

## Chapter 1 : Car Wash Business Plans – Tommy Car Wash Blog

*Soapy Rides Car Wash car wash business plan executive summary. Soapy Rides will provide top-quality washing and detailing service for luxury car owners.*

Soapy Rides will be run by Mark Deshpande, of the prominent Deshpande family. Mark will be leveraging the incredible good will and brand recognition of the Deshpande family name to quickly gain market penetration. The Business Soapy Rides will be providing customers with three services: Soapy Rides has no true competitors that are trying to offer a high quality service for a reasonable rate. Hiring the best employees is cost effective because it decreases HR costs associated with turnover and other employee costs. Study after study proves that a happy employee is far more likely to provide the highest level of customer service compared to an employee who is not happy and feels that they are being taken advantage of. The Customers Soapy Rides will target three main groups of customers: Consequently, they have nice cars and want them to look nice. There are five different car dealerships within a three-mile radius which will require car washing services for the various fleets. Lastly, there are many different local businesses that have company cars and that require clean appearances. He has worked his way through the organisation and has been the manager for the last five years overseeing operations of R12 Million annually. With 30 years invested in the community, the Deshpande family name has generated significant value as a fair, active member of the community. By year three the business will have developed a respectable yearly net profit. To be viewed as a premium car wash and detail service in East Meadow. Maintain a very high gross profit margin. Maintain a modest, steadily growing net profit margin. Mark has been in the car industry all his life, having grown up in the family car repair business. Start-up Summary The start-up expenses for Soapy Rides will be financed by Mark Deshpande, from the profits he made in selling his part of the family car repair business. Mark is working with the family lawyer to set up incorporation and to discuss lease issues before the business is launched. Business Plan Examples to Get You Going For this reason he is working with an acquaintance to set up the system that will ensure efficient service even during peak usage. Rent on the location has been negotiated and will be R12 per month. In addition, insurance for the business will be approximately R2 per month and will be paid by direct debit on a monthly basis. The services of a contracting company will be sought to convert the use of the facility and to improve the customer waiting room facilities. Services Soapy Rides will provide three services to its customers: Car washing exterior Car detailing. This area has a number of benefits in terms of the market that it will provide for the business. There are a large number of car dealerships in the area – five within three miles of the proposed location for Soapy Rides. Free Business Plan Template Download We believe that the type of car that a person owns says volumes about their driving, and, therefore their car washing and detailing requirements. Owners of newer cars are most likely to use a hand car washing service. These owners take great pride in their cars and will bring them often to the wash and detail service. The goal with these customers is to promote regular use of the wash and detail service. The aim is to inform these customers that Soapy Rides will keep their car looking as good as it did the day they drove it off the lot. Older luxury car owners: These people have either owned their high-end luxury cars for several years or are unable to afford the expense of a new luxury car but want the feel of relaxed driving. Both of these groups want to keep their cars in the best shape possible. Those who have bought second-hand cars will often spend many hours in their cars and will place high importance on keeping their cars looking good. These owners will bring their cars in for regular washes and occasional details. They will also pride themselves on the look of their car and will have their car hand washed at least weekly. They are attached to their cars as friends and though it may be more sensible for them to purchase a new car, they will bring their car in for a wash occasionally, just when the car is dirty. They like their cars to look presentable, and want to keep it in good shape but are not tied up in the look of their car. For this reason, they will not have a detail carried out on their car unless they are selling it. These dealerships often use outside car wash services to detail their vehicles before they are put up for sale. In addition, there are fifteen other car dealerships within a seven mile radius of Soapy Rides. Some local businesses have fleets of cars and small vans that must be kept clean to maintain their company image. For

this reason, Soapy Rides will target people who will tend not to be restricted to these busy times. Retired people older luxury car owners are not restricted by typical work schedules so will be able to frequent the car wash during the week. Dealerships will need cars detailed and washed regardless of the time of the day and week. This will supply a constant flow of traffic. Businesses will need their fleet cars washed during the week during regular business hours. It is quite new and is trying to compete with automatic car washes by offering low prices. However, it is not targeting the customers who seek quality cleaning. The customers who Soapy Rides is targeting have their cars washed based on the quality of the job.

