



DURAWASH

ECO-MOBILE CAR WASH



NO ROYALTIES



BIG DISCOUNTS



FIXED OR MOBILE

FRANCHISE

INFORMATION PACK



HIGH PERFORMANCE

CAR WASH

MOBILE & ECO-FRIENDLY



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✓ **NOROYALTIES** ✓ **BIG DISCOUNTS** ✓ **FIXED OR MOBILE**

ABOUT DURAWASH

DURAWASH is a hybrid franchise/business opportunity model. Essentially we have created South Africa's most affordable professional mobile car care franchise/business opportunity.

KEY FRANCHISE BENEFITS

- ✓ DURAWASH franchise is R60k incl. vat – the **BEST VALUE FOR MONEY CAR WASH FRANCHISE IN SA.**
- ✓ You pay **NO MONTHLY FRANCHISE ROYALTIES.**
- ✓ Franchisees get **20% discount** on monthly chemical purchases.
- ✓ Franchisees get **8% discount** on repeat equipment purchases.
- ✓ **Professional Franchise Graphics and Media** – franchisees get to differentiate their mobile car wash service
- ✓ **Professional Franchise Uniforms** – franchisees get to differentiate their mobile car wash service.
- ✓ **Professional DURAWASH Web Page**, email address, business cards and advertising flyers all included in the package.
- ✓ You are allowed to use the now **established DURAWASH corporate identity** for the duration of your license agreement
- ✓ **Short investment payback period** - get all your money back simply by achieving the number of washes included in the startup package

**FULL
PACKAGE**
**R60K
INCL. VAT**

INCLUDED IN EACH FRANCHISE

1500 WASHES

1000 BUS-CARDS

5000 FLYERS

WEB PAGE

LOYALTY CARD

ALL EQUIPMENT

UNIFORMS

ONLINE BOOKING

FULL TRAINING

HIGH PERFORMANCE

CAR WASH

MOBILE & ECO-FRIENDLY

Email: info@durawash.co.za



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**BE YOUR
OWN BOSS!**

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TARGET MARKETS



“**DURAWASH's mobility is it's key advantage...**”

DURAWASH BUSINESS CONCEPT

DURAWASH franchise is R60k incl. vat approx.– the **BEST VALUE FOR MONEY MOBILE CAR WASH BUSINESS IN SA.**

Includes equipment, chemicals' and training (i.e. 1000 to 1500 washes bundled into you initial package – approx.. R150 000 value bundled into your initial package).

DURAWASH can be operated anywhere ...- limited to only the Franchisees creativity.

Endless revenue potential from target markets - the mobility of DURAWASH is its key advantage and value proposition...

You pay **NO MONTHLY FRANCHISE ROYALTIES.**

Franchisees get **20% DISCOUNT** on monthly repeat chemical purchases.

Franchisees get **8% DISCOUNT** on repeat equipment purchases.

PROFESSIONAL FRANCHISE GRAPHICS AND MEDIA – franchisees get to differentiate their mobile car wash service.

PROFESSIONAL FRANCHISE UNIFORMS – franchisees get to differentiate their mobile car wash service.

PROFESSIONAL DURWASH Website page presence, email address, business cards and advertising flyers ALL INCLUDED].

✓ **NOROYALTIES** ✓ **BIG DISCOUNTS** ✓ **FIXED OR MOBILE**

DURAWASH CAR WASH PROCESS

1

Painted Surfaces

Use the Bugspray to soften the bugs and tough dirt that has hardened on all the painted surfaces.

Then spray Durawash over the Bugspray and the entire painted surface

Finally, wipe the panel clean with one microfibre towel then take another towel to buff the panel to a shine.



DURAWASH & BUGSPRAY



SPRAYERS & MICROFIBRE



2

Windows & Mirrors

Use the WindowKleen chemical to clean all glass and mirror.

First spray the WindowKleen on the glass/mirror.

Use a clean Duratech microfibre towel folded twice to wipe the glass/mirror clean.



WINDOWKLEEN



SPRAYERS & MICROFIBRE



3

Wheels & Tyres

Use the Bugspray to first clean the tyre and wheel.

Spray the Bugspray on the tyre & wheel, then use the brush and towel to clean the wheel and tyre.

Finally, wipe the tyre & wheel clean with a microfibre towel.

Lastly, spray Tireshine on a sponge and dress the tyre



BUGSPRAY & TIRESHINE



SPRAYERS & MICROFIBRE & BRUSHES



4

Vehicle Interiors

Use the Bugspray to clean stains on door, dash and carpets.

Interiors can be cleaned using an industrial vacuum and/or brushes and microfibre towels.

