



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
RARE CARWASH

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SEPTEMBER 2016



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1.0 EXECUTIVE SUMMARY

RARE CARWASH is a unique carwash service. It is unique in the way that the business itself will go to where the customers are. In other words, we offer door-to-door carwash service for customers and they can get our service just by giving us a call. We expect our customers to mostly consist of people in KKIP Sepanggar who are working and having a busy schedule.

In order to attract customers and to make the people in KKIP Sepanggar aware of the existence of our business, we put out ads in newspaper, hang banners and make a business account on social media as advertising. For customers have already use our service, we will also hand out free stickers for them to put on their cars so this will create higher opportunities for outsiders to know about our business. We also provide sales promotion to increase the opportunity of obtaining more customers.

When compared to the competitors, we have an advantage in this business because even though we are doing the same business, our concept is not the same. For other competitor, they are operating at a fixed place. This means that the customers have to go out of the comfort of their home in order to get a carwash service. Unlike our service as we have mentioned before, the customers can simply call us to enjoy our service without leaving their home. The customers can relax while waiting for us to finish washing their car at their home.

As a conclusion, our company provide a very convenient and time-saving service for the customers, therefore we believe that this business will be profitable and have a high probability to expand in the future.



2.0 INTRODUCTION

The name of our company is RARE CARWASH. We basically offer a car-cleaning service which is washing, interior vacuuming, and polishing. The concept of our service is, instead of the customers going to our location to get their car clean, we ourselves will go to where the customers are. The customers can contact us by calling our number and providing us with the details of their location.

We chose to do this business because it has never been done before, especially here in Sabah. Due to the uniqueness of our service, we are positive that this business will be able to attract many customers especially those who have a busy schedule or hectic lifestyle.

Lastly, our service offers great convenience and time-saving for our customers. This is because they can do other work while we are cleaning their cars. Unlike when they go to a normal carwash, where they have to make time to go out and wait for their car to finish getting cleaned and not being able to do other work such as house chores or office work. When the customer realizes the benefit of our service, we expect the number of customers to increase.