

Code: *enterprise and
euntprenurship* Assignment

Title: *Business Plan*

Presentation Lecturer: *[Add
name]* Student: Mohamed

- **CrystalWave Mobile Car Wash** is a mobile car-cleaning service that brings high-quality, eco-friendly car washing directly to customers' homes, workplaces, or parking locations.
- **Product/Service Offering**
 - Water-efficient exterior wash
 - Interior deep-cleaning
 - Premium detailing packages
 - Subscription plans for regular customers
- **Unique Selling Points**
 - **Convenience** — customers don't need to travel or queue
 - **Eco-friendly** — low-water steam cleaning and biodegradable products
 - **Flexible packages** — tailored for individuals, families, and small fleets
- **Management Structure**
 - **Owner/Manager:** Mohamed
 - **Two Mobile Technicians**
 - **Part-time Marketing & Admin Support**
- **Legal Format**
 - Registered as a **Limited Company (Ltd)** for liability protection and professional credibility.

Environmental

- Environmental concerns strongly shape the car-wash industry.
- Rising pressure to reduce water waste
- Customers increasingly prefer eco-friendly services
- Regulations encourage biodegradable cleaning products
- **Impact on CrystalWave:** Our low-water steam system positions us as a responsible, modern alternative to traditional car washes.

tech

- Technology is transforming how customers book and interact with services.
- Mobile apps and online booking systems
- Digital payments
- Portable steam-cleaning machines
- **Impact on CrystalWave:** We will use an online booking platform and modern equipment to deliver fast, efficient service.

Pestle

- People value convenience more than ever.
- Busy lifestyles
- Growth in remote work
- Higher expectations for personalised services
- **Impact on CrystalWave:** Our mobile model fits perfectly with customers who want time-saving, hassle-free car care.

Marketing strategy 1

- CrystalWave will use targeted digital marketing to reach customers where they already spend time.
- **How We'll Use It**
- Instagram & TikTok videos showing quick transformations
- Local Facebook ads targeting commuters, families, and office workers
- Google Maps listing with reviews to build trust
- **Goal:** Build brand visibility and attract first-time customers.

Required funding

- **Local Partnerships**

- Collaborate with offices, gyms, residential buildings, and small businesses
- Offer group discounts for employees or residents

- **Loyalty Programs**

- Subscription packages (weekly, bi-weekly, monthly)
- Points system for repeat customers
- **Goal:** Create stable, recurring revenue and long-term customer relationships.

conclusion

- CrystalWave Mobile Car Wash is designed for modern customers who value convenience, sustainability, and quality. With a strong marketing plan, eco-friendly operations, and a clear funding strategy, the business is positioned for steady growth in London's busy urban market.

Marketing strategy 2

- **Local Partnerships**

- Collaborate with offices, gyms, residential buildings, and small businesses
- Offer group discounts for employees or residents

- **Loyalty Programs**

- Subscription packages (weekly, bi-weekly, monthly)
- Points system for repeat customers
- **Goal:** Create stable, recurring revenue and long-term customer relationships.