



MABARIKEN

Business Plan for Mabariken

Executive Summary

Mabariken is set to revolutionize the luxury automobile industry with its groundbreaking autonomous multi-terrain vehicle. Featuring a unique glass dome design and advanced all-terrain capabilities, Mabariken combines cutting-edge technology with unparalleled functionality, targeting affluent consumers seeking the ultimate driving experience. Backed by a team of industry veterans and in partnership with renowned design firm ITAL Design, our mission is to redefine luxury transportation for the modern era.

Company Overview

Mabariken aims to merge luxury with innovation, creating vehicles that not only stand out for their design but also their ability to navigate any terrain with ease. Our name, symbolizing "vision" in a language of innovation, reflects our goal to lead the future of luxury cars through advanced autonomous capabilities and multi-terrain performance.

Market Analysis Target Market: Our primary audience includes ultra-high-net-worth individuals, adventure enthusiasts, and tech-savvy consumers who value unparalleled driving experiences and cutting-edge technology in their vehicles.

Market Need: Despite the abundance of luxury cars, there's a growing demand for vehicles that offer both exceptional design and the ability to tackle any terrain, all while providing the comfort and convenience of autonomous driving.

Competition: We compete with established luxury car brands but differentiate through our unique glass dome design, autonomous multi-terrain capabilities, and partnership with ITAL Design.

Product Line The Mabariken autonomous multi-terrain vehicle features:

- A glass dome body for panoramic visibility and an immersive driving experience
- Advanced autonomous driving technology for seamless navigation across various terrains
- Intelligent terrain management system for optimized performance on any surface
- Eco-friendly materials and production processes in partnership with ITAL Design

Marketing and Sales Strategy Marketing: We will leverage digital marketing, targeted advertising, exclusive events, and partnerships with luxury lifestyle brands to build brand awareness. Our marketing will emphasize Mabariken's unique design, autonomous capabilities, and all-terrain performance.

Sales: Sales will be conducted through a hybrid model, combining direct sales through our website with a network of exclusive dealerships in key luxury markets. We will focus on personalized customer experiences and offer bespoke customization options.

Operations Plan

Production will be carried out in collaboration with ITAL Design, leveraging their state-of-the-art facilities and expertise in crafting iconic supercars. Our operations will prioritize sustainability, from materials sourcing to manufacturing processes, while ensuring the highest standards of quality and performance.

Financial Plan Funding Requirements: We seek an investment of \$100 million for R&D, production setup, marketing, and working capital. This will cover the first five years of operation, aiming for a prototype launch within 18 months and first customer deliveries within 24 months.

Revenue Model: Mabariken will generate revenue through direct sales of vehicles and customization options. With a premium pricing strategy starting at \$400,000 per vehicle, we project revenue of \$20 million in Year 1, growing to \$800 million by Year 5.

Management Team

- **Founder & CEO, Desirel Calvin Lawrence:** Visionary automobile concept design expert and innovator
- **Chief Design Officer, Aaquib Faruqui:** Seasoned vehicle technical design expert with over 15 years at Mercedes Benz

- **Project Manager, Charmaine Nair:** Experienced scrum master with a track record of delivering complex projects for global banks and universities
- **Sarah Alvarado:** Sales & Client Acquisition Strategist, driving market penetration.

Projected Milestones

- **Prototype Development:** Complete within 18 months
- **Market Launch:** Target 24 months for the first customer deliveries
- **Global Expansion:** Begin within 36 months, targeting key luxury markets worldwide

Conclusion

Mabariken is not just a car; it's a revolution in luxury transportation. With its autonomous multi-terrain capabilities, iconic glass dome design, and partnership with ITAL Design, Mabariken is poised to redefine the boundaries of what a luxury vehicle can achieve. Join us in driving the future of luxury automobiles.

Mabariken

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