



اَوْتِنُوْرُ سَيِّدِي تَيْكُوْلُوْ كِي مَبَارَا  
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MARA

## AUTOMATIC RAINBOW CARWASH PUNCAK ALAM

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ENT530:ENTREPRENEUSHIP

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## EXECUTIVE SUMMARY

Rainbow Carwash is a prominent automatic car wash serving at Puncak Alam, Selangor. This business runs by partnership of two people which is Noor Syazwani Binti Ahmad Yani and Che Wan Husaitul Raki'in Binti Che W Raksan.

### The Business

Rainbow Carwash will be providing customers with three services: exterior car washing, interior cleaning, and detailing. Rainbow Carwash has no true competitors that are trying to offer high quality services for a reasonable rate. Most are trying to compete on price alone. Rainbow Carwash ability to provide a high quality service both in regard to the actual washing as well as customer service is all based on their ability to find the best employees. Hiring the best employee is cost effective because it decreases HR costs associated with turnover and other employee costs. Hiring the best employees and making sure that they are well taken care of ensure that they in turn take care of the customers. Study after study proves that a happy employee is far more likely to provide the highest level of customer services compares to an employee who is not happy and feels that they are being taken advantage of.

### The Customers

Rainbow Carwash will target three main groups of customers: individual car owner and leasers, car dealership, and local business. The surrounding area is quite affluent, 40% of the resident earn over 70,000 a year. Consequently, they have nice cars and want them to look nice. There are three different car dealers within three-mile radius which will require car washing services for the various fleets. In addition student from UiTM Puncak Alam will rent car in the weekend so that, they have to wash the car first before return it to the owner. Lastly, there are many different local businesses that have company cars that require clean appearances.