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PROJECT SUMMARY:

MKPS plans to offer high-quality hand-wash and detailing services to the private, public, dealers and fleet owners in the moshi town. Target market segments include business class cars, luxury car, sports car, and lifetime car owners. Census data reveal that there are about 200,000 car owners who fit our market demographic in the moshi town area. There are also a negotiations with director of our company Zara tours to be our frequent customer

There is no competitor who is located in the target market, MKPS plans to promote an image of quality with its hand-wash approach, will offer an unconditional “clean guarantee” for any customer who is not satisfied, and plans to promote the name, which is well-respected in the community.

The expected number of car washes and detailing jobs for Year 1 is 26,000 washes, and 340 detailing jobs. The expected revenue projections are \$85,000 for washes and detailing respectively.

STATEMENT OF THE PROBLEM:

The project aims at supporting porters who climbs mount Kilimanjaro and meru due to the fact that most the porters are low income earners and they have low or no education at all, so the project aims at improving living and working condition of those porters especially by providing them education such as financial management education among others and through this Car Wash Project which will give them temporary employment during the low season where works are exceptional for the whole populations, and this can keep them busy and a little savings can be earned by themselves so as to improve their life in general.

PROJECT GOAL:

Increasing financial management for the potters of Mount Kilimanjaro, and Meru.

PROJECT ABJECTIVE/ACTIVITIES:

1. Increasing income through provision of extra job of washing the cars.
2. Increase Employment opportunity.
3. Decrease Frequently claim of porters salary due to extra duty provided.

Products/Services Offered:

MKPS plans to offer high-quality hand-wash services to its retail and business customers in Moshi Town, exterior car washing, interior car cleaning, and car detailing.

Target Market Segments :

The car wash will be located in SIDO area, on the way to Soweto street Over 40% of the households in this community earn at least \$10,000 per year. Many of these people own new cars and place great value on how their cars look. There are 100,000 car owners and fifteen car dealerships located within seven miles of our proposed car wash facility.

MKPS has segmented the retail car wash market by type of car ownership. We believe that knowledge of the type of car owned and who owns it is useful in predicting car washing and cleaning preferences. The segments that MKPS Car Wash hopes to serve are:

New car owners: Owners of newer cars take great pride in their vehicles and are most likely to use a hand car washing service. The goal with these customers is to promote their regular use of our hand washing and detailing services. The aim is to inform these customers that MKPS Car Wash will keep their car looking as good as it did the day they drove it off the lot.

Older luxury car owners: These people have either owned their high-end luxury cars for several years, or are unable to afford the expense of a new luxury car, but still desire the feel and look of a prestige vehicle. Both groups want to keep their cars in the best shape possible, and place high importance on keeping their cars looking good. These owners will bring their cars in for regular washes and occasional detailing.

Sports car owners: These owners are usually younger or middle-aged men who regard the appearance of their car (with them in it) as extremely important. They pride

themselves on keeping their cars extremely clean and have their cars hand washed regularly. These drivers will have an occasional detail, but keep their cars so clean that detailing will not be needed very often.

Lifetime owners:

Many of these people have owned their cars for more than five or six years, and are more likely to be women. They are sentimentally attached to their cars, and though it may be sensible for them to purchase a new car, they prefer to keep the “old shoe” running instead. They want to keep their cars clean, but are not tied up in the look of their car. For this reason, they will not have detailing done on their car unless they are selling it.

Local businesses: Some local businesses have fleets of cars and small vans that must be kept clean to maintain their company image. These businesses will be looking for a cost effective, efficient car washing service to perform this service, and will prefer to use a car wash service during the week rather than during weekends, like the general public.

The strategy behind MKPS Car wash is to attract customers who will be repeat users and will frequent the business in the typically quiet times (during midweek) for a car wash. It is not as difficult to attract customers during the summer months and on the weekends, but during the week, especially in the winter, people are not as likely to impulsively decide to have their cars washed. For this reason, MKPS Car Wash intends to target customers whose schedules are not restricted to weekends or high-demand times. These would include. Business owners (.new, luxury, and sports car owners) who tend to be very busy people with no time to do their own car cleaning, but are often able to make their own hours.

Competitive Advantage:

There are three competitive advantages associated with MKPS Car wash it is a high quality hand cleaning facility, it has a “clean guarantee,” and the goodwill MKPS Car wash will be the only high-quality hand-cleaning car wash and detailing facility in the Moshi town area, If you really want superior service, MKPS Car wash will be the only place to go.

Marketing Strategy and Implementation:

The primary strategy is to differentiate this business from others by highlighting the unique hand washing and clean guarantee, which signal the highest quality in car cleaning services. To position MKPS Car wash as the premier automobile hand washing and detailing company in the area, and to steadily increase market share, we must create customer awareness, develop a customer base, and work toward building customer loyalty.

BUDGETING AND FUNDING:

In order to implement this project the followings needed to be implemented, most of the items included are for the permanent so after that long term investments its may take along time before renewed to provide fund again for this project. Also the fund management of the all profit received from this work will be signed by the porters themselves under the management which they will choose and the signatories to make sure that their money are utilized for the planned activities.

NO	ITEMS	CAST \$
1	Small washing machine @x3	600
2	Large washing machines @x2	1,000
3	Water pumps @	200
4	Generator	500
5	Electricity wiring and connection	1,500
6	Water taps wiring and connection	1,000
7	Construction	10,000
8	Renting fees	1,500
9	Others	1,000
10	Total	17,300