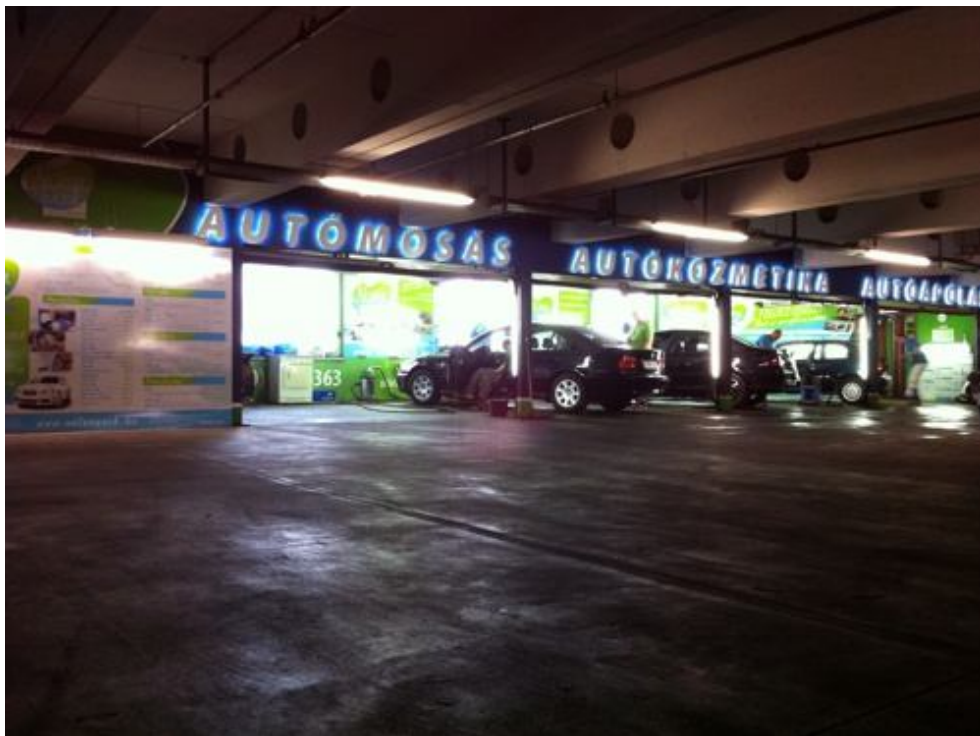


Natur Wash

International marketing
communication and PR

By:

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(HSVXC3)

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History

The owner and founder of Natur Wash, Zoltán Dobránszky is a true entrepreneur by definition. After finishing his sociology studies at the University he has decided to do something completely different and started working for a car washing company for several years before starting his own business. The company was part of a franchise car wash called Sonax. After some misunderstanding he left the franchise and started his new business from scratch.

Since then the company is growing and evolving and he is constantly looking for new ways to expand his business and better ways of marketing. The first shop was established at Budakalasz in 2008, now, in 2012 it has three more premises; Arkad Ors Vezér tere, Arkad Szeged and Asia center, established in 2009, 2011 and 2012 respectively. And negotiations are already in progress to establish one or two additional car washes at new locations.

As Mr. Dobránszky told me: “ I could stop now but I’m still young and enjoy the challenge of this business, I love cars and want to move forward”



Market

There are only two competitors similar to Natur Wash, most of the small car washes are targeting the low-budget segment of the business.

These are mostly set up in the garages of family homes and nearby frequently travelled roads.

The high quality segment of car washing is covered by a couple of businesses that can afford to use the latest technology and have their premises in shopping malls.

The target group consists of mid- or high-value car owners between the age of 30 and 60, 40% male and 60% female.

Marketing

Promotion

There are different ways to reach out to customers. Natur Wash's promotional mix contains a wide variety of methods from passing out brochures to sponsoring wrestling competitions.

Using the PULL strategy to advertise your business with locals the easiest and cheapest way is to pass out leaflets in the surrounding area of your shop, the company had special discounts for those who came in with the flyers.

The employees of the shops in the mall and business owners nearby were also easily accessible potential customers.

Mr. Dobránszky made agreements with local restaurants and coffee shops to advertise each other and give discount coupons to customers. He says that if

someone is able to eat out in restaurants and drink overpriced coffee in coffee shops , that person will certainly be able to get his car cleaned in one of his washes. Okay Italia

Local newspapers and billboards around the car washes.

Radio and TV

The next step of the promotion process is when you appear in car programs in TV and start buying commercial air time for different channels. The first show aired on Sundays at Viasat 3 called Maxmotion. Than the show got a new name and a different channel Story TV will presents a Hungarian racer Borsi Gergely and other celebrities. The Sportverdák (SPORT 1) will also show the car wash while cleaning on of the Hungarian celebrities car.

