

THE POSITIVE SIDE OF RIMS:
G-FABRICATIONS BUSINESS PLAN

By

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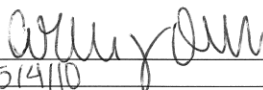
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Thesis Abstract

This honors thesis includes both an honors research report and a business plan created through the McGuire Center for Entrepreneurship. The honors research report was done individually and the business plan was done through a team.

The honors research report details the social benefit that our company offers the communities we serve through gang prevention. Our venture company, G-Fabrications, creates a new opportunity for young low income Hispanics to create a positive identity for themselves in order to stay out of gangs. This report details why people join gangs, how G-Fabrications can prevent gang development, and finally how G-Fabrications will further benefit society in the future.

The business plan was created by the G-Fabrications management team which includes Lee Klein, Josh Klein, Tim Relinski, and Colleen Quirk. The individual roles of each member of the team can be found on the next page. Although each member had specific roles in the group, everyone participated jointly in the creation of our final product. Our business plan describes G-Fabrications venture concept, current competition, competitive advantages, target markets, marketing strategies, and necessary finances in order to prove to investors that our business model is feasible.

Group Contributions

The G-Fabrications business plan was written by the G-Fabrications management team which includes Lee Klein, Josh Klein, Tim Relinski, and Colleen Quirk. Although, sections of the business plan were originally split up by area of specialization, every member of the team has edited the plan and fixed each section. Additionally, in every section the entire group added content and information to the previously individually written section. The following details each member's area of specialization in the business plan:

Lee Klein- Lee is the General Manager of G-Fabrications primarily responsible for organizing team meetings and group workload. In addition, Lee focused heavily on primary research and the initial testing feasibility of our venture and our competitive advantages.

Josh Klein- Josh is the Production and Operations Manager of G-Fabrications primarily responsible with the manufacturing process of our customized after-market rims from the initial design software stage to the structural safety of the end product.

Tim Relinski- Tim is the Finance Manager of G-Fabrications primarily responsible for forecasting profit, calculating operating expenses, and creating an investor proposal for start-up funding. As finance manager, Tim was also responsible for making five year profit projections.

Colleen Quirk- Colleen is the Marketing and Sales Manager of G-Fabrications primarily responsible for identifying target markets, quantifying target market customers, and designing a marketing strategy to promote G-Fabrications. As the marketing manager, Colleen researched the interests of our target market and how to effectively advertise to this target market.

Company Background

G-Fabrications is an online retailer of customized aftermarket automobile rims. G-Fabrications gives customers the opportunity to completely design their own rims on G-Fabrication's website wheel designer. After designing the rim template, G-Fabrication's customers will submit their design to engineers whom ensure the structural feasibility of the design, and then the customer finally chooses their own finishing paints and colors. Currently, there is no other company in the after-market automobile rim industry that allows customers the ability to enhance their vehicle with such a high level of customization and personalization.

G-Fabrications Customers

Through primary and secondary research conducted by G-Fabrications, consumer interest in after-market rims can be correlated to those who identify with Hispanic culture. This Hispanic culture, in the United States, has evolved to include car cruising as a legitimate form of socialization. The new trend of car cruising in the United States stems from the lack of big plaza areas in which Latinos typically would use to socialize. In Los Angeles for example, the automobile has been integrated into the Hispanic culture and "Hispanics use the automobile for social interaction by cruising the streets and other areas where young people congregate" (Rojas, 1995). The rise of Hispanic customized cars, known as lowriders, has evolved as a tool of socialization and cultural expression and are often customized to include elements of the Hispanic culture: with historic, religious, and pop culture themes. The idea of turning cars into artwork began in the 1940s and quickly "became highly ornamented symbols of identity,

representing both the individual car owner and his or her culture” (The Lowriding Tradition, 2009). Clearly, lowriders have become a prominent force in the Hispanic community, in the United States, used to display their religion, hereditary pride, and to express an individual’s identity within the Hispanic culture.

Ranked Social Benefits

Primary Benefits

The primary benefit G-Fabrications creates in society is the ability for a Hispanic citizen to create an identity within their culture by being able to create a set of unique customized rims. This lowrider urban phenomenon serves as a safe escape for the Hispanic individual from other traditional means of fitting into the Mexican American society. Especially vulnerable as a minority in the United States, young Hispanic males are more likely today to join gangs as a means of fitting in and “the ambivalent cultural (and personal) identity makes the gang subculture attractive for a small but significant number of barrio youth” (Vigil, 2003). In order to give this group of barrio youth, ages eighteen to twenty-six, a chance to stay out of gangs, G-Fabrications offers a new opportunity to the Hispanic individual to express themselves and create an identity through the creation of customized rims in the growing street cruising atmosphere.

Gang Culture

In order to better understand how G-Fabrications benefits society by offering a means of escape from traditional gangs, it is first crucial to understand the motivating forces behind why people join gangs. Currently in the United States, 4 of 10 Chicano youth have become affiliated with gangs and these youth drift towards gangs because they “provide a certain degree of physical protection, social support, solidarity, cultural identification, and moral education as well as

opportunities for self-esteem, honor, and sometimes economic gain” (Spergel, 1995). In the quest for cultural identification, the style of *cholo* has arisen in Hispanic culture and the term “reflects the cultural transitional of Mexican Americans in the Southwestern United States; it is a process strongly affected by... street requisites” (Vigil, 2003). This rough transition and the opposing forces of old Hispanic tradition with new United States’ lifestyle norms causes many young Hispanics to feel torn and long to “seek identity and self-esteem they cannot find elsewhere” (Spergel, 1995). In searching for an identity, these Mexican-Americans often resort to their peers as a social outlet and follow their lead into gang culture.

Personal Identity through Street Cruising

This struggle to fit into a new culture in the United States often leads young Hispanics in the wrong direction creating “loyalty discord and identity confusions; and a noted predisposition among youth to gravitate toward street peers for sources of social associations and personal fulfillment” (Vigil, 2003). These street peers, also known as gang members, allow new members the opportunity to make a name for themselves and create an identity within the gang, often by taking risks or dangerous assignments. With the driving force behind gangs of the obsession to create an identity at all costs, many Hispanic youth drift towards the “streets [which] have become a strong socializing force in Southern California and to survive in street culture, one must have a street identity” (Spergel, 1995). This creation of an identity is G-Fabrications primary social benefit. G-fabrications, with the combination of the increased use of the streets as a means for socialization and with the increasing need for a street identity, allows Hispanic youth the opportunity to create an identity for themselves with their own, personal, one-of-a-kind rims. These unique rims then not only add value to the Hispanic lowrider culture, but create a

respectable identity for the individual creator within their culture, which eliminates the need to resort to violence.

Ancillary Benefits

There are no real ancillary social benefits, but G-Fabrications could add ancillary benefits in the future and host anti-gang lowrider car shows in predominately Hispanic Areas. These events would have anti-gang information available to the youth on the negative impact gangs create to society and could increase the chances for a barrio youth's long-term success with possible G-Fabrications design-your-own-rims scholarship contests. Currently, the success of anti-gang groups in the United States has proven productive and today the number of Mexican American Gang numbers is decreasing because of community based anti-gang groups (Spergel, 1995). In the future it is G-Fabrication's goal to lead community anti-gang events to not only promote G-Fabrications' company rims, but to more importantly decrease gang admittance and violence in G-Fabrication's target market, the Hispanic community.

Trade-Offs

The major ecological trade-off G-Fabrications creates is in the promotion of customized automotive rims as a means of personal identification, in which customers will want to show off. To show off these rims, customers may drive more than usual, creating a negative increase in pollution levels in the United States. This increased pollution by one person would increase the average level of pollution nationally, measured by the Environmental Protection Agency, and would negatively increase the amount of gasoline use and increase the levels of hydrocarbons, carbon monoxide, nitrogen, and carbon dioxide in the air (See Appendix). G-Fabrications can prevent this increase in pollution by hosting more car shows that would encourage people to

show off their unique rims at the shows instead of cruising the streets. Having customers cars parked at a show would also not only decrease pollution, but would increase safety on the roads with less citizens driving.

Comparison to Industry Benchmark Company

There are currently no other companies in the industry that allow consumers the ability to completely design their own customized aftermarket rims. G-Fabrications is the first company that allows consumers a say in the design, size, coloring, and finishing processes of the rim to create a truly personalized set of rims. The functional unit of measure to access the value created by G-Fabrications is the positive impact on the Hispanic community as shown by a decrease in the number of Mexican American gangs and an increase in positive community events as a means to display Hispanic's individual identity. With these community events, it is G-Fabrication's goal to host two events a year in each of our primary Hispanic based target market states of California, Texas, Arizona, Nevada, and Florida. Clearly, G-Fabrications overall functional unit of measure is the ability for the common person, especially the Hispanic consumer, to be able to express themselves and their culture through their vehicle.

Technology Benchmark: MHT Wheels

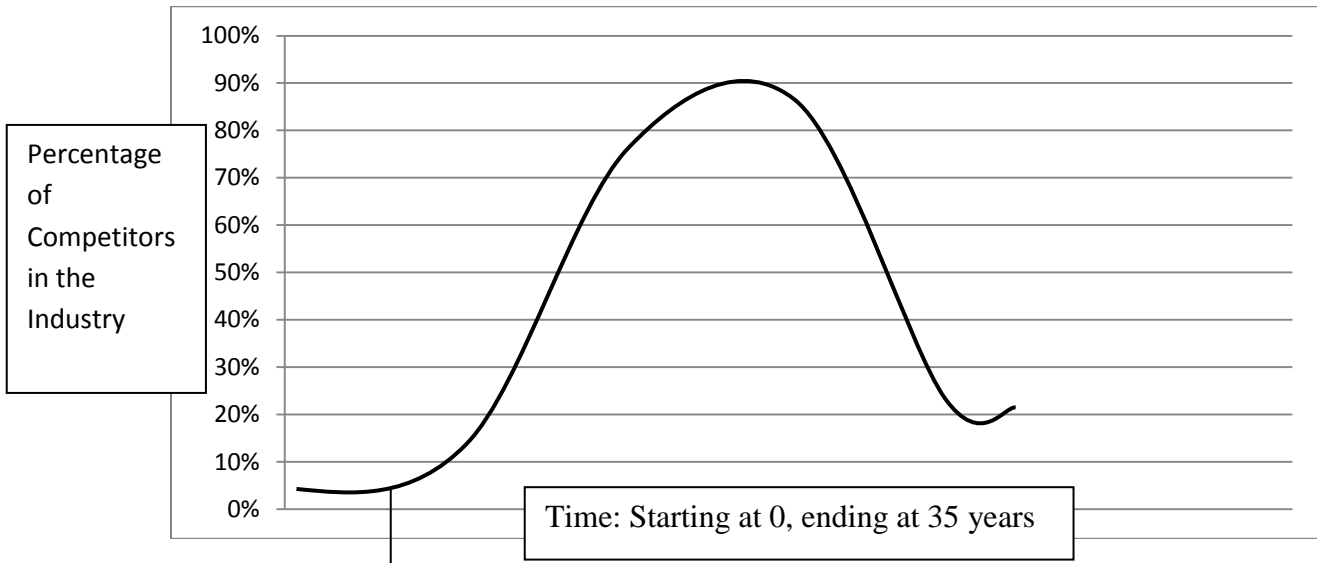
The closest competitor to G-Fabrications is MHT Wheels because they currently allow customers the highest level of after-market wheel customization in the market. MHT Wheels allows consumers to pick from one of their customized lines and the option to pick the color of the wheel from a limited selection of ten colors with six different finishing options. G-Fabrications on the other hand, allows consumers the new opportunity to create a one-of-a-kind product and consumers will have full control to create an identity through their personalized set

of rims, only limited by the structural feasibility of the rim. With G-Fabrication rims consumers can engrave their names, pick colors that say something about their heritage and personality, and are able to add something to their vehicle that says something about who they are as a person.

Product Diffusion Curve

G-Fabrications stands to create the most value in the after-market rim industry because no other competitor currently allows complete individual rim customization. Geographically, G-Fabrications initially will be targeting states with large Hispanic populations such as: California, Texas, Arizona, Florida, and Nevada. Further, already having a prototype made, G-Fabrications is able to start producing rims immediately and has the advanced lead in the complete automotive rim customization market. From the graph of G-Fabrication's product diffusion curve you can see G-Fabrications plans on entering the after-market customized rim industry very early in order to achieve a first-mover advantage. (Please see Product Diffusion Curve on next page).

The After-Market Customized Rim Industry



Pont of G-Fabrication's entry into the Customized Rims Market. G-Fabrications will be entering extremely early and when there is almost zero competition as an innovator in the market.

Summary Statement

G-Fabrications L.L.C. is the premier purveyor of after-market automobile rims that allows customers, for the first time, the opportunity to completely create a set of personalized vehicle rims from the initial design process to the finishing processes. G-Fabrications competes with other rim retailers that are either traditional brick and mortar shops, such as Discount Tire, or online retailers, such as our benchmark MHT Wheels. In comparison to our competition, G-Fabrications is the only company that currently allows consumers to create an identity through a set of customized in order to create an identity for themselves within their culture in a positive way. Although having customized rims may encourage consumers to drive more, creating a negative externality on the environment, G-Fabrications will be hosting community anti-gang car shows that will not only be a means for consumers to show their identity without cruising the streets, but it will put G-Fabrications above our competition as a socially responsible anti-gang company. As a first-mover into the complete customization after-market rim industry, G-Fabrications can use our positive leadership in the industry to create positive community role models that can become the new leaders in Mexican American communities; instead of the traditional gang leader who rules by fear. In conclusion, G-Fabrications allows young Hispanic males the opportunity to create a positive identity in their culture through their customized vehicle rims, eliminating the cultural desire to join a gang to create a truly negative identity.

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Appendix:

Emission Facts: Average Annual Emissions and Fuel Consumption for Passenger Cars

Passenger Car

Component	Emission Rate and Fuel Consumption per mile (mi) ¹	Calculation	Total Annual Pollution Emitted and Fuel Consumed
Hydrocarbons	2.80 grams (g)	$(2.80 \text{ g/mi}) \times (12,500 \text{ mi}) \times (1 \text{ lb}/454 \text{ g})$	77.1 pounds of hydrocarbons
Carbon Monoxide	20.9 grams	$(20.9 \text{ g/mi}) \times (12,500 \text{ mi}) \times (1 \text{ lb}/454 \text{ g})$	575 pounds of carbon monoxide
Oxides of Nitrogen	1.39 grams	$(1.39 \text{ g/mi}) \times (12,500 \text{ mi}) \times (1 \text{ lb}/454 \text{ g})$	38.2 pounds of oxides of nitrogen
Carbon Dioxide ²	0.916 pound (lb)	$(0.916 \text{ lb/mi}) \times (12,500)$	11,450 pounds of carbon dioxide
Gasoline	0.0465 gallon	$(0.0465 \text{ gallon/mi}) \times (12,500 \text{ mi})$	581 gallons of gasoline

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G - FABRICATIONS

Don't Follow Trends.
Design Them.

Lee Klein – General Manager
Josh Klein – Director of Operations
Colleen Quirk – Director of Marketing
Timothy Relinski – Director of Finance

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MEMBER

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"Don't Follow Trends, Design Them"

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Charles Schwab once said, "The hardest struggle of all is to be something different from what the average man is." G-Fabrications gives today's purchasers of custom automobile wheels the chance to escape from the limitations of average wheel retailers, and allows them to create their own, unique wheel designs.

An Opportunity for the Rim Enthusiast

The desire to personalize one's vehicle is the driving force behind a consumer's purchase of aftermarket wheels. Today's aftermarket vehicle wheel industry stifles this desire by forcing wheel (rim) buyers to pick rims for their vehicles from a limited number of wheel designs, shapes and colors.

The G-Fabrications Solution

G-Fabrications addresses these consumer problems by offering buyers an exclusive service in our innovative "design your rims" process. Rather than selecting from models of pre-manufactured rims, G-Fabrications customers will play an essential role in the design process of their rims. Our company website, gfabrications.com, will feature two unique components that will allow rim purchasers unmatched abilities to personalize their rims.

