

BUSINESS PLAN 'Car Wash' (with financial model)

<https://marketpublishers.com/r/T6763C25B92EN.html>

Date: July 2014

Pages: 94

Price: US\$ 875.00 (Single User License)

ID: T6763C25B92EN

Abstracts

The report is half ready. The updating and translating process takes 3-5 business days after the order confirmation.

Project Idea

The creation of car wash of manual type in *** Administrative District (*AD) in Moscow, the services of which will be high-quality, available and demanded by consumers.

Market

*AD is the largest by the amount of population number in Moscow and the second by the total area and density of population. Subsequently it led to the fact that indicators of congestions by cars and the number of car owners in this district are the highest in Moscow. Due to the increasing of cars amount in Moscow the average growth rate of capital car washout is about **%. The share of capital market is **% of Russian market by the amount of car washes and **% by amount of car wash posts. The car of manual type composes the largest part (**%) of the market.

Advantages of proposed services:

presence of alternative: manual or contactless car wash;

small amount of time and thoroughness of the service;

minimal risk of the car surface damage.

Competitive environment:

In the market of car wash services of *AD about *** of car washes are represented which combines the providing of basic services with additional like cleaning and chemical cleaning of the internal surfaces of cars, car tire fitting, repair, noise insulation. Indirect competitors are the enterprises, which produce or sell the manual car washes for car caring by their owners themselves.

Excerpts from Research

The basic services are manual and contactless car wash, the prices for which vary depending on the car category:

category 1 – passenger cars of mini, small and middle classes;

category 2 – crossovers and passengers cars of executive class;

category 3 – multivans and SUVs;

category 4 – minibuses and heavy SUVs.

The favorable conditions for opening up the enterprises related on car services were formed on Russian market. Firstly, the level of population provision by means of transportation increases annual and in 2013 it reached *** cars per 1 000 inhabitants of Russian Federation. Secondly, in 2014-2015 the productivity of car market is expected by **% higher than in 2013. The capital is especially attractive for such field of business, because the market potential capacity is estimated at \$*** mln. Herewith the market volume reached the level of \$*** mln. Thus the market is full in **%. Besides the capital leads by such basic indicators of demand as share of car owners who use the car wash services, the average annual frequency of visiting of car wash, the average check (** RUB).

It is planned that the car wash will propose additional services in cleaning of salon, internal glasses and car baggage compartment as well to be competitive on the market. That's why except two portals for car wash there is a necessity in third as well, where the cleaning services will be provided. Exactly two posts for providing of car wash services is the most widespread variant of car wash opening up in Moscow.

Also it is important to mention the seasonality of this business, because the highest demand – about **% of total possibility – is characterized for so-called «transitional»

seasons – autumn and spring, which depend on contaminated roads in these periods. In winter and summer the workload of car wash is expected at the level of **% approximately.

The initial capital investment for car wash of considered type is *** thsd RUB according to the estimations: this sum depend on chosen equipment and level of premises specialization. Monthly budget for marketing is planned in the volume of *** thsd RUB.

Contents

EXECUTIVE SUMMARY

1.0. PROJECT DESCRIPTION

2.0. ANALYSIS OF MARKET OF CAR WASH SERVICES

- 2.1. Car Washes Classifications
- 2.2. Analysis of Car Market of the Russian Federation
- 2.3. Analysis of Target Segment of Moscow Car Washes
- 2.4. Analysis of Car Wash Services of Moscow and Moscow Region

3.0. COMPETITIVE ENVIRONMENT

- 3.1. Main competitors
- 3.2. Indirect Competitors of «White Horse» Project

4.0. MARKETING PLAN

- 4.1. Site Usability
- 4.2. Flyer Advertising
- 4.3. Search Engine Optimization of the Site
- 4.4. Contextual Advertising
- 4.5. Social Media Marketing
- 4.6. Marketing Budget

5.0. ORGANIZATIONAL PLAN

6.0. FINANCIAL PLAN

- 6.1. Project Assumption
- 6.2. Plan of Sales
- 6.4. Sales Revenue
- 6.5. Variable Costs
- 6.6. Fixed Costs
- 6.7. Capital Expenditure
- 6.8. Taxes
- 6.9. Profit and Loss Statement

- 6.10. Discount Rate
- 6.11. Cash Flow Statement
- 6.12. Financial Indicators

7.0. SENSIBILITY ANALYSIS

- 7.1. Changing of Prices Level
- 7.2. Changing of Fixed Costs
- 7.3. Changing of Discount Rate

