

# Project GeoWash



# Overview

## Background

The car wash industry is currently experiencing a phenomenal growth, and can be attributed to various factors; increase of cars on our roads, busy lives - people just don't have time to wash their cars anymore and Property size - many residents, particularly those living inner city, simply don't have the space to wash their cars at their house;

Possibly the most significant factor in the popularity of regulated eco-friendly car washing services are the environmental concerns regarding pollutants going down our water drains. According to LASEPA (Lagos State Environmental Agency), the waste water from residential car washing contributes greatly to water pollution.

With Environmental authorities, Water Authorities and Local Councils now fully aware of the environmental impact of home car washing, appropriate laws and regulations and enforcing of current laws is being stepped up to counter these negative impacts.

There is need to determine the acceptability of the Geowash service and the optimal cost per service.

## Objectives and Methodology

The following will be the objectives of the study

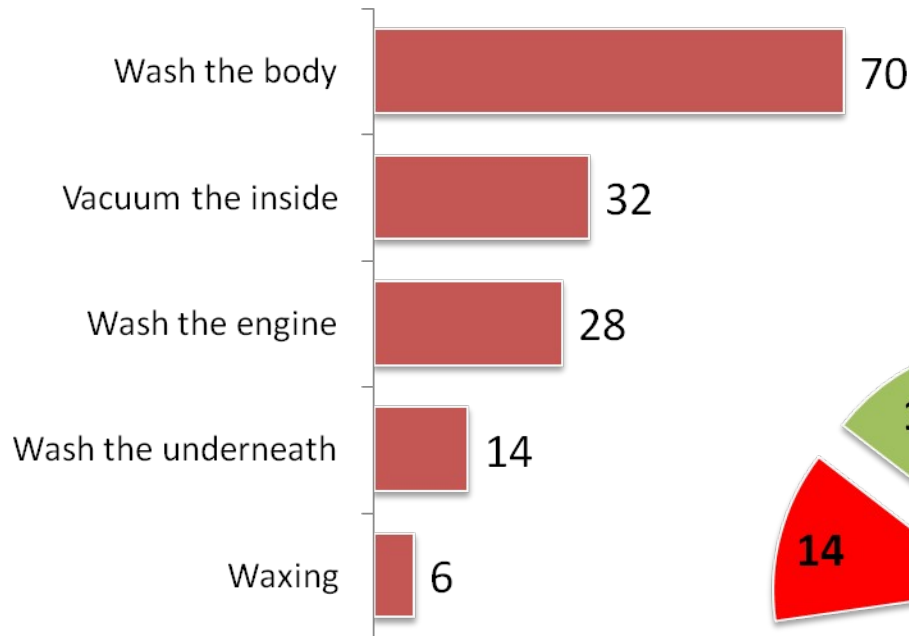
- Determine product acceptability
- Determine % of respondents who like and are willing to try the service within the SEC defined.
- Determine optimum price (using price sensitivity measure) respondents are willing to pay for each type of service.
- ✓ Basic body wash
- ✓ Interior wash
- ✓ Determine the Unique selling proposition of this product/service(i.e. edge over competition)
- ✓ The methodology approach utilized for the study is a combination of in-home and intercept study.
- ✓ Respondents were only those in the AB socio-economic class

**RESEARCH**

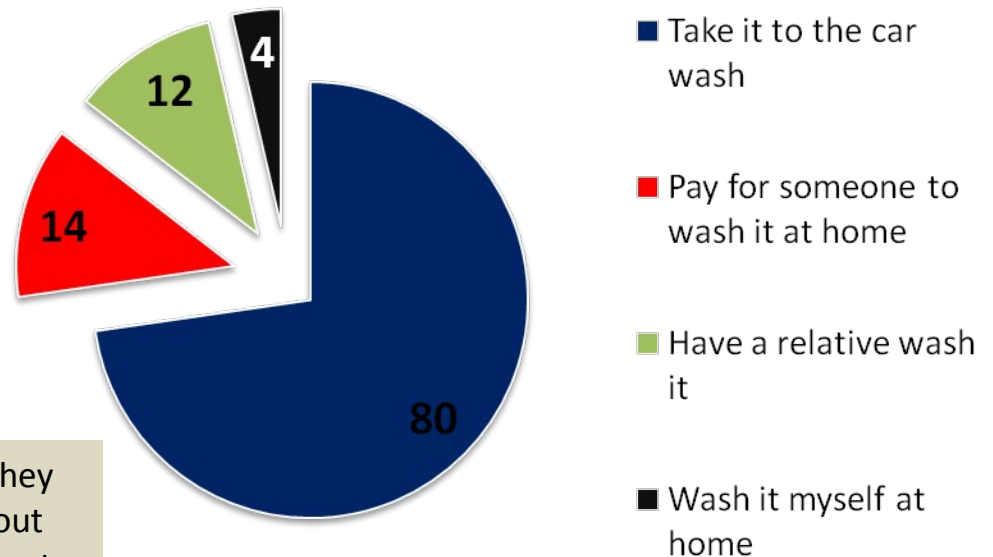
**FINDINGS**

# Car washing habits

When you clean your car, what do you pay particular attention to?

