



BY VINCENT MICHAEL WAGNER

OUR EXECUTIVE SUMMARY

THE NAME OF MY BUSINESS IS WAGNERWERKS BUILT BY ENTHUSESTS FOR ENTHUSESTS. I do suspension tuning and engine tuning along with full race car builds. What makes me different is that I do it all compared to other people who focus on one thing. What I believe in or value is quality and customer service. The overall “vibe” or personality of my brand is cars and car culture. We build and race cars. The lifestyle is cars and the age range is 25-75. We offer everything, anything you want us to do, we will do it and figure it out. People don't get the same quality and respect as they used to. We love cars so we understand people's problems. People don't get the love they deserve from their business. WAGNERWERKS AUTO Recognizes that many customers are unhappy with the quality of their built cars. They often feel their vehicles don't receive the craftsmanship or attention they expect. Our solution is to deliver high-quality builds that meet each customer's vision. We also focus on building strong, genuine relationships with every client. To support this, we will host frequent local and national car shows. We will also organize regular track days for friends, family, customers, and potential customers. These events help create a trusted community and showcase the quality of our work.

Mission and vision

Our mission is to “build the right car for the right person.” And our vision is “do whatever you want don't be bossed around” our tagline is built by enthusiasts for enthusests. People don't get the same quality and respect as they used to. We love cars so we understand people's problems. People don't get the love they deserve from their business. Our main value is giving the customer exactly what they want and doing it with hard work and quality. What I believe in or value is quality and customer service.

BUSINESS DESCRIPTION

We build and race cars. We offer everything, anything you want us to do, we will do it and figure it out. We value our customers, we respect all cars. I also believe that we need to have fundraisers and car shows. We like to chill with our customers. The main problem with car culture is that people are having to send their cars back to the shop after being tuned because they are breaking. One other problem is that shops only focus on one thing whether its tuning or bodywork. Our solution is, I install bodykits and I do suspension tuning and full race car builds. Also engine tuning. How it fixes the problem of people not having good quality and we do anything and everything on cars. Why it works better than what people are using now is because we have a good quality and we want to give our customers the best products. We build and tune cars. And race cars.it gives the car community fun. Our business will operate by tuning the cars and installing the cars. We will have separate booths for each profession. Including welding, body kits, paint, vinyl, tuning-engine building. We will start with one person for each profession including myself- i will help employees work on the cars. We will try to partner with places and restaurants to advertise. We will have weekly car shows with our customers and anyone. The whole idea is family freindly. The last problem is the car scene having a bad reputation. This is because the takeover crews' goal is to stop that and bring back a respectful name. The main problem is people being unhappy with their built cars and them wanting better quality and cars put into their car. The solution to this is giving them a good car and good relationship. We will host local and national. WAGNERWERKS AUTO recognizes that many customers are unhappy with the quality of their built cars. They often feel their vehicles don't receive the craftsmanship or attention they expect. Our solution is to deliver high-quality builds that meet each customer's vision. We also focus on building strong, genuine relationships with every client. To support this, we will host frequent local and national car shows. We will also organize regular track days for friends, family, customers, and potential customers. These events help create a trusted community and showcase the quality of our work.

MARKET ANALYSIS

WAGNERWERKS AUTO targets young car enthusiasts in their 20s who live and breathe car culture. This group isn't just casually interested in cars — modifying, tuning, and personalizing their builds is a core part of their identity. Their vehicles are an extension of who they are, and they take pride in every detail.

These enthusiasts are comfortable investing serious money into their cars because it's their main hobby and creative outlet. They value high-quality craftsmanship and want work done by someone who genuinely understands the culture, the language, and the lifestyle. For them, it's not just about performance — it's about passion.

Authenticity matters deeply to this audience. They prefer shops that treat their cars with respect and understand the emotional connection behind each build. They want to work with someone who “gets it,” someone who knows why a specific mod matters or why a certain aesthetic completes the vision.

This demographic is also highly active in the community, both in person and online. They love showing off their builds at meets, events, and shows, and they share their progress across social platforms. By focusing on this group, WAGNERWERKS AUTO attracts customers who are not only willing to invest in premium work but who also value long-term relationships with a shop they trust. WAGNERWERKS AUTO stands out because we don't just install body kits or tune engines — we build a full experience around real car culture. While competitors focus only on the work, we combine high-quality builds with community events that actually bring enthusiasts together. We install the kits, we tune the cars, and we host meets and track days that people can trust. This is exactly what other shops are missing, and it's why customers will feel more connected to us. Even though I'm aware of the reputation issues in the scene, that only pushes me to raise the standard. By delivering better quality and building real relationships, we become the shop people rely on. In the end, our culture becomes our competitive edge. Three competitors are 5250 performance, elite performance and tuning, and rain precision motorsports.

