



Car-Sharing Business Plan

Financial planning as the basis for success



merging

Aachen
Bremen
Cologne
Saarbrücken

100%

cambio

Hagen

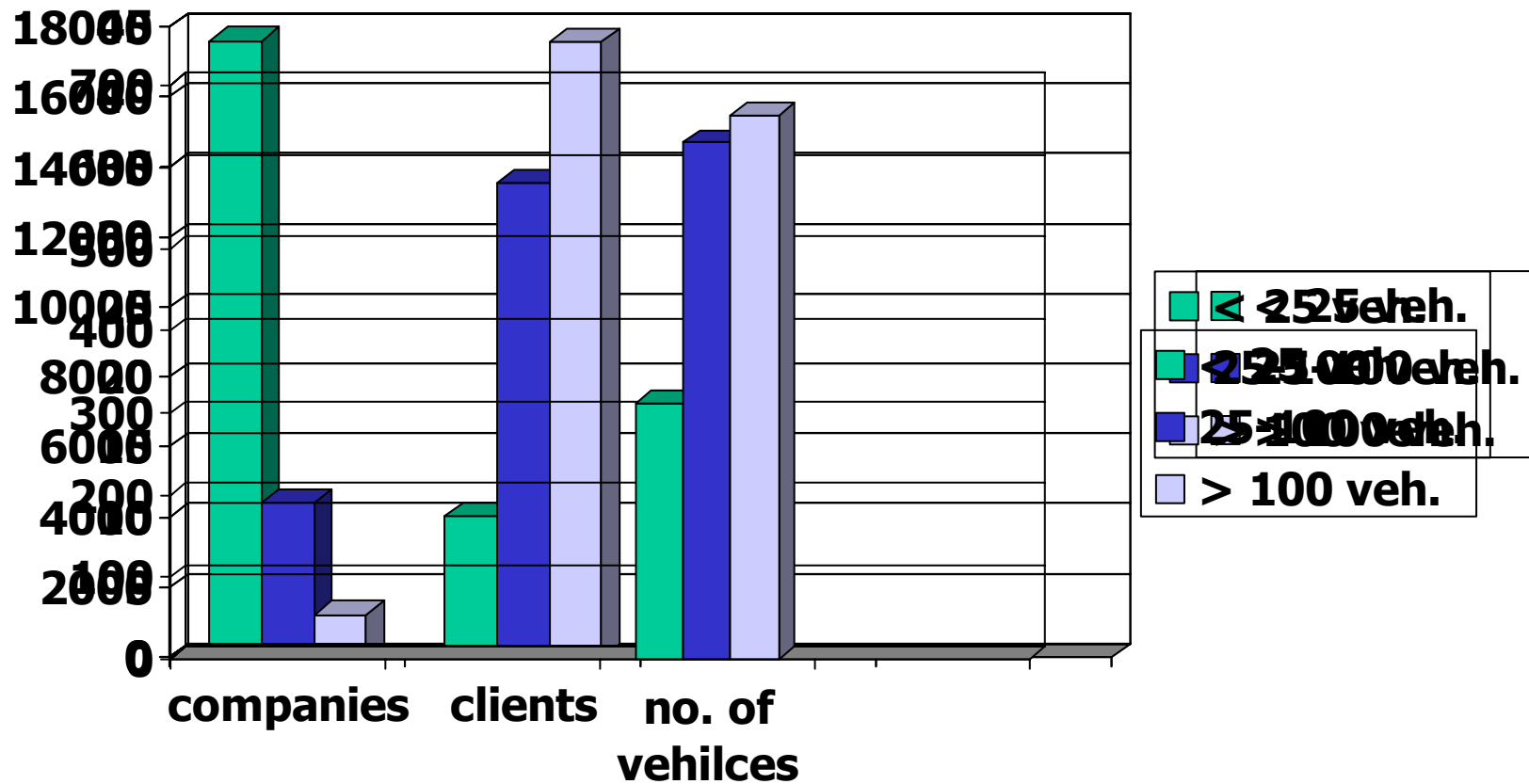
asp: reservation

50%

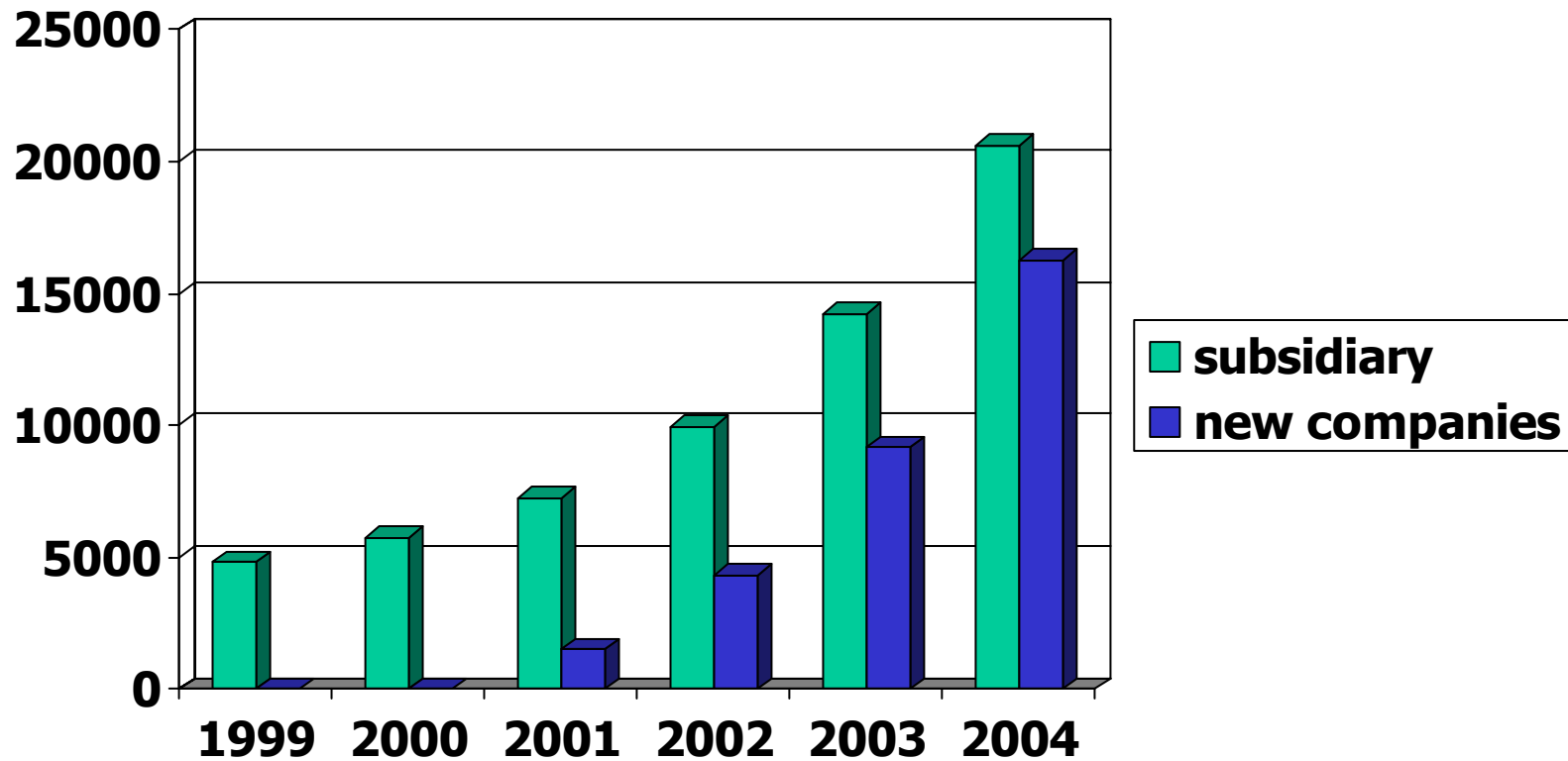
Optimobil



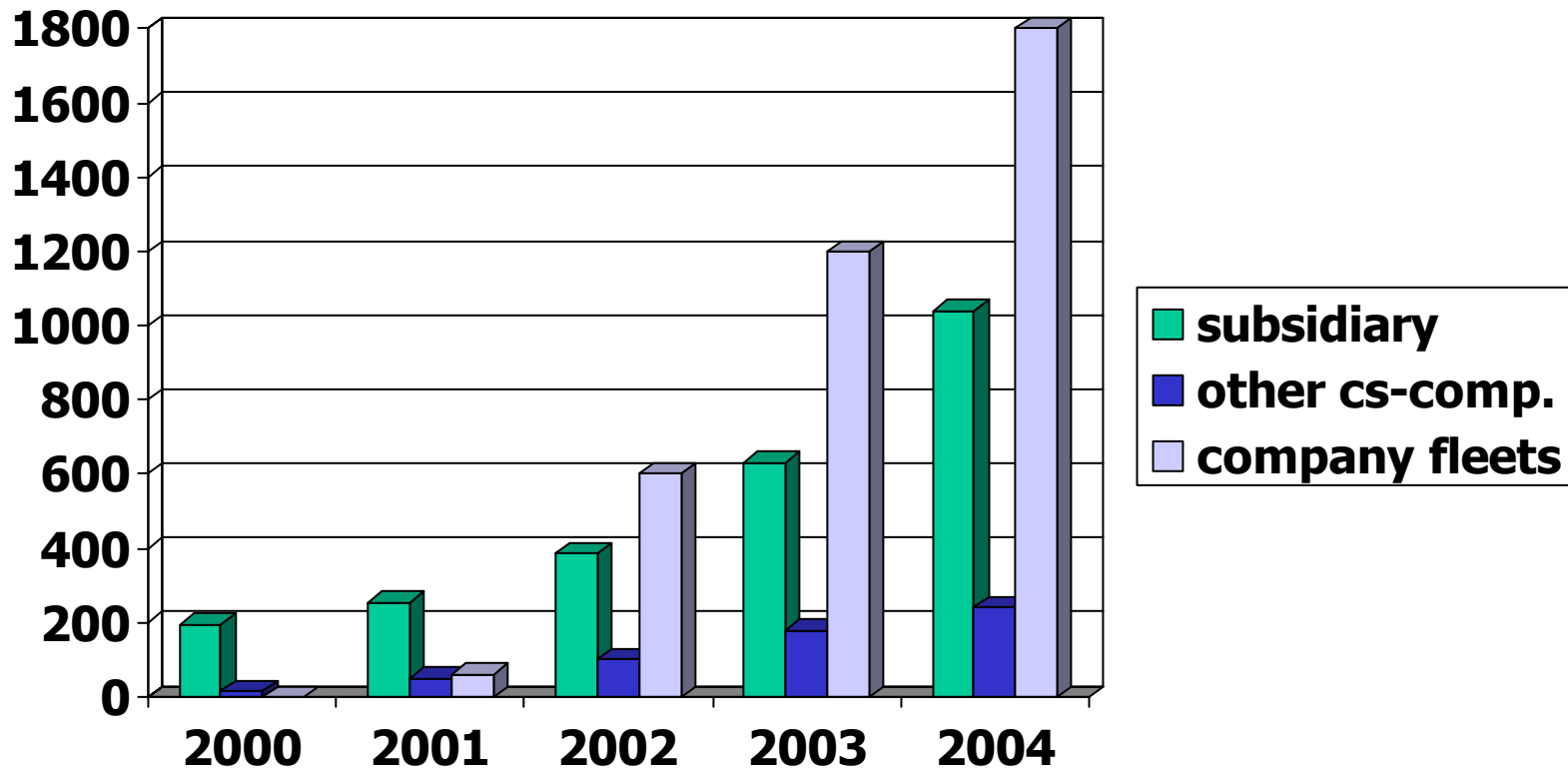
where to find cambio ?



client development



car development



shared tasks

- central services
 - development and research
 - reservation
 - financing/book keeping
 - marketing
 - distribution
 - consulting
 - joint ventures/franchising
 - application services
- branch services
 - after sales service
 - attracting new clients
 - fleet management
 - stations
 - local pr and ad
 - local cooperations



general objectives

- satisfied customers
- still rapid growth
- improving quality standards
- standardising work routines
- increasing turnover and profit
- higher capacity utilisation
- more cooperation



how to reach these goals?