Our Best Customers

G-Fabrications' target markets are as follows:

- **Primary target market:** Hispanic male car enthusiasts between the ages of 25-34 who work full time and have a household income under \$40,000 a year
- **Secondary market:** Young Hispanic males ages 18-24 who work full time and have a household income under \$40,000 a year
- **Tertiary market:** Males in the 25-34 age group with higher household income levels of over \$75,000 and will be purchasing the majority of our higher end more expensive customized rims



Primary Competitors

G-Fabrications' will compete for market share with online retailers such as tirerack.com, and brick and mortar retailers such as Discount Tire Co. that specialize in aftermarket rim sales.

Why we're better than the other guys

G-Fabrications' has a strong first-mover advantage as there are no current competitors that allow the typical customer to take part in the complete design process of their aftermarket rim, and G-Fabrications will provide an unmatched level of customer service.

The G-Fabrications' Support Team

Lee Klein: Project manager with a background in managerial theory and nonprofit group management.

Josh Klein: Director of design with a background in engineering management, focus in mechanical engineering.

Colleen Quirk: Director of Marketing and Sales with business development and sales internship experience.

Tim Relinski: Director of Finance with a background in business start up and a vehicle enthusiast.

The Bottom Line

G-Fabrications is seeking an outside investment of \$400,000 for immediate start up. These funds will facilitate all start up costs including: leased facility, inventory, company truck, prepaid insurance, and website. G-Fabrications is anticipating a 5th year value of approximately \$10 million and is offering investors an estimated 125% annual ROI.

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An Opportunity for the Rim Enthusiast

Individuality and personalization are the key consumer motivation factors that drive sales in the United States automobile aftermarket wheel industry. When most consumers consider purchasing aftermarket wheels, or rims, they are looking for an outlet in which they can add a personalized element to their vehicle's appearance in a relatively easy, minimally labor-intensive manor. Currently, there is a problem with this thought process because today's aftermarket rims are simply mass produced, larger, and flashier extensions of stock rims that originally come on vehicles. They say nothing about the rim buyer besides the fact that they can afford to spend money on luxury goods. G-Fabrications will capitalize on this disconnect between rim buyers and rim manufacturers. We will offer purchasers of aftermarket automobile rims the exclusive ability to design their own rims. By allowing end users to design their own wheels, their vision of adding a personal element to their vehicle will be satisfied to the fullest extent possible.

For specific information regarding our financial projections, see the Financial Projections section of this business plan.

Problem: Rim purchasers must choose from a limited selection of products

Today's purchasers of aftermarket rims are confronted with many difficulties and frustrations in the buying process. Some of these problems are:

- Brick and mortar retailers offer high levels of customer service but are expensive and are limited in the number of rim models they can have in stock and or access.
- Online rim wholesalers offer a large selection at good prices, but severely lack in the area of customer service and do a limited job of displaying what customer's rims will actually look like on their vehicles.
- Current rim and wheel manufacturers only produce a limited selection of rims for each model of vehicle. This means if a customer sees a rim model he or she would like to purchase, there is a significant chance it will not be available to mount on their vehicle.
- The current rim purchasing process is not representative of the original reason consumers buy custom wheels in the first place. Aftermarket rim buyers are looking for a way to personalize their vehicle's appearance in a way that reflects something about who they are. By purchasing mass produced aftermarket rims they are spending up to thousands of dollars for a truly limited amount of personalization.

These and other problems associated with buying aftermarket auto rims indicate there is significant room for improvement for companies in the rim and wheel industry. This means there is market share that exists for those willing to adapt to these consumer needs.

The G-Fabrications Solution: Creating custom rims for individuals

G-Fabrications addresses these consumer problems through our innovative "design your rims" process. Rather than simply selecting from models of pre-manufactured rims, G-Fabrications customers will play a vital role in the design process of their rims. Our company website, gfabrications.com will feature two components that will allow rim purchasers unmatched abilities to personalize their rims.

- We will offer rim design software in a user friendly interface with which prospective rim buyers will be able to use to design their rims completely from scratch.
- If a customer would like custom rims, but may not have the desire to design their entire rim from scratch, G-Fabrications offers a series of pre-designed rim templates which users can then modify to their liking. Customers can choose the color, finish, size and modify specific design elements of these rims until they have created something they would like to see on their vehicle.

Our solution will be based on our venture's three primary core competencies: providing our customers with the most user-friendly, intuitive web-based design software, superior quality wheels and providing an industry defining level of customer service. Because our customers will come to us to purchase custom vehicle rims, G-Fabrications' solution will fall in the NAICS category 336399-*All other motor vehicle parts manufacturing*.

G-Fabrications has a limited ability to legally protect our venture solution which will lie in the design software we may patent. Because of this, our primary strategy for market entry will be to capitalize on our first mover advantage. More information about our intellectual property strategies can be found in the *Goals and Strategies* section, on page 15 of this business plan.

G-Fabrications' Business Model

This section of the business plan will outline how G-Fabrications will earn a profit for our company's shareholders.

Revenues

G-Fabrications' recurring revenue will be obtained by consistent product sales. These sales will be obtained by acknowledging and solving our customer problem, strategically reaching our target market, offering superb customer service and a unique product, and applying our core competencies (product design).

Profits

G-Fabrications will earn a profit through pricing strategies and developing multiple and quality supplier and outsourcing relationships. These relationships will minimize both variable costs and fixed costs. Furthermore, by utilizing an outsourcing strategy G-Fabrications will require less capital investment and minimum in house labor, yielding higher profits.

Expected Margins

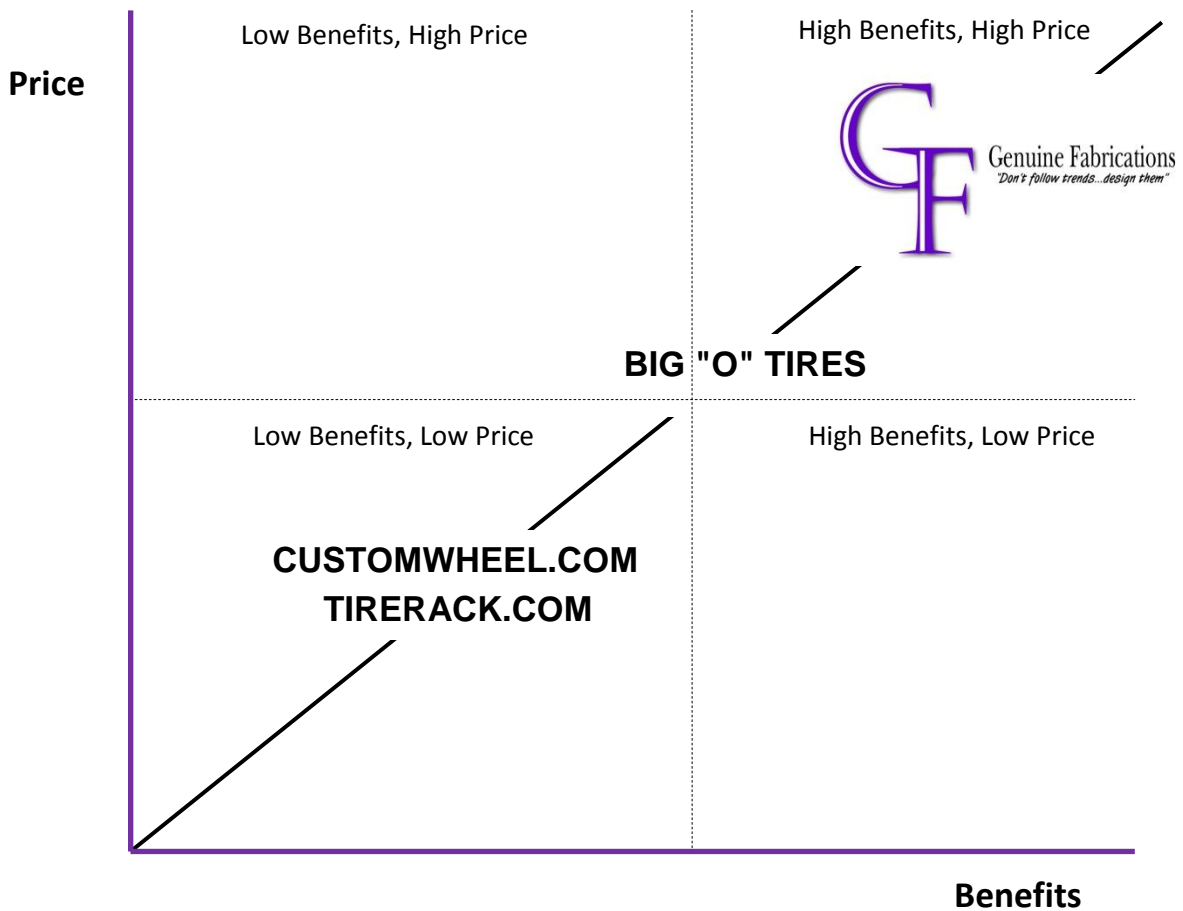
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Margin	36.6%	44.1%	42.2%	42.5%	38.7%
Net Margin	-12.9%	14.2%	14.9%	16.9%	15.3%
EBITDA Ratio	-7.3%	21.2%	21.3%	27%	25.6%

Figures Derived from G-Fabrications Medium Demand Projections

Value Proposition

G – Fabrications is a premium aftermarket rim manufacturer and offers our clients a superior product. When considering the quality of our wheels, the amount of individual attention spent working with each customer, and the unparalleled freedom a client has in customizing their wheel designs, it is clear that G-Fabrications offers the highest level of customer benefits in the aftermarket rim industry. We offer these benefits at reasonable prices one could expect to pay for premium rims in the current market. Our aim is to produce a premium product, with premium benefits, at a price that will attract the higher end consumer looking to make a statement with their wheels.

A Graphical representation of G-Fabrications' value proposition is as follows:



Venture Environment and Competition

G-Fabrications has the unique opportunity to enter a historically growing market that is being underserved by would-be competitors. We look to first gain market share by specifically targeting the increasing Hispanic population which has a strong cultural fascination with individual expression through show cars, specifically lowriders.

Social Environment and Lowriders Today

The idea of turning cars into artwork began in the 1940s and they quickly “became highly ornamented symbols of identity, representing both the individual car owner and his or her culture” (The Lowriding Tradition, 2009). Although cruising was made illegal in the 1970s, lowriders are still extremely popular today, especially in car shows. Lowrider enthusiasts are a key market for G-Fabrications because they spend a considerable amount of their time, money, and skill on perfecting their automobiles (The Lowriding Tradition, 2009).

Industry

Our venture falls under two industries: primarily in the aftermarket and custom wheel industry, NAICS 336399, and also the Internet E-tailers industry, NAICS code 45411. According to the Specialty Equipment Market Association (SEMA), the sale of custom wheels, tires and suspension products accounted for \$3.77 billion of the \$31.85 billion specialty automotive products industry and twenty one percent of all automotive aftermarket sales were conducted online. The February 2010 issue of SEMA eNews states that 75% of car enthusiasts use the internet to help gather data in order to make purchase decisions regarding automobile parts and accessories. More importantly, “an average of 72% of parts hunters said they’d purchased from Internet retailers” (SEMA eNews Vol. 13, No. 8).

Major Competitors

G-Fabrications will directly compete with online and brick and mortar wheel retailers such as MHT wheels, American Racing, Boyd, Element, Raywheels, and Yankee Wheels. Online retailer strengths include websites that feature pictures of rims available for purchase which can be purchased and shipped directly to the consumer’s home, making geographical limitations obsolete. For Brick and Mortar shops, they have the advantage of being able to have direct customer service contacts and they are able to build direct relationships with clients.

Benchmark Ventures

MHT Wheels will be our primary competitor as they currently provide their customers with the highest degree of involvement in the rim design process and, therefore are targeting a similar purchaser. Like MHT, G-Fabrications will be targeting affluent consumers who desire and will pay more money in order to have a truly unique product. MHT Wheel's strengths lie in their branding and the quality of the product in which they produce.

Timeliness

According to the USA Today/IHS Global Insight Economic Outlook Forecast, the U.S. GDP real growth encountered real growth of over 4% since March of 2009. This growth is estimated to continue at a similar rate throughout 2010.

Barriers to Entry

As stated before, G-fabrications is planning to capitalize on a first mover advantage and will have very little barriers to entry.

Our Best Customers: The Hispanic Male Car Enthusiast

Background History: The Origin of the Hispanic Car Culture

G-Fabrications will make a profit by using a segmented marketing strategy that aims to evoke brand awareness and increase consumer interest in three target markets. Through primary and secondary research conducted by G-Fabrications, interest in after-market rims can be correlated to those who identify with Hispanic culture. Hispanic culture in the United States has evolved to include car cruising as a legitimate form of socialization. In Los Angeles for example, the automobile has been integrated into the Hispanic culture and “Hispanics use the automobile for social interaction by cruising the streets and other areas where young people congregate” (Rojas, 1995). This strong interest in using cars to convey social status for members of Hispanic culture is evident in car websites such as Brownpride.com and layitlow.com, in prominent car magazines, and with the growth of Hispanic car clubs and shows in the United States.

Target Market: Growing Hispanic Population in the United States

The number of Hispanics living in the United States is rapidly growing. Today, Hispanics make up the largest and fastest-growing minority group in the nation, which reached 46.9 million in 2008, up by 3.2 percent from 2007 and in 2008, nearly one in six U.S. residents was Hispanic (Bernstein, 2009). The Hispanic market segment also tends to be younger than the general United States Population. People who identify themselves as Hispanic had a median age of 27.7 years in 2008, compared to 36.8 years of age for the total U.S. population (Bernstein, 2009). Nearly half (47 percent) of children in the United States younger than five were of minority descent in 2008, 25 percent of them were of Hispanic descent (Bernstein, 2009). Further, the Hispanic market is currently being underserved according to the Association of Hispanic Advertising Agencies (AHAA), in relation to its proportion to the wider U.S. population, and to its purchasing power in most categories (Korzenny, 2009).

Hispanic Target Markets

To further segment the domestic Hispanic population, G-Fabrications utilized consumer demographic data from four well-known after-market industry automobile magazines (Super Street, Import Tuner, Truckin', Lowrider) from Interlink Media Automotive Group. We then conducted a cross-comparison on the reoccurring magazine subscriber demographics of age, gender, income level and amount hours worked during a typical week. G-Fabrications found the after-market rim industry to be heavily male dominated with 86% of subscribers to these magazines being male. Accordingly, G-Fabrications will focus our website and marketing campaigns primarily on this large, young, interested male population. Across the four magazines we found similar target subscriber demographics and with this information G-Fabrications has developed a marketing plan focused on our target customers based on the highest subscriber numbers and interest in the after-market automobile market.

- **Primary Target Market: Young Professional Middle-income Hispanic Male**

G-Fabrications' primary target market is the Hispanic male consumer between the ages of 25-34 who works full time and has a household income under \$40,000 a year (Interlink Media, 2009). These consumers make up the largest segment, 28.5%, of subscribers to the 4 after-market automobile magazines outlined above. They represent the most likely buyers of online rims and are technologically savvy, located across the entire United States, and are of a “more ethnically diverse lot” (Staab, 2005). These consumers will be most interested in customized rims that are affordable, uniquely designed to fit their cultural background, and can be fit on a car of any model, make and age.

- Secondary Target Market: Young Lower-income Hispanic Male**
 G-Fabrications' secondary target market is younger Hispanic males ages 18-24 who also work full and also have a household income bracket of less \$40,000 a year. As was confirmed in primary observational research conducted at local Tucson tire and custom wheel shops 7-Day Tire, and C&J Tire and Wheel, these customers will be more likely to buy rims on Fridays after paydays. Although their purchasing patterns are more sporadic, this younger groups' interest in rims and the aftermarket automobile industry cannot be ignored as they represent 25.75% of all subscribers to our indicator magazines.
- Tertiary Target Market: Wealthy Hispanic Male Young Professionals**
 Finally, our tertiary market includes males in the 25-34 age group similar to our primary market, but with a higher household income level of over \$75,000. This higher income group makes up approximately 29% of magazine viewers (Interlink Media, 2009). These older consumers will be purchasing the majority of our higher end more expensive customized rims when compared to our younger target market, and with more disposable income, will have higher performance needs, design expectations, and more add on options to meet their individual vehicle's needs.

G-Fabrications Customer Population Locations

Due to the association of street cruising and after-market rims with Hispanic culture, the rim industry thrives in highly Hispanic populated areas in the United States. G-Fabrications will focus efforts to reach our 3 identified target market segments in the states of California, Texas, Florida, and Arizona. These target geographic regions are also supported by data provided in SEMA's January 2010 consumer demand index (See appendix).

