

# **CAREASE DATA GATHERING SUMMARY**

## **1. Primary Data Summary**

To validate the CarEase concept and assess consumer demand, we conducted a survey involving 80 car owners in Nairobi, Mombasa, and Kisumu. The survey was shared digitally through WhatsApp, Telegram groups, and local Facebook communities.

Key Survey Insights:

- 91% of respondents reported dissatisfaction with current car servicing wait times.
- 76% expressed interest in mobile servicing options if available at the same price.
- 64% identified pricing inconsistencies and untrustworthy providers as a primary concern.
- 88% supported eco-friendly alternatives to water-heavy car washes.

Methodology: Mixed closed and open-ended questions with optional anonymity. No personally identifiable information (PII) was collected.

## **2. Secondary Data Summary**

Secondary research focused on understanding the state of Kenya's car service industry and drawing from global benchmarks.

Sources included:

1. World Bank Report on Kenya's Digital Economy (2023)
2. NEMA 2022 Report on Environmental Sustainability in Urban Vehicle Services
3. Ministry of Transport Urban Mobility Statistics (2022)
4. Green & Patel (2023) - Journal of Automotive Technology
5. McKinsey Report on Automotive Digitization Trends (2022)

Insights Gained:

- Kenya's vehicle base is growing 7% annually, yet car servicing innovation remains stagnant.
- Eco-friendly practices are severely underutilized in the car wash industry.
- Global platforms have successfully used AI and real-time tracking to reduce inefficiencies and improve service satisfaction.

### **3. Appendix - Sample Survey Questions**

#### Appendix A: Sample Survey Questions

1. How often do you service your car?
2. What frustrates you the most about traditional garages?
3. Would you use a mobile car servicing app? Why or why not?
4. How much would you pay for on-demand car washing at your location?
5. How important is eco-friendliness in car servicing for you?