

CAR MOBILE SERVICE

- MODULE TITLE: ENTERPRISE AND ENTREPRENEURSHIP
- MODULE CODE: LCLM4006
- STUDENT NAME: FLORIN EDUARD MATEI
- STUDENT ID: 2425303
- LECTURER'S NAME: EJIKE UDEOGU

BUSINESS OVERVIEW



CAR MOBILE SERVICES PROVIDES CAR CLEANING AND LIGHT MAINTENANCE DIRECTLY AT THE CUSTOMER'S HOME OR WORKPLACE. THE GOAL IS TO SAVE TIME FOR BUSY PEOPLE AND OFFER PROFESSIONAL, ECO-FRIENDLY CLEANING AT THEIR LOCATION.



SERVICES INCLUDE:



-FULL INTERIOR AND EXTERIOR CLEANING



-VACUUMING AND WAXING



TYRE CHECKS AND SMALL REPAIRS



BOOKINGS CAN BE MADE ONLINE OR BY PHONE, ENSURING FLEXIBILITY AND FAST RESPONSE.

PESTEL ANALYSIS

Political: The UK supports small green businesses and makes it easy to register service companies.

Economic: Despite high living costs, many professionals are ready to pay for comfort and quality.

Social: UK drivers prefer quick, trustworthy, and sustainable car services.

Technological: Online booking system, apps, and social media help attract clients efficiently.

Environmental: We use biodegradable cleaning products and reduce water waste through smart cleaning methods.

Legal: The company follows UK laws on health safety, waste disposal and insurance.

MARKETING STRATEGY



The marketing plan focuses on visibility and customer trust through social media and local promotion.



Instagram and Tik tok: short before and after cleaning videos.



Partnerships: work with offices, parking lots, and dealerships to reach regular clients.



Referral program: Both clients get 10% off when recommending a friend.

FUNDING

- To start a business, I need around £5000 from my personal savings. This lets me keep full ownerships and control over the company.
- The budget includes:
 - -£2500 for a van and cleaning equipment
 - -£1000 for ecofriendly products and tools
 - -£500 for marketing and online promotions
 - -£1000 for insurance, registration and small reserves

A background image showing a group of people clapping their hands. The image is dimmed with a dark overlay. In the center, the text 'Thank you for listening!' is written in white. A small orange square is positioned to the left of the text.

■ Thank you for listening!