

## Background about Ward Details

### Ward Details

- Group member Marc Rongetti is the owner of the company
- Based out of Rumson, NJ
- Over 800 cars have been detailed and counting
- Provides services such as:
  - Interior/Exterior cleanings
  - Paint Sealants
  - Paint Correcting
  - Ceramic Coatings

## Incurred Costs and Cost Drivers

- Advertising/Marketing Costs
  - Quantity of advertisements purchased
- Licensing/permit costs
- Insurance
- Electricity Bills
  - Amount of electricity that is used during the month
- Water Bills
  - Units of water used
- Chemicals and cleaning supplies
  - Quantity of chemicals purchased
- Equipment maintenance and repairs
  - How much the equipment is used and amount of repairs needed
- Employee wages
- Monthly subscriptions for chemicals
  - Usage of chemicals per month

On site detailing \$15  
Pickup/ drop off fee: \$30

**Interior & Exterior detail:**  
Starting prices:

CLASS	PRICE
Coupe / Sedan	\$200
SUV / Pickup	\$250

**3 Week Package:**

- Exterior detail
- Vacuuming
- interior wipe down

Coupe/sedan	\$135
SUV/ Pickup	\$150

### SHOWROOM TREATMENT: (\$900-\$1300) covers full Int/ext

- 3 bucket Hand Wash
- Iron/ tar decontamination of paint and wheels
- Clay bar treatment
- 2 step paint correction (compound/polishing)
- 2-3-year Ceramic coating application
- Full Interior detailing
- **OPTIONAL:** wheel polishing/ coating + Ceramic paint top coating (\$200 extra on quoted price)

### Wash & Coat:

Coupe/sedan:	\$75
Suv/ truck:	\$85

### Wash and vac:

**Coupe/sedan:**

Coupe/sedan:	\$75
SUV /truck:	\$85

# AUTO DETAILING



## Types of Costs

### Fixes Costs

- Licensing/Permit costs
- Insurance
- Depreciation of Equipment

### Variable Costs

- Advertising/Marketing Costs
- Electricity Bills
- Water Bills
- Chemicals and cleaning supplies
- Equipment maintenance and repairs

### Mixed Costs

- Employee Wages
- Monthly Subscriptions

### Product/Period Costs

- This company only has period costs since it only offers services and no products

## Costing Issue

### Difficulties of Price Standardization

- Charge customers a flat fee for the service but there are so many factors that should be taken into account when giving a price.
- Example: Charge \$200 for a basic interior/exterior cleaning, but the interior of the car comes in treacherous shape, should we charge more or keep it the same?
  - Customers may become upset since they see the original price and expect to pay that price
  - The customer should pay for the labor that is put into cleaning the car
  - More labor involved = Higher pricing of the cleaning
- It is very difficult to apply a standard rate for a job that has so many variations

### Individual detailing:

#### Exterior detailing: (\$60)

- 3 bucket hand wash system
- Full wheel cleaning (faces, barrels and wells)
- Tire sealant applied
- Windows cleaning
- Exterior Trim Dressed

#### Interior detailing: (\$100-\$175)

- Full air ~~Tornado~~ blowout of cracks, crevasses, seats Carpet and mats
- Vacuum full Interior and Trunk
- Seats, door carts consoles scrubbed down thoroughly
- Carpet heat extraction (if necessary)/ rubber floor mat cleaning
- Windows Cleaning
- Air Freshener
- Ozone treatment (if necessary (\$15 ~~upcharge~~))

### After wash options:

Listed prices are an add on to quoted original price

#### Clay + Seal :(\$100)

- Iron and tar decontamination removal spray application
- Clay mitt treatment applied on the paint
- 6-month ceramic sealant application on paint/wheels and

#### 1 step polish & sealant: (\$300)

- Provides hybrid technology that delivers water beading + a deep gloss + UV protection
- 85% of scratches removed
- (6-month protection)

#### Individualized scratch/scuff removal (\$50-\$85)

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Please direct all feedback to: Brian Pawelek, Monmouth University; S1331516@monmouth.edu