



اَبُو سَيِّدِي تَكُونُ لَوْ كُنِي مَبَارَا
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“THE FLASH CARWASH”

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1.0) INTRODUCTION

1.1) Executive Summary

The Flash Carwash provides car washing services which is very convenient to our customers. Instead of focusing at a fixed location, we offer our customers a mobile car washing services everywhere around Kota Kinabalu which is from Sepanggar to Sembulan area. Customers can directly calls our main office or walks in which is located at Kota Kinabalu, to purchase our services.

While there are many “quick car washing” like The Flash Carwash, we also excel at it due to our attention details regarding customer services and building long-term relationship. Eventhough, we are newly formed business under partnership that just established since 2013, we strive to be the best mobile carwash in the market with the objective of fulfilling what our customers’ needs.

Based on our observation, most people are too busy with their daily routines which results their unconcerned to get a carwash services and the need to waiting around until the carwash services is done. That is how we come up with the idea of a mobile carwash, where we are the one who come to the customers and offers our services with the expectation that our customer will experience lots of benefits.

We, The Flash Carwash saw the opportunity that this business has the potential of success provided that it is handled efficiently. People have always needed to take care of their car; to be more comfortable and clean even in their busiest daily routines and The Flash Carwash sees this as a way to succeed in this market, by taking advantage of all these people’s need.

1.2) Purpose Background

This business plan is prepared to convince the creditor, potential investors and financial institution in order to raise capital and obtain support for the business venture. Since The Flash Carwash is a new business, we need investors to raise fund for the purpose of company management and upgrading.

The financing will be used to purchase startup assets like office's equipment, cleaning and operation tools, furniture, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer.

This business plan also acts as a guideline to the manager and partners in order to succeed in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

The Flash Carwash will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to repay the loan given. The Flash Carwash is completely confident that it will be able to pay the loan back including the interest payment in the loan given.

1.3.1) Organization Mission, Vision, Objectives and Motto

Mission

- To provide a reasonably priced, convenient car washing services
- To build a long-term relationship with customers
- To achieve a pioneer status in country
- To be the best entrepreneur in the future

Vision

To be the first in offering and be excel efficiently in mobile carwash services in the country

Objectives

- To achieve 15% to 30% of customers within the first year in the market
- To be known as the best in providing mobile carwash services

Motto

“Superior hand wash, interior clean, fast service”