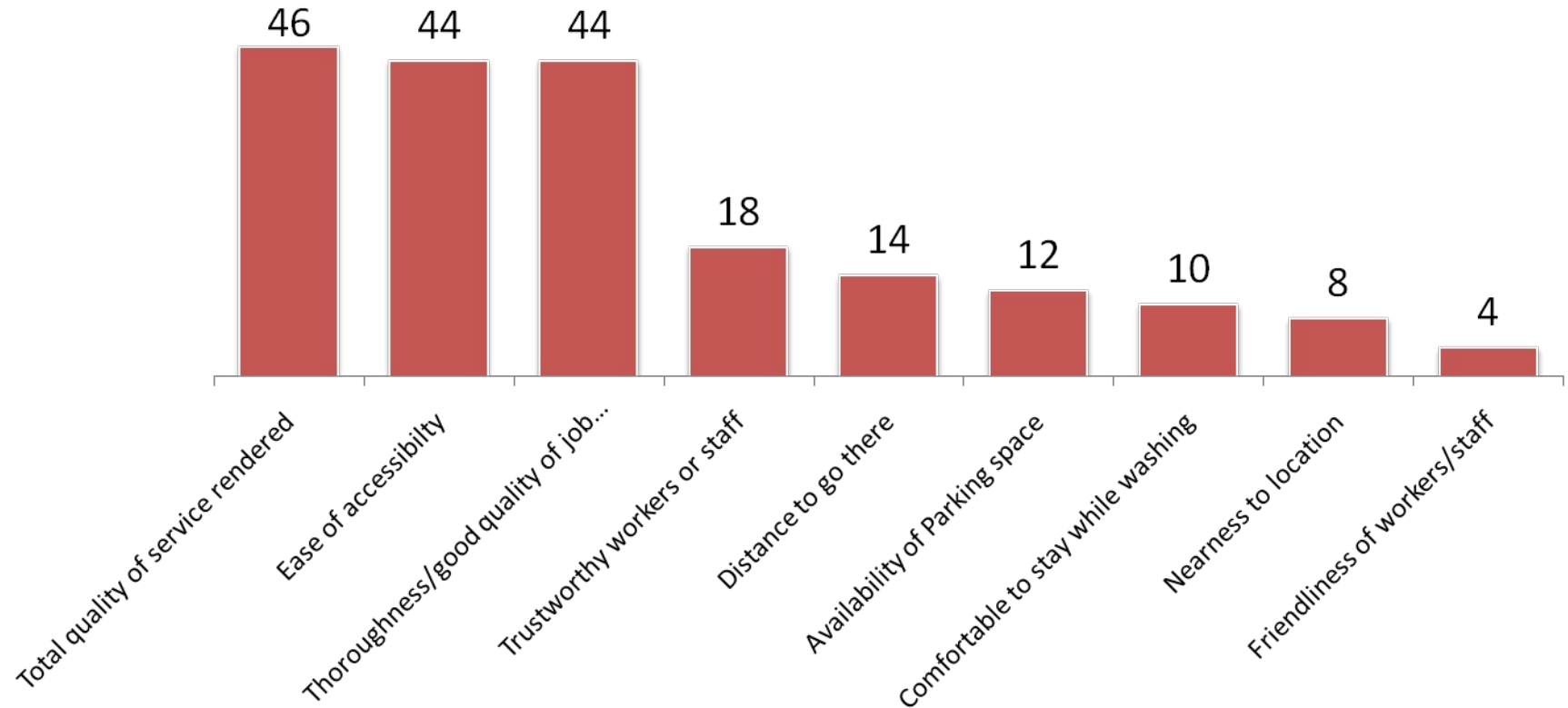


How do you normally wash your car?



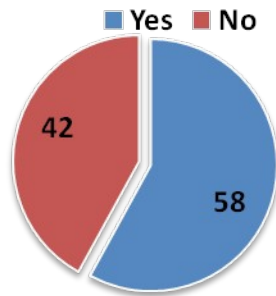
Eight out of ten respondents interviewed say that they take their cars to the car wash for cleaning, and about two to three times in a week. Most will pay attention to the body while a considerable amount also pay attention the interior (32%) and engine (28%)

# Factors That Determine Choice Of Car Wash

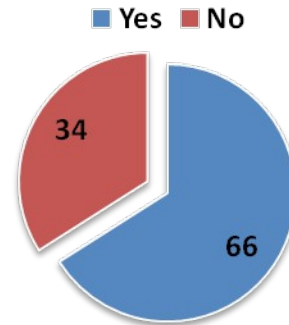


# Car wash Preferences

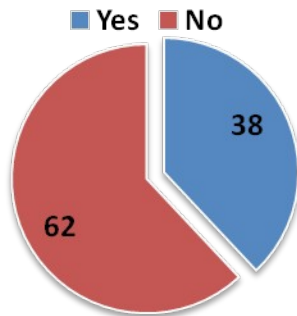
I prefer my car to be washed where it is parked



