

BUSINESS PLAN



GO CLEAN AUTO CAR WASH



Go Clean Auto Car wash



The number of vehicles in Delhi
11.2 million.

In 2008, 85 cars in Delhi for
every 1,000 of its residents
(population being 116 Million)



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INTRODUCTION

- Washing a car automatically within five minutes
- Washing a car by using twenty (20) liters of water
- Convenient location within the business hub of the city
- Focus on economy of time and money for our auto-enthusiasts



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MARKETING STRATEGY

Mission:-

The mission of Go Clean Car Wash is to provide top quality washing and to keep employees satisfied in order to maintain impeccable customer service.

Marketing objectives:-

- Increase market share
- Develop brand awareness and acceptance

Financial objectives:-

- Increase the profit margin
- Double digit growth each year
- Develop efficiencies in delivery of services



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Market Needs:-

- Exemplary customer service
- High quality washes
- Convenience

Market Trends:-

- Gravitation from hand wash to automatic wash
- Less expensive and more efficient



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STP ANALYSIS

SEGMENTING

Upper or business class of people is the main focus. Middle class of the people are the secondary focus.

TARGETING

Geographical

- The geographical area target is the capital city NEW DELHI.
- A 25 mile radius mainly considered

Demographical and behavioral factors

- Male: female= 63%: 37%
- New car owners, Older luxury car owner

POSITIONING

Premier auto car washing service provider in that.

Will be achieved by leveraging their competitive edge.



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4P's OF MARKETING





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PRODUCT

Auto car wash is

- a unique concept
- time saving and water saving

PLACE

Connaught Place: Central Area of the capital New Delhi

- Near car parking
- Highly busy street
- Lots of corporate offices
- Many parking areas





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PRICING

- Affordable to consumers owning more than 1 car.
- Pricing scheme based on per service price per wash.
- A “membership card“ providing volume discount to user.

PROMOTION

AUTO CAR WASH will use several different methods for advertising and promotion:

- **Placement of advertisements** in the local newspaper.
- **Networking** word of mouth counts a lot in marketing and a satisfied customer will always tell others.
- **Tie up with different car companies** like Maruti, Tata motors, etc.
- **Distribution of discount coupons within the area**



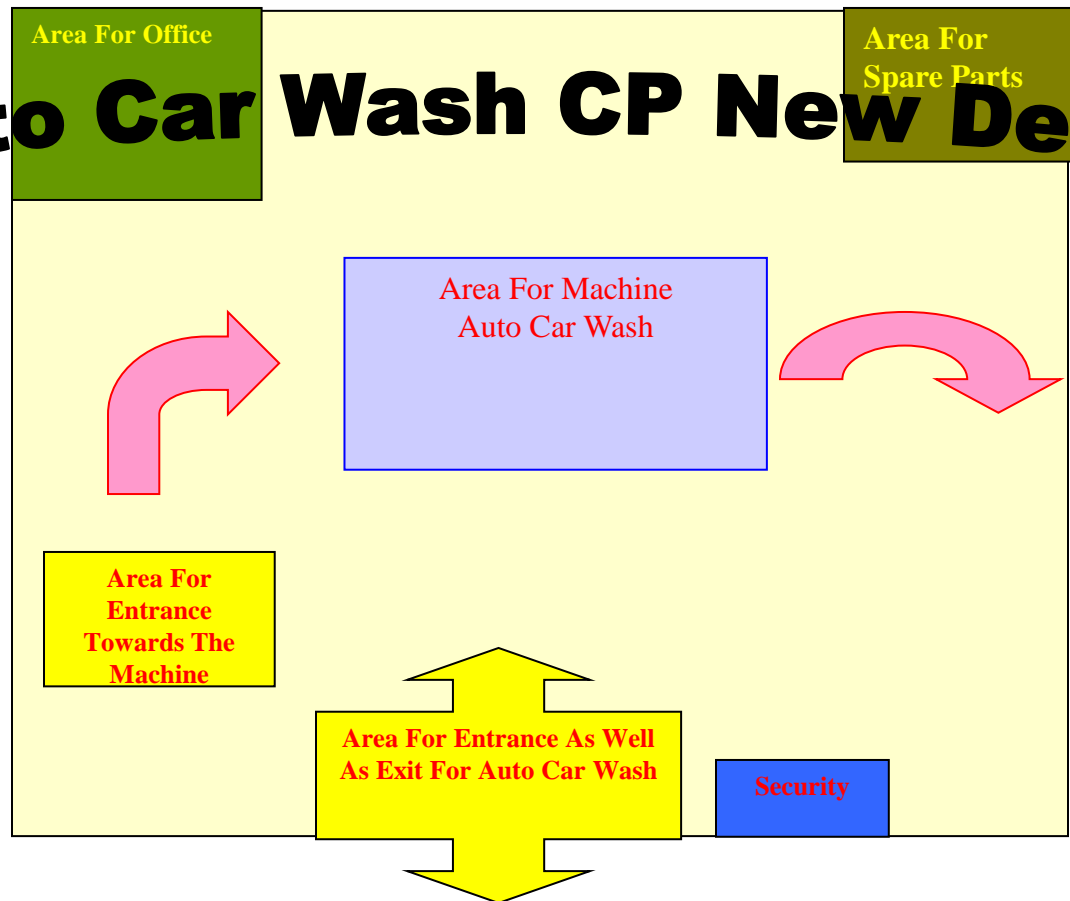
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PLANT LAYOUT

