



BUSINESS PLAN **LAUNDRY** **SERVICE**

Confidentiality Agreement

The undersigned reader of Company ABC Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of Company ABC.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to Company ABC.

Upon request this business plan document will be immediately returned to Company ABC. This is a business plan. It does not imply an offer of any securities.

Applicable Law

This contract shall be governed by the laws in the country of COUNTRY

Signature

Printed Name



Overview

Company ABC will be a new laundromat in California offering self-service laundry and wash-and-fold services which prioritize cleanliness, convenience, and customer service. Reasonable pricing, attentive staff, and a bright, spacious, and modern space will set Company ABC apart as a superior laundromat experience.

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Executive Summary

Company ABC is a 24/7 laundromat offering a combination of self-service and wash-and-fold laundry services.

Service Summary

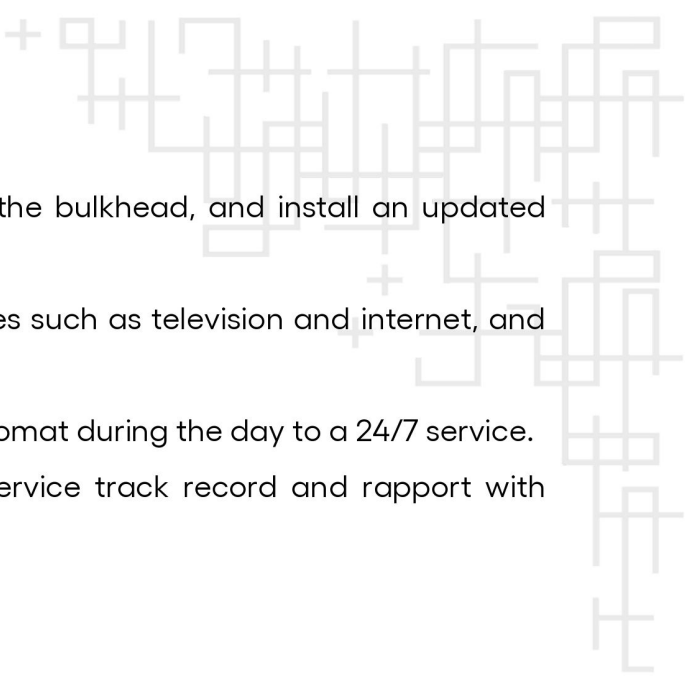
Company ABC will house state-of-the-art washers and dryers in a clean, bright, spacious, and modern space. In addition to offering the traditional self-service laundromat model, Clean Laundry will also have attendants on site who help customers use machines and offer wash-and-fold services. Both coin and card payment options will be available. Customers will have access to amenities such as television and internet connectivity. Modern and updated security systems and on-site attendants will ensure customers feel safe, accommodated, and cared for. A commitment to customer service, satisfaction, and convenience will also be demonstrated through periodic promotional offers which target the core market and by giving customers the option to share feedback via staff interaction, suggestion boxes, and online forms.

Market Summary

In 2022, the laundromat industry generated a revenue of \$5 billion USD. The industry is expected to remain stable in the years to come. The core market for laundromats consists of renters, students, and consumers from lower income brackets. The primary threat to the industry is increasing disposable income which in turn has an impact on the aforementioned core market by altering housing patterns and consumer preferences. In order to contend with these economic factors, attract customers, and generate revenue and profit, new laundromats must focus on keeping running costs and prices low, offering a broader range of complementary amenities and services, and ensuring the space and machines are well maintained and clean.

Three Year Objectives

Company ABC has identified the following three-year objectives:

- 
- Replace broken machines, replace the bulkhead, and install an updated filtered water system.
 - Renovate the space, set up amenities such as television and internet, and install a security system.
 - Transition from operating the laundromat during the day to a 24/7 service.
 - Develop as established customer service track record and rapport with locals and existing customers.

Keys to Success

Company ABC has identified the following keys to success:

- Initially reinvest the majority profits back into the business to cover maintenance, renovation, and running costs.
- Hire and train a reliable team of attendants.
- Partner with an experienced laundromat owner who can serve as a consultant in addition to a CPA and lawyer to oversee financial and legal matters.
- Achieving high levels of customer satisfaction which result in word-of-mouth recommendations and reviews which allow the business to develop a strong reputation and compete with existing establishments in a short period of time.
- Incorporating customer feedback to revise and improve the services and amenities on offer.

