

# do your homework!



**An investment guide**

**for a successful car wash!**



**NISSAN**<sup>TM</sup>  
CLEAN INDIA PVT. LTD.

# A Proven Industry with a Proven Partner



The Industry: Car washing has proven to be an excellent investment for over 50 years. The vehicles we purchase today are a reflection of ourselves as well as a major investment - and we want to keep them clean.

Because we lead busy lives, we allow professionals to wash our cars. These professionals are achieving profits of up to 60% on their investment. They are reinvesting in multiple sites, exploring cross marketing profit centers and reaping the rewards of an entirely cash business; with no receivables, no franchise fees and little labor.

The Partner: Nissan's Car Wash Systems has been involved with 3 brush type Automatic Car Wash System since 2000. As a manufacturer we knew what it took to make a great company to do business with. We have strived to elevate that level of Standard since we began manufacturing 10 years ago.

*An investment guide*



# A measurement of investment

Total  
Investment ÷  
Annual Profit

Return of  
Investment

INCOME  
—  
OPERATING  
COSTS

PROFIT

## Investment Components:

**Revenue** - No other carwash investment can produce the revenue of a 3 Brush Automatic Car Wash System. NWS-3CW can wash more cars per hour (more than 200 cars with more broad level interior sites) than any other hand car wash and private service stations. 3 minutes WASH GUARANTEED!!

**Operating Costs**- Depending on the type of wash you provide, full-service or only exterior service will depend on the amount of operating cost you can expect. Obviously the full serve market is more labor demanding to do with interior cleaning. Exterior washes where popular operate with fewer employees and wash out cars at a faster rate.

**Profit** -The lower the operating costs and higher the revenue, the greater the profit is. No other car wash investment can generate as much revenue on as little operating costs. By reducing the labor and operation cost and increasing the cars washed per hour, Nissan Clean India's Car Wash Systems produces some of the most profitable carwashes in the India and world.

**Return on Investment (ROI)** - Because of the amount of cars NWS-3CW can wash, the return on investment is greater than other hand car wash and private service stations. The addition of complementing profit centers such as Petroleum station, Malls, Company authorized service stations and at your private property etc; can speed up the return process as well if properly designed.

a successful carwash!

# The Right Location Essential for Success

**THE SITE:** As in any real estate investment, location is the primary consideration when finding a suitable site to build on. The success of a location will depend on the following characteristics:

- Plot size and layout- The size of the plot should be in proportion to the size of the building you can construct with turning radius of rectangular shape, easements, and by keeping local building conditions and car parking in mind. An architect can be suitable enough to create with the layout of your washing area.
- Full Service car washes tend to require more land because of the additional profit centers and other shops. The only exterior car wash can use in smaller plot size, but you must have enough room for customer waiting hall and cafeteria etc.
- The most desirable carwash building position should be parallel to the street and in frontage, the more exposure you have the more of your best advertising. Buildings that are making a corner to the street tend to have bigger plot area and require less road frontage. Hence, we recommend you the frontage with no physical obstructions and with easy entrances.
- The following characteristics help determine how many cars you will wash and therefore how large of a facility You may need to produce clean cars:
  - Competition
  - Traffic count
  - Traffic speed
  - Closeness to other shops
  - Population
  - Room for additional shops
  - Near Shopping malls, cinema, petrol pumps, public place etc.

Note:

Our local Nissan Clean India representative has the knowledge to evaluate possible sites for a successful carwash.

**Building/Utility Requirements:** Carwash buildings are typically constructed from bricks and wooden. An attractive building with lot of Glass and good lighting will attract people to your car wash.

