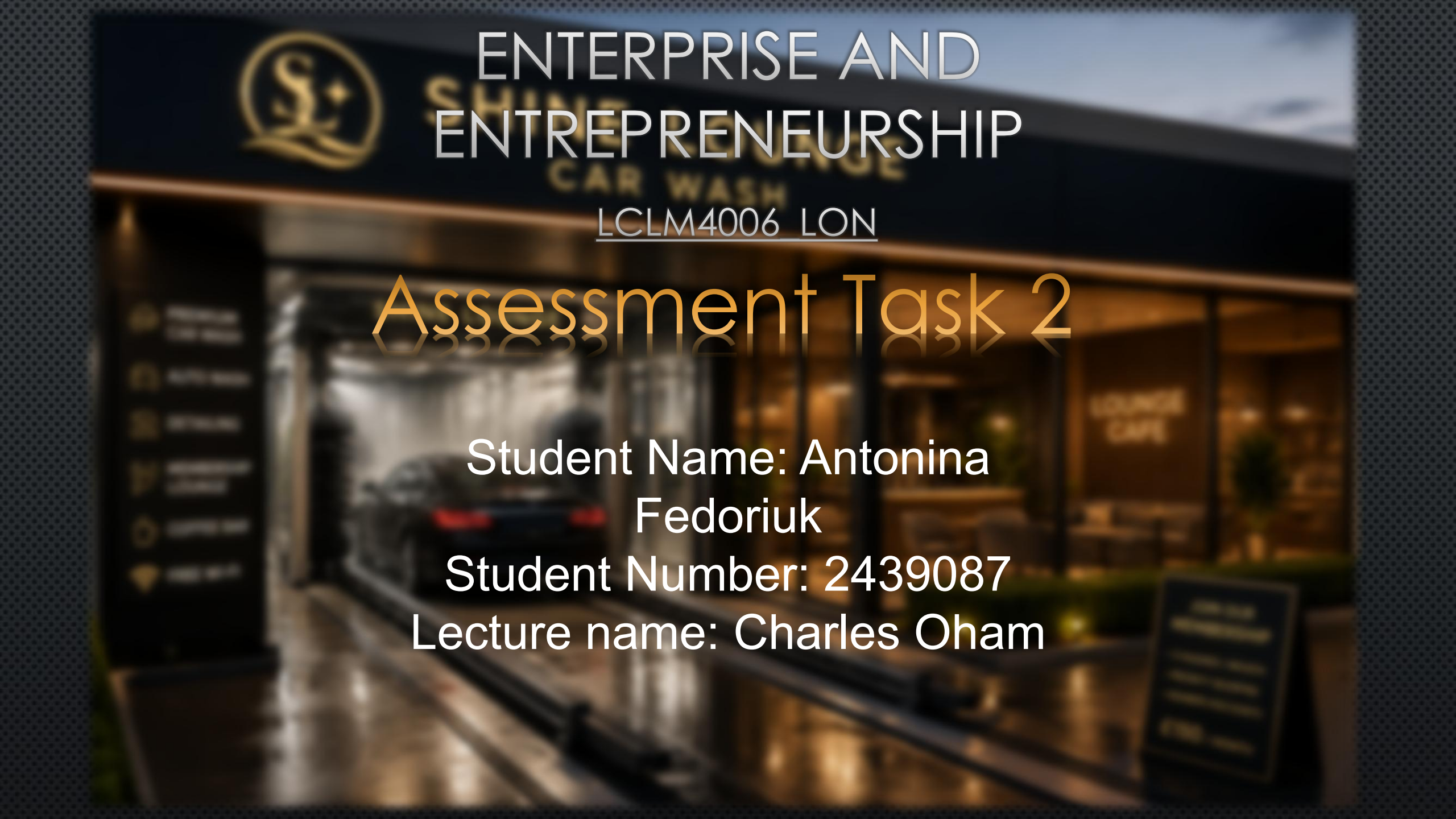


The background image shows a modern car wash facility at night. A car is visible inside the wash bay, which is illuminated by bright lights. Above the car wash, there is a sign that reads "SHINE & REFINISH CAR WASH". To the right of the car wash, there is a lounge area with large glass windows and doors, and a sign that reads "LOUNGE CAFE". The overall scene is lit with warm, golden light, creating a cozy and modern atmosphere.

