

# Wash n Roll Mobile Cleaning

## BUSINESS PLAN

### **Executive Summary**

Wash n Roll Mobile Cleaning is a mobile cleaning service. That is, we come to you! We specialize in automobile detailing BUT we can quote and clean anything! What makes us stand out from other mobile cleaners is that we are truly 100% mobile, meaning we supply the electricity and water supply. We need nothing from the customer except the keys. We can show up anywhere in Washington county, Clackamas county, and Yamhill county.

### **Company Description**

Specifically, we can clean for any level; Residential to Commercial and anything in between. We can clean pavement (sidewalks, driveways, etc.), Houses (roofing, siding, windows), boats, RV's, and of course vehicles of any size. We have our own water delivery system with on-demand water delivery . In addition we supply our own power via gas generator and power reservoirs.

### **Market Analysis**

Other competitors in the market generally seem to lack their own source of water or power or both, this gives us a competitive edge. Many companies charge extra for "dirtier than average" vehicles. We do this too, but we also give a discount for "cleaner than average" vehicles.

## **Organization and Management**

The company is a **Sole Proprietorship**, owned by Jamie O'Roke, currently with no employees, instead hiring independent contractors who specialize in certain areas (i.e., polishing, headlight restoration).

## **Marketing and Sales**

We Pride ourselves on our work and we hope our customers do too! We rely on them for "word to mouth" networking. Additionally, we will; consistently post ads on service websites (like craigslist, google, yelp, etc.), provide business cards, and use social media (LinkedIn, Instagram, etc.).

The sale will be made via intake form that we will use to quote a vehicle (Services outside of vehicle details are usually quoted by hourly wage, by-passing the intake form). A sale can range anywhere from sixty dollars to over five hundred dollars. The time of labor can range from 1-8 hours. The average time-of-labor and price for a detail is four hours and \$200.

## **Financial Projections**

Assuming; Paid salaries are 30%, Taxes are 30%, and Business related expenses are 15% (gas, cleaning supplies, etc.), this leaves 25% profit for reinvestments/assets.

The first year should yield No Less than 100 sales. Based on this projection, the revenue before taxes, salaries, and reinvestments for year 1 would yield \$20,000. After deductions, the first year should yield \$5,000 profit. We expect to see no less than a 5% annual increase.