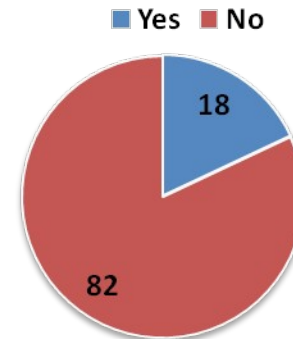
I enjoy taking my car to the car wash



Do you have a concern about the quantity of water used while washing your car?



I would rather wash my car myself if I have the time



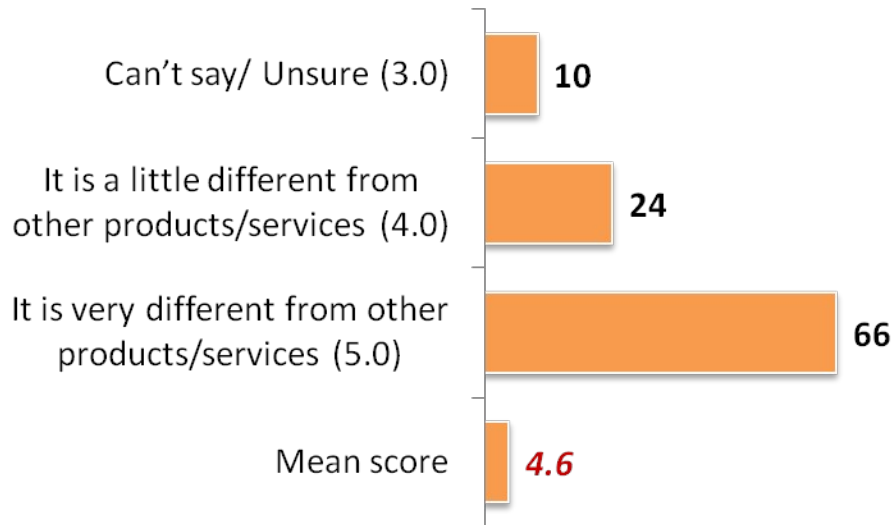
While respondents will not mind having their cars washed where it is parked, and they enjoy taking their cars to the car wash, they are a bit indifferent about the amount of water used while washing their cars. Also most of them are quite averse to washing their cars themselves.

