

IS title: CM Car Wash Business Plan
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Degree: Master Business of Administration
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ABSTRACT

CM Car Wash intend to provide car wash service with high quality and responsiveness CM Car Wash is car wash service that provide both in-house service and delivery service. Mr. Walunchai has the idea to create CM Car Wash project because he found the problem in car wash industrial and those problem will turn into opportunity of CM Car Wash. CM Car Wash will position themselves as premium steam car wash service with reasonable price. The target group of CM Car Wash are people who live in condominium and Apartment because they can't wash their car by themselves. CM Car Wash will offer high quality of service with less time consumed than normal car wash CM Car Wash will start their business within Prakanong area and expend their business to clover all area in Bangkok. In the future CM Car Wash will provide one stop service to their customer by adding more service such as Engine Steam clean, Leather Cleaning & treatment, Carpet Cleaning and Wax

Keyword: car wash, Optima steamer, delivery service, in-house service, steam car wash