California Market Potential

With the highest number of after-market automobile magazine subscribers, individual copy magazine sales and the highest growing percentage of persons of Hispanic descent, California will be G-Fabrications primary marketing geographic territory. In California alone, Lowrider Magazine sold 14,888 March 2009 issues, a substantially higher number of sales than any other state (Interlink Media, 2009). Further, of the 2009 Lowrider Tour and Event dates, 11 of a total 24 events were in California. Brownpride.com also had 7 of 9 of their Lowrider shows in California, as well as the majority of their sponsored prominent car clubs such as the Aztec Dreams Car Club in Los Angeles (The Lowriding Tradition, 2009). California is also home to 9 of the 25 top Hispanic growth cities in the United States (See appendix). Further, of the entire state's population, 33% are Hispanic Males, giving G-fabrications a sizable marketing base (State Characteristics, 2009).

Texas Market Potential

The second state G-Fabrications will targeting is Texas because of its large Hispanic population and their enthusiasm for car shows. In Texas, 32.8% of all males are Hispanic (State Characteristics, 2009) and the state holds 6 of the 25 top Hispanic growth cities in the U.S. (See appendix: Target Market Locations). Texas has the second highest number of Lowrider magazines sold with 8,586 copies in March and was the host of 2 of Lowrider Magazine's recent car shows (Interlink Media, 2009).

Florida Market Potential

The third largest state for after-market car industry potential is Florida, where 17% of all males are Hispanic and with 4 of the 25 fastest growing Hispanic cities in the U.S. (State Characteristics, 2009 & See appendix). With a total of 4,169 Lowrider copies sold in March 2009 Florida also hosted 5 Lowrider shows in 2009 (Interlink Media, 2009).

Arizona Market Potential

Home of two major Brownpride.com Lowrider Car shows, Arizona has seen a recent rapid increase in the car customization market " (The Lowriding Tradition, 2009). 2,971 copies of Lowrider magazine were sold in Arizona in March 2009, and was host of two major Lowrider Magazine shows in 2009 (Interlink Media, 2009). The growing Hispanic culture in Arizona is evident with 26% of all males being Hispanic and with 2 of the 25 fastest growing Hispanic cities in the U.S. (State Characteristics, 2009 & See appendix).

Goals and Strategies

G-Fabrications' Company Vision

G-Fabrications' vision is to help people realize that aftermarket rims are a legitimate medium for creative, self-expression. We will accomplish this through the implementation of our innovative, client directed manufacturing process.

G-Fabrications' Mission Statement

G-Fabrications is committed to earning positive financial returns to our investors by providing our customers with a unique design and manufacturing process that will guarantee their complete satisfaction. We will fulfill this mission through treating our employees fairly and with integrity, providing our clients with a superior, personalized product, and a level of customer service that will set the standard in the aftermarket rim industry.

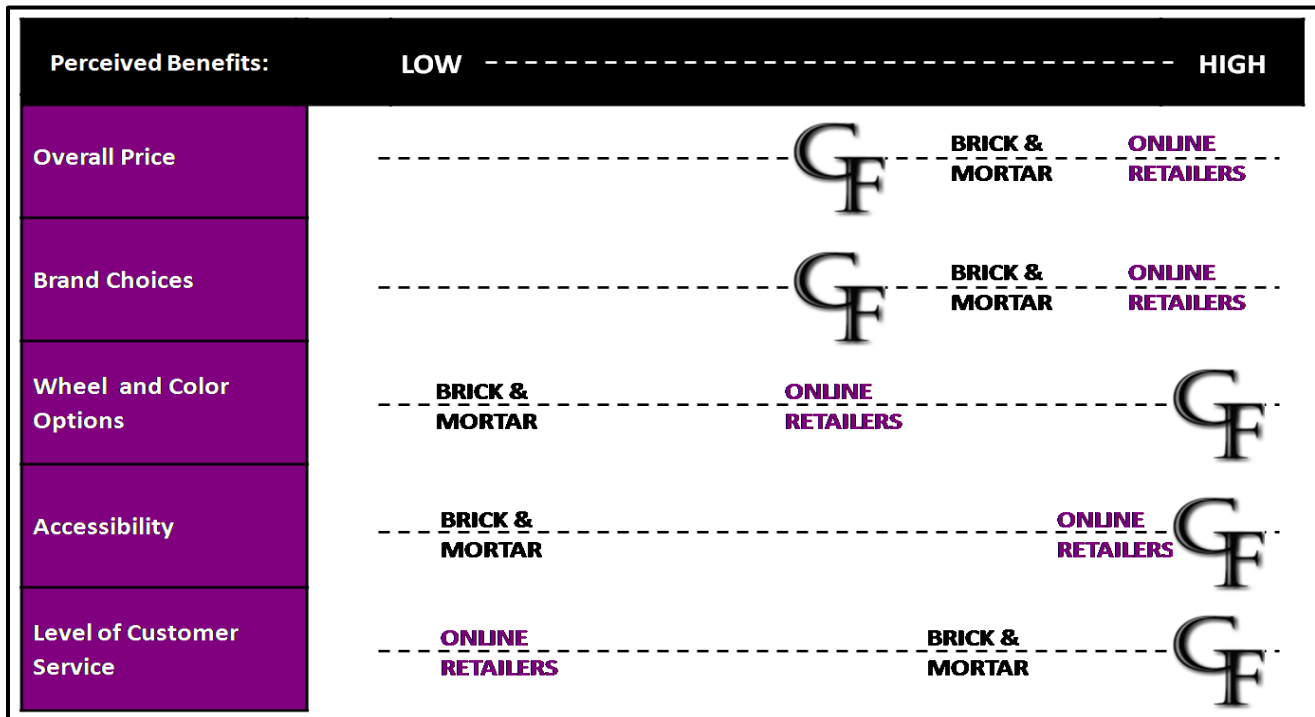
Competitive Advantage

The following section will describe in detail G-Fabrication's competitive advantages over current rim manufacturers and rim retailers. G-Fabrications looks to separate itself from its competition in three main areas:

- **A New Level of Customization:** G-Fabrication's main competitive advantage is offering clients the ability to customize their aftermarket automotive rims to an extent that does not exist anywhere else in the aftermarket wheel industry. By utilizing our web interface, or by completely working from scratch with one of our design engineers, our customers can manipulate rim designs to their desired shape, size, color and finish. Essentially, G-Fabrications builds one of a kind rims for one of a kind customers. When comparing these services to those of our competitors (rim manufacturers and rim retailers), we find that they are completely unmatched.

- Customer Service:** Our second competitive advantage is excellent customer service as a web based business. While most online retailers cannot efficiently address the needs or questions of individual customers, G-Fabrications goal is to develop a working relationship with each of our users in attempt to remove the impersonal feeling from shopping online. This will also ensure that we will effectively meet our customer’s requirements and quickly deal with any problems that may arise during the fabrication process.
- Advantages of Web Based Operations:** Our last competitive advantage is from conducting our operations as an online business. Since our venture is web based, G-Fabrications will be easily accessible for most consumers (the vast majority of our target market can access the Internet with relative ease). Another benefit of online operations is we do not need regional locations to reach our target markets; we can centralize all of our operations to reduce unnecessary costs.

The follow matrix graphically shows how G-Fabrications stacks up against its two main types of competitors in the rim retailer industry: Brick and Mortar Wheel Shops and Online Rim Vendors:



G-Fabrications' Management Team and Board of Advisers

Our venture will be managed by the following founding members.



In order from left to right:

- Colleen Quirk - venture marketing and sales director. Colleen has an educational background in business management and entrepreneurship and will graduate from the University of Arizona Honor's College in May of 2010. Colleen is a current intern at Hanger Orthotics and Prosthetics and is responsible for maintaining client bases, making promotional flyers on new Hanger products, and expanding the products used in current offices.
- Josh Klein - venture productions and operations manager. Josh has an educational background in Engineering Management with a strong focus in Mechanical Engineering and will graduate from the University of Arizona Honor's College in May of 2010. He has practical experience using 3D modeling software and has taken design validation course work.
- Lee Klein - venture concept general manager. Lee has an educational background in both business management and entrepreneurship and will graduate from the University of Arizona Honor's College in May of 2010. He has relevant managerial experience managing large student organizations and handling nonprofit finance.
- Tim Relinski - venture concept CFO. Tim has an educational background in Finance, Business Management, and Entrepreneurship. He is a veteran of the United States Air Force, is experienced in managing multi-million corporate budgets and is co-owner of a restaurant startup.

Each of the team members listed above have played key roles in development of the G-Fabrication's venture concept since its inception in August of 2009. To show our financial commitment to the future of this start-up, the founding members will put forth \$25,000 each in founder's equity.

The members of G-Fabrications' board of strategic advisors and their backgrounds can be found below and on the following pages.

- Dr. Robin Richards** Dr. Richards currently works in the University of Arizona's office of Technology Transfer. Dr. Richard's official title is "Licensing Associate" with expertise in Physical Sciences and Engineering. Dr. Richards has been in Research and Development working for Air Products and Chemicals, Inc., BP p.l.c., Ceramatec, Inc.
- Mrs. Vila Jarrell** Mrs. Jarrell is the owner of Vila Thai Cuisine, located on University Boulevard. Vila taught a "restaurant operations: from start to finish" class at Pima Community College in 2008. This class incorporated developing business plans for new entrees in the restaurant industry. Vila is experienced in writing business plans and has experience as a start-up business owner.
- Ms. Susan Tanjuaquio** Ms. Tanjuaquio is a Farmers Insurance Agent located in Las Vegas, Nevada. Ms. Tanjuaquio is a successful entrepreneur and for the past 20 years has built up a large client base for her insurance firm in Henderson, Nevada. Her clients range from individual policy holders to small businesses and contractors. She will be providing our team with information and counseling specifically dealing with insurance strategies.
- Mr. Jim Jindrick** Mr. Jindrick is a mentor-in-residence with the McGuire Entrepreneurship Program at the University of Arizona's Eller College of Management. Jim has over 30 years management experience primarily in the world of "corporate entrepreneurship". Jim has seven U.S. utility patents along with other international patents.
- Mr. Robert Morrison** Mr. Morrison is a mentor-in-residence with the McGuire Entrepreneurship Program at the University of Arizona's Eller College of Management. Bob is an expert in all phases of technology business development, and is a founder of Sunquest Information Systems. Bob is currently the executive director of the Desert Angel's investment group, which provides seed funding to early stage companies.
- Mr. Randolph Accetta** Mr. Accetta is a mentor-in-residence with a focus in communication at the McGuire Entrepreneurship Program at the University of Arizona's Eller College of Management. Randy has taught Business Communications to first semester Eller students and today focuses on teaching effective new venture communication strategies. Randy holds a PhD from the University of Arizona's Department of English and his specialties include entrepreneurship education, business communications, sports marketing, nonprofit leadership and distance learning.

Mr. Mike Arnold Mike Arnold is the Director of the Engineering Management Program at the University of Arizona. Mr. Arnold founded Modular Mining Systems, a Tucson, Arizona based software and electronics manufacturer targeting the mining industry. Mr. Arnold has also served as an associate director of the McGuire Entrepreneurship Program in the Eller College of Management.

Mr. Peter Strauss Mr. Strauss is the owner of Joey Junior Products. Peter has expertise in the operations and supply chain side of retail business, and is an experienced importer of goods from China and East Asia.

Future Managerial Changes

As G-Fabrications grows and its customer base expands, we foresee managerial positions will need to be added first in the area of product quality control and second, in marketing and sales. We initially plan to perform quality control assessments on every rim made at our outsourced manufacturing facility on site. This will require the hiring of one full-time quality control manager, and eventually one more. As demand for our products increase, we also foresee that we will have to expand managerial positions within our marketing and sales department. As sales increase we will segment our sales and marketing team into regional departments based on where our highest concentrations of sales take place.

Product Development Strategies

G-Fabrications has considered developing new products that will help sustain a more steady stream of cash flows than relying solely on the sale of rims. Specifically, we have considered developing rim insurance packages to help rim owners pay for repair cost in case they are damaged. We would offer these packages as an option for first time rim buyers, so that they would have a legitimate outlet to get their rims repaired in case of damage. These packages would be available at a low monthly cost, we have estimated \$10-\$15/month, and if a rim was damaged, G-Fabrications would cover the shipping and repair costs.

By offering insurance packages for our products, and eventually other rim products, we will provide for our company a steady revenue stream that would persist throughout periods of slow sales.

Marketing and Sales Strategies

General Marketing Campaign: Online Advertising and Car Shows

G-Fabrications' general marketing tactics will be focused on online advertising and participation in car shows and events. G-Fabrications will be emphasizing online advertising due to the fact that our customers will be purchasing our products online. Heavy general online advertising will be significantly less expensive than running color print advertisements in magazines because of the high graphic level of our rims in the displays.

G-Fabrications will also be participating in local car shows in our target states: California, Texas, Florida, and Arizona in order to reach interested car enthusiasts who frequent these shows. G-Fabrications will also attend national trade shows, such as the annual SEMA show in Las Vegas, Nevada. For these car shows, G-Fabrications will enter our own, custom designed lowrider Toyota Tacoma with G-Fabrications rims. We will be customizing a light truck because this was the largest vehicle segment to feature aftermarket modification in 2009 (see appendix: SEMA sales by niche). Although the car will be a major expense in G-Fabrications first year marketing budget, with most shows only costing \$25 to enter our initial investment will greatly pay off over time. (For a detailed list of the car shows G-Fabrications will be participating in please see Appendix: Car Shows & Events.) G-Fabrications will also be maintaining a booth at these car shows that will have a professionally made video showing how the design practice works and further examples of rims so that customers can further comprehend the unlimited possibly G-Fabrications offers.

Finally, because word of mouth advertising is so prevalent within the Hispanic community, our needed marketing budget will decrease every year in the first five years, allowing G-Fabrications substantial profit gain potential with lower marketing costs. This word of mouth advertising can be seen in the reader surveys of G-Fabrications target Magazines and on average 45.3% of the readers recommend an advertised product or service in the magazine to another (Interlink Media, 2009). With this evidence of high inter-consumer referral rates, G-Fabrications will decrease the number of impressions needed on the magazine websites in the first five years. Overall, G-Fabrications marketing budget will be \$400,000 for year 1, \$360,000 for year 2, \$324,000 for year 3, \$291,000 in year 4, and increased again in year 5 to \$375,000 to drive out any competitors that may have tried to copy us in our initial startup phase (see Projected Income Statement in Appendix). G-Fabrications marketing will go down by 10% each year in the first four years because we will be gaining more recognition as a company and will narrow out focus on fewer shows. Our cost savings by narrowing our focus will be less fuel and hotel expenses, but in order to stay hip and on top of the latest trends, G-Fabrications will still be customizing a new G-Fabrication lowrider every year for the car show appearances and maintaining the initial level of online advertising.

Online Magazine Sites: The Highest Potential Online Buyers

Targeting the car enthusiast, the top four aftermarket car magazines Lowrider, Truckin', Mini Truckin', Super Street, and Import Tuner are G-Fabrications primary marketing sources. Of those four magazines, Lowrider will be G-Fabrications primary focus because of their emphasis on lowrider cars, car shows, and their commitment to the Hispanic community. Although the other three magazines cater to slightly different tastes in cars and interests, they all capture the young to middle age car enthusiast that will be most interested in purchasing and customizing online rims. These sites also give G-Fabrications the opportunity to cut costs by placing online ad banners in place of costly print advertisements in these magazines. The decision to solely focus on online advertising resulted from magazine research that proved that the vast majority of the car magazine visit the website regularly and make purchases over the internet.

- **Primary Magazine: Lowrider**

Lowrider is G-Fabrication's primary magazine to target with a high number of 76.3% their subscribers who often or sometimes visit the website and 39.3% of their readers make purchases over the internet. Further, Lowrider Magazine readers have a high return on advertisement rate and of the 51.3% that report they visit an advertiser's website, 49.3% of the people that visit the site purchased the product or service (Interlink Media, 2009). Therefore, because Lowrider specifically caters to our target market consumer and offers a high rate of return on advertisements G-Fabrications will spend the most money on Lowrider magazine advertisements.

