**CAR WASH**

**BUSINESS PLAN**



**CONTENTS**

|  |  |
| --- | --- |
| 1. **Executive Summary**
 | [INSERT PAGE NUMBER] |
| 1.1 Business Overview | [INSERT PAGE NUMBER] |
| 1.1.1 Business Description | [INSERT PAGE NUMBER] |
| 1.1.2 Mission Statement | [INSERT PAGE NUMBER] |
| 1.1.3 Goals and Objectives | [INSERT PAGE NUMBER] |
| 1.1.4 Keys to Success | [INSERT PAGE NUMBER] |
| * 1. Management Information
 | [INSERT PAGE NUMBER] |
| 1.3 Services | [INSERT PAGE NUMBER] |
| 1.4 Customers | [INSERT PAGE NUMBER] |
| 1. **Car Wash Business Industry Analysis**
 | [INSERT PAGE NUMBER] |
| 2.1 Market Segmentation | [INSERT PAGE NUMBER] |
| 2.2 Competition | [INSERT PAGE NUMBER] |
| 2.3 Purchasing Power and Patterns | [INSERT PAGE NUMBER] |
| 1. **Strategies and Implementation Plan**
 | [INSERT PAGE NUMBER] |
| 3.1 Marketing Strategy | [INSERT PAGE NUMBER] |
| 3.1.1 Competitive Edge | [INSERT PAGE NUMBER] |
| 3.1.2 Promotional Activities | [INSERT PAGE NUMBER] |
| 3.2 Sales Strategy | [INSERT PAGE NUMBER] |
| 3.2.1 Sales Forecast | [INSERT PAGE NUMBER] |
| 3.3 Milestones | [INSERT PAGE NUMBER] |
| 1. **Personnel Plan**
 | [INSERT PAGE NUMBER] |
| 1. **Financial Plan**
 | [INSERT PAGE NUMBER] |
| 5.1 Key Assumptions | [INSERT PAGE NUMBER] |
| 5.2 Break-even Analysis | [INSERT PAGE NUMBER] |
| 5.3 Financial Statement Projections | [INSERT PAGE NUMBER] |
| 5.3.1 Income Statement | [INSERT PAGE NUMBER] |
| 5.3.2 Cash Flow Statement | [INSERT PAGE NUMBER] |
| 5.3.3 Balance Statement | [INSERT PAGE NUMBER] |
| 5.4 Financial Ratios | [INSERT PAGE NUMBER] |
| 1. **Attachments**
 | [INSERT PAGE NUMBER] |

1. **Executive Summary**

[INSERT NAME OF YOUR CAR WASH BUSINESS] is a trusted car wash business situated at [INSERT LOCATION OF YOUR CAR WASH BUSINESS] owned by [INSERT NAME/S OF OWNER/S]. [INSERT NAME OF YOUR CAR WASH BUSINESS] has been providing high-end quality [INSERT WHAT SERVICES YOU HAVE BEEN PROVIDING] service to the [INSERT LOCATION OF YOUR CAR WASH BUSINESS] area. This business plan will focus more on [INSERT THE SUBJECT OF THIS BUSINESS PLAN]. This is a new addition to the services offered by [INSERT NAME OF YOUR CAR WASH BUSINESS] to its existing and potential customers at [INSERT LOCATION OF YOUR CAR WASH BUSINESS].

* 1. **Business Overview**
		1. **Business Description**

[INSERT NAME OF YOUR CAR WASH BUSINESS] is a car wash business which is [INSERT A DETAILED DESCRIPTION OF YOUR CAR WASH BUSINESS]. [INSERT A SHORT HISTORY OF YOUR CAR WASH BUSINESS ON THIS SECTION].

* + 1. **Mission Statement**

The mission of [INSERT NAME OF YOUR CAR WASH BUSINESS] is to [INSERT YOUR MISSION STATEMENT OF YOUR CAR WASH BUSINESS].

