

Waste Pit:

The jobs I do pose little risk of contaminants spilling on the ground or entering the floor drain.

Safety measures are in place to combat spills if they were to happen.

Absorbent materials are used to soak up any spills and keep contaminants from entering the floor drain.

The absorbent materials are then disposed of in accordance with Ramsey county Dept. of Public Health.

I do not allow contaminants to enter the floor drain nor will contaminants leave the building.

The slope in the building keeps fluids inside.

Ramsey county hazardous waste specialist Greg LaMere stated he would answer questions regarding this.

Greg LaMere

Greg.Lamere@co.ramsey.mn.us

Direct: 651-266-1184

Cell: 651-239-9707

Fax: 651-266-1177

Parking:

I work by appointment only so parking or lack of parking will not be a problem.

I have four outside parking spaces and two indoor stalls making a total of six spaces

If a disabled patron comes to seek my services they will be able to park on level ground at the buildings entrance or pull into the shop area.

Residential garage:

According to property information provided by the city of St. Paul the property is listed as I1 / A-Auto Repair Station Legal-Non Conforming.

I have spoken with Larry Zangs from the city of St. Paul's Dept. of Safety and Inspections on several occasions.

My understanding is the original use was Auto Repair related.

The building has a bathroom and space for someone to wait while repairs are being done.

Past use:

The prior lease holder of the building used it as a repair facility to maintain their fleet of vehicles.

I have seven years of hazardous waste generators licences that the previous lease holder left behind.

I also have the most recent certificate of occupancy that identifies the building as a repair garage.

Business Plan

AD Services

OWNER

Anthony Dawson

AD Services

924-3 Mackubin Street

St Paul , MN 55117

612-386-4136

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Executive Summary

AD Services is a start-up organization that offers a complete domestic and foreign auto repair service. AD Services will serve the St. Paul market with one convenient location.

The Concept

The auto repair market has a lot of competition; however, because I have a smaller shop with a limited amount of overhead I am able to offer services at a lower cost typically 10 -30% less than my competition.

AD Services will attract and maintain a loyal customer base through their customer-oriented focus on business. As the manager and owner, I understand the importance of superior services while developing a long lasting trust bond with customers. This is very important, especially in the auto repair industry where trust and honesty are not the image of repair facilities.

The Management Team

AD service has a strong management team that will allow them to execute on this exciting idea. As owner I have gain skills over the last twenty years I have trained and I bring an expertise to the understanding of how to diagnose and fix automobiles. Latisha Dawson my wife will support the tactical business side and be of administrative support to keep the business operating smoothly.

General Company Description

AD Services Auto Repair aims to offer high-quality auto repair services. AD Services focuses on personalized service to its customers by offering convenience and rapid service. Finally, AD Services has strong vendor relationships with the most service conscious vendors who are capable of shipping major parts rapidly (on an overnight timeline in most cases).

AD Services keys to success will include:

- Expedient and convenient auto repair services.
- Growing and maintaining a referral network of local towing service companies.
- Rapid order and delivery of major auto parts items.

Goals and Objectives:

Many people have chosen to spend part of their income on their automobiles to maintain them rather than buying a new one. As a result, the need for reliable and convenient auto services has substantially risen as well. AD Services will position itself to capitalize on the growing need of the lower class market for quality auto service in the St. Paul metropolitan area. The company will be privately owned, with most of the additional funding coming from a personal loan. The economic decline of the last several years has resulted in decreased disposable income.

Products and Services

AD Services has the core competencies to work on all makes and models of domestic and foreign vehicles. AD Services strives to be accurate and honest with customers in terms of quoting cost estimates and repair completion time estimates. I will focus on delivering what I promise. This focus on building strong customer relationships based on trust and integrity will be the catalyst in establishing a strong regular customer base.

Marketing Plan

Market summary –

AD Services has a focus on meeting the demand of a regular local resident customer base, as well as towed vehicle drop-ins from local and freeway traffic traveling on nearby freeways. AD Services has established relationships with a few major local tow truck companies for referral business of stalled vehicles requiring a tow to an auto repair facility.

The company estimates that about 90% of revenues will come from the established local clientele and 10% from the local and freeway traffic tow-ins.

Market research -

AD Services focuses on lower income markets. This market looks for high quality, rapid service with as much convenience as possible while cost remains lower than the bigger auto repair chains. Most individuals in this market segment need fast reliable service. AD Services will focus on its target market, the lower class market, and establish a reputable image from that target market's perspective, by offering convenience, expedient auto repair services, customer service excellence, and by working with local towing companies.

Local resident's regular customer base

AD Services wants to establish a significantly large regular customer base. This will establish a healthy, consistent revenue base to ensure stability of the business.

Emergency towing local and freeway traffic

Emergency towing of local and freeway traffic comprises approximately 10% of revenues. Convenience, regular referrals from tow truck companies, and high quality, rapid service are critical to capture this segment of the market.

Market Needs

Between having a high level of commuting traffic, and an equally high level of tourism traffic on local highways, there is a constant significant demand for auto repair services. Convenience is a must for lower class consumers and travelers.

AD Services faces over 100 auto repair and auto parts competitors in the local area. Among these, only a few are major national chains. The remainders are small privately-owned establishments. AD Services will compete well by focusing on convenience and offering a high level of customer service. Additionally, its honest reputation will be a major factor in repeat business and building a large base of regular, loyal customers.