

Proposed Dealership Business Plan

1. Vehicle sale plan

Please give your estimate (over the year) of the number of Vehicles you would be able to sell in the city/district for which you have applied to set up a dealership. In an Enclosure, please outline your reasoning and plan for achieving the vehicle sales indicated.

Vehicle Type	Year	Number

Dealership Revenue Projections

Please summarize your assessment of the projected revenues of the dealership for the first year of operations.

Figures in Rupees

Income from the vehicle sales margin	
Other income from sales operations (Sales finance, insurance, registration, accessories etc.)	
Labor earnings in workshop	
Income from spare parts margin	
Other income from workshop operations (Value added services, AMC etc.)	
Total revenues from dealership operations	

Expenses for the Dealership

Please summarize your assessment of the projected expenses of the dealership for the first year of operations.

Figures in Rupees

Interest cost on Fixed Asset investments	
Interest cost on Working Capital	
Rentals	
Marketing Expenses (Including service marketing)	
Salary/Wages and incentives	
Other Expenses (Electricity / Water / Municipal tax. etc.)	
Total Expenses	

Dealership Plan of Operation

Please summarize the staffing plan of your proposed dealership. In an Enclosure, please provide the details of organization structure, staffing and facilities proposed.

Department	Number of Persons	Average cost per person (NRS)
Sales		
Service		
Spare Parts		
Account and Administration		
Allied Activities (Security and Housekeeping)		
Total		

Key Dealership Personnel

Please list the key dealership personnel in your proposed organization and, if you have already identified someone external to your organization for recruitment, kindly provide details of the same.

Designation	Qualification	Name	Former Work Place
Head of Sales			
Workshop Manager			
Chief Accountant			

Facilities proposed

The facilities required are indicated on page 2 of the application. In light of these requirements, please place a tick mark (√) in the appropriate box below.

Indicate the type of facility being proposed

Integrated 3-S Facility ()

Separate Showroom & Workshop ()

*** 3-S Facility (sales, service, spare parts)**