwell Gas Station

The mission of Maxwell Gas Station is to offer commuters on Highway 310 competitive gas prices and great food. The company will make a healthy profit for its owners and provide a rewarding work environment for its employees.

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Financial Summary

Maxwell Gas Station

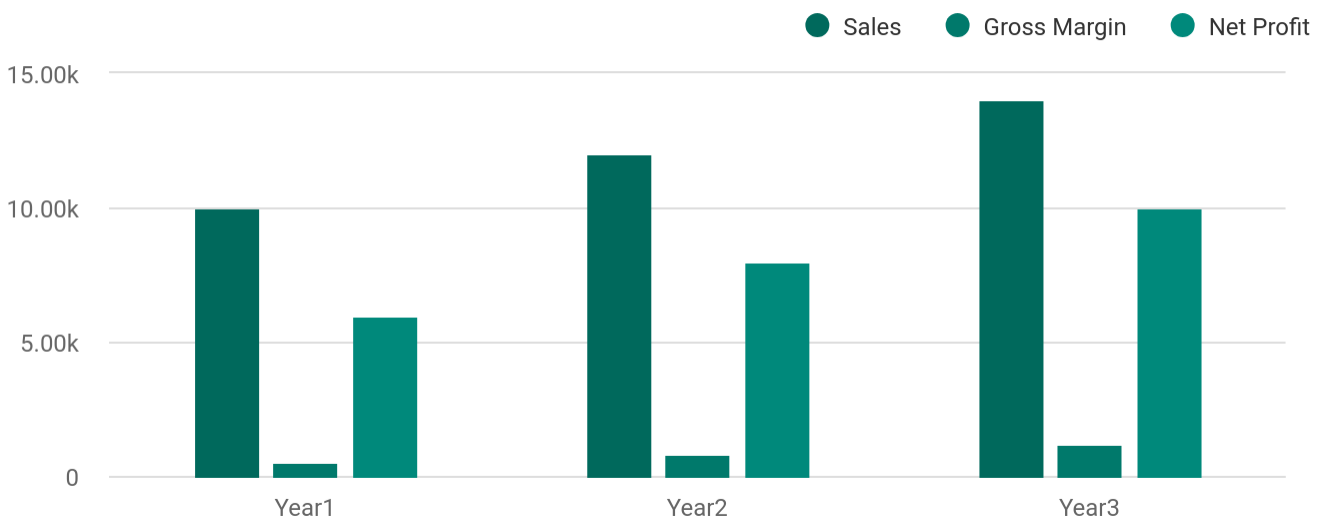
Capital Requirements and Use of Funds

Maxwell is seeking total funding of \$260,000 of debt capital to launch its gas station. The

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3 Year profit forecast



Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

History

Startup Summary

Maxwell Gas Station

Maxwell is engaged in selling and marketing gasoline and diesel products. We are committed to better, safer, cleaner, more efficient, more innovative, and more accessible energy. We offer refined petroleum products and lubricants for retail and commercial customers.

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History

Maxwell Gas Station

For 12 years, Maxwell has been City's leading company for crude oil and gas production. It was in 2015 when Mr. James Moore first established his first gas station. He decided to open up a small gas station after seeing that there is no existing gas station within the area.

