

Managing Enterprise in the 21st Century

Olluru Carwash

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Introduction

“OLLURU CAR WASH” is a well known new car wash business in UK. It is located next to the busiest road in one of the UK's busiest cities where customers can easily drive in and out. It is located very close to outdoor seating especially during summer (Kelly, 2016). It is a reliable establishment for car wash. It does more than vacuuming with a car wash and it is environmentally friendly which helps to attract customers. The vision of this car wash organization is to provide customer satisfaction by providing services and providing resale services to customers. The company is committed to providing the best quality service otherwise full money back commitment. So, it is selling its services with reputation.

Aims and objectives

Every organization has some specific aims and objectives and this car wash organization has some specific aims and objectives. The main aim of the company is to provide the best quality car wash service in an environmentally friendly manner at the lowest cost (Peters et al. 2016). But its aim is also to provide the best and most affordable car wash service in the area, to achieve customer satisfaction by providing services and offering competitive prices. Also by expanding the business by opening branches gradually and gaining customer trust and confidence.

Business description and History

“OLLURU CAR WASH” company has established itself as a reliable company for cleaning and repairing of small and large sized motor vehicles. The management manager of the company is managing it well with an efficient team which is taking it to a higher level of development day by day. It is basically working with a team of 5 people. We used the first letter of each of our names to name the organization. It has received good response in last 6 months performance. After adopting the advertising approach, the profit margin of the company has increased which has been instrumental in opening a new project.

Mission and vision

Mission: The main mission of the company is to be trusted and popular with customers in car wash (Center, 2016). It is also part of its mission to achieve the ability to meet all types of customer needs by adopting modern techniques.

Vision: The industry is moving forward day by day. Therefore, the vision of Car Wash Company is to expand its business in a modern way according to the customer's needs by introducing modern and automatic car wash systems and developing the organization sustainably.

Business structure

Business structure refers to a process that defines the position of superiors and subordinates working in a company. This company of Car Was uses straight line business structure as the main business structure. Where the CEO is at the top and the car was the operations manager at the bottom. Various workers in between complete their necessary tasks.

Product description

The intention to form “OLLURU” car wash Company was taken because there were many cars in the area and there was a demand for car wash (Wang et al. 2017). Along with this I supply some services and goods. These are water, synthetic cloths used for drying the outside of the car, waxes and polishes used to shine the car, soaps, eco-friendly detergents, refreshment sprays used inside the car and air fresheners etc.

Marketing analysis & trends

Its marketing analysis and trends are considered to understand the growth and progress of the company. It can be seen that the amount of sales has decreased but the amount of profit is increasing. The sales volume in the running year was 3% which is likely to increase in the future. About 200,000 people live in this area and most use cars so the trend in car wash business may increase in future Swot analysis.

Generally analysing the strengths, weaknesses, opportunities and threats of a particular subject is called Swot analysis (Teoli et al. 2019).

Below is the SWOT analysis of “OLLURU CAR WASH”.

Strengths	Weaknesses
100% market share Uncompetitive market Customer satisfaction	Lack of financial solvency Weakness in publicity
Opportunities	Threats
Expanding the business Creating perfectly competitive markets	Adverse government directives Adverse weather conditions

Pestle analysis

Generally pestle analysis refers to analysing the political, social, economic, technological, environmental and legal aspects of a particular area or country on the basis of a work (Perera, 2017).

Below is the pestle analysis of “OLLURU CAR WASH” company:

Political	UK Political System A stable political environment prevails which indicates a business friendly environment.
Economic	The financial condition of the said car wash company is seen as weakness.
Social	The social status of the UK is quite advanced where most people use cars. So there is a possibility of business improvement.
Technological	The company uses modern technology which will enhance the business.
Environmental	The weather in the UK is expected to be inclement which may affect business. Adverse weather conditions guide the past direction.
Legal	There are no legal complications in business here. However, the government's legal directives can affect businesses.

Operations

In order to increase the profitability of the company it carries out various operations activities which directly work to satisfy the customers in receiving the service. For example, efficient management techniques, marketing policies, financial resources, human resource activities, efficient use of information technology, use of modern equipment, web design activities. These operational activities make the company's services more attractive to customers.

Technology plan

The use of technology is increasing day by day so people feel more comfort working through technology than manual work. On the other hand, customers are also more comfortable with technology work than manual work. Hence, the use of technology has become essential. “OLLURU CAR WASH” uses solar vacuum or hybrid vacuum which is able to meet the complete needs of the customers in the market (Thomas, 2016). The company is also gearing up to invest in new technologies. Other operational functions of the company also have a touch of modern technology which makes its work easier and more acceptable.

