Luxury Transportation Service Provider in British Columbia

BUSINESS PLAN

© 2026 The Write Direction Inc. All rights reserved.

TABLE OF CONTENTS

1. Executive Summary **3**
Company Overview 3
Mission, vision, core values 3
Services offered 4
Company structure 5
Legal structure 6
Ownership and management team 6
Commitment 7
2. Market analysis **8**
Public need and sound economic conditions 8
Service area 9
Operating hours and service frequency 9
Target market 9
Transportation and transfer service trends 10
Existing competition, their service offerings, and rates 11
Avantu's pricing structure and rates 13
Market gaps 13
Service differentiation and competitive advantage 14
3. Operations plan **16**
Vehicle fleet 16
Licensing requirements 17
Recruitment process 18
Training programs 19
4. Marketing **21**
Marketing and sales plan 21
Advertising approach 23
Promotional strategies 24
5. Finances **26**
Operating costs 26
Profitability potential 33

Copyright — The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

[redacted]

Company Overview

[redacted]

We offer a range of luxury transportation services:

- Seamless and stress-free airport transfers to ensure a smooth arrival or departure
- [redacted]
- Reliable and customized transfer services to corporate meetings and conferences
- Impeccable service to enhance weddings, galas, prom nights, or special occasions
- Flexible hourly private car service for VIPs, and busy individuals to attend meetings, appointments, and errands.

[redacted]

We provide clients with a peace of mind, knowing they will arrive at their destination safely, comfortably, and on time.

[redacted]

Copyright – The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

Public need and sound economic conditions

[redacted]

- We cater to a niche market seeking luxury transportation experiences by offering a higher-end alternative to traditional taxis and local transportation services, attracting tourists who value comfort, style, and personalized service.
- Tourists prioritize safety, cleanliness, and a positive travel experience. Our professional drivers ensure a comfortable and secure journey.
- Exceptional customer service, exceeding expectations and creating a positive experience for travelers. Our focus on this fills a gap where traditional services might fall short.
- Some tourists, particularly those visiting popular destinations, express hesitancy towards existing services due to factors such as high demand or uncertainty about quality. We offer a reliable, pre-booked alternative with a focus on customer satisfaction.

As part of our business model, we will promote sound economic conditions within the passenger transportation industry. We are committed to offering competitive wages and fair treatment to our drivers. From our experience, we know that this stands in contrast to some industry practices that rely on long hours and low pay, which are leading to driver burnout and high turnover. Instead, we believe that our approach to a stable, well-compensated workforce will translate to a more reliable and professional service for clients.

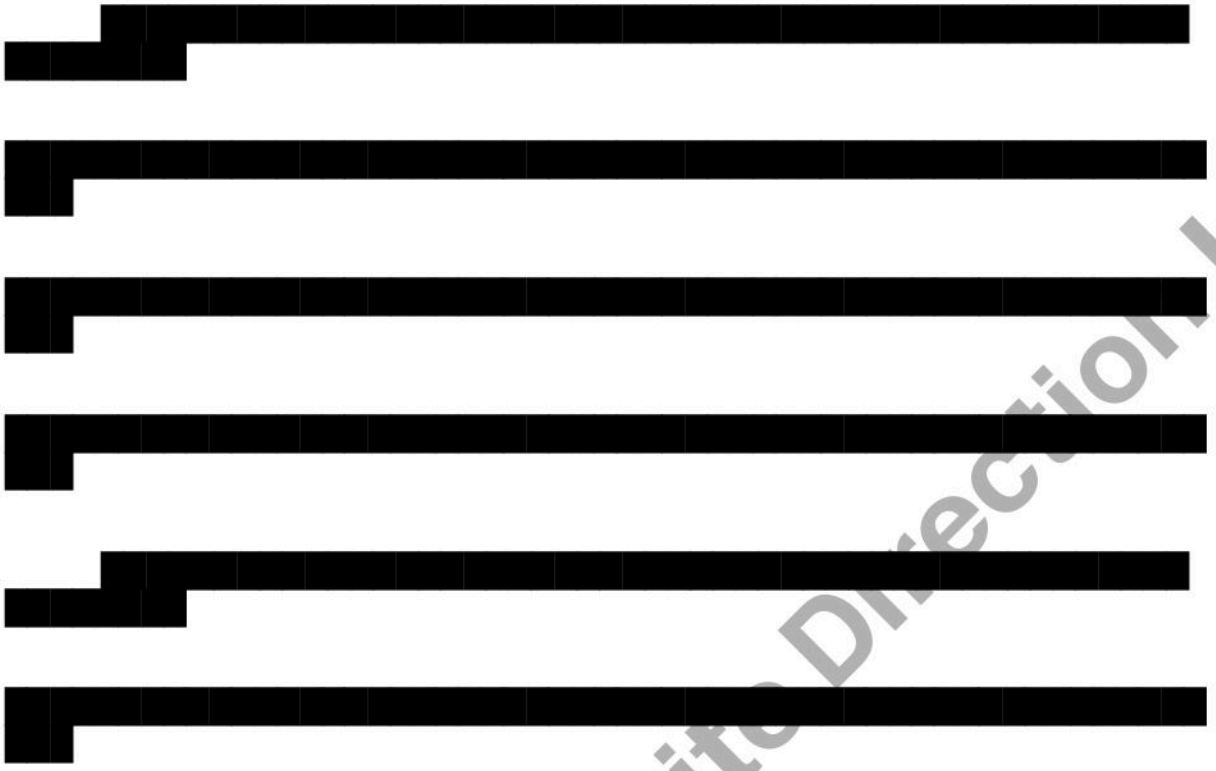
With our luxury vehicles and sedans, we can potentially triple or quadruple fares on specific bookings, thus creating a viable economic model without relying on high volume, low-cost services that can saturate the market.

