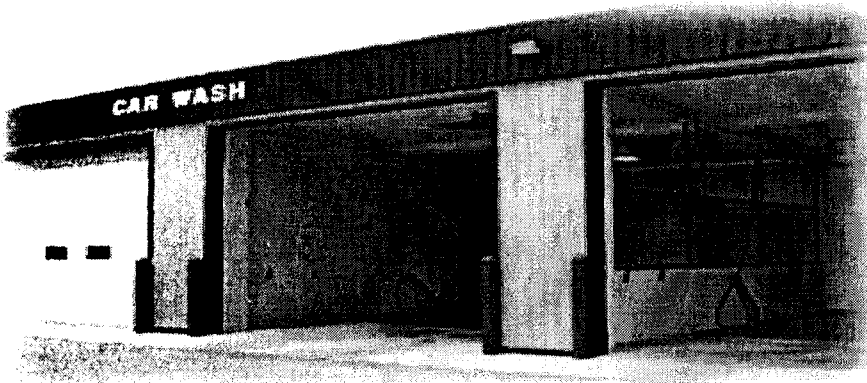


# Shillong College

*A project submitted in partial fulfillment of the requirement for the degree of Bachelor of Business Administration of Shillong College India.*



*Submitted by: Dehun Pdang*

*Roll No: B1300048*

*Final Year BBA*

*Batch No: (14-15)*

## ACKNOWLEDGEMENT

*First of all my thanks goes to our Heavenly Father who has given me an abundant of knowledge to complete this project because with His blessing I have received a great help form Him.*

*Secondly my sincerity goes to our B.B.A. professors Ms W.C.K Sohliya and also to Mr Tobalynti Tiewsoh under there guidance I have been able to finish this project successfully and who have also given me this opportunity in future to choose a career in Entrepreneurship.*

*And lastly I would like to thank my family members and friends who have supported me in doing this project successfully.*

## METHODOLOGIES ADOPTED

Teachers and friends are the one who guide us in how to prepare and compile a project. Except my teachers and friends, there are also other things which help me a lot in giving the required information. I get much information in doing the project from so many marketing books. I had to search in internet also for some topics. Some useful information, I also got it from newspaper, some articles and magazines. Lastly, senior students also showed me the direction in doing the project.

## CONTENTS

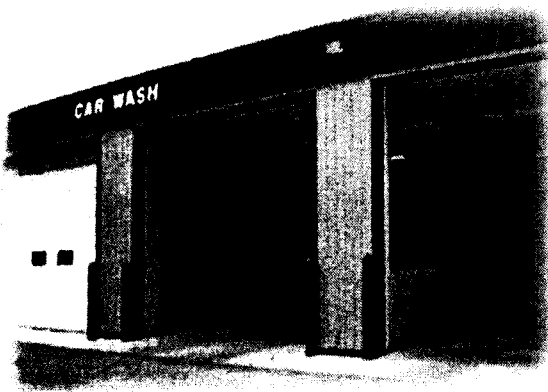
1. *Introduction*
2. *Segmenting, targeting, positioning (STP)*
3. *Strategic overview*
4. *Internal environment*
5. *Political, economic, social, technological (PEST)*
6. *Strength, weaknesses, opportunities, threats  
(SWOT)*
7. *Porter 5 forces model*
8. *Marketing mixes (7 P's)*
9. *Capital cost structure*
10. *Conclusion*

# Introduction

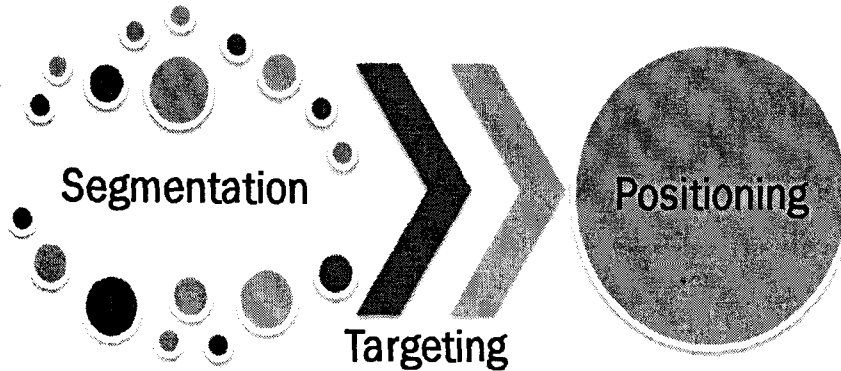
The project that I want to start up is a Car Wash Station located at Mawryngkneng village. In which through my research I have notice that the village doesn't have sophisticated equipment which would attract the customers towards them. In which they go through huge amount of unemployment in this village and land up in being in a poverty line.