Total area- 3000sq.ft.

- Office area- 14ft. by 12ft.
- Area for machine setup- 150sq.ft.
- Area for spare parts- 15ft. by 18ft.

Auto Car Wash CP New Delhi





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TECHNICAL DETAILS

- Two chambered machine
- Curtains soaked in liquid soap
- Curtains soaked in wax
- Six water sprinklers





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LICENSES NEEDED

Business license – to begin a commercial venture

Zoning compliance permit – needed to specify that area in which venture is being opened is “zoned” as commercially usable and not as residential or other such groups.

DBA (doing business as) so that other businesses do not steal or unintentionally use our name; also trademarking is a further possibility and a good idea.

Seller’s permit: allows us to collect sales tax from customers (also called certificate of authority); different from a business license

Building permit



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EQUIPMENT

- Pumping station with Cat, Hydro, Giant Pumps
- Pre - wired Electrical Panel with Starter, Transformer, Hour Meter
- Energy-Efficient Instantaneous Water Heater
- Stainless Steel Wax And Soap Solenoids
- Balanced Pressure Relief Valve for Pressure Control
- Weep System for Freeze Prevention
- Entire System is Pre Plumber and Pre Wired

Specifications:

- Outside dimensions (L x W x H): 2,510 x 3,760 x 3,280mm
- Max car dimensions (L x W x H): 6,500 x 1,950 x 2,200mm
- Moving speed: 3m/min
- Standard length of track: 10,000mm
- Space between tracks: 3,340mm
- Total power consumption: 17.68kW
- Working power: 380V, 50Hz, 3 phases 4 wires
- Max water consumption: 10-15L for each car
- Weight: 2,800kg