Our commitment to ethical practices and high standards sets a positive example for the industry, which can help encourage other companies to prioritize quality service, fair treatment of drivers, and a focus on safety.

Copyright – The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

Service area



Operating hours and service frequency

During the high season or special events, we will offer extended hours to cover airport arrival/departure times and accommodate evening events or conventions.

Service frequency

- With our on-demand service, we will respond to client requests as they come in
- We will encourage all reservations to be made in advance to ensure efficient scheduling and vehicle availability
- We will offer flexibility for last-minute requests while maintaining control over scheduling.

Copyright — The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

Target market

Primary target market

- [redacted]
- Frequent travelers who value convenience, efficiency, and a comfortable travel experience
- High-income visitors and tourists who prefer premium transportation services
- [redacted]
- [redacted]

Secondary target market

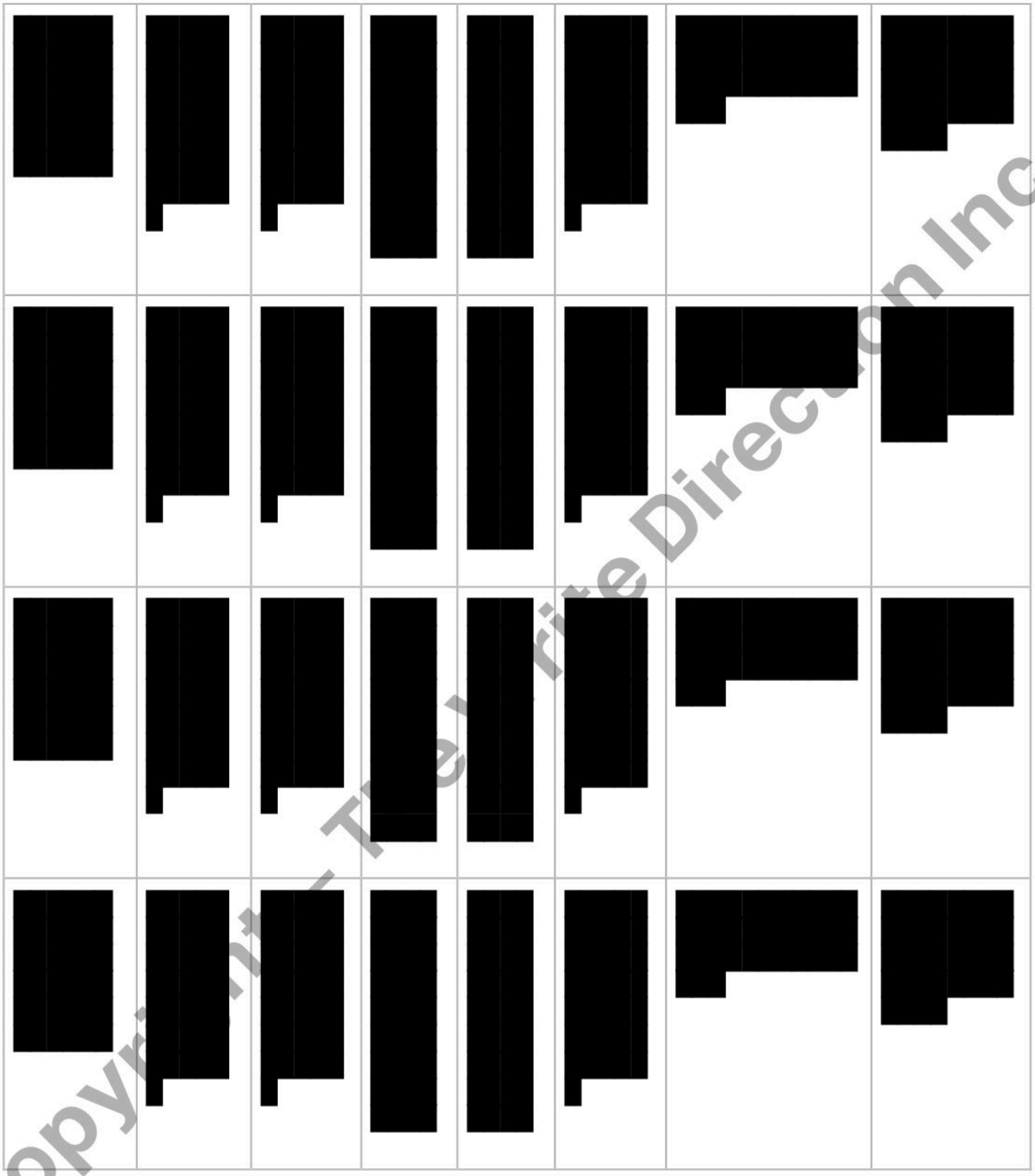
- [redacted]
- [redacted]
- Seamless transfers to Seattle and the surrounding areas of interest.

