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SPEED CAR WASH “Delivering Excellence”

Welcome to Speed Car Wash “Who We Are”

- Welcome to **Speed Car Wash** a concept developed by LIV INDIA to organize the Car Cleaning segment to give the community a new definition of car care and detailing services which are not professionally followed in India.
- Speed Car Wash is a brand which is literally going to change the way people think about car cleaning. It is a unique mechanized car cleaning concept where cars are getting pampered by the latest equipments including high pressure cleaning machines, spray extraction machines, high powered vacuum cleaners, steam cleaners and so on.
- At **Speed Car Wash** we do a plethora of research on the car care and maintenance, the aim is to deliver best of service and bring in new concept to the car market. In the beginning we are focusing on educating our customers about the whole concept of Clean Car Culture, we have strong belief that our efforts will not only please you but definitely surprise you.
- Today mechanized car cleaning system is already a **\$5.97 billion business in US with more than 14,414 Successful Outlets and In India it is just at the threshold of picking up.**
- **We are aiming to make Mechanized Car Cleaning system as successful as ATMs are for the banks.**



Why Our Customers Loves Us

Car owners in India today primarily have two options for Car detailing and washing:-

Authorized Service and Washing Centres of car manufacturers

Have large infrastructure, in terms of real estate, staff, overheads etc., and they pass the high costs of all this on to the car owners who have to settle for heavily overpriced services.

Independent Garages & Roadside Garages

While the roadside garages offer cheaper services, they are a highly unorganised sector, usually with labour that is not adequately trained on the ever-increasing and technologically advanced brands and makes of cars today.

In both the cases the problems of shoddily done jobs, lack of professionalism, lack of transparency in operations are aplenty. Long wait periods, to get an appointment and to get the job done; at the authorized service centres are also very common.

Simply put: “Consumers want an alternative...we provide it”



Our Cleaning Process

- ❑ Engine Hot Water/Steam Wash
- ❑ External Body Foam Wash (Euro IV Std.)
- ❑ High pressure body wash
- ❑ Under Body Washing without Gantry Lift
- ❑ Internal Vacuuming using special suction machines
- ❑ Internal Upholstery using waterless techniques
- ❑ Compound rubbing and Paint correction
- ❑ Paint sealants with Polymer coatings

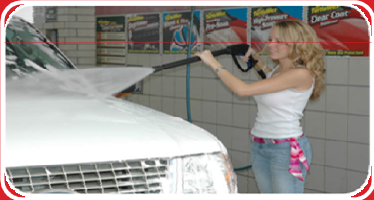


Services Offered



SILVER WASH

Complete vacuuming of cars incl. seats and boot + Washing and cleaning of foot mats + Pre washing of car + Foam cleaning of exterior + Tyre arches cleaning + Underbody wash + Engine hot water wash and dressing + Side doors cleaning and polishing + Body liquid polishing and waxing + Dash board polishing + Car perfume spray



GOLD WASH

Complete vacuuming of cars incl. seats and boot + Washing and cleaning of foot mats + Pre washing of car + Foam cleaning of exterior + Tyre arches cleaning + Underbody wash + Engine hot water wash and dressing + Washing and cleaning of door frames + Side doors cleaning and polishing + Body liquid polishing and waxing + Dash board cleaning and polishing + Tyre and alloy polishing + Scratch proof windshield spray + Car perfume spray



PLATINUM WASH

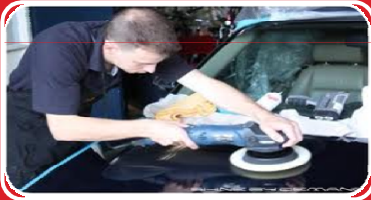
Complete dry cleaning of a interior including seats(carpet/leather), roof, mats and boot + Dashboard Cleaning and Polishing + Side doors and door frames + Complete Gold Wash

Services Offered



INTENSIVE INTERNAL CLEANING

Our sophisticated equipments like High pressure, Steam Vapor Machine, Lather Foam Machine, Spray Extraction Machine & Bio-Degradable cleaners gives an intensive cleaning to all rubber Beading, seat (fabric, leather) belts A.C. vents, dash board/console carpets, ceiling, door jambs, dickey & all rubber and fabric mats making car "Germ & Bacteria free". U.V. protection dressings to all vinyl, plastic, rubber giving your car spotless, shiny, glossy interior.