* + 1. **Goals and Objectives**

[INSERT NAME OF YOUR CAR WASH BUSINESS] will achieve the following goals and objectives for this business plan:

* To [INSERT GOAL/OBJECTIVE IN FULL STATEMENT FORM]
* To [INSERT GOAL/OBJECTIVE IN FULL STATEMENT FORM]
* To [INSERT GOAL/OBJECTIVE IN FULL STATEMENT FORM]
* To [INSERT GOAL/OBJECTIVE IN FULL STATEMENT FORM]
* To [INSERT GOAL/OBJECTIVE IN FULL STATEMENT FORM]
	+ 1. **Keys to Success**

[INSERT NAME OF YOUR BUSINESS] measures it success with the following key points:

* [INSERT FIRST KEY POINT TO MEASURE YOUR SUCCESS IN THE CAR WASH BUSINESS]
* [INSERT SECOND KEY POINT TO MEASURE YOUR SUCCESS IN THE CAR WASH BUSINESS]
* [INSERT THIRD KEY POINT TO MEASURE YOUR SUCCESS IN THE CAR WASH BUSINESS]
* [INSERT FOURTH KEY POINT TO MEASURE YOUR SUCCESS IN THE CAR WASH BUSINESS]
* [INSERT FIFTH KEY POINT TO MEASURE YOUR SUCCESS IN THE CAR WASH BUSINESS]
	1. **Management Information**

[INSERT NAME OF YOUR CAR WASH BUSINESS] is a [INSERT TYPE OF OWNERSHIP] proprietorship type of business that is owned by [INSERT NAME/S OF OWNER/S]. A total of [INSERT NUMBER OF PERSONNEL] people are hired as personnel of [INSERT NAME OF YOUR CAR WASH BUSINESS] who execute the quality car wash services provided to our customers.

* 1. **Services**

[INSERT NAME OF YOUR CAR WASH BUSINESS] has been providing exceptional quality of car wash services to its customers at [INSERT LOCATION OF YOUR CAR WASH BUSINESS]. Among the services listed on the table below offered by [INSERT NAME OF YOUR CAR WASH BUSINESS], [INSERT THE MOST IN-DEMAND CAR WASH SERVICE YOU HAVE] is the most high-selling car wash service availed by our existing loyal customers.

|  |  |  |
| --- | --- | --- |
| **SERVICES** | **DESCRIPTION** | **RATE** |
| [INSERT NAME OF SERVICE] | [INSERT BRIEF DESCRIPTION OF THIS SERVICE] | [INSERT RATE OF THIS SERVICE] |
| [INSERT NAME OF SERVICE] | [INSERT BRIEF DESCRIPTION OF THIS SERVICE] | [INSERT RATE OF THIS SERVICE] |
| [INSERT NAME OF SERVICE] | [INSERT BRIEF DESCRIPTION OF THIS SERVICE] | [INSERT RATE OF THIS SERVICE] |
| [INSERT NAME OF SERVICE] | [INSERT BRIEF DESCRIPTION OF THIS SERVICE] | [INSERT RATE OF THIS SERVICE] |
| [INSERT NAME OF SERVICE] | [INSERT BRIEF DESCRIPTION OF THIS SERVICE] | [INSERT RATE OF THIS SERVICE] |

*(you can add more rows on the table if you have more than five services in your car wash business)*

* 1. **Customers**

[INSERT NAME OF YOUR CAR WASH BUSINESS] have the following market categories as customers at [INSERT LOCATION OF YOUR CAR WASH BUSINESS].

|  |  |
| --- | --- |
| **CUSTOMERS** | **DESCRIPTION** |
| [INSERT CUSTOMER CATEGORY] | [INSERT SHORT DESCRIPTION OF THIS CATEGORY] |
| [INSERT CUSTOMER CATEGORY] | [INSERT SHORT DESCRIPTION OF THIS CATEGORY] |
| [INSERT CUSTOMER CATEGORY] | [INSERT SHORT DESCRIPTION OF THIS CATEGORY] |
| [INSERT CUSTOMER CATEGORY] | [INSERT SHORT DESCRIPTION OF THIS CATEGORY] |
| [INSERT CUSTOMER CATEGORY] | [INSERT SHORT DESCRIPTION OF THIS CATEGORY] |

1. **Car Wash Business Industry Analysis**

[INSERT NAME OF YOUR CAR WASH BUSINESS] is located at [INSERT LOCATION OF YOUR CAR WASH BUSINESS]. The car wash industry within this area [INSERT YOUR OBSERVATION/ANALYSIS/DESCRIPTION REGARDING THE CAR WASH BUSINESS INDUSTRY AT YOUR BUSINESS’S LOCATION]. As for [INSERT THE SUBJECT OF THIS BUSINESS PLAN], this analysis will [INSERT WHAT THIS INDUSTRY ANALYSIS WILL BENEFIT YOU WHEN IT COMES TO THE SUBJECT OF THIS BUSINESS PLAN].

* 1. **Market Segmentation**

Within the community of [INSERT LOCATION OF YOUR CAR WASH BUSINESS], there are over [INSERT NUMBER] of people according to [INSERT YOUR BASIS FOR THIS POPULATION NUMBER].

