

INNOVATION SPOTLIGHT CARWASH BUSINESS PLAN

Mike Lombola



DESCRIBE YOUR BUSINESS:

What is the name of your business, and how many customers do you have? If given the grant what would you do with it? How would this help your business? How will this help your business generate more income?

My business, **Mike Lombola's Car Wash & Cleaning Services**, currently serves approximately 25-50 customers per month. If given the grant, I would invest in upgrading our cleaning equipment, enhancing marketing efforts, and expanding services to include mobile car washing and fleet cleaning. This would improve service efficiency, attract new customers, and increase brand visibility.

The grant will help by increasing efficiency with modern equipment, allowing for faster and higher-quality services. It will also help attract new customers through expanded services and targeted marketing while enhancing customer satisfaction and encouraging repeat business.

This investment will enable us to serve more customers daily, increasing throughput and revenue. Offering new services will open up additional revenue streams, and improved service quality will boost customer retention, leading to sustained income growth.

EXPLAIN THE PROBLEM.

The problem my business faces is that the tools we use for car washing and cleaning are not ours; we borrowed them to start the business. These tools are old, which means they require frequent maintenance and servicing, adding extra costs to the business. This not only increases our operational expenses but also affects the efficiency and quality of our services, as the tools are prone to breaking down or malfunctioning. Without the proper investment in new equipment, the reliability of our service and the growth potential of the business are limited.

EXPLAIN YOUR SOLUTION.

To solve this problem, I plan to use the grant to purchase new, high-quality cleaning tools and equipment. Investing in modern equipment will eliminate the need to borrow tools and reduce the ongoing costs associated with repairing and servicing old tools. With reliable, efficient equipment, I can improve the quality and speed of our services, increase customer satisfaction, and reduce downtime. This will also allow the business to scale, serve more customers, and reduce operational costs in the long term.

BUSINESS MISSION STATEMENT:

A Mission Statement is a short sentence that tells you what a company does, who it helps, and how it plans to do its work. It explains what the company wants to achieve and the steps it will take to reach its goals.

At Mike Lombola's Car Wash & Cleaning Services, our mission is to provide efficient, high-quality, and affordable cleaning solutions. We are dedicated to exceeding customer expectations through reliable service and continuous improvement.

HOW LONG HAVE YOU BEEN IN BUSINESS?

We have been in business for less than 7 months

YOUR NET INCOME

Explain how much your revenue is, what are your expenses including salaries and what's your profit.

Revenue:Our business generates approximately \$300 to \$500 in revenue monthly

Our monthly expenses include:

- Salaries: \$25 for staff wages
- Equipment and supplies: \$100 for cleaning materials and tools (variable)
- Shop rent: \$22 (fixed)
- Marketing and advertising: \$10 (fixed)
- Utilities (electricity, water): \$35 (fixed/variable)
- Security: \$20 (fixed)

Total Monthly Expenses: \$212 - \$312

SERVICE OR PRODUCT DELIVERABLE:

A Service or Product Deliverable is a specific outcome or item that a company promises to provide to a client as part of a contract or agreement. (or describe your service/ product from the production process to the end user?)

Our service includes exterior cleaning using a pressure washer and foam cannon to remove dirt. The interior is vacuumed and wiped down for a fresh, clean environment. Tires are cleaned and polished to restore their shine. Finally, the car is dried and additional services like waxing or air fresheners are offered for a complete finish.

DESCRIBE YOUR BEST CUSTOMER:

Our best customers include **Mtonga B Wholesalers, taxi operators, and minibus operators**. They value our reliable, efficient, and affordable car cleaning services to maintain the cleanliness and professionalism of their vehicles. These customers rely on us for regular

and bulk cleaning needs, ensuring their vehicles are always in top condition for their business operations.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS?:

Customers choose our business over competitors because we offer **reliable, high-quality service at affordable prices**. We prioritize **customer satisfaction**, providing fast and efficient cleaning with attention to detail. Our **flexibility**, including mobile services and personalized options, and our commitment to using **modern equipment** set us apart, ensuring consistent, professional results

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

- Basic Car Wash - \$5
- Deluxe Car Wash - \$8
- Premium Detail - \$12
- Express Wash - \$3
- Interior Clean - \$7
- Exterior Only Wash - \$6

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

Customers know about our business through **local advertising, social media promotions, word-of-mouth referrals**, and **partnerships with nearby businesses**. We also attract attention through **flyers, banners, and online reviews**, ensuring visibility within our community.

WHY DID YOU CHOOSE THIS BUSINESS:

I chose this business because of my passion for providing high-quality services and helping people maintain the cleanliness and appearance of their vehicles. Car washing offers a steady demand, and it allows me to use my problem-solving and customer service skills to create a reliable, efficient business that meets local needs.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Referral Program - Encourage existing customers to refer friends and family by offering discounts or incentives.
- Local Advertising - Use flyers, banners, and posters in the community to increase visibility.
- Partnerships with Local Businesses - Collaborate with nearby businesses to offer exclusive deals to their customers.

Insert pictures of your business activities here and give a brief explanation of each:













Business Activities:

Exterior Car Wash:Clean the car's body, wheels, and undercarriage using pressure washers, foam cannon, and cleaning brushes.

Interior Car Cleaning:Vacuum the interior, wipe down surfaces, clean the windows, and apply air fresheners for a complete clean.

Detailing Services:Provide deep cleaning, including waxing and polishing, using specialized tools like polishers and buffers for a glossy finish.

