

OVERVIEW

Smart Car Wash is a hand mobile car wash company has trained experienced workers, located in Miami midtown area. This company specializes in going to the customers and washes their cars using only the high quality professional care products

PROBLEM

Traditional car wash process involves people driving into car wash locations and staying in the same spot while the car being cleaned, some people have busy live style and they don't have enough time to clean their cars so our goal is to reach those people in located in midtown/downtown area by an advertising campaign.

MARKETING STRATEGY

Convince target market that smart car wash is the best decision to save your time and energy.



OBJECTIVES

Wash 1000 cars in 2017

TARGET MARKET

- Professional workers
- Middle and high income
- Have busy life style

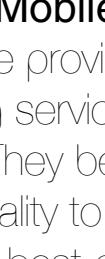
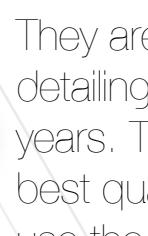
COMPETITORS

Car Detailing

It specializes in mobile detailers, consists of hundreds of professional detailers across the country that meet the stringent requirements for insurance, equipment, experience and performance



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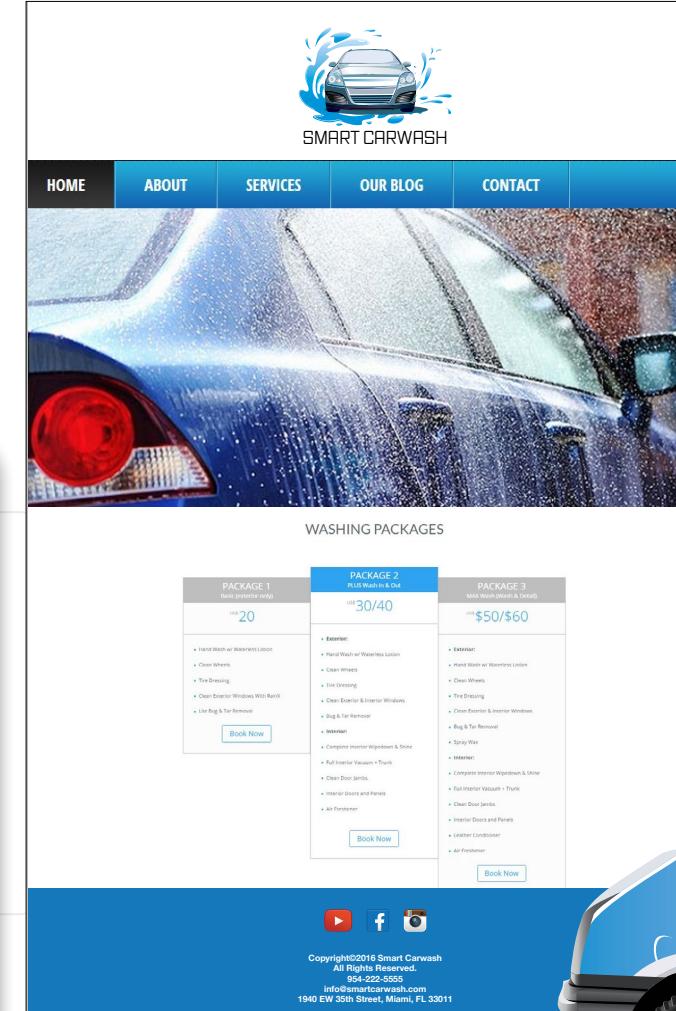


Miami Mobile Car Wash

They are providing the mobile car detailing services from the last 8 years. They believe in giving the best quality to the clients and use the best products to make the car travel looking fresh.



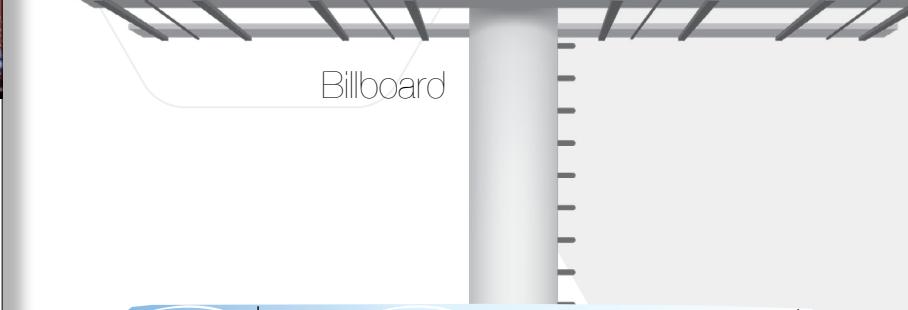
EXECUTION



Website



Door Hanger



Branded Car

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