PRODUCTS AND SERVICES

What is our main way of making money? Car shows and building and tuning cars. Maybe some racing. Merch shops and food. It depends on the build; there is no set price. Our revenue comes from devoted craftsmanship and car shows and track day. We also do not have set prices on car builds but we do base it on the intensity of the build.

WAGNERWERKS AUTO generates revenue through devoted craftsmanship and high-quality automotive builds. Our income also comes from hosting car shows that bring the community together. Track days are another major source of revenue, giving enthusiasts a place to drive and connect. We do not use fixed pricing for custom car builds. Instead, every project is evaluated individually. The cost is based on the intensity, complexity, and vision of the build. This approach ensures customers only pay for the level of work their project truly requires. For my marketing I will do car shows and racing events that are sponsored by my company and by other companies in the industry. This will cause people to know who I am and I will also make these events family friendly. Because I have noticed that people who make events family friendly are successful because people can make it a family event. A different idea would be youtube. Or I could do some instagram ect. I think another one is an influencer. And shops.

MANAGEMENT

The owner of the business is myself. I will manage my business by having weekly meetings with food for my employees. I will treat my employees with respect. The pay will depend on the work and the role. I will reward them with vacations and raises. I will start with 3 people working here. My goal is to have a whole staff full of a lot of people who have the same passions as me. We will also have a juniors academy. For people who want to work here. Or go into the industry.

MARKETING-SALES

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NEXT PAGE IMAGES OF CAR SHOWS->







These are all images of my shop and the shows I will host.

The main parts are

- Food
- Cars
- Photography
- Family
- Good scenary
- Racing sims
- Graffiti
- Live djs
- Police supervision
- “Sometime racing aspects”

FINANCAILS

The financial plan for WAGNERWERKS AUTO is built around delivering high-quality automotive services while maintaining steady business growth. Revenue will be generated through suspension tuning, engine tuning, and full race car builds tailored to each customer's needs. Because Wagnerwerks offers a wide range of services instead of focusing on just one area, it creates multiple streams of income and attracts a broader customer base. Start-up costs include specialized tools, shop equipment, workspace expenses, and initial marketing efforts. Ongoing costs will involve parts, labor, utilities, and maintaining high-performance equipment. Pricing will reflect the premium quality of work while remaining competitive within the car performance industry. The business will prioritize strong profit margins to support growth and reinvestment. Profits will be used to improve equipment, expand services, and enhance customer experiences. Wagnerwerks AUTO will carefully track cash flow to ensure financial stability and avoid overspending. Building long-term relationships with customers will lead to repeat business and consistent revenue. Hosting car shows and track days will also help promote the business and bring in additional income opportunities. These events will strengthen the brand and create a loyal community around car culture. The company's commitment to quality and customer service will justify its pricing and build strong financial trust with clients. Savings will be set aside for unexpected repairs, economic changes, and future expansion plans. Overall, the financial strategy of Wagnerwerks AUTO supports long-term success by combining passion for cars with smart financial management.

PLANS-APPENDICIES

PERFORMANCE & TUNING SERVICES

- Engine tuning (street & race setups)
 - ECU tuning & custom mapping
 - Dyno tuning (if available)
 - Turbo & supercharger tuning
 - Fuel system upgrades & tuning
 - Performance diagnostics
 - Complete engine builds (stock to race)
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SUSPENSION & HANDLING

- Suspension tuning (street, track, drift)
 - Coilover installation & setup
 - Air suspension builds
 - Alignment & ride height setup
 - Custom suspension fabrication
 - Track setup & corner balancing
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FULL CAR BUILDS

- Full race car builds
- Street performance builds
- Drift builds
- Show car builds
- Custom project builds (anything you want)
- Start-to-finish complete builds

FABRICATION & CUSTOM WORK

- Custom fabrication (metal, brackets, mounts)
- Roll cages & safety structures
- Welding (TIG, MIG)
- Custom exhaust systems
- Intake fabrication
- One-off custom parts

BODY & VISUAL SERVICES

- Body kit installation
- Widebody kits
- Paint and refinishing
- Vinyl wraps & decals
- Carbon fiber installs
- Custom exterior styling

WHEELS, TIRES & BRAKES

- Wheel & tire installation
- Brake upgrades (pads, rotors, big brake kits)
- Performance brake setups
- Track-ready brake systems

