CONCEPTUALIZING A BUSINESS

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Over 70 percent of all entrepreneurs fail in their initial start- up companies (Pastor & Loften, 2001, p. 26). This is a discouraging statistic. If applied to this class, 12 of the17 students proposed businesses would not succeed. In this paper, the writer will explain why a car wash in Richmond, Texas is a viable business venture. The forthcoming text will state the Galaxy Car Washes guiding principles, social responsibilities, ethics, mission and vision statements, as well as the importance each component plays in determining the organization’s strategic direction.

The “mission of Galaxy Car Wash is to become a pioneer in the self serve car wash industry by providing high quality, convenient and cost effective self serve car wash services to the residents of Old Town Richmond and set benchmarks for other peers in the industry with our state of the art, well equipped and advanced car wash facility.” We aim to differentiate ourselves from other service providers by providing unparallel technology, state of the art facilities, and a rejuvenating atmosphere that will make car wash a fun exercise. We will back up our state of the art facilities with excellent customer service, at an affordable price. Galaxy will provide a wide assortment of colored and scented soaps, polishes, waxes, and foams to enhance the washing experience. Basically, we want to convert this boring exercise of washing cars into an exciting, fun venture by providing a host of facilities and entertainment options at our car wash facilities. Our latest technology and equipment will get the car wash done in a highly efficient manner as compared to other car wash facilities. For the entertainment of car owners, amenities such as music, television and snacks will be provided at our facility.

Our vision it to become the best, one stop shop destination for all your car wash needs and be recognized as the perfect destination for rejuvenating your car in the most convenient, cost effective and efficient manner. The above mentioned vision statement clearly outlines the organization's long term objective of becoming the number one player in the car wash industry by providing unparalleled service and products at its facilities.

The company’s guiding principles are customer first, quality, social responsibility, diversity, and integrity. Customers are our first priority. We place customer satisfaction as our prima facie goal and will go to all possible extent to ensure highest possible satisfaction to our customers. By having an onsite expert in car care, Galaxy will be able to provide immediate assistance to all customer problems. Quality is embedded in each element of our business and we strive to provide highest quality facilities, customer service, and products to our customers. By collaborating with Zep Professionals, Belanger Care Wash Equipment and Armor All, Galaxy will provide the preeminent wash experience. We are committed to contributing towards the development of the community and society. We will operate by observing environmental friendly practices, educating consumers, and people about efforts to minimize the negative impact on the environment and pursuing environment friendly practices in all our processes, tasks, and activities. At Galaxy Car Wash, we sincerely feel that diversity contributes towards the overall development of our organization and we promote diversity at our workplace by developing a corporate culture that encourages people from different cultures, ethnic backgrounds, and countries to perform in a healthy working atmosphere. We strive to inspire trust among all our stakeholders by taking responsibility for all our actions, acting in the most ethical manner and encouraging honest discussion.

Vision, mission, and values statements are extremely important and beneficial in setting the strategic direction for an organization. Such vision and mission statements as well as corporate values not only act as a guide or framework within which the organization needs to operate, but also act as a motivating factor for the organization’s employees. The vision and mission shape the formulation of strategic plans and help in thinking in the right direction towards the achievement of strategic goals. It basically lays down the platform for the strategic management plan. All other plans and tactics formulated during the strategic planning exercise revolve around the overall mission and vision.

Values are extremely helpful in guiding managers and organizational employees to take critical decisions in the right manner and help in resolving ethical and other dilemmas in front of the decision makers. It helps in shaping decisions within the corporate framework or boundaries outlined by the strategic plan. Values also shape the development of overall corporate culture in an organization, which, in turn, is directly responsible for keeping the spirit, and motivation levels of the employees at the highest possible level. Corporate culture affects various processes, activities and tasks in the organization and thus, values contribute greatly towards shaping the way an organization operates. A strong values statement creates a sort of binding and affiliation between the employees and the organization. It helps in aligning the individual goals of the employees with that of the organizational goals and vision.

Reference

Pastor, N. D., & Loften, R. (2001, July 14). Why start-up fail. *Entrepreneur Magazine, July 2001*(7.142001), pp. 26-32.