## Chapter 2 : Car Wash Sample Business Plan | Entrepreneur

*Sample Car Wash Business Plan Template - Publicity and Advertising Strategy Spotless Carwash Company is set to create a standard for car wash business in Las Vegas and through the United States which is why we will go all the way to adopt best practices to promote our business.*

At Tommy Car Wash Systems, we believe that there exists a significant demand for high-quality automatic car washes that is being left unfilled. Small self-service car washes and in-bay automatics fail to provide a high level of consistent quality. However, when customers experience a dual belt conveyor or a high-end tunnel wash, they recognize the difference and are enthusiastic with their feedback. But starting a car wash or any small business can be a challenge. Aspiring entrepreneurs do well to seek professional assistance and take their time as they develop a car wash business plan that provides them the best possible chance of long term success. What should it look like? Why do you need it? It would be a mistake to think that a business plan is only a tool to help generate funding through small business loans. While a detailed business plan is a vital part of obtaining financing, the process of creating the plan helps the entrepreneur do much more than just sell the startup. It will detail your goals in terms of return on your investment, how large a staff are you planning to hire, what your pricing and expenses will look like, and what estimated revenue can be expected. Mostly, a complete business plan will give you confidence in your plan and give investors confidence in you. What value does it bring? The same deep thinking, research, and comprehensive planning that will help impress investors and city planners will also help you prepare for success and deal with challenges even before they occur. So how do you write the plan? There are a number of sections that should be covered and owners should be willing to go into detail, defending their prospective business and proving point-by-point that the idea has the ability to make profit while providing value to the customers, local community, industry, and investors with whom it will interact. Be professional and factual, covering each outlined section in detail. Pay special attention to the first section of your document, the Executive Summary. The SBA recommends writing it last because after you have completed the exercise of detailing your entire plan, you will be in a better position to accurately summarize it. Then, the Mission Statement briefly explains the thrust of your business. It could be two words, two sentences, or a paragraph, but it should be as direct and focused as possible and it should leave the reader with a clear picture of your goals. What resources are available? There are many online templates for creating small business plans which can be helpful for general style, information, and structure questions. You can also hire proofreaders to check for errors that can harm your credibility when the plan is reviewed by a bank or other investors. But the single most important resource for the car wash entrepreneur is outside experts and consultants willing to provide perspective, information, research, and expertise. At Tommy Car Wash Systems, our team has decades of experience helping individuals launch local car washes, with resources available to help entrepreneurs choose locations, project income, control expense, and sell the idea to both financiers and city councils. For more information on preparing a car wash small business plan or starting a car wash in your local area, check out the related posts in this blog or contact the Tommy Car Wash Team at sales tommycarwash.

### Chapter 3 : Car Wash Business Plan - Executive summary, Market/marketing, Market analysis, Marketing

*Opening a car wash business can be a fun, interesting, and profitable business for somebody with business smarts and perseverance. With the right location, good marketing, and top-notch service, you can draw in numerous customers who need their cars washed quickly, efficiently, and at a good price.*

Consequently, the company will focus on attracting and developing a loyal customer base from the surrounding community. The business will be situated on the main thoroughfare between Simcoe and Bedford and intersects both Wainledge Rd. Demographic and Economic Trends Delaware County is an urban county of , persons estimate situated in western New Jersey. The county seat, the City of Trenton, is near Philadelphia and is one of the leading industrial and trade complexes in the nation. Delaware County is one of the leading agricultural counties within the state, with approximately 50 percent of its land area devoted to agricultural uses. Delaware is also an important industrial area, with emphasis in the production of textiles, metals and food products. East China Township is located approximately 10 miles northeast of Trenton, and Plymouth Township is several miles closer. The township consists of Plymouth Township consists of 8. The population is estimated at 1,, of which A change in economic conditions can influence the area demographics and consumer spending habits. The region continues to expand modestly due to increased capital investment, productivity gains and low labor costs resulting in a relatively low inflation rate of 2. The health of the local economy is important since many of the local East China and Plymouth Township residents commute to work in Trenton, Passaic and Camden. Simcoe Car Wash is located in the town of Simcoe, approximately two and one-half miles east on Wainledge Rd. However, the facility is outdated, maintaining only four self serve bays with no automatic tunnel. The wash area is small with no front access. In addition, there are only two vacuum stations and minimal vending facilities. The business is well established with good visibility from the highway and good access. However, the facility has not been modernized and maintains only four self serve bays with no automatic tunnel. There are only three vacuums and minimal vending facilities. The company will offer a modern, easily accessible, high quality car wash system featuring a variety of convenient, income producing services, such as vacuums, fragrance machines, carpet shampooer and vending machines. The building will be constructed of 8" concrete block, except exterior walls, which will be split face block and brick veneer atop a 5" concrete floor and concrete foundation. All interior walls in the bays and equipment room are to be covered with "Kalite white textured fiberglass paneling. The roof will consist of 2 x 4 pre-engineered steel beams with a pre-finished ribbed metal roof. A breakdown of equipment needs is as follows: Includes installation of tubing to Customers prepared slab. Does not include copper plumbing, materials or labor.

