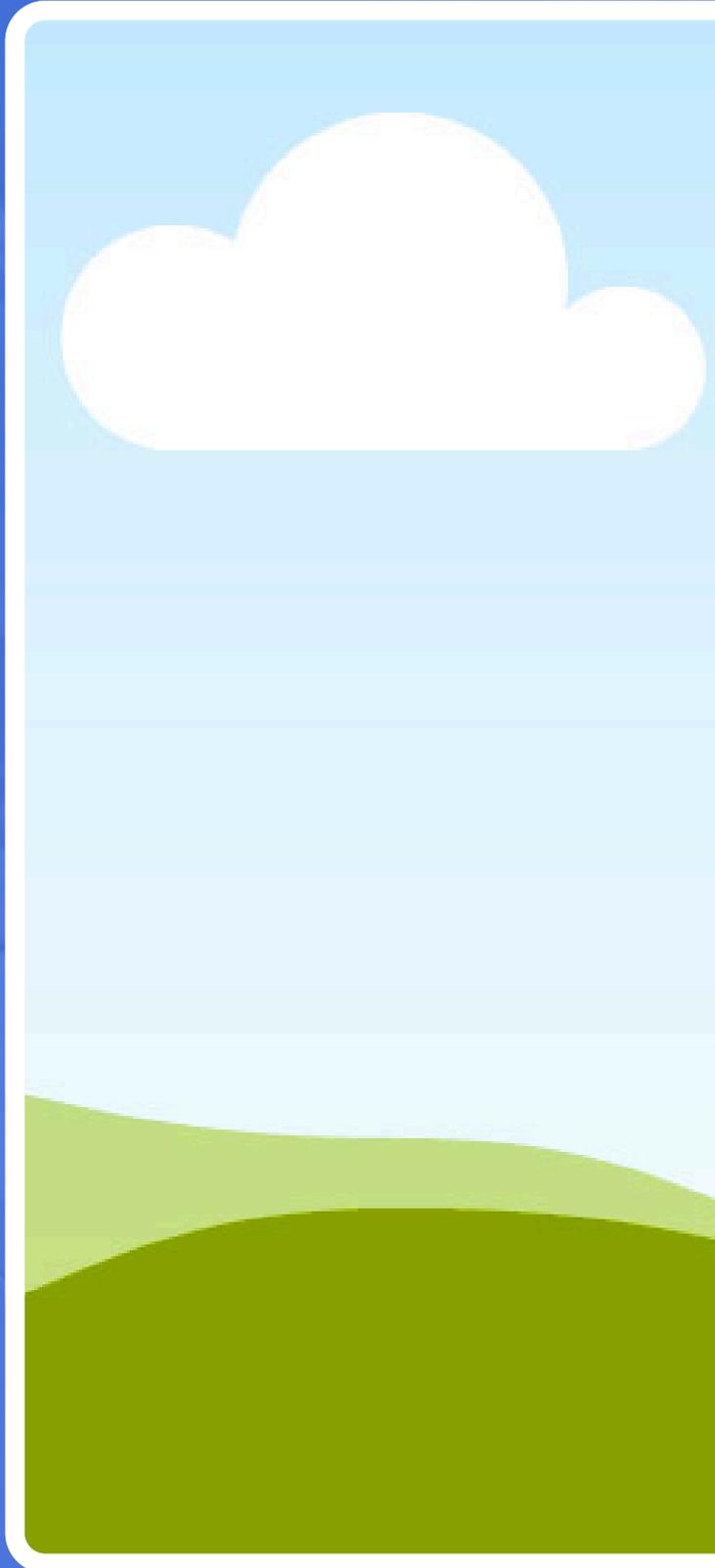




Logo placeholder

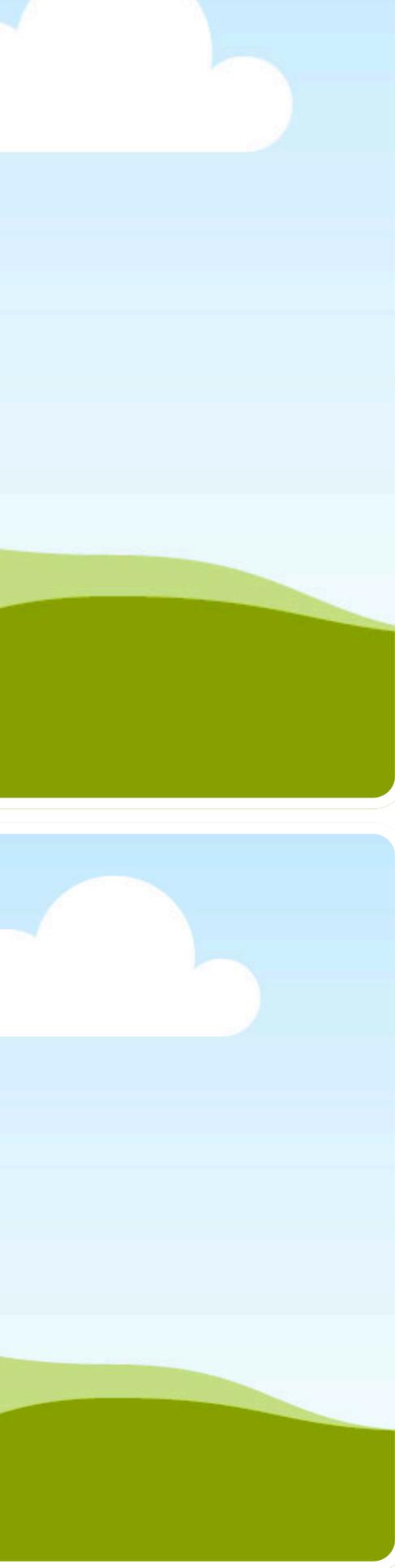
# [Your Laundromat Name]

Tagline: [Optional]



-  Business Address
-  Owner Name(s)
-  Contact Information

Date:  
"Confidential Business Plan" notation



## TABLE OF CONTENTS

Executive Summary	1
Company Description	2
Service Offerings	3
Market Analysis	4
Competitive Analysis	5
Location Analysis	6
Marketing & Sales Strategy	7
Operational Plan	8
Management & Organization	9
Financial Projections	10
Funding Requirements	11
Appendices	12

# EXECUTIVE SUMMARY

## Business Concept

*[Brief description of your laundromat concept in 2-3 sentences]*

---

---

---

---

