Introduction

- For a time, North America appeared to be a nation of giant parking lot, with huge areas that occupy or cover acres of cheap suburban land and expensive downtown real estate.
- Planners and developers realized that the space they use for parking is land that they are taking from other more economically and socially beneficial uses.
- Americans pave an increasing amount of land each year on where to park when they go to different places.
Introduction

Negative environmental impacts of parking lots:

- May be counter-productive to making walkable communities.
- Endless cycle of paving over land.
- Underground parking accumulate a lot of pollutants: oil, grease, sediments, other fluids, etc. that cannot be absorbed by the impervious surface.
- Allow people to absorb more carbon dioxide, which may harm their health.
To prevent these environmentally unfriendly aspects from growing, let’s present our new project

**Hydraulic Car Parking System**
- Name of our company: Smart parking HY
- Run in partnership of 6 in Limited Liability Partnership

What is this business about?
This business is about building a mechanical device that multiplies parking capacity inside a parking lot. This system must be powered by electric motors or hydraulic pumps in order to move the vehicles in a storage position.

Cost of premises and start-up costs:

$1,200,000 to invest the money (Each partner invests $200,000)
Selling Price: $40,000 per machine
Owners

José Decamps: Major in software engineering at Rochester Institute of Technology with 14 years of experience.

Gia Sued: Major in Marketing at University of Virginia with 8 years of experience.

Emily Lau: Major in International Business at University of California-Berkeley with 12 years of experience.

Guillermo Sensión: Major in Mechanical engineering at University of California and 3 masters degrees at University of Tokyo. Having 19 years of experience.

Tiffany Lau: Major in Accountant at University of Pennsylvania with 10 years of experience.

Cesar Hernández: Major in Electrical Engineering at Purdue University with 4 masters degree at University of Toronto. Added 2 minors of mechanical and civil engineering. Has 16 years of experience.
Product

- The period of time that takes to import the machine from China is 4 months.
- Customers will have to pay:
  - First, 25% of their allowances to start building it.
  - After starting building it, the investor must pay the other 25% of the total cost, so we can finish the product and …..
  - 50% to ship it
- Owner ship by partnership
- Production costs: Locally US$ 20,000 and Import US$ 8,000
- The structure weighs: 2600 kg
- Weight capacity: 8000-9000 lb
- Hydraulic Pump: 2220 volts works at 60 MHz
Objectives

- **Mission Statement:** To save space in order to maximize the profit in order to have more lands for businesses. To let customers save time instead of finding parking lots. Reduce robbery and car damages.

- **Vision statement:** Be the number #1 international selling company. Become a revolutionary and modernize company of parking. To sell the Hydraulic parking machine internationally. People would be happy to have more space and save more time.
Product
How to use it?
Mechanical Engineering

- It is the most important part of this business plan because our company is based on its construction. Guillermo will be managing the manufacture in China observing and controlling the factory and materials used by the Chinese industry.
Software and computer engineering

- Software engineers are responsible for the complete life cycle of a new or modified software product, from research and design to implementation, training and support.
- This is also one of the most important part because the Hydraulic car system must have a software in order to manage floor to floor car lift and operate the rotation of the parking lot.
The software to let customers enter their car.
Electrical Engineering

Electrical Engineering is the largest and most diverse technological field in the world. Hernandez is an honorific member of the Institute of Electrical and Electronic Engineers.

Electrical engineers are also involved in designing and building a range of devices, often within teams. An electrical engineering degree will aim to focus in the underlying principles of electronic and electrical engineering. Based on these understandings, Hernandez was able to create an hydraulic parking with his partners.

Hernandez has developed an expert understanding of the circuits used in computers and other modern technologies, and for this reason he is often taught alongside computer science.
International Business

- Emily manages the importation and exportation of the product delivering ultimate advanced machines to different countries.
- Our company will be cooperating with the Japanese mechanic company since we have 2 members studied at the University of Tokyo.
- It’s important to associate with the Chinese and Indian industries since our fabric is developed at India and China especially (by its cheap labor and big industry).
- We are selling our idea to the U.S. government and big organizations because U.S. is one of the most centralized and economically successful country and the world’s largest national economy.
We will be cooperating with ShelTron Indian company. In order to construct a modernized and secured hydraulic parking lot, we will hire multicultural employees such as Chinese, Indians, Japanese and Koreans.
India – New Delhi, Sheltron Company
Marketing

- Convincing to public: “Hydraulic parking is more suitable for present days according to the increase of population and vehicles, increase of offices and departments and decrease of space and empty lands.”

- It’s better than a surface parking lot because it saves space and it can provide more offerings to the customers since our company will contribute with other institutions and organizations. The institutions that we are going to corporate are: Hospitals, Stock Market offices, Schools, Restaurants, Malls and others.
Market

- Collaborating with the Sheltron India Company may allow us the opportunity to find more customers and to know them better (their basis), i.e. their requirements, wants, etc. which may improve our image by letting them know we are interested in providing them services.
Personnel

- In order to construct a modernized and secured hydraulic parking lot, we will hire multicultural employees such as Chinese, Indians, Japanese, and Koreans. The factory where it will construct the hydraulic machine is located at China, based on the materials and the low and cheap salary.
Finance

- One machine costs $20,000
- Shipment: around $6000 (including tax) based on the weight and height.
- Each partner will invest $200,000 based on the label, promotion, advertisement of our company.
- Each partner’s half investment money will rely from the bank: Banco Reservas, which will pay quarterly. They will ask $100,000 from the bank.
- We will sell or rent the machines to other companies such as: offices, malls, supermarkets, schools, Body Shop, and others. This means the electricity will be handled and paid by these companies.

- If we sell the machine, it will cost $40,000
- If we rent the machine to a Dominican company, it will cost 50,000 pesos, which is $1,111 one month. One year would be $13,333. After 3 years, we will gain back the selling-amount of money: $40,000.
SWOT Analysis

- **Strengths:**
  Unique selling point
  Save vast spaces
  Require less pavement
  Full experience knowledge, expertise and skills.

- **Weakness:**
  Use immense power energy
  Competitors: surface parking lots
  Limited sources of finance

- **Opportunities:**
  The increase amount of population and vehicles
  Malls, schools, business centers, etc. are creating the need to park vehicles
  Save more time and space/land for customers as well as business owners

- **Threats:**
  Adverse changes in public’s ideas or perspectives.
  Unstable and limited power of electricity