This project has to bear a big financial support form the State Bank of India, Mawryngkneng and the local should also support this project which would be very helpful from them.

The name I have given to my project is "R & R" Car Wash Station.



## The STP Process



## GEOGRAPHIC ENVIRONMENT:

**Location:** Mawrykneng,  
National Highway 44  
East Khasi Hills Dist.  
Meghalaya- 793021

**Density:** Rural area,  
Population: 10,000 + ( as per last census)

**Climate:** Moderate

## **DEMOGRAPHC ENVIRONMENT:**

**Age:** 18+ ( with an appropriate Driving License)

**Gender:** Both (Male / Female)

**Income:** Low / Middle / High income groups

**Occupation:** Unemployed, farmers, students, retired,  
Businessman, officers and others too.

**Language:** Khasi, Jaintia, Hindi, English

## **PSYCHOGRAPHIC ENVIRONMENT:**

**Lifestyle:** Developed

**Social Class:** Lower class / Middle class / Working  
class/ Upper class.

**Personality:** Gregarious

## **BEHAVIOURAL ENVIRONMENT:**

**Occasions:** Regular / Non-regular

**User Status:** Regular users

**User Rates:** light / medium / heavy users



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Our target is specifically a Mass-marketing to cater the common needs of costumers rather than on what is their difference, our target would be the local customers in the region who owns or rents four wheeler vehicles and some other rural areas like Puriang, Jowai and the nearby villages.

Also those regular travelers form inner or outer part of Meghalaya who pass through the National Highway.



# **POSITIONING MARKET**

**Positioning image:**

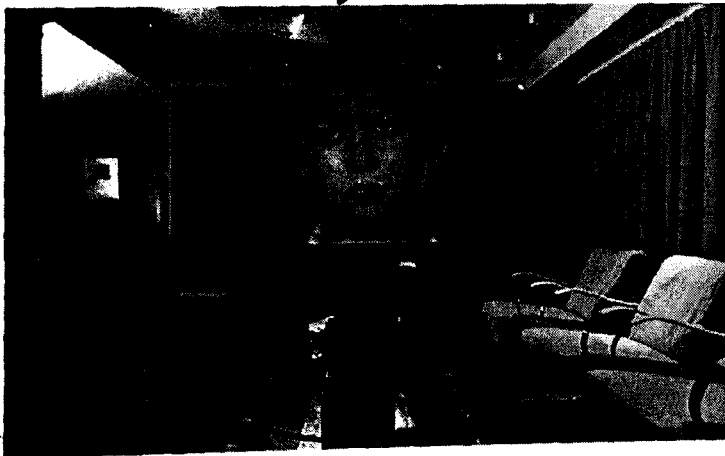


Car Wash Station

**Positioning service:** will make your wheel neat and shinny



**Positioning by feature:** cozy room with a large T.V. screen for your comfort



**Positioning employee:** experience workers

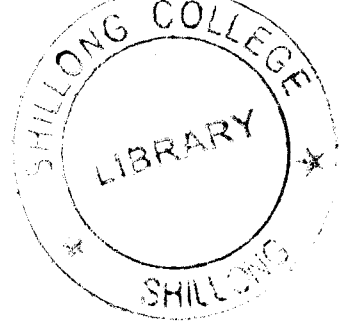
**Positioning timing:** 9 am – 7 pm (Sunday closed)

## **STRATEGIC OVERVIEW**

**Value:** The value system of the owner and those at the helm of affairs has important bearing on the choice of business, the mission and objective of the business firm, business policy and practices. It is a widely acknowledge fact to the extent in which the value system is share by all in the business firm is an important factor contributing to success.

### **Mission:**

- i)** To position “ **R & R** ” Car Wash Station as the most preferred wash station in and around Mawryngkneng.
- ii)** To build customer relationship.
- iii)** To increase wealth- maximisation.



