



Fast Shine

FAST SHINE

MOBILE WATERLESS CAR WASH

commercial offer

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WHAT IS FRANCHISING?

Franchising is a modern business method in which the Franchisor transmits his trademark rights and provides reliable and time-tested business methods to its partners - the franchisee - for a fee.

The **Fast Shine** franchise network enables our new partner to get smooth running business management. This efficiency in turn will allow the new partner to start work immediately. We at **Fast Shine** help the franchises to increase profitability compared to those that start from scratch. **Fast Shine** provides comprehensive support to its franchisees during startup and even after they are established.

Fast Shine has entered the "TOP 25 most profitable franchises of 2015, 2016, 2017 and 2018" rating according to FORBES due to an individual approach to each partner and successful experience in the markets of different cities.

According to statistics, only 20% of companies that were opened from scratch survive after 3 years. At the same time, 80% of the companies that were opened under a franchise agreement remain afloat after the same period.



Fast Shine is a reliable partner, in collaboration your financial risks are minimal and you can quickly achieve the expected result. Using our longstanding experience, we will teach you to successfully conduct business in a new field of work.

Fast Shine is a revolutionary breakthrough in the sphere of car washing services. The first on-site car wash that uses high quality materials and assigns certified professionals to perform operations. On accepting Terms of Agreement for the Fast Shine franchise, the entrepreneur becomes a full partner which includes them in the company's network of representative offices

Fast Shine is the only company in the market that provides comprehensive support to our representatives at all stages of development. We also encourage everyone to get involved with our environment and go through a “test drive” with any of our car washes in New York, Limassol or Moscow. You can try it yourself as a car washer or administrator; you will have a wonderful opportunity to communicate with our regular customers and to assure quality of the provided services. We are completely confident and happy to share our confidence with all potential partners of Fast Shine!

WHO ARE OUR CUSTOMERS?

Client of **Fast Shine** are the majority of vehicle operators that utilize and take advantage of a typical car wash. Their income is above average; they appreciate quality and do not like to waste time waiting in lines.

WHAT IS THE SUCCESS SECRET OF FAST SHINE?

Timeliness and relevance

Fast Shine is the first on-site car wash, which uses only high quality materials and certified work specialists. Our unique company occupies a new niche in car washing services. Now several main directions are being developed:

- Washes on car parkings (business centers, shopping centers, housing estates, parkings near malls, etc.)
- Car wash for corporate clients (car fleets of the companies, various road activities and state institutions)
- On-site car washes (can be ordered by phone or via mobile application)
- Sale of car care products
- Detailing (car care - nanoceramics, antirain, dry cleaning salon, etc.)

All partners of the **Fast Shine** are supplied with all the necessary consumable materials at the lowest possible prices.

Simplicity in the organization

There is no need for a physical space with **Fast Shine** car wash business in your town - services can be provided anywhere in the city and at any time. All the materials required to wash 8-10 cars can easily fit in a specialist's backpack. From the beginning you can work on car parkings or on-site, you send out the specialists to the client's location.



Own certified production of branded goods and liquids

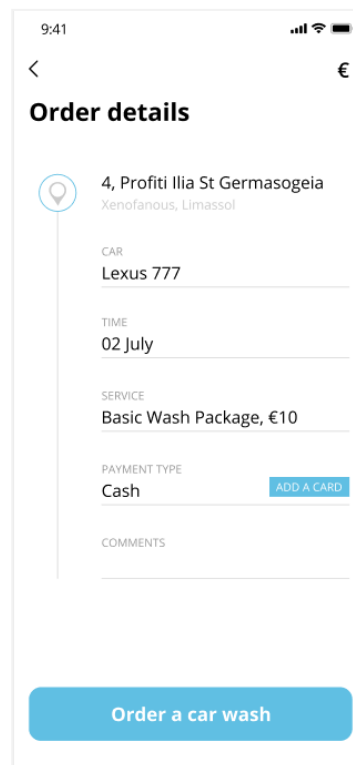
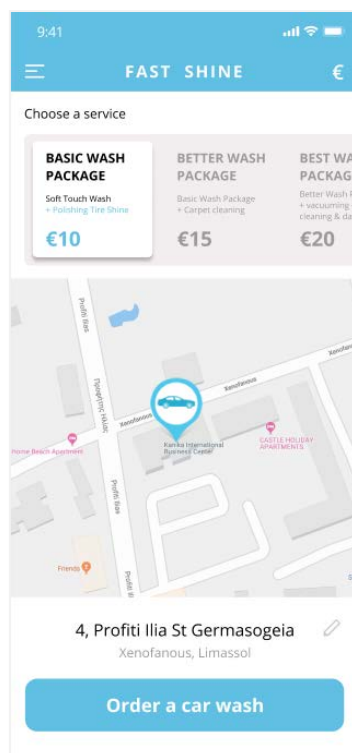
Well-established production of consumables allows us to deliver them to our partners at the lowest prices. All the materials are certified and will not damage the body paint on vehicles, that qualitatively distinguishes us from all the other manufacturers.

