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#### **Mobile Detailing Operation vs. Detail Shop (Fixed Location)**

Pittsburgh, PA. – October 16, 2007 - When starting an auto detailing business, there are many things to consider. One of the first decisions that an entrepreneur needs to make when starting their auto detailing business is whether they want to have a mobile operation or a fixed detailing location. This can be a tough decision because there are many positives as well as negatives to both options.

#### **Mobile Detailer Operation:**

Advantages of a mobile detailing operation as opposed to a fixed location:

- You can go anywhere to do business and take your detailing equipment on the road
- There are less start-up costs and less overhead costs
- Your mobile detail unit is rolling advertising everywhere you go
- There is plenty of room for growth because you can always put another mobile detailing unit out on the road

Disadvantages of a mobile detailing operation as opposed to a fixed location:

- You are only able to detail one car at a time
- The weather can be a factor if it is raining, snowing, too cold, or too hot
- Regulations such as water containment and location restrictions
- Having a good spot to set-up for detailing
- Limited amount of detailing services that you can provide

#### **Fixed Location:**

Advantages of a fixed auto detailing location as opposed to a mobile operation:

- You can detail as many cars as you have room for at one time
- Controlled environment where climate is not a factor
- You can display additional detailing products and services
- More visibility from drive-by traffic

Disadvantages of a fixed auto detailing location as opposed to a mobile operation:

- More start-up costs and more overhead costs
- Maintenance on building and grounds
- You must advertise to bring customers to you
- Utilities expense
- You cannot just pick up and go anywhere you want-business must come to you to have their car detailed.

When starting an auto detailing business, these are all things to consider. The ideal situation would be to have both a fixed location and a mobile detailing operation at the same time because then you would have the best of both worlds. You would be able to get the benefits that come from being a mobile detailer as well as having a detail shop. It is not always feasible from a monetary standpoint to have both a fixed detailing location and a mobile detailing operation right from the start, so most people have to choose one way or the other. However, as your detailing business grows and it becomes time to expand, it is often advantageous to acquire the other option whether that is a fixed location or a mobile detailing unit.