## Chapter 4 : Business strategy | Car Wash business plan

*For more information on preparing a car wash small business plan or starting a car wash in your local area, check out the related posts in this blog or contact the Tommy Car Wash Team at [sales@blog.quintoapp.com](mailto:sales@blog.quintoapp.com)*

Water system Payment processing system Signage: It needs to be readily visible from the road and able to be read quickly by passers-by. The cost of signage varies based on a number of factors, including the size and the complexity of your logo. The average number of people employed at a full-service car wash is 14 , for instance, while the average number of employees necessary to operate a conveyor cash wash is four. In-bay automated car washes can run unmanned around the clock, but you will still need to employ someone to maintain your equipment regularly to avoid unnecessary or premature repair and replacement expenses. Regardless of how big or small your marketing budget is, you have many ways to tap into your target market before and after your operation is up and running. The marketing options that are available to you include the following: Before your business opens, hand out flyers to people who pass by your location on foot and those who stop by in their vehicles to ask questions. Depending on the relationships you have with other business owners, you may even be allowed to hang a poster in their storefront, especially if you reciprocate by giving their clients a discount on their first car wash at your facility or offering another attractive incentive. You can include a coupon on your postcard, or use it to invite people to attend a grand opening celebration. Instead, you can schedule a time to visit with a popular, local radio personality to discuss your new car wash with him or her in an interview setting. You can describe the benefits your business will bring to the area, such as new job opportunities, and mention any charity drives your business will support in the future. Using social media is one of the most cost-effective ways for you to market your business. After an initial investment to have a website created for your business, you generally only have to invest time in social media such as Facebook, Instagram, Pinterest and Twitter to promote your business and offer specials that are available only to your social media followers. Of course, you also have the option to purchase advertising that will specifically target people who live and access the Internet close to your business location, as well. Set Up a Loyalty Program: Even before you open to the public, you should set up a loyalty program. This will encourage people to return to your car wash beginning with the first time they use your services. Implement a Texting Program: Depending on the ages included in your target demographic, your clients may be more apt to use a mobile or digital coupon instead of one they have to clip or print. You can use text messaging to notify your customers about current or upcoming deals and events affordably. For instance, you can offer them a discount that will automatically be applied to their account if they respond to your text message with a certain word or sequence of numbers. As it is in any industry, the highest potential cost of owning a car wash is failure. Fortunately, many resources are available that can help you succeed in the short- and long-terms regardless of the type of car wash you ultimately decide to own, including people who are already in the business. Small business owners ordinarily like to help other entrepreneurs succeed, often because someone helped them when they were starting out. With this in mind, visit other car washes and talk to their owners. If you have questions, ask them. If you need advice, ask for it. Learn from their experiences and apply what you learn to your business. Learn everything you can about the car wash industry by reading relevant print and online materials and continue educating yourself throughout your career as a business owner. Stay abreast of the latest industry innovations by joining organizations such as the International Car Wash Association and attending seminars and workshops, as well. While the costs and labor involved with starting a car wash may seem overwhelming, the rewards of being an entrepreneur can be immeasurable. What was supposed to be a temporary job turned into a lifelong passion and career for Grauer. You know that no matter how well business is going, there are still likely to be plenty of repairs and the like going on behind the scenes that the customers would never guess. But have you ever stopped to think about all the factors that contribute to the final dollar value you spend on maintenance and repair? If you already have a firm grasp on these figures, you might think you know all there is to know about these types of expenses. While it might seem silly or unimportant to perform maintenance when everything is operating in a perfectly normal manner, the exact opposite is true. Even if

your teeth are perfectly healthy, experts still recommend that you visit your dentist on a regular basis. Because the dentist can provide a more thorough cleaning than you normally get, and this helps decrease your chances of developing a more serious problem down the road. Furthermore, your dentist will take this opportunity to check for any problems that may be developing that you would not notice at home. In the same way, preventative maintenance performs these same functions for your car wash and equipment. It helps prevent future problems that could potentially put a halt to your operations or cost you a lot of money. Preventative maintenance also gives you the opportunity to check for the beginnings of serious, underlying problems you might otherwise miss until they become major issues and it is too late to do anything but replace the item in question.