## **Objective:**

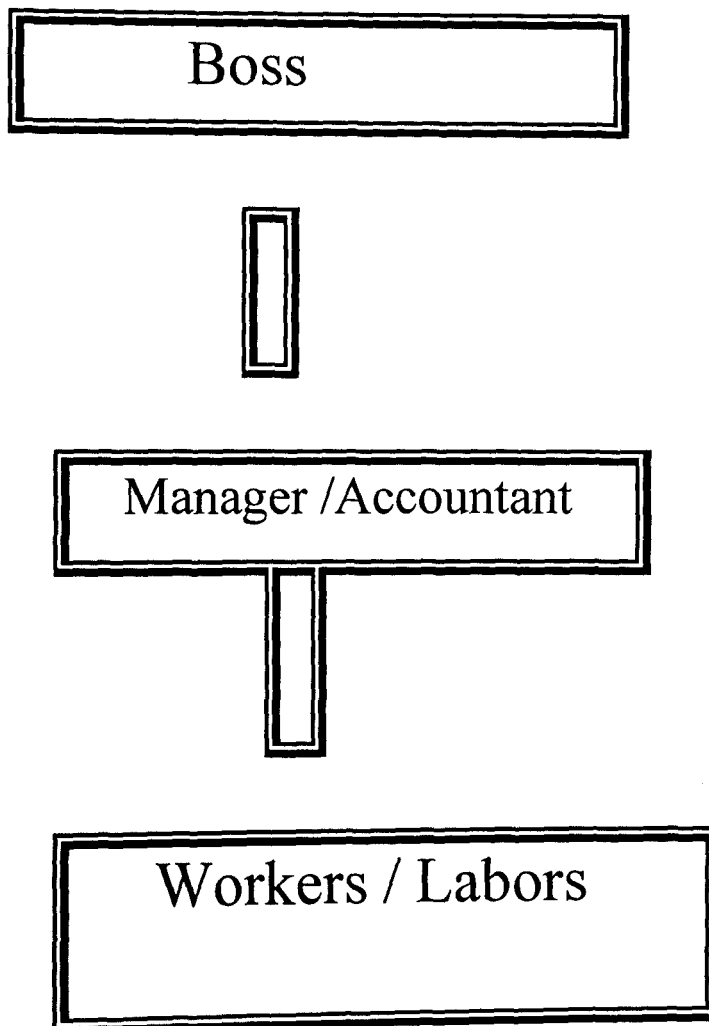
- i)** To provide employment opportunity for the local residents of Mawryngkneng.
- ii)** To clear the outstanding loan by 2 and half year.
- iii)** To provide customer satisfaction
- iv)** To achieve my mission statement

## **Vision:**

- i)** To provide a convenient service to the customers
- ii)** To bring up new sophisticated technologies to Meghalaya
- iii)** To expand the station in all activities.

## INTERNAL ENVIRONMENT

Structure: it does not have any kind of organizational structure but have just a simple structure