- **Secondary Magazines: Truckin', Mini Truckin', Super Street, & Import Tuner**

Like Lowrider Magazine, G-Fabrication's secondary target magazines also have a high percentage of their readers that visit their websites: 75.5% of Truckin's readers, 86.6% of Mini Truckin's readers, 86.1% of Super Street's readers, and 84.2% of Import Tuner's readers. Further, these magazines' readers also purchase frequently from the magazine's advertisers and 68.6% of Truckin's readers, 66.2% of Mini Truckin's readers, 58.2% of SuperStreet's readers, and 53.7% of Import Tuner's readers all report that they have purchased a product or service promoted through the magazine(Interlink Media, 2009).

Blog Sites

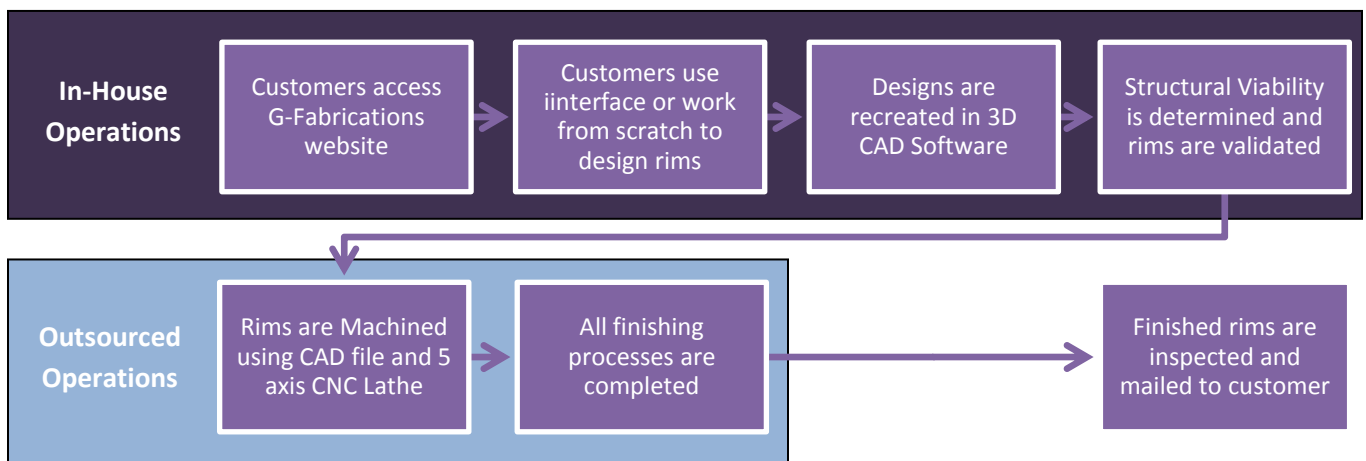
Finally, in order to target such a niche market of Hispanic male consumers, G-Fabrications will have advertisements on the blog sites CelebrityCarzs.com, MuscleCarBlog.com, and Layitlow.com.

- **CelebrityCarz.com:** CelebrityCarz.com specifically focuses on exactly what G-Fabrications target market is interested in: custom cars that are modified with wheels, body kits, and any other custom work that the celebrities have had done. Clearly, with a strong emphasis on wheels and rims, having a G-Fabrication's advertisement on this website will have a high chance of being seen by anyone interested in customizing cars.
- **MuscleCarBlog.com:** Further, MuscleCarBlog.com is an opportune site for G-Fabrications marketing because the site is focused on customizing how to and will be one of the first sites an interested consumer in customizing their car rims will visit. Additionally, MuscleCarBlog.com allures to car enthusiasts everywhere and will be a key marketing strategy to expand G-Fabrications national consumer base.
- **Layitlow.com:** Finally, Layitlow.com is specifically targeted at the lowrider culture and includes information and advice on how to completely customize your own lowrider vehicle. On the site, G-Fabrications will target advertisements by sponsoring chat forums, in which people post pictures of their cars and come to look for advice on how where to begin creating their dream cars. G-Fabrications will specifically sponsor the Wheels & Tires forum to promote our custom rims, the Lowrider General Forum to attract complete car customizers, and finally the Shows & events page to gain insight to the shows and events potential customers are most interested in to make a future G-Fabrications appearance at those shows.

Operational Strategies

G-Fabrications currently plans to outsource all of its manufacturing process in rim production while keeping all design and validation phases in house. To accomplish this, G-Fabrications has developed a network of suppliers (of both raw materials and services) that will work closely our in house design team to ensure each customer gets exactly what they want out of their rims. We plan to outsource much of productions branch in efforts to reduce initial capital costs spent on heavy manufacturing machinery and equipment. This section will highlight the critical processes in G-Fabrications operations as well as discuss all production methodologies we plan to employ or outsource.

Critical Processes Diagram



In-House Operations: Design and Validation Phases

As shown in the critical process diagram above, the first four steps in rim production pertain to design and validation processes and will be conducted entirely by G-Fabrications design engineers. As discussed earlier in the plan, our clients will have two possible options in designing their rims: either by manipulating set templates through our web interface or by working from scratch with one of our design engineers. Although customers working through the interface will require less supervision from our personnel, both options will require staff on hand to provide support and answer client questions.

Once rim designs are completed, they will be recreated by our engineers in 3D CAD software; we plan to utilize a modeling program called SolidWorks. To keep continuity with the designs, the same engineers who helped design the wheels will complete this process. Once the designs have been recreated in CAD software, additional validation software will be used to analyze the designs and determine their structural viability. For this process, we plan to use a program called NEi Fatigue: WinLIFE developed by NEi Software. This program will allow our engineers to calculate the fatigue life of components under dynamic loading scenarios. If a design is deemed viable and the client would like to continue with the production process, it will be sent out to manufacturing. At this point all in house operations have concluded. Based on the work intensive process of design validation and the one on one nature of working with clients, we plan to have at least 3 design engineers on staff, with that number obviously increasing as the company grows.

Outsourced Operations: Manufacturing Process

As mentioned earlier, G-Fabrications plans to outsource its manufacturing processes to reduce capital costs associated with equipment expenditures. More specifically, we plan to outsource the machining of the rims and all finishing processes by directly shipping raw materials to our partners supplying these services. The first step in manufacturing process is to machine pre-sized aluminum billets into the specified rim design using a 5 axis CNC Lathe. We plan to purchase aluminum billets from American Racing LLC, a company based out of Southern California, and ship them directly to a company called 3D Tech Inc. This company specifically develops large scale manufacturing components (objects with up to a 30 inch diameter) and has a lathe with the ability of machining automotive rims.

Once the rims are machined, consumer specified finishing process must be completed. These processes include powder coating, chroming dipping, and etching. To conduct these operations we plan to use a company also base out California called Power Powder Coating Inc. With all manufacturing processes complete, the rims will be shipped back to our facility where they will undergo a final inspection. If the wheels pass this inspection, they will be shipped directly to the address specified by the customer.

Intellectual Property and Legal Issues Strategies

All Intellectual property utilized in G-Fabrications will be developed and owned solely by our company (either owned outright or in some situations, under geographic stipulations defined by our customers) or obtained through purchasing agreements with third party providers (i.e. Software developers). In this section we discuss the kinds of IP protection we plan to exercise in our venture as well define strategies we will employ in obtaining needed IP from outside providers.

G – Fabrications IP and Protection Strategies

We plan to institute IP protection with respect to our brand name, tagline, and website content with our design interface. All of this material will be copyrighted on the basis of being original work, however we do plan to apply for trademarks regarding our tagline “Don’t Follow Trends, Design Them” as well as an artistic representation of the namesake of our company, G-Fabrications. We also plan to copyright the unique wheel designs generated by our design engineers and customers working with the web interface. In order to avoid possible legal issues, all customers will sign a disclaimer before working with our company, relinquishing the ownership of these designs to G-Fabrications. This will give G-fabrications the exclusive rights to reproduce popular designs in advertising campaigns as well as the right to sell rims based off of the designs if a substantial level of demand exists. The re-sale of rim designs will be entirely dependent upon the original customer who purchased or designed the wheels, in order to preserve the “one of a kind” nature of their rims. The reproduction of wheels will be done on a geographic and time basis, where no set of rims will be sold within the same area code as the original consumer and within a calendar year of the original sale. All reproduction of designs will be done at very limited quantity and reproduced rims will see a significant price increase compared to the original set.

Intellectual Property Obtained from Third Party Providers

Since G-Fabrications plans to outsource the entirety of its manufacturing processes, the only intellectual property to obtain is the rights to employ computer systems and software used in the design and testing phases of our rim development. We plan to obtain these utilization rights behind computer systems through the direct purchase of the systems. As for the CAD and validation software (SolidWorks and NEi Fatigue: WinLIFE), we plan to obtain user rights through purchasing agreements and/or licensing from their respective owners, Dassault Systèmes SolidWorks and NEi Software. These agreements will have an initial implementation cost followed by scheduled maintenance fees paid on an annual basis. At this time, we have no other plans to utilize third party Intellectual Property.

G-Fabrications Legal Structure

G-Fabrications plans to incorporate as a Limited Liability Corporation based on the flexibility in ownership rights that LLCs offer as well as their ease to setup from a legal stand point. LLC are also easily converted to an S or C Corporation which may be necessary when searching for seed funding from angel investors or venture capitalists.

Technology Strategies

The technology G-Fabrications utilizes is primarily made up of the design and validation software mentioned earlier in the Operational and IP strategies sections. Since we do not plan to develop new iterations of these programs, we must be aware of new developments in this software to remain competitive. We aim to use the newest versions of both SolidWorks and NEi programs. Similarly, we must also be aware of the technology our suppliers are using in our manufacturing processes. Changing suppliers on a technology basis however, may be more difficult dependent upon partnership agreements with these companies.

Development Plan

G-Fabrications is already a registered company name with the state of Arizona (G-Fabrications) and we currently own the website domain name gfabrications.com. With this ground work laid, we have begun to implement a 4 stage development plan that outlines the principal movements necessary to the success of our venture concept. This 4 phase development strategy will span the next five years and concludes with possible harvesting strategies G-Fabrications can employ. The following defines each stage and highlights the key events that need to take place within each phase:

Phase 1: Validation & Funding (Years 0 - 1)

G-Fabrications is currently in this stage of the development plan. This phase focuses on research, venture validation, and the acquisition of funding. We have already completed the research segment, obtaining a substantial amount of information regarding manufacturing processes, marketing demographics, and financial benchmarks. We look to finish the validation segment by machining rim prototypes and developing a beta version of online design interface, the G-Fab design studio. This will show investors the overall feasibility of our venture. The search for seed funding will conclude this phase.

Phase 2: Focused Launch (Years 1 - 2)

After acquiring seed funding, G-Fabrications will enter the second phase of its development plan, the Focused Launch Phase. In this stage, we plan to launch the actual business by opening the website and establishing purchasing channels for our customers. Concurrent to the launch of the website, we plan to enact a focused marketing campaign in the states highlighted the marketing section as “Customer Population Locations” (AZ, CA, TX, and FL). By the end of this phase we hope to have established strong market presence in these areas as well as build brand awareness.

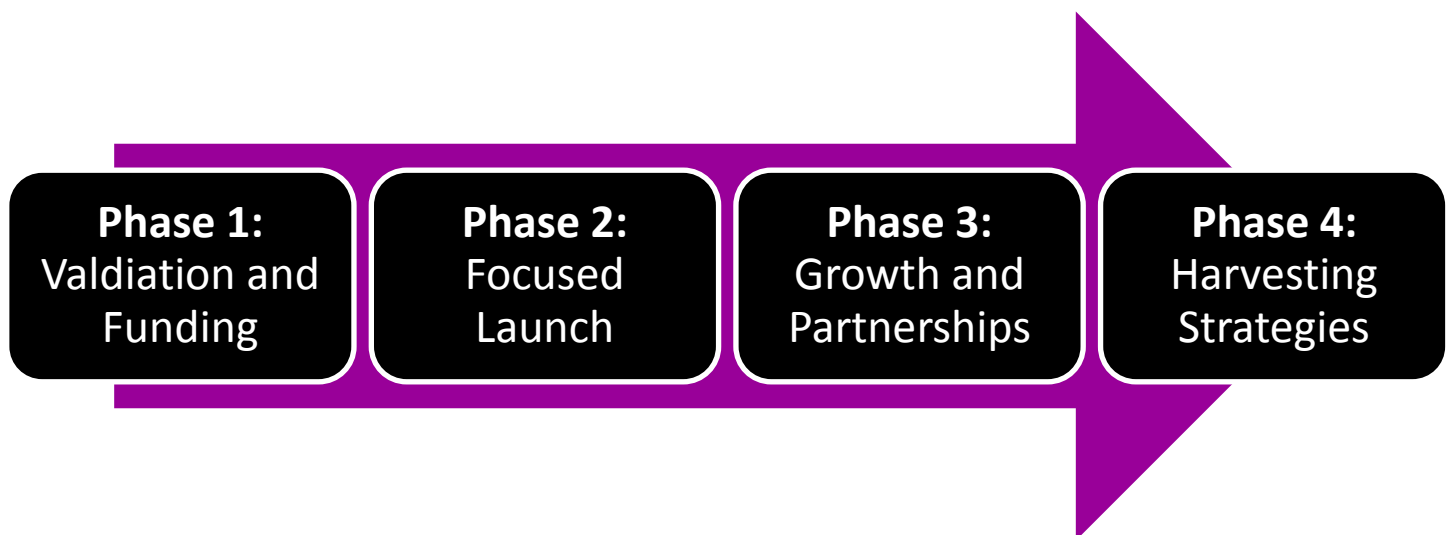
Phase 3: Growth & Partnerships (Years 3 - 4)

In the Growth & Partnerships phase we look to increase rim sales by expanding our marketing efforts to a national level. In the phase we also plan to establish strategic relationships with complementary and completing firms within the aftermarket wheel industry. By partnering with nationally based brick and mortar companies, we hope to create exclusive in store G-Fabrications vendors. This will lower overall marketing costs and bolster face to face customer relationships with G-fabrications personnel.

Phase 4: Harvesting Strategies (Year 5)

By year five the founding members of G-Fabrications look to consider acquisition offers by competing firms or an interested investment firm. Sales agreements and stipulations will be entirely dependent upon the current state of the business and the overall economic climate at year 5.

Our venture’s extended outlook strategy, encompassing phases one through four of development, is depicted in the diagram on the following page.



Risks and Contingency Strategies

Being a luxury, elastic good, sales of aftermarket automobile rims are more vulnerable to shifts in economic cycles than are other consumer goods. This is an un-diversifiable risk that is faced by the entire aftermarket automotive industry, and simply cannot be avoided. Because we are looking to initially finance our venture using primarily seed funding and angel investments, we will not be in a position where our company is overleveraged with long-term and short-term debt obligations. Business risks specific to G-Fabrications that we plan to mitigate include:

- Inadequately reaching our target customers through our website or advertising techniques
- Failed or unproductive relationships with our suppliers and outsourcers, resulting in decreased margins
- Sending customers inferior products produced or modified by our outsourcers, resulting in damages done to our company reputation

Primary Value Drivers

G-Fabrications' primary value drivers are our number of units sold, cost of materials and our cost of labor. Each value driver is analyzed in the following bullet points.

- Units Sold – G-Fabrications' bottom line net cash flows are directly affected by the number of rims we are able to sell. Because each of our products are significantly marked up for retail (an average of 253% across our three products) the amount of each product we are able to sell substantially impacts our profit margins.
- Costs of Materials - Changes in the costs of materials used in the manufacturing processes of our products will also have a significant impact on G-Fabrications' cash flows. Understanding our materials used in production are primarily raw materials, and can therefore be treated as commodities, their prices may fluctuate in unpredictable manners and to high degrees. When our input prices rise, or inversely drop, our profit margins will proportionately decrease or increase. For example, if our costs of materials were determined to be 5% higher than we originally estimated for each of our three products, our annual gross margins will decrease proportionately by approximately 2.6%. This decrease in gross margins will in turn cause a decrease in annual net cash flows by approximately 1.7%.

- **Cost of Labor** – The labor costs our firm will incur depends primarily on which manufacturing processes we choose to perform “in house” and which we plan to outsource. We currently plan on outsourcing all rim finishing processes which include chroming and powder-coat painting. If the prices our outsourcers charge us increase, our profit margins will decrease proportionately.

