



Title: Brake-Mate Business Plan

Course:

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Note: This project is in the filing cabinet in the ETM department office.

Abstract: Truck brake systems provide a key function in a driver's ability to control his or her vehicle. Vehicle inspections indicate a significant number of operating vehicles have maladjusted brakes. In addition, current technology does not provide a reliable method to self-adjust brakes or a simple brake adjustment indicator. This document provides the business plan to produce and sell the Brake-Mate electronic brake adjustment monitoring system. The Brake-Mate provides brake adjustment feedback to the driver on a real time basis and warns the driver when brake adjustment exceeds legal standards. This business plan provides the market analysis, product description, research and development requirements, overall strategy description, and financial analysis.