



Sales and Marketing plan

JOCARWASH

Geographic	Psychographic
through social media	car enthusiast
by phone	hobbies
other platform	Interest

Demographic	Behavioral
family have a car	busy person
businesses	occasional client
community	regular client

4P's JoCarwash

Product

- packaging
 - Every carwash will have a free air freshener
- Quality
 - Long lasting car shine
- Appearance

- Car will always in good shape.

Pricing

- Introductory rate
 - 20% discount for first time client
- Competitive pricing
 - based on market research
- Transparent pricing

Promotion

- Social media
- Referral
 - every referral with free car freshener
- Fliers

Place

- Online booking
 - facebook, messenger, and phone number
- Terrace community