

**FREE VERSION OF GROWTHINK'S
ULTIMATE CAR WASH BUSINESS PLAN
TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growthink's Ultimate Car Wash Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growthink's Ultimate Car Wash Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Car Wash Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growthink's Ultimate Car Wash Business Plan Template, please go to

<https://businessplantemplate.growthink.com/car-wash/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate Car Wash Business Plan Template:

[Company Name], located at [insert location here] is a car wash business. We offer washing and waxing services for automobiles.

Products and Services

[Company Name] will provide car wash services. The main services we will offer are:

- Full-service clean
- Exterior only clean
- In-bay automatic car wash
- Hand washing services
- Self-service bays

[Company name] will also offer detailing services.

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

Sample from Growthink's Ultimate Car Wash Business Plan Template:

[Company Name], located at [insert location here] is a car wash business. We offer a full range of car wash options, from basic automatic wash to full-service detailing.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been an entrepreneur for some time, it was in [month, year] that he decided to launch [Company Name]. Specifically, in the summer preceding this decision, [Founder] was personally frustrated by the lack of car wash options in the city. Because of the influx of vacationers and the rapidly growing resident population, there seemed to always be a long line at every car wash he passed. As he had been successful in starting and growing other service businesses, the idea to open a car wash soon formulated. Then, serendipitously, at a summer barbecue, he met the owner of one of the town's car washes. This fellow entrepreneur was eager to discuss the challenges and opportunities of the overwhelming demand. From this conversation, [Founder's Name] clearly understood that the market could easily bear a higher level of competition, and that his own car wash business would enjoy significant success in this market.

Furthermore, after surveying other residents and local business owners, he confirmed the need for another car wash company in the market.

III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growthink's Ultimate Car Wash Business Plan Template:

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Car Wash & Auto Detailing in the U.S." by Professional Carwashing & Detailing, the industry's annual revenue is approximately \$11.5 billion, with an estimated gross profit of 9.5%. What's more, the following trends are driving the car wash industry:

Market-level trends:

- **Oil prices.** Rising gas prices typically encourage consumers to carpool or use public transportation, reducing demand for industry services. In addition, as gas prices climb, consumers' disposable incomes fall, reducing their ability to spend on discretionary services such as car washes.
- **Technology.** Advances in technology that enable fast, efficient and low-cost cleaning and waxing services has resulted in widespread consumer acceptance of self-service bay car wash systems where the customer uses wands and hoses to carry out a range of tasks

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

Sample from Growthink's Ultimate Car Wash Business Plan Template:

[Company Name] will serve homeowners and businesses within a 10-mile radius of our location. These potential customers are as follows:

- 74,103 driving-age individuals, of whom:
 - Vehicle availability:
 - No vehicle - 1.3%
 - 1 vehicle - 17.4%
 - 2 vehicles - 45.8%
 - 3 or more vehicles - 35.5%
- Average income of \$74,700
- 1,383 businesses, of which:
 - 14.5% Retailers
 - 8.2% Finance & Insurance
 - 5.4% Professional Services
 - 0.9% Education
 - 8.5% Healthcare
 - 8.7% Accommodation & Food Services

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate Car Wash Business Plan Template:

The following vending machine operators are located within reasonable driving distance of [Company Name], thus providing either direct or indirect competition for customers:

Benny the Buffer

Established in 1990, Benny the Buffer is a privately held vehicle cleaning and detailing business. Benny the Buffer operates a detailing shop where they clean and detail cars, boats, motorcycles, RVs, and trucks of all shapes and all sizes. The owner operator is Ben Smith is a Master Detailer who is trained and certified by Detailing Success in Big Bear Lake, CA and a member of the 2013, 2014, 2015, 2016, 2017, 2018 and 2019 Air Force One Detailing Teams. In addition to the automotive detailing shop, Benny the Buffer also operates a full service commercial janitorial, pressure washing, and trucking/heavy equipment cleaning division.

Benny the Buffer is the oldest car wash company in the area. Its sheer size, along with its brand recognition will likely continue to attract loyal customers. However, our advantage lies in the fact that we can provide faster service for our customers.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Car Wash Business Plan Template:

The Marketing Plan describes the type of brand [Organization Name] seeks to create and the Organization's planned promotions and pricing strategies.

The [Organization Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Conveniently located to provide convenient car wash service
- Maintaining state-of-the-art car washing facilities
- Competitive pricing

Promotions Strategy

[Company Name] expects its target market to be automobile owners and businesses within a 10-mile radius of its location. The Company's promotions strategy to reach these companies includes:

Local Publications: [Company name] will announce its launch several weeks in advance through publicity pieces in multiple local and regional newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

Direct Mail: [Company Name] will blanket the surrounding area with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for car owners to take advantage of its services.

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate Car Wash Business Plan Template:

[Company name] will carry out its day-to-day operations primarily on a drive-in basis.

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

Sales Functions

- Running the wash line - determining service level and taking customer payment
- Answering phone call and email inquiries
- Setting detailing appointments

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing supplies
- Hiring and training staff
- Customer service

Miscellaneous

- Equipment maintenance

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate Car Wash Business Plan Template:

[Company Name] is led by [Founder’s Name] who has started and run a number of successful service businesses over the last 20 years. While [Founder] has never run a car wash company, he has an in-depth knowledge of the operation side of running a business (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

[Founder] attended xyz College and studied Business Administration.

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/car-wash/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate Car Wash Business Plan Template:

Revenue and Cost Drivers

Company Name]'s revenues will come primarily from car wash sales.

The major cost drivers for the company's operation will consist of:

- Salaries
- Car wash equipment maintenance
- Car wash supplies (soaps, detergents, rinsing aids, softener salts and waxing agents)
- Utilities

Moreover, ongoing marketing expenditures are also notable cost drivers for [Company Name].

Capital Requirements and Use of Funds

[Company Name] is currently seeking \$400,000 to launch. Specifically, these funds will be used as follows:

- Equipment purchase: \$125,000

- Building construction: \$175,000
- Working capital and other startup costs: \$100,000 to pay for marketing, salaries, and other costs until [Company Name] reaches break-even.

Key Assumptions & Forecasts

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues/Donations					
Individual Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Corporate Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Total Revenues	\$200,000	\$300,000	\$400,000	\$500,000	\$600,000
Expenses & Costs					
Cost of goods sold	\$0	\$0	\$0	\$0	\$0
Lease	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$136,390	\$189,030	\$208,406	\$218,826	\$229,767
Other	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$176,390	\$230,030	\$250,431	\$261,901	\$273,920
EBITDA	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Depreciation	\$0	\$0	\$0	\$0	\$0
EBIT	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Interest	\$0	\$0	\$0	\$0	\$0
PRETAX INCOME	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$38,125	\$55,455	\$149,569	\$238,099	\$326,080
Income Tax Expense	\$13,344	\$19,409	\$52,349	\$83,334	\$114,128
NET INCOME	\$10,266	\$50,561	\$97,220	\$154,764	\$211,952
Net Profit Margin (%)	5.1%	16.9%	24.3%	31.0%	35.3%

X. Appendix

Sample from Growthink's Ultimate Car Wash Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growthink's Fully Customizable Car Wash Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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