Financing Summary

Startup Assets	
Cash on Hand	100,000
Fixed Assets	200,000
Total Startup Assets	300,000
Startup Expenses	
Rent	10,000
Legal Expenses	20,000
Utilities	10,000
Repair & Maintenance	10,000
Total Startup Expenses	50,000
Total Requirements	
Total Startup Expenses	50,000
Total Startup Assets	300,000
Total Requirements	350,000

Startup Liabilities	
Liabilities and Capital	
Current Borrowing	
Long-Term Liabilities	
Accounts Payable	
Other Current Liabilities	
Startup Investments	
Planned Investment	100,000
Total Planned Investment	100,000
Startup Funding	
Total Liabilities	
Total Planned Investment	100,000
Total Funding	100,000

Company ABC – Revamping the Traditional Laundromat Experience

Located in CITY, Company ABC will be a new laundromat which aims to revamp and enhance the traditional laundromat experience. Company ABC mission is to prioritize cleanliness, convenience, and customer service.

Services

Company ABC will have two service models:

- Traditional self-service model: State-of-the-art washers and dryers with both coin and card payment options will be available for self-service. On-site attendant (who will be managing the wash and fold service side of the business) will be available to assist the clients.
- Wash & Fold services: On-site attendant will be available to collect clothing articles and provide laundry services to the client.

Space and Amenities

A comfortable waiting area will be setup for customers in addition to a television, magazines, newspapers, and internet connectivity. The laundromat will be well-lit, ventilated, spacious, and monitored by a security system affording customers safety, comfort, and privacy while they do their laundry. Customers will have the ability to provide feedback via staff interaction, suggestion boxes, and online forms.

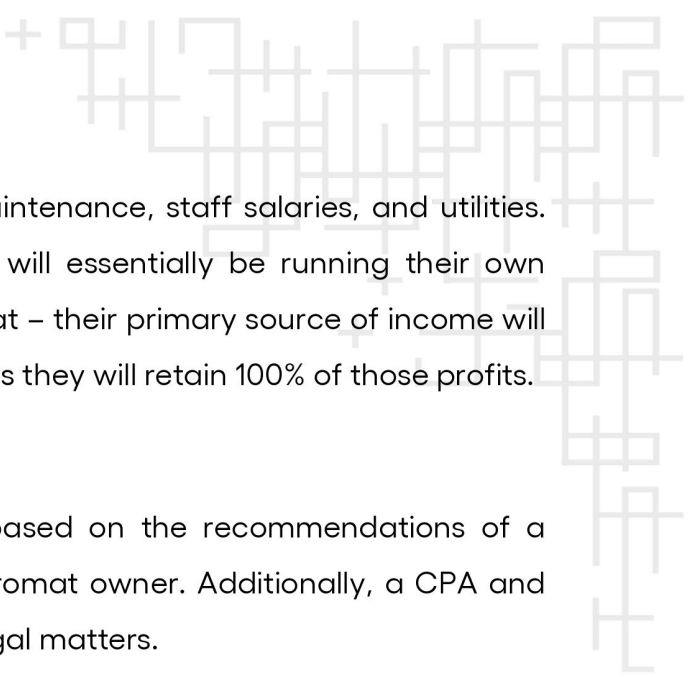
The estimated number of washers and dryers are as follows:

Washers: 20-25

Dryers: 30-35

Business Model

Initially, all profits generated by the laundromat will be reinvested back into the business. Once the space, machines, and infrastructure have been updated and



renovated the only recurring costs will be maintenance, staff salaries, and utilities. Staff salaries will be nominal as attendants will essentially be running their own business which is housed within the laundromat – their primary source of income will be the wash-and-fold services that they offer as they will retain 100% of those profits.

