

Mirror Finish Mobile Detailing — Business Plan

Car detailing business in Tampa, FL · Startup plan

Executive summary

Mirror Finish Mobile Detailing is a new car detailing business in Tampa, FL offering full interior and exterior details; express wash and wax; paint correction and ceramic coatings; and monthly maintenance plans and fleet washing. The model is mobile convenience and visible quality: a simple package menu, premium correction and coating work, and maintenance plans that bring the same cars back every month.

Startup budget: \$6,550 across 9 items, funded from savings. Target: \$8,000 in monthly sales.

Twelve months from now, success looks like this: Forty details a month at an average of \$200, ten cars on monthly maintenance plans, and one dealership or fleet account on a fixed wash day

Products and services

Mirror Finish Mobile Detailing's core service is full interior and exterior details. Packages are tiered — express, full detail and premium — with clear upcharges for larger vehicles and heavy work, and every car leaves photographed so the result sells the next booking.

- Full interior and exterior details
 - Express wash and wax
 - Paint correction and ceramic coatings
 - Monthly maintenance plans and fleet washing
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Market analysis

The customers are busy owners who want the car done in their own driveway, enthusiasts who want correction and coatings done properly, sellers and lots that need cars looking new, and fleets that want a recurring wash day.

- Busy owners who want the car done in their own driveway while they work
- Enthusiasts who want paint correction and a ceramic coating done properly
- Sellers and used-car lots that need cars looking showroom-new
- Small fleets, dealerships and rideshare drivers on a recurring schedule

Marketing strategy

Most customers will find Mirror Finish Mobile Detailing on Google and through word of mouth — searching for a detailer near them, then referring the one whose before-and-after photos speak for themselves. Reviews on the Google Business Profile, a gallery of gleaming cars and a website with packages and a booking form turn that search into a booked detail.

- Google Business Profile and Google Maps — “car detailing near me” and “mobile detailing near me”
- Word of mouth and referrals from customers who show off the result
- Before-and-after photos on Instagram, Facebook and local car groups
- Used-car lots, barbershops and dealerships that send cars your way
- A website with your packages, a before-and-after gallery, reviews and a booking form

Operations plan

The owner details in year one, works mobile from a fitted vehicle with its own water and power, groups jobs by neighborhood, follows local runoff rules, and adds a second detailer, or a fixed bay, only when the calendar is full and the pricing covers wages.

- A three-tier menu — express, full detail, premium — with upcharges for SUVs, trucks and pet hair
- Mobile in year one: a water tank, a generator and everything on board so any driveway is a bay
- Wash-water runoff handled with a reclaim mat or waterless products where local rules require it
- Every car photographed before and after, with the owner asked for a review on the spot
- Maintenance plans and fleet days booked on fixed dates so the calendar fills before one-off work

Startup costs

What it will take to open the doors, funded from savings.

Startup costs

ITEM	AMOUNT
Equipment: pressure washer, foam cannon, wet/dry vacuum, extractor, dual-action polisher and pads	\$2,000
Water tank, generator and vehicle fit-out (mobile)	\$1,250
Detailing chemicals, clay, compound, dressings and a stack of microfiber towels	\$400
General liability and garage keeper's insurance (first year)	\$1,000
Business registration, LLC and licenses	\$300
Vehicle decals or a wrap, plus business cards	\$600
Website and Google Business Profile	\$0
Booking and payments software (first year)	\$0
Working capital (first month)	\$1,000
Total	\$6,550

Typical range to start a car detailing business in the US: \$3,000–\$12,100. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website and Google Business Profile: Your Zarla plan includes the website with a before-and-after gallery and walks you through your Google Business Profile — a designer typically charges \$1,500 or more to build one. Booking and payments software (first year): Your Zarla plan includes online booking, invoicing and customer management with the website — no separate subscriptions for those.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a car detailing business in the US. Startup costs are modest and mostly equipment you'll use for years; the real risk is pricing too cheaply, so check the rate math before the first car.

Typical monthly operating costs for a car detailing business: \$370–\$5,605 a month, before the owner's own pay.

At \$8,000 in monthly sales, Mirror Finish Mobile Detailing would clear \$2,395–\$7,630 a month before owner pay and tax, and recover the \$6,550 startup budget in roughly 1–3 months.

Typical monthly operating costs

COST	TYPICAL RANGE
Chemicals, pads and towels	\$100–\$400
Fuel and travel between driveways	\$100–\$400
Water, generator fuel and wash-water disposal	\$30–\$150
Insurance	\$40–\$125
Booking and payments software (included with Zarla)	\$0–\$80
Marketing and photo content	\$50–\$300
Phone, admin and bookkeeping	\$50–\$150
Labor (once you hire)	\$0–\$4,000

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every car detailing business plan should say out loud what can go wrong. For Mirror Finish Mobile Detailing, the real risks are:

- It's physical, weather-dependent work — rain and winter slow the calendar in most of the US
- You're responsible for other people's cars; one swirl mark or a burnt edge travels fast in a car community
- Cheap car washes compete on price; you have to win on visible quality and convenience
- Mobile means hauling your own water and power and losing paid hours driving between driveways
- Pricing a full detail like a car wash is the classic mistake — three hours of labor at wash prices never covers the chemicals, the fuel or your day

Licenses, permits and insurance

What Mirror Finish Mobile Detailing needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- General business license — From your city or county in most of the US; a mobile detailer may also need a home-occupation permit where the rig is parked.
 - Business registration and EIN — Most detailers form an LLC because you're responsible for customers' vehicles; register a DBA if you trade under another name.
 - General liability and garage keeper's insurance — Not legally required, but dealerships and fleet clients require garage keeper's coverage, which protects customers' vehicles while they're in your care.
 - Wash-water runoff rules — Many US cities and counties regulate where wash water can drain; a reclaim mat or waterless products keep a mobile detailer compliant — check your local stormwater rules.
 - No detailing certification required — No US state licenses detailers; ceramic-coating manufacturers run optional certification programs that some customers look for.
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Milestones: the next 30 days

The first month's to-do list for Mirror Finish Mobile Detailing, in order:

- Register the business, get an EIN and open a business bank account
 - Get general liability and garage keeper's insurance quotes
 - Buy or organize your starter kit and check your local wash-water runoff rules
 - Build a three-tier package menu priced from your true costs and two or three local quotes
 - Set up a free Google Business Profile and put your website live
 - Detail 20 friends' and neighbors' cars at a launch discount and photograph every before and after
 - Pitch one used-car lot or small fleet on a recurring wash day
 - Ask every finished car for a Google review while the owner is still looking at it
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Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection that shows your slow months
- Proof of insurance and your business registration
- Quotes for the equipment, water tank, generator or vehicle you're borrowing for
- Any signed fleet, dealership or maintenance-plan agreements, with expected monthly revenue
- Your credit report and anything you can offer as collateral

Sample plan for a fictional business, written by Zarla's free business plan generator. Every figure is a typical US range or calculated from the sample's own numbers — nothing is a market projection. Make it yours in five questions:
zarla.com/business-plan-generator?industry=car-detailing

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