



Programme: BA Business Management

Module: Entrepreneurship

Module code: LCBB5001

Assignment Title: Component 2: Practical:
Presentation

Lecturer's name: Amer Kareem

Student name: Daniela Ambros

Student number: 2115350

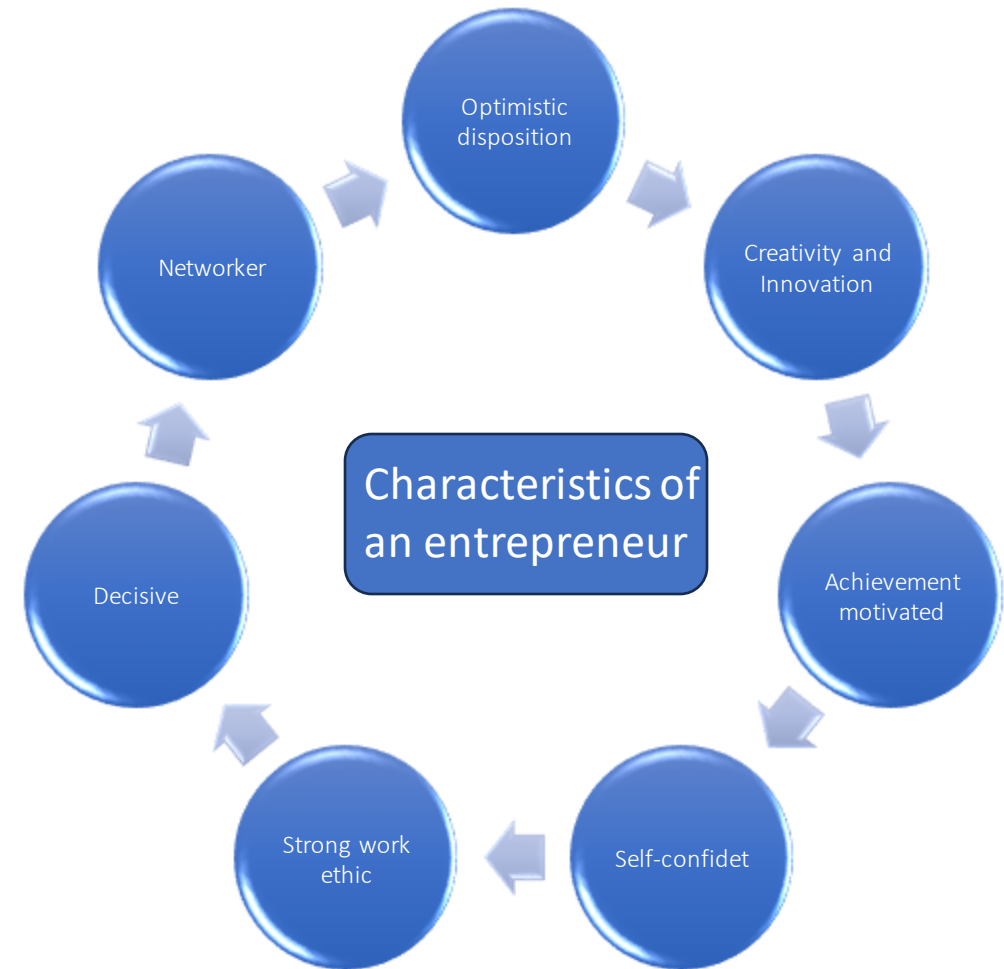


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Introduction

- Graduate of a BA in Business Management with ambitions to become an entrepreneur.
- Experience in sales and strong abilities to run my own business.
- Presents '360° Car Wash Touchless', an innovative business idea.
- Seeking Dragon's Den investment



(Barringer and Duane, 2022)

Overview of business idea

- **Mission** – to deliver an exceptional car wash experience in a short period of time that exceeds our customers' expectations.
- **Vision** - set new standards for quality, convenience, and sustainability.
- **Short term goals** – increase customer satisfaction and expand marketing efforts.
- **Long term goals** – build brand loyalty and promote sustainability initiatives.
- **Legal structure** - Entrepreneurial Firm.
- **Location** - Petrol Station Shell Arundel.