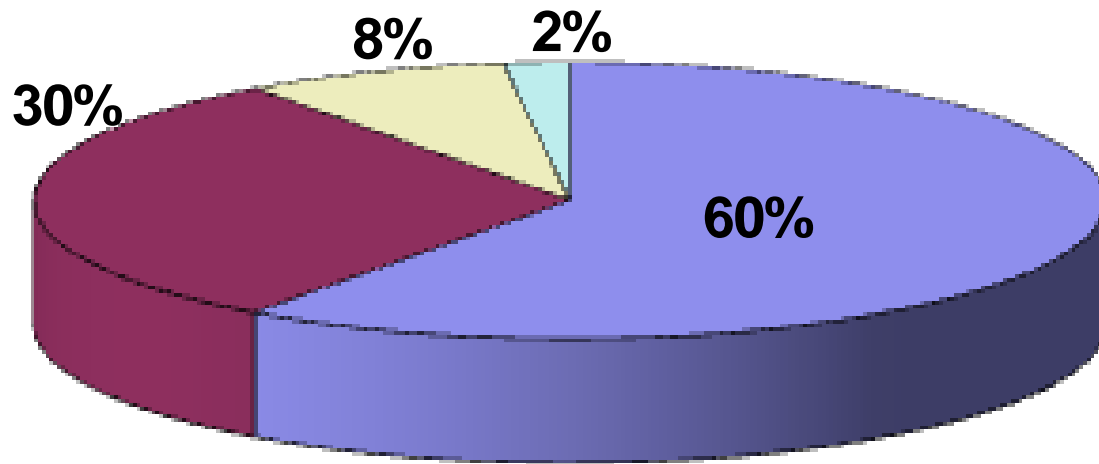


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RESEARCH FINDINGS

POTENTIAL CUSTOMERS -THE AGE GROUP VISITING THE AREA



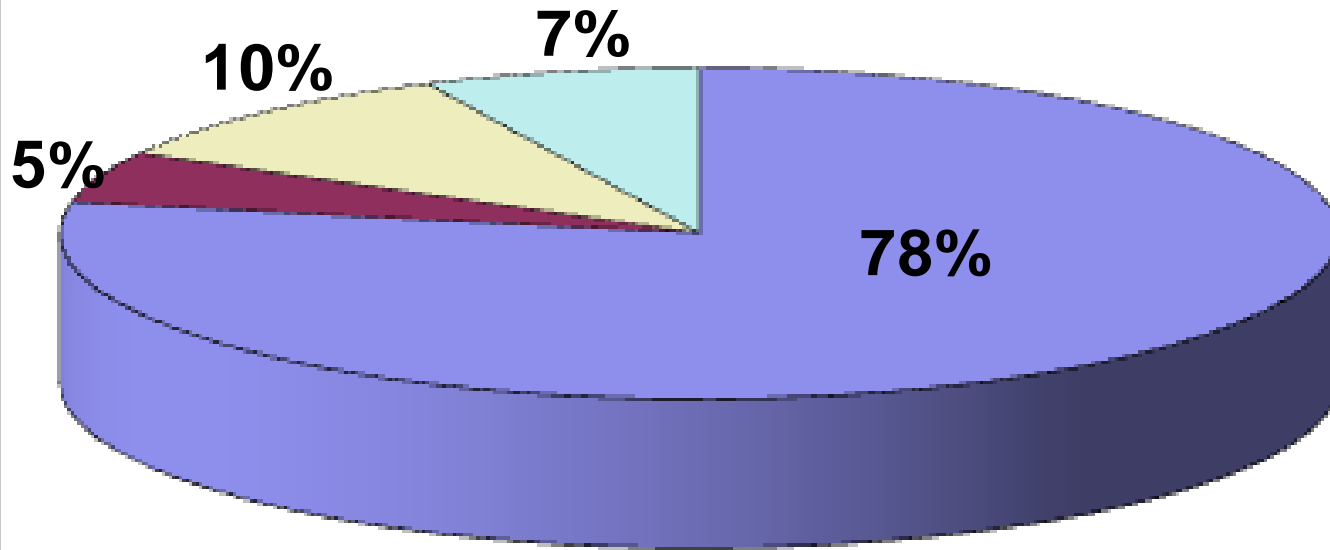
■ >30 years ■ 25-30 years ■ 20-25 years ■ <20 years



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GRAPH REPRESENTING ABOUT THE CUSTOMERS PREFERENCE FOR CAR WASH



Auto wash

Hand wash

Home wash using pipe

Pressure wash



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Finances

Self Finance Firm

Two partners investing 5 Million Indian Rupees each.

(83.333,00 Euros each)



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Cost Calculation

Operating Costs

Fixed Costs

ASSETS	INR (MILLIONS)	EUROS (THOUSANDS)
	3.88	64,66
Plant & Machinery	3.325	55,416
Building	0.285	4,7
Fixture & Furniture	0.270	4,5



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LABOR	INR (MILLIONS)	EUROS (THOUSANDS)
	0.534	8,9
Cleaner (2)	0.125	2,08
Manager (1)	0.150	2,5
Accountant (1)	0.139	2,31
Mechanics (2)	0.120	2,0

Administrative & Overheads	INR (MILLIONS)	EUROS (THOUSANDS)
	1.4	23,33
Rent	1.1	18,33
Miscellaneous	0.3	5,0



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Variable Costs

	INR (MILLIONS)	EUROS (THOUSANDS)
Raw Materials (Includes Fuel, Water, Detergent, Brushes)	0.48	8,0
Utility (Electricity)	0.6	10,0
Advertising	0.5	8,33
Legal Charges	0.05	0,83



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Depreciation Cost

The value of an asset net of all accumulated depreciation that has been recorded against it.

