

Business Plan

Clean Drive Mobile Car Wash

Student Name: Mervail Ekanga

Student Number: 2439658

Programme of study: Certificate in Higher Education Business Skills for The Workplace

Module Name and Code: Enterprise and Entrepreneurship

Module code: LCLM4006

Assignment Title: Task 1 – Individual Written Business Plan

Lecturer: Dr Charles Cham

Submission Date: 30 March 2026

Executive Summary

Cleanest Drive Mobile Car Wash is a business that focuses on delivering an easy cleaning service to customers anywhere in London. People today are very busy and don't have the time to go to the local car wash. But now with this plan I'm bringing my mobile car wash directly to the people and it is affordable.

The business will offer exterior washing and interior cleaning and full car detailing. The main aim is to target city professionals, families and locals' businesses that own company cars. Handing out business cards that have direct QR code to flexible booking times for customer will be the first step this will allow us to save clients for future bookings.

Another priority will be social media marketing targeting groups and spaces with clients and age range I am aiming to reach. Startup costs will have to cover the cleaning products, cleaning equipment and vehicle.

Overall Cleanest Drive Mobile Car Wash aims to provide a service that is convenient and affordable while still generating profit and reliable customer base.

Table of Contents

Executive Summary	3
Business Idea Overview	3
Market Research	3
Market Communications	3
Financial Plan	3
References	3

Business Idea Overview

Cleanest Drive Mobile Car Wash is a mobile car cleaning service that will operate around London. The main idea behind this business is to provide a convenient and reliable car washing service that comes straight to customers' homes or workplace or other locations. Many people in a busy city like London do not have the time to visit a traditional car wash station so i feel like this is where it creates a big opportunity for my mobile car wash service that saves customers both time and effort.

The business will offer a variety of car cleaning services to meet different customer's needs. These services will include exterior car washing, interior cleaning and full car detailing. Exterior washing focuses on cleaning the outside of the vehicle including wheels, windows and bodywork. Interior cleaning would involve vacuuming the vehicle, removing dust and dirt and cleaning interior surfaces. Full car detailing will combine both services to provide a completer and more professional clean.

My business will operate as a small startup and be managed by myself the owner. The equipment required to run my business would be a pressure washing system, water storage tanks, cleaning products and a van used to get to locations and transport equipment between customer locations. Using this mobile service model my business will thrive and travel across different places in London and serve clients better services than a traditional car washstand.

I feel like me focusing on trying to make clients lives easier by bringing a top-quality service to them with cleanest drive mobile car wash will grow my business drastically and allow me to make staggering profits.

Market Research

When starting a business, I believe that market research is very important because it helps a business know their competitors, customers and the environment it operates in. For my business Cleanest Drive researching the London market helps me spot out who is most likely to use the service and how the business can compete with other car wash businesses.

My main target for the business is busy inner-city professionals, families, and small businesses that own vehicles. A lot of professionals working in London often have hectic schedules and may not have time to have the cars cleaned at home or workplace without having to travel through traffic to a fixed location.

Families are a big important group of customers because they often use their cars daily for everyday activities for example school runs, shopping and traveling. This daily use can cause cars to become dirty very quickly. My convenient mobile car wash service allows families to keep their vehicles clean without them needing to spend time and waiting around at a car washstand.

Other local businesses that operate company vehicles are also a potential market for my service. For instance, delivery companies, maintenance services and small transporting businesses often need their vehicles to remain clean and presentable to maintain a clean and professional image. Cleanest Drive could provide regular cleaning services for these businesses to ensure their vehicles are well maintained.

When it comes to competition London has many traditional car wash locations and many other mobile car cleaning services. Traditional car washes make customers travel to their location and wait while their car is cleaned. Cleanest drive aims to compete by offering a flexible service that meets customers directly wherever they are making the process quicker and more reliable.

Overall, the London cleaning market is large due to the high number of vehicles used around the city. According to the national vehicle statistics, the UK has over 40 million licensed vehicles, which shows there is a large market for my car cleaning service (Department for Transport, 2023). But by targeting busy individuals, families and businesses Cleanest Drive most definitely has the potential to build a reliable customer base and compete successfully with the market.

Marketing Strategy

The marketing strategy for Cleanest Drive will focus on promoting the business around busy areas in London and making it very simple for customers to book the service. Due to the business being mobile the marketing will rely mainly on direct promotion and online platforms to reach potential customers.

The first marketing method I will start off with is the distribution of business cards that has a QR code on it. The QR code will allow customers to quickly access a booking page that will give them a variety of dates and times available for them to book their car wash. The business cards will also be distributed hand to hand than just dropped at establishments to create a word-of-mouth movement to businesses that may require regular cleaning.

Another important marketing method will be used is the use of social media platforms because if executed correctly that can further Cleanest Drives customer reach. Platforms such as Instagram, Facebook and Tik Tok can be used to post before and after photos of cleaned vehicles and mini short form content followed by customer reviews. Visual content goes a long way because it helps potential customers see the quality of the service and builds trust in the business.

As mentioned previously word of mouth marketing will also play a key role in growing the business. I say this because when customers receive a reliable and convenient service, they are more likely to tell others and refer their friends or family to the business. Good recommendations can help bring more numbers of new customers and build a strong reputation for the business and long-term relationships with customers.