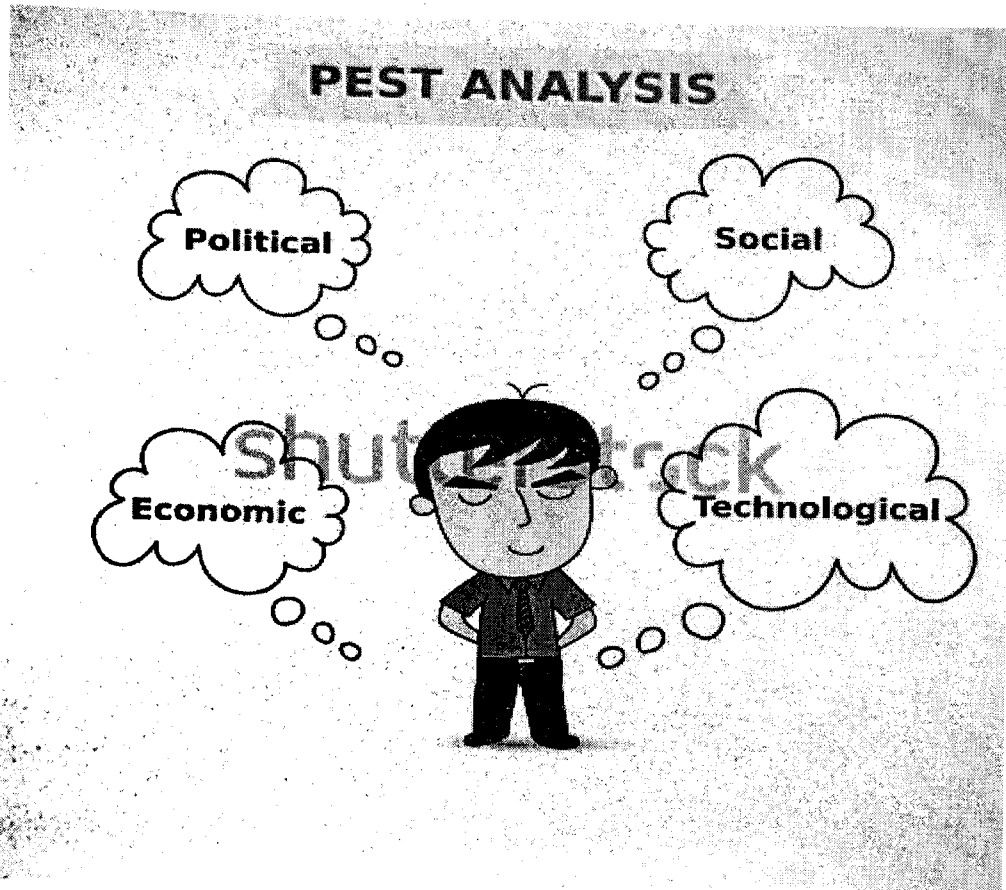


### **Resources:**

- i. Water is the main resource and as per my analysis there enormous amount of water availability in Mawryngkneng.
- ii. Electricity supply is adequate but it can be hampered by load-shedding
- iii. Availability of skilled labors with a good experience in washing vehicles.

### **Cultures:**

- i. Belief – I belief that my business has a great potential of running smoothly within this region.
- ii. Expectation- I expect to achieve customer retention of my car wash station and build goodwill.
- iii. Value- Is giving the best service for long term business.



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## **Political Factors:**

- i)** Permission or a No Objection Certificate from the local authority and district council for operating business.

- ii) Registration with the local headman of the village like policy, rules and regulations which are been followed in the village.
- iii) It is mandatory to bear charges on taxes and electricity bill and other outstanding expenses too.

### **Economical Factors:**

- i) To provide employment opportunity for young fresh bloods with adequate skills and knowledge about the equipments they are to use in the station.
- ii) High growth rate of the economy plays an important for the business, it also means that the purchasing power of the customer will increase due to high disposable income.
- iii) High rate of inflation would mean slower economic growth and rising interest rate with high inflation



investment planning would be i.e. when the business isn't able to predict its expected rate return from the investment which would hamper the business.

- iv) Instability in the economy due to an unstable political conditions in the country straightly affects the effectiveness of the business.

### **Socio-cultural Factors:**

- i) Language: Khasi is the official language in Meghalaya. Therefore to Jaintia, English and Hindi is also valuable for communicating with other tribes of Meghalaya and also Non-tribal too.
- ii) Income/ Wage distribution: Wage will be given on a weekly basis for the workers (1,500 per week) and income for the manager/accountant would be given on a monthly basis

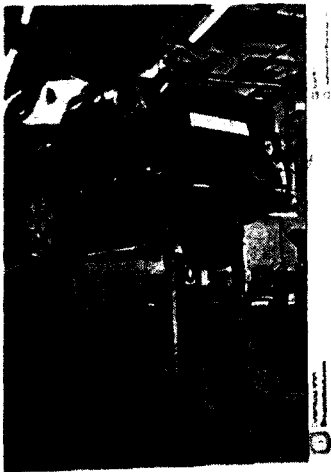


( 12,000 pm) and incentive would be awarded for the best worker of the month and for over-time workers too.

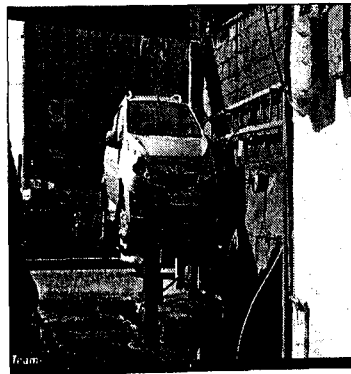
- iii) Proper drainage system for disposal of waste.