Depreciated Cost = Purchase Price (or cost basis) – {Cumulative Depreciation}

Depreciation	INR (MILLIONS)	EUROS (THOUSANDS)
	0.22	3,66
Plant & Machinery@5%	0.175	2,92
Building@5%	0.015	0,25
Fixture & Furniture@10%	0.030	0,50



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Financial Analysis

PROFIT & LOSS ACCOUNT

FOR THE YEAR ENDED 31ST MARCH, 2011

Dr.			Cr.
Particulars	Amounts (in MILLIONS)	Particulars	Amounts (in MILLIONS)
To Raw Materials	0.48	By Revenue received from service provided	4
To Depreciation			
Plants @ 5 %	0.175		
Building @ 5 %	0.015		
Furniture & Fixture @ 10 %	0.03		
To Legal Charges	0.05		
To Rent	1.1		
To Advertising	0.5		
To Salary	0.534		
To Electricity	0.6		
To Miscellious	0.3		
To Profit	0.216	Approx. 3600 Euros	
	4		4

BALANCE SHEET
AS AT YEAR ENDED 31 MARCH, 2011

LIABILITY	AMOUNT (IN MILLIONS)	ASSETS	AMOUNT (IN MILLIONS)
Capital		Fixed Assets:-	
Partner1 5		Plant & Machinery 3.5	
add-profit 0.097		less-depreciation @5% 0.175__	3.325
		Building 0.3	
Partner2 5		less-depreciation @5% 0.015_	0.285
add-profit 0.097_____	10.194	Furniture & Fixture 0.3	
		less-depreciation @10% 0.03_	0.27
		Current Assets:-	
Profit before tax 0.216		Stock	0.05
less-tax @ 10.5% 0.023_____		Cash at Bank	6.264
Net Profit 0.193		Approx. 3217 Euros	
	10.194		10.194

PROFIT & LOSS ACCOUNT

FOR THE YEAR ENDED 31ST MARCH, 2012

Dr.			Cr.
Particulars	Amounts (in MILLIONS)	Particulars	Amounts (in MILLIONS)
To Raw Materials	0.68	By Revenue received from service provided	7.8
To Depreciation			
Plants @ 5 %	0.167		
Building @ 5 %	0.014		
Furniture & Fixture @ 10 %	0.027		
To Rent	1.1		
To Advertising	0.38		
To Salary	0.534		
To Electricity	0.7		
To Miscellious	0.15		
To Profit	4.048	Approx. 67470 Euros	
	7.8		7.8

BALANCE SHEET

AS AT YEAR ENDED 31 MARCH, 2012

LIABILITY	AMOUNT (IN MILLIONS)	ASSETS	AMOUNT (IN MILLIONS)
Capital		Fixed Assets:-	
Partner1 5.097		Plant & Machinery 3.325	
add-profit 1.812		less-depreciation @5% 0.167__	3.158
		Building 0.285	
Partner2 5.097		less-depreciation @5% 0.014_	0.271
add-profit 1.812__	13.818	Furniture & Fixture 0.27	
		less-depreciation @10% 0.027_	0.243
		Current Assets:-	
Profit before tax 4.048		Stock	0.1
less-tax @ 10.5% 0.425_____		Cash at Bank	10.064
Net Profit	3.623		
Approx. 60385 Euros			
	13.818		13.818

**PROFIT & LOSS ACCOUNT
FOR THE YEAR ENDED 31ST MARCH, 2013**

Dr.			Cr.
Particulars	Amounts (in MILLIONS)	Particulars	Amounts (in MILLIONS)
To Raw Materials	0.95	By Revenue received from service provided	9.54
To Depreciation			
Plants @ 5 %	0.175		
Building @ 5 %	0.014		
Furniture & Fixture @ 10 %	0.0243		
To Rent	1.1		
To Advertising	0.25		
To Salary	0.6		
To Electricity	0.75		
To Miscellious	0.18		
To Profit	5.495	Approx. 91585 Euros	
	9.54		9.54