**GEO WASH**

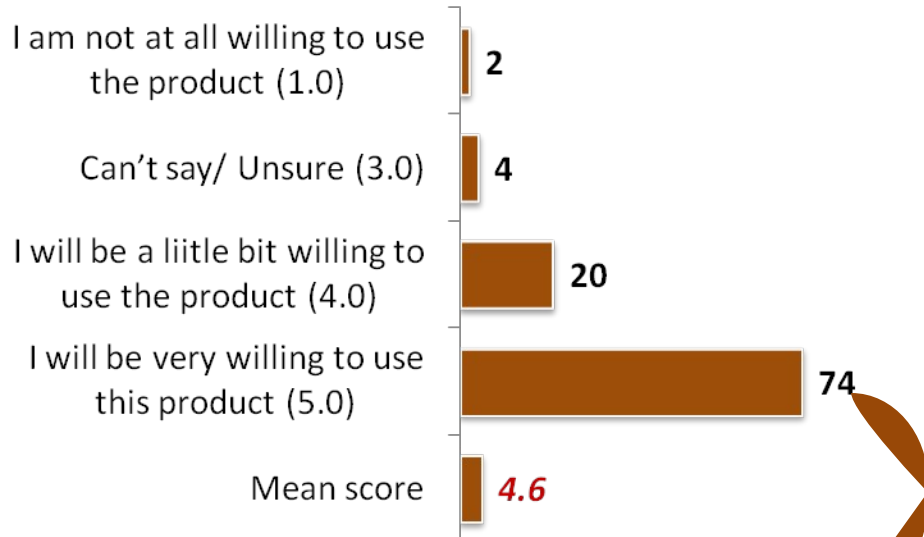
**Concept  
Evaluation**

# Perception of the concept

**Uniqueness:** how different would you say that this service is from other services that you know?



**Acceptance:** How willing are you to use the service if it were to be available?

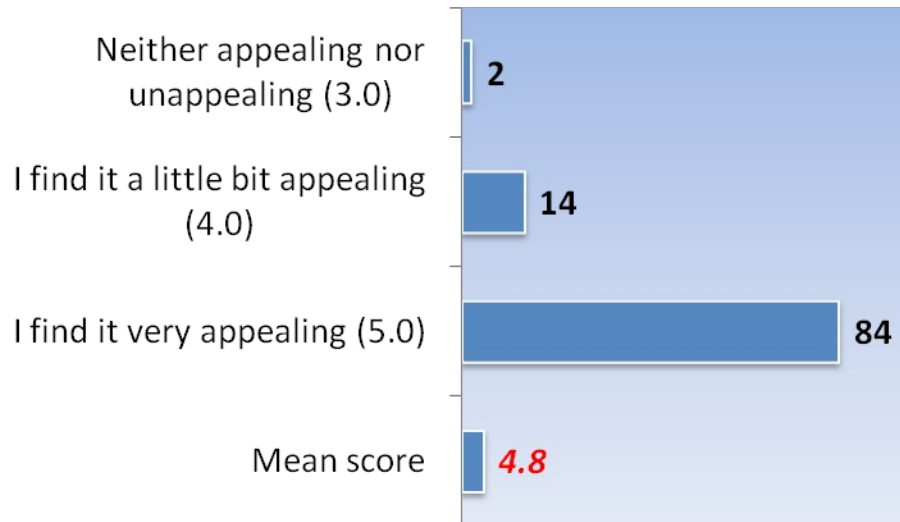


It saves time	15
It looks attractive	13
I like my car being totally washed and cleaned properly	11
I sense it will be a good car washing service	9
Make car wash easy	9
It is different form others	6
I prefer quality services	6