By understanding the unique needs and preferences of our target market, we can effectively tailor our services, marketing messages, and the overall customer experience to attract and retain interest in the services we offer.

[redacted]

Copyright – The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.



Copyright - The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

While some companies cater to tourists, we have also identified an opportunity to specialize in specific tourism segments like high-end and luxury tourism, wine tours, or curated sightseeing experiences for international arrivals from the US, UK and China.

Additionally, traditional limousines offer luxury, but they may not appeal to environmentally conscious travelers. We will consider adding electric or hybrid vehicles to our fleet to address this gap and attract another client segment.

[redacted]

By focusing on areas where existing competitors fall short, we can establish a strong foothold in the market and attract clients seeking a more specialized, convenient, and luxurious transportation experience.

Service differentiation and competitive advantage

[redacted]

We believe in fostering a positive and balanced work environment for our drivers. We believe that some current industry practices are exploitative, requiring drivers to work long hours for minimal pay, which can have a negative impact on their well-being, limiting their ability to achieve a healthy work-life balance.

[redacted]

© 2026 The Write Direction Inc. All rights reserved.

Copyright – The Write Direction Inc.

- Offering our drivers competitive wages that allow them to earn a good income without having to work excessive hours
- Creating a work schedule that allows our drivers to maintain a healthy balance between their professional and personal lives
- Valuing our drivers' professionalism, dedication, and contribution to the business, and striving to create a positive work experience for all.

Our commitment to ethical practices and driver well-being benefits everyone involved. Well-rested, well-compensated drivers are more likely to be engaged and focused on providing exceptional service to our clients. By prioritizing driver well-being, we will attract and retain top drivers in the area, whose time and effort they put in will be respected, appreciated, and fairly compensated.

By adhering to the highest standards and regulations, our goal is to elevate the industry as a whole.

[redacted]

Mobile App

We are working on developing a comprehensive mobile app for iOS and Android devices to provide customers with a user-friendly booking experience. The app will have a seamless interface with features, including:

- Flat rates, hourly billing, package prices, charge by distance and zone
- Secure payment integration
- Push notifications for booking confirmations, updates, and promotions
- Customer service support
- Booking management and tracking.

Our app will be compatible with smartphones, tablets, and PCs to cater to diverse user needs, helping us enhance customer convenience, improve operational efficiency, and ensure accurate and up-to-date information for both customers and drivers.

Copyright — The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

[redacted]

Vehicle fleet

Deciding on the optimal vehicle fleet for our luxury transportation business requires finding a balance between covering diverse client needs and managing initial investment costs.

Starting with a smaller, well-maintained fleet is financially prudent, as we can later expand our selection based on demand and business growth. By analyzing our target market, we know their preferred vehicle types. For example, business travelers tend to prioritize sedans, while high-net-worth individuals tend to seek limousines or SUVs for added space and comfort. Moreover, we will keep in mind that vehicles with fuel efficiency and reliability tend to minimize operating costs.

Initial fleet

We currently have two premium vehicles, ensuring personalized service for our discerning clientele. As our business grows and demand increases, we plan to strategically expand our fleet to cater to a wider range of client needs. We will continue to regularly analyze client preferences and adjust our vehicle selection to meet their needs and maximize profitability.