BALANCE SHEET

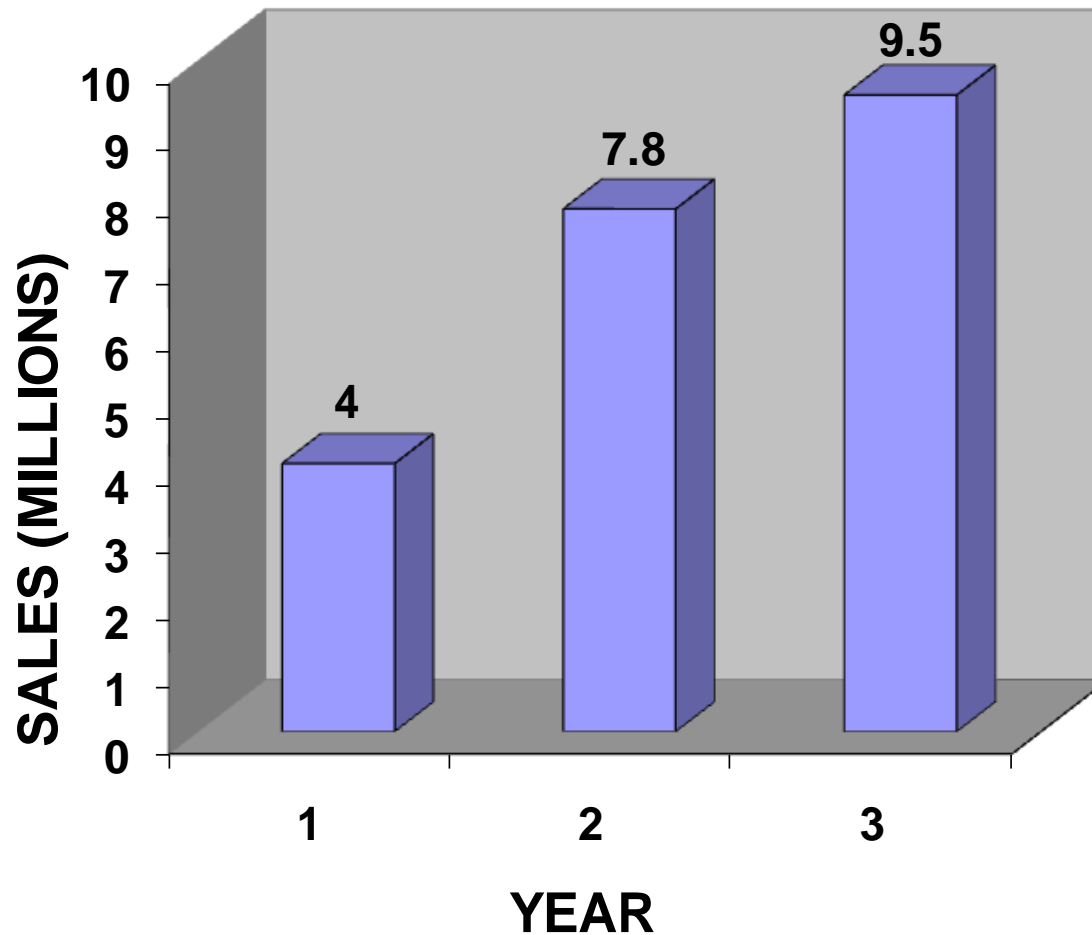
AS AT YEAR ENDED 31 MARCH, 2013

LIABILITY	AMOUNT (IN MILLIONS)	ASSETS	AMOUNT (IN MILLIONS)
Capital		Fixed Assets:-	
Partner1	6.909	Plant & Machinery	3.158
add-profit	2.459	less-depreciation @5%	0.157
		Building	0.271
Partner2	6.909	less-depreciation @5%	0.014
add-profit	2.459	Furniture & Fixture	0.243
	18.736	less-depreciation @10%	0.024
		Current Assets:-	
Profit before tax	5.495	Stock	0.2
less-tax @ 10.5%	0.577	Cash at Bank	15.06
Net Profit	4.918		
Approx. 81967 Euros			
	18.736		18.736