ENTERPRISE AND ENTREPRENEURSHIP

LCLM4006 LON

Assessment Task 2

Student Name: Antonina
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Introduction

BUSINESS PLAN

SHINE LOUNGE CAR WASH IS A PREMIUM AUTOMATIC CAR WASH WITH A CAFÉ LOUNGE IN LONDON. IT OFFERS FAST, HIGH-QUALITY CAR CLEANING WHILE CUSTOMERS RELAX WITH REFRESHMENTS. THE BUSINESS OPERATES AS A **LIMITED COMPANY (LTD)** AND FOCUSES ON CONVENIENCE, HIGH-QUALITY SERVICE, AND ECO-FRIENDLY ENVIROMENTAL.



SHINE LOUNGE

— CAR WASH —

CLEAN CAR. PREMIUM EXPERIENCE.

Legal Format and Management Structure



REASONS FOR CHOOSING LTD:

(BYTESTART, 2026)

- PROTECTS THE OWNER'S PERSONAL ASSETS.
- SUPPORTS BUSINESS GROWTH.
- CREATES A PROFESSIONAL BUSINESS IMAGE.

Management Structure

The business is led by the **Owner / Director** and managed by one **General Manager**. The General Manager oversees the Car Wash Team, Baristas, and Receptionist to ensure efficient daily operations and excellent customer service.

An organisation chart of a car wash



PESTEL ANALYSIS

Political:

Government may increase water or environmental regulations (UK Government, 2025), making car wash operations more expensive. To reduce this problem, we will use water-saving technology and follow all environmental regulations.

Economic:

Rising electricity and water prices can increase business costs. Solution for this problem can be installing energy-efficient equipment, reduce water waste, and review prices if necessary.

Environmental:

Customers prefer eco-friendly businesses (Gallizzi,2024) so using water-saving equipment can attract more clients. For reducing this problem company can use biodegradable cleaning products and recycle water.

Marketing Strategies

Target Market

- Busy professionals
- High-income customers
- Families
- Taxi & Uber drivers

Unique Selling Points

- Regular car wash
- Premium automatic car wash
- Café lounge
- Membership programme

Marketing Strategies

- Social media (Instagram, Facebook, TikTok)
- Google Business Profile
- Online booking website
- Loyalty programme



Funding Requirements and Allocation

Total funding required:

£250,000

- Startup costs: £180,000
- Fixed monthly costs: £48,100
- Variable monthly costs: increase as the business grows

Financial forecast

- Revenue is expected to increase each month
- The business is projected to become profitable after the first few months

Break-even:

- Break-even is expected in three months of operation



SHINE LOUNGE
CAR WASH
LUXURY CAR CARE & MAINTENANCE

Startup Cost	
Automatic washing system	£150,000
Installation and setup	£20,000
Initial equipment	£10,000
Total	£180,000



Fixed Costs	per month
Rent	£8,000
Business Rate	£1,000
Utilities (gas,electricity, water)	£3,000
Staff Salary	£13,500
Café supplies	£2,000
Telephone/internet	£100
Marketing	£1,000
Loan repayment	£3,000
Insurance	£500
Cleaning products	£1,500
Total cost	£48,100

	Jan	Feb	Mar	Apr	May	Jun
Variable cost	£14,100	£18,450	£22,800	£27,000	£27,000	£27,000
Total cost	£48,566	£52,916	£57,266	£61,466	£61,466	£61,466
Revenue	£37,000	£48,750	£61,250	£74,250	£74,250	£74,250
Profit/loss	-£11,566	-£4,166	£3,984	£12,784	£12,784	£12,784

Investment capital needed = £250,000

(‘£200,000 + £50,000)

Investment capital needed = Bank Loan + Personal Savings



Conclusions

SHINE LOUNGE CAR WASH HAS STRONG POTENTIAL TO SUCCEED BY OFFERING A PREMIUM AUTOMATIC CAR WASH WITH A COMFORTABLE CUSTOMER LOUNGE. THE FINANCIAL FORECAST SHOWS THAT THE BUSINESS REACHES PROFITABILITY FROM THE THIRD MONTH AND CONTINUES TO GENERATE POSITIVE CASH FLOW. WITH AN INITIAL INVESTMENT OF £250,000, FUNDED THROUGH A BANK LOAN AND PERSONAL SAVINGS, THE BUSINESS SEIS EXPECTED TO ACHIEVE LONG-TERM GROWTH AND PROVIDE A HIGH-QUALITY SERVICE FOR CUSTOMERS IN LONDON.

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