We understand that the quality of our vehicles directly reflects the experience we provide. That is why we prioritize late-model, well-maintained luxury cars and SUVs. These vehicles are chosen based on comfort and spacious interiors, top-of-the-line safety features, and sleek and luxurious appearance that our clients are worthy of.

Vehicle requirements

[redacted]

However, partnering with independent drivers requires a rigorous selection process. Firstly, we will ensure that all vehicles meet our standards for quality, safety, and immaculate condition. Secondly, all partner drivers will undergo comprehensive training to ensure they align with our commitment to exceptional service and professionalism.

- Our criteria for acceptable vehicles include
    - Model year
    - Passenger capacity
    - Safety features

© 2026 The Write Direction Inc. All rights reserved.

Copyright – The Write Direction Inc.

- Insurance coverage (minimum liability and commercial insurance)
- Cleanliness and overall condition.

We will implement a routine inspection process to ensure vehicles meet safety and appearance standards. This will be done by a qualified mechanic or through a partnership with a local vehicle maintenance service.

We will also consider a light branding strategy for driver vehicles using magnetic decals or vehicle wraps with the company logo and contact information.

[redacted]

- Expand service offerings and cater to a broader range of client requests, from individual travelers to larger groups seeking spacious SUVs or limousines for special events
- Increase revenue potential, as luxury vehicles command higher fares on specific bookings, creating a sustainable growth model
- Diversify client choices, and give them the flexibility to choose the vehicle that best suits their needs and preferences, ensuring a truly personalized experience.

By combining our core fleet with a network of high-end vehicles owned by our partners, we will be able to provide a truly luxurious transportation experience for all our clients, regardless of their specific needs or preferences.

[redacted]

Licensing requirements

[redacted]

[redacted]

- [redacted]

- Our vehicles will be subjected to regular inspections to ensure they meet safety standards (the specific inspection frequency depends on factors like vehicle type,

© 2026 The Write Direction Inc. All rights reserved.

Copyright - The Write Direction Inc.

weight, and usage, and following inspection types and frequencies listed on the CVSE website.[1]

- [redacted]

- Drivers will also pass a medical examination and complete any necessary training programs as outlined by CVSE regulations.

[redacted]

- A Passenger Transportation Licence with a "Special Authorization: Passenger Directed Vehicle Authorization (PDVA)" to operate our luxury transportation services
    - This authorization specifically applies to limousines, shuttles, and other Passenger Directed Vehicles (PDVs)
    - We are acting in compliance with a PDVA license.[2]
- We will need to maintain commercial liability insurance that meets the minimum coverage requirements outlined by the PTBoard
- [redacted]

- ICBC Commercial Vehicle Registration website[3] provides information on registering vehicles as commercial vehicles.

As regulations can change, we will ensure to stay updated on the latest requirements from CVSE and PTB resources and support on their websites, and contact them directly to clarify any specific questions regarding our fleet licensing needs.

Recruitment process

Building a strong team is crucial for the success of our business. As such, we are in the process of recruiting individuals with relevant skills and experience in areas like transportation logistics, customer service, and luxury hospitality.

[redacted]

[1] https://www.cvse.ca

[2] https://www.ptboard.bc.ca

[3] https://www.icbc.com/insurance/commercial

© 2026 The Write Direction Inc. All rights reserved.

Copyright — The Write Direction Inc.

With strong leadership and communication skills essential for building a cohesive team and ensuring smooth operations, and our highly reliable, professional, and committed team members, we can maintain the high standards of our luxury transportation service.

As our company expands, we will consider bringing in additional managers and other key personnel with specific skill sets to continue our growth trajectory.

Recruitment stages

[redacted]

- Carefully screen applications to identify candidates who meet the essential qualifications listed in our job descriptions
- Conduct short interviews to assess basic skills and suitability for the role.

[redacted]

- Schedule face-to-face interviews with shortlisted candidates to discuss their experience and fit for our company
- Conduct reference checks by contacting references provided by candidates to verify their qualifications and work history.

[redacted]

- Make a job offer to the most qualified candidate and negotiate salary and benefits packages according to industry standards and our company's budget
- Conduct background checks for all new hires before finalizing employment
- Follow a standard onboarding program to introduce new employees to our company culture, policies, procedures, and specific job responsibilities, including:
    - Company overview and mission
    - Safety training (especially for drivers)
    - Customer service training (for all client-facing roles)
    - Vehicle operation and maintenance training for drivers.

For driver onboarding and management, we will

- Develop a selection process to ensure drivers are reliable, professional, and possess excellent customer service skills by undergoing background checks, driving record reviews, and interviews

© 2026 The Write Direction Inc. All rights reserved.