### **Technological Factors:**

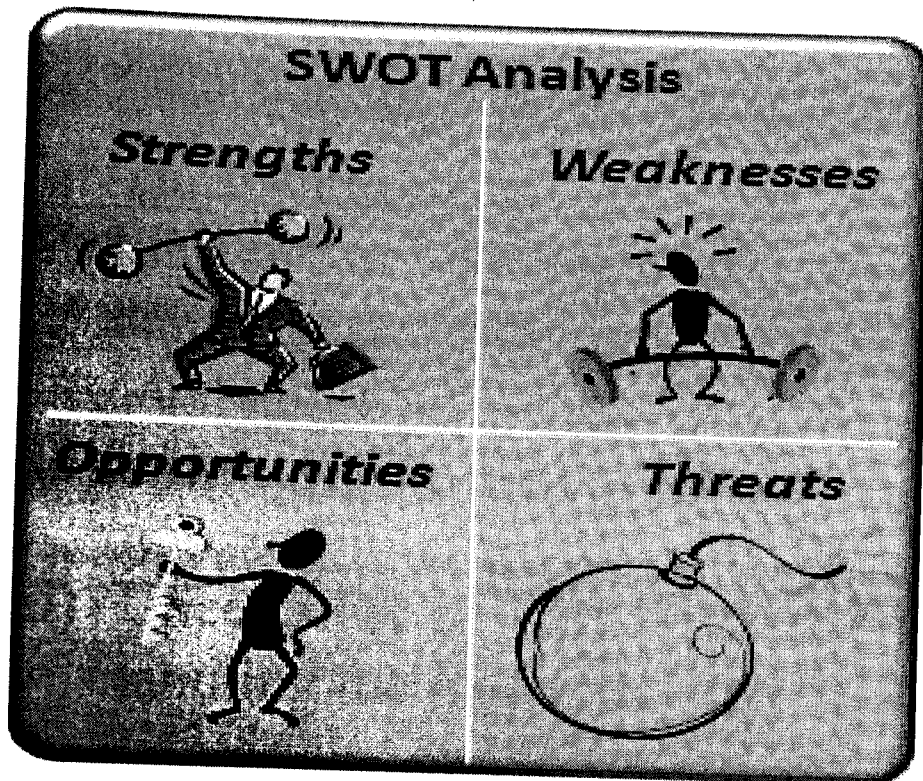
- i) Generator been installed for uncertainty of load-shedding in Mawryngkneng.
- ii) Hydraulic lift and a two post elevator been installed for cleaning the dirt of a vehicle from the bottom part



**Two post elevator**



**Hydraulic lift**



**Internal Strength:**

- i)** Hand wash is safer than machine (personal touching)
- ii)** Easy availability of man power.
- iii)** Low start up cost.
- iv)** No extensive training required.
- v)** Equipments are easily obtainable.
- vi)** Availability of water supply.
- vii)** Flexible working hours.

### **Internal Weakness:**

- i)** Majority of vehicles would prefer doing there servicing from the company's workshop.
- ii)** Self servicing at home itself which is more economize.
- iii)** Uncertainty of workers skilled in handling the machine.
- iv)** Petty issues on the wage distribution.

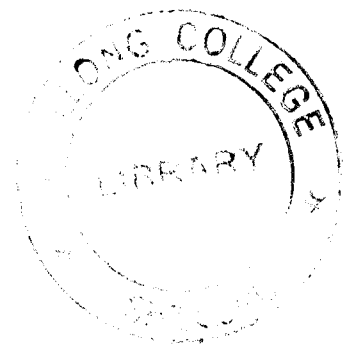
### **External Opportunity:**

- i)** Due to the pathetic conditions of roadways more customer would like to have a car wash before reaching their destination.
- ii)** Flexible working hours
- iii)** No direct competitor within the village

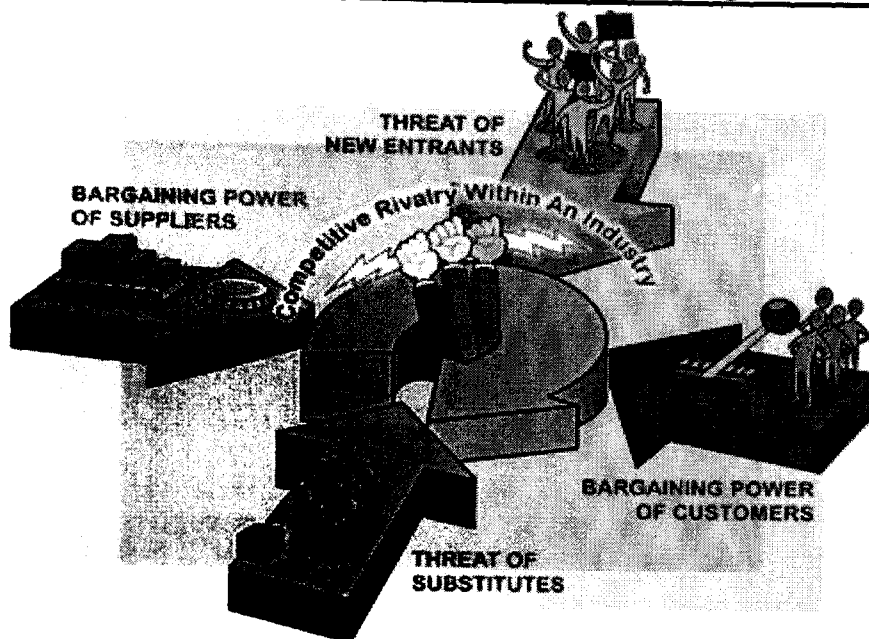
- iv)** Better equipment been used for making a vehicle more better to give in for a car wash station rather than doing it by themselves.