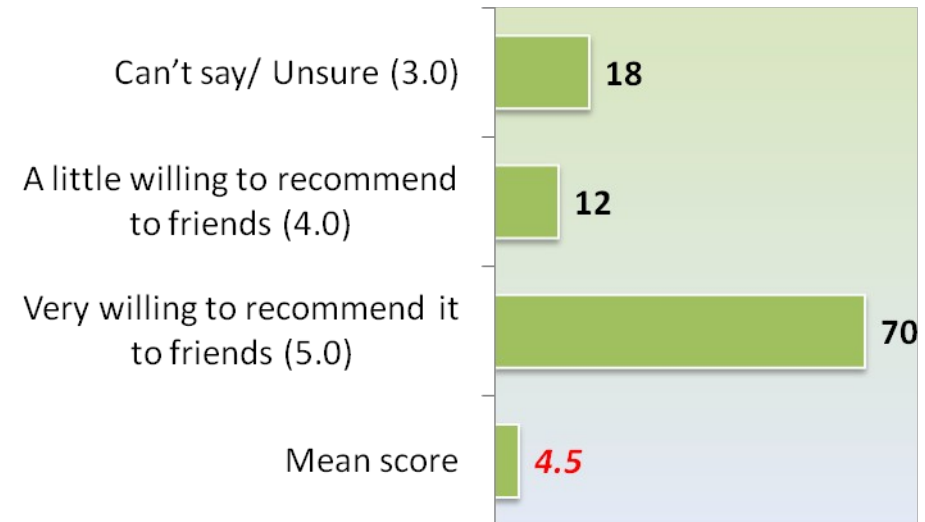


# Perception of the concept ..2

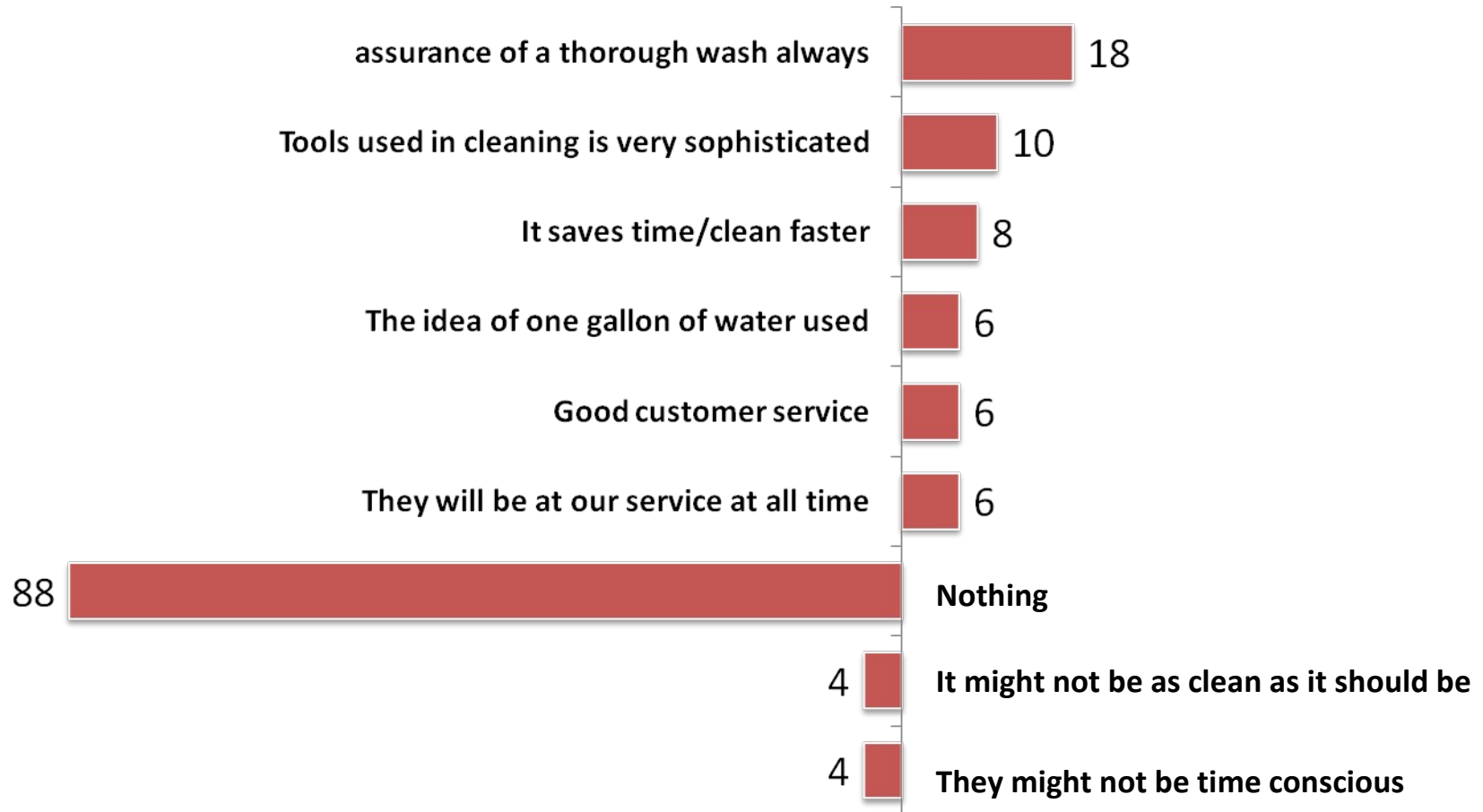
**Overall Appeal:** taking everything into consideration, how appealing would you say this service is to you?



How willing will you be to recommend this service to your friends?