**Reactive Maintenance** Reactive maintenance is the opposite of preventative. As its name suggests, reactive maintenance consists of your reacting to damage that has been done. This type of maintenance occurs after the equipment has already been broken. Maintenance of this variety seeks to repair this damage or replace the broken part so that your car wash can resume operations, just as good as new. To continue with our dentist analogy, if preventative maintenance can be compared to your regular checkups, then reactive maintenance could be compared to trips to get a cavity filled or your wisdom teeth pulled. In other words, something has gone wrong and you need reactive maintenance to fix the problem or problems and restore things to their normal working status-quo. While preventative maintenance serves the dual purpose of preventing new damage and catching the start of damage before it gets worse, reactive maintenance serves a single purpose: And because reactive maintenance usually involves fixing an actual problem instead of just routine maintenance, this type of work typically costs more as well.

**The Value of Maintenance** There is no question that maintaining your facilities and equipment will cost money. Even basic preventative maintenance inevitably detracts from your profits to some extent. However, consider what could very easily happen if you stopped performing preventative maintenance. With nothing to prevent your tools and facilities from becoming damaged, things could begin breaking down. And while preventative maintenance costs money to perform, reactive maintenance is usually much more expensive. If the equipment breaks so badly that it needs to be replaced, this will cost even more money. In addition to these expenses, you will also have to deal with the cost of business potentially coming to a halt because your facilities are being repaired. By comparison to this kind of disaster, we can see that preventative maintenance is very affordable indeed. As you settle into your routine of maintenance and cleaning in your car wash, here are a few additional tips to help you make the most out of your repair costs. Here are just a few of the ways you can do that: Create a Maintenance Checklist

Based on these definitions of the different types of maintenance, we can conclude that while reactive maintenance only occurs on an as-needed basis, preventative maintenance must be performed regularly. But how do you know how often you need to do this? We recommend creating a checklist of tasks that you perform regularly. To determine how often these tasks need to be performed, follow these steps: Most tools and equipment will come with recommended cleaning schedules dictated by the manufacturer. If none are available, contact the manufacturer and ask. To begin getting a feel for how often you should perform maintenance and routine cleaning on these items, start by simply following these directions. Even if you choose to never advance your routine beyond this point, this is a good idea. If you do choose to continue developing your schedule, this is an excellent starting point.

**Work in Your Environment-Specific Concerns:** Do you notice that one particular piece of equipment is treated unusually roughly? Care for this more often. Is there another tool that is never used? You might be able to clean it less. Is there a certain area that is often exposed to heavy amounts of chemicals? Take special care with anything in this area. Think About Seasonal Needs: Your car wash may have specific needs based on the time of year. Things may need to be cleaned more during your busy season, or more during the winter when road salt is being tracked in and is covering everything. Know Where the Problem Areas Are As the owner or operator of a car wash, you should try to develop a keen awareness of where the problem spots in your facilities are. By this, we mean you should know where things are most likely to break or be damaged. Depending on your operations, areas can become problematic for any number of reasons. It could be that they see the most traffic, are the most delicate, are the hardest to maintain, or any combination of these reasons. Give them extra attention when cleaning and performing preventative maintenance. Give them a quick glance whenever you have a spare minute. By doing

these things, you are more likely to be able to prevent damage in these spots before it occurs. Set a Good Example Ideally, you want your car wash to be a place where everyone respects both the equipment and the facility as a whole. You want it to be a place where things are kept clean and tidy and where tools are treated with care. One of the first ways to create this impression is by practicing what you preach. Keep the spaces neat. Set dress codes that dictate employees need to be dressed in clean clothing. Create a work environment that sets up punctuality, precision and cleanliness as high standards that need to be upheld. When you do this, your employees will follow suit and customers will also be less likely to create messes as they pass through. See how the tools work. Get a feel for each piece of equipment individually. Buy Equipment That Makes Maintenance Easy One of the best ways you can help yourself out when it comes to maintenance is by buying high-quality equipment in the first place. If you simply buy the cheapest option, odds are good it will break before too long regardless of the maintenance you perform on it. Instead, buy quality equipment that will last.