- think big – from 7,500 to 20,000 in 3 years
- standard manual
- perfect booking and accounting software
- > 95 % booking security
- online booking
- merging and cooperating
- new target groups (company fleets)



features

- open end reservation
- instant access
- mobile reservation
- quality management
- automatic data transfer



income and expenditure

- income
 - deposits
 - monthly rates
 - fees/bails
 - usage fees
 - mileage costs
 - time costs
 - grants
 - funds
- expenditure
 - personnel office and cars
 - overheads
 - rental and maintenance
 - new purchase
 - advertising
 - central services



cost factors

1

- types of tariffs and clients
- number of clients (joiners and leavers)
- number of vehicles (basic, middle, special); stock analysis (usage time, selling, buying, leasing, repair, insurance, seasonal impact)
- stations, lockers, board computers



cost factors

2

- personnel fleet management
- personnel office incl. central services
- office overheads
- credits/loans



preconditions for budgeting

- period of at least 4 years on a monthly basis
- continuous control
- new variables every six months
- prices from today
- petrol + 7Pf./l*a
- mileage tariffs +1Pf./a (app. 2%)
- adjustment of salaries to the general level



technical tool

- excel tableau with single sheets for every cost factor

users / contract type

- **good statistics on variables**

car demand in h / user (time)

car mileage / h usage

number new clients

number of terminations

Jahr Monat	2001 1	2001 2	2001 3
FB / Vertrag			
Bonus	1,74	1,74	1,74
Comfort	1,95	1,95	1,95
Start	1,18	1,18	1,18
Std / FB			
	Achtung: Die Annahmen sind geschätzt:		
Bonus	11,8	10	10
Comfort	70,2	65	65
Start	7,0	7	6
Km / Std			
	Achtung: Die Annahmen sind geschätzt:		
Bonus	6,5	5,9	6,7
Comfort	6,0	6	6,5
Start	7,0	6,6	7,4
DM / Std			
	Beinhaltet 2,5Pfg je Km Preissteigerung		
Bonus	3,66	3,82	3,82
Comfort	2,72	2,87	2,87
Start	4,70	4,87	4,87
Fahrtumsatz / Kunde			
Bonus	66,47	66,47	66,47
Comfort	363,77	363,77	363,77
Start	40,23	34,48	40,23
Monatsgebühren Kunde			
Bonus	12,00 DM	10,34	10,34
Comfort	12,00 DM	10,34	10,34
Start	6,00 DM	5,17	5,17



types of tariffs and clients

- contract types
 - bonus: low fixed costs, favourable driving prices - the best solution for most customers
 - start: very low entrance fee and fixed costs – the best tariff to enter and try the CarSharing system or for people who drive very little
 - comfort: slightly higher fixed costs and still more favourable driving prices – especially for those, who drive more frequently or longer distances.