As for [INSERT NAME OF YOUR CAR WASH BUSINESS], the target market for the car wash services being offered come from the [INSERT PERCENTAGE] of the market segment. As you can see on the graph provided below, you can see that [INSERT YOUR OBSERVATION/ANALYSIS IN DETAIL AS PER THE GRAPH YOU HAVE PROVIDED SHOWING YOUR BUSINESS’S MARKET SEGMENTATION].

[INSERT A PIE GRAPH SHOWING THE MARKET SEGMENTATION PERCENTAGES AS YOUR REFERENCE/BASIS ON YOUR ANALYSIS]

With regard to [INSERT THE SUBJECT OF YOUR BUSINESS PLAN], the target market changes from [INSERT THE CHANGES OF TARGET MARKET FOR YOUR BUSINESS PLAN’S SUBJECT]. Take a look at the graph presented with regard to the market segment [INSERT NAME OF YOUR CAR WASH BUSINESS] is targeting for this [INSERT SUBJECT OF THIS PLAN].

[INSERT A PIE GRAPH SHOWING THE MARKET SEGMENTATION PERCENTAGES AS YOUR REFERENCE/BASIS ON YOUR ANALYSIS]

* 1. **Competition**

There are over [INSERT NUMBER] of car wash businesses situated at [INSERT LOCATION OF YOUR CAR WASH BUSINESS] who also provide great services like the car wash services you offer to your customers at [INSERT NAME OF YOUR CAR WASH BUSINESS].

The following car wash businesses are considered our competitors when it comes to [INSERT WHAT AREA/ATTRIBUTE YOU ARE IN COMPETITION WITH THESE BUSINESSES YOU HAVE LISTED].

* [INSERT NAME OF BUSINESS COMPETITOR]
	+ [INSERT BRIEF DESCRIPTION ON WHAT THIS BUSINESS COMPETITOR IS AND WHAT DISTINGUISHES THEM OVER OTHERS]
* [INSERT NAME OF BUSINESS COMPETITOR]
	+ [INSERT BRIEF DESCRIPTION ON WHAT THIS BUSINESS COMPETITOR IS AND WHAT DISTINGUISHES THEM OVER OTHERS]
* [INSERT NAME OF BUSINESS COMPETITOR]
	+ [INSERT BRIEF DESCRIPTION ON WHAT THIS BUSINESS COMPETITOR IS AND WHAT DISTINGUISHES THEM OVER OTHERS]
	1. **Purchasing Power and Patterns**

Our market at [INSERT LOCATION OF YOUR CAR WASH BUSINESS] is [INSERT DESCRIPTION OF THE BUYING AND PURCHASING PATTERNS OF YOUR MARKET WITHIN YOUR BUSINESS’S LOCATION]. [INSERT HOW THESE PATTERNS CAN BENEFIT YOUR CAR WASH BUSINESS IN RELATION TO THE SUBJECT OF THIS BUSINESS PLAN].

1. **Strategies and Implementation Plan**

[INSERT NAME OF YOUR CAR WASH BUSINESS] is set to introduce [INSERT THE SUBJECT OF THIS BUSINESS PLAN]. With these strategies laid out on this section of the business plan, [INSERT WHAT IS EXPECTED TO HAPPEN TO YOUR BUSINESS’S SERVICE TO YOUR CUSTOMERS] together with other car wash services provided.

* 1. **Marketing Strategy**

Although [INSERT NAME OF YOUR CAR WASH BUSINESS] has already established its brand on [INSERT LOCATION OF YOUR CAR WASH BUSINESS] when it comes to [INSERT WHAT SERVICE YOU ARE KNOWN FOR] service, your existing customers as well as prospective ones need to know the availability of [INSERT THE SUBJECT OF THIS PLAN] service. Let us look into our competitive advantage before the advertising strategies we can implement to promote [INSERT NAME OF YOUR CAR WASH BUSINESS] with the [INSERT THE SUBJECT OF THIS PLAN].

* + 1. **Competitive Edge**

[INSERT NAME OF YOUR CAR WASH BUSINESS] edge in the market is [INSERT YOUR COMPETITIVE ADVANTAGE IN FULL DETAIL ON THIS SECTION]. Having these advantages allows us to [INSERT WHAT YOU CAN DO WITH THIS ADVANTAGE].

For a more in-depth reference of the competitive edge [INSERT NAME OF YOUR CAR WASH BUSINESS] has, a SWOT analysis is provided on the table below.

