

# ***ADVANCED AUTO-WASH CENTER BASED ON HYPER-PLASMA SURFACE EFFECTS***



## **MAIN PRODUCT:**

**SERVICE** for public - the environmentally friendly washing the car and other vehicles with extremely long clean keeping surface effects with purpose to save water and environment.

**With ALL-in-ONE Engine Performance Upgrading.**

# ***WHAT IS THE PLAN***



## **PLAN A**

To offer a wash service by using a HyperPlasma effect, that is protecting paint surface from destroy and keep clean surface without often wash. (this is our own development and know how) – The car need only one time apply the HyperPlasma wash to get the extremely clean and nice look for guaranty 5 years. Washing may be apply later too, but only for support of the effect Normally car don't need it.

## **PLAN B**



Beside this service, this **ORIGINAL-FRANCHISE CENTRE** will offer a special engine, gear-box and car battery upgrading program (service) to keep the technical characteristic up on top for **over 200'000 km**, new like effect, without aging of the mechanical characteristics

That make the maintenance of the car clearly cheaper and offer fuel saving effect.

# ***Long-term Strategy***

- ➔ Reduce or even eliminate totally the water use in the wash process;
- ➔ Offering the All-in-One car service on-road and in shopping centers, near to customers main traffic, the CERVICE include the main engine and gearbox upgrading system that now have no any competition.
- ➔ Perfecting the wash results until the unreachable effects in Malaysia and Worldwide. (the goal is still now possible).
- ➔ Establishing branded franchising partners in over 10 Asian locations.

# ***The Present Situation***

- ➔ There is a product developed, tested and available that allow to create the high market's potentials effects and is up to now competitions-less,
- ➔ Beside this there are a lot of practical experiences in the area of engine and gear-box upgrading for middle class cars and vehicles, like lorry, trucks and basses. This upgrading allow the completely engine performance Restoration up to new and even better-then-new condition; with reducing the maintenance costs for the operating companies or end-users (drivers).
- ➔ We are ready to offer for the FRANCHISING this technique and have all needed tools for it as a franchiser's support.

# Development up to present

- ➔ Development made up to the current situation:  
**! THE WASH-POLISH PRODUCT**



- ➔ Development made up to the current situation:  
**THE OUTLETS DESIGN :**



# Potential Alternatives

→ the alternative strategies:

	Full Service
	Car Park
	Large Vehicle
	Partial
	Specialty

- the **FULL SERVICE** strategy – is a service with full engine and gear-box upgrading, that is the main income for the business Will make the Venture unreachable for the competition!
- **Car park service** is the simple outlet with minimal costs to open the outlet, and is fastest way to get new franchisee join the network.
- **Large vehicles service** is an important aliment of the concept and can generate the serious income for the Venture – just 2<sup>nd</sup> volume beside the MAIN -FULL SERVICE outlet.
- **Partial** is a strategy to get the technology near to consumers and is develop to apply by shopping's malls and entrees, like J.Jusco.

# ***ADVERTISING & PROMOTION***

- ➔ There are still in development the advertising materials like banners, prints and sign boards, - the exactly design must be adjusted and re-edit in cooperation of local PR-specialists.  
Here a sample of the materials:



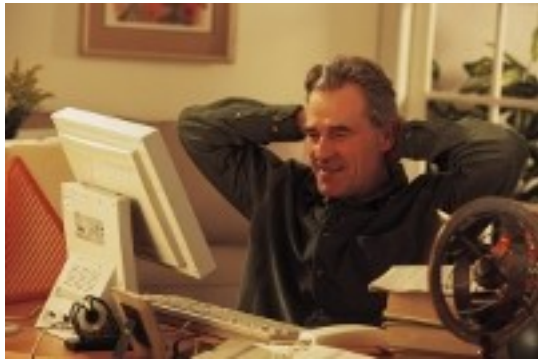


# *Needed Equipment*

- ➔ Air compressor:
- ➔ Snow Wash Tank which connected to Air Compressor to create bubble snow for car wash:
  - Water Jet, Vacuum Cleaner, Water recover.
- ➔ Ideal is the complete wash-street Used or new:



## ➔ THE ONLINE CONTROL AND MANAGEMENT SYSTEM:



The PayOK™ online-controller-system offers full remote access and control so you can manage your car wash center from anywhere - corporate office, home, or while on vacation - just the same as being on location yourself with live cam and online access to a costs, income and spending costs data base.

## ➔ INVESTMENT / WASH-CENTER MAIN UNIT

➔ Building and re-construction:	US\$ 500'000
➔ Equipment and process technique:	US\$ 350'000
➔ Special process materials	US\$ 200'000
➔ Corporate design and imaging:	US\$ 80'000
➔ Copyrights	US\$ 20'000
➔ Energy, water RM2000 Monthly =	US\$ 24'000
➔ Office equipment	US\$ 80'000
➔ Banding, Posters, Sing Boards	US\$ 50'000
➔ 1 <sup>st</sup> year advertizing media	US\$ 100'000
➔ Security stuff/service yearly	US\$ 48'000
➔ Operators workers, 8 workers	US\$ 96'000
➔ Manager RM4000 monthly	US\$ 48'000
➔ Leasing RM5000 month.	US\$ 60'000
➔ Software application development	US\$ 100'000
➔ Legal, fees, lawyers, applications	US\$ 100'000
➔ Transport and transportability	US\$ 100'000
➔ Test and labor equipment	US\$ 200'000
	<b>TOTAL:</b> US\$ 2'156'000
➔ Hedging reserve 50% of RM2'Mill+	US\$ <u>1'080'000</u>
 ➔ INVESTMENT for 1 <sup>st</sup> Year	 US\$ <b>3'236'000</b>



