



**FRESH FENDERS EXPRESS WASH**  
**FRESH FUR DOG WASH**

**OPERATIONS PLAN**

Wayne Enterprises Inc  
1409 Barlow Road, Fort Morgan, CO 80701

## VENTURE OVERVIEW

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Wayne Enterprises Inc (dba Fresh Fenders) aims to remodel a single, 95' tunnel auto wash facility. Following remodel, Fresh Fenders Express Wash will be a technologically superior, roller-track tunnel car wash, refreshed with modern, environmentally mindful features and premium, consumer-use amenities, delivering exceptional quality at competitive prices.

Fresh Fenders will be unique in a variety of ways. With a community minded business, incorporating neighborly, civic-minded details and friendly gestures into our daily operations, our customers are certain to see our management team as a visible, active, constructive member of the local community. First time visitors can expect to find smiling faces and helpful service members, eager to lend a hand in every facet of automotive cleanliness. Entering from the west side of the building, patrons will find two easy to navigate service lanes to enter the wash facility. Greeted by two modern, user friendly pay stations, by DRB Wash Systems. Customers will easily navigate through wash selection and payment screens. Wash members will have the ability to skip this process, by joining our unlimited wash membership club. Utilizing the latest technology in express wash efficiency, Fresh Fenders will employ license plate readers to scan member vehicles license plates, flawlessly managing the lift gates to allow member customers through efficiently and effectively.

Through the lift gates, customers will proceed around the south side of the facility, into the wash tunnel due north. To ensure customer and employee safety, a Fresh Fenders associate, with extensive and continuous training, will load vehicles onto the roller-track. The wash procedure will begin at once, with customers directed to follow three simple steps for a safe cleaning process,

1. Hands off steering wheel
2. Foot off the brake
3. Vehicle shifted to neutral

With our newly remodeled tunnel, cleanliness and safe operating practices will be a top priority of both management and support staff. In addition to easily recognizable signs and equipment, a well-lit tunnel, with colorized lights outlining each phase of the wash cycle is planned. Armed with MacNeil Wash Systems equipment throughout, widely considered to be the industry leader in express wash equipment, customers will be moved by roller track through four phases of the wash process,

1. Pre-soak – wash chemical application, precisely measured, and applied to exact specification. Water reclamation and filtration systems ensure safe dispensation and limited environmental impact.
2. Brush wash – utilizing MacNeil's acclaimed RS-701 SuperFlex wrap-around brush system, Fresh Fenders will ensure a gentle, yet effective cleaning experience.

3. Rinse – offering a spot-free shine, customers will be enamored with their fresh-looking wheels, and express wash time savings.
4. Dry – complete with the latest Tech21 drying system, featuring up to 155 mph air speed, and finishing side dryers, Fresh Fenders will perfect the exterior wash process for every customer.

At the exit of the wash tunnel, customers will have the option to exit the premises, or proceed to parking their vehicle in one of 13 planned, customer use vacuum stalls. VacuTech vacuum equipment delivers superior suction power where it matters most, in between the seats. Fresh Fenders will make every effort to be a courteous neighbor, by shielding the surrounding communities from noise producing equipment with fencing and installing noise dampening technology by Acoustical Solutions along the interior of the fence.

The property we have chosen for this endeavor is currently, an operating auto wash facility. Aging wash equipment and building design primed for rejuvenation make this location an ideal candidate to launch this endeavor. This wash location is familiar to the surrounding communities, and we expect to use that familiarity to our advantage, both as a source of localized, community-based advertising, but more importantly, an ideal location to host civic events and charitable organizations' fundraisers. These efforts of support will continue to establish Fresh Fenders as a valuable partner in the community, as well as providing positive exposure in support of our marketing efforts.

Included on the property will be three modern, and easy to use, self-serve pet wash bays, manufactured by Evolution. To promote this unique extension of the business, the moniker Fresh Fur Pet Wash will be used in conjunction with the Fresh Fenders Express Wash brand. These wash facilities will serve a consumer community starved of adequate, and reasonably priced dog wash options. Additionally, Fresh Fur Pet Wash will find plentiful pups in muddy distress; directly across from Cherry Creek State Park, which boasts 107 acres of off-leash open space dedicated to dogs. Utilizing the five-space parking lot to the southeast corner of tunnel entry, dog wash customers are safely positioned to enter and exit the facility; a crosswalk will be installed in this area. The Fresh Fur Pet Wash operation differentiates us from competitors and presents a valuable resource to the Aurora community.

