



THE
CAR WASH^{CO}®

+BETTER +CLEANER +SMARTER +BRIGHTER



FRANCHISE PROSPECTUS



WELCOME

Thanks for getting in touch.

At this stage, you might be thinking we're 'just another car wash company', but over the next few pages we think we're going to have your complete attention as you realise we are THE Car Wash Company, with the best franchise proposition in the country.

In a nutshell, with 35 sites we are the largest operator of 100% waterless hand car washing and valeting centres in the UK. Our reputation is so good that shopping centre landlords are tripping over themselves to get us into their sites from Bluewater in the South East to Buchanan Galleries in Glasgow.

We are disrupting the entire valeting sector with our stunningly designed, waterless car valeting service and our amazing partnership with industry legends Autoglym. This is your chance to come onboard and build an incredible business of your own based on our proven and highly 'in demand' model and brand.

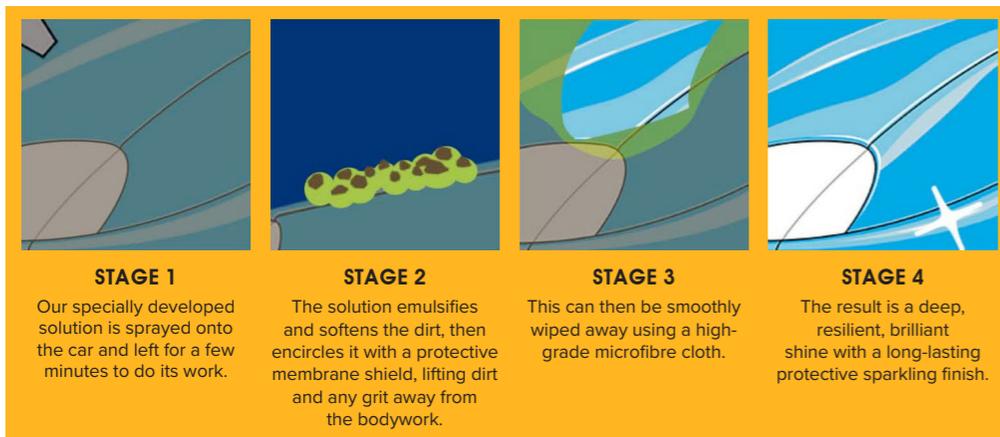
We are constantly innovating and evolving, but we promise to stay focused on being the top brand in our sector whilst providing you with the best franchise support in the industry.

Sound like your kind of business?

We look forward to talking with you,
Team Car Wash Co.

THE CAR WASH CO. CONCEPT

1. Washing your car is something that has to be done. Not only does it improve the cars appearance but it also protects the paintwork and helps maintain its value. Everyone wants to drive a sparkling clean car, but not many people have both the time and skill to do it themselves. We do it better than anyone.
2. Shopping destination car parks present a captive audience, but traditional water based car washing can cause damage, so many landlords are resistant to offering the service. However, landlord's love The Carwash Co. because we don't use water, we offer an incredible 'value-add' for their customers and we represent their brand with professionalism and integrity.
3. We've never lived in more environmentally aware times. Like us, people want to do their bit for the planet, so when we present them with the opportunity to go 'eco-friendly' for their car wash, and at no extra charge, they jump at the chance!



YOU SHOP
WE'LL SHINE



AVERAGE CUSTOMER SPEND IS c£22!

PARK UP⁺

A blue reward card with a silver ring. The text on the card reads "SPARKLE reward card" and "www.thecarwashcompany.com".

A LITTLE
drop of brilliance

cleaner more effective
eco-friendly car care



100% joy
GUARANTEE

THE CAR WASH CO. DIFFERENCE

Right from the off our business has taken a bold approach. We are disrupting an existing industry and turning it on its head.

Through our experience and contacts we asked shopping centre landlords what they wanted from a valeting service and what they would change. Our findings confirmed that a large number of landlords wanted a valeting service in their car park, but could not commit for a number of reasons all relating to water usage.

Water damages the car park, causes slips and trips, causes burst pipes and can damage concrete and steel structure of the building. In addition the standard drainage systems are not suitable for contaminated water.

We identified an opportunity to develop a consumer facing hand car wash and valeting brand that landlords and customers would both love.