WAX RUBBING AND BUFFING

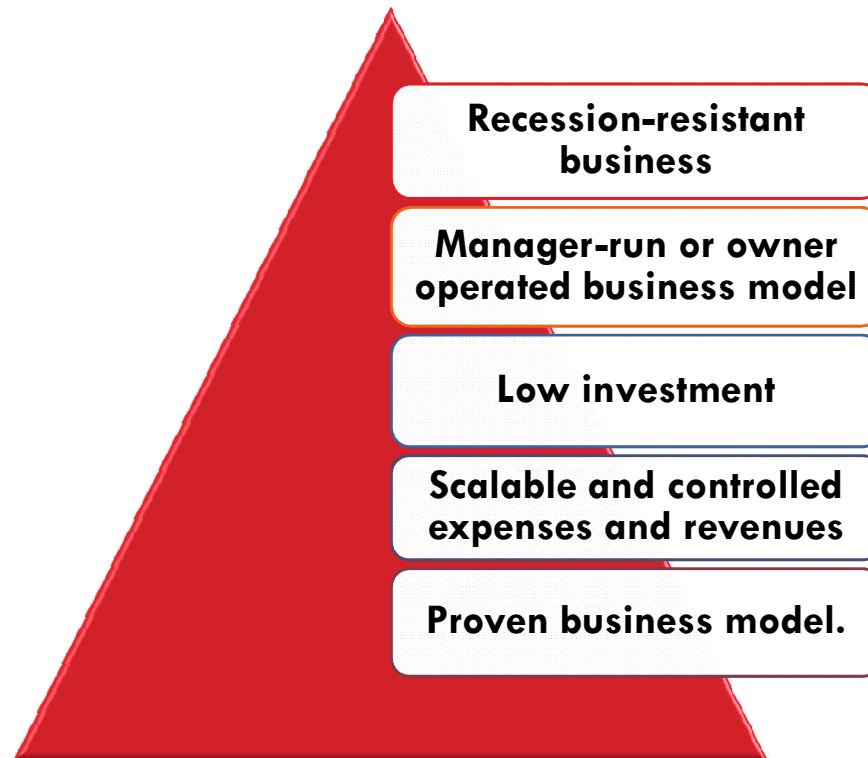
Correction : Over the time cars paint erodes due to the effects of sunlight, UV radiation, acid rain, salt, dirt, bird droppings, air pollution. We give NEW LOOK TO PAINTED SURFACES by repairing the paint scratches, swirls marks, dullness, etc by using clay bar and the worlds most demanding imported polishes approved by the car manufacturers.



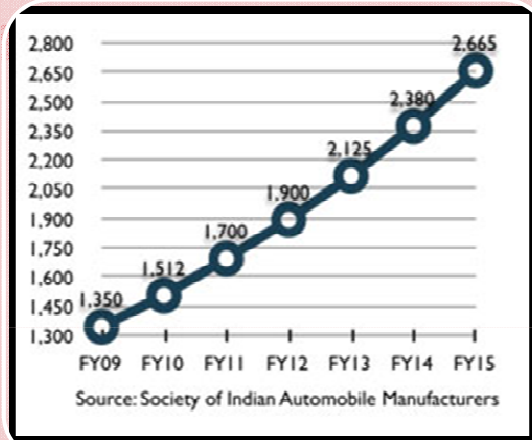
TEFLON COATING

Protection : Our PTFE based Polymer paint sealant creates slippery, slick barrier that protects the paint finishes, reduces fading & oxidation of paint. It repels dirt & grime, accelerates water run-off to reduce spotting, smoothness weathered surface and removes scratches giving depth to the paint.

