

## 2.4 Company Overview for Jazz My Wheels



As a teenager, Robert Shine loved spending the weekends helping his dad restore a 1966 Ford Mustang Fastback. He was amazed at how an old, beat-up jalopy could be transformed into a gleaming work of art. Robert was always looking for ways to make the car look even better. He had a knack for picking out just the right accessories to make the car look like a million bucks. As an adult, Robert thought about how he could turn his personal passion for cars into a business. He wanted to share his love of cars and car restoration with others. He thought the perfect way to do this was to open a business that specializes in custom accessories for people who want to enhance the look and the value of their cars. Jazz My Wheels has been in business for six years, and during this period the company has shown steady growth in sales revenue. The company employs a full-time staff of professional mechanics, car detailers, and salespeople. But the owner wants Jazz My Wheels to be about more than just sales and services. Education is a fundamental part of the business philosophy behind the company. The owner actively seeks to make a difference in the community by working with small colleges and trade schools to offer courses that teach automotive skills, by trying to introduce a car restoration class at the local high school, and by offering technical training classes for adults. Owner Robert Shine remembers the thrill of getting behind the wheel of that restored Mustang Fastback. He wants his customers to feel just as “jazzed” when they ride through town in their own cars.