The Crew Story

Back in 1948, with great foresight and a nod to innovation, Founder Joe Dahm opened Indiana’s first automated carwash, *Mike’s Minit Man*. A few years later, Joe’s brother, Ed Dahm, joined the business. At the time, just 18 carwashes were operating in the United States.

Since then, millions of vehicles have passed through our wash tunnels and we’ve grown to become one of the largest exterior-only carwash companies in the nation. Along the way we’ve held fast to one goal: delivering a clean, fast, friendly experience to each customer, every time they visit.

Today our carwashes feature the most advanced technology available, specially formulated detergents, soft cloth, computer-controlled equipment and our special touchless hot air dryers, along with the exceptional customer service for which we’re known.

The name *Crew* honors our dedicated and talented crew members who work hard to earn your trust and keep you coming back. We know that next to your home, your vehicle is likely one of the largest investments you’ll make—and caring for it safely is a privilege we don’t take lightly.

As our Founder Joe Dahm often reminds us, we’re really in the people business. We just happen to wash cars.

Company Highlights/Timeline

1948 - Mike’s Minit Man Carwash opens in Fort Wayne, IN

1971- Mike’s opens a second location in Fort Wayne, IN

1978- Evolving from full-service to an exterior-only carwash, Mike’s Express Carwash

1985- Mike’s Express opens its first location in Indianapolis, IN on Allisonville Road

1993- Founders Joe and Ed Dahm step down, passing the torch to their sons, Bill, Mike and Jerry Dahm

1996- Mike’s Express expands to Ohio, opening on Cincinnati’s Beechmont Avenue

2009- Mike’s is named a “Top Small Workplace” by *The Wall Street Journal*

2011- Rebranding changes the company name to Mike’s Carwash and COO Billy Schaming is named President.

2012 – Mike’s washes its 100,000,000 vehicle.

2013 – Mike’s Carwash expands to Kentucky, opening on Burlington Pike in Florence

2014 – Owners Bill and Mike Dahm enter into a friendly reorganization creating two separate companies. Crew Carwash in Central Indiana and Mike’s Carwash in Northern Indiana, Evansville, Dayton and Cincinnati Ohio and Florence, Kentucky.

2014- Crew Carwash is launched with 26 locations in Central Indiana.

2015- Crew opens its first location since the 2014 reorganization in Brownsburg, IN

2016- Crew Carwash is named Top Work Places by Team Members

2017- Crew Carwash is now open in Merrillville, Bloomington and Avon West making for 30 locations in Indiana
Social Media

Facebook – 19,164

Instagram – 1,375

Twitter – 1,410

LinkedIn – 1,318

Crew Carwash’s main focus right now is growing their Facebook and Instagram followers. With your help, we would like to find ways that increase our followers, increase engagement on posts and find new promotions or ads to participate in. Your presentation should include:

- A defined target customer base based in research (demographics, geography, psychographics)
- Trend Analysis- What is working national and locally in terms of strategy? What is failing?
- Scholarly theories, process or models that would help Crew Carwash understand the market, or suggest innovative solutions
- An action plan that addresses
  o What to post
  o When to post
  o Where to post or focus per demo
  o How often to post and how much is too much
  o How to continue to grow users/followers through paid and organic promotions
- Explain how evaluated alternatives before reaching your final recommendation
- Best Practices of other brands that the team researches

Deliverables: submit here: [http://tinyurl.com/parrishcasedrop](http://tinyurl.com/parrishcasedrop)

- PowerPoint
  o Labeled Teamname_presentation
  o 15-25 slides for a 15 minute presentation
  o Can include comments on each slide about what would be said at the point in the presentation
  o Please Research Responsibly: Should include Works Cited, APA formatted, parenthetical citation on each slide

- In Person Presentation
  o Next week you will receive a presentation time. Please plan to arrive 10 minutes before that time.
  o Prepare for 15 minute presentations, with 5 minutes with questions and 5 minutes for feedback
  o At least four team members need to be present