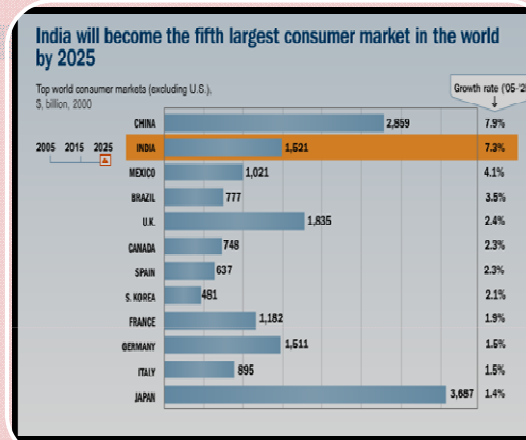
How is SCW Business Model Different “An Edge”



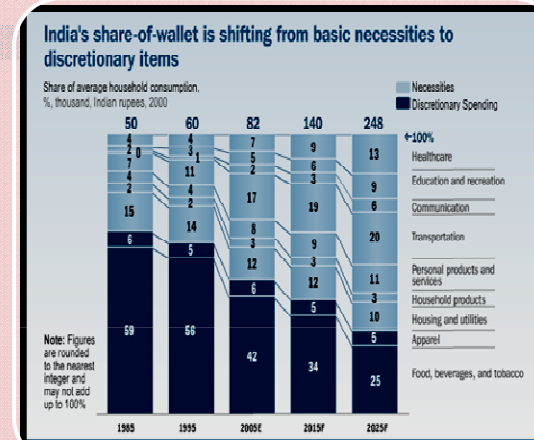
Size of the Market



With over 35 million vehicles on the road in India, the 5th largest in the world and ever increasing @ 10% every year and is estimated to become 3rd largest by 2025 and no.1 by 2050.



Ranked 12th as on date, India's consumer market is expected to be 5th largest by 2025, matching Italy by 2015 & surpassing Germany by 2025



Transportation is projected for biggest growth of more than 200% over the base year

Competitor Analysis

Fact1: Avg. cost per car wash is Rs. 100 to Rs. 450

- Statistics suggest that customer won't mind paying Rs. 300 for quality wash.

Fact2: Avg. time require per car wash is 1 hr. or even more

- The USP of SCW is 20 mins. We know the value of time of a customer.

Fact3: Avg. no of cars wash per day is 8 to 15

- Statistics suggest that there is a huge potential in the market. If ordinary outlet doing this, we can do miracles.

Fact4: Quality of car wash is not up to mark

- There is a well defined programs of car wash in SCW. Thus we ensure quality at every outlet.

This statistics is based upon survey conducted in 100 unorganized car wash/ service centers across different part of India



Competitor Analysis

Fact5: No loyalty cards or discounts cards offered

- We believe in customer savings. Thus we offer loyalty cards with good discounts

Fact6: No customer lounges thus bad experience

- Every SCW outlet is equipped with fantastic customer lounges fitted with ACs, LCDs to ensure customer comfort.

Fact7: 22.5% of cars comes with scratches, no horn working, water in the tail light and noise in the Engine

- Delivering quality is a prime motto of SCW. Thus car is checked before delivery

Fact8: Internal cleaning is not up to mark.

- Sophisticated machined do the job for us. Seeing is believing. We have loads of happy customers to witness.

This statistics is based upon survey conducted in 100 unorganized car wash/ service centers across different part of India



What is Franchising? How does it work?

- Simply put, franchising is a way for a business to expand beyond its original owners. The most common form of franchising is a business format franchise, where the franchisor contributes certain elements of the business and the franchisee contributes certain elements. The power of franchising is realized through the combination of the contributions from the two participants. Franchisees pay initial franchise fees and then ongoing royalties for access to the format the franchisor has developed and for ongoing enhancements to the system.
- The franchisee contribution involves the management skills to run the business day-to-day using the franchisor-provided brand and system, and capital to fund the opening and continued operations of the business. In addition, the franchisee brings a level of desire and interest in having the business succeed that is essential to franchising – and is something the franchisor can't replicate on its own.
- The best thing about franchising as a product or service distribution mechanism is that it is one of those synergistic business relationships in which all of the parties have to benefit for any of them to achieve long term success. In most cases for the franchisee to succeed, the franchisor has to do good job of providing service and equally for the franchisor to succeed, the franchisee must profit. There is no such thing as a successful franchisor that does not have successful franchisees.



