



KKE Wash Systems[™]
An ISO9001:2000 Certified Company

Car Wash Planning

In last 10 years, the population of cars has increased many fold. In today's context most cars are driven by the owners themselves and would any day prefer to have a quick car wash, rather than leaving the car the whole day at service station.

The Car Wash industry has grown from as simple as hand wash to sophisticated high impact pressure jet wash technology. Owning and running a car wash these days, is not just a mere business but, its one of the most lucrative and respected business.

When starting a car wash business you may like to consider all the key points which may affect business today as well as, in future.

The key points for setting up car wash business are :-

1. Survey and Data Collection

- ♦ Conduct surveys and collect data about different localities regarding Car population.
- ♦ Living Standards (Per capita Income) of people living around if situated in or around a residential area.
- ♦ Average number of cars passing by, if situated on a busy road.

2. Area / Locality Selection

- ♦ When you are finished with the survey and data collection, select an area, where you would like to start the business.
(Also take into account the car population in near future)
- ♦ Ask the Municipal corporation of your city, if they are planning start some project which may affect the car population in your business locality in near future (Building of fly over, By - pass, etc.)



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3. Land Selection

Once the locality is selected , look for 2 - 3 lands, where Car Wash may be started. Evaluate each piece of land according to following ideal criterion.

- Shape and space

- Rectangular
- Enough space for Customer Car parking and any future projects if desired.

- Frontage

- No physical obstructions like electric or telephone poles, guy wires, etc.
- Easy turning of car into the land, which out much guiding hassles

- Topography

- Leveled and even (if uneven, can be excavated)
- Connecting street must be flat at least 100 feet in each direction. (If street in not flat, post big sign boards so your car wash is visible from distance. Motorists can plan well in advance about having a car wash)

- Street Characteristics

- Busy Street
- Turning, corner plot
- No Exit restrictions (One Way etc.)
- The site on the side by which the majority of the drivers pass on their way home.
- Near a traffic signal
- Near a Shopping Mall, Cinema Theater, Gas Station, Car Service Station, Public Place, etc.

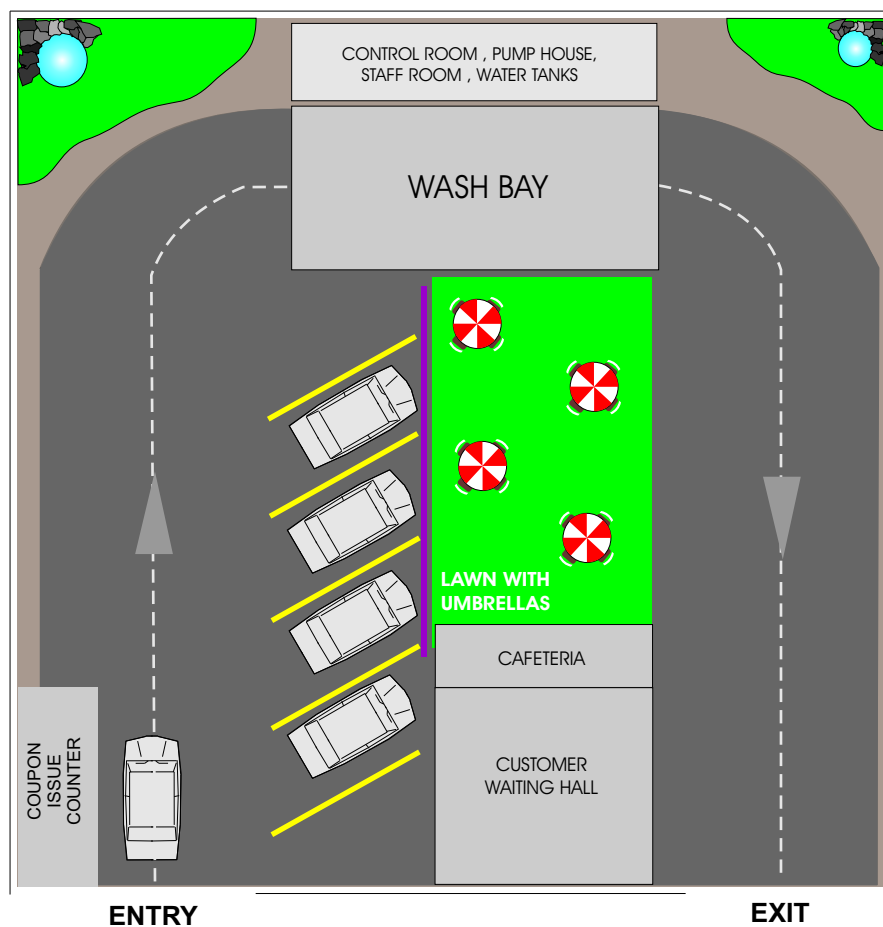


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4. Car Wash Bay Plan

Before starting cementing job you may like to consider the plan below which is has been used world over successfully.



The above plan was given by us to one of our customers near a Recreational Park. Since the car wash was near the park, cafeteria, daily needs, etc. could be set up. But case would be different incase of car wash in a busy area where people just want to get their cars washed quickly. It basically depends upon the tempo of people coming for a car wash. Car Wash Bay should be finalised after extensive research and planning. Hire an architect or a professional to suggest you more ideas. Should you require more help, KKE would be glad to put in its experience for you to create a successful car wash bay.



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5. Post Installation Planning

We appreciate your marketing skills , but you may consider referring to following data which we have experienced till now.

When your car wash system is up and ready, give news in the City Updates in regarding the latest technology you have invested on.

Advertise in the most read newspapers for almost a week continuously or on alternate days, with preferably large advertisement size. Small size advertisements are not that effective.

Give everybody a free car wash to your customers for few days.

Give free soft drinks or coffee Eg. Have a car wash and take 5 cans of Pepsi absolutely free.

Print posters, flyers, leaflets , etc. Have them pasted and distributed in vicinity.

The above marketing ways may be just a few and even may not be best for your locality or area or region. Choose the best one for you enjoy a life of successful car wash operator.



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Contact **KKE**

■ Website

24x365 online resource and help.

Customer Login for downloading manuals, maintenance schedules, guides, tips , help, etc.

<http://www.kkewash.com>

■ Telephone :

Contact at our customer service numbers.

+91 712 223 7066

+91 712 223 5838

■ Fax :

+91 712 223 5838

■ Find Local help :

Contact nearest KKE Dealer in your area and KKE Dealer would be glad to answer your queries and problems.

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