



APPENDIX 2

"SHORT DESCRIPTION AND SIMILAR PROJECT VISUALISATION"

CONTACTS

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Our business concept is to open a luxury car wash on the parking lot of a shopping center in the city of Paphos, Cyprus. Our business plan involves setting up three washing stations and providing manual car washing to ensure the quality and gentle treatment of the car's paintwork. Our goal is to service up to 200 cars per day while maintaining the highest level of quality. Our company already received orders from our partners, which provide VIP transfer and taxi services, this will ensuring a steady flow of customers even during low season.

Our LuxeCarWash will also become a center of attraction for the shopping center. Imagine how cool it would be to go shopping and spend money while your car receives top-notch care and attention. Our car wash will add value to the shopping experience, making it more enjoyable and convenient for our customers.

### **MARKET OPPORTUNITY**

Paphos is a popular tourist destination in Cyprus, with many visitors arriving each year. With the growing number of cars on the road, there is a need for a high-quality car wash that provides personalized and attentive services. Our business model aims to fill this gap in the market by providing luxury car washing services that cater to the needs of both local residents and tourists.

### **SERVICES AND FEATURES**

Our car wash services will include comprehensive car washing, waxing, detailing, and polishing, among other related services. We will provide a range of packages to suit different budgets and requirements, starting from basic to premium. Our premium package will include services such as interior detailing, leather conditioning, and a tire and rim cleaning. We will also offer a loyalty program that provides discounts and special offers to our regular customers.

### **OPERATIONS**

We will operate our car wash business from the parking lot of the shopping center, which will provide ample space for our three washing stations and customer waiting area. We will employ a team of experienced and trained car wash professionals who will provide manual washing to ensure the quality and gentle treatment of the car's paintwork. We will also invest in the latest car wash equipment to ensure efficient and effective washing services.

### **FINANCIAL PROJECTIONS**

Based on our market research and analysis, we estimate that we can service up to 200 cars per day, with an average ticket price of 15 euros for a S-Class car. Our monthly revenue is estimated to be around 90,000 euros, with an annual revenue of 1,080,000 euros. Our startup costs include equipment, rent, salaries, and marketing expenses, which will be covered by an initial investment of 300,000 euros. We expect to break even within the first year of operations and generate a profit of 150,000 euros in the second year.

# BLACK STAR CAR WASH



# BLACK STAR CAR WASH



# STUDIO V3



V3  
STUDIO DETAILING



2



3



2



3



3



# STUDIO V3