Copyright – The Write Direction Inc.

- Provide basic training to drivers regarding company policies, customer service protocols, local tourist destinations, and safety procedures
- Maintain clear communication channels with drivers through regular meetings and email updates
- Implement a system to track driver performance, including customer satisfaction ratings, on-time arrival records, and vehicle maintenance.

[redacted]

Training programs

[redacted]

Training programs for various roles will include:

Specialized training

- Drivers
    - All drivers will undergo mandatory training in emergency procedures and safe vehicle operation practices
    - As the drivers are often the first point of contact for clients, we will train them on delivering exceptional customer service, including proper etiquette, communication skills, and handling diverse passenger needs
    - We will partner with vehicle maintenance service providers for technical training sessions.

Non-specialized/admin/customer service training

- Customer service training will apply to all client-facing personnel, including dispatchers and customer service representatives, to cover:
    - Effective communication is crucial for handling inquiries, managing reservations, and resolving customer issues professionally
    - Company's policies for booking, payment, cancellation, and handling client concerns
    - Service standards expected in the luxury transportation industry, including proper etiquette, attention to detail, and catering to client comfort

Copyright—The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

- General training on workplace safety, diversity, inclusion, non-discrimination, and company culture and values.

We will ensure all personnel complete necessary training programs and maintain records for compliance purposes.

By implementing a well-structured training program tailored to specific roles, we will equip our entire team with the necessary skills, knowledge, and confidence to deliver exceptional service that our company has a reputation for.

Copyright – The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

[redacted]

Marketing and sales plan

The owner's primary focus will be on marketing, establishing relationships and partnerships in the industry, and acquiring business by:

- Liaising with online travel agencies to reach international tourists
- Partnering with local hotels and tourism agencies for referrals
- Implementing social media marketing campaigns.

[redacted]

Out target market are

- High-net-worth individuals seeking luxurious transportation for special occasions, events, or airport transfers
- [redacted]
- Executives, professionals, and affluent business travelers who require reliable and premium transportation services.

Our marketing objectives are

1. [redacted]
2. To generate qualified leads and inquiries from our target market
3. To convert leads into paying customers and build a loyal client base.

To boost our marketing strategies, we will

- Design a user-friendly website to give an overview of our fleet, services, and unique selling propositions
- Collaborate with hotels, travel agencies, concierge services, and event planners to gain access to their clientele and offer special packages

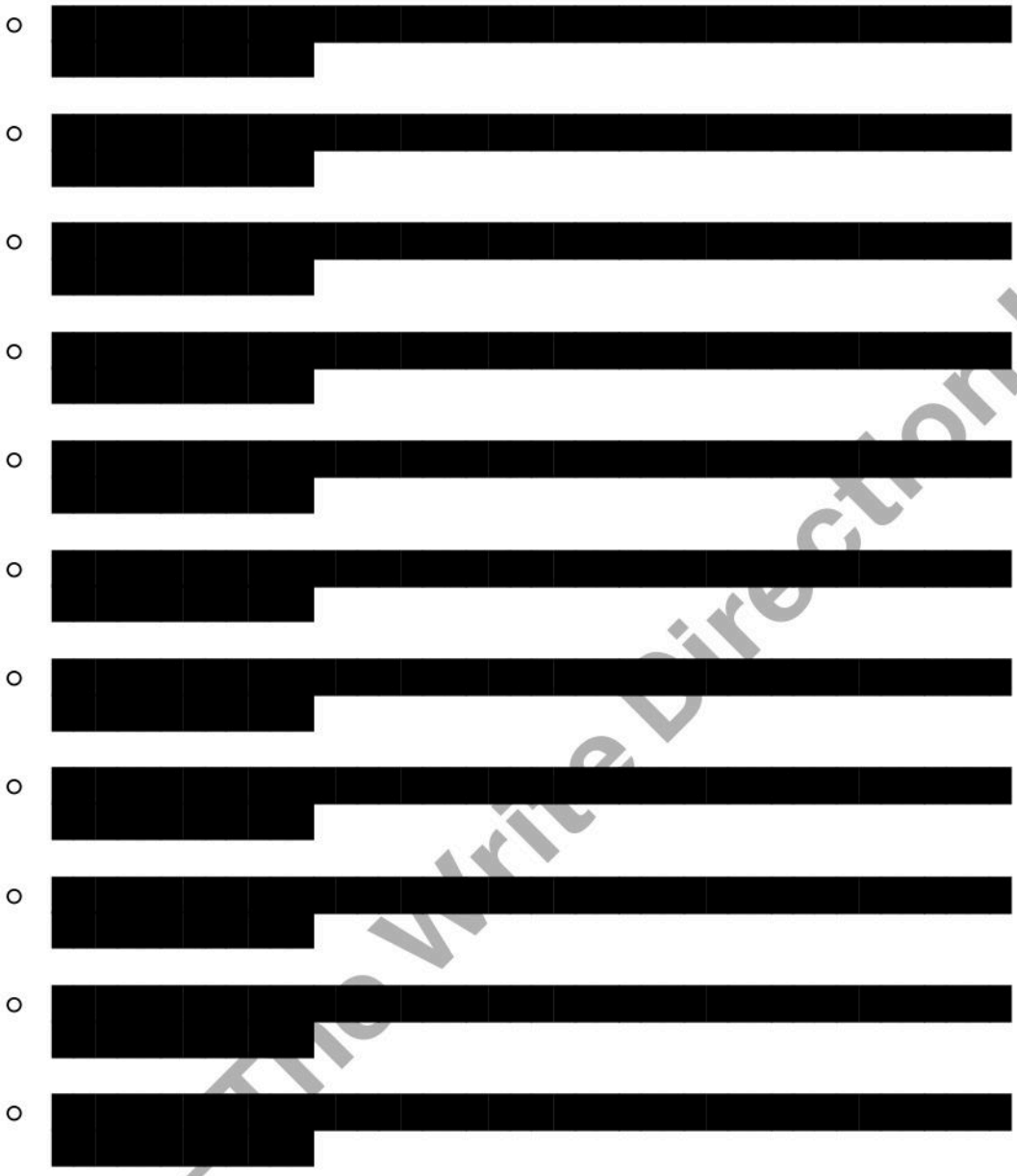
Copyright — The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