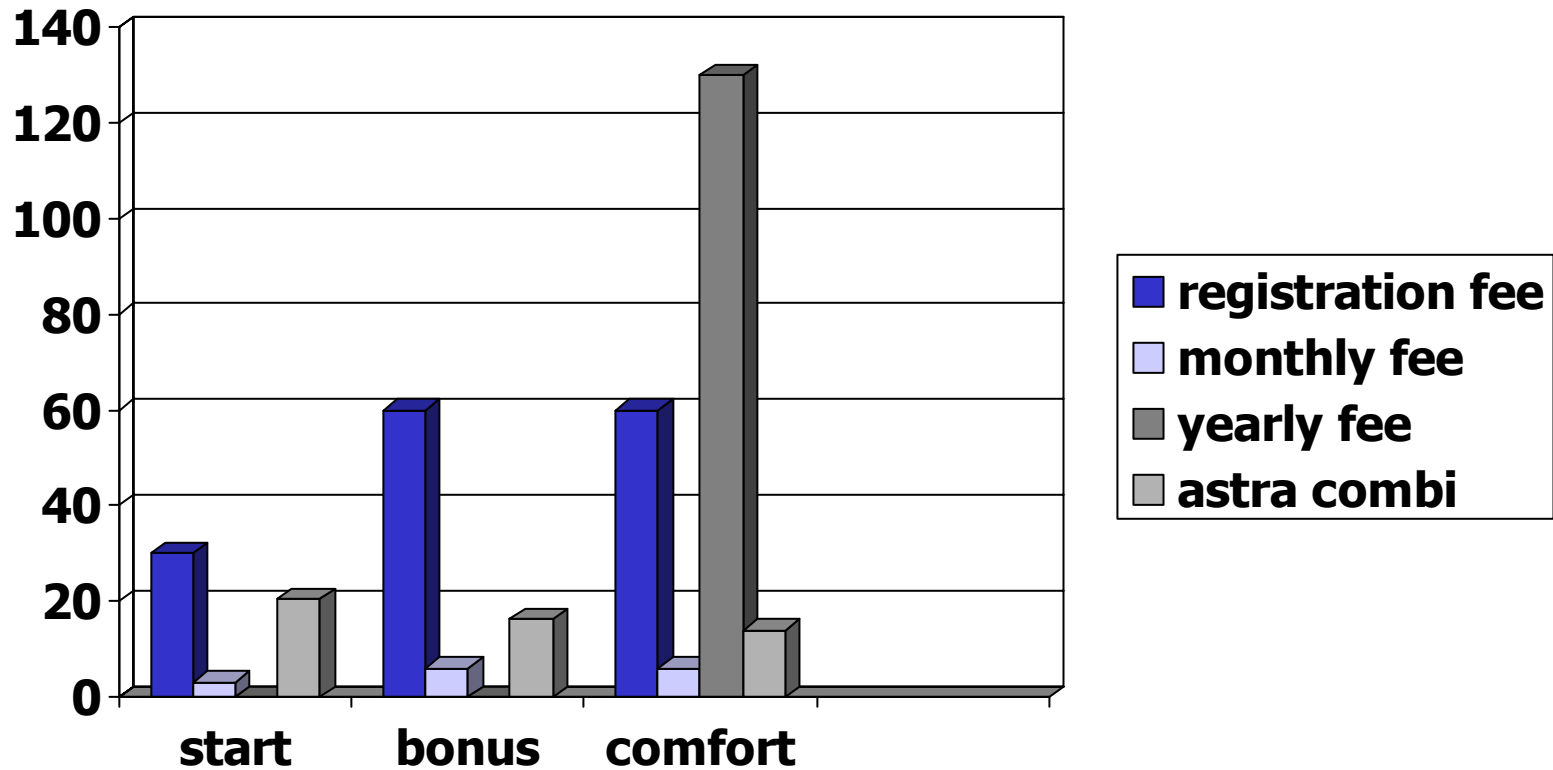


prices in Euro for car class 3

	price class	examples		
	1	Ford KA Corsa 3türig Smart pulse	  	comfort
per h	2	Corsa 5-türig Renault Kangoo Citroen Berlingo	  	2,00
per d	3	Astra Kombi Ford Escort Kombi Smart Cabrio	  	24,00
per week	4	Transit Opel Zafira Arena Transporter	  	144,00
per km	5	Bus 9-Sitzer Volvo Kombi V70 Transit-L 9sitzer	  	0,20
per km				0,13
per km				0,07



example: 5h/20km



budget calculation

- based on business management analysis
- based on experience of other operators
- based on a substantial market research study
- based on simple consulting

