



Honda Performance • Fabrication • Engine Building • Tuning

Business Plan

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Parker, CO 

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We're Honda experts
Nobody knows these cars better than we do

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Executive Summary

VTEC Velocity is a Honda-exclusive performance and service facility located in Parker, Colorado. The business provides everything from routine maintenance to full competition-spec race builds, custom fabrication, engine building, dyno tuning, and professional-grade paint and bodywork. The company exists to solve a major gap in the regional automotive market: the lack of a true Honda-specialty shop capable of delivering safe, precise, and reliable work for both daily drivers and high-performance builds.

Our customers are Honda and Acura enthusiasts aged 18–45 who value precision, reliability, and platform-specific expertise. VTEC Velocity generates revenue through high-skill performance services, routine maintenance, fabrication, tuning, and race preparation. With strong demand, a clear market gap, and a scalable business model, VTEC Velocity is positioned to become the region's leading Honda performance destination.

There isn't many honda tuners in the area or people who really work on them and our company is here to be in the center of most major town to specialize in what isn't common.



Mission Statement

VTEC Velocity helps Honda and Acura enthusiasts and owners reach their reliable, high performance goals they want through precision fabrication, expert engine building, and data driven tuning so they can drive their Honda with confidence on the street or the track.

Vision statement

To become Colorado's most trusted Honda exclusive performance facility, known for our craftsmanship, community, and competition level results.

Company Values

- Precision over shortcuts
- Safety before speed
- Community over competition
- Honesty, transparency, and clean workmanship
- Platform-specific expertise



Company Identity

The performance automotive and grassroots racing markets face a gap between the complexity of modern vehicles and the capabilities of the average builder, fabricator, or tuner.

Critical safety components such as roll cages are frequently installed by inexperienced fabricators or sourced from generic kits, leading to failed tech inspections, structural weaknesses, and documented cases of weld failures during high-speed incidents. Engine building errors remain widespread as well: improper bearing clearances, inaccurate measurements, and tolerance stacking routinely result in oil starvation, bearing failure, and catastrophic engine loss. On the electronic side, the rise of handheld tuners, generic ECU maps, and unverified online calibrations has created a wave of preventable engine damage, from detonation and bent rods to complete ECU bricking caused by checksum or flashing mistakes. Even paint and bodywork often underestimated by DIY builders carry significant hidden costs: materials alone can range from \$100 to \$1,500, and without professional prep, multi-stage primer, and controlled spray environments, results often include uneven coverage, paint runs, and premature failure of the finish.

These issues cost customers thousands of dollars, weeks of downtime, and substantial safety and reliability risks while exposing a clear market inefficiency. Customers need a trusted, technically proficient shop capable of delivering precision fabrication, data-driven engine building, high-integrity tuning, and professional-grade paint and bodywork. Investors see an industry where demand for reliability and expertise far exceeds supply, creating a strong opportunity for a specialized, high-standards operation to become the go-to solution in a tough market.

Business Description

The problem

The lower experienced Honda owners struggle to maintain, modify or build their cars, for a wide variety of problems, like lacking the skills needed to finish a certain task, or completing the task without complex tools. There's a part of safety that we need to think about, and beginner fabricators welding their own roll cages can be dangerous if it's mounted to weak spots, or having poor welds that will break under high load like a high speed impact or roll over. Engine builds are important too without the proper measuring and parts it can lead to engine failure, alongside that is tuning that can cause even worse engine failure. Finally the painting the car, some people cannot afford the tools or have the time to sit there, spend money and learn to paint the car just to come out with orange peel and paint drips

The problem is costing enthusiasts time, energy, stress, space, and having a properly done car that's reliable with professional work, or even having to take the time to learn how to work on the car or build the car up or having to spend the extra money to buy and the time to learn how to use, for example a welder, pipe benders and cutters to build a roll cage with the proper welding penetration and tubing size

Most people do diy work and that's perfectly fine, but when it comes to dyno tunes, welding roll cages, or painting a car that's where most people tend to run in to problems by not having space or the tools required for the job, non the less building engines thats 50/50 some people have the space and the knowledge to do it, and on the other side they prefer to have a professional who knows all the ins and outs of the engine that they are working on to build their motor or car.



