

# DEVILS GARRAGE

**AUTOMOBILE DETAILING & CERAMIC COATING**



## Business Proposal

An Premium & advanced  
Detailing Studio



# SPECIALIZE In



## WASHING

Devils garrage provides, tested and proven, methods of washing a vehicle that delivers the best results.

- **Foam Wash**
- **High Pressure Wash**

## CLEANING

Vehicle cleaning at Devils Garrage is conducted by a soft Microfiber towel. A decontamination process is carried out before engaging certain cleaners for this process.



# SPECIALIZE In



## DETAILING

Detailing brings out a flawless finish to any vehicle paint, glass, rubber, fabric, leather and plastic parts. Each service is crafted to target individual parts of a vehicle for maximum care.



## SKIN RESTORATION

Restores the shine of a vehicle by buffing the vehicle paint and removing contaminants from it

## WHEEL RESTORATION

Restores wheel by removing break-dust, mud and pollutants from it. Adds shine and darkness to it.

## HEADLIGHT RESTORATION

Restores Headlight by removing haze from foggy glasses and rendering them clean and shiny.

# SPECIALIZE In



## CERAMIC COATING

Ceramic coating is an innovation in nano technology. It is based on a liquid polymer that consists of lots of nano particles. When applied to a surface it provides protective properties that may last for years. Ceramic coating is the best known protection for automobile painted surface. It helps prolong its life and provides resistance against many harms. It is required to protect the clear coat from wearing off, extending its life so that a vehicle may not end up being a rust-box.



# BENEFITS OF CERAMIC COATING



- UV RESISTANCE
- WATER RESISTANCE
- GLOSSY PAINT
- MUD REPELLENCE
- SELF-HEALING EFFECT
- RESISTANCE FROM SWIRL MARKS & WATER SPOTS
- PROTECTION FROM MINOR BLEMISHES
- NO MORE GRIME
- BUILDUP THERMAL RESISTANCE
- LESS OR NO MAINTENANCE
- UP TO 5 YEARS OF PAINT PROTECTION
- PROTECTION AGAINST ENVIRONMENTAL FALLOUT





# Requirements



- Space Required - 1200 SQ. FT. (SELF OWNED / LEASED / RENTED )
- Power supply & Water supply Mandatory
- The franchisee shall share 2 % on the Net sales
- A franchise agreement will be formed for a minimum of 2.5 Years(30 months)
- A franchise has to maintain a minimum stock target of Rs. 25,000\*\* per month which includes ceramic coating & Restoration materials

# INVESTMENT BREAKOUT



The investment of **3.99 lacs** has been bifurcated into the following major categories

List	Pricing
Training	<b>45000 /-</b>
Equiment	<b>100000 /-</b>
Products	<b>100000 /-</b>
Materials & accessories	<b>45000 /-</b>
Digital Marketing(1 year)	<b>60000/-</b>
Franchise Fee	<b>49999 /-</b>

\*additional tax will be included

# Training



Devils Garage encourage regular training sessions to reach the maximum level of efficiency, professionalism and expertise. An onsite training is conducted to ensure that the process laid out by Devils Garage is performed in accordance with the required techniques and equipment. The training involves: **TRAINING MARKETING** We use extensive marketing to popularize our product and create a semblance of our brand name in people's minds. We provide digital marketing for the franchise, an option any franchise can choose to enroll in. Our marketing program will offer franchise with:

- 1) **THEORY OF THE WHOLE PROCESS**
- 2) **IN-DEPTH DETAILS OF EQUIPMENT**
- 3) **USE PRACTICE WITH EQUIPMENT**
- 4) **TECHNIQUES & METHODS**
- 5) **APPLICATION OF CERAMIC COATING**