Fluctuations in these key value drivers will have the largest impacts on our unit profit margins and will therefore have the largest impacts on our firm’s net profits.

Risk-Mitigation Strategies

G-Fabrications will mitigate these financial risks by employing specific strategies to ensure each of our value drivers and their associated costs will behave in a predictable manner.

To ensure our net sales will be able to support our manufacturing operations and provide for attractive an ROI to our outside investors, G-Fabrications will utilize targeted internet and print marketing campaigns, and attend car shows across the country to make sure our customers are aware of the services we provide.

The fluctuating costs of raw materials on the global exchange market provide for constant risk in our financial analysis. To diminish as much of this market risk as is possible, G-Fabrications will employ a "many supplier" strategy to ensure we are always paying the lowest prices possible for our input materials. We have identified specific domestic and international suppliers of aluminum rim billets and if we ever feel these suppliers are attempting to take advantage of superfluous “market price fluctuations”, we will simply switch suppliers. Our initial supplier of the aforementioned aluminum billets will be All American Wheel Co. based in Paramount, California, with whom we would ideally like to develop a friendly and mutually beneficial supplier-manufacturer relationship.

G-Fabrications will employ two separate risk-mitigation strategies to address the financial implications associated with changes in costs of labor. First, to ensure high employee morale, we will provide our in-house employees with annual salary raises of 20% and a working environment conducive to open communication between managers and laborers. Second, to ensure we will be paying competitive prices for outsourced chroming, powder coating, and other finishing processes, we will employ a many-supplier strategy similar to what we have mentioned above for our raw material suppliers.

Financial Projections

The following section of G-Fabrications' business plan will outline our financial forecast for years one through five of our operations.

G-Fabrications is projecting a 5th year revenues of \$7.9 million, an EBITDA of \$2 million, and valuation of \$10 million (based on 5X EBITDA multiple). Additionally, G-Fabrications anticipates to break-even in the first quarter of year two, when \$2.6 million in revenue (3380 units) is achieved. G-Fabrications' 5 year medium demand projections are depicted in the graph below.

	Year 1	Year 2	Year 3	Year 4	Year 5	% of 5 th year Revenues
Number of units sold	2350	4400	6100	7850	9600	
Average Sales Price	\$733	\$755	\$778	\$801	\$825	
Revenue	\$1.7 million	\$3.3 million	\$4.7 million	\$6.3 million	\$7.9 million	100%
Cost of Goods Sold	\$1 million	\$1.8 million	\$2.8 million	\$3.6 million	\$4.9 million	62%
Gross Profit	\$700,000	\$1.5 million	\$1.9 million	\$2.7 million	\$3 million	38%
Operating Expenses	\$824,000	\$813,000	\$919,000	\$919,000	\$1 million	13%
EBITDA	(\$124,000)	\$700,000	\$1 million	\$1.7 million	\$2 million	25%

Figures derived from medium demand projections

Cost of Goods Sold

\$263 per billet wheel, \$130 for outsourced manufacturing, \$25 for powder coating of each wheel, \$200 for multi color powder coating and or chroming (all costs includes shipping). It is assumed that billet wheels will decrease 20% in year 2 due to supplier discounts and that COGS will increase 3% each following year.

Sales

- Medium Demand: Financial projections commenced with medium demand forecasts. Possessing the assumptions that sales would increase by 4 additional rims per month.
- High Demand: Started with a 20% increase of original medium sales and possesses the projection that sales would increase by 8 additional rims per month.
- Low Demand: Started with a 20% decrease of original medium sales and possesses the projection that sales would increase by 2 additional rims per month.

Operating Expenses

G-Fabrications projected operating expenses are as follows.

- **5 yr. lease:** The lease price (\$3,750 per month) is assumed to be locked in for 5 yrs.
- **Advertising:** Advertising will come in the form of web-based ads placed websites such as Truckin, Super Street, Import Tuner, and Low-Rider, CelebrityCarz.com, MuscleCarBlog.com. It is assumed that this expense will increase 3% per year.
- **SEMA Membership:** Costs associated with an annual membership to the Specialty Equipment Manufacturing Association (SEMA). It is assumed that this expense will increase 3% per year.
- **SEMA Tradeshow:** Costs associated with booth rental at the annual SEMA tradeshow located in Las Vegas, Nevada. It is assumed that this expense will increase 3% per year.
- **Prepaid insurance:** Costs associated with carrying manufacturing liability insurance. It is assumed that this expense will increase 3% per year.
- **Utilities:** Costs associated with operational utilities. Cost projections were derived from analyzing benchmark firm MHT Wheels. It is assumed that year 2 and beyond will be charged equal monthly installments and that this expense will increase 3% per year.
- **Software License:** Costs associated with a 5 yr license to Solid Works software.
- **Website Design:** Costs associated with a onetime website development fee.
- **Website Maintenance:** Costs associated with monthly routine website maintenance. It is assumed that this expense will increase 3% per year.
- **Legal Fees:** Costs associated with fees for legal advice and document drafting. Cost projections were derived from analyzing benchmark firm MHT Wheels. It is assumed that this expense will increase 3% per year.

Financial Projections

G-Fabrications' additional financial projections are as follows:

- **Accounts Receivable:** G-Fabrications will require a 50% down payment on all orders to cover the costs of those customers who cancel their transaction. The remaining 50% will be collected prior the product shipping to the customer.
- **Capital Structure:** G-Fabrications is anticipating to be completely funded by owner and investor equity. One round of financing is predicted and displayed within our 5 year projections.
- **Depreciation:** Straight line depreciation will be utilized. 4-year life for computers and 7-year life for company vehicles will be assessed.
- **Employee Benefits:** Employees of G-Fabrications will receive benefits equaling 10% of their base salary.
- **Tax Rates:** G-Fabrications' 5 year financial projections include a federal tax rate of 35% and a payroll tax of 4.54%.

Harvesting Strategies

G-Fabrications intends to position ourselves to be acquired by our benchmark companies such as MHT Wheels, Centerline Wheels, and or Enkei Wheels. We plan on accomplishing this by producing a higher quality product than these competitors and to intrude on their sales by targeting their clientele. In doing this, we feel that it would be advantageous for these companies to acquire G-Fabrications in year 5 of G-Fabrications' operations.

G-Fabrications' Funding and Resource Proposal

Lee Klein - General Manager
 Timothy Relinski - Director of Finance

Genuine Fabrications (G-Fabrications) is a purveyor of premium quality, buyer-designed, aftermarket vehicle rims. G-Fabrications will give today's purchasers of custom automobile wheels the exclusive opportunity to create their own, unique rim designs.

Financial projections

The following sections will describe the projections we have made in our venture's five year financial statements.

G-Fabrications is projecting a 5th year revenues of \$7.9 million, an EBITDA of \$2 million, and valuation of \$10 million (based on 5X EBITDA multiple). Additionally, G-Fabrications is anticipating to break-even in the first quarter of year two, when \$2.6 million in revenue (3380 units) is achieved. G-Fabrications' 5 year medium demand projections are depicted in the graph below.

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EBITDA	(\$124,000)	\$700,000	\$1 million	\$1.7 million	\$2 million	25%

Figures derived from medium demand projections

Number of units sold

Utilizing G-Fabrications' has used its' benchmark company, MHT Wheels, 2009 sales projections to provide a measure of our 5th year sales. Based on these calculations, we have determined that our first year sales will be approximately 3384 units, or 846 full sets of vehicle rims. Each month thereafter we are predicting a sales increase of 10 units per month. This will align our 5th year (2014) projected sales to be reflective of MHT Wheels' 2009 sales.

Average sale price

G-Fabrications' average price point is aligned with our benchmark company (MHT Wheels). We have projected for our prices to increase 3% annually to mirror historical inflations rates.

Costs of goods sold

G-Fabrications' variable costs will fluctuate as supplier and manufacturer discounts are granted and as we attain economies of scales.

Operating expenses

G-Fabrications will outsource all manufacturing and finishing processes. Therefore, most operating expenses will stay consistent. Fluctuations in operating expenses will be attributed to changes in marketing strategies and tactics.

Venture Valuation

G-Fabrications' year 0 starting valuation has been calculated to be \$650,000. This valuation was derived by multiplying our venture's 5th year EBIDTA (\$2 million) by a conservative EBIDTA multiple of 5. We then divided this figure (\$10 million) by an equally conservative discount factor of 15 to compensate for the risk that accompanies the sale of elastic, luxury goods.

Required funds being sought

G-Fabrications' is seeking a total of \$500,000 from investors. Our venture has thus far secured \$100,000 in founders' capital. Allocation of outside investor's funds is as follows:

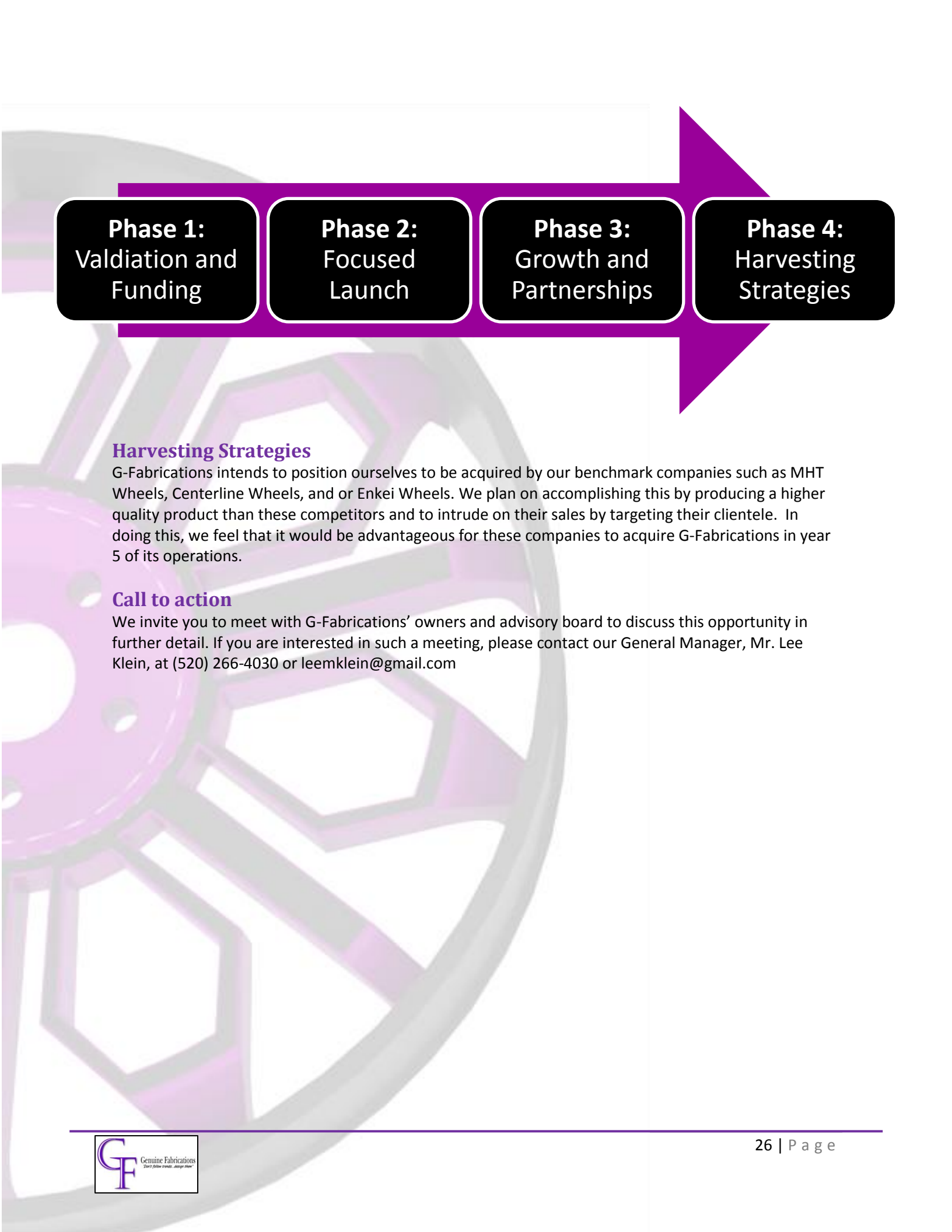
- Operating expenses – 32% (\$112,000)
- Hard assets – 20% (\$70,000)
- Inventory – 8% (\$28,000)

A large portion of these funds will be allocated towards a few large expenditures that will be essential to our business beginning operations. These expenditures are as follows.

- Initial advertising - \$283,000 (70%)
- Company Truck - \$45,000 (11.25%)
- Starting billet inventory - \$39,300 (9.83%)
- Software licensing - \$10,000 (2.5%)
- Construction of company website - \$8,500 (2.13%)
- Prepaid insurance (one year) - \$6,500 (1.63%)
- Rental expense - \$3,750 (1%)
- Computer system - \$3,500 (1%)

Time Frame of Venture Launch

Upon receiving our required funds, G-Fabrications will begin business operations immediately by paying for the development of our company website and design software, as well as leasing office space to house our design engineers and managerial divisions. A graphical representation of G-Fabrications' developmental timeline is depicted on the following page.



Phase 1:
Validation and
Funding

Phase 2:
Focused
Launch

Phase 3:
Growth and
Partnerships

Phase 4:
Harvesting
Strategies

Harvesting Strategies

G-Fabrications intends to position ourselves to be acquired by our benchmark companies such as MHT Wheels, Centerline Wheels, and or Enkei Wheels. We plan on accomplishing this by producing a higher quality product than these competitors and to intrude on their sales by targeting their clientele. In doing this, we feel that it would be advantageous for these companies to acquire G-Fabrications in year 5 of its operations.

Call to action

We invite you to meet with G-Fabrications' owners and advisory board to discuss this opportunity in further detail. If you are interested in such a meeting, please contact our General Manager, Mr. Lee Klein, at (520) 266-4030 or leemklein@gmail.com

G-Fabrications: Offering unique solutions for unique customers

Charles Schwab once said, "The hardest struggle of all is to be something different from what the average man is." Society is constantly searching for new ways in which the individual may distinguish themselves from the masses. G-Fabrications custom automobile rim & wheel manufacturing embraces this trend of customization and will offer purchasers of aftermarket automobile rims the exciting ability to design their own rims.

G-Fabrications will provide our customers with the highest quality of automobile rims available in the market through our innovative "design you rims" process. Rather than simply selecting from models of pre-manufactured rims, G-Fabrications customers will play an essential role in the design process of their rims. Our company website, gfabrications.com will feature two unique components that will allow rim purchasers unmatched abilities to personalize their rims. G-Fabrication's main competitive advantage is that it offers its clients the ability to customize their aftermarket automotive rims to an extent that does not exist anywhere else in the aftermarket wheel industry.

In addition to allowing our customers greater levels of design freedom in their rim selection process, G-Fabrications will provide our customers with superior levels of customer service. Our professional design engineers will walk prospective rim buyers through every step of the rim design process. This level of customer service not only separates us from other website rim manufacturers, it also ensures that our customers will be satisfied with their products to the fullest extent possible.

In summary, G-Fabrications is an exciting and profitable new entry into a market full of stagnant competitors. We offer our investors excellent returns on their investments associated with a degree of risk reasonable for a start-up firm.

We thank you for your time spent reading this document, and remind you to not follow trends, but design them!