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| [INSERT LIST OF THE STRENGTHS YOUR CAR WASH BUSINESS HAS IN ALL AREAS OF YOUR BUSINESS] | [INSERT LIST OF THE WEAKNESSES YOUR CAR WASH BUSINESS HAS IN ALL AREAS OF YOUR BUSINESS] |
| **OPPORTUNITIES** | **THREATS** |
| [INSERT LIST OF THE OPPORTUNITIES YOUR CAR WASH BUSINESS HAS IN ALL AREAS OF YOUR BUSINESS] | [INSERT LIST OF THE THREATS YOUR CAR WASH BUSINESS HAS IN ALL AREAS OF YOUR BUSINESS] |

* + 1. **Promotional Activities**

Given the competitive edge and industry analysis presented in prior sections of this business plan, we have procured the following promotional activities as our strategies to effectively promote that [INSERT NAME OF YOUR CAR WASH BUSINESS] is offering [INSERT THE SUBJECT OF THIS PLAN] to its customers.

* [INSERT PROMOTIONAL/ADVERTISING ACTIVITY]
	+ [INSERT SHORT DESCRIPTION OF THIS STRATEGY]
	+ [INSERT THE PROCEDURE RELEVANT TO THIS ACTIVITY]
	+ [INSERT PROS AND CONS OF THIS PROMOTIONAL ACTIVITY]
* [INSERT PROMOTIONAL/ADVERTISING ACTIVITY]
	+ [INSERT SHORT DESCRIPTION OF THIS STRATEGY]
	+ [INSERT THE PROCEDURE RELEVANT TO THIS ACTIVITY]
	+ [INSERT PROS AND CONS OF THIS PROMOTIONAL ACTIVITY]
* [INSERT PROMOTIONAL/ADVERTISING ACTIVITY]
	+ [INSERT SHORT DESCRIPTION OF THIS STRATEGY]
	+ [INSERT THE PROCEDURE RELEVANT TO THIS ACTIVITY]
	+ [INSERT PROS AND CONS OF THIS PROMOTIONAL ACTIVITY]
* [INSERT PROMOTIONAL/ADVERTISING ACTIVITY]
	+ [INSERT SHORT DESCRIPTION OF THIS STRATEGY]
	+ [INSERT THE PROCEDURE RELEVANT TO THIS ACTIVITY]
	+ [INSERT PROS AND CONS OF THIS PROMOTIONAL ACTIVITY]
	1. **Sales Strategy**

[INSERT NAME OF YOUR CAR WASH BUSINESS] records sales through [INSERT HOW YOU GET/RECORD YOUR SALES]. With the sales forecast presented on the later part of this section, we have set these sales strategies even from the start of our business operations and is used for [INSERT THE SUBJECT OF THIS BUSINESS PLAN].

* [INSERT SALES STRATEGY]
* [INSERT DESCRIPTION OF THIS SALES STRATEGY]
* [INSERT ADVANTAGE OF THIS SALES STRATEGY]
* [INSERT SALES STRATEGY]
* [INSERT DESCRIPTION OF THIS SALES STRATEGY]
* [INSERT ADVANTAGE OF THIS SALES STRATEGY]
* [INSERT SALES STRATEGY]
* [INSERT DESCRIPTION OF THIS SALES STRATEGY]
* [INSERT ADVANTAGE OF THIS SALES STRATEGY]

[INSERT CONCLUSION FOR THE SALES STRATEGIES YOU HAVE LAID ON THIS SECTION OF THE BUSINESS PLAN]

* + 1. **Sales Forecast**

[INSERT GRAPHS/TABLES PROVIDING SALES FORECAST YOU HAVE MADE FOR THIS BUSINESS PLAN RELEVANT TO THE SUBJECT OF THIS BUSINESS PLAN]

* 1. **Milestones**

In the implementation of these strategies, the following table showcases the essential milestones with regard to the execution of the strategies presented on this business plan.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **MILESTONE** | **START****DATE** | **END** **DATE** | **BUDGET** | **ASSIGNED****PERSON** | **PERSON’S****DEPARTMENT** |
| [INSERT MILESTONE] | [INSERT START DATE] | [INSERT END DATE] | [INSERT BUDGET AMOUNT] | [INSERT NAME OF ASSIGNED PERSON] | [INSERT NAME OF PERSON’S DEPARTMENT] |
| [INSERT MILESTONE] | [INSERT START DATE] | [INSERT END DATE] | [INSERT BUDGET AMOUNT] | [INSERT NAME OF ASSIGNED PERSON] | [INSERT NAME OF PERSON’S DEPARTMENT] |
| [INSERT MILESTONE] | [INSERT START DATE] | [INSERT END DATE] | [INSERT BUDGET AMOUNT] | [INSERT NAME OF ASSIGNED PERSON] | [INSERT NAME OF PERSON’S DEPARTMENT] |
| [INSERT MILESTONE] | [INSERT START DATE] | [INSERT END DATE] | [INSERT BUDGET AMOUNT] | [INSERT NAME OF ASSIGNED PERSON] | [INSERT NAME OF PERSON’S DEPARTMENT] |