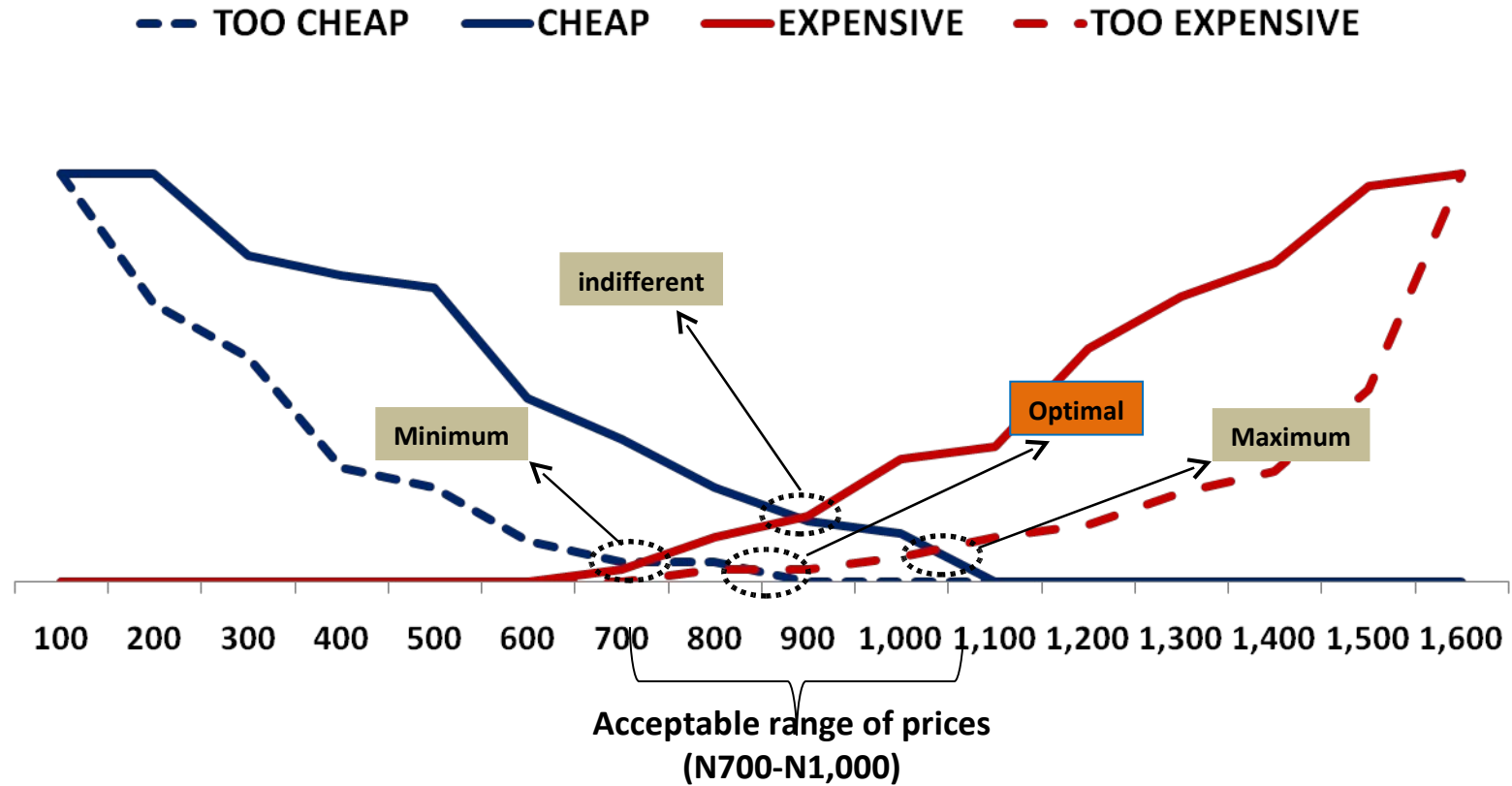


# Likes/Dislikes about the concept

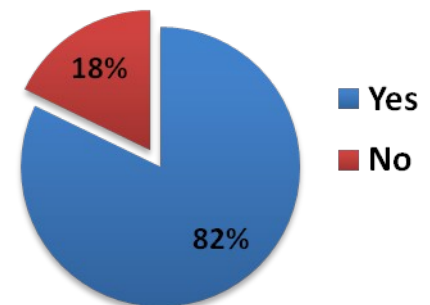


# Price sensitivity meter