Business Description

Our Solution

VTEC VELOCITY delivers a complete, Honda-only service solution that directly eliminates the frustrations Honda owners face in the Parker and Douglas County area—where no true Honda-specialty performance shop currently exists. With 30% of DIY automotive repairs leading to additional damage that requires professional correction, and vehicle owners reporting they lack the tools, space, or skill to complete advanced repairs, local enthusiasts need a trusted, brand-specific shop that can guarantee safety, precision, and reliability.

Our team of specialized Honda technicians—engine builders, fabricators, tuners, painters, and master mechanics—provides everything from routine maintenance and diagnostics to custom fabrication, engine builds, dyno tuning, and full competition-spec race preparation. As the U.S. auto repair industry surpasses \$75 billion annually, customers increasingly seek shops with proven expertise rather than generalists who work on every brand. By focusing exclusively on Honda platforms—B-series, D-series, K-series, F-series, H-series, and J-series—we deliver deeper technical knowledge, safer fabrication, more accurate data-driven tuning, and higher-quality builds than any generic shop or DIY attempt.

Our one-stop facility saves customers time, money, and frustration by giving them access to professional tools, certified specialists, and a streamlined drop-off experience. Combined with our strong community presence through social media, YouTube builds, race-event booths, and our branded competition car, VTEC VELOCITY offers a level of capability, consistency, and trust that no other shop in the region can match.



Market Analysis

Industry Overview

The U.S. auto repair industry exceeds \$75 billion annually, with performance and tuning sectors growing rapidly due to increased interest in motorsports, track days, and enthusiast culture.

Target Market

VTEC VELOCITY serves local Honda and Acura enthusiasts aged 18–45 who want expert-level support for everything from daily-driver maintenance to full race-car builds. These customers are typically middle-income drivers who value precision, reliability, and a shop that understands Honda platforms better than generalist mechanics. Many struggle with limited space, tools, or technical knowledge, and they seek a trusted, Honda-specific shop that can deliver clean fabrication, accurate engine builds, safe roll-cage work, and data-driven tuning. Our target market includes both new and experienced enthusiasts who want professional-grade results, a strong community presence, and a shop that treats their build with the same care as a competition car.

Honda/Acura owners aged 18–45

- Daily drivers needing reliable maintenance
- Enthusiasts modifying street cars
- Track and autocross drivers
- Racers needing competition-spec builds



Market Analysis

Customer Pain Points

- Lack of tools, space, or technical skill
- Unsafe DIY fabrication (roll cages, welding)
- Engine failures from improper measurements
- ECU damage from generic tunes
- Poor paint results from DIY attempts

Competitor Analysis

- General repair shops: lack Honda expertise, and work in a wide field of cars so not one direct focus
- Broad performance shops: spread thin across many platforms and usually don't include Honda (Most major brands)
- Small local shops: lack certified fabricators and precision tools where they cannot complete complex tasks that are required

Competitive Advantage

VTEC Velocity is the only Honda-exclusive performance facility in the region, offering:

- Platform-specific engine building
- Data-driven tuning
- Certified fabrication
- Professional paint and bodywork
- A strong community presence



Market Analysis

Competition explanation

The performance automotive market in Parker and the greater Douglas County area is dominated by general repair shops and broad-spectrum performance garages that work on every brand but lack true Honda-specific expertise.

Larger regional competitors offer tuning or fabrication, but their knowledge is spread thin across dozens of platforms, leading to inconsistent results, generic ECU maps, and fabrication work that often fails tech inspections or compromises safety.

Smaller local shops may provide affordable labor, but they typically lack certified fabricators, precision engine-building capability, or the specialized tools required for high-integrity Honda work.

VTEC VELOCITY stands out by being the only Honda-exclusive performance facility in the region, offering platform-specific engine building, data-driven tuning, professional roll-cage fabrication, and competition-level race preparation backed by a team of specialists who work exclusively on B-, D-, K-, F-, H-, and J-series platforms.

This depth of expertise, combined with a strong community presence and a reputation for clean, reliable, safety-focused workmanship, positions VTEC VELOCITY as the clear choice for enthusiasts seeking results that generalist shops simply cannot match.