Development

The business will be setup and expanded based on the recommendations of a consultant who will be an experienced laundromat owner. Additionally, a CPA and lawyer will be hired to oversee financial and legal matters.

te service models – washers and dryers
can visit to utilize self-service machines
s the provision of self-service laundry
artments and dormitories. In 2022, the
f X.X billion USD and the industry is
level in the next 5 years. The industry

The laundromat market consists of two separate service models – washers and dryers housed in a commercial space which patrons can visit to utilize self-service machines and do their laundry on-premises, as well as the provision of self-service laundry equipment to residential buildings such as apartments and dormitories. In 2022, the laundromat industry generated a revenue of X.X billion USD and the industry is expected to remain more or less at the same level in the next 5 years. The industry primarily targets renters, students, and consumers from lower income brackets.¹ Trends pertaining to the size and subsequent demand of each segment of this core market are as follows:

Rental vacancy rates are inversely proportional to the demand for laundromats – when rental vacancy rates increase the demand for laundry services decreases. Rental vacancy rates are forecasted to increase at an annualized rate of X.X% between 2022 and 2027. Rising disposable income and relatively low interest rates are resulting in consumers buying homes – and purchasing in-home washer-dryer setups – rather than renting and relying on communal laundry services. On the other hand, increased urbanization presents an opportunity for the industry as more people relocating to densely populated urban areas drive rental vacancy rates down. By 2030 86% of the US population is expected to reside in urban areas – up from 83.7% in 2020.²³

University and college students who reside on campus or in rental units account for a significant share of the demand for communal laundry services - increasing enrolment

[illegible]

and student populations results in increasing demand. The number of students is expected to grow – albeit slowly – at an annualized rate of X.X% between 2022 and 2027.⁴

Consumers from lower income brackets

Demand for laundromats is primarily generated by consumers from lower income brackets – renters and students, as previously mentioned, but also itinerant individuals without permanent housing solutions. A rise in disposable incomes has resulted in some of these individuals either purchasing personal laundry equipment or switching over to more expensive laundry solutions such as high-end laundromats and dry cleaners who offer additional amenities such as wash-and-fold and pick-and-drop services. Although disposable incomes are projected to continue to rise, and poverty levels forecasted to fall, laundry solutions that are accessible to a variety of income brackets are important for the foreseeable future.

Market Needs

It becomes clear that the primary threat to the laundromat market is increasing disposable income which in turn has an impact on housing patterns and consumer preferences. In order to counteract these trends businesses operating with the laundromat market need to address the following market needs and success factors.

Cost

The primary attraction of laundromats for consumers lies in their cost-effectiveness. As such, effectively managing utility and operational costs without significantly increasing prices is a key success factor for laundromats. One potential avenue to do so is by remaining aware of and periodically adopting new energy and water saving

⁴ <https://my.ibisworld.com/download/us/en/industry/1729/1/0/pdf>

technologies. Although these technologies might incur large short-term costs, they are more effective in the long-run especially against a backdrop of increasing utility prices.

Services and Amenities

In addition to cost-effectiveness, consumers are now increasingly valuing convenience. Time is now just as valuable as money and so to continue to attract customer demand and generate revenue, laundromats need to explore the possibility of offering complementary services such as wash-and-fold and pick-and-drop options. Furthermore, having a variety of payment options and the possibility of cost reduction through subscriptions is also highly valued by customers.

Environment

Clean, well-lit shops with properly maintained machines are more likely to attract and retain customers. Spaces should be well-ventilated to manage temperature, air quality, and scents. Having waiting areas with comfortable seating options, amenities such as internet access and power outlets, as well as entertainment options such as a television, magazines, and newspapers to help customers pass their time while they wait for laundry, should also be a priority. Furthermore, laundromats need to be spacious enough to afford people their privacy, and also – in the aftermath of COVID-19 – exercise social distancing.

Market Opportunity

Location

Company ABC will be located in CITY which generated a revenue of XXX million USD in 2022 for the laundromat industry – second only to City 2. Furthermore, the revenue growth rate was X.X% between 2017 and 2022 making it the Xth fastest growing state market in the Country. The Coast is also home to the second highest share of colleges and universities in the country making it more potentially lucrative and particularly attractive to buyers and operators.



