

# Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre for Cleaner Production



## VIREO™ Car wash: Water free car wash, a 100% Moroccan franchise

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**Name:** VIREO™ Car wash  
**City, country:** Morocco: Casablanca, Rabat and Oujda.  
 Europe: Grenoble, Paris, Mâcon, Annecy, Thonon  
**Name of entrepreneur/ founder:** Hicham El Bayed

**Description** A new generation of environmentally friendly car washing stations with self-service products without water via a spray process. The concept was patented by the funders.

**Investment** Investment expenditures are around EUR 17,000, excluding the cleaning station local. The average turnover is EUR 2,700 per month for each car washing station.

**Stakeholders** Particular car owners, car rental, transport company, aviation.

**Employment generation** Not available.

**Timeline**  
 2004: Reflexion and market study.  
 2008: Lunch.  
 2010: ALM Ecology trophy.  
 2010: World patent on a new concept of car wash self service without water.

**Feasibility study** The car wash is relevant in Morocco. The founder's were just thinking in an added value wich will make the difference. As they were sensitive to environmental issues, they opted for environmentally friendly car wash.

**Geo-social-economic setting** Not available.

**Key features**

- Water resources' preservation.
- Ecological car wash without water, using 100% natural and biodegradable products.
- Win-win approach.

**Overall rational and motivation** Not available.

**Strenghts** Idea, identification of the niche, needs and action.

**Challenges and constraints** Not available.