## KEYS TO SUCCESS

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- Building and maintaining both, the marketing (text, email, social media) base, and monthly unlimited wash members.
- Fresh Fenders is situated on the corner of a highly traversed thoroughfare, surrounded by residential neighborhoods. Located at an entry point of Pioneer Hills Shopping Center, the site enjoys a center focal point of view upon entry; this site is particularly well suited for an express car wash, with consumer use amenities.
- Direct competition is limited in the Pioneer Hills area. With a variety of "touch-less" and manual service station type washes in the area, many of these locations are outdated, and

poorly maintained. Fresh Fenders will offer superior services, in a clean, manicured environment.

- Equipped with MacNeil wash equipment, this system provides superior wash capabilities, in an environmentally friendly, efficient, yet effective manner. This wash equipment is known within the industry to maintain high performance for many years to come.

## MANAGEMENT PLAN

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Undoubtedly, the most important aspect of the Fresh Fenders Express Wash brand will be the helpful, customer service oriented, supportive, and energetic staff.

### **Justin Burch, Director of Operations**

Proven to be a useful and resourceful member of the Kinsale Properties executive team, our companies have experienced immense growth under his guidance. Honing the skills of leadership and customer service in a variety of successful restaurant concepts in northern Michigan, he has spent his career in the service industry. With continued implementation of highly impactful operating procedures and a carefully deliberate eye on budgets and fiscal responsibilities, the Fresh Fenders brand is sure to bloom into a leader in auto wash excellence, here in the Centennial State.

### **Rachel Baldwin, General Manager**

A 2019 graduate of Colorado State University, armed with a Bachelor of Science in Hospitality Management, Ms. Baldwin is the ideal candidate to lead day-to-day operations of the wash facility. Hailing from a family of entrepreneurs, she comes to the team with a high hospitality IQ, complete with a resounding will to achieve, and purposeful nature. Her enthusiasm is contagious; guided by kindness, dedication, and ingenuity, her eager to please attitude and strong leadership qualities make her an exceptional resource to our companies, sure to benefit employees and customers alike.

### **Andrew Stieb, Sales & Marketing**

A native Coloradoan, with a keen understanding of both the clientele, and business landscape facing our brand, Mr. Stieb, our current marketing manager with Kinsale Properties, brings more than five years of experience and expertise in customer relations and communications to Fresh Fenders Express Wash. With a primary focus on membership base growth, his proven ability to create effective, and resonating marketing material is essential to our success. Equipped with a determined mind, and extraordinarily thoughtful, welcoming, and inclusive approach to building relationships, we are confident his skills and principles will remain beneficial in this endeavor.

## HIRING PRACTICES

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The Fresh Fenders brand has been created for the purpose of growing and expanding business prospects. Mr. Burch and Ms. Baldwin will oversee day to day operations, with plans to hire additional support staff. Most of the staff members will be part-time employees, tasked with grounds upkeep, loading vehicles onto the wash conveyor, general custodial duties, and most importantly, presenting a warm, welcoming, and helpful manner to arriving customers. Due to the type of work required, and the available workforce, Fresh Fenders will aim to hire students, young adults, and retired individuals to perform these tasks. Projecting to employ a minimum of 12 individuals, and up to 20, these employees will be recruited through social media advertising, and with publications and sponsorships with area high schools and colleges. Given the type of work environment and accompanying tasks involved, along with our desired brand association with local educators and sports teams, a lack of quality applicants is not anticipated.

More expansive tasks, such as mechanical repairs, machine and equipment servicing, and general maintenance will be outsourced or handled by management level employees.

## COMPENSATION & OWNERSHIP

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Fresh Fenders Express Wash will occupy a unique position in the family of brands under the Baldwin's ownership. With properties located throughout the state of Colorado, currently in operation, compensation of top-tier management of Wayne Enterprises Inc will continue through current ventures. Considering the scale of these enterprises, it is appropriate these figures remain confidential.

Management level employees will be paid hourly wages, at \$18.00 per hour; their part-time counterparts will receive \$15-\$16 per hour. These employees will hold no stock or ownership value in the company. While benefits exceeding the state minimum will not be offered within the first year of operation, as Fresh Fenders grows and sales projection goals are met, health benefits, and a structured paid time-off benefits program will be implemented. At the onset, state mandated sick leave benefits will be fulfilled.

