



WESTCHESTER CAR CLUB & STORAGE

BUSINESS PLAN

Matthew Visconti, Partial Owner

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I. INTRODUCTION

Business Name

Westchester Car Club & Storage

Location

3451 Lexington Ave

Mohegan Lake, NY 10547

Principal Members

Sheldon Nathel

John Ahearn

Lawrence Ahearn

Matthew Visconti

2. EXECUTIVE SUMMARY

Westchester Car Club & Storage will be a luxurious car storage and membership club for every car enthusiast in the Westchester area. We will offer a 56,000 square foot open storage space, stowing upward of 350 cars and motorcycles. Together with a 4,900 square foot showroom, and membership space above on the 2nd floor.

Westchester Car Club & Storage will be targeting the elite car collector and offer the finest service and security. We will target mostly the areas surrounding Westchester.

We will offer a member's lounge equipped with a fully stocked bar and common areas with couches and televisions.

Westchester Car Club and storage will create a community amongst all its members and grant access to our private facilities and once a month membership events. No events will be hosted for the foreseeable future. For the time after Covid-19, the events will be limited to a maximum of 75 people with advanced-ticket sale - maximum 1 event per month.

Our operating staff will provide the utmost professionalism at all times, offering detailing and in-house car maintenance.

Our goal is to become one of the most reputable car storage facilities, with a wait-list on storage vehicles and satisfied members.

3. COMPANY OVERVIEW

Storage:

- Our storage will be a full climate-controlled facility with fire suppression and dust filtration.
- Westchester Car Club & Storage will display a warehouse style open space, few columns for a clean, eye catching, organized look
- Full 24/7 security camera operated with alarm system
- 24/7 access to owner's vehicle during hours of operation, one-hour notice for after hours
- Four individual garages with a key code entry

Services at an additional charge

- Car wash/Detailing;
Separate in-house detailing sub-lease to a Company/Vendor where they will solely be responsible for the vehicle they are servicing. Vendor will need to provide their OWN insurance with liability coverage and will pay rent to Westchester Car Club & Storage
- Repair and restoration work in our private registered auto repair shop, located in the rear of the property. The repair shop is not visible from Lexington Ave.
- Monthly starts-ups with tire pressure and fluid checks
- Paint-less dent removal
- Wheel/ tire repair
- Local/long-distance enclosed car transportation
- Collection management for vehicle collectors
- Vehicle battery charger connection
- NYS inspections, DMV services: Registrations, etc.

Services

Business Plan

Business Hours:

- Storage Facility - Mon-Fr: 8AM - 8PM, Sat: 8AM - 6PM, Sun: 11AM - 5PM
- Showroom (collector car sales) - Mon-Fr: 10AM - 8PM, Sat: 8AM - 6PM, Sun: Closed (Member's Lounge has the same business hours)
- Auto Repair Shop (In-house only) - Mon-Fr: 8AM - 5PM, Sat: 8AM - 2PM, Sun: Closed

Member Events:

One event/month - limited to 75 people with advance-ticket sale - 'first come first serve'. Parking on the premises only, valet parking will be offered inside the storage building, shuttle service will be provided to the Cortlandt train station

Membership Package Deals:

Membership: (Note) Member does NOT have to have a vehicle in car storage in order to be a member.

Included in Westchester Car Club & Storage membership

- Monthly starts ups with tire pressure and fluid checks
- Free access to the 'once a month event'.
- Seminars/ Guest Speakers such as a car reveal
- Lounge/ Clubhouse
- Mechanics Class
- Access to Race Car Computer Simulator on 2nd floor

4. MARKETING STRATEGY

- Begin Social media presence immediately.

Post the progress of the build out with updates so that it creates an interest to be apart of something from the very beginning

- Start an early membership campaign
- Constant social media presence
- Purchased website domains for

Westchestercarstorage.com

Westchestercarclub.com

Westchestercarclubstorage.com

Cmccstorage.com

- Have a monthly membership with a company who specializes in SEO (search engine optimization) to make sure we are high on the google list with any searches for “Westchester” “storage” “car” “Club”

5. COMPETITION

Collectors Car Garage = 17.3 Miles Ave (35-40 Minutes)

Stores 375 vehicles

(\$485/month \$150/motorcycles)

East Coast Auto Detailing & Storage Inc. = 9.6 miles (30 minutes)

Solution:

- Collectors Car garage currently has no more room for storage and has a waiting list.
- We have competitive pricing, charging \$35 less a month for storage.
- Connections - Matt has already been in the automotive industry