

The Market

Car Owners within 20km

Buyer Persona

- ✓ Car Owner
- ✓ With 20km radius
- ✓ No time to wash own car
- ✓ Have income to afford
- ✓ Enjoys clean car

The Problem it Solves . . .

Car owners holding down jobs don't have time for washing their cars, so this service is to provide a fast, cheap car wash.

Product or Service Costs

Labour (hired) 20

Water 5

Soap 5

Total Unit Cost 30

Sell Price 50

Unit Gross Profit 20

Units Sold per Month 600
20 per day x 30 days

GROSS PROFIT 12,000

Monthly Overhead Costs

Yard Rental 2,500

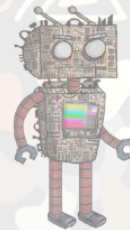
TOTAL OVERHEAD 2,500

MONTHLY NET PROFIT 9,500

- My Business Idea -

Car Wash

Product or Service



Business Names

Easy Wash ✓

Mary's Car Wash ✓

Instant Car Wash ✓

FAST WASH ✓

3-Month Forecast

	Month 1	Month 2	Month 3
Units Forecast	600	600	600
Unit Sell Price	50	50	50
TOTAL SALES	30,000	30,000	30,000
Unit Cost	30	30	30
TOTAL COSTS	18,000	18,000	18,000
GROSS PROFIT	12,000	12,000	12,000
OVERHEADS	2,500	2,500	2,500
NET PROFIT	9,500	9,500	9,500
CUMULATIVE NET PROFIT	9,500	19,000	28,500

My Business Logo



FAST WASH

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