Express Wash:A quick, basic wash that focuses on cleaning the exterior, using a pressure washer and drying towels.

Tire and Wheel Cleaning:Scrub and polish the tires and wheels using tire cleaning products and brushes for a well-maintained look.

HOW WILL YOU USE THE MONEY? (Include pictures of the product/Services (s))









I will use the money to purchase essential tools for my car wash business, including:

1. Pressure Washer (Cost \$100) - For efficient exterior cleaning.
2. Vacuum Cleaner (Cost \$150) - For thorough interior cleaning.
3. Foam Cannon(Cost \$50) - For better dirt removal with foam application.
4. Polisher & Buffer(Cost \$350) - For waxing and polishing services.
5. Car Brushes & Microfiber Towels (Cost \$50) -For scratch-free and detailed cleaning.
6. Compressor (Cost \$300) -A compressor is used for pumping tires, blowing dry water, and powering tools like vacuums and air blowers, improving efficiency and service.

Income statement

Month	April	May	June	July	August	September	October	Forecast November	Forecast December	Forecast January	Forecast February	Forecast March	Total
Sales revenue	\$ 216.00	\$ 224.00	\$ 243.00	\$ 260.00	\$ 298.00	\$ 344.00	\$ 365.00	\$ 550.00	\$ 700.00	\$ 750.00	\$ 800.00	\$ 900.00	\$ 5,650.00
Total transactions or units sold	33	45	56	63	65	78	83	87	94	43	47	52	746
Revenue per transaction or unit	\$ 6.55	\$ 4.98	\$ 4.34	\$ 4.13	\$ 4.58	\$ 4.41	\$ 4.40	\$ 6.32	\$ 7.45	\$ 17.44	\$ 17.02	\$ 17.31	\$ 7.57
Expenses													
Self salary	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 300.00
Employee salaries	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 300.00
Raw materials	\$ 25.00	\$ 30.00	\$ 50.00	\$ 90.00	\$ 120.00	\$ 180.00	\$ 191.00	\$ 110.00	\$ 60.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 1,006.00
Store Rent	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00	\$ 25.00	\$ 30.00	\$ 275.00
Technology	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 2.00	\$ 3.00	\$ 1.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 33.00
Marketing	\$ 10.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.50	\$ 2.50	\$ 1.00	\$ 1.00	\$ 1.00	\$ 23.00
Electricity and Water	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 360.00
Loan repayment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 210.00
Taxes/Fees	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00	\$ 60.00
Other	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 24.00	\$ 3.00	\$ 3.00	\$ 1.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00	\$ 55.00
Total Expenses	\$ 148.00	\$ 144.00	\$ 164.00	\$ 204.00	\$ 255.00	\$ 293.00	\$ 305.00	\$ 262.50	\$ 217.50	\$ 206.00	\$ 209.00	\$ 214.00	\$ 2,622.00
Expense per transaction or unit	\$ 4.48	\$ 3.20	\$ 2.93	\$ 3.24	\$ 3.92	\$ 3.76	\$ 3.67	\$ 3.02	\$ 2.31	\$ 4.79	\$ 4.45	\$ 4.12	\$ 3.51
Net Income to reinvest	\$ 68.00	\$ 80.00	\$ 79.00	\$ 56.00	\$ 43.00	\$ 51.00	\$ 60.00	\$ 287.50	\$ 482.50	\$ 544.00	\$ 591.00	\$ 686.00	\$ 3,028.00
Net Profit Margin	31%	36%	33%	22%	14%	15%	16%	52%	69%	73%	74%	76%	54%

Cash flow statement

	August	September	October	Forecast November	Forecast December	Forecast January	Forecast February
Income	\$ 298.00	\$ 344.00	\$ 365.00	\$ 550.00	\$ 750.00	\$ 800.00	\$ 900.00
- Fixed expenses	\$ (124.50)	\$ (124.50)	\$ (124.50)	\$ (124.50)	\$ (124.50)	\$ (124.50)	\$ (124.50)
- Loan payment	\$ -	\$ -	\$ -	\$ (42.00)	\$ (42.00)	\$ (42.00)	\$ (42.00)
- Variable expenses	\$ (130.50)	\$ (168.50)	\$ (180.50)	\$ (96.00)	\$ (39.50)	\$ (42.50)	\$ (47.50)
= Profit (or loss)	\$ 43.00	\$ 51.00	\$ 60.00	\$ 287.50	\$ 544.00	\$ 591.00	\$ 686.00
Starting cash	\$ 55.00	\$ 98.00	\$ 149.00	\$ 209.00	\$ 496.50	\$ 1,040.50	\$ 1,631.50
Available cash	\$ 98.00	\$ 149.00	\$ 209.00	\$ 496.50	\$ 1,040.50	\$ 1,631.50	\$ 2,317.50

Share about your family and picture here:



I come from a humble background, with my mother residing in the village while I live with my uncle. Growing up, I faced challenges after my parents' divorce when I was just 7 years old. Since then, I have taken on the responsibility of helping my mother in any way I can, ensuring she has the support she needs.

I kindly and humbly request this grant to help expand my car wash business, which will not only improve my family's situation but also enable me to contribute to the community in Blantyre. By enhancing my business, I aim to create job opportunities and offer services to people in need, ultimately improving the lives of many in the area.

Your support would go a long way in helping me help others, and I truly appreciate your consideration.

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