**BUILDING A**

**BRAND STORY**

**TEMPLATE**

**EXAMPLE**

BRAND STORY

Klēn:

Mobile Car Wash

& Detailing

SAM KLINE

BRAND MANAGER

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Table of Contents

[COMPANY HISTORY 3](#_Toc94375166)

[PURPOSE, VALUES, & CULTURE 4](#_Toc94375167)

[WHAT DO WE DO? 5](#_Toc94375168)

[WHY DO WE DO WHAT WE DO? 7](#_Toc94375169)

[POSITIONING & STRATEGY 8](#_Toc94375170)

[BRAND ATTRIBUTES 9](#_Toc94375171)

[BRAND MESSAGING 9](#_Toc94375172)

[MISSION STATEMENT 9](#_Toc94375173)

[VISION 10](#_Toc94375174)

[BRAND PERSONALITY 10](#_Toc94375175)

[STORY-FRIENDLY FACTS & FIGURES 11](#_Toc94375176)

[EXECUTIVE BIOS 12](#_Toc94375177)

# A picture containing text, sign, clipart  Description automatically generatedCOMPANYHISTORY

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| **Company Name:** Klēn: Mobile Car Wash & Detailing**Name Origin:** Modern play on the outcome of the service (clean) and the founder’s name (Jonathan Kline)**Established:** 2020**What Do We Do:** Eco-friendly on-site vehicle washing and detailing services**Who We Serve:** Vehicle-owning professionals and families on the go who value cleanliness, but need to save time.**Company Size:** 4 employees**Brand Goals:** The business is in its second year of service and needs to continue to do the following: raise awareness; increase its customer base; communicate the necessity of the service in a relatively new market segment; and optimize its visibility within neighborhoods as employees perform the service. The business began small and is now starting to expand. We wish to grow the company, and we can achieve this goal by doing three things: informing new customers that this type of services exists; informing new customers that the service addresses their needs without negatively impacting the environment; and attracting and converting customers who traditionally take their car to a physical location for their car care needs.  |

# PURPOSE, VALUES, & CULTURE

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| PURPOSEThe business is a local service offering car washing and detailing from the convenience of a customer’s home. Customers schedule an appointment to receive custom car service within 48 hours. We launched the business for two reasons: One, the rise of at-home services during the past two years has created a customer segment interested in personalized services – these people value their time and are willing to pay (at the right price point) to alleviate their busy schedule. Two, we identified the need to transform the car wash industry’s negative impact on the environment. Our founder, an avid car enthusiast, came up with this business idea when he was washing his vehicle. While waxing his car, he was also ordering groceries online to save time. At that moment, the idea for Klēn was born: Why not apply the convenience of online ordering to washing and detailing cars? Jonathan began by washing cars in his neighborhood with his son in order to teach him about business and strengthen their relationship. With a passion for the environment, he outfitted an electric delivery van from day one to ensure that the business produced zero emissions and used a minimal amount of water. From the success of this initial venture, Klēn has since expanded to include three vehicles serving a 50-mile radius. The company’s goal over the next year is to expand its service-area radius to one hundred miles and its fleet to ten vans. To do this, it will need to double the number of its detailing employees over the next 12 months. VALUESOur company leads with the concept of clean – that is, for the earth and for your vehicle – in order to make a better tomorrow that you can enjoy *today*. We value timeliness, precision, and customer satisfaction. We want our customers to leave smiling. CULTUREOur company culture begins with people – the people we employ and the people we serve. We put heart into what we do. Not only do we deliver a clean car, we also handpick our employees, who are like trusted neighbors – friendly, up for a chat, and kind. We make sure that our employees feel valued and that our customers feel welcome as part of our community. |

# WHAT DOWE DO?



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| **MAJOR ACTIVITIES & SERVICES**We offer our unique services within the personalized home service industry. We meet you at your home with our full-service van to provide the car cleaning service that you select. We service personal and small business vehicles. Our car services include three levels of car wash and two detailing packages. We use only products that are good for the environment. **SERVICE: CAR WASH*** **Basic:** This level of service includes a pre-wash, suds, and a finishing body buff.
* **Gold:** This level of service includes all the basic service plus an undercoat wash and rain protection. Floor vacuuming is a complimentary part of the gold service.
* **Platinum:** This level of service includes all the gold service plus a proprietary dual wash treatment, wheel well buffing, and a finishing wax. Floor vacuuming and a dashboard wipe-down are complimentary parts of the platinum service.

**SERVICE: AUTO DETAILING*** **Essential Detail Package:** This level of service includes the platinum wash service plus a full cabin vacuum, dash and console wipe-down, and protective coat.
* **Total Clean Detail Package:** This level of service includes the essential detail package plus our signature water-saving steam-based detailing that is safe for all fabrics.
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| **SUCCESSES**Our company has rapidly expanded primarily through word of mouth. We have a 4.9-star user rating from 253 customers who have given specific feedback. Below, you’ll find a selection of that feedback:* “It’s the friendliest staff I’ve encountered – everyone is cheerful and seems to truly enjoy what they’re doing and love the company they work for. Plus, I love the locally sourced mints they leave in the car. It’s like being at a five-star hotel.”
* “Their customer service goes above and beyond. I had to move my appointment back a few hours, and they easily accommodated my schedule. Sam called while he was on his way and then followed up a few days later to make sure everything was to my liking. They truly care.”
* “I’m never going back to a drive-through car wash again. The results are top notch. They left no detail untouched – squeaky clean. It’s a reasonable price point for this kind of personalized service. And the fact that their cleaning products are safe for the environment makes Klēn my go-to place.”