Sophisticated development strategy

Only professionals with several year experience in business can take part in the creation and management of the **Fast Shine** company. At this stage of development, Fast Shine is focused on aggressive expansion to new regions and we hold a tough competition policy with other Fast Shine franchises.

Smart phone application for receiving orders for an on-site car wash

Fast Shine is the only company offering the ability to order on-site car wash services to any point of the city using a smart phone application. Becoming a partner of Fast Shine, you automatically connect to the system and receive orders from the first day of work.



In addition to the development of on-site washing services, we and our Partners actively cooperate with many corporate fleets exhibitions, car dealerships and other car services.



Direct supply of all consumables from Limassol, New York or Moscow

Becoming our partner, you get all the materials needed for work as soon as your business starts.

Whenever your stock runs out of supplies you can order the needed goods through the main customer warehouse. Prices are low for all our partners and do not depend on the quantity of the purchase.

We cooperate with the largest transport companies, so you will receive everything you need right away!

Unique concept

Fast Shine brand has a unique value in the eyes of the target audience thanks to:

- Designer uniforms of our specialists,
- Developed customer dialogues,
- Clear sales structures,
- Well-thought strategy,
- Vast advertising policy (which includes exclusive PR and promotions),
- A corporate website with dedicated pages for each city,
- Online store,
- Ready-made partnership schemes with various companies and other development positions of the company give

Focus on opportunities

The concept of the **Fast Shine** project is progressive development of mobile car wash services. Development department of **Fast Shine** regularly monitors new trends in various areas related to this type of business. That will allow your business to be up-to-date and modern in any city or area.

Global project

Partnership with **Fast Shine** makes our franchisee an official representative of the fastest growing company in new areas. The company has already opened branches in over 30 cities worldwide. Participation in the **Fast Shine** franchise program gives you the ability to get all the benefits of an affiliate network and to participate in all federal advertising and PR campaigns.



FINANCIAL CONDITIONS

Owning a partner package **Fast Shine** allows you to conduct activities under the **Fast Shine** brand in the territory of your city.

After signing the contract, our representatives receive the following list of positions:

1. Microfiber towel - 400 pieces.
2. **Fast Shine** body wash and polishing liquid (concentrated, 1:9) - 30 liters (300 liters of ready-to-use liquid) – enough to wash and polish 1200 cars.
3. **Fast Shine** Nano nano-polished body (concentrated, 1:9) -5 liters (50 liters of ready-to-use liquid) - enough for processing 1000 cars.
4. Liquid for rubber refreshment (concentrated, 1:3), 10 kilos.
5. Universal cleaner for windows, wheels, rubber and plastic washing, (concentrated, 1: 100 - 2 liters (200 liters of ready-to-use liquid).
6. Worker's uniform - 6 pieces.
7. Sprays - 25 pieces.
8. Conditioner for leather treatment - 1 pc.
9. Comprehensive help and support, advice from our experts at all stages of work.
10. Your contact information on the fastshine.co website and corporate mail format city@fastshine.co
11. Connecting to a mobile application.
12. Software - Automated order management system **Fast Shine**.
13. Step-by-step instructions on business organization, sample contracts, commercial offers, presentations.
14. Primary accounting, legal and marketing support at all stages.
15. Brandbook: layouts of booklets, business cards, plastic cards, stickers
16. Training materials: manuals, videos and text instructions.

There are 2 partner packages: "Dealer" and "Exclusive"

The presence of the "Dealer" package provides the right to conduct activities under the **Fast Shine** brand in the territory of one city and the nearest regional centers.

Cost: 7,000 Euro.

Royalty: 100 Euro/month.

The "exclusive" package provides the right of the exclusive ownership of the brand in territory of one city and the nearest regional centers.

After the appearance of an exclusive partner in any given city, all subsequent representatives for the "Dealer" package in that city are connected on conditions of the exclusive representative. Cost and Royalty vary from city to city.

WHAT DO YOU GET WHEN YOU BECOME A REPRESENTATIVE OF THE FAST SHINE COMPANY?

Necessary tools for work

Our own certified production of washing facilities makes us independent from third-party manufacturers and their pricing policies. **Becoming a Fast Shine representative, you get all the materials as soon as possible, at a wholesale price, regardless of the volume of purchases.**

Corporate attributes, company elements, brand symbolism

Starting the cooperation with the **Fast Shine** company, you do not carry temporary and financial brand building costs. Concept, logo, corporate identity design solutions on polygraphy, advertising audio, marketing research, creating a corporate website, and several other positions can be created for your successful start.