## EMPLOYEE REWARD & INCENTIVE PROGRAM

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Quality employees are the foundation of any successful business, and Fresh Fenders Express Wash will be no exception. Implementing a fair and appropriate rewards and incentive policy will be critical to the ability to cultivate and retain high caliber employees. Creating a positive, encouraging work environment will solicit monetary bonuses taking several forms, such as gift cards, cash bonuses, etc. Weekly sales goals and membership acquisitions will be the primary focus, as well as displaying thoughtful problem-solving skills and taking initiative. Further, other bonuses may include paid time off, free car wash passes or memberships, and public recognition.

## DAILY OPERATIONS

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Fresh Fenders hours of operation will vary by season and weather. During times of severe weather, operations may cease briefly, until storms pass. However, during normal operations, we are projecting the following seasonal hours,

- Summer, April 1<sup>st</sup> - September 30<sup>th</sup>
  - Monday-Saturday, 7:30am-8:00pm
  - Sunday, 8:00am-8:00pm
- Winter, October 1<sup>st</sup> – March 31<sup>st</sup>
  - Monday – Saturday, 7:30am-7:00pm
  - Sunday, 8:00am-7:00pm

All operations will cease at the time of closing, until the following business day. Employees can expect to work opening or closing, varying from four to six-hour shifts. Duties may include preparing the facility for daily operations, performing daily POS logs and data entry. We anticipate two opening associates, with additional support staff scheduled as dictated by peak hours of services. During these times, wash associates will be expected to ensure efficient, effective, and most importantly, a safe wash facility. Loading vehicles onto the roller-track, assisting customers in the vacuum area, and pay-stations, as well as performing general grounds upkeep and equipment maintenance tasks will remain a priority throughout daily operations. Closing duties will include washing brushes in preparation of services for the following day, as well as cleaning and tidying guest and employee use areas such as the restrooms, customer service counter, and vacuum area grounds. Safety will be a top priority in operations of the facility. Fresh Fenders will be equipped with 24-hour video surveillance monitoring capabilities and on-demand access to point-of-sale software.

## PRODUCTS & SERVICES

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The Wayne Enterprises Inc team realizes the complexity of the car wash industry; top to bottom, this is a *service* industry and Fresh Fenders will position itself as the premier wash location by providing consistently exemplary services at competitive prices. With an anticipated wash volume of 90,000 vehicles annually, 241 per day, our staff will maintain complete focus on helpful, accommodating customer service. We will offer the following services to the Aurora community:

- Three tier wash packages, each including spot-free finish.
  - Projected pricing: \$8.00, \$14.00, \$19.00
  - Projected monthly membership: \$19.00, \$27.00, \$39.00
- Free vacuums and floor mat cleaning. On-site vending will be available for a variety of supplies.
- Three vending style Evolution dog wash bays, capable of accepting cash, credit, and debit.

## IMPACTS

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- **NOISE:** As previously outlined, vacuum equipment placed on the exterior of the building will be enclosed behind a fenced area, with sound dampening material. Vacuums will be made available for customer use during normal business hours, and units powered down during closure hours. Tunnel wash equipment is enclosed within the building and noise impacts are expected to be minimal from these components.
- **ENVIRONMENT:** Fresh Fenders will implement a variety of environmentally friendly operational procedures. Water reclamation will remain a chief objective of the wash facility, throughout the life of operations; 48% of the water resources used in each wash cycle will be reclaimed and filtered water. Additionally, maintaining equipment to operate at maximum efficiency will remain a central task of senior management and our maintenance team. The employment of MacNeil HydraFlex chemical dispensing system provides precision and accuracy in every wash. These practices will equate to a limited environmental impact, while producing a effective product that the Aurora community can be proud to frequent for years to come.
- **TRAFFIC:** With the placement of our vehicle stacking and pay stations along the west side of the building, we've effective produced a circle drive for patrons to navigate the facility; a large percentage of customers may never exit their vehicle during the term of their visit through the wash cycle. Alternatively, upon exiting the wash tunnel, customers may opt to park in one of our 13 vacuum bays to detail the interior of their vehicle. While Fresh Fenders staff will not participate in the cleaning of interiors, support staff will be available to assist customers in various requests and area upkeep. Dog wash customers will utilize five parking spaces to be built along the southeast corner of the tunnel entry lanes. Additionally, overflow parking and staff parking may utilize the community parking lot located directly south of the lot. With the main entry of the wash facility to remain on the northwest corner of the lot, the existing roadway infrastructure is projected to support the increased traffic that this concept presents.