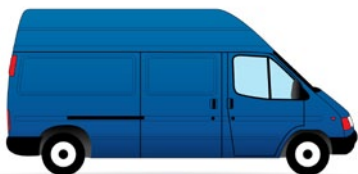
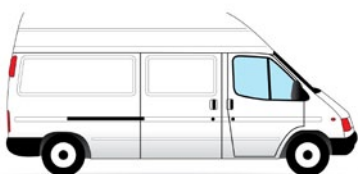
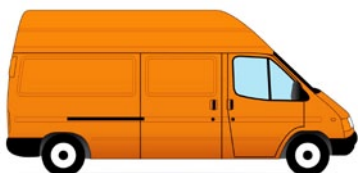


HOW TO START

a mobile mechanic business



FREE GUIDE

GETTING STARTED IN
YOUR OWN MOBILE MECHANIC BUSINESS
IS EASIER THAN YOU THINK
WHEN YOU FOLLOW
OUR SIMPLE 6-STEP GUIDE.

CREATED BY



So you've had enough of working for someone else.

It's time to start your own business.

YOU HAVE 2 OPTIONS

1. GO IT ALONE:

It's definitely possible to start and operate your own successful business. To make life easier we've provided our tried and proven setup guide to give you the step-by-step instructions, suppliers and likely costs to get you off to the best start.

Action: Follow this guide to build your own successful mobile mechanic business.

2. JOIN A SUPPORT TEAM:

Or you could start your own business backed by an experienced team who's job it is to ensure you succeed.

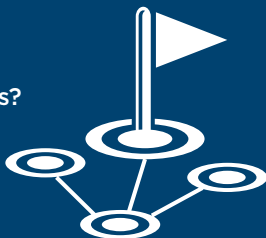
Save on setup and ongoing costs. 100% proven success rate.

Action: Talk to Blue Toro about how we can manage all of this for you.

Step 1

PLAN

1. KNOW YOUR TERRITORY:
Where are your target customers?



2. BUDGET:
Setup and ongoing expenses

\$15,000-\$50,000

to get started (excluding van lease)

The better your marketing, the more customers you will get!

30%	15%	15%	40%
cost of goods,	expenses,	tax,	net profit

3. DECIDE YOUR BUSINESS NAME:
Something catchy, relevant,
and your customers will get what you do.
Is it available? What comes up when you Google it?

Step 2

PAPERWORK

1. BUSINESS STRUCTURE:

Decide on sole trader, partnership or company?

[« Compare the difference »](#)

2. ABN/ TFN/ GST/ BUSINESS NAME:

Australian Business Register [« Apply here »](#)

3. REPAIRERS LICENCE:

NSW: Motor Vehicle Repair Industry Association
(or search for state equivalent) [« Apply here »](#)

4. BUSINESS INSURANCE:

Public & product liability / tools / income protection

[« GIO »](#) [« Allianz »](#) [« NRMA »](#)

5. BUSINESS BANK ACCOUNT & MOBILE EFTPOS:

CBA MTA rate cheapest on the market

6. CHECK COUNCIL REQUIREMENTS:

Are there restrictions to operating from
your residential premises?



Step 3

VEHICLE AND EQUIPMENT



1. VAN:

Your van is a reflection of you,
the tidier and newer the better.

Consider access to underground car parks
and other conditions in your area.

[« Leasing explained »](#)

[« Lease calculator »](#)

2. TOOLS AND EQUIPMENT:

[« Recommended starting equipment list »](#)

3. OFFICE EQUIPMENT:

Computer, printer, tablet and SIM

Step 4

SUPPLIERS

1. « CAPRICORN » MEMBERSHIP:

One 30-day account for most auto parts suppliers.

2. MAJOR AUTO PARTS RETAILERS:

Become familiar with the major suppliers in your area and setup an account.

3. DEALERSHIPS:

Who are the main players in your area? Add their parts department to your address book.

4. ACCOUNTANT:

Find a good one!



Step 5

MARKETING

1. LOGO AND BUSINESS CARDS:

Design services: « [99designs](#) » from \$299

Printing: « [Vistaprint](#) » from \$49

2. VEHICLE SIGNAGE:

Your mobile billboard. The bolder and simpler the better.

« [Signarama](#) » \$1,200-\$5,000

3. WEBSITE, DOMAIN, HOSTING EMAIL:

Cheap and easy DIY setup available at « [GoDaddy](#) »

Have some cool pics ready to go? (No stock photography)

\$500-\$5,000 (basic setup)

4. GOOGLE: PAID AND ORGANIC SEARCH

You are who Google says you are.

Find a good marketing company.

\$1,500-\$3,000 per month (if you want to rank 1st page)

5. DIRECTORIES:

Who is ranking well on Google? Get a listing.

\$75-\$300 per month

6. UNIFORM:

You'll want to look smart.

Choose something presentable and a dark colour. Add your own logo.

« [Totally Work Wear](#) »

\$600+

7. FACEBOOK:

Clean up your profile (no girly pics).

Friend everyone you know. Announce to the world you're starting your own business.

Free

8. TELL EVERYONE YOU KNOW:

Friends, local school, sporting clubs, church, suppliers, partners workplace, etc.

Free

Step 6

SYSTEMS

1. ACCOUNTS:

Choose a cloud based system to connect with your accountant.

« Xero » From \$25 p.m.

« MYOB » From \$29 p.m.

2. CUSTOMER BOOKINGS:

Professional calendar bookings and invoices.

« Bookitlive » From \$29.95 p.m.

« Workshopmate » From \$59 p.m.

3. « AUTODATA » OR EQUIVALENT:

For consistent quoting and technical guides.
From \$108 p.m.



TALK TO THE TEAM

If you'd like to know more about **starting your own mobile mechanic business**, without all the fuss, get in touch:

bluetoro.com.au/franchising

1300 BLUE TORO (258 386)

franchiseenquiry@bluetoro.com.au

Tom 0406 537 225

The easiest, most affordable, most secure option to starting your own automotive business.