Services and Amenities

In addition to washers and dryers, Company ABC will also be staffed with attendants and employees who will assist customers with operating the machines, offer complementary wash-and-fold services, and be responsible for day-to-day maintenance and cleanliness. Additionally, multiple payment options will be available to facilitate customers. Offering a variety of complementary services and payment options, in a clean, modern, and functional space, will differentiate and enhance the Company ABC experience compared to traditional laundromats.

Strategy and Implementation Summary

Management Team

Charles Doe

Founder and CEO

Clint Skinner is currently an Air Force Staff Sergeant working in the medical services field. He has served in the United States military for 15 years in various supervisory roles. His time in the army has equipped him with numerous transferable skills such as project management, problem solving, as well as communication and negotiation which he hopes to utilize as a small business owner with the aim of serving the community.

SWOT Analysis

Strengths

- Offers a combination of complementary services and plan to operate 24/7 in years to come, thereby addressing consumer preferences as they pertain to time and convenience and not just cost.
- Prioritizes customer service by always having attendants on-site and allowing customers to share feedback.
- Has the ability and flexibility to reinvest all initial profits back into the business to address initial procurement and renovation costs.

Weaknesses

- Highly competitive industry due to large number of businesses and a limited scope of services which makes differentiation between businesses difficult.
- High capital, maintenance, and utility costs



Opportunities

- Is located in a state which performs relatively better in the laundromat market compared to national averages.
- Can set up in a location with limited competition nearby and where the population is predominantly constituted by the core market of renters, student, and consumers from lower income brackets.