Products and Services

Primarily High Skilled Services (High Margin)

- Engine building (measurement-driven)
- Dyno tuning and ECU calibration
- Custom fabrication
- Roll-cage construction
- Race-car preparation
- Paint and bodywork

Secondary Services (Daily Cash Flow)

- Oil changes
- Brakes
- Suspension work
- Diagnostics
- Troubleshooting
- Common Honda repairs
- Custom installs

Why Customers Choose Us

- Safety
- Reliability
- Clean workmanship
- Platform expertise
- Community trust



Products and Services

Main Revenue streams

At VTEC VELOCITY, revenue is driven primarily by high-skill, high-margin performance services that require specialized Honda expertise, including ECU calibration and dyno tuning, precision engine building, custom fabrication, roll-cage construction, full race-car preparation, and professional-grade paint and bodywork, all priced according to technical complexity—tuning billed per dyno session with map revisions, fabrication and paint quoted per project based on labor hours and materials, and engine builds charged at a specialized labor rate that reflects the measurement-driven precision needed to prevent failures such as improper bearing clearances or tolerance stacking. These advanced services generate the strongest profitability because they rely on expert technicians, platform-specific knowledge, and equipment that generalist shops or DIY builders cannot match.

Steady but Secondary Revenue income

Alongside this, the shop maintains a steady secondary revenue stream through routine maintenance and general repair work—brakes, oil changes, diagnostics, suspension service, and troubleshooting—billed at a standard hourly rate to ensure consistent daily cash flow even when large performance projects are underway. This dual-stream structure creates a balanced financial model in which everyday services keep the shop active and predictable, while high-end performance projects deliver larger payouts, strengthen brand reputation, and reinforce VTEC VELOCITY's position as the region's only Honda-specialty performance facility.



Management

Current Organizational Structure

At launch, VTEC Velocity operates under a single owner, where Daniel manages both the technical and administrative sides of the business. This structure allows for strict quality control, direct customer communication, and hands-on oversight of all performance and fabrication work.

Owner / Operator – Daniel Steffens

Daniel currently performs all major operational roles, including:

- **Diagnostics & Troubleshooting:** Identifying mechanical, electrical, and performance issues.
- **Fabrication:** Designing and executing custom fabrication projects, including roll cages, exhaust systems, and chassis reinforcement.
- **Engine Building:** Handling engine assembly, component selection, and precision machining coordination.
- **Dyno Tuning:** Creating safe, data-driven ECU maps tailored to each customer's build.
- **Customer Communication:** Managing scheduling, consultations, estimates, and project updates.
- **Parts Sourcing & Inventory:** Ordering components, managing stock, and coordinating with suppliers.
- **Business Operations:** Finances, marketing, workflow management, and long-term strategy.



Management

Future Organizational Structure

As VTEC Velocity grows, the business will transition from a single operator to a specialized team structure. Each role is designed to support increased project volume, reduce turnaround times, and expand the shop's capabilities.

Planned Positions (12–24 Month Growth Timeline)

1. Automotive Technician

Responsible for routine maintenance, suspension work, brake service, and general repairs.

2. Fabricator / Welder

Handles roll cage construction, exhaust fabrication, and chassis work.

3. Painter & Bodywork Specialist

Manages paint preparation, spraying, color matching, and restoration work.

4. Front Desk Service Writer

Oversees customer intake, scheduling, invoicing, and communication.

5. In-House Tuner

Provides ECU calibration, dyno operation, and data analysis.

6. Shop Manager

Coordinates daily operations, manages workflow, oversees technicians, and ensures projects stay on schedule.

7. Parts Manager

Handles ordering, inventory management, vendor relationships, and parts logistics.

8. Apprentice / Trainee

Supports technicians and fabricators while learning platform-specific skills.