**External Threat:**

- i)** Business can be largely affected due to curfews and banns within the state.
- ii)** Future potential changes in water restriction or water available for the business
- iii)** Business model can be easily replicated by competitors.
- iv)** Changes in the attitude of the customers towards the business.



# Porter's Five Forces Model



## Threat of new entrants:

With the entry of new car wash station with new and sophisticated technologies would hamper the business in order to get rid of such constrains I should concentrate on building a goodwill of my business and to develop a friendly relationship with my customers by providing them with Free of

cost car wash after they have completed a 5-6 times of car wash in my station.

**Rivalry among existing firms:**

Rivalry would indeed be crucial, as there are lots of local car wash station in this area, due to which I have to come up with a better marketing strategy like pricing, service and the image of my car wash station so that existing firms would face difficulty in initiating my strategies.

**Threat of substitutes:**

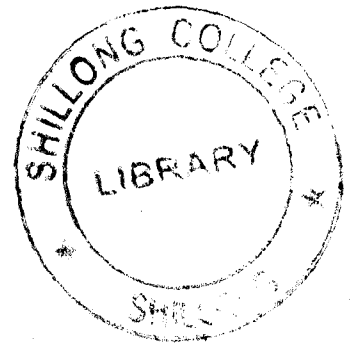
Threat of substitutes is mainly high between customer. To cater this threat I should make new innovations in my station so that customers would recognized the service differentiation between my car wash station and my competitors.

### **Bargaining power of suppliers:**

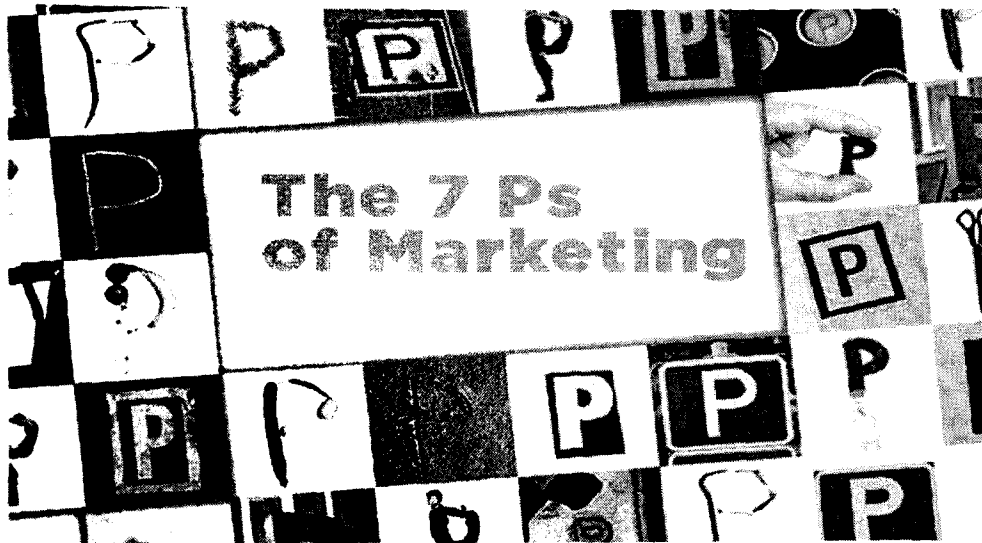
The bargaining power of supplier is also known as the market of inputs. To tackle the bargaining power of supplier I should pamper my supplier by giving commission or by giving about his desires, so that I would build an intimacy and asked discounts of the inputs I acquired form him/her.

### **Bargaining power of buyer:**

The bargaining power of buyer is also described as market of output. To tackle power of buyer I should implement “Happy Hour” for my prestige customers by giving them discount or free of cost car wash service after they have completed servicing in my station around 5-6 times and also providing free gift vouchers.