**TOTALLY**

the investment's amount may vary and depended on market location

## ➔ INVESTMENT CAR WASH SMALL 1 UNIT

➔ LOCATION RENTAL  BUILDING :	US\$ 50'000
➔ Equipment and process technique:	US\$ 40'000
➔ Special process materials	US\$ 20'000
➔ License for design and imaging:	US\$ 10'000
➔ Copyrights and trademarks	US\$ 4'000
➔ Energy, water RM2000 Monthly =	US\$ 24'000
➔ Office equipment	US\$ 3'000
➔ Banding, Posters, Sing Boards	US\$ 2'000
➔ 1 <sup>st</sup> year advertizing media	US\$ 5'000
➔ Security stuff/service yearly	US\$ 9'000
➔ Operators workers, 4 workers	US\$ 48'000
➔ Manager RM4000 monthly	US\$ 48'000
➔ Leasing RM1000 month.	US\$ 12'000
➔ Software application development	US\$ 2'000
➔ Legal, fees, lawyers, applications	US\$ 3'000
➔ Transport and transportability	US\$ 5'000
➔ Special equipment	US\$ 20'000
	<hr/>
➔ <b>TOTAL:</b>	US\$ 305'000
➔ Hedging reserve 50% of RM300K+	US\$ <u>150'000</u>
 ➔ INVESTMENT for 1 <sup>st</sup> Year	 US\$ <b>455'000</b>



**TOTALLY**

the investment's amount may vary and depended on market location

## ➔ HOW IS NEW MAIN UNIT LOOKS LIKE



➔ The Competition

➔ A sample of main outlet



## ➔ A SAMPLE OF A MOBILE SMALL UNIT



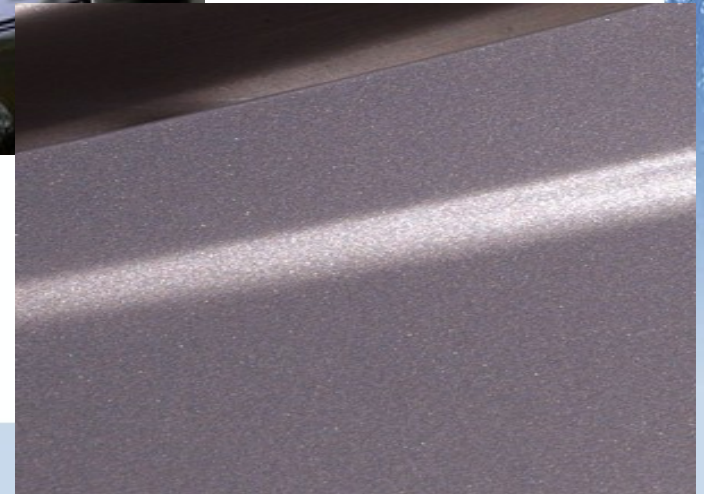
- ➔ AT THE STREET
- ➔ AT THE SHOPPING
- ➔ AT THE PARKING
- ➔ UNDER FLORE
- ➔ AT PETROL STATION
- ➔ AT FOOD CORT

- ➔ THE UNIT IS MOBILE AND IS OPERATING BY 2 or 3 LOW Qualification's OPERATORS and ONE MANGER

## ➔ SAMPLES OF UNIT's OPERATION



- ➔ 10 years old Proton  
a middle class car



## ➔ SAMPLES OF UNIT's OPERATION



➔ WHITE PAINT LEXUS RX350





➔ **TIME IS TICKING – WE YOU LOST MONEY !**



- ➔ **EVERY 30 MIN:**  
one engine upgrading  
in value of RM1000
  
- ➔ **EVERY 20 MIN:**  
one PAINT PROTEC-  
TION SERVICE  
in value of RM 500
  
- ➔ **EVERY 10 MIN:**  
one car WASH  
in value of RM 99

➔ **TIME IS TICKING AND YOU MAY BE THE NEXT**



## **IT's TIME TO MAKE MONEY !**

You're looking for a franchising with an immediately recognizable brand that has a heritage of trust and dependability. Plus, you're looking for a franchisor with an experienced management team that has a solid track record of supporting franchisees. But above all, you're looking for a franchisor that you can trust to help make the most of your investment. Together, we're going to clean up. We're going to let your customers love shine.

### **We'd love to hear from you!**

**At MagicWater Car Wash, we value our customers input. We realize you could have chosen anyone to wash your car and we appreciate the fact that you chose us. Your MagicWater™ team is dedicated to giving you a delightful car wash experience and our support team is dedicated to excellent customer service ' so don't be bashful, we'd love to hear from you – good or bad – we strive to continually improve.**

### **Click here to find a location near you:**

**STORM's Research Laboratories  
LANDWEHR - Sudetenstr. 121  
87600 Kaufbeuren – Bavaria/Germany**

email: [germany@2savepetrol.com](mailto:germany@2savepetrol.com)

Phone contact in Malaysia # + 60 12 4351523  
+ 60 6 2343671