### Chapter 5 : 10 Steps For Starting a Car Wash From The Ground Up – Tommy Car Wash Blog

*Take a look at these sample business plans for car wash and self-service car wash businesses. Then use what you learned to write a business plan for your own cash wash. These, and hundreds more sample business plans, are included in LivePlan.*

Soapy Rides will be run by Mark Deshpande, of the prominent Deshpande family. Mark will be leveraging the incredible good will and brand recognition of the Deshpande family name to quickly gain market penetration. The Business Soapy Rides will be providing customers with three services: Soapy Rides has no true competitors that are trying to offer a high quality service for a reasonable rate. Most are trying to compete on price alone. Hiring the best employees is cost effective because it decreases HR costs associated with turnover and other employee costs. Study after study proves that a happy employee is far more likely to provide the highest level of customer service compared to an employee who is not happy and feels that they are being taken advantage of. The Customers Soapy Rides will target three main groups of customers: Consequently, they have nice cars and want them to look nice. There are five different car dealerships within a three-mile radius which will require car washing services for the various fleets. Lastly, there are many different local businesses that have company cars and that require clean appearances. With 30 years invested in the community, the Deshpande family name has generated significant value as a fair, active member of the community. By year three the business will have developed a respectable yearly net profit. To be viewed as a premium car wash and detail service in East Meadow. Maintain a very high gross profit margin. Maintain a modest, steadily growing net profit margin. Get the entire sample plan and everything you need to customize it for your business. Download Business Plan Pro today! Purchase Business Plan Pro today and get Magazine and free business planning ebooks.

## Chapter 6 : A Sample Mobile Car Wash Business Plan Template

*wash or encourage pre-paid packages so that your car wash captures the revenue up front from pre-paid debit cards. Account Pricing - Account pricing usually entails a guaranteed number of washes per month in.*

We know what a daunting and potentially confusing process starting a new car wash can be. How soon should you begin marketing? How long will the process take? Great care must be taken when selecting the location on which you want to build. Our Site Model Pages have in-depth descriptions of location criteria to consider including population, competition, street types, car counts, and more and our site development services can help you select and approve the best locations available in your area. Start by driving around your target area, paying close attention to the relative traffic, types of local businesses, and anything that looks for sale. Get a feel for your potential market. You should also visit a commercial real estate MLS like Loopnet. Be sure to take your time and never rush into a purchase. How many customers do they have and how aggressively are they marketing? What will they do when you open your wash? Can they afford a multi-million dollar renovation to bring their wash in line with yours? Are they debt free and can they cut prices to outcompete you with your interest payments in the short term? Are their customers frequent users and very loyal or are they waiting for something better? Entrenched local competition can be dangerous, even for Totally Tommy buildings, and selecting a location with some elbow room between you and competitors is important. You will also need a Taxpayer Identification Number and you should use the U. Each area and city has different rules, so make sure you take the time to understand everything and keep your business in line. If you can, also get information on local sanitary sewers for your waste water, utility prices, water usage limits, and other regulations. Show them a rendering of your concept and try to get verbal approval of the design or a list of probable issues to address. If you have approval you can set up a formal meeting to present your plans and have them voted on at a city council meeting. With luck, your Totally Tommy building with its modern style, efficient design, and great investment potential will blow them away! Try to be friendly, optimistic, and down to earth. If the city gets on board with your project it can make the whole process move along more smoothly. Check out automatic car washes, partially automatic, express, detailing, and other washes to see how they differ from one another. Operations, promotions, pricing, services, demographics! Try to learn as much as you can and develop as deep a background as you can with operations, staffing policies, equipment repair, and customer management aka, complaints. There are many models, each with pros and cons. Franchises offer support at the cost of a residual. How much personal involvement are you looking for? If you plan on hiring a manager instead of handling things yourself, make sure he or she has the necessary qualifications and is heavily invested in your future success. Use a professional service and remember that the more detailed, thorough, and researched your plan is, the better it will look to investors or your bank. Include costs up front and overhead costs, planning for building to long-term revenue management, and marketing strategies launch and long-term. A solid revenue model can help convince investors to put up the capital for your new car wash business, so be prepared to demonstrate that you need enough funding for a truly high quality car wash facility and equipment with great return potential. From our towers to our pay system, deceleration lanes, glass walls, stainless steel equipment, and clear roof, everything is designed to project sophistication, professionalism, and value. So why waste money reinventing the wheel, and why risk building a second-best wash when a Totally Tommy wash is waiting for you? Make sure to let the community know about your wash ahead of the grand opening with onsite advertising as well as print, radio, local web, and possibly TV advertisements. Be prepared to collect feedback and adapt your marketing program for the greatest possible effectiveness moving forwards. Launching any business, and especially a brick and mortar car wash filled with high-end technology, is a complex and daunting prospect. The team at Tommy Car Wash Systems has hundreds of washes behind us with thousands of installations and developments. For more info please send your requests to sales tommycarwash.