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PROJECTED SALES





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SALES FORECAST

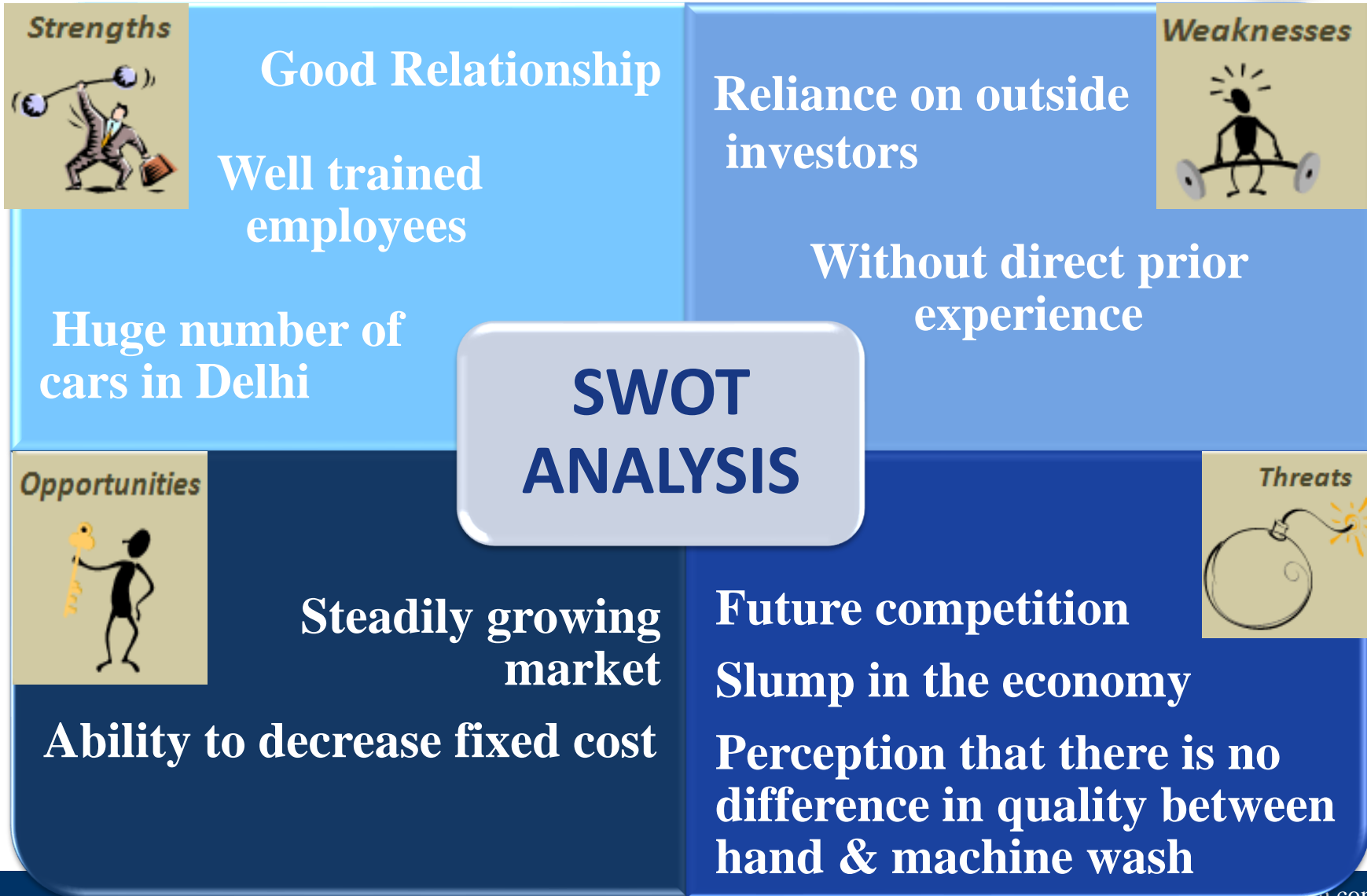
- **First year profit:- 0.194 Million INR (3233 Euros)**
- **Second year profit:- 3.623 Million INR (60385 Euros)**
- **Third year profit:- 4.918 Million INR (81966 Euros)**

We are reaching the breakeven point in the third year and in the fifth year we will be in such a condition that we can think of operating in different areas of India, which will not only increase the sales but will generate awareness among the customers and will make a brand image among the masses.



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CONCLUSION





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Need to go for Auto Car Wash



Piyush Mehndiratta

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Pawan Jolly

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Thon Mireille

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Thank You For being with us. Have a nice time