

Description of Opportunity

A mobile car wash business to local homes or businesses within a 2km radius of own house. Services to include washing, drying and polishing car as well as polishing tyres. Vacuuming or brushing inside of car, cleaning windows inside and outside, wiping down all interior surfaces and applying scented polish. You can also considering selling interior sanitizers and car fresheners.

Target Market

Anyone who owns a car.

Set Up Costs

- | | |
|---|-----|
| 1. Equipment required to wash cars | 6. |
| 2. Detergents required to wash cars | 7 |
| 3. Marketing - design & print flyers | 8. |
| 4. Possible give-aways (car air fresheners) | 9. |
| 5. | 10. |

Equipment List

- | | |
|---------------------------------|---|
| 1. Bucket | 6. Small vacuum cleaner (non-essential) |
| 2. Washing sponges and cloths | 7 |
| 3. Drying cloths | 8. |
| 4. Polishing cloths and brushes | 9. |
| 5. Small broom and scoop | 10. |

Running Costs, Consumables & Raw Materials

- | | |
|------------------------|-----|
| 1. Cleaning detergents | 6. |
| 2. Polishing waxes | 7 |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Skills

- Knowledge on various car washing detergents & waxes
- Small Business Skills
- Marketing Skills
- Selling Skills
- Business Planning Skills

Premises

Not needed, as will work from home.

Labour Intensity Factor: 9 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: MEDIUM \$\$

Start-Up Tips

- Door-to-door marketing to neighbours (if under 18, a parent must accompany you)
- Find out EXACTLY what your market's expectations are - so, what do you need to do? Marketing survey needed.
- Do a business plan before starting off
- Consistently follow up with your customers to ensure customer satisfaction
- Leave notes behind after each service - highlight work done, additional services offered and any concerns.

Videos & Articles (URLs)

- Search on Youtube for ideas on how to wash cars. Note points to consider when washing cars.
- When available read through car magazines to get ideas and improve your knowledge on detergents, waxes and polishes.
- Become knowledgeable on the different types of cars and the recommended expert cleaning advice.

Buyer Persona

Description: Any person who owns a car within a 2km radius from your home and who wants to maintain a certain image (clean car).

Role: Vehicle owner

Age: 18+ (enter range)

Gender: Both

Education: Grade 12 or above

Social Standing: Business Owner or Worker

Monthly Income: Medium - High

Daily Challenges:

- Does not have time to wash their cars
- Typical work day pressure
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Biggest Fears:

- Loss of job or business and income
- Vehicle breaking down
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Purchasing Criteria:

- Value for money
- Great service

Social Media Platform:

- Facebook
- Twitter
- WhatsApp Groups
- Instagram
- Local Newspapers and Shopping Centre Pinboards

Personal Goals:

- Better Lifestyle
- Make Money (Save Money)
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Hobbies & Interests:

- Sports
- Arts and crafts
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Common Objections:

- Will your value be worth what I pay?
- Will you do a proper job?
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3. Time saving

4.

Market Needs & Pain Points

Market Needs:

- Good quality service
- Value for money
- Being on time

Market Pain Points:

- Dirty car
- No time to wash the car
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Opportunity Pros & Cons:

- Pros:**
- Your mobile car washing business will not need a lot of money to start.
 - You can get repeat customers at regular times that suit you.
 - Your service can be specifically tailored to each customer.
 - Mobile car washing service will offer equal value at a cheaper price to normal car washes.
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- Cons:**
- You won't have walk-in customers as you need to go to your customer.
 - You may need to employ 1 or 2 people to help you wash the cars.
 - You need to make sure your time is well planned.
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General Notes & Suggestions

Consider leaving a car air freshener card behind as a gift to your customer as an additional benefit, as well as possibly offering a loyalty card (for every 10 washes, get 1 free). When you have available cash these air freshener cards can have your business information printed onto them. Always be polite, friendly and on time. It will be important to let your customer know that you will need to use their hose pipe, water, and their electricity if required.