*Although Mark has been in the car repair business, he has not been in the wash and detailing business, which is a very different service (quick turnaround per car is incredibly important). Related: [Business Plan Examples to Get You Going](#).*

AutoGeek Online The best way to learn however is by doing than just reading or watching videos online. Go out and experiment. Keep practicing until you master the techniques. Scope Out the Competition We cannot stress this point enough: You will want to know whether they offer on-site or mobile car washes, services offered and the price range. The more you understand your competitors, the better you can shape your brand and services to be superior. Your goal should be to find a niche for yourself that will help you find clients as quickly as possible. Other than your services or prices, you can also create a competitive edge by offering better customer service or flexibility in scheduling appointments. Ask yourself – What is my unique value proposition that customers cannot get from other car wash businesses? What do I bring to the table? Mobile Car Wash Business Plan A business plan is necessary while starting a new venture because it guides and keeps you in check. Even though it seems intimidating, you should spend the necessary time to write out a detailed plan. A business plan will also help you plan for the future in terms of growth, cash flow, sales and hiring so this exercise will pay off in the long run. It gets better – There are many free business plan templates available online. Doing so allows you to attract people who have different price points and you boost your appeal to a wider audience. Your pricing should ideally reflect the demographics of the area you are targeting and the prices of your competitors. Obviously, higher priced services require more professionalism and higher quality. What do you offer that is unique? Can the demographics in the area support the prices you want to charge? These are some suggestions of services you could offer. You can combine and mix the services in any way you feel like. For example, many mobile auto detailing services combine exterior and interior cleaning. Interior Car Washing Services Usually, an interior car wash includes thorough vacuuming, trash removal and window cleaning. Many detailers offer leather surface wipe downs too to get those leather seats looking new.

**Chapter 8 : Everything You Need to Know About Starting A Car Wash | JBS Industries**

*4 THE SERVICES WE PROVIDE \_\_\_\_\_ Car Wash is a 3 bay coin/cash operated to customers who want to provide their own labor, and a two bay automatic offering cleaning services to.*

Checkout our new sister site! Please note that the financials in this complete free business plan are completely fictitious and may not match the text of the business plan below. This free business plan demonstration purposes only. If you are interested in purchasing the completed editable MS Word and Excel documents for this business plan, please click the button below! Also, the text of the business plan is formatted with a fully automated table of contents. Return to Samples Page 1. The Car Wash, Inc. The Company was founded in by John Doe. The business will use trucks and tents to operate its business on a mobile basis. This is extremely important for the business as the Company will be able to increase its visibility and market reach simply by moving the facility to another location. The business has already established the place where its first car washing facility will be located. The third section of the business plan will further describe the services offered by the Car Wash. The interest rate and loan agreement are to be further discussed during negotiation. Doe has more than 10 years of experience in the car washing industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations. Doe expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years. Doe intends to implement marketing campaigns that will effectively target individuals within the target market. The Company is registered as a corporation in the State of New York 2. Doe is not seeking an investment from a third party at this time. Doe may seek to sell the business to a third party for a significant earnings multiple. Most likely, the Company will hire a qualified business broker to sell the business on behalf of the Car Wash. Based on historical numbers, the business could fetch a sales premium of up to 4 times earnings. The business will operate through its stand alone facility and several mobile tents that will allow the business to move from location to location throughout the area. The business will use two trucks to carry the equipment, tents, and two personnel to each mobile location. The business will also offer internal detailing which includes removal of the floor mats, and a complete cleaning of all upholstery and the dashboard. The business will also offer car detailing services which including rim and hubcap cleaning and waxing. Currently, the economic market condition in the United States is moderate. The meltdown of the sub prime mortgage market coupled with increasing gas prices has led many people to believe that the US is on the cusp of an economic recession. This slowdown in the economy has also greatly impacted real estate sales, which has halted to historical lows. In this section, you can also put demographic information about your target market including population size, income demographics, level of education, etc. The key to writing a strong competitive analysis is that you do your research on the local competition. Find out who your competitors are by searching online directories and searching in your local Yellow Pages. Below is an overview of the marketing strategies and objectives of the Car Wash. Doe intends on using a number of marketing strategies that will allow Car Wash to easily target men and women within the target market. These strategies include traditional print advertisements and ads placed on search engines on the Internet. Below is a description of how the business intends to market its services to the general public. The Car Wash will also use an internet based strategy. This is very important as many people seeking local services, such as car washes, now the Internet to conduct their preliminary searches. Doe will register the Car Wash with online portals so that potential customers can easily reach the business. The Company will also develop its own online website. The Company will maintain a sizable amount of print and traditional advertising methods within local markets to promote the car washing and detailing that the Company is selling. You should provide as much information as possible about your pricing as possible in this section. However, if you have hundreds of items, condense your product list categorically. This section of the business plan should not span more than 1 page. For each owner or key employee, you should provide a brief biography in this section. As such, only a severe economic downturn would result in a decline in revenues.