GENERAL SERVICES

- Maintenance & repairs
- Performance inspections

- Pre-track inspections
 - Troubleshooting & problem solving
 - “We’ll figure it out” custom requests
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COMMUNITY & EVENTS

- Weekly car meets
 - Local & national car shows
 - Track days (friends, family, customers)
 - Car culture events
 - Sponsored racing events
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EXTRAS & ADD-ONS

- WAGNERWERKS merchandise
 - Food & event vendors (at shows)
 - Build consultations
 - Custom project planning
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WHAT MAKES US DIFFERENT

- Full-service shop (not just one specialty)
- Built by real car enthusiasts
- High-quality craftsmanship
- Strong customer relationships
- Community-driven culture
- “If you want it, we’ll build it” mindset

FINANCAILS

WAGNERWERKS AUTO – Financials

Overview

1. Startup Costs (Initial Investment)

These are one-time or early costs to get your shop running:

- **Shop Lease / Rent (first 3–6 months):** \$10,000 – \$30,000
- **Renovations & Setup (booths, lifts, layout):** \$15,000 – \$40,000
- **Equipment & Tools:**
 - Lifts (2–4): \$8,000 – \$20,000
 - Welding equipment: \$3,000 – \$10,000
 - Engine tuning tools/software: \$2,000 – \$8,000
 - General tools: \$5,000 – \$15,000
- **Paint & Body Equipment:** \$10,000 – \$30,000
- **Vinyl/Wrap Equipment:** \$2,000 – \$6,000
- **Initial Inventory (parts, fluids, materials):** \$5,000 – \$15,000
- **Business licenses, insurance, registration:** \$3,000 – \$10,000
- **Marketing (branding, logo, website, early ads):** \$2,000 – \$8,000

✅ **Estimated Startup Total:**

👉 **\$65,000 – \$200,000**

2. Monthly Operating Expenses

- Rent / Shop Lease: \$3,000 – \$8,000
- Utilities (electric, water, internet): \$500 – \$2,000
- Employee wages (3 staff):
 - \$3,000–\$5,000 per employee = \$9,000 – \$15,000
- Insurance: \$500 – \$2,000
- Supplies & Parts Restock: \$2,000 – \$8,000
- Marketing / Social Media / Ads: \$500 – \$3,000
- Miscellaneous: \$500 – \$2,000

✓ **Estimated Monthly Expenses:**

👉 **\$16,000 – \$40,000**

3. Revenue Streams

Primary Revenue

- Full car builds: \$5,000 – \$50,000+ per build
 - Engine tuning: \$500 – \$3,000 per car
 - Suspension tuning: \$300 – \$2,000
 - Body kits & installs: \$1,000 – \$10,000
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Secondary Revenue

- Track day events: \$50–\$300 per participant
 - Car shows (entry fees, vendors, sponsors): \$1,000 – \$10,000 per event
 - Merch sales (shirts, hats, etc.): \$10–\$50 per item
 - Sponsorship deals & partnerships
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4. Estimated Monthly Revenue Example

If you scale gradually:

- 2 full builds/month: \$20,000
- 10 tuning jobs: \$10,000
- 8 installs/mod jobs: \$12,000
- Events + merch: \$3,000

✓ **Total Monthly Revenue:**

👉 ~\$45,000

5. Profit Estimate

- Revenue: ~\$45,000
- Expenses: ~\$25,000 (mid-range)

✓ **Estimated Monthly Profit:**

👉 ~\$20,000

6. Break-Even Analysis

- Startup cost: ~\$100,000 (average)
- Monthly profit: ~\$15,000–\$20,000

✓ **Break-even point:**

👉 Around **5–8 months**

7. Pricing Strategy

- No fixed pricing → **custom quotes per build**
- Charge based on:
 - Labor hours
 - Parts complexity
 - Build level (street / race / show)

✓ Position yourself as a **premium shop** focused on:

- Quality over cheap pricing
 - Trust + craftsmanship
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8. Growth Plan Financials

Year 1:

- Small team (3–5 people)
- Focus on reputation

Year 2–3:

- Hire more specialists
- Increase build volume
- Expand events nationally

Future:

- Bigger shop
 - Sponsored race cars
 - Major brand partnerships
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Quick Summary

WAGNERWERKS AUTO makes money by: Building and tuning cars

Hosting events (car shows & track days)

Selling merch and partnerships

Your biggest strength financially: You offer **EVERYTHING** under one roof

That means **higher customer spending per project**