# Marketing Mix



**Product:** The products which will be used for servicing vehicle are:



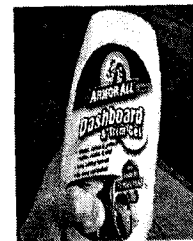
**Towel**



**Car Polish**

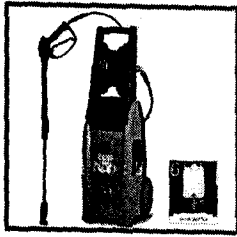


**Car Duster**

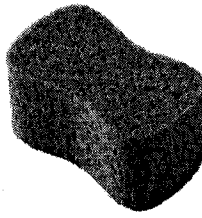


**Dashboard cleaner**





High pressure pumps

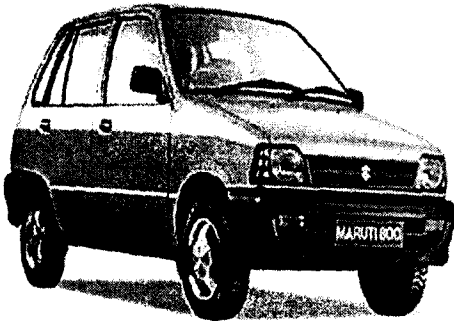


Sponge



Bucket & brush

**Price:** Pricing has been consistent on different vehicles:



Maruti 800 = \$ 2



Maruti Alto = \$ 3



Maruti Zen = \$ 2.5



Maruti A-star = \$ 4



Maruti Ritz = \$ 4.5



Maruti Swift = \$ 5



**Maruti Gypsy = \$ 5**



**TATA Indica = \$ 3.5**



**TATA Sumo = \$ 4.7**



**TATA Safari = \$ 6.2**



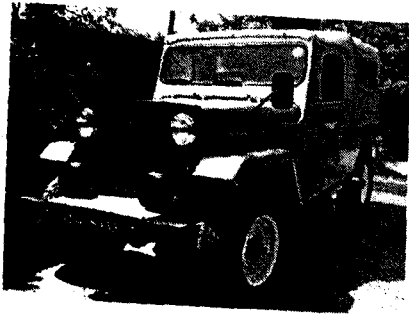
**Chevrolet Beat = \$ 5**



**Chevrolet Cruze = \$ 6.2**



**Hyundai i10 = \$ 4**



**Mahindra Jeep = \$ 2.5**



**Mahindra Scorpio = \$ 6.5**



**Hyundai Verna = \$ 6.2**



**TATA Nano = \$ 2**

**Hyundai i20 = \$ 4.7**



**Mahindra Bolero = \$ 6.5**



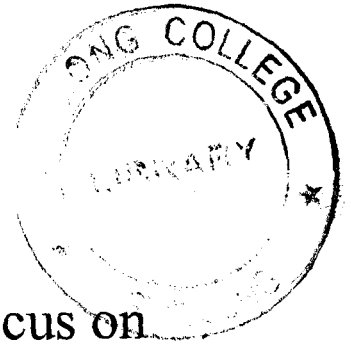
**Chevrolet Sail = \$ 4.2**



**Logan = \$ 5.7**



**Mahindra Thar = \$ 3.9**



**Promotion:** Promotion is primarily focus on mass communication via local channels and newspapers like:

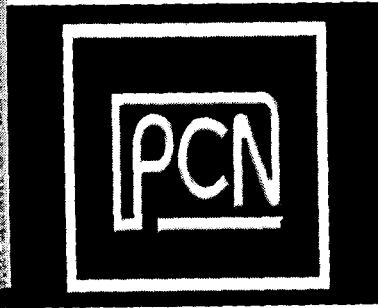
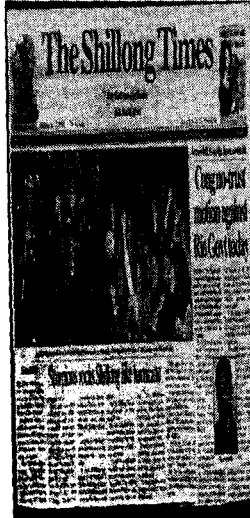
**Mawphor**

**Kiew ha janglon hi Kiyemah be amna ha akhor ha Jyia**

... ..

**Kiew ha janglon hi Kiyemah**

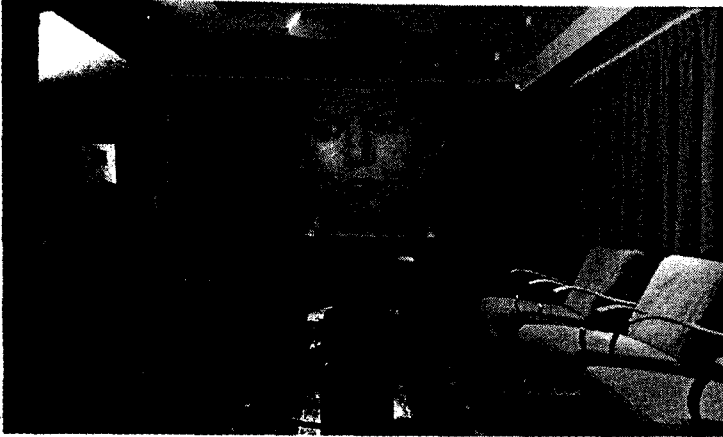
... ..



