

Car Wash and Detailing Business Plan

Sample plan for Shine Factory Auto Spa (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Shine Factory Auto Spa is a new car wash and detailing business based in [City, State]. We will serve daily commuters and car enthusiasts wanting detailing, offering exterior and full-service washes, interior and exterior detailing and ceramic coating. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$200,000, growing to \$288,000 by year three. Startup costs are estimated between \$124,000 and \$1,660,000. We are seeking \$892,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Car wash and detailing businesses range from mobile detailing vans to express tunnels. The plan should match the model to the market, show car volume and pricing, and, for washes, explain how unlimited memberships create recurring revenue.

Item	Details
Legal name	[Shine Factory Auto Spa LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Exterior and full-service washes	[Describe]	[\$]	[\$]
Interior and exterior detailing	[Describe]	[\$]	[\$]
Ceramic coating	[Describe]	[\$]	[\$]
Unlimited wash memberships	[Describe]	[\$]	[\$]
Fleet washing	[Describe]	[\$]	[\$]

Revenue streams:

- Single washes and details
- Monthly memberships
- Fleet contracts

4. Market Analysis

Target customers:

- Daily commuters
- Car enthusiasts wanting detailing
- Dealerships and fleets
- Rideshare drivers

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Membership launch pricing
- Dealer and fleet partnerships
- Before-and-after photos
- Google reviews

Channel	Monthly budget	Goal
Membership ...	[\$]	[#]
Dealer ...	[\$]	[#]
Before-and-after ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license [] obtained
- Environmental and water discharge permits [] obtained
- Zoning approval for fixed sites [] obtained
- Liability insurance [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Cars per day	Volume driver.	[Target]
Membership count	Recurring revenue base.	[Target]
Revenue per car	Average ticket including upgrades.	[Target]
Chemical and water cost per car	Variable cost control.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Weather	[Your plan]
High equipment costs for fixed washes	[Your plan]
Water restrictions	[Your plan]
Competition from new express washes	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Mobile van and equipment (mobile detailing)	\$10,000	\$50,000	[\$]
Site and wash equipment (fixed wash)	\$100,000	\$1,500,000	[\$]
Water reclamation and utilities	\$5,000	\$50,000	[\$]
Chemicals and supplies	\$1,000	\$5,000	[\$]
Licenses and insurance	\$1,000	\$5,000	[\$]
Marketing	\$2,000	\$10,000	[\$]
Working capital reserve	\$5,000	\$40,000	[\$]
Total	\$124,000	\$1,660,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$200,000	\$250,000	\$288,000
Cost of sales	\$60,000	\$75,000	\$86,400
Gross profit	\$140,000	\$175,000	\$201,600
Operating expenses	\$133,000	\$146,300	\$158,004
Net income before tax	\$7,000	\$28,700	\$43,596

Example assumptions: 70% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$892,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Mobile van and equipment (mobile detailing)	[\$]
Site and wash equipment (fixed wash)	[\$]
Water reclamation and utilities	[\$]
Chemicals and supplies	[\$]
Licenses and insurance	[\$]

Marketing	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a car wash and detailing plan:

- Pick mobile, hand wash or express tunnel and explain why.
- Model memberships separately.
- Show water use and environmental compliance.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.