










# The Business Model Canvas

Designed for:  
WMBA - 6070

Designed by:  
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<div><div>Key Partnerships</div><div></div><div>Equipment suppliers (pressure washers, surface cleaners, vacuums, generators)  Chemical and detailing product distributors (eco-friendly soaps, degreasers, waxes)  Vehicle supply vendors (water tanks, trailers, vans, branding wraps)  Local real estate agents and property managers  Homeowners associations (HOAs)  Apartment complexes and commercial property owners  Car dealerships and fleet operators  Insurance providers (liability, vehicle, equipment coverage)  Payment processors (mobile POS, invoicing platforms)  Local marketing partners (sign shops, digital marketers)</div></div>	<div><div>Key Activities</div><div></div><div>Residential pressure washing (driveways, sidewalks, siding, patios, fences)  Commercial pressure washing (parking lots, storefronts, dumpster pads)  Mobile auto detailing (interior, exterior, full-service packages)  Fleet washing and maintenance contracts  Customer scheduling and route optimization  Equipment maintenance and inventory management  Marketing and lead generation (online and local)  Customer relationship management and follow-ups  Quality control and service standardization  Compliance with environmental and water regulations</div></div> <div><div>Key Resources</div><div></div><div>Professional-grade pressure washers and surface cleaners  Mobile detailing equipment (vacuums, polishers, extractors)  Service vehicles (truck, van, or trailer setup)  Water tanks and generators (if required)  Skilled labor and trained technicians  Branded uniforms and vehicle wraps  Scheduling and CRM software  Website and online booking system  Licenses, permits, and insurance  Brand reputation and customer reviews</div></div>	<div><div>Value Propositions</div><div></div><div>Property Managers/Apartment Owners (B2B):  Convenience &amp; vendor reduction  Predictable maintenance budgets  Curb appeal drives leasing  Added resident perk  Apartment Residents (B2C):  Convenience beats price  Trust via property endorsement  Time scarcity  Bundled service appeal</div></div>	<div><div>Customer Relationships</div><div></div><div>Property Managers/Apartment Owners (B2B):  Relationship over transaction  Proactive communication matters  Minimal management burden  Apartment Residents (B2C):  Digital-first interaction  Event-based engagement  Trust &amp; repeat usage  Subscription Hesitancy</div></div> <div><div>Channels</div><div></div><div>Company website with online booking and payment  Google Business Profile and local SEO  Social media platforms (Facebook, Instagram, TikTok)  Paid digital advertising (Google Ads, Facebook Ads)  Yard signs and door hangers in serviced neighborhoods  Vehicle branding and uniforms  Word-of-mouth and referral programs  Partnerships with real estate and property management firms  Local events and community sponsorships</div></div>	<div><div>Customer Segments</div><div></div><div>Residential homeowners  Renters in high-density communities  Property managers and HOAs  Commercial businesses and storefronts  Car owners seeking convenience  Luxury and high-end vehicle owners  Used car dealerships  Fleet operators (delivery, service, construction)  Real estate agents preparing homes for sale  Short-term rental owners (Airbnb, VRBO)</div></div>
<div><div>Cost Structure</div><div><div>Fixed Costs:</div><div>Vehicle payments  Insurance premiums  Software subscriptions (CRM, scheduling)  Payment processing equipment  Website hosting  Licenses &amp; permits  Branding materials</div><div>Variable Costs:</div><div>Labor (paid hourly or per job)  Fuel  Cleaning chemicals &amp; supplies  Payment processing fees  Marketing spends (ads for scaling up/down)  Equipment wear &amp; maintenance costs</div></div><div></div></div>	<div><div>Revenue Streams</div><div>One-time residential pressure washing services  Commercial pressure washing contracts  Mobile auto detailing packages (basic, premium, full detail)  Fleet washing and maintenance agreements  Subscription and recurring service plans  Bundled service discounts  Add-on services (waxing, ceramic coatings, stain removal)  Seasonal promotions and upsells  Emergency or expedited service fees</div><div></div></div>			



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