Self Owned Business V/S Franchise Business

	Start ups	Franchised units
Success Rate	10%	90%
Brand	Yet to be Established	Well Established
Risk	Very high	Comparatively low
Time Frame to establish	High	Already Establish
Technical know how	Self Developed	Provided by Franchisor
Training & Support	Not available	Provided by Franchisor
Business Model	Risky	Tried and Tested
Research Development	Very Costly	Available at reasonable cost
Returns	Inconsistent	Consistent

Speed Car Wash Project Cost

- ❑ To start a Speed Car Wash franchise, an estimated below sum of INR 12-15 Lacs will be required. This sum will cover expenses for:
- ❑ License Fee, Equipment and Accessories, Infrastructure (External and Internal Fabrication), I.T. system (Hardware and Software), Promotional material and Startup kits.
- ❑ **MONTHLY INCOME:**
- ❑ **1 Lac P.M.(Approx.): 10 to 12 CARS EVERYDAY (ROI: 92.3%)**
- ❑ **1.25 Lac P.M.(Approx.): 12 to 15 CARS EVERYDAY (ROI: 115.4%)**

“The detailed break up of the cost and ROI can be provided on request”



Requirements to set up “Speed Car Wash”

Technical Aspects of the Site

- **Total of 1000 to 1200 Sq. Ft. of bare space (The space can either be open or covered)**
- **Three phase power point connection with a connected load of 15 KW as maximum**
- **Total of 3 to 5K liters of water availability per day**
- **Drainage facilities to dispose of the waste water**

Business Aspects of the Site

- **Location is an important aspect of the business. We prefer location where we can be more visible to people. Sites near to residential blocks, markets, shopping complex can be considered**
- **Site near to petrol pump or on highways can also be considered**
- **Sites at the parking of the malls can be a strategic business location**



Step to Ownership

Step -
1

- **Submit an Inquiry** by filling the online form on the website. Once you are pre-qualified based on the on line submission, a Speed Car Wash Franchise Development Representative will contact you with more information about the franchise opportunity.

Step -
2

- **Talk to us** - Exploring the Speed Car Wash franchise opportunity is kind of like dating. We need to get to know one another to determine if there is a good fit for both of us. We don't sell franchises, we award them to qualified people that we feel will continue Speed Car Wash's successful track record. Let's talk.

Step -
3

- **Meet us** - After learning some more about one another through an initial telephonic conversation, if we agree that Speed Car Wash feels like a good fit, your next step will be to visit us to understand the business model and to see outlet working.

Step -
4

- **Sign Franchise Agreement** - We will contact you the week following Discovery Day to discuss whether we have mutually agreed that Speed Car Wash is the right fit for you. If the answer is yes for both of us, the only thing left to do is sign your franchise agreement. This final step will begin the next chapter in your life of business ownership!



Support and training

- Speed Car Wash's focused support services provide valuable information to and shared experience with its franchisees to ensure early and ongoing successful program implementation.

These services include:

- 1. Initial and Ongoing Training Programs**
 - 2. Marketing/Advertising Assistance**
 - 3. Equipment and Technical Support**
 - 4. Web and Online Support**
 - 5. Operations & Technical Support**
 - 6. Integrated POS System**
- From pre-training to grand opening you will work side by side with the members of our support team. Every stage is comfortably paced, ensuring you receive a quality training experience.



Franchisee orientation and training program

- Speed Car Wash franchisees do not need any prior technical experience to effectively operate a franchise. Our comprehensive initial training program includes engaging, in-depth, informative classes on all technical matters, marketing, operations and technology. You will complete training with the confidence and knowledge necessary to succeed. The training sessions would be taken by our Certified Trainers having good experience in the business car wash. You and your trainer will work side-by-side working with employees, initiating marketing activities, and ensuring all of your equipment is functioning properly prior to completing your first job.
- During your on-site training program, you'll refine your working knowledge in:
 - 1. Administration**
 - 2. Customer Service**
 - 3. Personnel Management**
 - 4. Advertising Planning**
 - 5. Technical Proficiency**



