

Major Assignment 3 Strategic Plan

Aldrich Quai Hoi

Strategic Plan for The Wash N' Shop. WSH Pty. Ltd. Australia's Largest Hand Car Wash Franchise

This document sets out a strategic plan for Washn'Shop Pty.Ltd. Australias largest hand car wash franchise. It reviews strengths, weaknesses, threats and opportunities; presents a series of statements relating to Washn'Shop Pty. Ltd. vision, mission, values and objectives; and sets out its proposed strategies and goals.

Strategic Plan for The Wash N' Shop. WSH Pty. Ltd. Australia's Largest Hand Car Wash Franchise

Strengths, Weaknesses, Threats & Opportunities (SWOT Analysis)

Internal Strengths

- Australia's Largest Hand Car Wash Franchise
- National Network
- Strong Minded Leader
- Strong Vision
- Strong commitment by franchisees and corporate staff
- Excellent Attitude of franchisees
- Excellent aptitude of expecting franchisees
- Recycling water
- Public relations in form of community charitable institutions involvement
- Customer rewards system for customer loyalty and to generate recurring business
- Great means of screening and selecting applicant franchisees and employees

Internal Weakness

- Non existent core marketing team
- Little investment in marketing and advertising required
- Development of branded marketing materials & Internal stationary
- Development of new technologies and internet marketing and presence
- Require more innovation of business practice
- Require more innovation in marketing company and incorporating franchise

External Threats

- Smaller independently operated hand car wash businesses
- Smaller franchised hand car wash businesses
- Water restrictions
- general economy could effect business

External opportunities

- Expansion of company by franchise to more locations nationally and internationally
- Expansion of company via acquisition and re branding of franchise
- Expansion of company via expanding from services to incorporate sales of branded products

Strategic Plan for The Wash N' Shop. WSH Pty. Ltd.

Australia's Largest Hand Car Wash Franchise

Vision

Wash n Shop will be the largest shopping centre car wash company in Australia. Born of humble beginnings, the business has been established in 1991 and originally operated in conjunction with two petrol stations in Melbourne, Australia.

After having defined the hand car cleaning market and with proven success Wash n' shop entered into the Shopping Centre sector with franchised business. Wash n Shop's vision is to achieve great success through the implementation of sheer simplicity. In a world of competitiveness and complexity Wash n Shop will strive to provide it's customers find a more satisfying way of having their vehicles cleaned while they are shopping.

Wash n Shop is to be the leading quality service provider in the car cleaning industry both for consumers and commercial applications by utilising and providing friendly and efficient franchisees and staff. With environmental resources management to create the least amount of waste and also to input into the community via association with charitable institutions.

Mission

Wash n Shop currently has 20 locations in Victoria and Western Australia combined. The mission of Wash n' Shop is to expand the franchise nationally and internationally, open the franchise to cater for corporations and fleets, as well as to produce its own range of branded vehicle cleaning products for customers to purchase alongside the provided service. Wash n' shop also aim to incorporate new technologies and form new alliances in marketing to allow the company to expand its potential for business. Upon expansion the new technologies would allow the company to communicate and maintain its core values with all franchisees globally and operate in an environmentally friendly and efficient manner.

The cleaning products which we create for the retail market would be distributed to retail outlets nationally as well as internationally, with the products being available from the franchised outlets, an online store for wholesale ordering and should coincide with the expansion of the franchise on an international level.