Sincerely,

The G-Fabrications Management Team

Appendix

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G-Fabrications' Years 1-5 Projected Income Statement

G-Fabrications					
	Year 1	Year 2	Year 3	Year 4	Year 5
Projected Income Statements (\$s)					
SALES					
Gross Sales	1,699,000	3,350,796	4,856,800	6,450,149	8,134,727
Returns and Allowances	(33,980)	(67,016)	(97,136)	(129,003)	(162,695)
NET SALES	1,665,020	3,283,780	4,759,664	6,321,146	7,972,033
COST OF SALES					
Materials	919,620	1,520,115	2,157,851	2,819,551	3,506,252
Labor	35,789	70,532	201,605	271,455	675,970
Other	100,500	246,582	391,466	544,849	707,048
TOTAL COST OF SALES	1,055,909	1,837,229	2,750,922	3,635,855	4,889,270
GROSS MARGIN	609,111	1,446,551	2,008,742	2,685,291	3,082,763
OPERATING EXPENSES					
Salaries and wages	224,400	269,280	323,136	386,467	452,400
Payroll taxes	17,167	20,600	24,720	29,565	34,609
Employee benefits	22,440	26,928	32,314	38,647	45,240
Depreciation	13,941	15,208	15,208	31,792	18,385
Bad debt expense	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Additional Operating Expenses	546,367	481,962	437,613	432,398	508,409
TOTAL OPERATING EXPENSES	824,315	813,979	832,991	918,868	1,059,043
OPERATING PROFIT (LOSS)					
BEFORE INTEREST AND TAXES	(215,204)	632,572	1,175,751	1,766,423	2,023,720
INTEREST EXPENSE	-	-	-	-	-
PROFIT (LOSS) BEFORE TAXES	(215,204)	632,572	1,175,751	1,766,423	2,023,720
DISTRIBUTION FOR TAXES	-	(165,028)	(464,892)	(698,444)	(800,179)
NET PROFIT (LOSS)	(215,204)	467,545	710,859	1,067,979	1,223,541
EBITDA	(201,263)	647,781	1,190,959	1,798,215	2,042,105

Figures derived from medium demand projections

G-Fabrications' Years 1-5 Projected Cash Flows

G-Fabrications	Year 1	Year 2	Year 3	Year 4	Year 5
Projected Cash Flows (\$s)					
CASH FLOWS FROM OPERATIONS					
Net income	(215,204)	467,545	710,859	1,067,979	1,223,541
Adjustments to reconcile net income to cash flows from operations					
Depreciation	13,941	15,208	15,208	31,792	18,385
Changes in certain assets and liabilities					
Accounts receivable	-	-	-	-	-
Inventory	(169,909)	(100,641)	(98,658)	(137,214)	506,422
Other current assets	-	-	-	-	-
Accounts payable	158,766	79,316	70,772	119,161	(338,088)
Other current payables	-	-	-	-	-
Revolving line of credit	-	-	-	-	-
TOTAL CASH FLOWS FROM OPERATIONS	(212,406)	461,428	698,182	1,081,717	1,410,260
CASH FLOWS FROM INVESTING ACTIVITIES					
Purchase of equipment	(68,500)	-	(75,000)	-	-
Other Assets	-	-	-	-	-
TOTAL CASH FLOWS FROM INVESTING ACTIVITIES	(68,500)	-	(75,000)	-	-
CASH FLOW BEFORE FINANCING	(280,906)	461,428	623,182	1,081,717	1,410,260
CASH FLOWS FROM FINANCING ACTIVITIES					
Borrowing of long-term debt	-	-	-	-	-
Repayment of long-term debt	-	-	-	-	-
CASH FLOW BEFORE MEMBERS' CONTRIBUTIONS	(280,906)	461,428	623,182	1,081,717	1,410,260
Members' Capital Contributions	600,000	-	-	-	-
Members' Interest Repurchased	-	-	-	-	-
TOTAL CASH FLOWS FROM FINANCING ACTIVITIES	600,000	-	-	-	-
NET CASH FLOWS	319,094	461,428	623,182	1,081,717	1,410,260
CASH, BEGINNING OF PERIOD	-	319,094	780,521	1,403,703	2,485,420
CASH, END OF PERIOD	319,094	780,521	1,403,703	2,485,420	3,895,681

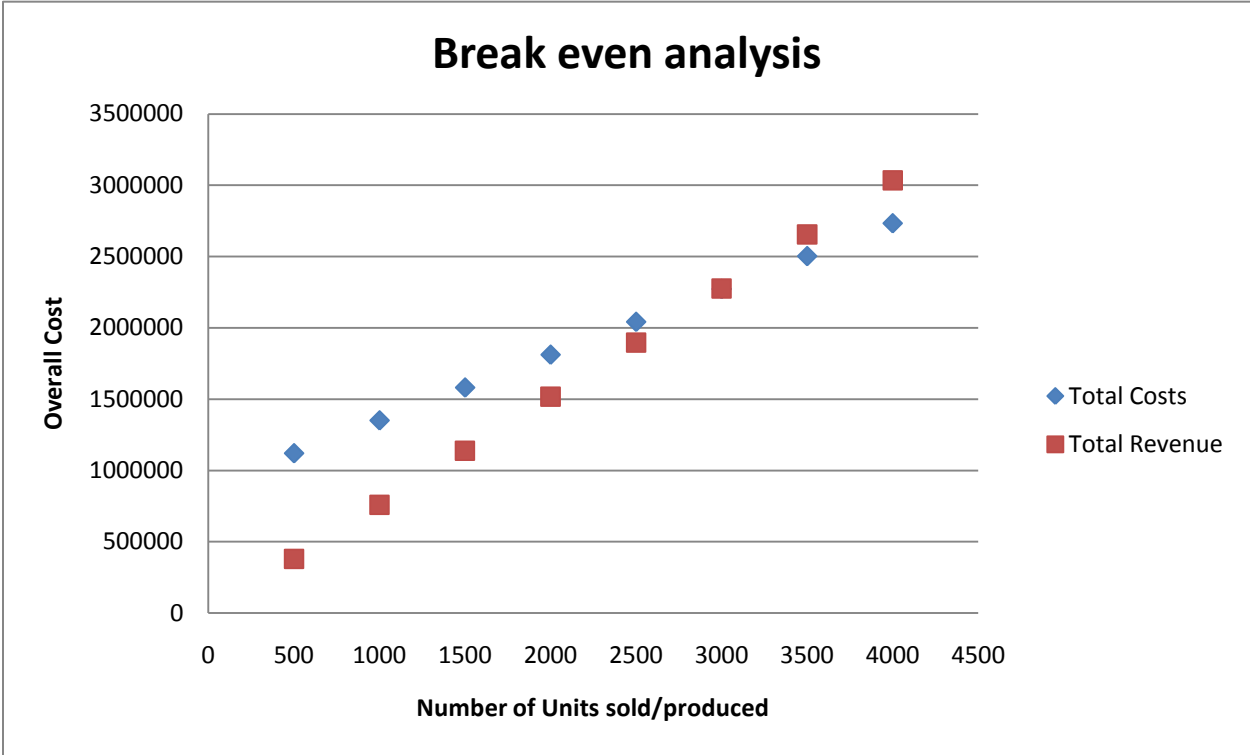
Figures derived from medium demand projections

G-Fabrications' Years 1-5 Balance Sheet

G-Fabrications	Year 1	Year 2	Year 3	Year 4	Year 5
Projected Balance Sheets (\$s)					
ASSETS					
Current Assets					
Cash	319,094	780,521	1,403,703	2,485,420	3,895,681
Accounts Receivable	-	-	-	-	-
Inventory	169,909	270,550	369,208	506,422	0
Other	-	-	-	-	-
Total Current Assets	489,003	1,051,071	1,772,911	2,991,843	3,895,681
Property and Equipment	68,500	68,500	143,500	143,500	143,500
(less accumulated depreciation)	(13,941)	(29,149)	(44,358)	(76,149)	(94,535)
Net Property and Equipment	54,559	39,351	99,142	67,351	48,965
Other Assets	-	-	-	-	-
TOTAL ASSETS	543,562	1,090,422	1,872,053	3,059,194	3,944,646
LIABILITIES AND MEMBERS' CAPITAL					
Liabilities					
Current Liabilities					
Accounts Payable	158,766	238,081	308,853	428,014	89,926
Other Current Payables	-	-	-	-	-
Pre-Existing Debt	-	-	-	-	-
Current Portion of L-T Debt	-	-	-	-	-
Total Current Liabilities	158,766	238,081	308,853	428,014	89,926
Long-Term Debt	-	-	-	-	-
Total Liabilities	158,766	238,081	308,853	428,014	89,926
Members' Capital					
Members' Paid-In Capital	600,000	600,000	600,000	600,000	600,000
Undistributed Members' Earnings	(215,204)	252,341	963,200	2,031,179	3,254,720
Less: Members' Interest Repurchases	-	-	-	-	-
Total Members' Capital	384,796	852,341	1,563,200	2,631,179	3,854,720
TOTAL LIABILITIES AND MEMBERS' CAPITAL	543,562	1,090,422	1,872,053	3,059,194	3,944,646

Figures derived from medium demand projections

G-Fabrications' Break-even Analysis



Break even analysis conclusion: Total Overall costs will be met if 2988 individual rims are sold

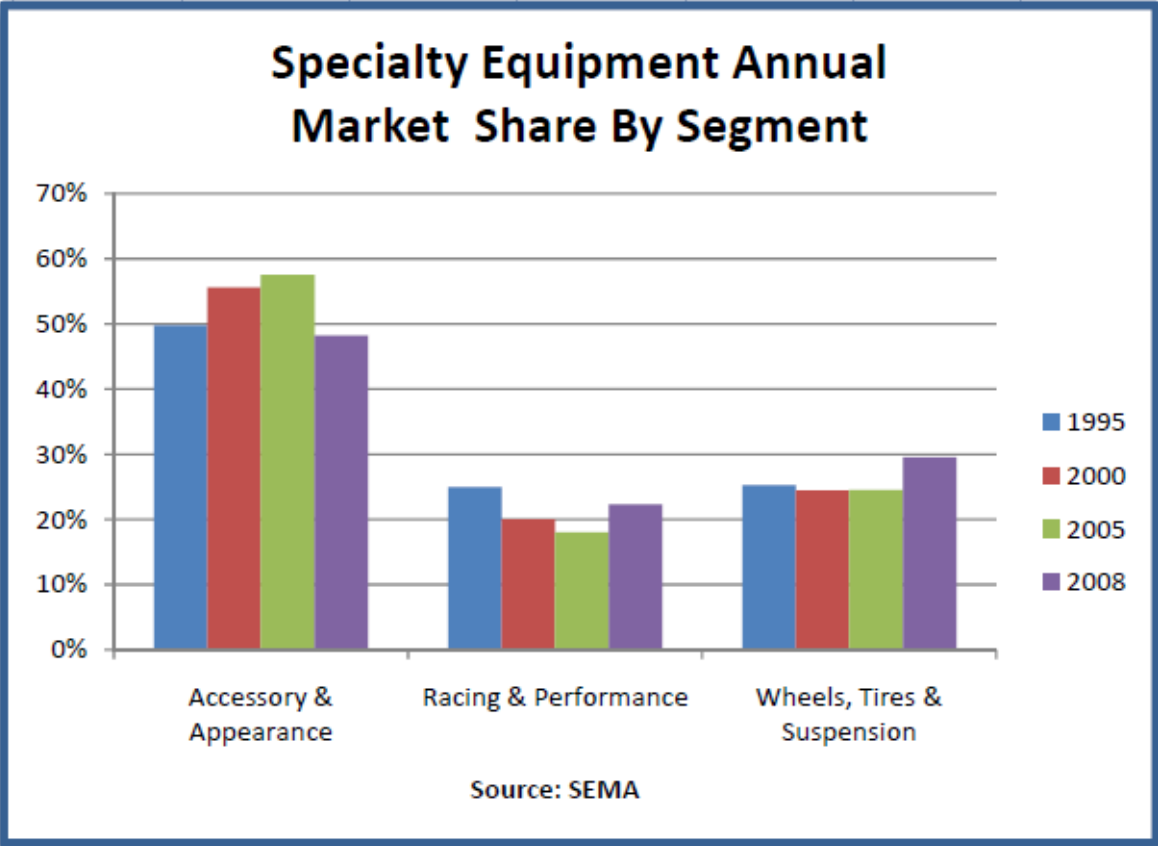
Calculated marketing costs per sale:

Year 1 - \$30 Year 2 - \$14 Year 3 - \$9 Year 4 - \$6 Year 5 - \$4

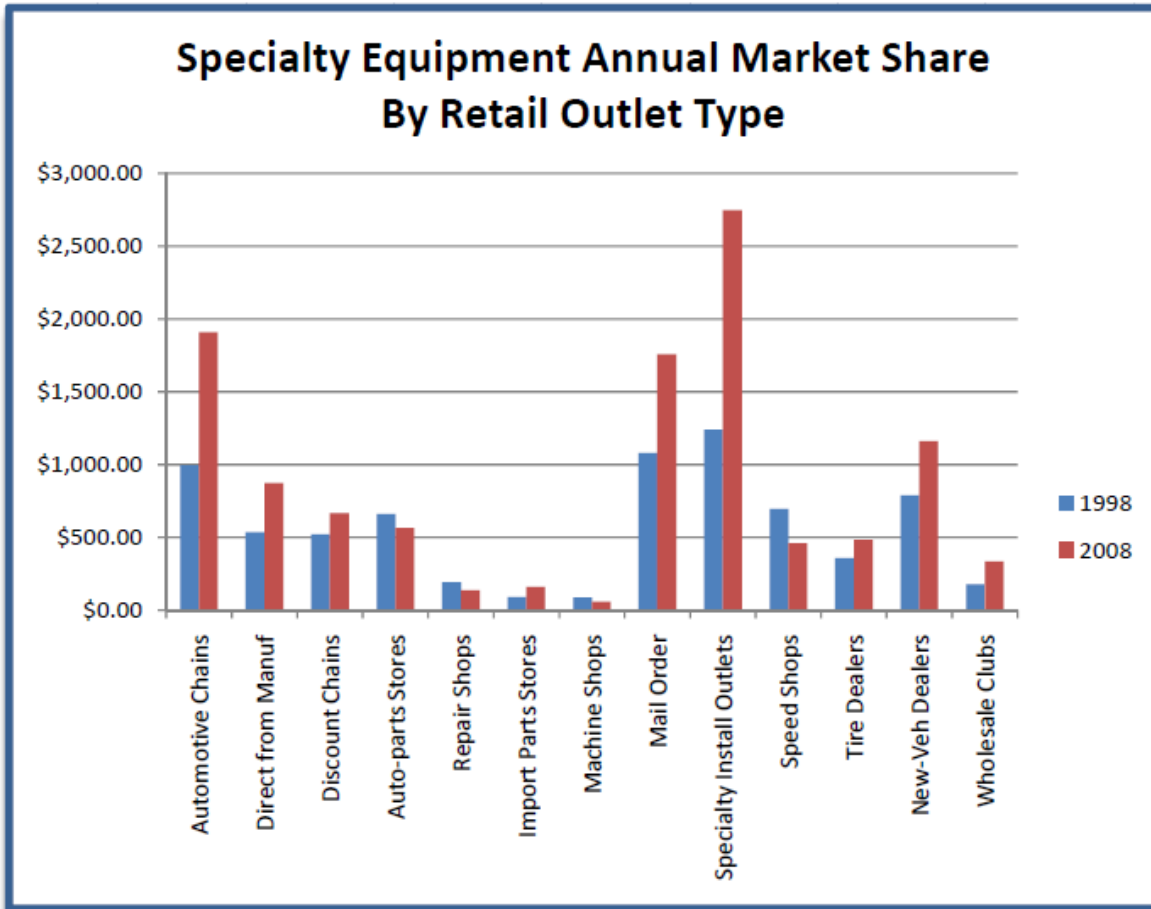
G-Fabrications' Funding Breakdown

G-Fabrication's funding breakdown		
Rent Expense (Furnished)	\$ 3,750	1%
Magazine Advertisements	\$ 2,860	1%
SEMA Membership	\$ 825	0.236%
Prepaid Insurance (12 Months)	\$ 10,000	3%
Utilities	\$ 3,000	1%
Software License	\$ 10,000	3%
Website	\$ 10,000	3%
Legal Fees	\$ 10,000	3%
Marketing	\$ 102,860	29%
company truck	\$ 65,000	19%
computer systems	\$ 3,500	1%
Inventory	\$ 39,300	11%
Reserved Funds	\$ 52,500	15%

Aftermarket Parts Industry Market Share Graph



Aftermarket Parts Industry Market Share By Retail Outlet Graph



2009 Sales of Wheels, Tires and Suspension Products by Niche

Source: SEMA CDI January, 2010

2009 Wheels, Tires and Suspension sales by Niche (in millions)	
Light Truck	\$1,290.30
Compact Performance	\$460.10
Other	\$455.90
Restyling	\$266.30
Off-Road	\$236.00
Street Performance	\$235.70
Restoration	\$151.20
Street Rod & Custom	\$117.30
Racing	\$117.20

