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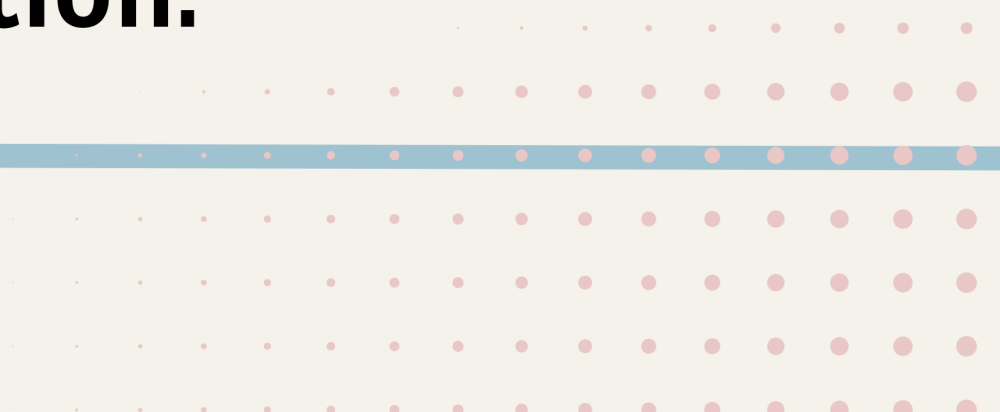
Number 1 in case studies solutions

# **PRONTO WASH: LAVAR LOS AUTOS DEL MUNDO AL RITMO DEL TANGO**



# INTRODUCTION

**Due to its novelty, focused strategy, and high-quality services combined with a cultural theme, Pronto Wash is a relevant player in the market. The mazoo organisation has effectively incorporated the tango musical and dance component into the firm's business model and crafted a unique brand image that is appealing to consumers. The key points in this article are the key aspects of business strategy of Pronto wash and its case solution.**



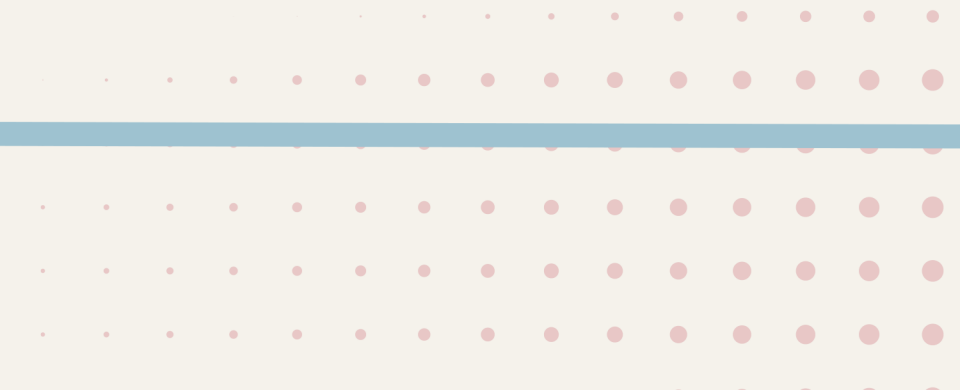
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# **BUSINESS MODEL AND POSITION ON THE MARKET**

**New generation car wash, Pronto Wash, is not limited to the washing of cars but envelopes the car owners in total washing experience. The company used the playing of tango music and the dance as a tool to make the customer's visit wonderful and full of pleasant memories. This concept alone helps Pronto Wash stand out from others and at the same time creates a higher amount of value for customers.**



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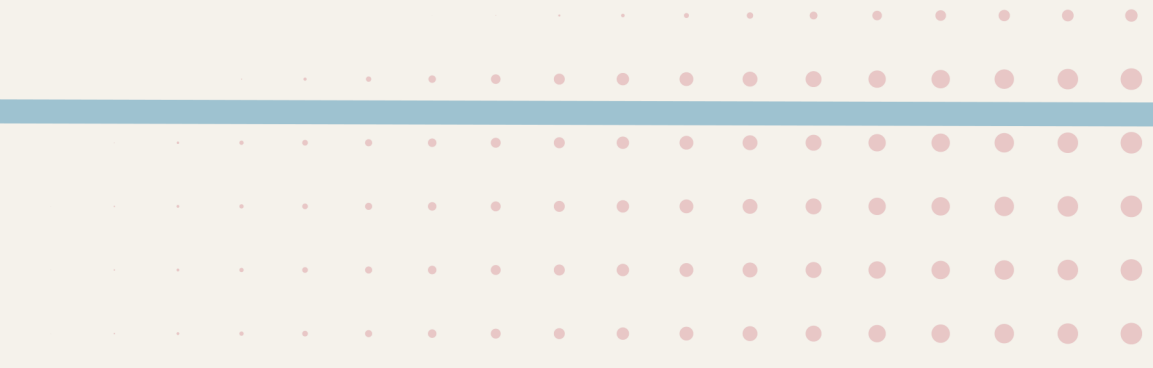


# **FUTURE OUTLOOK**

**In particular looking forward the present scenario of Pronto Wash is very much strategic to win the competition of niche market. That, to the details, the company can follow on the footsteps and become a substantial actor in the international market if it will keep on improving its service provision, and entering new strategic markets. As this paper demonstrated, adaptation to using technology solutions and optimizing the business model will be critical for ongoing growth and developing superior value-propositions for customers.**

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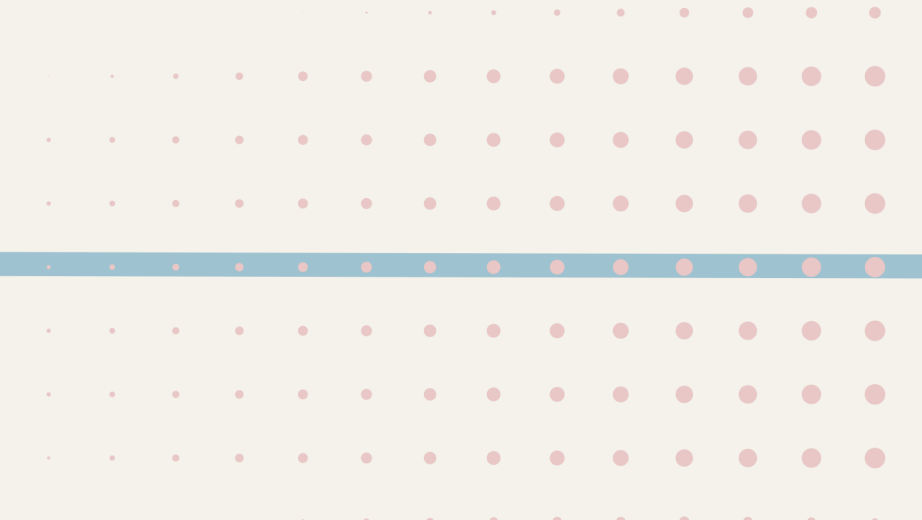
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# CONCLUSION

**Improvising on the concept of washing a car, Pronto Wash has adopted the use of tango hence developing a unique entrepreneurship idea. Mitigating these challenges through fixes the company is well positioned for the future and for those organisations' wanting to tackle the issues of competition in the modern hostile environment this case provides important insights.**



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# RECOMMENDATION

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.**

**Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.**



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