

## Business Plan Narrative

Jeremy Hughes

**Business Name:** Hughes Automotive

**Operated by:** Jeremy Hughes

**Business address:** 1711 Arthur Ct. Unit B, Waukesha, WI 53188

**Summary-** The purposed automotive business will be a small family owned automotive repair company with occasional wholesale, retail and internet sales. The focus of Hughes Automotive will be automotive repair with the occasional automotive sales as supplemental revenue during slow times. Vehicles will be bought from but not limited to the Automotive Dealers Auctions, repaired if need be, then resold back to the auctions, private retail sale or sold web-based. The company will be in the heart of Waukesha, WI surrounded by similar industry businesses.

**Management-** I, Jeremy Hughes, will be the only employee of Hughes Automotive. I hold a degree in Automotive Technology and Quality Management from Waukesha Technical College and have worked in the automotive industry for close to 16yrs.

**Goal-** The goal of Hughes Automotive is **NOT** to be a car lot. There will be **NO** displayed sale car lot. **NO** cars will be displayed outside for sale. **NO** advertisement of any kind including price stickers or balloons will exist. Granting of the conditional use permit is strictly to obtain the Wisconsin Automotive Dealers License. I, Jeremy, need to have documented that I have the authority to sell both retail and wholesale in order to obtain said license.

**Request-** Conditional use permit in order to obtain a Wisconsin Automotive Retail Dealers License. To obtain this license one of the main requirements is *“An established place of businesses that complies with all local zoning and permit regulations.”* The property is currently zoned M-2 which doesn't allow automotive sales without a conditional use permit.

**Parking-** Cars that are in the parking lot will be cars that are waiting to be repaired or sold. No cars will have any advertisement or for sale stickers nor any identifying marks that they are for sale. Anyone driving by will not know cars are sold at the location from the appearance of the vehicles. I will always maintain my half of the driveway to look orderly and will regularly have 3-5 cars in the parking lot. I will never at a given time have more than 10 cars in my portion of the lot.