Sales of Aftermarket Wheels, Tires and Suspension Products by Region

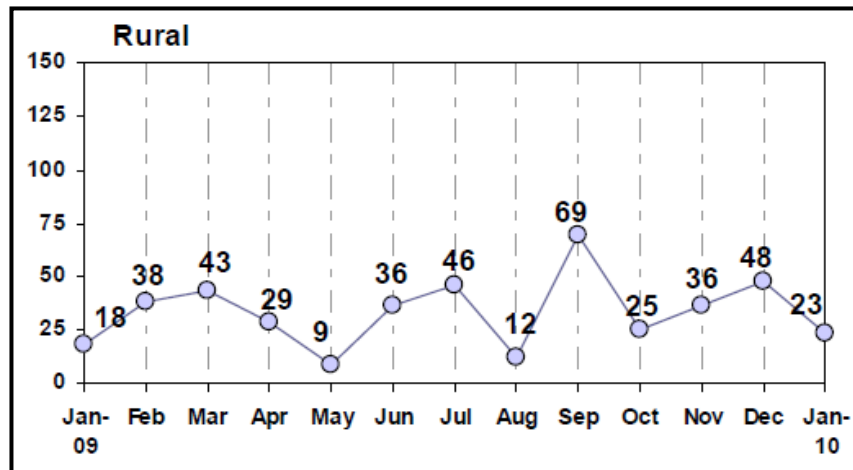
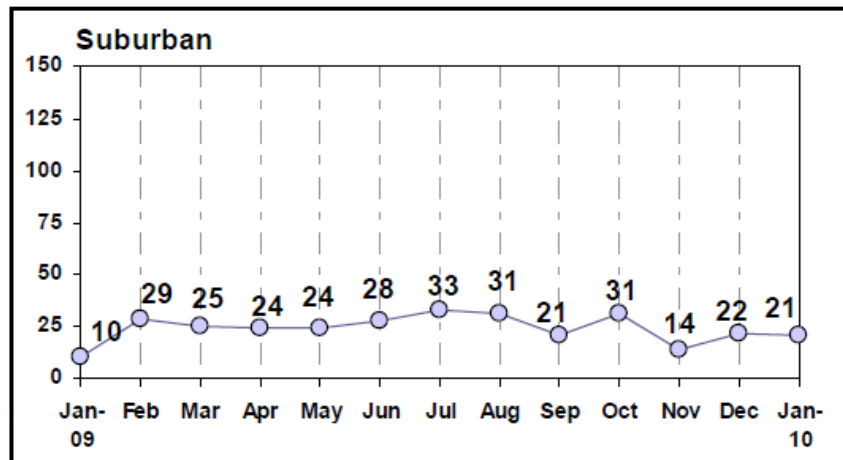
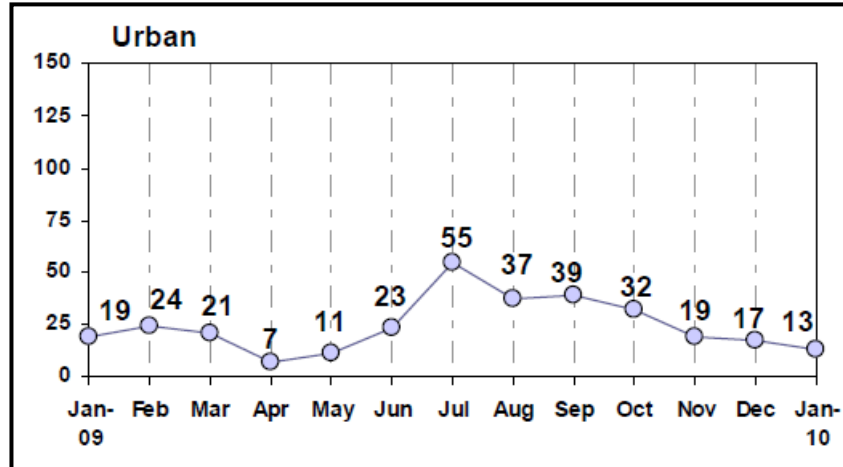
Source: SEMA CDI January, 2010

Regional Wheels, Tires and Suspension Products Share Trend

	2008	2006	2003
	Percent of Segment	Percent of Segment	Percent of Segment
New England	4.6%	4.4%	4.60%
Middle Atlantic	9.4%	8.8%	9.20%
South Atlantic	16.6%	16.6%	16.40%
Northeast Central	13.4%	14.0%	14.40%
Southeast Central	6.3%	6.2%	6.20%
Northwest Central	7.4%	7.1%	7.50%
Southwest Central	15.4%	15.3%	14.70%
Mountain	8.4%	8.4%	8.30%
Pacific	18.5%	19.2%	18.70%

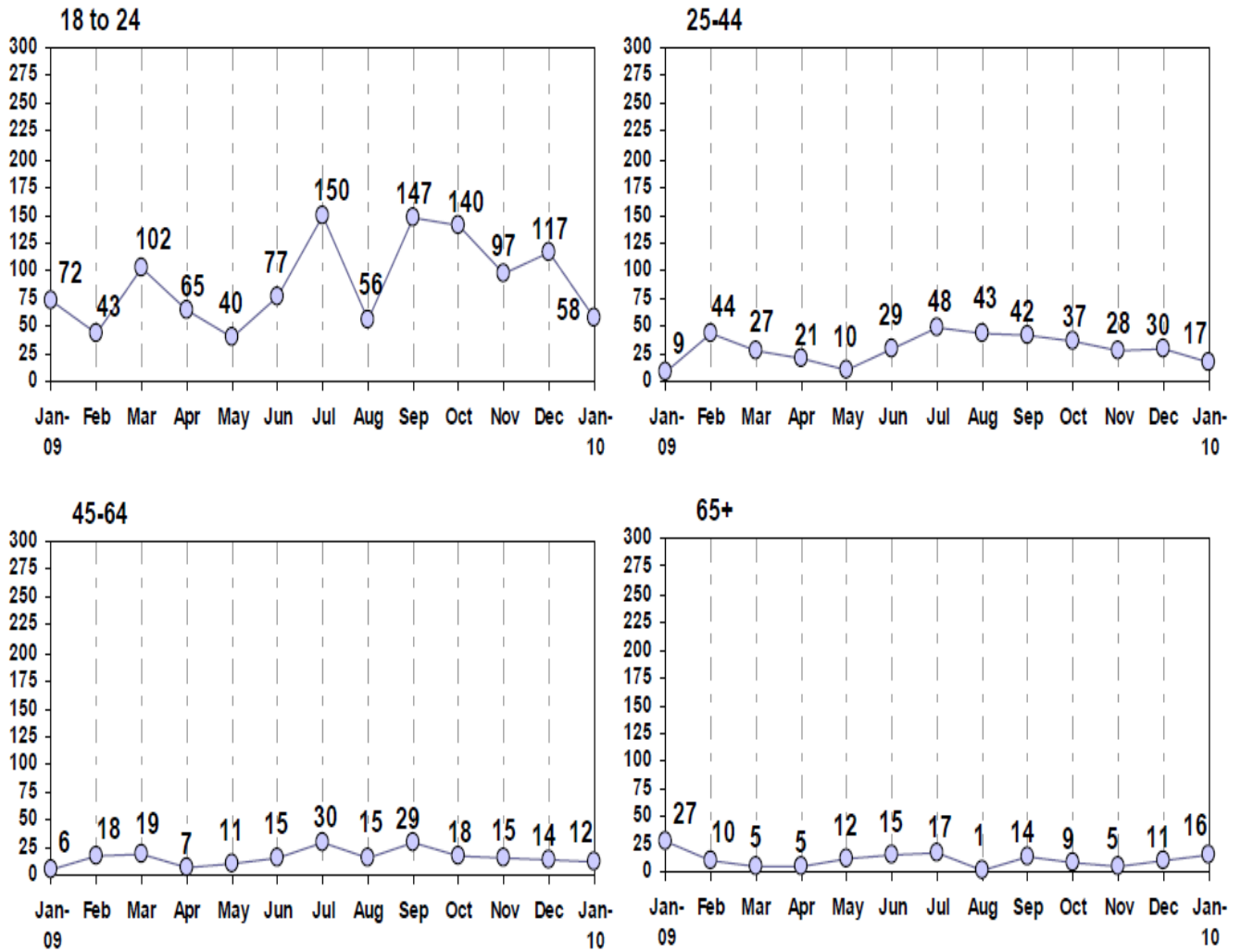
Wheel Buyers by Area Type

Source: SEMA CDI January, 2010



Wheel Buyers by Age

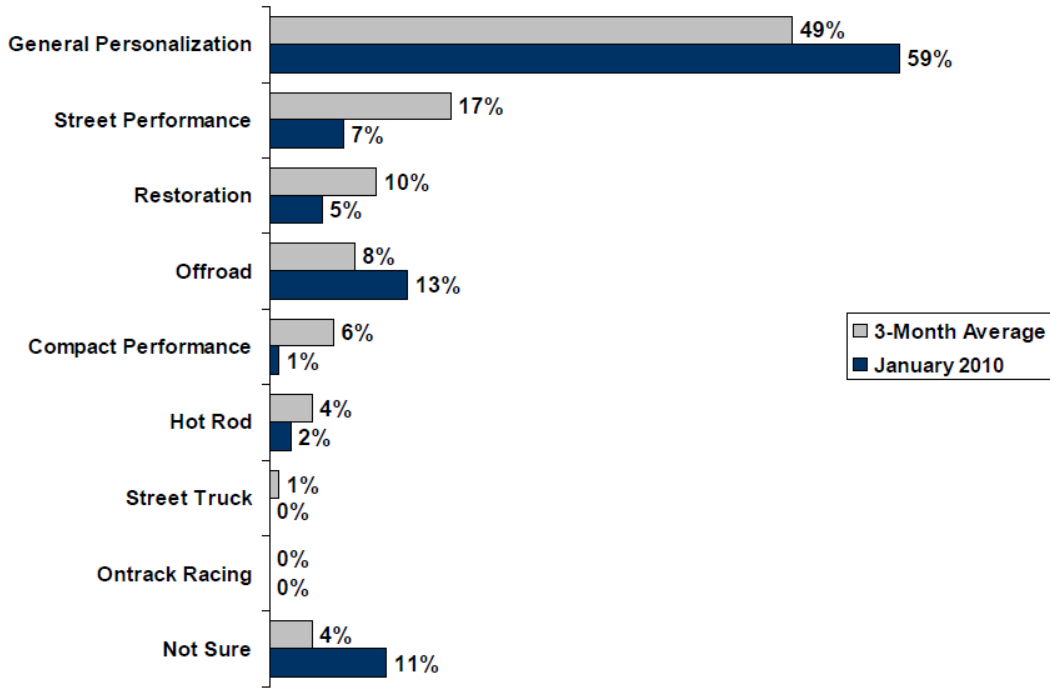
Source: SEMA CDI January, 2010



Purpose of Vehicle Alteration (Consumer Survey)

Form of Vehicle After Customization

Base = Those who plan on enhancing a vehicle



Q. Which of the following best describes the form your vehicle will take due to the customization?



SEMA Consumer Demand Index for Performance Products and Accessories – January 2010

Target Market Locations

TOP U.S. COUNTIES BY HISPANIC POPULATION GROWTH

By 2000 to 2007 population increase

HISPANIC '90-'00 GROWTH

RANK COUNTY [STATE] POPULATION GROWTH RANK

- 1 **Los Angeles County** [Calif.] 435,198 1
- 2 **Maricopa County** [Ariz.] 419,295 3
- 3 **Harris County** [Texas] 400,853 2
- 4 **Riverside County** [Calif.] 336,541 9
- 5 **San Bernardino County** [Calif.] 269,411 8
- 6 **Dallas County** [Texas] 239,426 5
- 7 **Clark County** [Nev.] 209,003 11
- 8 **Miami-Dade County** [Fla.] 187,573 6
- 9 **Bexar County** [Texas] 156,914 14
- 10 **Tarrant County** [Texas] 151,077 16
- 11 **San Diego County** [Calif.] 150,404 10
- 12 **Broward County** [Fla.] 140,117 15
- 13 **Cook County** [Ill.] 135,883 4
- 14 **Hidalgo County** [Texas] 132,796 12
- 15 **Orange County** [Calif.] 122,453 7
- 16 **Kern County** [Calif.] 111,800 22
- 17 **Orange County** [Fla.] 90,879 21
- 18 **Travis County** [Texas] 87,604 20
- 19 **Hillsborough County** [Fla.] 83,464 30
- 20 **Fresno County** [Calif.] 81,791 19
- 21 **Palm Beach County** [Fla.] 78,227 29
- 22 **Sacramento County** [Calif.] 76,292 28
- 23 **San Joaquin County** [Calif.] 72,056 38
- 24 **Pima County** [Ariz.] 68,651 25
- 25 **Gwinnett County** [Ga.] 67,986 42

Data from Pew Hispanic Center's Oct. 23, 2008, report "Latino Settlement in the New Century."
More info: <http://pewhispanic.org/files/reports/96.pdf>.

Online Advertising Costs

Advertising Costs Year 1:

Lowrider Magazine Online Ads	1,000,000 displays a month	X12 months	÷1,000 rate/impression	X6.50 for a 728x90 banner	= \$78,000
Truckin' Magazine Online Ads	400,000 displays a month	X12 months	÷1,000 rate/impression	X6.50 for a 728x90 banner	= \$31,200
Mini Truckin' Magazine Online Ads	400,000 displays a month	X12 months	÷1,000 rate/impression	X6.50 for a 728x90 banner	= \$31,200
Super Street Magazine Online Ads	400,000 displays a month	X12 months	÷1,000 rate/impression	X6.50 for a 728x90 banner	= \$31,200
Import Tuner Magazine Online Ads	400,000 displays a month	X12 months	÷1,000 rate/impression	X6.50 for a 728x90 banner	= \$31,200
CelebrityCarz.com	Regular Price was \$350/mo	But our rim company discount is 6mo prepaid at \$600	One year rate=\$600(2)		= \$1,200
MuscleCarBlog.com	Text Link Ads	\$100/mo	For 12months		= \$600
Layitlow.com	Forum Site Host	Wheels & Tires	\$70 for 3 months	X4	= \$280
Layitlow.com	Forum Site Host	Lowrider General	\$80 for 3 months	X4	= \$320
Layitlow.com	Forum Site Host	Shows & Events Page	\$80 for 3 months	X4	= \$320
Cost of Actual Print Design Made by Designer					= \$800
TOTAL First Year Advertisement Marketing Costs					= <u>\$206,320</u>

Cites to Add: http://www.layitlow.com/help_advertising.shtml

Cost of Show Car:

Black 2010 Toyota Tacoma X-Runner	\$33,000
Lowering Job	\$3,000
Paint Job	\$3,500
G-Fabrication Rims	\$5,000
TOTAL	=\$44,500

Toyota Price:

<http://www.toyota.com/tacoma/trims-prices.html>

Lowering Truck:

http://www.stylintrucks.com/sn.aspx?category|cat_-30|374=Lowering%20Kits&scid=SG57711&gclid=CPbNh4O5h6ACFRYoawodAihfrg

Paint:

<http://www.airbrush.com.au/custom.shtml>

Car Show Entrance Fees

<u>State</u>	<u>Show & City</u>	<u>Cost/Show</u>	<u>Totals</u>
California	<ul style="list-style-type: none"> Route 395 Hot Rod & Kustom Culture Festival, Lake Elsinore (www.socalhotrodshows.com) 	\$120/booth	=<u>\$520</u>
	<ul style="list-style-type: none"> Parade Your Pride Car Show, San Carlos (http://www.letstalkevents.com/coming_events.htm) 	\$25/car	
	<ul style="list-style-type: none"> Lowrider Tour, San Bernardino (www.lowridermagazine.com) 	\$25/car	
	<ul style="list-style-type: none"> Kulture Shock Car Show, Lakeport (http://www.kultureshockcarshow.com/) 	\$200/car	
	<ul style="list-style-type: none"> Booze Broads & Hotrods Rockabilly Festival Car Show, Millbrae (http://www.boozebroadsandhotrods.net/6.html) 	\$25/car	
	<ul style="list-style-type: none"> Say No to Gangs, Drugs & Violence Car Show, Fresno (www.carshownews.com/national/CA.htm) 	\$40/booth	
	<ul style="list-style-type: none"> Hood Rats Father's Day Swap Meet, San Francisco (http://www.friscohoodrats.com/) 	\$10/car	
	<ul style="list-style-type: none"> Go Crazy Get Loud Car Show, Fountain Valley (http://forums.automobilemag.com/70/7629715/auto-shows/car-show-go-crazyget-loud-16650-harbor-blvd-founta/index.html) 	\$50/car	
Texas	<ul style="list-style-type: none"> GZ's Fest, Long Beach (http://g8motorsports.com/Events.html) 		
	<ul style="list-style-type: none"> The Hot Rod Hoedown, New Caney (http://www.thehotrodhoedown.com/index.php?p=1_7) 	\$30-car and \$50-booth	
	<ul style="list-style-type: none"> Texas Heat Wave, Austin (http://www.heatwaveinc.com/index.php?option=com_virtuemart&page=shop.browse&category_id=6&Itemid=112) 	\$35-car	
	<ul style="list-style-type: none"> Draggin' Assphalt, Killeen (http://www.s10forum.com/forum/f81/draggin-assphalt-09-killeen-tx-364223/) Cruise Your Ride to Ingleside, Ingleside (http://www.stxmaps.com/go/cruise-your-ride-to-ingleside-car-show-and-fly-in.html) 	\$25-car Free Event	