**Chapter 9 : A Sample Automatic Car Wash Business Plan Template**

*Car washes can be incredibly lucrative businesses but tend to require more startup capital and permits to get started. However, a mobile car wash business is much simpler to start and can become profitable quickly.*

The aforementioned financing package merely outlines one possible financing option. We understand there are a myriad of ways to structure financing, and we welcome the opportunity to explore additional alternatives. Our frustration lead us to investigate the possibility of building a car wash facility. Twenty months of exhaustive research revealed three facts that propelled us forward in our pursuit to build a car wash. First, there is an enormous demand for a car wash in the area. Second, there are no car wash competitors in the area. The operation is comprised of two complementary systems: Both systems will be outfitted with the most technologically advanced equipment available, thereby providing our customers with the best service possible. Additionally, within our market area, which is determined by the industry to be a 3. Unique Aspects of our Strategy We plan to market our car wash utilizing four primary mediums: Discount coupon mailings to selected ZIP Codes, radio and cable television spots, and cross promotions with local area merchants which will allow us to tap into their firmly established customer bases. Additionally, we will approach apartment and condominium management offices, asking them to include promotional coupons in their monthly newsletters. Overall Objectives Objectives To develop a highly successful, profitable car wash business which provides our community with a much needed service. The full-service tunnel operation will account for 85 percent of revenue on 56 percent of the sales. The self-service operation will account for approximately 12 percent of the revenue on 26 percent of the sales. The vacuum operation will account for approximately 3 percent of the revenue on 18 percent of the sales. Market Standing There are no car wash facilities within our target market area, which is defined as a 3. The closest car wash facility to our proposed location is 4. Therefore, we have no direct competition within our target market area. Management Development Our objective is to cultivate our managers from within the organization. This practice is essential to ensuring that our business philosophy and management style remain consistent. Additionally, by adhering to this objective, we possess a means in which to reward employees who continually perform in an outstanding manner. Social Responsibility Our objective is to become an active and solid member of the business community in Hampton County. Additionally, we believe that we should provide an employment opportunity for members of our community. Specifically, between and , sales volume declined 3. Thus, on the average, car washes experienced a small increase in gross profit. Industry experts blame the sluggish economy and unusual national weather patterns for the decrease in sales volume and predict volume will rebound to pre levels as the economy improves. Ideally, a car wash should be situated on a thoroughfare which possesses a heavy volume of traffic, often referred to as "traffic count. Our location is easily accessible from two major roads. The population within a three mile radius of our location is , According to the survey, our target market is expected to grow at a rate of approximately 3. Industry studies state a car wash will capture. According to the survey, the daily traffic count in front of the proposed location is 50, This translates to between and cars washed per day. It is projected the traffic count in front of the proposed location will grow at an approximate rate of 5 percent per year. This projection bodes exceptionally well for The Dirt Buster. Additionally, this study predicts the number of cars registered in our target area will also show a slow, but steady, increase over the next ten years. Characteristics Our target market is the most densely populated area in the city and is comprised of a diverse mixture of ethnic and economic groups. This diverse economic and ethnic make-up supports our view that there is a strong demand in our market area for a complete car wash facility that possesses both full-service and self-service facilities. Buying Habits of Customers In talking with hundreds of people in our target area over the past eighteen months, we have determined there is an enormous need for a car wash facility in this area. Currently, there is not a car wash facility within a 4. Companies in Specific Target Market There are no car wash facilities within our target market area, which is defined as a 3. The closest car wash facility is 4. However, there are a number of car wash facilities located in the suburbs, most of which we have made contact with during our investigation into the industry, but who are not competitors due to their distance from our site. Because this

business is a cash business, many operators would not share their revenue figures with us. However, we were fortunate enough to obtain the actual annual financial operating figures from four car wash operations. We were given these figures in confidence and asked not to repeat them. We did, however, use these figures as a gauge to measure the validity of the calculations presented in our pro-forma financial statements. We believe our revenue calculations are extremely conservative, and our expense calculations are as accurately portrayed as possible.