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Startup Summary

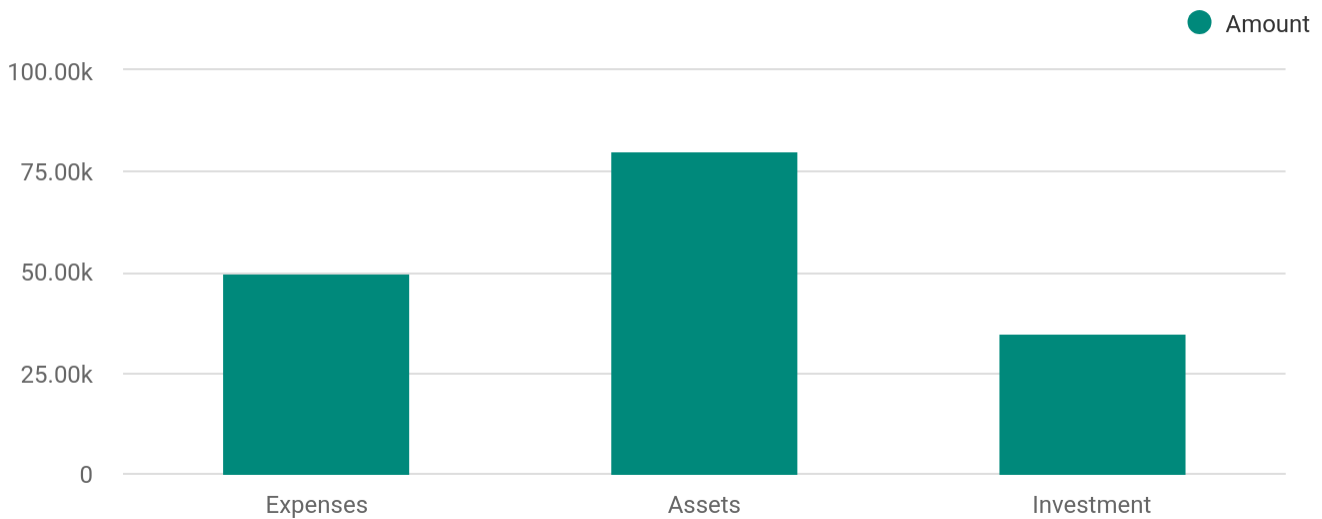
Maxwell Gas Station

John Moore will invest \$60,000 in Maxwell Gas Station. Robert aims to secure an SBA of \$150,000 to finance the remainder of the start-up costs.

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Startup cost



Cost distribution

Amount

Expenses	50,000
Assets	80,000
Investment	35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

Start-up Expenses	Amount
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125

Start-up Expenses	Amount
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and Services

Features

Maxwell Gas Station

Maxwell Gas Station is a fully registered and licensed standard gas station that is positioned in the gas station industry in the United States of America to maximize profits. Aside from the point that we will be retailing gasoline and diesel, we will also engage

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Features



Gas



Diesel



Automotive services

e.g. repairs, car washes and general parts



Non Automotive fuel



Retailing automotive fuels

e.g. diesel fuel and gasoline



Selling automotive-related goods



Automotive-repair services



Wheel related services

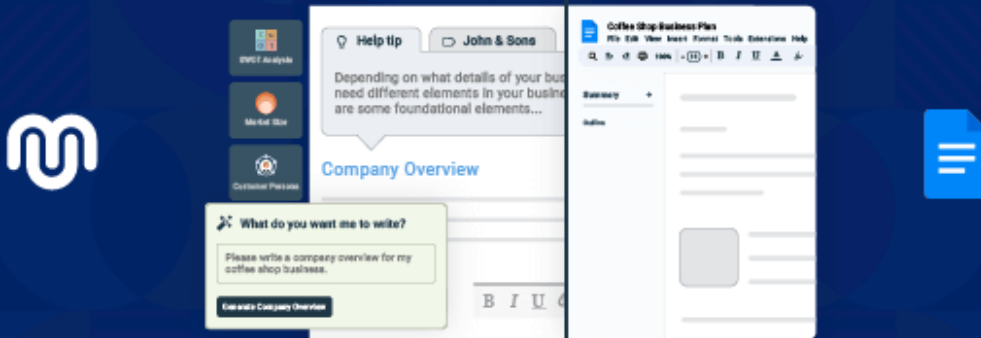
- Providing Wheel Alignment, Wheel Balancing and Vulcanizing Services
-



Retailing of Groceries and soft drinks

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4.

