

# **Girl Garage**

*by Olivia H. Farr*

## **Executive Summary**

If you are a woman and own a car, you probably have experienced what millions of other women experience when they take their cars in for routine maintenance or repair – you're in an environment that is alien and distinctly male. Yet, women are the majority of customers for new car purchases and auto services. **Girl Garage** is a new franchise company dedicated to providing high quality preventative auto maintenance, better customer service and a more pleasant and fun experience for the industry's chief customer, women.

**Girl Garage** is a preventative auto maintenance company providing service to all makes and models of passenger and light duty trucks. No appointment is necessary.

**Girl Garage's** signature service will be the "10 Minute TLC Treatment," an oil change service. All services will be preventative, while you wait services.

All services will be packaged in fun, female oriented terms as if a customer was taking their car to a spa.

**Girl Garage** will create the brand perception that the company values and cares for its customers and their cars. The branding strategy will be executed through its value added services, look, employees, marketing and social responsibility programs.

**Girl Garage's** first location will be in central Westchester County, New York and will target local middle and upper income, female car owners and women owned businesses with car maintenance needs. Specific guidelines, demographics and cost considerations will determine the physical and financial aspects of this location. Within a year, **Girl Garage** hopes to open an additional store owned location.

As part of its marketing plan, **Girl Garage** will sell franchises in the second year. The first franchise will be awarded at a reduced cost of \$2,500, \$10,000 for each of the next three, \$15,000 for the next three and \$20,000 for each franchise following. A 5% royalty fee will apply to the gross sales of each franchise.

**Girl Garage** will be owned and operated by Olivia H. Farr, a "Do It Yourself" auto mechanic and MBA graduate, and a partner (unnamed) with extensive auto service management experience.