

CARWASH BUSINESS

Performance Reflection Checklist

FINANCIAL PERFORMANCE	YES	LATER	URGENT
Are you tracking your revenue and costs accurately?			
Do you have clear financial goals for growth?			
Are you meeting your profitability targets?			
Have you conducted a pricing analysis in the last 6 months?			
Are you effectively managing overheads (e.g., labour, utilities, equipment)?			
Is your cash flow predictable, or do you face cash flow challenges?			

CUSTOMER SATISFACTION	YES	LATER	URGENT
Do you collect customer feedback regularly?			
Are your customers generally satisfied with the service quality?			
Are there any common complaints that need addressing?			
Do you have a loyalty program to encourage repeat customers?			
How effective is your customer service?			

OPERATIONAL EFFICIENCY	YES	LATER	URGENT
Are you meeting service times or experiencing delays?			
Are your employees adequately trained and motivated?			
Is your equipment up-to-date and functioning at full capacity?			
Are your facilities clean and well-maintained?			
Do you use technology to streamline operations (e.g., booking, payments)?			

MARKETING & BRANDING	YES	LATER	URGENT
Have you established a strong brand presence?			
Are you leveraging social media effectively to attract new customers?			
Do you have seasonal promotions or discounts to attract more business?			
Are you exploring local partnerships (e.g., with other businesses)?			
Is your marketing effort cost-effective?			

ENVIRONMENTAL SUSTAINABILITY	YES	LATER	URGENT
Are you following water conservation practices?			
Are your cleaning products eco-friendly?			
Do you minimize waste in your operations?			
Have you explored solar energy or other green initiatives?			

COMPLIANCE & SAFETY	YES	LATER	URGENT
Are you up-to-date with local regulations?			
Are your workers trained in safety practices?			
Do you have a clear waste disposal policy?			
Are you regularly conducting maintenance checks on equipment for safety?			

Growth Opportunity Identification Checklist

REVENUE GROWTH	YES	LATER	URGENT
Are there new customer segments you could target (e.g., luxury cars, fleet services)?			
Can you introduce higher-value packages or add-ons (e.g., waxing, interior cleaning)?			
Is there room to increase your prices without losing customers?			
Could you expand into mobile car wash services or on-site fleet washing?			
Are there opportunities to offer subscription or membership-based models?			

COST OPTIMIZATION	YES	LATER	URGENT
Can you reduce utility costs (e.g., water, energy)?			
Are there more cost-effective suppliers for cleaning products or equipment?			
Could automation or better equipment reduce labour costs?			
Is your workforce being used as efficiently as possible?			
Are you utilizing inventory management systems to minimize waste?			

CUSTOMER EXPERIENCE	YES	LATER	URGENT
Can you improve the speed and convenience of your services (e.g., online booking, drive-through options)?			
Are there opportunities to introduce customer loyalty programs or referral incentives?			
Could you expand service offerings (e.g., pet hair removal, air fresheners)?			
Are you providing a comfortable waiting area with amenities like Wi-Fi, coffee, etc.?			

MARKETING AND VISIBILITY	YES	LATER	URGENT
Have you considered partnerships with local businesses (e.g., car dealerships, auto repair shops)?			
Could you host community events to increase local engagement and visibility?			
Are you active in local SEO, so customers find you easily online?			
Do you utilize Google My Business to ensure accurate information and reviews?			
Are you running targeted ad campaigns on social media?			

INNOVATION	YES	LATER	URGENT
Can you implement new technology to enhance the car wash experience (e.g., touchless washing systems)?			
Are there innovations in water recycling or energy efficiency you could adopt?			
Are you exploring eco-friendly product lines to attract environmentally conscious customers?			
Could you introduce an app for customer convenience (e.g. scheduling, payment)?			

THESE CHECKLISTS CAN HELP YOU REFLECT ON YOUR CURRENT BUSINESS PERFORMANCE AND IDENTIFY AREAS WHERE OPPORTUNITIES FOR GROWTH AND IMPROVEMENT EXIST. CONTACT US AT THINK ACCOUNTANTS IF YOU NEED MORE ASSISTANCE WITH YOUR BUSINESS OPERATIONS, FINANCIAL MANAGEMENT OR SPECIFIC ACTION PLANS!