Marketing and Advertising assistance

- Speed Car Wash will assist you in developing a budget for your local marketing program. In addition Speed Car Wash provides its franchise owners with ongoing marketing support through our Active Marketing Program (AMP). AMP is a program implemented by the Speed Car Wash home office once you complete the initial training program. AMP gives you ongoing listings on specific lead generation through websites and Google Pay-Per-Click campaigns, SMS blasts and email campaigning allowing you more time to productively manage the critical day-to-day operations of your business. After you have completed both the initial training program and the on-site training you will have access to our support personnel at the home office. Our support staff is waiting to assist you with any aspect of the business.
- You will also have access to our library of resource material including our: Startup, Operation, Technical, Employee, and Marketing manuals. These manuals help managing every aspect of your business from day to day to long term planning. The manuals are written by the team of experts and have been tested, measured and refined according to the business system
- Business Kit
Every new franchisee is given a business kit containing Business Stationery, branding material, outside and inside flexes, posters, catalogues, brochures and flyers etc..



Frequently asked questions

Q. What qualifications does Speed Car Wash seek in its potential franchisees?

A. The following qualifications, among others, are essential to be considered for a Speed Car Washes franchise:

1. An entrepreneurial spirit and strong desire to succeed
2. The ability to motivate and train people
3. The ability to manage finances
4. The willingness to personally devote full time and best efforts to the day-to-day operation of the car wash business as an on-premise franchisee
5. The willingness to complete a comprehensive training and evaluation program to become proficient in all aspects of running the car wash business
6. The ability to meet financial qualifications

Q. What is the availability of sites in my area?

A. The availability of franchises in specific areas will be discussed during your initial interview. However, as you can appreciate, Speed Car Wash cannot predict which locations will be available when your application and qualification is complete. Therefore, the flexibility to relocate when considering a franchise opportunity may be required.



Frequently asked questions

Q. What is the term of the franchise agreement?

A. Your franchise agreement will have an initial term of 3 years, plus a 3-year renewal option.

Q. Is there a continuing royalty fee?

A. No. There is no continuing royalty to be paid by franchisee to the company.

Q. Will I receive assistance in finding a location for my Speed Car Wash?

A. Yes. While it is each franchisee's contractual responsibility to find a suitable location, we will connect you with resources to assist you in site selection. We will collectively review all available options and approve a location that is mutually agreed upon and meets our criteria.

Q. Do I receive training from Speed Car Wash?

A. Our current training program offers 3 days of hands-on experience in operating a Speed Car Wash location at a training facility/on-the-job/onsite. We also provide additional training for your management staff and a Speed Support representative will be on your site during opening.



Frequently asked questions

Q. What type of support will I receive?

- A.
1. An Area Representative may be available for assistance and, if available in your area, will be an integral part of our support in assisting you in your business development.
 2. POS software for billing is being provided to each franchisee to help the owner to track the sales and see the reports.
 3. Regular and constant email and SMS support to build strong relationship with the customers.
 4. Speed Car Wash has expert trainers/managers who monitor all the outlets. The monitoring is done with cameras that can be viewed anywhere in the world and linked with online real-time statistics for sales, labor, types of services being performed and other vital operating numbers that help manage the location.
 5. A series of manuals are also provided in a franchise Web site portal that will assist in the operation of your Speed Car Wash. A newsletter may be provided and may be posted on Speed Car Wash website to keep you informed of new management tips, research and development, and important events occurring throughout the Speed Car Wash franchise system.
 6. Regional activities are an important part of our continuing education program. This program helps keep franchisees informed on a variety of subjects and provides an opportunity to interact with other franchisees and the Speed Car Wash management team.



Frequently asked questions

Q. How long does it take to open a Speed Car Wash Business?

- A. We hesitate to give time frames due to the number of variables that exist. Usually, a Speed Car Wash Business can be opened within 1 to 3 months from the time the permitting process is complete to groundbreaking. Many factors influence the time from the execution of the franchisee agreement to groundbreaking.

This timeline may vary due to the following factors:

Finding a suitable location and surveying that market

Arranging financing

Construction time

Training

Q. Can I open more than one outlet?

- A. Yes. We encourage those franchisees who are qualified with special skills/systems and proven multi-unit franchise experience to open multiple locations. Based on your application and financial information, you may be eligible to purchase more than one Speed Car Wash franchise up front. Alternatively, you may want to purchase a franchise, become familiar with the business, and then purchase your second or third Speed Car Wash franchise.



For More Info and Complete Business Model Contact:-

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