A Paintbrush can help with cleaning around tight spaces



BUGSPRAY



SPRAYERS & MICROFIBRE & BRUSHES or VACUUM



✓ **NOROYALTIES** ✓ **BIG DISCOUNTS** ✓ **FIXED OR MOBILE**

FRANCHISE EQUIPMENT AND CHEMICAL INCLUSIONS:

The Franchisee can choose 1 of 3 spraying dispenser options:

Option 1 = 1 x 16l Electric Sprayer

Option 2 = 200 X 1L Trigger Spray Dispensers

Option 3 = 8 x 8L Manual Spray Dispensers

Option 4 = 100 X 1L Trigger Spray Dispensers and 4 x 8L Spray Dispensers

Basically, this is a package that includes equipment, chemicals and training (i.e. 1000 to 1500 washes bundled into you initial package – approx. R150k value)

An Industrial Wet and Dry Vacuum – Stainless Steel, 1 motor unit

100 Duratech Ultra Towels [1 box] – life span is minimum 2 years
 Brushes - for Interior and Exterior use

NB: Optional Equipment: vehicle brand package, mobile gazebos...etc

Chemicals that assist with detailing vehicles

Polishes and Other Value Add treatments also included



The full list of items are listed in the quotation document



FRANCHISE MARKETING AND GRAPHICS INCLUSIONS:

1000 business cards with loyalty programme

5000 advertising flyers

Website page design (including online booking form, video & picture gallery)

Letterhead design – for addressing proposals to clients)

PowerPoint design Template – for those really big client presentations

Branded Staff uniforms

Branded Owners Uniform

Summer and Winter uniforms provided

All branding is done using embroidery – lasts longer and looks professional (instead of printed alternative)



FRANCHISE TRAINING AND SUPPORT INCLUSIONS:

Full Comprehensive Training for all staff

Video tutorials for on going referencing

Franchise Operating Manual

Web Portal Product information

Telephonic Support

Email query logging

Instant messaging service

Scheduled Instructor led training



DURAWASH TERMS AND CONDITIONS:

The cost of the DURAWASH franchise is R60k incl. vat

DURAWASH is a completely mobile car wash business that has the following key advantages:

- Its Spray and wipe (that simple)
- No drainage required
- Full Flexible - work fixed or mobile
- Extremely portable and fits in a back pack or small toolbox

You pay no franchise royalties

Franchisees benefit from discounted rates on consumables and equipment

You get a license to use our graphics and media – annual license fee is R8696 excl. vat (that's R725 excl. vat monthly) (first year license fee is included in the R60k incl. vat price approx.)

If you buy a minimum of R3000 excl. vat worth of products from us per month you don't pay a website and email admin fee [can be a cumulative calculation over 12 months]

Monthly admin fee for company website and email
 = R500 excl. vat [only for the months in which your minimum purchases were not met]

OPTIONAL FRANCHISE ITEMS:

We have a graphic designer contracted to all our franchisees – we bill you for the work you want done]

Panel Van of the Franchisees Choice – (WE PREFER YOU BUY THE VEHICLE TO AVOID COMPLICATED OWNERSHIP DOCUMENTATION AND ADMIN)

Min 6.5Kva Mobile Petrol Generator

OPTIONAL: Electric or Manual Wash Cart Trolleys can be imported upon Franchisee's request

DURAWASH Vehicle Branding – Vehicle Wrap

DURAWASH Gazebo (6mX3m)

DURAWASH Fixed Operation Fixtures – signage, tables, chairs....etc

DURAWASH Promotional Items

DURAWASH Marketing and Site Activation Gifts

FRANCHISE COSTINGS & BREAK-EVEN POINTS:

These figures are based on actual cashflows/costings that we have gathered from running our own company owned franchise at a mall at Franchisee Rates

Cost per car Fluctuates between R15 and R30 per car (your recommended selling price in no less than R80 Full Wash)

Cost Per Valet Costs between R150 and R250 per car (your recommended selling price in no less than R400 Mini

Valet & Full Valet R600)

Key Cost Drivers:

Fixed Cost of Rental and Utility usage

DURAWASH usage per car fluctuates between 150ml and 250ml.

Working in the shade or outside in full sun.

Labour quantity and pricing

Staff wastage factor - Staff Turnover



VALUE-ADD PRODUCT COSTINGS (INCL LABOUR):

Hand Polish = Franchisee Costing = R10 approx. (your recommended selling price in no less than R50 min.)

Clay Glaze Treatment = Franchisee Costing = R70 approx. (your recommended selling price in no less than R300)

Rain-X = Franchisee Costing = R10 approx. (your recommended selling price in no less than R50 Front windscreen + Mirrors)

Rain-X = Franchisee Costing = R50 approx. (your recommended selling price in no less than R300 All Glass Full Car)

Leather Treatment (Full Car)= Franchisee Costing = R18 approx. (your recommended selling price in no less than R50 Full Car)

X-cote (3 to 6 Month Ceramic Coating) = Franchisee Costing = R150 approx. (your recommended selling price in no less than R300 Full Car + Clay Treatment)

Per Seat Steam Valet = Franchisee Costing = R15 approx. (your recommended selling price in no less than R50 Full Car)

Value ~~Price~~

BE
YOUR
OWN
BOSS