(Melkamu, 2021)



(LeisuWash, 2024)

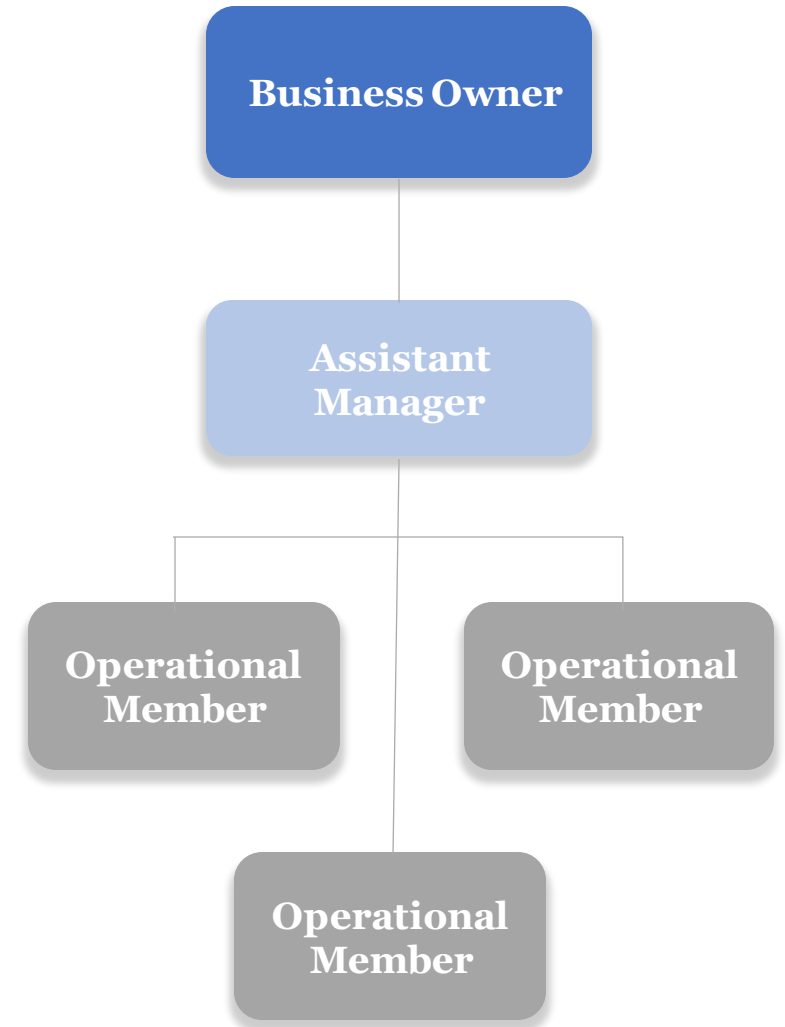
Management team plan

Business Owner – strategic direction, business development, team leadership, marketing strategies, and managing financial aspects.

Assistant Manager – oversees day to day operations, sales customer services relations, handle administrative tasks.

Operational team - Car vacuuming, cleaning the place after customers, removing outside dirt and debris.

(Williams, 2022)



Target market and marketing strategies

Marketing mix 4PS

Product – Cleaning packages: exterior cleaning touchless, interior cleaning, waxing, detailing, vacuuming, and odour removal.

Price - Depending on the service level, prices can be flat, tier-based, or subscription-based.

Place – Accessibility and convenience of the car location play a crucial role - Petrol Station Shell Arundel.

Promotion - Using flyers, newspaper ads, radio ads, email campaigns, and social media marketing. Offering promotions: discounts for night-time services, loyalty programs, and referral programs.

(Woehler and Ernst, 2023)



Competition and differentiation strategies

Competitors

- IMO car wash
- Autoclean Mobile Valeting
- Waves Hand Car Wash Bognor
- Sussex Car Spa



Differentiation strategies

1. Unique services: touchless car wash, eco-friendly products, water-saving technologies, and short waiting time.
2. Customer loyalty programs: membership plans, offer discounts, rewards, exclusive perks to loyal customers to encourage retention and word-of-mouth referrals.
3. Niche markets: luxury car owners, fleet managers, or environmentally-conscious consumers.
4. Community engagement: sponsorships, partnerships, or participation in events. Position the business- a trusted and socially responsible.

(Kamal et al., 2023)

Funding requirements and allocation

Touchless car wash machine cost - £80,000.

Approximately £245,000 of funding is required to cover the costs of one year's operation and the car wash machine.

Expenses	1 Month	1 Year
Rent	£2,000	£24,000
Insurance	£500	£6,000
Taxes & Licence	£800	£9,600
Telephone	£50	£600
Repair & Maintenance	£200	£2,400
Marketing and Advertising	£400	£4,800
Cleaning supplies	£350	£4,200
Staff wages	£7,850	£94,200
Office expenses	£200	£2,400
Utilities	£1,000	£12,000
Miscellaneous Expenses	£300	£3,600
Total	£13,650	£163,800

Conclusion

- The ability to innovate, develop strategies, and achieve entrepreneurship success are key factors in our success.
- Investing in 360 Car Wash Touchless means investing in a vision of innovation, growth, and impact.
- Creating lasting value for our stakeholders is possible when we work together.



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Thank You