GENERAL CONCLUSIONS BY THE PROJECT

INFORMATION ABOUT THE «VTSCONSULTING» COMPANY

Figures

FIGURES

Figure 1.1. Car Categories

Figure 3.1. Map of Car Washes Location in *AD of Moscow

Figure 5.1. Premises Layout of Car Wash

Figure 5.2. Scheme of Purification Facilities of Car Wash Water Recycling

DIAGRAMS

Diagram 2.1. Dynamics of Amount of Passenger Cars per 1 000 Inhabitants of the Russian Federation

Diagram 2.2. Changing of Car Market Productivity

Diagram 2.3. Population by Administrative Districts of Moscow in 2012

Diagram 2.4. Ratio of number of cars in 2012 by Moscow and Moscow Region

Diagram 2.5. Congestion by automobile transport of Moscow

Diagram 2.6. Amount of Passenger Automobiles per 1 000 Inhabitants of Moscow and Moscow Region

Diagram 2.7. Moscow Population Distribution by age groups in 2012

Diagram 2.8. Structure of Car Owners by District of Moscow

Diagram 2.9. Wages Level in Moscow for 2011-2012

Diagram 2.10. Increase of Cars Park of Moscow

Diagram 2.11. Amount of Car Wash Complexes in Moscow and Moscow Region

Diagram 2.12. Frequency of Visiting of Moscow Car Washes

Tables

TABLES

Table 2.1. Car Washes Classification

Table 2.2. Amount of Cars of the Russian Federation by Year of Manufacture

Table 2.3. Passenger Cars Park in the Russian Federation (at 1.01.2013)

Table 3.1. Car Wash Competitor

Table 3.2. Rank of Internet Resources Popularity by Sales Volumes of Car Washers in the Russian Federation (at 30.01.2014)

Table 4.1. Budget for Advertising on Flyers and Billboards

Table 4.2. Budget for Marketing

Table 5.1. Payroll Payments

Table 5.2. Distribution of the Main Object Areas

Table 6.1. Plan of Sales

Table 6.2. Sales Volumes

Table 6.3. Sales Revenue

Table 6.4. Variable Costs

Table 6.5. Fixed Costs

Table 6.6. Purchases of Project Equipment

Table 6.7. Purchase of Furniture and Household Appliances

Table 6.8. Taxes

Table 6.9. Profit and Loss Statement

Table 6.10. Calculation of Long-Term Profits over CAPM for Portfolios of Decimal Groups NYSE/AMEX/NASDAQ

Table 6.11. Algorithm for Determining the Risk of Company

Table 6.12. Algorithm for Calculating the Specific risk Premium

Table 6.13. Calculation of Discount Rate by WACC-Method

Table 6.14. Cash Flow Statement

Table 6.15. Financial Indicators by the Project

Table 7.1. Changing of Prices Level

Table 7.2. Changing of Fixed Costs

Table 7.3. Changing of Discount Rate

CHARTS

Chart 2.1. Dynamics of Population Growth in Moscow

Chart 7.1. Dynamics of Net Profit due to Changing of Prices Level

Chart 7.2. Dynamics of NPV due to Changing of Prices Level

Chart 7.3. Dynamics of IRR due to Changing of Prices Level

Chart 7.4. Dynamics of Payback Period (PP) due to Changing of Prices Level

Chart 7.5. Dynamics of Discounted Payback Period (DPP) due to Changing of Prices Level

Chart 7.6. Dynamics of Net Profit due to Changing of Fixed Costs

Chart 7.7. Dynamics of NPV due to Changing of Fixed Costs

Chart 7.8. Dynamics of IRR due to Changing of Fixed Costs

Chart 7.9. Dynamics of Payback Period (PP) due to Changing of Fixed Costs

Chart 7.10. Dynamics of Discounted Payback Period (DPP) due to Changing of Fixed Costs

Chart 7.11. Dynamics of NPV due to Changing of Discount Rate

Chart 7.12. Dynamics of Discounted Payback Period (DPP) due to Changing of Discount Rate

I would like to order

Product name: BUSINESS PLAN 'Car Wash' (with financial model)

Product link: <https://marketpublishers.com/r/T6763C25B92EN.html>

Price: US\$ 875.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T6763C25B92EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970