- Develop relationships with media outlets in the tourism and luxury travel sectors to secure press coverage to generate brand awareness
- Incentivize existing customers to refer friends and colleagues through loyalty programs or referral bonuses
- Optimize for search engines and mobile responsiveness
- Implement SEO strategies to improve our website's ranking in search engine results for relevant keywords targeting affluent travelers from China, USA, and England, such as:
  - [redacted]
  - [redacted]
  - [redacted]
  - [redacted]
  - [redacted]
  - [redacted]
  - [redacted]
  - [redacted]
  - [redacted]
  - [redacted]
  - [redacted]
  - [redacted]
  - "Luxury transportation YVR"
  - [redacted]

Copyright The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.



- Consider targeted online advertising through platforms like Google Ads and social media advertising to reach our ideal customers, and
- Develop a strong presence on social media platforms to showcase the services we offer and client testimonials.

To boost our sales strategies, we will

- Employ a dedicated marketing representative and develop a system for sales inquiries through our website or customer service team
- Create service packages catering to specific client needs, including airport transfers, hourly charters, or special event transportation

Copyright – The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

- Highlight our commitment to delivering exceptional customer service at every touchpoint, from initial inquiries to booking completion and the transportation experience itself
- Develop relationships with tourism industry leads by addressing their specific needs to position our service as the best solution
- Place strategic lead capture forms on our website and social media profiles to collect contact information from interested individuals
- Offer introductory discounts or packages to attract new clients and showcase the value proposition of our service, and
- Provide personal service to ensure repeat customers and brand advocates.

Metrics and tracking

We will track and analyze our marketing and sales efforts using website analytics, social media insights, and data. Key metrics include:

- Website traffic and lead generation
- Conversion rates at different stages of sales
- Customer acquisition cost
- Client satisfaction and retention.

Tracking these metrics will help us identify successful strategies, optimize our campaigns, and improve our return on investment.

Budget

We will allocate a marketing and sales budget based on our business size and growth goals, website development costs, advertising fees, content creation expenses, and sales personnel salaries.

[redacted]

Advertising approach

[redacted]

- [redacted]

© 2026 The Write Direction Inc. All rights reserved.

Copyright – The Write Direction Inc.

- Convention organizers and event planners, to promote our services as the preferred transportation solution for small groups, and sponsor relevant industry events to gain brand visibility.
- Luxury and boutique hotels that lack their dedicated car services, thus offering our charter and transportation services for guest transfers, small group and private tours, and special occasions.

We will continue to strengthen relationships with travel agencies and concierge services specializing in luxury travel. These partnerships will allow us to gain access to a targeted audience, as luxury travel agencies and concierge services cater directly to the affluent tourists our company seeks to attract.

Clients trust the recommendations of their travel agents and concierge services. Inclusion in the offerings of these partners will significantly increase our exposure to potential clients, and position us as a reliable and high-quality provider.