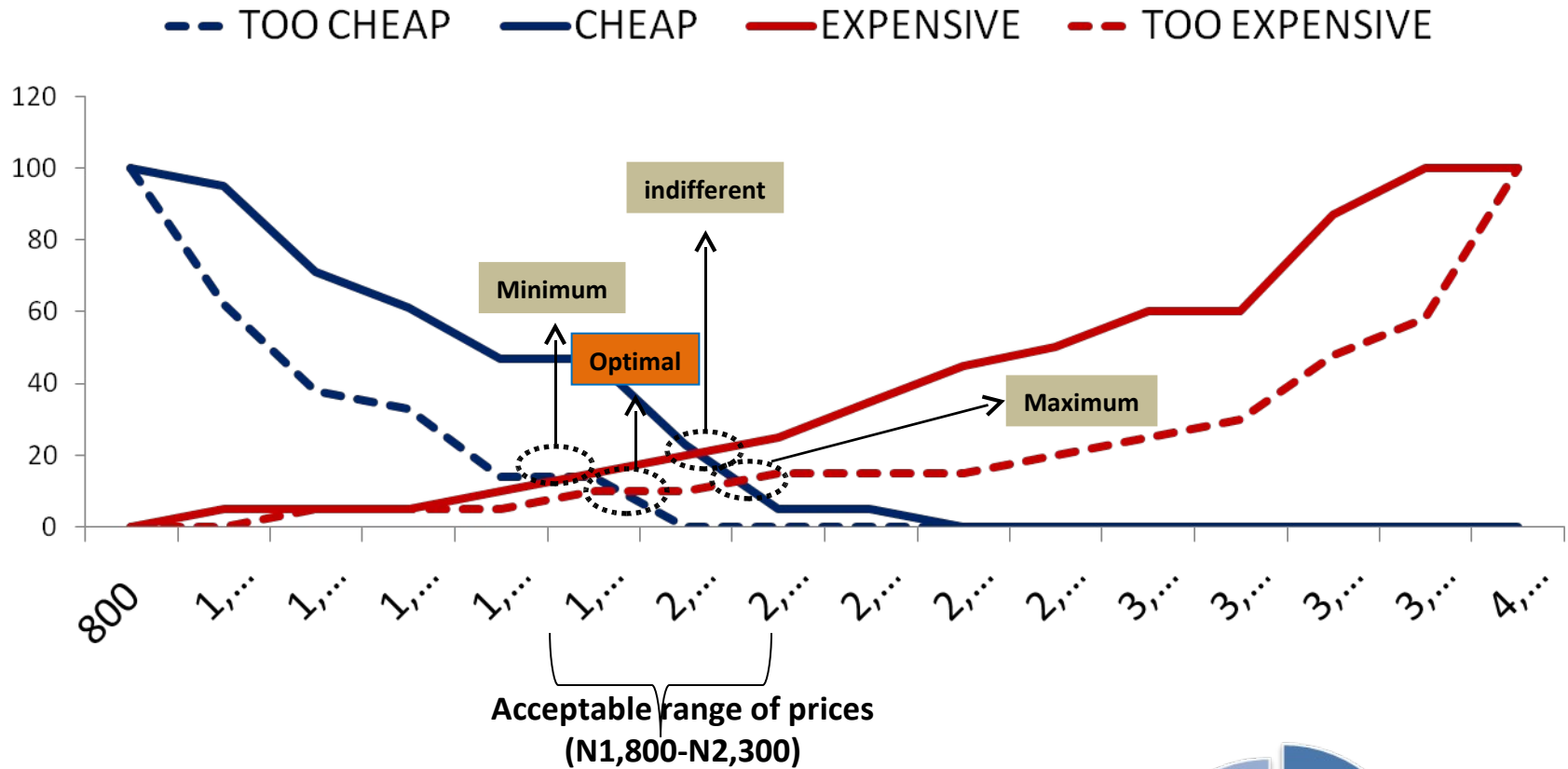
# Bronze Valet: Saloon



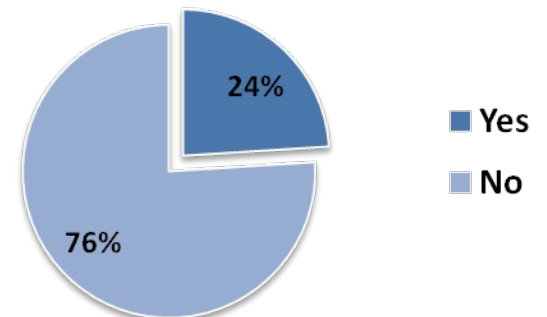
If services were to go for: SALOON- N1,000, will you go for it?