**Competitive Factors Assessment of Leading Competitors Overview** In our target market area we have no direct competition. There are cases where car wash owners have built their business in an area which put them into direct competition with another car wash operation. Business logic dictates that unnecessary competition benefits neither operation. This will foster a repeat customer base.

**Annual Revenues** In a cash business, such as a car wash, it is difficult to obtain accurate annual revenue figures for the industry as a whole, and especially for individual operations. However, a number of the car wash owners in the city shared their general revenue figures with us and four car wash operations we studied in depth gave us detailed monthly and yearly revenue and expense break-outs. Of the four car wash operations we studied extensively, three are just one-year old and the fourth is thirty-years-old. Two of the operations are exterior wash conveyor system washes, one is a self-service wash, and one of the operations is a full-service conveyor system wash. Additionally, one operation combines an exterior wash conveyor system with a five bay self-service facility. We point out these operational and facility configurations because different operation and configuration arrangements drastically affect revenues. For example, revenue produced by an exterior wash conveyor system will be substantially less than a full-service wash facility, given operations with similar traffic count and population figures. Similarly, car washes which combine conveyor wash operations with a self-service operation will, under normal circumstances, produce more revenue than either the full-service conveyor wash operation or the self-service wash facility by themselves. Therefore, the optimum configuration for revenue maximization is a facility which incorporates both a self-service wash facility and a full-service conveyor wash facility. Each car wash facility we studied produced a profit, including the two newer facilities.

**Market Share** Two of the four operations studied possessed a percent market share of their target markets. The other two share their markets equally. However, there is no doubt the close proximity, one mile, of the two washes has adversely affected their profit margins.

**Profitability** All four car wash operations are profitable. However, as could be expected, the oldest car wash enjoys the most lucrative profit picture as it no longer experiences debt retirement concerns. Equipment purchase, construction of building and land, and debt retirement, based upon the averages given, is expected to be approximately 20 percent of gross profit. Fixed and variable expenses, on the average, are approximately 60 percent of gross profit. Those that possess superior location produce sound financial pictures 99 percent of the time. Additionally, not enough can be said about a strong clientele base which, because of good service, continues coming back again and again. The chosen location of The Dirt Buster is indeed superior, and our excellent service will guarantee the development of a strong clientele base.

**Advantage Over Competitors Price** To arrive at our price listing for each car wash package, we carefully examined fifteen car wash facilities in the state. Unfortunately, what we discovered was that, in most cases, the service provided did not warrant the higher price charged to the customer. The customer was not receiving any significant increase in the service received. Therefore, we carefully constructed our wash packages to ensure that our customers received the best possible service for the price charged. This technologically advanced equipment will provide us with a qualitative edge over all the car wash facilities within a 20 mile radius of our location.

**Customer base** We will need time to firmly establish a sturdy customer base. **Business experience** We lack daily experience in the industry, which our competitors have garnered over time. However, we believe our work at two separate car wash facilities over the last seven months greatly reduces this initial experience advantage.

**Description and Assessment of Potential Competitors** We do not believe it likely we will face any competition in the near future. Quite simply, there are only a few pieces of property available which are zoned for and large enough to support a car washing operation in our target market area. The few available are also extremely expensive. Additionally, the majority of the available property we examined during our location search are much too diminutive to host a conveyor system. Thus, any potential competition would be limited to a self-service-only facility which cannot generate sufficient

income throughout the business year to render it a profitable venture. Other Market Features Impact of the following: Economic Factors While the sluggish economy of the last few years has had a slightly negative impact on the car wash industry as a whole, more than half of the car wash owners surveyed by the International Car Wash Association Survey in and experienced an increase in levels of profitability. While not completely recession proof, the industry has retained a very strong financial picture through difficult economic times created by the prevailing economic downturn, even managing to increase revenues by 10 percent in each of the last three years. Governmental Influences The governmental influence on our business is not extensive. One government mandated facility-design feature is the installation of a water reclamation system. This design feature is one that we would have added to the facility even if not mandated by the county. It greatly reduces our fresh water consumption, which in turn reduces our water bill. Obviously, legislation of this kind would only enhance our business position. Obviously, the larger the population base in the market area, the better the chance of the business succeeding. Industry surveys indicate that the average car wash operation shares a population base in its target market of , people with four other competitors. We are in the unique position of having a percent market share of the , people who make up our target market. Research in the industry reveals specific types of car wash facilities appeal to different social groups. Eighteen to twenty-five year olds, regardless of ethnic group, blue collar workers, and minority groups tend to make the most use of self-service facilities.