

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



VIP Dry Car Cleaning: Mobile waterless carwash service in Turkey

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Name: VIP Dry Car Cleaning Inc.

City, country: Istanbul, Turkey

Name of entrepreneur/ founder: İbrahim Nacar

Description: A company that offers a mobile waterless car cleaning service using organic, non toxic products. The service is delivered on motorbikes so clients can have the carwash in the place and time of their convenience. This concept has been brought from the US to Turkey.

Investment: *Start up capital:* 110,000 €
Rate of return on investment: 4 months
Sources of funding: Financed by the own resources of the entrepreneur İbrahim Nacar.

Employment generation: 67 workers are employed for this business in Turkey (including dealers).

Timeline: 2006 - Inception
2007 - Implementation

Feasibility study: Currently there are 13 distributors of the Company. As an average, each distributor provides cleaning services to 250-300 cars/month. This means 3,250-3,900 cars are cleaned monthly. Since the price of a cleaning operation is between 7 and 12€, depending on the type of the operation total monthly turnover of 30,000-37,000 € is generated. When compared to traditional car wash operations, this company saves water and time which decreases the manpower requirements and as a mobile service there are lower overheads than in a fixed service.

Geo-social-economic setting: The annual per capita water potential is at present 1700 m³ but expected to be reduced to 1000 m³ in the year 2020. Turkey is not a 'water-rich' country and water efficiency measures and implementations are receiving wide public support. High unemployment rate is a concern for Turkey with high regional unemployment differentials is another. The automobile sector plays a vital role in Turkey's economy and it has taken an important place in the export mix from the country. According to the figures released by Turkey's statistics authority (TurkStat) the total number of motor vehicles in Turkey reached 15.023 million as of November 2010. Some of the provinces with the highest rates of car ownership are; Ankara, İstanbul, Eskişehir, Antalya and Zonguldak where the service of dry car cleaning is provided by the company.

Key features: Environmental Friendly Service, Organic Solutions, Resource Efficiency