Management and organisation

Propose new ideas to the company. One of the functions of management is to take an active position in decision-making on any problem and to estimate success by evaluating business performance and creating conducive working environment. Moreover, it is part of the organization's work to increase organizational efficiency along with technological and marketing skills, contribute to the global competitive market and recognize the contribution of employees. It clarifies the performance of the company's skills.

Social responsibility and sustainability

Every business has some social responsibilities and duties along with business functions. This part of the report will outline some of the responsibilities and duties of “OLLURU CAR WASH”. The company uses eco-friendly materials in its business operations. Moreover it considers environmental issues through waste management, packaging, pollution control work, compliance with environmental laws (De Stefano, 2018). The company undertakes functions such as setting up voluntary organizations, following social code of conduct, providing tasteful advertising and appropriate sourcing.

Development, milestone & exit plan

The policy makers of the company have adopted plans for the development of the company. They plan to franchise this business in the future so that customers can get the best service in their car wash. Moreover, the milestone of serving 1 million customers in the next 5 years has been set which will help in further expansion of the company's operations. Some exit plans have been adopted to perpetuate this business for ages. For example, it may be passed on to heirs, transferred by a management or employee purchase, or sold to a third party.

Financial data

A financial statement is a type of data that records the financial activities of a company or business organization. A financial statement discloses the income, expenses, assets and liabilities of the various departments of the company (Li et al. 2021). Financial statements help to understand the current state of the company. Financial statements are used to determine the current financial position of the company. It is usually made by the company after a certain period of time.

Profit and Loss Statement

Profit and loss statement is a part of financial statement. This statement provides a breakdown of a company's income, expenses and expenses for a specific period of time (ANDERSSON et al. 2017). This statement mainly highlights the income and expenses of the company.

Below is a brief profit and loss statement of the mentioned company:

Income Statement	Jan - Jun 2021	July - Dec 2022	Jan - Jun 2022
Sales Revenue	£90,000	£45,000	£87,000
Interior Revenue			
Initial cost	£45,000		
Gross Profit			
Expenses:			
Rent	£7,500	£7,500	£7,500
Equipment - Utility	£15,000	£15,000	£15,000
Equipment Cleaning and supply	£7,500	£7,500	£7,500
Ads.	£18,000	£9,000	£17,400
Insurance	£5,000	£5,000	£5,000
Total Expense			
Net Earning	£188,225	£164,000	£139,000

Cash flow statement

A cash flow statement is a type of financial statement. It provides all kinds of information about a company's ongoing operations and cash flows from external investment sources. It includes all cash flows that provide important information about a company's business activities and investments over a period of time (Salehi et al. 2020). Below is the cash flow statement of the mentioned company.

Net Income- £200,000, Chemical and cleaning product- £20, Employees Wages- £80.00, Rent- £15000, Utility- £15.000, Insurance- £10.000, Equipment- £30.00, Loan- £15,000, Profit- £15,000

Balance sheet

A balance sheet is a complete financial statement of a company for a specific period of time. This statement includes the liabilities, assets, liabilities, equity capital, etc. of the company over a period of time (Castillo, 2016). The real figure includes assets on one side of the balance sheet and liabilities on the other. Below is a balance sheet of “OLLURU CAR WASH”

OLLURU Car Wash				
Assets	Amount		Liabilities	Amount
Cash	£20,000		Payable	£6,700
Petty Cash	£960		Wages	£2,500
Investment	£2,000		Taxes Payable	0
Supplies	£250			
Investment			Long term Liabilities	
Website	£1,500		Bank Loan	0
Goodwill	£850		Owner Equity	
Other Assets	£900		Capital	£15,000
			Net Revenue	£ 6,000
Total	£26,450		Total	£26,800

Conclusion

“OLLURU CAR WASH” company started car washing business with an investment of £200,000. All the partners have made this investment together. The company struggled in the 1st year and 2nd year but from the last year onwards their profit margins started to improve. The cash flow of this company will continue continuously for the next few years. The company's policy makers think that its sales can increase day by day. They expect their company's sales to grow to £15,000 per year. So it can be said that the mentioned company has demonstrated competence in enterprise management in the 21st century which is clearly understood from the above analysis and data sheet.

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