

Major Assignment 2 Draft Strategic Plan

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

This document sets out a Draft 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 to propose appropriate strategies for the preservation and expansion of the company mission, vision and future achievement.

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

## **Australia's Largest Hand Car Wash Franchise**

### **The Current Mission Statement**

It is the mission of Wash n Shop to be the leading quality service provider in the car cleaning industry by utilising and providing friendly and efficient franchisees and staff. Wash n Shop was established in 1991. The business was operated in conjunction with two petrol stations in Melbourne, Australia. After proven success Wash n shop entered into the Shopping Centre arena.

### **The Company Back Ground**

The Washn'Shop Franchise began from a single man operation, from a petrol station. As demand grew for the service due to water restrictions and the level of service, convenience and efficiency provided by the operation the proprietor sought to expand the business into a franchising opportunity. Similar to registering ones company on the stock market where by share holders investments would raise significant capital and value, the franchise sought to capitalize on its value with the opportunity at hand while still being a propriety company. Expansion of the franchise was regulated to select sites after research on the market was conducted.

The company vision and operation procedure was passed on to each franchisee who were screened so as they were deemed appropriate to represent the company and its service ethos which was the foundation of its success. As the company grew with the amount of franchised locations it sought to offer new services. Now approaching the point where all the additional services and marketing have reached the limit of productivity and service the company wishes to innovate on its existing success and while maintaining its steady expansion of installed sites, both nationally and internationally.

The company from its inception did not have a marketing department and with the advent of the internet and mass online communications it feels that it should harness this form of communication which is most vital for its future long term success and objectives. The addition of a marketing department for this company would yield communications materials for its expansion, as well as provide significant input to existing public relations activities in the form of contributions made to charitable institutions.

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## **Applied Communications & Principals ( Present )**

- Basic Advertising in printed news media
- Basic Communications in form of online company web site
- Basic applications of customer rewards
- Basic form of public relations in the form support provided to charitable institutions and community involvement
- Basic form of employment & Franchise application
- Basic form of advertising through locations

## **Applied Communications & Principals ( Recommended )**

- Define the currently existing relationships and methods of communications of the company by constructing a detailed MAP report
- Based on the MAP report construct a current SWOT analysis
- Create a company review of goals and objectives with projections with the Franchise Proprietor and Franchisees
- Based on the SWOT analysis and MAP and future objectives as collected from the Franchise Proprietor and Franchisees create a strategic timeline of the requirements and future direction of the company from the present, encapsulating the new innovative and approved ideas as generated by the entire company ( Proprietor & Franchisees ) .
- Create an in house or elect an external marketing department and Public relations departments which will undertake, plan and execute the objectives on behalf of the company for the projected term as outlined by the POA & developed business plan which would be derived from the research conducted and in the form of a Strategic Plan.

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## **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

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### **Conclusion**

Taking this draft and implementing into a default Strategic plan would be the first step in identifying the company it self. From the research conducted the Wash n' Shop company at its current stage has only met with its goals of expansion and it has in the short run. This can be seen in the expansion of the company and that of its origins that there has been little strategically planning in place due to the small core staff and the urgency to expand the franchise base.

What we are proposing is for the company to materialize a marketing and public relations department in order to carry them into the future and present them with the necessary tools and exposure to attain their future goals while maintaining their core ethics of business and service.