Rise FM was the radio partner in Budapest and Radio 88 in Szeged. Juventus radio also featured the car was with special free washing promotions.

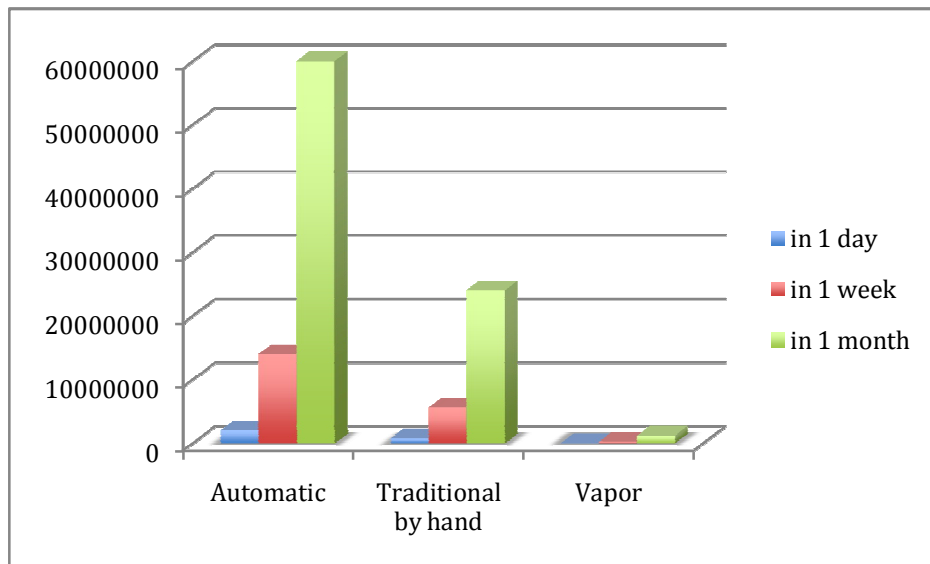
Says Mr. Dobránszky who as an owner deals with the marketing communication as well.

Natur Wash finds market research unnecessary since the best indicator of how successful they are is shown in the monthly numbers.

Natur Wash is always looking for new ways to reach out for more and more costumers, right now station is offering discount coupons to its listeners. Natur Wash sponsors different sports events, radio and TV shows.

Public relations

Natur Wash uses the most environment friendly process to clean the costumers' cars. This is the value added to the good quality service, the company promotes itself on different TV and radio shows where it can reach out for eco friendly costumers. The table below shows the water consumption of the vapor cleaning process compared the “traditional” ones.



Price

As a customer, you can choose from several different discounts displayed on the company's website. The fleet discount for small and medium size businesses, the family discount and special discount for groups. On top of that, loyal customers will get an additional 10% off of their service fees.

When they set the prices they did not want to compete with small, low quality and cheap car washes, but tried to have a cheaper pricing policy than the most expensive car businesses in Budapest. Their goal is to achieve complete satisfaction for the customers in their price range.

Price elasticity

The price elasticity of the company is inelastic, they believe that price increase would result in lower demand. That is the reason why they did not change prices since the company started in 2008. This results in declining revenues year by year due to more expensive gas prices, the increase of the minimum wage and inflation.

Zone pricing is used, Árkád Natur Wash operates with higher "Budapest" prices, Asia center and the other two car washes outside of BP operate with more competitive prices.

Services

At Natur Wash they use a special and rare vapor steam technology for various reasons. First of all it is the most environmental friendly way of cleaning your car, whereas regular car wash consumes 80 liters/car and automatic car wash 200 liters/car, vapor steam does a better job with only 5 liters/car consumption.

There are four packages that a customer can choose from, the basic cleaning includes in and outside cleaning, on top of this the extra package includes waxing and smooth cleaning. The two premium packages include premium waxing (MAXOL.EN) and special treatment of the drape inside the car.

Customers use these services 90% of the time, but the Natur Wash has other ways to make your car look brand new. The Nano coating makes the cars' outer body water resistant. It can be used in four areas, when applied to the windshield the coating makes the surface extremely smooth making raindrops blow away without the use of wipers. On other parts of the car it prevents the body from small scratches and UV radiation. The same coating can be applied inside the car this way spilled drinks can not have marks in the drape. Very popular among families with small children.

Place

Árkád Örs vezér tere is going to be the largest Hungarian shopping mall but the construction that includes occasionally closed shops does not help the car wash business right now.

People

The enrollment process is controlled by the owner. The criteria are knowledge, work experience, communication skills and sympathy. No special education is needed to fulfill the job only work experience. Every premise has a business manager who deals with the day to day operation and deals with the workers. These managers are chosen among the workers of each car wash, rewarding the most skillful, precise and hard working employee.

Logistics

Raw materials are provided by one Swiss company, Maxollen. After the products are delivered to one of the premises the owner is responsible of dispatching them.

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