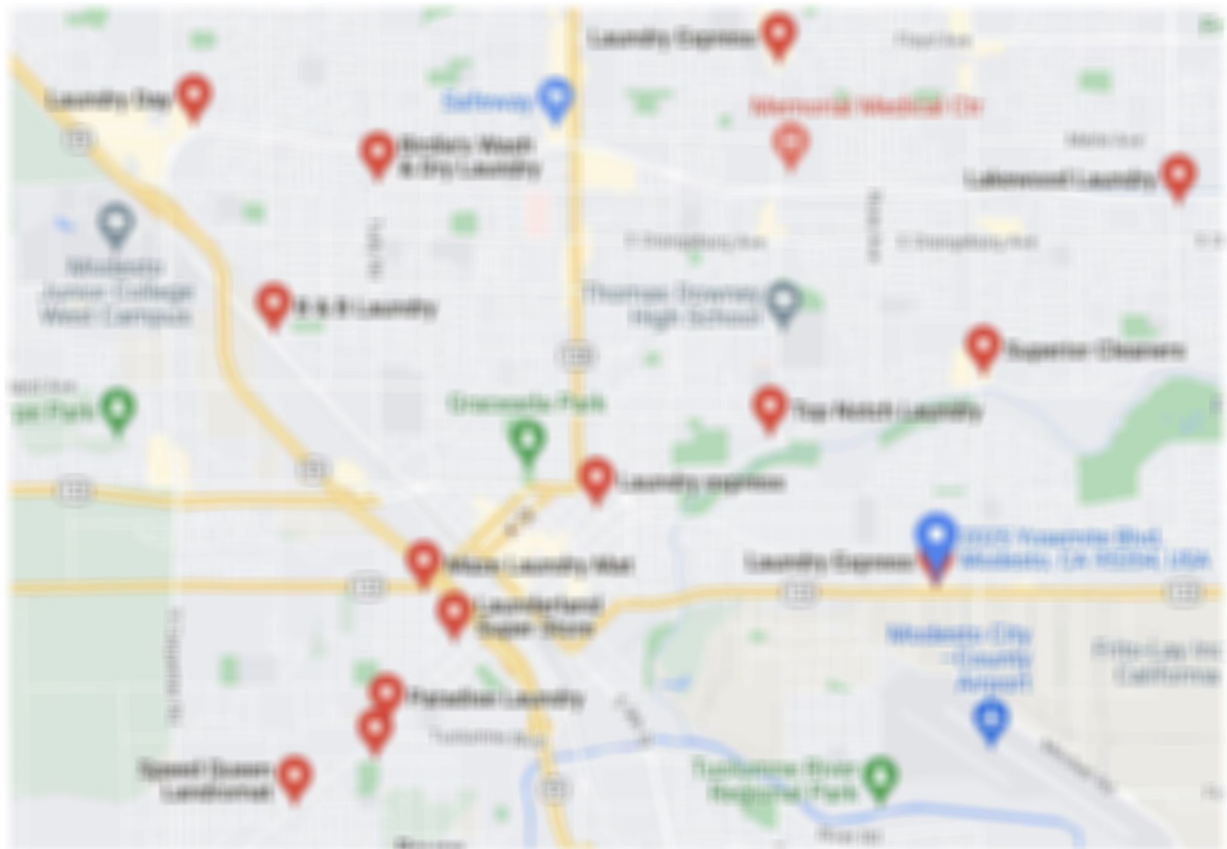
Threats

- Has to contend with increasing disposable income which results in housing patterns and consumer preferences which reduce demand and diminish the core market for laundromats.

any ABC. Competitors in the vicinity of
ures below. Business descriptions are
online website. It should be noted that
have an online presence or have very
websites.

There are two proposed locations for Company ABC. Competitors in the vicinity of both these locations are illustrated in the figures below. Business descriptions are provided for those laundromats that have an online website. It should be noted that the vast majority of laundromats either do not have an online presence or have very rudimentary, non-user-friendly, and outdated websites.

2025 Yosemite Blvd
Nevada, CA 95966
United States



Competitor 1

Competitor 1 is a laundromat located in City, State. The establishment offers coin operated washers and dryers with a variety of load capacities and has attendants on site. The laundromat is open 7 days a week and operating hours are between 7am and 10pm. Additional amenities include free Wi-Fi, arcade games, air conditioning and soap dispensers.

Competitor 1

Competitor 2 is a laundromat located in City, State. The establishment offers three service models 'You Wash', 'We Wash', and 'Pick Up and Delivery'. 'You Wash' is traditional on-site, self-service laundry, 'We Wash' covers wash-and-fold services whereby customers drop off dirty laundry and pick up cleaned, dried, and folded laundry at their convenience, and 'Pick Up and Delivery' offers laundry services without customers having to leave home. Furthermore, commercial laundry services are also available. The laundromat is open 7 days a week and operating hours are between 7am and 10pm. ATM and change machines are available on-site.

Potential Location 2

442 CA-12

Rio Vista, CA 94571

United States



Competitor 3

Competitor 3 is a laundromat offering eco-friendly washer and dryers with a range of load capacities. The establishment offers both personal and commercial laundry services. Payments are accepted via coins, bills, credit/debit cards, and smartphone payment options. Amenities such as flat-screen TVs, Wi-Fi, as well as snacks and beverages are available to customers. There is also an ATM and vending machine with laundry supplies on site. Pick-up and delivery services are available.

Competitor 4

Competitor 4 is a laundromat located in City, State. The establishment offers coin and card operated washers and dryers and has an onsite attendant. The laundromat is open 7 days a week and operating hours are between 7am and 9pm



Competitive Advantage

As previously mentioned, the laundromat industry is highly competitive due to many businesses and a limited scope of services which makes differentiation difficult. As such location, and proximity to other laundromat, plays a key role in determining competitive advantage and market share. In this vein, Location 1 seems like the promising location to acquire when compared to Location 2, with no comparable services being offered in its immediate vicinity.

Marketing Plan and Promotion Strategy

Social Media and Digital Marketing

- Accounts and pages on popular platforms such as Facebook and Instagram will be created to advertise the laundromat, highlighting the space and the services and amenities it offers.
- Digital platforms will be used to place targeted and promoted advertisements.
- A website will be created to share information about services, amenities, and pricing.

In-Person Marketing

- Leaflets and posters will be distributed in mailboxes and placed in different high-traffic public areas and spaces i.e. public transport terminals, billboards in libraries, community centers, supermarkets, cafes, and high streets.
- Advertisements will be placed in local newspapers and magazines.

Promotional Campaigns

- One week of free laundry will be offered to customers when the laundromat first opens.
- Additional promotional pricing will be offered periodically.