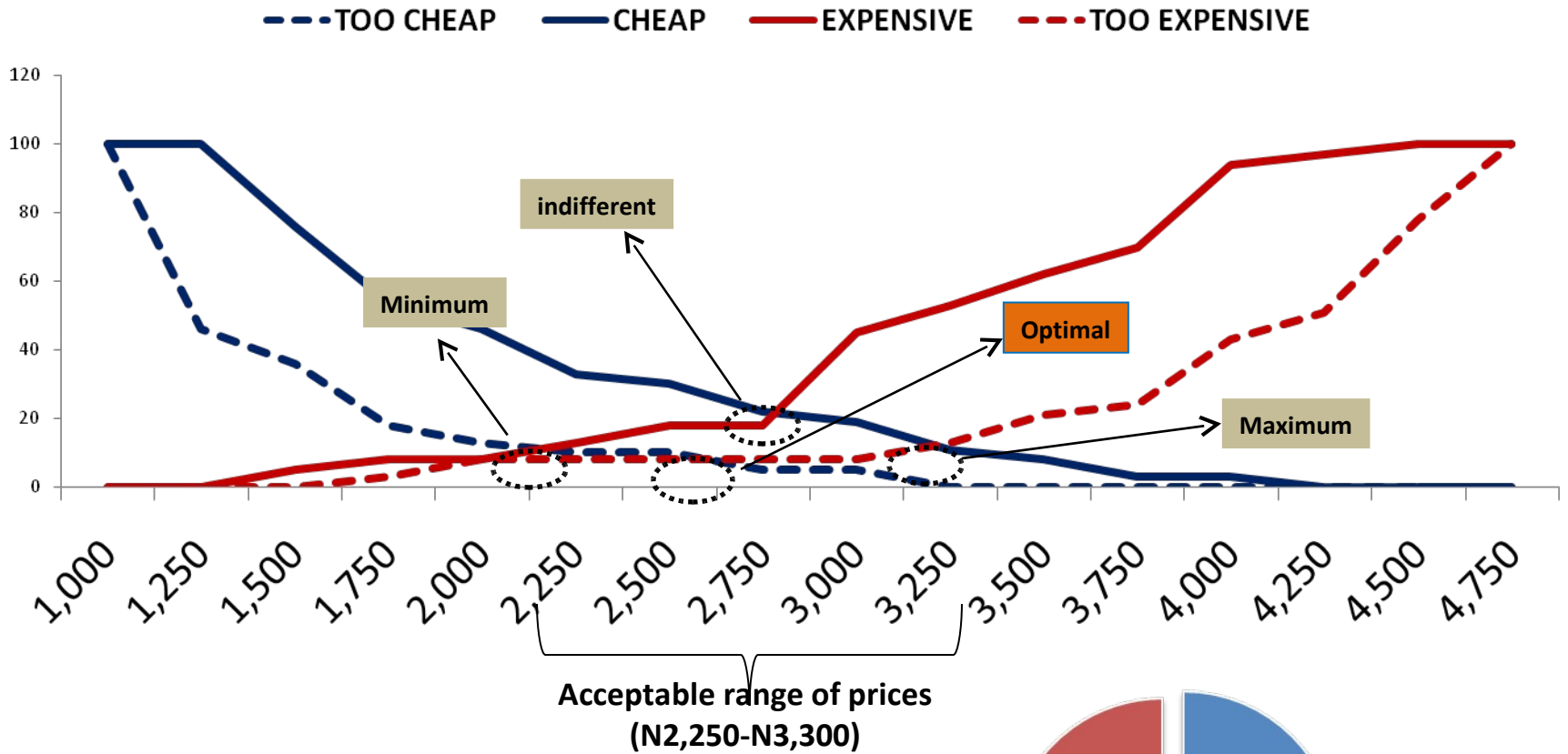
# Silver Valet: SUV



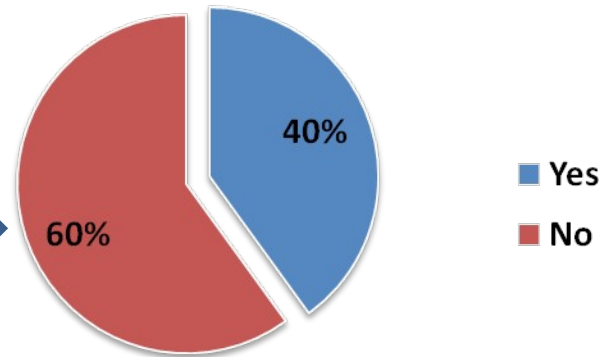
If services were to go for: SUV- N4,000, will you go for it?



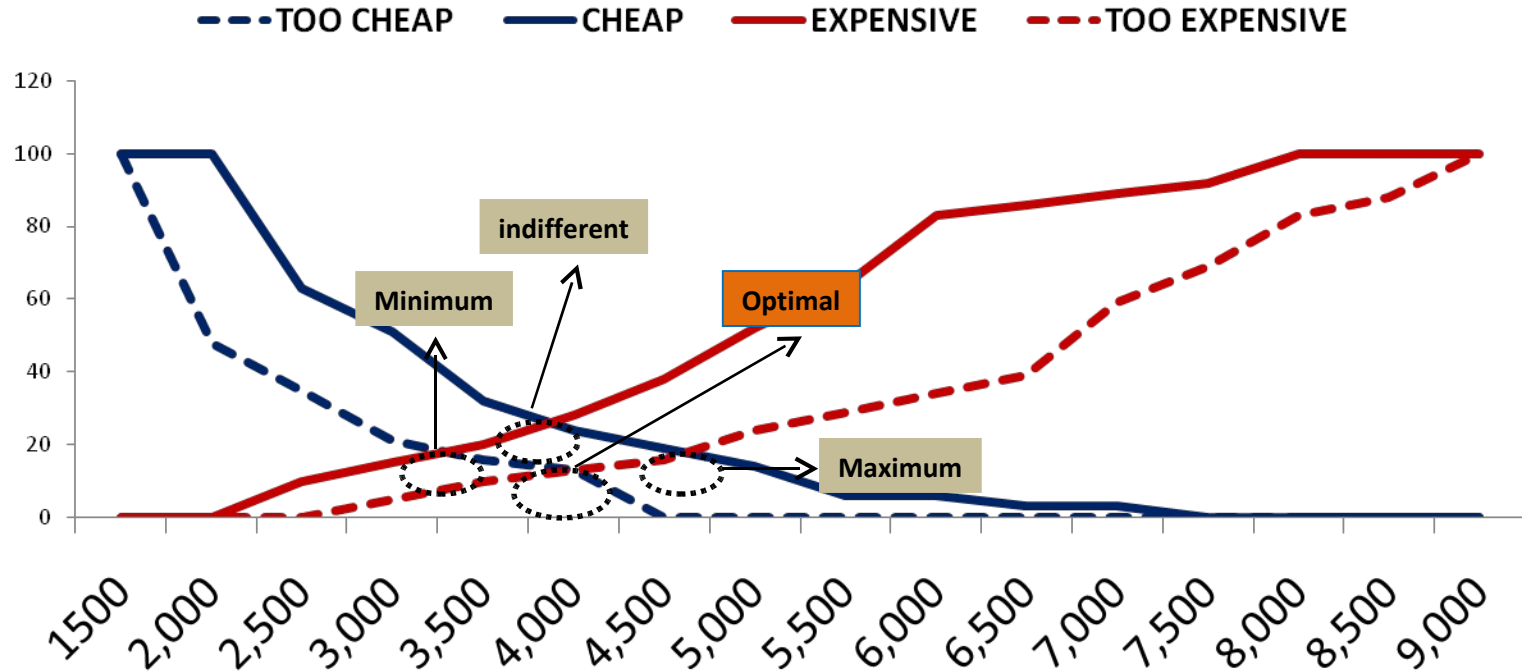
# Gold Valet: Saloon



If services were to go for: SALOON- N5,000, will you go for it?



# Platinum Valet: Saloon



Acceptable range of prices  
(N3,500-N4,700)

If services were to go for: SALOON- N8,000, will you go for it?