**CHALLENGES**The company has been highly successful so far, but faces a number of challenges: * **Familiarity:** Even as the company continues to scale, the market still remains relatively new. We face a unique challenge: We must deepen the customer segment in order to continue to expand the market; at the same time, we have to find ways to stand out from competitors whom customers view as the norm.
* **Growth Rate:** As the company continues to expand rapidly, it has been challenging to keep up with the scale. We are concerned about maintaining our timeliness because our growing popularity has occasionally made it difficult to meet our 48-hour window guarantee.
* We are seeing the demand for expanding beyond the residential market, but finding physical space (and washing multiple cars without refilling our water tank) in crowded office parking lots has been a challenge. Due to this obstacle, we have suspended our efforts to expand beyond the residential market until we develop a clear process for implementing on-site services for offices.
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# WHY DO WE DOWHAT WE DO?

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| **COMPANY PURPOSE** (Our What and Why)We started our business to revolutionize the car wash experience. We know that your vehicle – like your time – is one of your most valued and prized assets. And we believe that you can keep your vehicle in its best condition without harming the planet *or* waiting in line. We’re here to put a smile on your face, one clean car at a time. |

# POSITIONING& STRATEGY

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| Our long-term vision is to go nationwide. We will achieve this goal by expanding to include every major city and growing our customer base to over five hundred thousand. We will be strategic about how we scale (i.e., control the rate of expansion) in order to maintain our quality and values. Currently, we are positioned to scale and are ready to grow from a small neighborhood company to a city-wide business. Once we have established standard processes concerning our city-wide service offerings, we will branch out to the five surrounding cities to build a regional presence. As Klēn grows, so will our team. We aim to hire a CMO and deepen our employee pool during the city-wide phase. Throughout this expansion, we must preserve our brand’s key characteristics: trustworthiness, neighborliness, friendliness, and high-quality service.The industry trends regarding our service are promising. The auto industry is expected to grow 2.4 percent between 2022 and 2025. By 2025, it will reach $38 billion. Our startup model has made Klēn a low-cost entry into the market. In addition, the mobile business trend has given us the momentum to reach our busy customers outside the confines of the standard workday. Reports show that consumers pay more for earth-friendly cleaning services. Naturally, offering a personalized service that’s mobile costs more than offering a personalized service that operates at a fixed location. Given the higher cost of Klēn, our brand’s strength comes from its flexibility and planet-focused initiatives. We will lead with an innovative mindset, testing the feasibility of new business ideas along the way. In the future, we will explore non-residential locations as well as detailing services catering to vehicles beyond cars (e.g., RVs, boats, etc.). We may also look to expand into new market segments like house or yard cleaning. We will know we have done our job when customers and clients associate us with exceptional experience and think of us as a people-first organization.  |

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## BRAND MESSAGING

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| **TAGLINE**Clean car care at your door. Smiles guaranteed. **VALUE PROPOSITION**For busy people who love their car and the planet, our personalized, on-site car cleaning service gives you your time back, so you can spend more time focusing on other things you love.  |



## MISSION STATEMENT

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| Our mission is to provide our customers with the highest-quality home car wash. We care for our planet, our neighbors, and your prized vehicle.  |



## VISION

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| Our vision is to make every neighborhood street sparkle. We will revolutionize the way vehicle owners think about car care. We will leave every customer with a smile. We will care for your vehicle just as much as you do. We will be the household name in car cleaning service for all vehicle owners. We will make a better tomorrow for our planet.  |



## BRAND PERSONALITY

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| Hero, caregiver, everyman. We are on a never-ending quest to make things beautiful. We are committed to caring for our neighbors. We are devoted to delivering smiles through humor and friendliness. “We can make the world and your life better.”  |

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| **FIRST VAN**From the very beginning, my son and I made a promise to ourselves that we would hold Klēn and its van to the highest of environmental standards. That meant a zero emission electric vehicle. Finding this first van that would inaugurate our future fleet proved easier than we thought. However, outfitting it to wash multiple cars in one day presented a considerable challenge. During those first few days in business, we found ourselves making several trips back and forth between home and client in order to finish each job. Thankfully, our first customer was a good-hearted neighbor who allowed us to test and refine our process using his family’s three cars. This experiment also gave us the flexibility to determine precisely what each future van would need. Identifying those needs was instrumental to our success: Having the perfect van gave us the ability to wash and detail exceptionally and quickly. **DRIVER’S LICENSE**We started our business when my son was 15 and had just gotten his learner’s permit. So he got thrown into the deep end early on, driving an eight-passenger van with low visibility! Now, of course, Sam can drive anything as smoothly as a pro. **DOG FRIENDLY**When we clean cars, pets get interested. As we vacuum, we leave your car doors open, so your dog has the freedom to roam. We even have a repeat customer whose pet thinks we’re family now. Badger loves it when we show up! He hangs out in the car while we clean the outside and hates to see us leave.  |

# A person wearing glasses  Description automatically generated with medium confidenceEXECUTIVE BIOS

Jonathan Kline

CEO + Founder

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| Jonathan has a background in business. He’s held roles at Fortune 500 companies, working his way to VP of Finance. After he realized that the constraints of his high-pressure position were keeping him from spending quality time with his son as he grew up, Jonathan decided to step back and create something that serves his community and his family. He now runs operations and works toward attaining the company vision, helping to raise B2B awareness of Klēn and expand the company through partnerships.  |



Sam Kline

Co-Founder + Head of Car Detailing

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| Budding entrepreneur Sam Kline is Klēn’s first car detailing expert. As a member of the research and development team, he is helping to identify customer needs and to create the signature Klēn car care routine. Using the Klēn Neighborhood Community Pledge, he assists in the recruitment of new car care experts and the training of new customer service staff members. As a brand ambassador, Sam executes the company’s growth strategy efforts by raising customer awareness and maintaining the customer base. |

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