With that said the business may look into introducing loyalty offers or discounts to repeat customers, customers that can prove they have spread the word of the company via social media promotion and customers that have reached a certain number of bookings. This will encourage customers to stay booking and keeping a relationship with the business.

Overall, the marketing strategy aims to spreading major awareness of Cleanest Drive and attract new customers through both online promo and physical promotion.

Operations Plan

Cleanest Drive will move as a mobile business service across London providing car cleaning straight to customers where abouts. The business will focus on delivering a reliable and convenient service, managing bookings neatly and making sure that the equipment needed for the service is always available and maintained.

In the beginning the business will be fully operated and managed by me the owner. This means I will be responsible for handling bookings and travelling to customer locations and doing the cleaning services. Building the business by myself during the early stages will help me spend money while the business builds a stable customer base.

To make sure I provide a service to customers that is effective high-quality equipment will be required such as pressure washer, water storage tank, cleaning products, vacuum cleaner and a van to transport all the equipment. Having a van will allow the business to travel to clients and fulfil our mandate which is being a mobile car wash that meets clients anywhere around London and makes bringing tools needed to complete the job easier.

Customers will make bookings through our QR code provided on our business cards or by contacting the business through a direct link on our social media platforms which is Instagram, Tik Tok, Facebook and Snapchat. Once bookings are confirmed customers will get a message confirming their booking and time of booking and we will make our way to the given location. The service will then be completed to the standard of what option they have selected example exterior washing, interior cleaning or full car detailing.

Upholding a high standard of service is top priority and is essential for the success of the business so to fulfil this we look to avoid using cheap equipment and rather high quality for elite detailing and pristine finishing. By using high quality equipment and providing a consistent service I'm sure it will encourage customer satisfaction and create a repeat booking effect.

Overall, the operation plan focuses on ensuring that Cleanest Drive runs smoothly by managing bookings. Maintaining equipment and delivering a good service around London.

Financial Plan

The financial plan explains the cost and rough amount of money needed to start and operate Cleanest Drive besides the potential income the business may make. Planning the finances behind this is important because it helps gain a sense of security of knowing how effectively the business will be able to run while remaining profitable.

Several costs are required for this business such as buying cleaning products, pressure washer, water tank, vacuum cleaner, cleaning chemicals, cloths, brushes and buckets. To add to this a vehicle such as a van will be needed to transport the equipment and travel to customers at their give location across London.

The Estimated Cost Breakdown

- Pressure Washer £150 - £300
- Water Tank £100 - £200
- Vacuum Cleaner £80 - £150
- Cleaning products and extra materials £100 max
- Business cards with QR Codes £70

From the estimated cost breakdown, it roughly shows that the total cost to start this business should be somewhere around £480 to £800 this is down to quality of the equipment purchased.

The business will make an income by charging customers for each cleaning service so for example a basic exterior cleaning service may cost around £15 - £20 while interior cleaning could cost £25 - £30. A full car detailing mixing both interior and exterior deep clean will cost around £45 - 50 that's with jet wash and detailing. These prices are identical to the typical prices charged by car wash services in the UK (British Car Wash Association, 2023).

From my calculations and foresight if the company completes several of each services a day it has major potential to generate a steady income that would be able to pay for the products equipment itself eventually. For example, 6 – 8 services per day could produce daily revenue depending on the type of service the customer picks.

To conclude this financial plan this plan shows that Cleanest Drive can start with little funding and boom grow to generating major funds through regular repeat bookings and loyal customers. Strict money management will help ensure that the business remains sustainable and profitable while running.

Conclusion

My Business Cleanest Drive is a business that focuses on bringing the most convenient and reliable service to customers whereabouts all around London. The business aims to eliminate the problem that customers face today which is having to visit traditional car washes. By bringing this mobile car wash service to London and directly to customers doorsteps I believe I have found a way to eliminate a problem that brings practical solution and saves a lot of time.

It has been extremely clear throughout this business plan that there is a strong opportunity for a mobile car wash business to operate across the city of London. From my market research it shows that potential customers include busy city professionals, families and businesses that require their vehicles to stay clean and well-polished. I highly believe these groups will benefit from these services as they made to be very flexible and accessible.

The marketing strategy i have focused on is promoting the business through cards with QR Codes, Social Media promotion and word of mouth recommendations. These methods will help increase awareness my business and the services we are offering and encourage to repeat bookings from satisfied customers.

The operations plan shows how the business will run on a daily by using the necessary equipment and vehicle to travel to and from customers location. Maintaining a good reliable service will be key to not only building my business but also building relationship with customers to keep them as repeat bookings.

Finally, the financial plan just breakdown and shows that the business can start with relatively low funding while still having a large margin for profit and growth through regular bookings and repeat customers. With strict money management and consistent service quality Cleanest drive has nothing but potential to grow and become bigger than just a plan.

Overall, this whole business plan shows that cleanest drive mobile car wash is an highly achievable business idea that can meet customers' needs while operating within the London market.

References

Department for Transport (2023) *Vehicle licensing statistics: Annual report*. Available at: <https://www.gov.uk/government/statistics/vehicle-licensing-statistics> (Accessed: 20 March 2026).

British Car Wash Association (2023) *Car wash industry overview*. Available at: <https://www.bcwa.org.uk> (Accessed: 20 March 2026).