



What is the Problem?

There are too many car enthusiasts and car clubs interested in repairing and caring for their cars.

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Additionally, Self-Garage can serve as an appropriate meeting point for the car enthusiasts and car clubs in which they can both repair their cars and have some fun.

Some repair garages cannot meet the demand because of their limited space.

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Additionally, there are freelancer repairmen who require some specific equipment and space to perform their repairs

Some people can repair their car but have neither the necessary equipment nor space to perform the repair.

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Additionally, these people also have concerns about the cost of car maintenance and repair.

Solution

Self-Garage offers to customers space where they can work with their car in an isolated ten individual repair stations

1

Seperated
Repair Stations

Affordable
Prices

2

Customers can rent a repair station for hourly slots with relatively lower prices compared to the industry average

3

Fully equipped
working spaces

In each repair station, customers can access all the repair tools needed for basic and advanced repairments such as hydraulic lift, air compressor, socket and wrench set, etc.

Detailed
repairment guide

4

Customers can access all the solution manual or online materials to fix their cars via computer whenever they need additional help and guidance. Additionally, when the computer is not enough, the supervisors will always be ready to help.

Business Model

Self-Garage

Each car needs to be periodically maintained, and periods are for every 10,000 KM or at a maximum of one time each year. This maintenance can be done by replenishing the filters: oil, pollen and air, and engine oil. The job can be done in less than an hour, but regular mechanics charge a minimum of 100 ₺ for only craftsmanship. Additionally, the traditional mechanic shops charge extra for the car parts. In self-garage, this job can be done for only 60 ₺ and with self-bought cheap parts. However, the jobs that can be done in Self-Garage may vary from periodical maintenance to much more complicated repairments depending on the customer's capabilities.



Regular Mechanic Shop

₺500- ₺ 1000

- ☐ No guarantee
- ☐ High price volatility
- ☐ Hard to find a reliable shop
- ☐ High craftsmanship prices

Self-Garage

₺ 60

Per hour

- ☐ Only hourly fee
- ☐ Self-bought car parts
- ☐ Free hobby place
- ☐ Open seven days per week

Authorized Service Shop

₺1000- ₺3000

- ☐ Mainly for the cars which are in the guarantee period.
- ☐ These shops provide car parts

Monthly Revenue-Expense Structure

- There will be 10 stations.
- Each station can operate 10 hours per day
- The hourly fee is 60 ₺
- The monthly rent is 19,000 ₺ for 1000 m² of space
- Total salary for 3 supervisors and for 1 secretary is 11,300 ₺
- Total utility expense is 3,000 ₺
- Total S&M expenditure is 5,000 ₺



100%

141,700 ₺



75%

96,700 ₺



50%

51,700 ₺



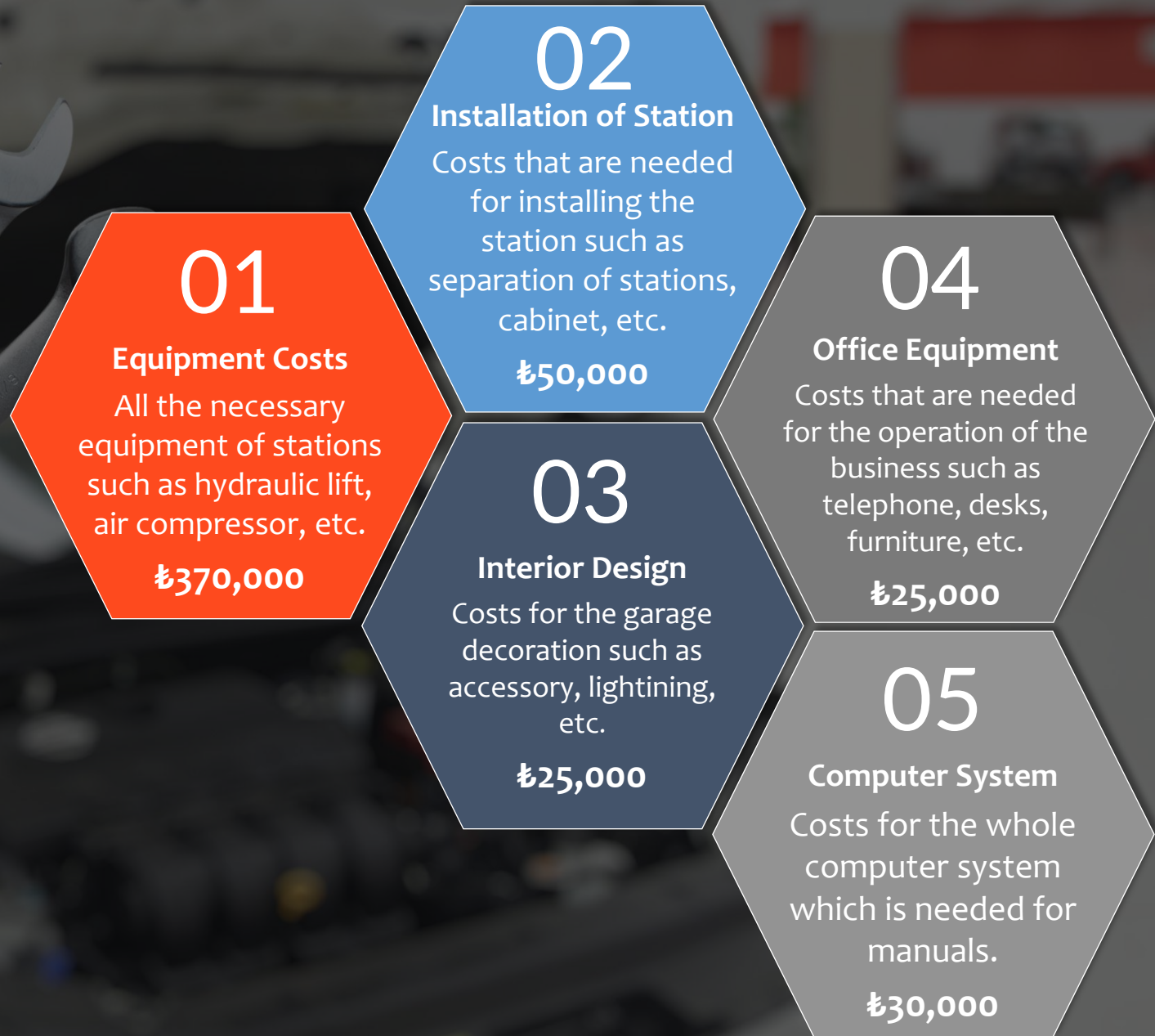
25%

6,700 ₺

Estimated profit levels for different occupancy rates:

Initial Funding

Total needed initial investment is ₦500,000



Business Expansion Plan



STEP
01

Brand Partnership

Start to provide car parts for customers by making deals with brands such as Mobil, Castrol, Blueprint etc.

STEP
02

Mechanic Training Center

For the most used car brands, free workshops will be offered to potential customers to increase the target audience.

STEP
03

Franchising

Expand the business model throughout the whole country by providing franchises.

Who we are?



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THANK YOU