Strategic Plan for The Wash N' Shop. WSH Pty. Ltd. Australia's Largest Hand Car Wash Franchise

Corporate Values

The corporate values governing Wash n' Shop Pty. Ltd. will include the following

Wash n' Shop Pty. Ltd. will operate with the highest standards in all relationships with customers, suppliers, environment and community adhering closely to our company vision

Wash n' Shop Pty. Ltd. will foster a climate which encourages innovation and diligence amongst franchisees and customers and would reward accordingly

Wash n' Shop Pty. Ltd. will reward all its customers with provision of contributions to charitable institutions as means of supporting the community and general public relations

Business Objectives

Short Term Business Objective

- aggressively expand the business and franchisee base nationally
- generating more sites to establish franchised business to aid in business expansion
- expand the business base by acquisition of smaller competing companies and franchises
- expand Wash n' Shop's services to include the corporate and commercial sector
- establish technological means of networking all the franchised business to the central hub of the Wash n' Shop corporation

Long Term Business Objectives

- aggressively expand the business and franchisee base internationally
- create Wash n' shop branded cleaning chemicals and products to sell at a retail level
- establish a global network for the franchise

Strategic Plan for The Wash N' Shop. WSH Pty. Ltd. Australia's Largest Hand Car Wash Franchise

Key Strategies

The following critical strategies will be pursued by Was n' Shop

- create alliances with marketing, advertising and publications companies which match Wash n' Shop service industry
- create alliances with technological companies who cater for the car wash industry
- create a marketing and management team to overlook the image of Wash n shop
- appoint advisors for intellectual property and branding requirements for future products
- seek new markets and expand the core Wash n's Shop company, its services and products

The following important strategies will also be followed by Was n' Shop

- sourcing of new sites for franchisees
- assessment reporting of each franchisee to corporate head office for evaluation and decision making purposes
- participation and marketing of services through attendance of exhibitions and shows as well as sponsorship of events
- development of international marketing plans in preparation for international expansion
- pursue strategic alliances with complementary companies and institutions as means of communication and acquisition strategy
- Strengthen online - internet presence, by marketing and link exchange between allied companies as well as search engines
- seek new markets, trade routes to expand products base as and when created

Strategic Plan for The Wash N' Shop. WSH Pty. Ltd. Australia's Largest Hand Car Wash Franchise

Major Goals

The following key target will be achieved by Wash n' Shop Pty. Ltd. within the next 5 years

- expansion of revenue of franchise by aggressive marketing campaigns
- a minimum of 25% increase in profits per annum
- secure 88% of the hand car wash market segment nationally
- become a major supplier of vehicle cleaning and maintenance products nationally
- expansion of franchisee installation base nationally to 40+ locations
- establish a corporate head quarters which handles and delegates all marketing and promotional material for the franchise
- expand the franchise and products through Asia - Pacific, North and South America, Europe, Scandinavia and Africa

Strategic Plan for The Wash N' Shop. WSH Pty. Ltd. Australia's Largest Hand Car Wash Franchise

Strategic Action Programs

The following strategic action plan will be implemented

- The Director / Proprietor will create a comprehensive business plan
- The Director / Proprietor will compose a marketing development team
- The Director / Proprietor will delegate- previewing possible franchise sites nationally and undertaking of surveys of competitors to the marketing and business development team, with the aim of developing a comprehensive report on the national state of the industry
- The Director / Proprietor will compose a core team of public relations representatives to handle the companies corporate image within media, community and events based promotions, to expand its identity based on the report provided by the marketing and business development team
- The Director / Proprietor will expand the franchisee base by providing franchises to applicants who meet the companies criteria for selection and place new franchises into strategic locations based on the report generated by the business development team.
- The Director / Proprietor will request a review of all profit and loss by the franchise and based on the results seek out possible acquisitions of competitors for dissolving into the Wash n' Shop company and expanding company profile and awareness.
- The Director / Proprietor will form alliances with chemical development companies to source product development for its range of cleaning products
- The Director / Proprietor will engage an internet development and marketing and make provisions for future e-commerce solutions for the Franchise as well as preparation for international expansion

Conclusion

This strategic plan should be revised upon by the Director of Wash n' shop on a timely basis to ensure that the structure is adhered to when creating the business plan and making future decisions. This basic document outlines the essential requirements for expansion and reaching company goals for the next five years of trading as set out by the director, the Wash n' Shop company and all of its dependents.