1. **Personnel Plan**

Currently, [INSERT NAME OF YOUR CAR WASH BUSINESS] is employing [INSERT NUMBER OF PERSONNEL] personnel to execute and conduct the car wash services offered by [INSERT NAME OF YOUR CAR WASH BUSINESS] to its customers at [INSERT LOCATION OF YOUR CAR WASH BUSINESS] and other places near your business location.

For [INSERT SUBJECT OF THIS BUSINESS PLAN], there might be changes in the people involved in providing our exceptional services to our customers. Thus, we provide a personnel plan that shows [INSERT WHAT YOUR PERSONNEL PLAN SHOWS AS YOU PRESENT IT ON THIS BUSINESS PLAN].

[INSERT YOUR PERSONNEL PLAN ON THIS SECTION OF THE BUSINESS PLAN IN FULL, COMPREHENSIVE DETAIL FOR THE READER OF THIS BUSINESS PLAN TO UNDERSTAND WITH EASE]

1. **Financial Plan**

For the implementation of [INSERT SUBJECT OF THIS BUSINESS PLAN] in the course of the business operations of [INSERT NAME OF YOUR CAR WASH BUSINESS], there will be changes in the financial condition of the business. Thus, this section of the business plan will show the financial side through the set financial assumptions. Analysis on when [INSERT NAME OF YOUR CAR WASH BUSINESS] will break-even once [INSERT SUBJECT OF THIS BUSINESS PLAN] is introduced to the target market.

* 1. **Key Assumptions**

[INSERT THE LIST OF FINANCIAL ASSUMPTIONS YOU HAVE USED IN CREATING THE FINANCIAL PROJECTIONS YOU ARE PRESENTING ON THIS BUSINESS PLAN. PROVIDE ALL THE NECESSARY DETAILS ON THESE LIST OF KEY ASSUMPTIONS]

* 1. **Break-even Analysis**

[INSERT GRAPH/TABLE IN PROVIDING INFORMATION RELEVANT TO THE BREAK-EVEN POINT AND ANALYSIS FOR THE SUBJECT OF THIS BUSINESS PLAN]

* 1. **Financial Statement Projections**
		1. **Income Statement**

[INSERT THE PRO FORMA INCOME STATEMENT WITH THE PROJECTED VALUES YOU HAVE COMPUTED USING THE FINANCIAL ASSUMPTIONS YOU HAVE LISTED ON THIS BUSINESS PLAN]

* + 1. **Cash Flow Statement**

[INSERT THE PRO FORMA CASH FLOW STATEMENT WITH THE PROJECTED VALUES YOU HAVE COMPUTED USING THE FINANCIAL ASSUMPTIONS YOU HAVE LISTED ON THIS BUSINESS PLAN]

* + 1. **Balance Statement**

[INSERT THE PRO FORMA BALANCE SHEET WITH THE PROJECTED VALUES YOU HAVE COMPUTED USING THE FINANCIAL ASSUMPTIONS YOU HAVE LISTED ON THIS BUSINESS PLAN]

* 1. **Financial Ratios**

[INSERT THE TABLE OF BUSINESS RATIOS COMPUTED USING THE AMOUNTS FOUND IN THE FINANCIAL STATEMENTS WITH THE PROJECTED VALUES AS DERIVED FROM THE LIST OF FINANCIAL ASSUMPTIONS ON THIS BUSINESS PLAN]

1. **Attachments**

[INSERT THE REFERENCE DOCUMENTS YOU HAVE USED IN MAKING THIS BUSINESS PLAN. YOU CAN ALSO ADD THE TABLES YOU HAVE USED IN PRESENTING GRAPHS ON THIS BUSINESS PLAN. ALL YOUR RESEARCH REFERENCES MUST BE INDICATED ON THIS SECTION OF THIS BUSINESS PLAN FOR TRANSPARENCY AND CREDIBILITY OF ALL THE FACTS PROVIDED]