Becoming a partner of **Fast Shine** and you immediately get free developed concept, logo, corporate identity, design developments, marketing research results, corporate website and further ongoing services.



Dedicated page on the official website of Fast Shine company

The development and creation of a site take from 1 to 3 months, the cost of creating high-quality, selling site starts from 1500 EUR. With Fast Shine you instantly become an owner of such website corporate for free.

Instant acquisition of reputation among consumers through running a business under the recognized brand name

Fast Shine has had years to prove its stability and reliability to thousands of grateful clients.

The introduction of basic partnership programs

In order for the company to flourish it is necessary to have a large number of companies - partners. In **Fast Shine** you immediately get step by step instructions and invaluable experience in cooperation with friendly companies.

Franchisee participation in federal advertising campaigns

Customers prefer to cooperate with large and strong companies that have already proved the competence in the market. Fast Shine is the most extensive network branches in Cyprus, Switzerland, USA, Armenia, Russia, Kazakhstan and Moldova.

Main **Fast Shine** office advertise their brand at the federal level.



Recommendations for the organization of a large-scale advertising campaign

To fully promote the company you need to know the basics of marketing and various pitfalls of the advertising market. By cooperating with **Fast Shine**, you do not need to spend time studying the features of advertising and marketing. You get invaluable experience and specific instructions on the promotion of the company in your city absolutely free.

Training the management staff of our partners

We provide all the needed instructions and training for our new partners at no cost.

Methodical and consulting trainings on corporate service standards and sales technology

For successful business start, you need a working system. It is a whole a set of template positions (such as the structure of the answer to an incoming call, the structure of a conversation with the client during the provision of services, cases of actions in various situations and etc.).

Using the results of large-scale promotional events and marketing researches conducted by the franchisor

Properly selected set of advertising and promotions is one of the most important success factors of your business. In cooperation with **Fast Shine**, you immediately get all the study results of the effectiveness of certain advertising and marketing activities. Later that will help you to run the right promo projects and save time and financial resources.

Continuous supply of creative resources (new cooperation schemes, developed partnership programs, development management, etc.)

Constant growth in all areas of your business is the fundamental task for successful and strong company. The creative department of the central **Fast Shine** office, as well as franchisees in various partner cities, regularly generate and implement new ideas for business promotion. This is one of the main advantages of the franchise network.

Ready-made concepts of advertising campaigns (layouts, video and audio clips, Internet banners, etc.)

You do not need to invent and implement new design solutions. Focus on the development and expansion of your business, and the **Fast Shine** design department will supply you with everything you need during the whole time of cooperation.

Owning the Fast Shine brand in the territory of one city

Successful entering of the **Fast Shine** brand to a new niche in the service sector of your city and increasing your profit is our first priority. **We do not count your money. We only want you to develop this type of service with high quality.**

Permanent support of a personal manager

All our partners are provided with assistants who provide full support in the launch and further promotion of the project in your region. As managers experienced specialists from the **Fast Shine** headquarters, working in the company for at least 3 years. For exclusive representatives free travel of our specialist is carried out to assist in staff training and organizing key workflows.

Internet conferences with directors of Fast Shine

The monthly online conferences of **Fast Shine** business owners enables significant exchange of experience with the company executives. The shared knowledge leads to a success story with individual franchisees throughout our entire network. In this way all successful innovations immediately become available to your toolkit.



Connecting to the database of orders for on-site car wash via mobile application

By launching a project in your city and hiring staff for field service, the application will be available for use to all residents of your city. From the first day of work, you can earn revenue by servicing orders.

RETURN ON INVESTMENT (ROI) AND PAYBACK PERIOD

We are interested in our partner to help minimize the time for starting a business and the return on investment. For this reason the start-up procedure for a new **Fast Shine** business from the moment of signing the contract to the time of opening a business is only **up to 1 month**.

The average payback period is 2-4 months.



OVERVIEW OF THE SERVICES MARKET

Today more and more people are becoming car owners. Carwash problem is a task to solve for every car owner and, far from a secret, that the opening of a car wash until recent times was one of the most profitable cases. Now, thanks to us, many car owners refuse conventional car washes. High quality, convenience and wide range of services provided, the novelty and absolute safety of this type of washing make **Fast Shine** company the first in this business area.

Many stationary car washes are gradually moving to the anhydrous method – the way that uses no water at all.

Now the development department of Fast Shine is working on 160 cities worldwide.

In the near future, the **Fast Shine** representative office will be opened in all these cities. Currently, there are already more than 30 partner cities that have entered **Fast Shine** network.

Fast Shine invites you to become a partner of the Company in your city, opening in short term representation, and develop a new direction under the recognized brand name.