Market Analysis

Industry Analysis

Market Trends

Market Segmentation



REMEMBER

The most important component of an effective Gas Station business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from

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Industry Analysis

Maxwell Gas Station

The Gas Stations industry has experienced growth over the past five years to 2020. Since the majority of the industry's business is generated from consumers rather than commercial businesses, consumer spending plays a major role in determining ind

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Market Trends

Maxwell Gas Station

There is hardly anyone who doesn't have a need for gas, this is why it is really vital that one key into this industry. One of the trends in the gas station industry is that, in the bid to stay afloat in the highly competitive gas station industry, owners of gas stations no

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Market Segmentation

Maxwell Gas Station

The target customers of Maxwell Gas Station are the commuters that use Highway 310.

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5.

Strategy & Implementations

Advertising Strategy

Pricing Strategy

Sales Strategy

Sales Forecast



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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Advertising Strategy

Maxwell Gas Station

Despite the fact that our gas station is a standard one with a wide range of other complimentary services and products that can favorably compete with other leading brands in the gas station industry, we will still go ahead to intensify publicity for

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Pricing Strategy

Maxwell Gas Station

It is the wish of all businesses to have a pricing system that will yield loads of profits for them; as such we are working on having very competitive pricing. At Maxwell Gas Station, our pricing system is going to be based on what is obtainable in the industry, we

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Sales Strategy

Maxwell Gas Station

Maxwell Gas Station will keep its gas prices competitive with other stations in a fifty-mile radius of the station in order to attract commuters. Customers that purchase more than \$10 worth of gas will be given a 15% coupon on purchases in the store during the f

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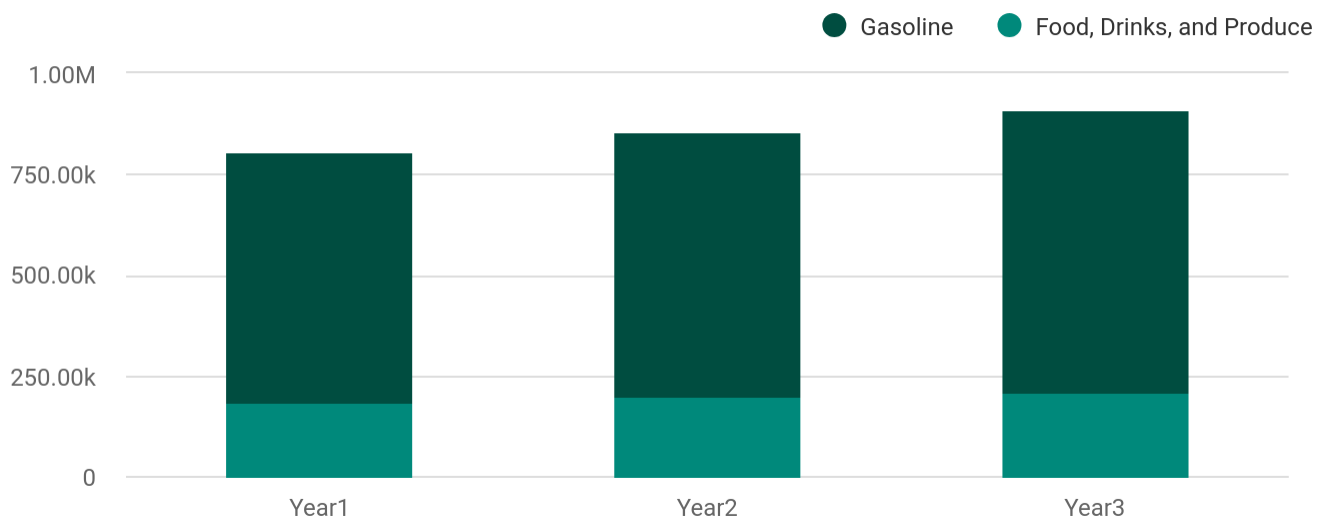
Sales Forecast

Maxwell Gas Station

In order to maintain competitive gas prices, the cost of gas to the consumer will never exceed 15% of wholesale cost. Maxwell Gas Station will focus on increasing food sales in order to meet total sales forecast goals.