Marketing & Sales Strategy

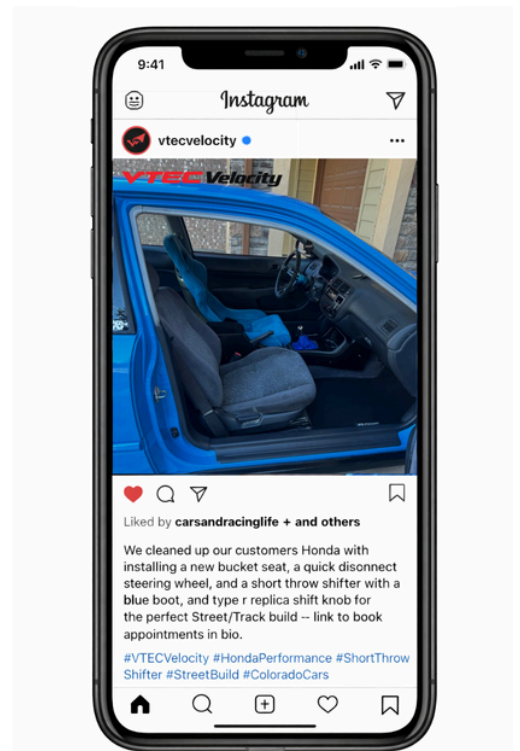
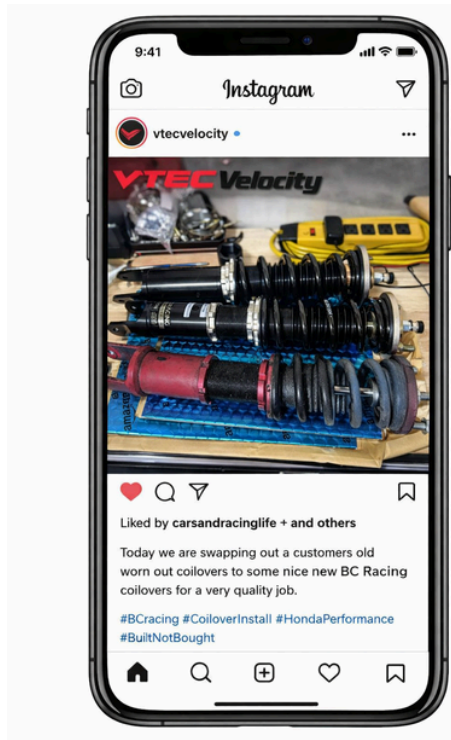
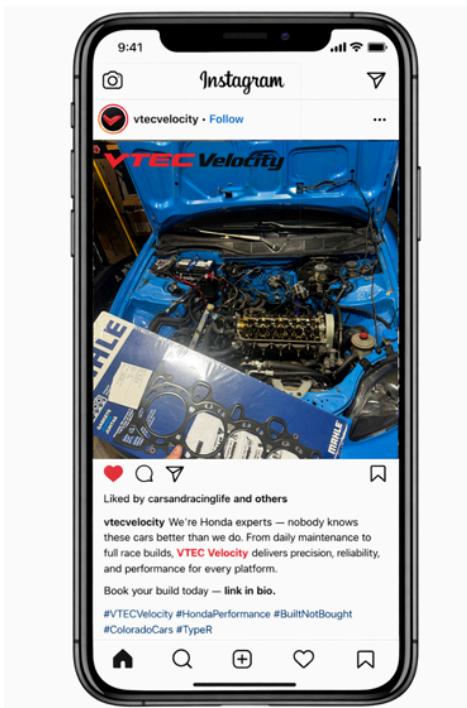
Planned Marketing Strategy

VTEC VELOCITY will market its services through a combination of social media content, in-person event presence, and community-driven engagement that directly targets Honda enthusiasts. The shop will post consistent behind-the-scenes videos, build updates, dyno pulls, fabrication clips, and educational tuning content across Instagram, TikTok, Facebook, and YouTube to showcase expertise and attract both local and national attention. To reach customers in person, the business will host booths at local race events, autocross meets, and car shows, using the branded competition car to draw interest and demonstrate real performance results. The shop will also leverage word-of-mouth marketing by encouraging satisfied customers to share their builds online and refer friends, supported by occasional referral incentives. Together, these activities build trust, highlight the shop's Honda-specific skillset, and position VTEC VELOCITY as the go-to performance destination for the regional Honda community.

- Social media screenshots
- Flyer/poster
- Booths
- Branded Car livery
- Word of Mouth
- Website homepage mockup

Marketing & Sales Strategy

Marketing Strategy Examples





Finances

Expense Summary

VTEC VELOCITY will incur significant startup expenses, including welding equipment, fabrication tools, pipe benders and notchers, metal-working tools, paint supplies, air compressors, HVLP spray guns, diagnostic equipment, lifts, and the initial setup of the shop space. Once operating, the business will take on fixed monthly expenses such as rent for the facility, utilities, commercial insurance, internet, software subscriptions, and payroll for technicians and support staff. Variable expenses will include consumable materials like welding wire, grinding discs, paint, primer, masking supplies, engine components, tuning hardware, and replacement shop tools, along with marketing costs for social media promotion and event booths at races or car shows. Together, these startup, fixed, and variable expenses represent the essential costs required to run a full-service Honda performance shop that offers fabrication, tuning, engine building, paint work, and routine maintenance under one roof.