After many years of research and development with our partners, we have produced our own highly effective, 'little drop of brilliance' car cleaning solution. It has now been used on more than 500,000 cars across the UK.

The results are outstanding and our service guarantees 100% customer satisfaction. Our product leaves a superb protective coating that not only creates a fantastic high gloss finish but also acts as a water and dirt repellent.

Our 'little drop of brilliance' solution contains no silicones, harmful or toxic chemicals, leaving our environment clear of any pollutants.

THE CUSTOMER EXPERIENCE

- The customer arrives at the car park and books their vehicle in with a member of The Car Wash Company Team
- They will choose from a simple range of 6 great value services from £9.95 to £99.95!
- The team will carry out a vehicle check to look for previous damage while customer is present
- The customer leaves for the shops, cinema or restaurants
- We do not take keys from customers or move vehicles within the car park
- The exterior of the vehicle on average takes 20-30mins to be cleaned (longer for polishes)
- The interior of the vehicle also take 20 - 30mins to be finished to an exceptional standard
- On return the customer pays by cash or credit card



THE AUTOGLYM PARTNERSHIP

Training day

You'll spend a day with the amazing team from Autoglym's training academy learning all about the product range and how to use them to delight your customers.

Quality on show for the customer

You'll see from the design of our sites that we are proud to show the Autoglym logo front and centre. With its 53 year history and Royal Appointments, Autoglym stands for the highest quality products and attention to detail - just like us! This let's your customers know straight away they can expect the very best from you and your team.

Great relationship between Autoglym and CWC

CWC franchisees can order direct from Autoglym at substantial discounts, with free delivery to site / no minimum order!



By Appointment to
HM The Queen



By Appointment to
HRH The Prince of Wales

AUTO GLYM

TM



SPARKLE⁺ UP LEVEL 2



SPARKLE⁺ HERE ▼



SPARKLE⁺ AHEAD



SPARKLE⁺ THIS WAY ►

THE FRANCHISEE EXPERIENCE

Franchisees will work from a dedicated area of a car park that will have hundreds of thousands of cars visiting every year. Our on-site locations will be as convenient as possible for customers, beautifully designed, clearly sign-posted and welcoming.

You'll also be working with products from the most respected car care product supplier in the UK, Autoglym, so your customers can be assured of a stunning finish that will not only keep them coming back time and again, but they'll be sure to tell their friends about you.

This is hard work of course - no-one ever built a successful business without it. We want you to work in the business, hands on and leading by example. We want you to build a team around you and once you prove your first site, we want you to be ambitious enough to look for your second, then third...

THE CAR WASH CO. FRANCHISE PACKAGE

First things first, we will help you find the right location for your Car Wash Co Franchise, and design and fit it out properly so it's ready to deal with the inevitable traffic stampede of excited customers. This is the most important and valuable part of becoming a Car Wash Company franchisee - the landlords know us, trust us and in lots of great locations around the UK they are literally waiting for us to find the right franchisee to bring the brand to their customers!

As a Car Wash Co. franchisee you'll get:

- Use of The Car Wash Company Trademark, Intellectual Property & Operations Manual
- Exclusive rights to operate the The Car Wash Company brand within an agreed location/locations and within a specified marketing territory
- Five year franchise agreement, renewable after five years at no additional charge subject to prior approval from the Franchisor and signing a new franchise agreement



FIRST UP IT'S YOUR INDUCTION TRAINING!



5 days at our head office, one full day with Autoglym at their head office and 4 days hands on practical training on-site

This will cover operational, marketing and business training for one person, and includes:

- Training on each section of the operations manual
- Technical/valeting training
- Product training
- Customer service training
- Systems training
- Accounting system training
- CRM training
- Business Administration training (VAT returns, expenses, bookkeeping, cash flow etc.)
- Pricing training
- Sales process training
- Launch marketing & and ongoing business development
- Social media training

*you will be liable for your own travel, accomodation and expenses during your induction training period.

SO FAR WE'VE SAVED
160,520,382.00
LITRES OF WATER

BUT OUR SUPPORT DOESN'T STOP THERE!