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Financial Year	Gasoline	Food, Drinks, and Produce
Year1	623,000	185,000
Year2	660,000	198,000
Year3	700,000	210,000

6.

Operations Plan

Service Functions

Administrative Functions

Milestones

Maxwell Gas Station

Maxwell Gas Station will be open 24/7 so there is an assurance that the clients will be served whenever they arrive at the station.

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Service Functions

Maxwell Gas Station

- Mechanic
- Gas pump assistance

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Administrative Functions

Maxwell Gas Station

- General & administrative functions including marketing, bookkeeping, etc.
- Sourcing products and taking inventory for the minimart

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Milestones

Maxwell Gas Station

Maxwell Gas Station's long-term goal is to become the dominant provider of gas and related services and products in the city area. The following are a series of steps that lead to our vision of long-term success. Maxwell Gas Station expects to achieve the fol

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7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a Gas Station business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by

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Maxwell Gas Station

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Gas Station business start-up, no equity funding or outside loans will be required. With the help of

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$4,943,463.50	\$7,349,447.86	\$11,296,293.86
Fuel Sales	\$2,148,812.10	\$3,858,957.96	\$6,930,134.06
Unit Sales	1,432,541	2,572,639	4,620,089
Unit Price	\$1.50	\$1.50	\$1.50
Convenience Store Sales	\$2,414,176.20	\$3,061,761.60	\$3,883,058.40
Unit Sales	160,945	204,117	258,871
Unit Price	\$15	\$15	\$15
Car Wash Services	\$380,475.20	\$428,728.30	\$483,101.40
Unit Sales	38,048	42,873	48,310
Unit Price	\$10	\$10	\$10
Cost Of Sales	\$4,424,464.31	\$5,313,860.84	\$6,945,558.55
General Costs	\$4,424,464.31	\$5,313,860.84	\$6,945,558.55
Fuel Purchase Costs	\$2,941,425.25	\$3,109,026.48	\$3,556,670.41
Regular Gasoline Purchase	\$1,800,000	\$1,822,840.05	\$2,107,363.47
Diesel Purchase	\$1,141,425.25	\$1,286,186.43	\$1,449,306.94
Convenience Store Goods	\$1,483,039.06	\$2,204,834.36	\$3,388,888.14
Snacks Purchase	\$741,519.53	\$1,102,417.18	\$1,694,444.07
Beverages Purchase	\$741,519.53	\$1,102,417.18	\$1,694,444.07
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$518,999.19	\$2,035,587.02	\$4,350,735.31

	2024	2025	2026
Gross Margin (%)	10.50%	27.70%	38.51%
Operating Expense	\$513,174.86	\$635,094.53	\$831,620.15
Payroll Expense (Indirect Labor)	\$267,360	\$275,980.80	\$284,884.08
Station Attendants	\$67,680	\$69,710.40	\$71,801.76
Cashier	\$36,000	\$37,080	\$38,192.40
Pump Attendant	\$31,680	\$32,630.40	\$33,609.36
Convenience Store Staff	\$88,800	\$92,064	\$95,449.92
Store Manager	\$60,000	\$62,400	\$64,896
Sales Clerk	\$28,800	\$29,664	\$30,553.92
Car Wash Staff	\$110,880	\$114,206.40	\$117,632.40
Car Wash Operator	\$33,120	\$34,113.60	\$35,136.96
Cleaning Staff	\$77,760	\$80,092.80	\$82,495.44
General Expense	\$245,814.86	\$359,113.73	\$546,736.07
Utility Expenses	\$34,242.69	\$38,585.52	\$43,479.10
Electricity	\$25,364.99	\$28,581.81	\$32,206.53
Water	\$8,877.70	\$10,003.71	\$11,272.57
Operational Expenses	\$31,706.25	\$35,727.44	\$40,258.50
Maintenance	\$19,023.72	\$21,436.34	\$24,155.06
Cleaning	\$12,682.53	\$14,291.10	\$16,103.44
Marketing and Advertising	\$179,865.92	\$284,800.77	\$462,998.47
Local Advertising	\$107,440.62	\$192,947.90	\$346,506.71
Online Marketing	\$72,425.30	\$91,852.87	\$116,491.76
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$5,824.35	\$1,400,492.52	\$3,519,115.19
Additional Expense	\$37,049.77	\$32,430.99	\$27,575.91
Long Term Depreciation	\$14,100	\$14,100	\$14,100
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$8,275.65)	\$1,386,392.52	\$3,505,015.19
Interest Expense	\$22,949.77	\$18,331	\$13,475.92
EBT	(\$31,225.42)	\$1,368,061.53	\$3,491,539.28
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$4,974,688.94	\$5,981,386.36	\$7,804,754.61
Net Income	(\$31,225.42)	\$1,368,061.53	\$3,491,539.28
Net Income (%)	(0.63%)	18.61%	30.91%
Retained Earning Opening	\$0	(\$51,225.42)	\$1,296,836.11
Owner's Distribution	\$20,000	\$20,000	\$10,000
Retained Earning Closing	(\$51,225.42)	\$1,296,836.11	\$4,778,375.39