While online marketing will play a supporting role, a well-designed website showcasing our fleet and services is still crucial. We will optimize the website using relevant keywords to ensure discoverability. We will track website traffic and engagement generated through partnerships and targeted outreach efforts, and monitor the number of inquiries and bookings generated from these channels.

Promotional strategies

Strategic partnerships

- We will partner with travel agencies and concierge services specializing in luxury travel to get our services listed in their offerings and agree on a commission on bookings generated through their referrals
- We will partner with event planners and high-end venues to be their preferred transportation provider for weddings, galas, or corporate events
- We will collaborate with high-end hotels and resorts in the region to offer exclusive transportation packages for their guests
- We will inform hotel concierge staff of all our services and agree on a commission for referrals.

Promotional offers and loyalty programs

- We will offer discounts on our services to attract new clients and showcase the value proposition
- We will reward repeat customers with loyalty programs offering benefits like priority booking, discounts on future rides, or complimentary upgrades

© 2026 The Write Direction Inc. All rights reserved.

Copyright – The Write Direction Inc.

- We will incentivize existing clients to refer friends and colleagues by offering bonuses or discounts on their next booking.

Public relations and influencer marketing

- We will develop press releases announcing our company launch, new service offerings, or partnerships with prestigious brands
- We will build an email list and develop targeted email campaigns highlighting promotions, new services, or showcasing testimonials from satisfied customers
- We will target travel and luxury lifestyle publications in print and online media
- We will partner with established social media influencers in the travel or luxury lifestyle space to promote our services to their established audience
- We will leverage website retargeting campaigns to re-engage website visitors who have shown interest but have not yet booked
- We will offer exclusive deals or early access to new offerings through email marketing to incentivize sign-ups.

Targeted online advertising

- Through search engine marketing using Google Ads and targeted ad campaigns for:
  - [redacted]
  - [redacted]
  - [redacted]
- Using social media advertising [redacted]

By implementing these advertising and promotional strategies, we feel confident that we will be able to reach our target audience, generate brand awareness, and convert leads into paying customers.

Copyright – The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

[redacted]

Operating costs

[redacted]

Namely, by partnering with drivers who own their own vehicles, we are eliminating the need for significant investments in a company fleet. This reduces overhead costs associated with vehicle maintenance and insurance, and we are ready to offer our services. The company's role as a carrier also reduces the administrative overhead often associated with managing a large fleet, such as vehicle maintenance scheduling, fuel management, and insurance administration.

By allowing drivers to own their vehicles, we are fostering a sense of ownership and entrepreneurial spirit among our partners, leading to increased motivation, dedication, and a commitment to providing exceptional service. In this manner, the drivers have a vested interest in maintaining their vehicles and ensuring compliance with regulations, further reducing the company's burden in this regard.

The network-based model also allows us to scale operations quickly based on demand, thus giving us more flexibility. As our business grows, more drivers can be added to the network without significant capital investments.

Moreover, the company's exposure to financial risks is mitigated by the independent nature of the drivers. If a driver faces financial difficulties, it does not directly impact the company's overall operations.

We will employ a compliance officer to ensure that all drivers adhere to regulatory requirements and maintain high standards of professionalism. This helps protect the company's reputation and avoid legal issues.

By taking this approach, we can achieve significant operational efficiencies, reduce costs, and enhance overall profitability.

Our initial operational costs include the general liability insurance, costs for developing a website, creating marketing materials, and advertising our services, accounting and Legal fees for setting up the business, tax preparation, and legal advice, and investment in the App for managing bookings and client services. The following is a more detailed overview of

© 2026 The Write Direction Inc. All rights reserved.

Copyright – The Write Direction Inc.

our operating costs.

OPERATING COSTS

Marketing

The appropriate marketing budget depends on several factors including our industry, target audience, and revenue. Our projection is based on research, showing that

- [redacted]
- [redacted]
- Our total marketing budget will depend on the goals and marketing efforts.

[redacted]

We will continue adjusting our marketing budget based on brand awareness goals that we will explore in our marketing strategy and campaign, and by researching our competitor advertising strategies, using a company providing professional marketing services.

Advertising

[redacted]

Insurance

Our business model necessitates comprehensive insurance coverage to protect the company and our drivers. By having robust insurance coverage, we can protect ourselves from significant financial liabilities in case of accidents, injuries, or property damage.

Copyright - The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

[redacted]

We will regularly review our insurance coverage with a broker to ensure it remains adequate and reflects any changes in our business operations.

