

Car wash Business proposal

Samyam Katwal, Sudikshya Koju, Shranish Shrestha, Mohan Basnet, Utsav Prajapati

BSc. (Hons) computing, Softwarica College of IT and E-commerce, Coventry University

STA201IAE Be Your Own Boss

Samip Pandey

April 26, 2022

Introduction

Goods once cherished as luxuries are increasingly becoming necessities through their mass adoption. Automobiles are now considered the benchmark of decent living rather than signs of a lavish life. Every six out of 80 people are car owners in Nepal. With that we can estimate that there are about 142,339 cars in Bagmati region alone. All those cars need to be washed 3-4 times a month. There aren't enough car washing services in Kathmandu to fulfill that demand. So, a car wash is a good business plan. Car washing takes some time, and the vehicle owners are left with little to no activity to do during that time. We want to focus on the free time the owner must provide them with an engaging activity such as eating lunch or shopping to utilize their time. We want to establish a piggyback system of services for the customer's satisfaction during the time of the car wash.

Services

- 1) Car wash
 - a) Complete wash (interior and exterior + wax)
 - b) Exterior wash
 - i) Complete (Power wash + scrub + wax)
 - ii) Power wash
 - c) Interior cleaning
- 2) Café
- 3) Car accessories (wiper fluid, car freshener, tissue papers, decorative items etc.)

Business approach for Car wash:

Business planning is an important tool that helps entrepreneurs and business owners think about business ideas, convince potential investors, and ensure the financial success of the company. A good business plan outlines a company's products, how they are produced, and how a product or service ensures that it reaches its target market.

We want to capitalize on the opportunity that the customer (car wash) has provided by providing them with choices of using the washing period. We plan on doing so by having a cafe in the car wash vicinity where the customer can order food and drinks while waiting for the wash. Furthermore, the cafe provides a comfortable space where the customer can complete their personal or business work while utilizing their time. We also want to sell car accessories. Since not many car washes are providing such facilities, we want to approach the car wash industry in a piggyback manner where our main business is supporting the side business and the side business are complementing the main business.

Business model

Car wash mainly earns money by washing cars but our business model is to focus on piggy back services that can benefit from the car wash. We plan to open a café and car accessories shop around the car wash where customers can get something to eat and fully utilize their leisure time.

Vision Statement

To provide a great car washing service and to utilize the time of the customers.

Mission Statement

Our mission is to change the traditional view of the car washing industry by changing a car wash environment to something productive.

Feasibility Analysis

Feasibility analysis, also known as feasibility study aims to fairly and logically analyze the advantages and disadvantages of an existing or new business, as well as the risks associated with the business, the required resources to carry out operations and the earning potential. With the number of personal vehicles increasing in the past few years the market for auto services such as car wash has expanded. Even though there are numbers of car wash centers scattered throughout the country, car wash services have not yet met the demand and fulfilled the standard criteria. To fulfill such demand, the business should follow the stages of feasibility analysis to launch a business with success.

Service feasibility

There are around 142,339 cars in Bagmati region. Everyone wants to wash their cars and there aren't enough car washes in Kathmandu valley. Even if the car owner wants to wash their cars 3 times a month, the cars are needed to be washed 427,017 times.

Industry / Target market feasibility: It is an evaluation of the industry's general appeal as well as the target market for the proposed business. An industry is a collection of businesses that produce a common product or service. An industry's target market is the limited portion of the

industry it plans to go after. We plan on focusing on the automobile cleaning industry. It is a field that is not developed to a level it can be so, it is feasible to expand to this market

Organizational feasibility: It is concerned with establishing whether the business has the necessary skills and resources to successfully bring a product or service idea to market. It is mostly concerned with non-financial resource.

- a. **Management prowess:** The car wash business is about to launch for selling their car wash services to the potential customers. Here, the business team is impassioned towards the business and aware about its market.
- b. **Resource sufficiency:** To launch our car wash business we have sufficient resources that is needed to start up a car wash business. Our business office is located in a centered area where every customer can reach easily. We have sufficient infrastructure for office setup.

Financial feasibility: A quick financial assessment is usually sufficient for feasibility analysis. The most significant factors to evaluate at this point are the total amount of start-up capital required, the financial performance of similar businesses, and the entire appeal of the prospective venture.

- a. **Total start-up cash needed:** To launch our car wash business, we plan to allocate around 1.5 crores for the machines and equipment, 80 thousand for office infrastructure, 60 thousand for web application development and another 60 thousand for employee's salary.

- b. Financial performance of similar business:** Express car wash is a similar business which earns around 4akhs per month. They have around 100,000 registered users. This shows that the car wash business is expanding with the growing technological world.
- c. Overall financial attractiveness of proposed venture:** Express car wash has monthly revenue of around 5lakhs. By studying the express car wash business, we can determine that the car wash business has vastly expanded with the increase in the number of personal vehicles in the past few years.