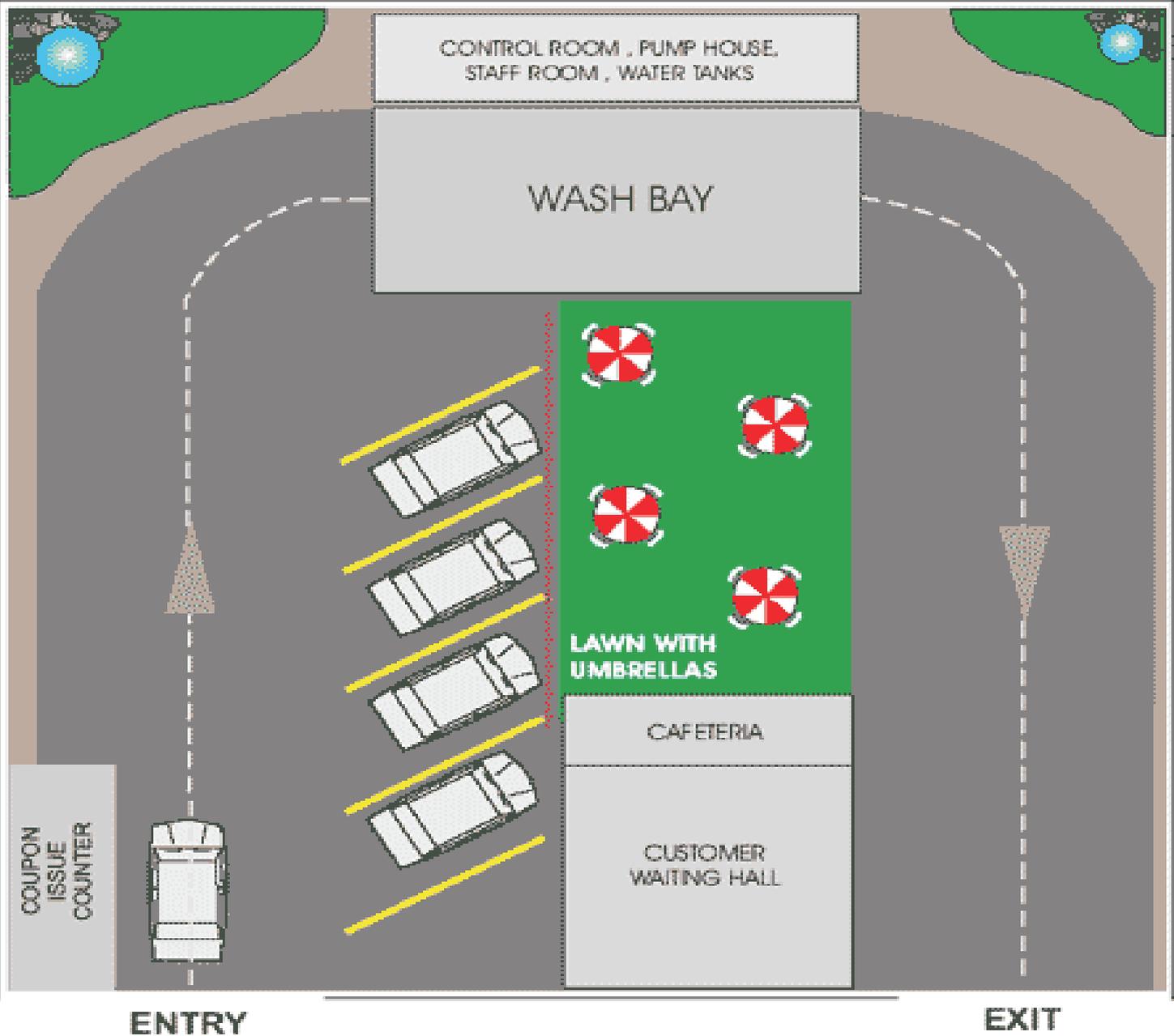
City drain facilities and fresh water are musts for the successful carwash, however some areas of the country and

Many remote areas depend on the need to recycle water. This requires the use of filtration systems and special Underground storage tanks to assist in the processing of recycled water.

Electricity is a major utility in carwashes and differs widely as per equipment size and power consumption. Typical 3- phase, 440 V A.C, 50 Hz is required. The higher voltage is likely make an electrical installation easier and less expensive.

Note: Our local Nissan Clean India representative can assist you with answers to the variety of questions regarding the utilities and building issues that will arise.

# CAR WASH LAYOUT



# STEP BY STEP PROCEDURE TO DESIGN AND BUILD A CARWASH

- 1) Understand that this type of project can start out at nearly 10 Lacs rupees and up from there. Contact a quality equipment manufacturer or dealer.
- 2) Find a location with the following characteristics: High traffic volume, retail and shopping centers nearby, near a traffic signal, little or no direct competition etc. Kindly execute a site study.
- 3) Check and verify utilities available at plot and drainage should be must.
- 4) Create a budget from your personal and business finances.
- 5) Survey property and get soil borings, environmental reports properly etc.
- 6) Begin architectural drawings.
- 7) Complete civil drawings.
- 8) Contract with equipment supplier. At this point your chosen equipment supplier will help with site plan and can assist you well with your other requirements
- 9) Submit for site plan approval.
- 10) Complete architectural drawings.
- 11) Apply for building permits.
- 12) Finalize your construction costs.
- 13) Execute your building foundation and keep a sign board (e.g. Car Wash) from the beginning.
- 14) Building and site construction completion.
- 15) Equipment installation.
- 16) Final inspection.
- 17) Open for business.

**17 STEPS TO SUCCESS**

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