	<ul style="list-style-type: none"> Showdown at the REO, Longview (http://www.myspace.com/unicoscc) Lowriders vs. Hotrods Car Show, Dallas http://www.jalopyjournal.com/forum/showthread.php?t=361024 Hot as Hell Car Show, Dallas (http://www.ricekiller.com/forums/showthread.php?p=1552489) 	\$50 Car \$10-Car \$25-Car	=<u>\$225</u>
Florida	<ul style="list-style-type: none"> Hooters and Hot Rods, Casselberry (http://wftv.zipscene.com/events/view/2334890-hooters-and-hot-rods-casselberry) Open Car and Truck Show, Sunrise http://www.cruisinsouthflorida.com/2010/2010.01.10.Renegade.htm The Miami Auto Experience, Miami http://klutchcustoms.com/klutchvendor.html Hooters and Hot Rods, Orlando http://www.eventsetter.com/events/USA/Florida/Orlando/Motor_Sports-Auto_Events/event97734.html 	Free Event \$100 entry fee \$100 Entrance, \$25-Car Free Event	=<u>\$225</u>
Arizona	<ul style="list-style-type: none"> Lowrider Tour, Phoenix www.lowridermagazine.com Rockabilly Fest Arizona, Phoenix http://www.showup.com/event/detail/440202698 Cops and Rodders Car Show, Tucson http://www.copsandrodderstucson.org/register.html 	\$25/car \$25/car \$25/car	=<u>\$75</u>
Nevada	<ul style="list-style-type: none"> SEMA Show, Las Vegas http://www.semashow.com/main/main.aspx?ID=/content/SEMASHOWcom/HomePage Lowrider Las Vegas Show 	\$300 for Booths \$25/car	=<u>\$325</u>
	<u>TOTALS</u>		=<u>\$1,370</u>

List of Car shows from:

<http://www.carshownews.com/customs/customs.htm>

Additional Car Show Costs

<u>Expense</u>	<u>Amount Needed</u>	<u>TOTAL</u>
Hotel Stays	25 shows x 4 nights x 4 rooms x \$200-room average	\$80,000
Gas Expense of Model Car and G-Fabrications Truck with Promotional Merchandise	\$50 per tank x 6 tanks/trip x 25 shows x 2 cars	\$15,000
Food / Travel Expenses	\$316.10/Day x 4days x 25 shows	\$31,610
Car Maintenance (oil changes, etc.)	(6 tanks of gas x 25 shows) x 200mpg= 30,000 miles/3,000 miles before oil change= 10 oil changes x \$60=\$600 x 2cars=	\$1,200
Unexpected Car Maintenance	\$10,000 x 2 cars	\$20,000
Cost of Booth Promotional Materials: Professionally designed flyers		\$4,000
Promotional Video that describes the G-Fabrication's Process & shows demo rims	\$20,000 professionally made video + \$10,000 video equipment and speakers to show video	\$30,000
TOTALS		<u>=\$147,810</u>

Total Year 1 Marketing Costs

<u>Category:</u>		<u>TOTAL</u>
Online Advertising		\$206,320
Cost of Show Car		\$44,500
Show Entrance Fees		\$1,370
Additional Show Costs		\$147,810
<u>Year 1TOTAL</u>		<u>=\$400,000</u>

Mock up of Online Web Interface: The G-Fab Design Studio



Design Toolbar:
Manipulates Overall
Wheel Shape and
Design

**Interactive
Preview Window:**
3D Mockup of User's
Designed Rim, 360
CAD View available

Color and Finish Toolbar:
Allows Users to pick paint and Finish options, From
Color Hues to Machining and Anodized Dipping

In Depth Competitive Analysis (Brick and Mortar & Online Retailer)

Perceived Value:	Online Retailers	Compared to G-Fabrications
Overall Price	Low Price Due to Bulk Inventory	UPGRADE: Bulk purchases/large inventory allow for cheaper products than G-Fabrications
Brand Choices	Extensive Offerings of Wheel Brands	UPGRADE: Bulk purchases/large inventory allow for brand options than G-Fabrications
Wheel Options	Extensive Offerings of Wheel Designs, By Brand Basis	DOWNGRADE: G-Fabrications offers wheel options only limited by structural viability
Color Options	Color and Trimming Options, Often with Limited Hue Choices	DOWNGRADE: G-Fabrications plans to use paint contractors offering 100s of hue options
Accessibility	Online Retailers Not Geographically Dependent	EVEN: Since G-Fabrications is also based online, customer accessibility is equal
Level of Customer Service	Impersonal, Transactions Often Void of Human Contact	DOWNGRADE: G-Fabrications will build relationships with clients to ensure complete satisfaction with wheels, not just sales oriented
Uniqueness of Product	Rim Series Sold on a National Level	DOWNGRADE: G-Fabrications entire business model is based on build one of a kind rims

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Joshua Klein

1255 E Waverly St, Tucson, AZ 85719

520.266.4031 520.269.7610

+jmklein@email.arizona.edu

OBJECTIVE

Seeking a part time job or internship in a engineering based setting with a focus on mechanics and design

EDUCATION

University of Arizona, Tucson, Arizona

College of Engineering and Mines

**Bachelor of Science in Engineering Management
Concentration in Mechanical Engineering**

May 2010, Cumulative GPA: 3.7

McGuire Center for Entrepreneurship

**Technical Associate & Senior Capstone in
Entrepreneurship**

Minor in Mathematics

RELEVANT COURSES

- Calculus: I, II, Vector, Differential Equations, and Mathematical Analysis for Engineers
- Physics: Introductory Mechanics and Introduction to Electricity and Magnetism
- Engineering Mechanics: Statics, Dynamics, and Behavior of Solids
- Elements of Electrical Engineering and Solid State Chemistry
- Introductory and Intermediate Thermodynamics (AME 230 & 430)
- Engineering Management I and II, Technical Sales and Marketing
- Sustainability, Globalization, and Innovation (taught at University of Stuttgart, Germany)
- LE102: Principles of Lean Manufacturing for Job Shops

COMPUTER SKILLS

Operating Systems: Windows: XP/Vista/7, Apple: Mac OS/OS X/Leopard, Linux

Application Software: Microsoft Office: Excel/PowerPoint/Project, SolidWorks, AutoCad, Matlab, Arena 10

Programming Languages: Java

CLUBS AND LEADERSHIP

University of Arizona Honors College: Member, August 2006 – Present

Maintained a cumulative GPA of over 3.5 and completed an honors thesis upon graduation

Tau Beta Phi University of Arizona Alpha Chapter: Initiate, Spring 2009 – Full Member, December 2009

National Engineering Honors Society, qualified for junior inductance by being top 12% of graduating class

American Society for Engineering Management: Fundraising Committee Chair, January 2008 - Present

Member of University Arizona Chapter, focusing on developing managerial skills applicable to engineering

University of Arizona Shadow Cat: Social Committee Member, January 2007 - May 2008

Hosted incoming honors students, led tours of the University of Arizona, planned activities for incoming students

EXPERIENCE

Technical Associate in the McGuire Center for Entrepreneurship, Tucson, AZ, April 2009 – Present

Production and Operations Manager of a venture concept team, provided engineering advice as well as determined overall technical feasibility of entrepreneurial ideas. Utilized CAD and simulation software in project validation, worked closely with Angel Investors/Corporate Entrepreneurs with engineering backgrounds

ACTIVITIES & AWARDS

Sustainability and Globalization in Germany, The University of Stuttgart, Summer 2009

Intensive 6 week program, taught through the College of Engineering at the University of Stuttgart

Program Focus: How technological innovation, sustainability, and globalization drive the world in the 21st century

Other Courses Taken: Completed 7 units of immersion German (15 hrs/wk over the course of the program)

Academic Distinction: Academic School Year 2007 - 2008

Dean's List or Honorable Mention: Spring 2007, Fall 2007, Spring 2008, Fall 2008, Spring 2009

Wildcat Excellence Award: Fall 2006 – Present

Lee M Klein

1255 E. Waverly Street | Tucson, Arizona 85719 | (520) 266-4030
lmk@email.arizona.edu | leemklein@gmail.com



EDUCATION

The University of Arizona; Arizona Honors College

Eller College of Management, McGuire Center for Entrepreneurship

Bachelor of Science in Business Administration, May 2010

Majors: Business Management, Entrepreneurship

Minors: Spanish, International Business

Cumulative GPA: 3.723

EXPERIENCE

Center for Cooperation in the Mediterranean, Spanish Red Cross, Barcelona, Spain, June 2009 – August 2009

Public Relations Intern

- Created posters and marketing materials for summer programs sponsored by the Red Cross/Red Crescent Societies of the Mediterranean Region.
- Communicated in Spanish with local businesses to acquire essential office items and print promotional materials.
- Translated and proofread propositions and RFPs to international charitable organizations and the European Union.

University of Arizona Student Recreation Center, Tucson, AZ, May 2008 – Present

Lifeguard, Aquatics Department

- Work in teams with other lifeguards to maintain a safe, clean environment for pool patrons.
- Communicate with patrons so pool policies are known and followed.
- Teach children ages 5-8 swimming strokes and water safety skills.

University of Arizona Entrepreneurship Student Association, Tucson, AZ, November 2008 – Present

Co-President

- Financially manage 95 paid-member, nonprofit student organization.
- Direct and organize bi-monthly club meetings.
- Plan and promote club-wide events such as a field trip to the 2nd annual Entrepreneurship Week at Stanford University.
- Coordinate fundraisers and philanthropic events with local area businesses such as Northwestern Mutual Financial Company, Enterprise Rent-a-Car.

ACTIVITIES

- 3rd place team finish in 2009 Loyola Marymount University Intercollegiate Business Ethics Competition; April 2009
- Eller Student Board of Honor and Integrity – Board Member; September 2008 – Present
- Undergraduate Preceptor – Ethics in Business MGMT 202; January 2009 – Present
- Study Abroad - Intensive Eller Business Ethics Tour, Buenos Aires Argentina; June 2008
- Entrepreneurship Student Association - Philanthropy Committee Chairperson; December 2007 – November 2008
- University of Arizona Honors College Shadow Cat - Social Committee member; January 2007 – December 2008

AWARDS

- Dean's List; Spring 2008, Fall 2008
- Academic Distinction; School Year 2007 – 2008
- Dean's List Honorable Mention; Spring 2007, Fall 2007
- Wildcat Excellence Award; Fall 2006 – Present

SKILLS

- Proficient in Spanish
- Proficient in Microsoft Excel, PowerPoint, Word, Project
- Proficient in Microsoft XP, Windows Vista, Windows 7 (Beta), Mac OSX
- Certified in American Red Cross CPR, First Aid, & Blood-Borne Pathogen

COLLEEN J QUIRK

632 N ~~Jacobus~~ Ave., Tucson, AZ 85705
(720) 934-4604
cquirk@email.arizona.edu

EDUCATION

The University of Arizona, Eller College of Management, Honors College
Bachelor of Science in Business Administration, May 2010
Majors: Business Management and Entrepreneurship, Minor: Spanish
Accelerated Eller Program, motivated to graduate college in 3 years
The Ambrose E. and Hazel R. Halstead Memorial Merit Scholarship, top 4% of
the Eller College of Management incoming professional program
Arizona Award of Excellence Merit Scholarship
GPA: 3.933

EXPERIENCE

- 05/09-12/09 **Marketing and Sales Intern**, Hanger Orthotics and Prosthetics, Tucson, AZ
- Maintained client relationships with personal calls and customized merchandise selections, increasing customer retention and satisfaction
 - Identified and exceeded customer needs for cash register, sales floor, and in fitting room to increase sales and frequently earned top seller recognition
 - Detected and solved lack of new-client interest due to dull mannequins by designing new trendy display; resulting in an average of five additional sales an hour
- 03/07-08/08 **Fashion Consultant**, Arden B. Apparel, Denver, CO
- Created and designed new product brochures targeted to Doctors across many different specialties
 - Identified and pursued new opportunities in OB/GYN market with maternity belts and brought in new products to open in office closets
 - Built up personal client base in Oro Valley Territory with frequent visits, timely follow ups, and by making relationships with office staff
- 01/05-01/08 **Business Intern**, Colorado Professional Medical Supply Company, Golden, CO
- Assembled confidential lawyer portfolios to facilitate company's complete sellout and reorganization into Hanger Orthotics in only a month
 - Consolidated employee payroll records into a prioritized filing system preventing inaccurate vacation time costs and paycheck expenses
 - Updated Solution One Program to clear out closed files in filing cabinets to meet end of year goals and to increase organization in the billing process

ACTIVITIES

- ~~Rotaract~~ Community Service Club, President 2009-10, Member 2008,
- Volunteer Camp Counselor at RYLA to teach high school students leadership skills, 01/09
- Eller Scholars intramurals soccer/ softball/ flag football, 2007-09
- Eller Scholars Honors Association, Community Service Committee, 2007-09
- Eller Management Association, Community Service Committee, 2007-08

SKILLS

- Proficient in Spanish
- Proficient in Microsoft Office 2007, Quick Book Accounting program, Solution One Database program, and FileMaker Pro database maker

TIMOTHY S. RELINKSI

2438 N. PALO DULCE DR. • TUCSON, ARIZONA 85745

CELL PHONE (520) 245-8467

EMAIL: TIMRELINSKI@GMAIL.COM

WORK EXPERIENCE

The Vila Art Foundation

Tucson, AZ

Board President

December 2008 - Present

- Manage foundation budget and facilitate art sales
- Act as a liaison to the media
- Screen prospective artists and volunteers

The Cereal Boxx

Tucson, AZ

Co-Owner

March 2007 - Present

- Executed initial market research
- Partake in research and development and managerial operations
- Perform ongoing marketing strategies

Kellogg Brown and Root

Baghdad/Al Hillah, Iraq

Firefighter

June 2007 – November 2008

- Executed fire suppression tactics and driver operator duties
- Coordinated tracking and accountability functions for fire department inventory
- Conducted weekly fire prevention seminars for the U.S. State Department

Kellogg Brown and Root

Bagram, Afghanistan

Firefighter/Crew Chief

July 2004 - December 2005

- Oversaw the safety and well being of crew members during fire suppression
- Managed a \$5 million logistics budget
- Supervised three firefighters

Norwalk the Furniture Idea

Tucson, AZ

Warehouse Manager

May 2002 - July 2004

- Orchestrated all shipping, receiving, and customer deliveries
- Researched customer satisfaction after product delivery
- Trained and supervised four employees

United States Air Force

Tucson, AZ

Firefighter/Staff Sergeant

September 1997 - September 2003

- Mentored, supervised, and led 6 Airman to successful enlistments
- Graduated from Airman Leadership School
- Developed a base wide fire extinguisher maintenance and tracking system
- Received extensive firefighting tactical training

EDUCATION

The University of Arizona, Tucson, Arizona

Spring 2009 - Spring 2010

Eller College of Management; Honors College - Accumulated GPA: 3.52

Bachelor of Science, Business Administration

Majors: Finance, Entrepreneurship, and Business Management

SKILLS & AWARDS

- Proficient in Microsoft Windows applications, including Microsoft Word and Microsoft Excel
- Practiced in conversational Russian
- Air Force - Air Combat Command Coin recipient, June 2001
- Air Force - Airman Leadership Award, April 1999
- Air Force - Granted top secret security clearance, May 1998

References available upon request