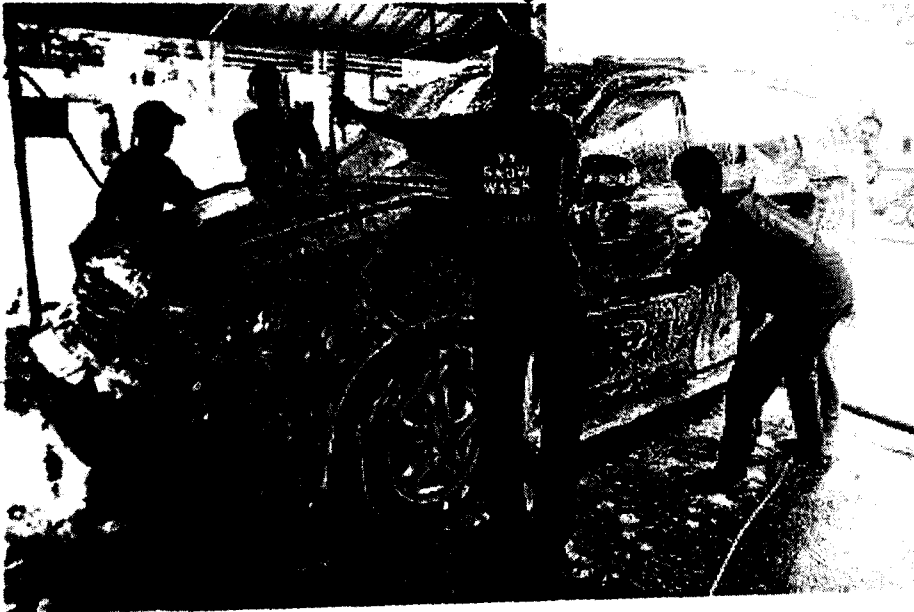
**Place:** R&R Car Wash Station is situated at Mawryngkneng, East Khasi Hills Dist, on the route of National Highway 44 from Shillong – Jowai; the distance from Shillong is only 36kms and is the main area for travelers to have a car wash before reaching their destination.

**Physical Evidence:**

\* cozy room with large T.V. screen for their comfort



\* 4 workers would do their job in a single vehicle for fast delivery

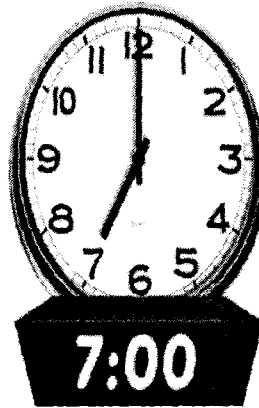
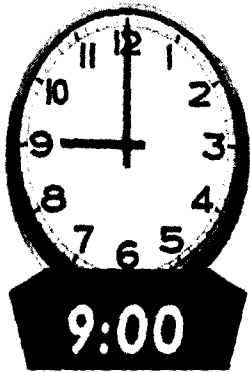


**People:** The workers can also work without any educational qualification but they should have well about the machine they are to handle. On top of that the accountant should have the basic general knowledge about how to make entries in Books of Account. An they should know what the customer needs and wants for their satisfaction.

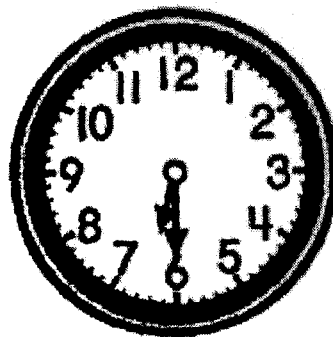
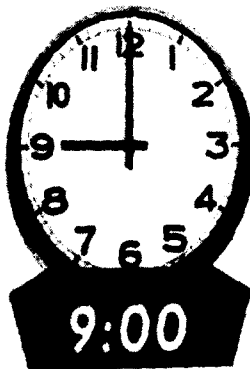


**Process: Timing for working hours**

**Summer Season: Mon – Sat**



**Winter Season: Mon – Sat**



## **Capital cost for the project:**

**Investment:** Total investment for the project is Rs 30 lakh only.

Land and Building	15,00,000
Servicing place	4,00,000
Equipments	360,000
Advertising	300,000
No of workers:	
12no of car washer 12x4500	
1no of security guard=4000	
1no of cleaner keeping= 4500	80,500
Miscellaneous expenses	3,59,500
<b>Total Cost</b>	<b>30,00,000</b>

## **Means of finance:**

Loan from the bank = Rs 14 lacs

Cash in hand = Rs 16 lacs



## **Conclusion**

By analyzing and evaluating about my new business I have come up with a conclusion that this type of business is important for citizens who pass through the National Highway 44 frequently and for those who are hygienic towards cleanliness and also most important factor is it would be an employment opportunity for local people to be employed and at least they could earn their bread and butter for their livelihood