Projected Cash Flow

	2024	2025	2026
Cash Received	\$4,943,463.52	\$7,349,447.89	\$11,296,293.89

	2024	2025	2026
Cash Paid	\$4,960,588.94	\$5,967,286.36	\$7,790,654.61
COS & General Expenses	\$4,670,279.17	\$5,672,974.57	\$7,492,294.62
Salary & Wages	\$267,360	\$275,980.80	\$284,884.08
Interest	\$22,949.77	\$18,331	\$13,475.92
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$17,125.42)	\$1,382,161.53	\$3,505,639.28
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$150,000	\$0	\$0
Net Cash From Investments	(\$150,000)	\$0	\$0
Amount Received	\$700,000	\$0	\$0
Loan Received	\$500,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$200,000	\$0	\$0
Amount Paid	\$110,277.67	\$114,896.45	\$109,751.53
Loan Capital	\$90,277.67	\$94,896.44	\$99,751.52
Dividends & Distributions	\$20,000	\$20,000	\$10,000
Net Cash From Financing	\$589,722.33	(\$114,896.45)	(\$109,751.53)
Summary			
Starting Cash	\$0	\$422,596.91	\$1,689,861.99

	2024	2025	2026
Cash In	\$5,643,463.52	\$7,349,447.89	\$11,296,293.89
Cash Out	\$5,220,866.61	\$6,082,182.81	\$7,900,406.14
Change in Cash	\$422,596.91	\$1,267,265.08	\$3,395,887.75
Ending Cash	\$422,596.91	\$1,689,861.99	\$5,085,749.74

Projected Balance Sheet

	2024	2025	2026
Assets	\$558,496.91	\$1,811,661.99	\$5,193,449.74
Current Assets	\$422,596.91	\$1,689,861.99	\$5,085,749.74
Cash	\$422,596.91	\$1,689,861.99	\$5,085,749.74
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$135,900	\$121,800	\$107,700
Gross Long Term Assets	\$150,000	\$150,000	\$150,000
Accumulated Depreciation	(\$14,100)	(\$28,200)	(\$42,300)
Liabilities & Equity	\$558,496.91	\$1,811,662	\$5,193,449.76
Liabilities	\$409,722.33	\$314,825.89	\$215,074.37
Current Liabilities	\$94,896.44	\$99,751.52	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$94,896.44	\$99,751.52	\$0
Long Term Liabilities	\$314,825.89	\$215,074.37	\$215,074.37

	2024	2025	2026
Long Term Debt	\$314,825.89	\$215,074.37	\$215,074.37
Equity	\$148,774.58	\$1,496,836.11	\$4,978,375.39
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$200,000	\$200,000	\$200,000
Retained Earnings	(\$51,225.42)	\$1,296,836.11	\$4,778,375.39
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%

	Year 1	Year 2	Year 3	Industry Profile
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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