Startup Costs

Costs	
Lease deposit, and property setup	\$105,200.00
Equipment and Tools	\$161,400.00
Insurance, Permits, Insurance, legal	\$5,500.00
Vehicles and shop movement	\$40,000.00
Initial Inventory startup	\$5,000.00
Technology and and Payment systems	\$8,000.00
Total	\$325,100.00



Finances

Monthly and Yearly Costs

Variable Costs	Monthly	Yearly
Rent	\$8,000.00	\$96,000.00
Utilities	\$1,500.00	\$18,000.00
Internet	\$200.00	\$2,400.00
Trash Service	\$200.00	\$2,400.00
Security System	\$150.00	\$1,800.00
Tech Payroll	\$4,200.00	\$50,400.00
Fabricator Payroll	\$5,000.00	\$60,000.00
Painter and Bodywork Payroll	\$4,800.00	\$57,600.00
Front Desk and Receptionist Payroll	\$3,800.00	\$45,600.00
Tuner Payroll	\$6,500.00	\$78,000.00
Shop Manager Payroll	\$6,000.00	\$72,000.00
Parts Manager Payroll	\$4,000.00	\$48,000.00
Apprentince Payroll	\$2,500.00	\$30,000.00
Welding wire + Grinding Disc + ext	\$1,000.00	\$12,000.00
Fluids + Chemicals	\$500.00	\$6,000.00
PPE + Cleaning supplies	\$300.00	\$3,600.00
Fluids + Filters + Gaskets	\$1,000.00	\$12,000.00
Common Honda parts	\$2,500.00	\$30,000.00
Shop management software	\$150.00	\$1,800.00
Liability insurance	\$800.00	\$9,600.00
Workers Comp	\$400.00	\$4,800.00
Commercial auto	\$175.00	\$2,100.00
Oil Recycling and disposal	\$60.00	\$720.00
Coolant disposal	\$80.00	\$960.00
Total	\$53,815.00	\$645,780.00



Finances

Sales Numbers

Estimated prices

Sales Numbers	
Per Unit	\$3,165.00
Cost Per Unit	\$1,822.00
Profit	\$1,343.00

Projected Income (Revenue)	
Year 1	\$1,266,000.00
Year 2	\$1,455,900.00
Year 3	\$1,674,285.00

Projected Expensies	
Year 1	\$645,780.00
Year 2	\$710,358.00
Year 3	\$781,393.80

Profit / loss	
Year 1	\$620,220.00
Year 2	\$745,542.00
Year 3	\$892,891.20



Finances

Key Financial Highlights

- Selling Price: ~ \$1,822 Per Unit
 - Year 1 Units: ~ 400
 - Startup costs: \$325,100
 - Breakeven: Year 1, \$620,220 profit
 - Monthly Costs: \$53,815
-

Milestones

Milestone (12 month plan)

Over the next year, VTEC VELOCITY aims to reach several key milestones that will move the business from early operation into steady, scalable growth. Within the first three months, the goal is to fully organize the shop space, finalize essential equipment setup, and complete the first round of customer projects to establish a strong reputation. By the six-month mark, the business plans to launch consistent social media marketing, reach its first 100 engaged followers, and build a steady flow of repeat Honda/Acura customers. Around nine months, VTEC VELOCITY aims to add its first part-time technician or fabricator to increase capacity and reduce turnaround times. By the end of the first year, the business plans to achieve stable monthly revenue, streamline operations with a reliable scheduling and parts management system, and position itself for expansion into tuning, fabrication, and larger performance builds. These milestones create a clear, achievable roadmap for growth while keeping the business focused on quality and long-term success.

Milestones

Milestone Highlights

0–3 Months

- Organize shop
- Install equipment
- Complete first customer projects

3–6 Months

- Launch consistent social media
- Reach 100 followers
- Build repeat customer flow

6–9 Months

- Hire first part-time technician or fabricator

9–12 Months

- Achieve stable monthly revenue
- Implement scheduling/parts management system
- Expand performance offerings

Appendices

Included Materials

- Full marketing plan
- Social media campaigns
- Flyers/posters
- Influencer plan
- Radio script
- Email campaign
- Website homepage mockup
- Expense spreadsheet
- Market research
- Competitor analysis
- Logo concepts