THE CAR WASH INDUSTRY

The Car Wash and Auto Detailing industry has experienced steady growth over the five years to 2018, as the economy continued to grow and industry operators reaped the benefits of rising employment and per capita disposable income. Severe drops in oil prices during a majority of the five-year period have also encouraged more consumers to hit the road, as lower gas prices translated to a greater amount of car use. As a result, consumers were more likely to purchase discretionary services, such as car washes and auto detailing. Over the five years to 2018, revenue is anticipated to increase at an annualized rate of 3.6% to $11.4 billion. Continued growth in per capita disposable income will boost industry revenue.

Over the past five years, the Car Wash & Auto Detailing in the US industry has grown by 3.6% to reach revenue of $11bn in 2018. In the same timeframe, the number of businesses has grown by 1.6% and the number of employees has grown by 2.8%.

Americans drive more than 253 Million cars on the road. More than half get their cars washed professionally on a regular basis, and this percentage is growing. In South Carolina, it boost of 3.6million **registered automobiles in 2016. If half of this number get their cars washed professionally, it then shows a market of huge potential to be tapped.**

**The industry is exposed to the following threats and opportunities:**

* Rising gas prices typically encourage consumers to carpool or use public transportation, reducing demand for industry services. Furthermore, as gas prices climb, consumers' disposable incomes fall, reducing their ability to spend on discretionary services such as car washes. The world price of crude oil is expected to increase in 2018, posing a potential threat to the industry.
* Demand for car wash and detailing services depends on the level of per capita disposable income because these services are generally considered discretionary. Growth in disposable income boosts discretionary spending and demand for industry services. Per capita disposable income is expected to increase in 2018, representing a potential opportunity for the industry.

CHARLESTON SOUTH CAROLINA CAR WASH APP MARKET

There are only but a very few car wash apps in Charleston. The car wash apps seem to be a relatively new project in Charleston and round the country as a whole. The very few car wash app around are with limited features. Only a few companies have apps with which most are customized only to their service offering.

Though there are a few car wash apps around the country, they seem not to have a very strong presence in South Carolina as a whole.

The few available apps in the South Carolina market are offering mostly Cash rewards and easy payment systems, paying less attention on booking system and other features which could be of benefit to consumers. The main idea about these apps in the South Carolina market are mainly for customer retention.

CHALLENGES FACING CAR WASH BUSINESSES

**Car wash businesses struggle to engage customers in a meaningful way that commands their attention -** 79% of people 18-44 have their smartphones with them 22 hours a day.  A study found that 44% of consumers would like brands to deliver deals and coupons to their mobile devices. Most car wash business need to be interacting with your customers on their cell phones, Unfortunately, only a few percentage of them have mobile app to serve their customers.

**Time and Booking Challenge:** It seems people are always on the go these days. As a result, they expect fast service from the businesses with which they interact, whether it’s the grocery store, dry cleaners, bank, fast food restaurant or carwash.

Today’s customer wants to buy time, so carwash services have shifted to meet that demand, what once was a lengthy full-serve carwash service is now a five-minute or less express wash. Simply put, quick turnaround and less waiting time is what customers want. If a car wash cycle takes too long, they will drive customers away.

**Professionalism:** With less time and more money, customers look for convenience in taking care of their everyday wants and needs. More and more are opting to use a professional carwash service than clean their vehicles themselves.

MARKET NEED

The demand for car wash app is strongly tied to the availability of enough car wash businesses and also, quite a considerable figure in the number of people who wash their cars from home. An outlook at the number of Car wash businesses in Charlestown shows encouraging figures being the target market. After an extensive online research, it was discovered that there are more than 50 car wash businesses in the area, excluding those that have no online presence. Not only does this portrays that there is a market, it also shows that the car wash business thrives. Having an app solution for end consumers and business owners to use might just be the way forward in this market.

CONCLUSION

To Build a Car Wash App you need to first define the modules you are going to have. For this you can think from the utility perspective and align it with the service and presentation idea you have. To get it right in the least trials you should be segregating different app resources and bundling similar set of features together to make them belong to a certain role and trait of offering.

Once this is done, define the flow of the app and place all your modules as per the structure of navigation and communication to make them impact on connect with the user. While exploring and reaching these factors always consider your central idea and underlying purpose behind developing the app. And keep the app functionalities and resources validated and served around that. While doing this you can be helped by mobile app Development Company.

Here are a few ideas To Build a Car Wash App should be based on:

* Allowing users to place wash orders
* Track wash orders
* Browse various service packages and server options
* Get the payment done
* Reward system
* Email marketing

FEATURES YOUR CAR WASH APP SHOULD HAVE

* **Hiring Wash Order**:

Customer can choose the package for which they want to opt and can place the order for wash.

* **Location Service and Map:**

Customer can select the location using Map and GPS and can avail the Wash service at their desired location.

* **Notification:**

Technician will be informed through Notification whenever a wash order is engaged or Void

* **Tracking Wash Order:**

Customer can check the status update for their order. They can check whether the Washing Company has received the order, Shipped or done with the order.

* **Perusing Wash technicians:**

One can also browse the best available technician surrounding and can avail the service from the best available technician.

* **Payment Integration:**

Here payment can proceed easily through m-wallet eliminating the need to carry hard cash among us.

* **SMS**:

Customers are notified Via SMS for confirmation or cancellation of any order as well for the Payment procedure.

* **Quality Guarantee:**

Once the Car has availed the services as per the package, we can have a look at the Car condition through Images through which quality of the technician can be assured.