Licensing

[redacted]

1. [redacted]
2. [redacted]

[redacted]

Vehicle inspection, maintenance and repair

[redacted]

© 2026 The Write Direction Inc. All rights reserved.

Copyright – The Write Direction Inc.

Accounting and bookkeeping services

[redacted]

Monthly or quarterly check-ins might be sufficient initially, but we will also account for the frequency of meetings, reporting, and consultations that may impact the overall cost. We also expect that, as our company grows and our financial transactions become more complex, the accounting and bookkeeping needs will likely increase, which is when we will consider adjusting the budget to ensure accurate and efficient financial management.

As the passenger transportation industry has specific accounting and tax regulations to comply with, we will ensure the outsourced firm is knowledgeable about these requirements.

We will consider implementing accounting software that integrates our company's systems and the accounting firm's, in order to streamline processes and discuss potential cost-saving strategies.

General and Administrative payroll

[redacted]

We will carefully assess these factors after each year of operations, so we can allocate a reasonable budget that supports our company's growth and provides excellent administrative and customer service.

Internet and phone bills

[redacted]

For our international customer service representative who will receive frequent calls, we do not need to factor in international call costs because they will be dealing with international customers, and can use free messaging platforms that our clients prefer (WeChat, Weibo, QQ, WhatsApp, Viber, Telegram, Signal, etc).

POS and booking fees

Copyright—The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.

[redacted]

Combined with an online platform and a mobile app for customers to make reservations, manage bookings, and potentially make online payments, our estimated costs include Software as a Service (SaaS) with monthly subscription fees based on features and the number of users. Additionally, payment processing services often charge per-transaction fees, and integration fees for connecting the booking system with other platforms.

[redacted]

App development and maintenance

[redacted]

[redacted]

We are currently looking into solutions allowing development for both iOS and Android with a single codebase, in order to reduce costs and identify the most cost-effective option that meets our needs. We are also exploring pre-built solutions or a phased development approach where we launch a basic app initially and add features later based on budget and user feedback. Adding features like real-time chat, location tracking, loyalty programs, and additional account features are likely to significantly increase the cost, which we might consider as our business grows.

[redacted]

[redacted]

Start-up costs

Company application and registration fees

© 2026 The Write Direction Inc. All rights reserved.

Copyright – The Write Direction Inc.

[redacted]

Legal costs

[redacted]

Professional services

Consultants can help us develop a comprehensive business vision and strategy, including market analysis, competitive analysis, and growth strategies, as well as providing advice on how to clarify our operational approach, estimate financial forecasting, budgeting, and risk management.

[redacted]

© 2026 The Write Direction Inc. All rights reserved.

Copyright — The Write Direction Inc.

Inventory

[redacted]

[redacted]

Technology and communications

The costs of setting up internet and phone lines, acquiring necessary software and hardware, and developing the booking app are typically considered startup costs. These are expenses incurred before the business starts generating regular revenue. Once the business is operational, internet, phone, and software maintenance fees become ongoing operational costs.

[redacted]

[redacted]

General and Administrative payroll

[redacted]

We will carefully assess these factors after each year of operations, so we can allocate a reasonable budget that supports our company's growth and provides excellent administrative and customer service.

General liability insurance

[redacted]

Profitability potential

Our revenue will depend on our initial client base and service utilization rates (number of bookings, average trip distance/duration), set rates, hourly charges and package deals for the variety of our service offerings (airport transfers, hourly car service, private tours, and special event transportation).

© 2026 The Write Direction Inc. All rights reserved.

Copyright — The Write Direction Inc.

To estimate profitability potential, we have applied a basic model as a framework for estimating the best-case scenario, most likely scenario, and worst-case scenario, which depend on the demand for luxury transportation services which fluctuates throughout the year, competition from other luxury transportation companies in our area, and fluctuations in fuel prices, or economic downturns which can affect profitability as follows:

In the above projections, in the best-case scenario, we would see a consistently high demand for luxury transportation services, low operating costs, and favourable economic conditions, while a worst-case scenario will consider economic downturns, increased competition, and unexpected challenges. The most likely scenario will present realistic projections based on market research and industry trends.

We will continuously monitor our finances, track our progress against our projections, and be prepared to adapt our strategies based on market trends and real-time data.

Finally, as our business grows, we will account for cost increases, which will require planning for scalability in our budget at a later date. By carefully considering these cost factors and creating a detailed budget, we can ensure the financial sustainability of our business based on fleet size, operational choices, and service demand.

© 2026 The Write Direction Inc. All rights reserved.

BUSINESS PLAN

Copyright – The Write Direction Inc.

© 2026 The Write Direction Inc. All rights reserved.