From the day you open your doors you'll benefit from:

- Access to our on-going support and development programmes which have been developed to help you accelerate the growth of your business especially in the crucial early stages
- Daily operational support telephone line
- Access to nominated suppliers (cleaning products, insurance, accountants, vehicle livery, branded merchandise, etc)
- Centralised sales & marketing/PR support
- Management reporting tools
- Centralised proofing service for all local PR and marketing initiatives
- One to one business coaching and planning. Sharing of best practice
- On-site support visits from the franchise support team

THE FIGURES

Each site will be subject to a full survey, design and individually costed fit-out to ensure the best possible and best value solution.

Initial total investment starts at c£30,000 plus VAT.

Certain aspects of your set-up and fit-out will depend on the size and specifications of your site and the permissions granted by the landlord. For example, welcome areas, lounges, flooring, lighting, signage, CCTV and the number of bays you will have access to. This will naturally effect your total investment, however the specification demands of your site will be in line with the size of the opportunity.

Your total investment will include:

A Franchise Fee of £14,500 plus VAT for every site

Set up and fit out banding for shopping parks c£13k - c£31k

Set up and fit out banding for shopping centres c£20k - c£43k

The Franchise Fee includes your Operations Manual, Brand and Trademark, 5 year renewable Franchise Agreement, exclusive franchise territory, induction training and operational, marketing & business training for 1 person and marketing stationary to meet the requirements of your territory.

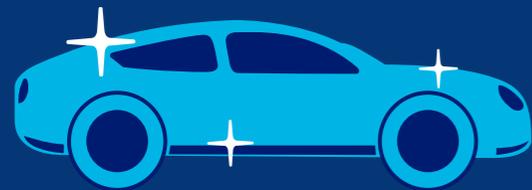


YOU SHOP  WE'LL SHINE

0844 335 2001 | www.thecarwashcompany.com

 20% OFF
PLATINUM
SPARKLE
DOWN TO £23

 10% OFF
GOLD
SPARKLE
DOWN TO £18



IT'S FREE
SIGN UP
& shine up!

FUNDING YOUR FRANCHISE

We have great relationships with the major franchise banks such as HSBC, Lloyds, RBS & NatWest who may lend between 50-70% of the total investment required (subject to your individual application).

This means you may only require 30-50% of the total investment in the form of liquid capital, but however much or little you need to borrow, you will be required to present a very strong, personal business plan.

We will of course discuss the rationale behind any assumptions we give you and show you actual car wash performances so you can develop your own financial models based on your own growth plans, chosen franchise model, and local variances such as staff costs, local pricing, opening hours, local marketing expenditure, competition, sales mix, operating overheads and the adherence of the franchisee to the Car Wash Company franchise system and Operations Manual.

Neither The Car Wash Company, its directors, shareholders, employees or third party advisors make any representations or warranties as to the actual performance of individual franchisees. In all instances, potential franchisees are required to prepare their own business plan based on their own local research, we also advise you to validate your business plan with your professional advisors.

WHY INVEST IN A FRANCHISE?

Before anyone invests in a franchise model, they naturally ask themselves...

“what if I just did my own thing?”

Well, you’d expect anything we say to be heavily biased towards the merits of franchising, so let’s put your mind at ease with some official figures and statistics from the latest (2018) NatWest Bank and British Franchise Association annual survey results.

Franchise industry statistics:

Number of brands operating in the UK	950+
Industry Turnover	£17.2bn
Number of franchisee outlets	48,600
Number of people employed in franchising	710,000
Percentage of units profitable	93%

Franchising provides you with a successful brand, proven business model, training and support and favourable bank lending. Statistically you also have a substantially better chance of building a successful business.

That’s what we’re all here to do right?





WHO WE'RE LOOKING FOR!

While car washing experience is not actually a prerequisite, you will need to demonstrate a track record of business success. We have multi-site developer opportunities available, so we are happy to discuss ambitious plans if you have the relevant experience and resources.

NEXT STEPS

So, the next step is easy: Think about what questions you want to ask us and then contact our recruitment from **Platinum Wave Franchising**:

Steve Lampshire

T: 07585 709 136

E: steve@platinumwave.co.uk

They will guide you through the initial stages. Don't be surprised if they ask a lot of questions about your business background and explore what you would be able to bring to the brand as a Franchise Owner in your chosen territory.

They will also arrange for you to attend a discovery day. These are free events designed to give you a more in-depth look at our business model and meet the people who will be supporting you as you build your business.



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CARWASHCOMPANY.ORG