

CAR WASH BUSINESS PLAN IN NIGERIA

[TATA CAR WASH.]

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EXECUTIVE SUMMARY

BUSINESS OVERVIEW

AutoCare Car Wash Services is a start-up business that will specialize in the provision of professional automated motor vehicle exterior and interior washing services. The business will provide unique car cleaning services as it will make use of trained staff and the latest automated car cleaning equipment and products. This will ensure that customers are provided with the peace of mind they deserve and comfort in knowing that their motor vehicles are well looked after. The business will generate revenue through the provision of car wash services, sale of car care products and the sale of snacks and refreshments.

This exciting business is the brainchild of a passionate, dedicated and committed entrepreneur, Michael. The entrepreneur have been informally hand washing motor vehicles and have decided to take the business a step further by formalizing it. Having run the business informally, Michael has developed value laden relationships with his clientele and these will certainly come on board upon launching the newly formalized business. He fully understands the needs and preferences of his customers. Moreover, he is aware of the competition and how to go about combating it.

The business will be based in Lagos state, Nigeria. The business will be located next to XYZ filling station along ABC road. This is a prime area that attracts a lot of motorists. Over 300 motorists a day stop over at XYZ filling station. The filling station is located next to two prominent malls in the state. A survey conducted by Michael revealed that 90% of these motorists would find a car wash business to be of the essence.

THE BUSINESS OPPORTUNITY

The business opportunity is demonstrated by a number of factors as listed below:

- There is an increased number of motor vehicles in Lagos
- Lagos attracts a number of motorists coming from key cities and most of these motorists come to town for business.

- Motorists are too busy and usually do not have the time to wash their motor vehicles at home coupled with the bad roads.
- Motorists want their motor vehicles to be professionally cared for and treated

In addition to the aforementioned factors, a majority of cash wash businesses do not make use of automated systems to render car washing services. As a result, most clients are greatly inconvenienced by 'manual' car wash business as they take long to clean cars and the quality of their service is compromised. AutoCare Car Wash Services has seen this as a lucrative business opportunity and will enter the market by providing automated car wash services. Automated systems are fast, effective and efficient – these are precisely the hallmarks that potential customers of AutoCare Car Wash Services are looking for.

THE MARKET

The market for car washing is broad and encompasses all motor vehicle owners. The market can be broken down into individual motor vehicle owners and corporate/ business motor vehicle owners.

The car wash will target the individual market as a market entry strategy and will later on diversify to other market segments as the business operations expand. AutoCare Car Wash will concentrate on satisfying the needs of all its customers. Marketing efforts will essentially be targeted towards the individual market segment as the business is best able to cater for this segment. When the business expands, comprehensive marketing efforts will be undertaken to attract more business oriented clients.

THE COMPETITION

Direct competition to AutoCare Car Wash will come from other small scale car wash businesses such as ABX Car Wash Services, AAAX Car Wash Services and ABZ Car Wash Services providing similar services to the

market. Competition in the market will be in terms of the quality of services delivered, the efficiency in terms of the timeliness of service delivery, compliance in terms of health and safety regulations, reliability and dependability of the service provider as well as the cost saving aspects to the customers. Indirect competition to AutoCare Car Wash Services will come from other larger players supplying specialized cleaning services to the market. AutoCare Car Wash Services will consider the larger players in the market as potential strategic partners rather than competitors.

THE MARKETING STRATEGY

THIS IS NOT THE COMPLETE [BUSINESS PLAN FOR CAR WASH IN NIGERIA](#)

TO GET THE COMPLETE BUSINESS PLAN, PAY N10, 000.00 TO:

BANK NAME: FIRST BANK PLC

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The complete business plan/feasibility study will be sent to your email 15 minutes after payment.

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