## Mission Statement

*[Your mission statement]*

---

---

---

## Key Success Factors

*[Factor 1]*

---

*[Factor 2]*

---

*[Factor 3]*

---

## Financial Highlights

- Total Startup Investment:  $\$[Amount]$
- Projected Year 1 Revenue:  $\$[Amount]$
- Break-even Timeline: *[Months]*
- ROI Projection: *[Percentage/Timeline]*

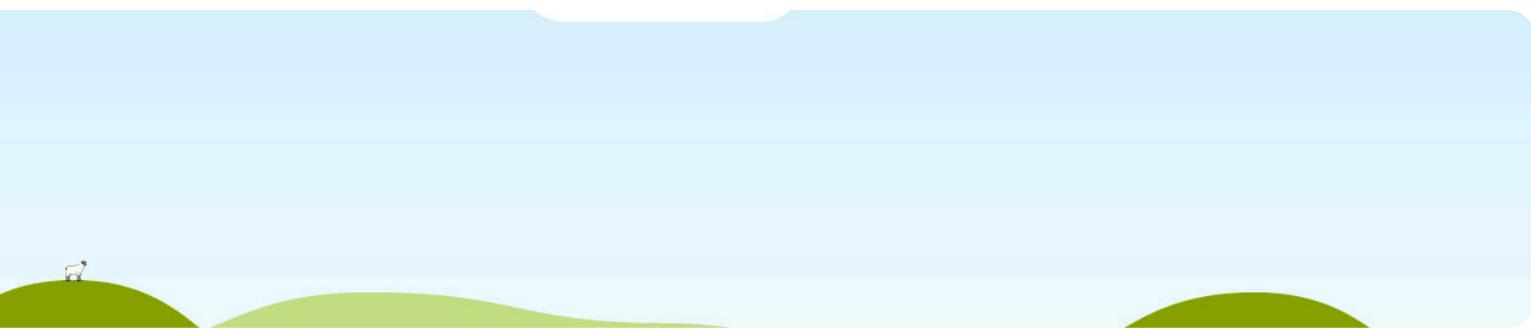
## Financial Highlights

*[Amount requested and intended use]*

---

---

---



# COMPANY DESCRIPTION

## Business Structure

*[LLC, Corporation, Partnership, Sole Proprietorship]*

---

---

---

---

## Location

*[Full address and description]*

---

---

---

## Business Model

*[Self-service, wash-and-fold, pickup/delivery, or hybrid]*

---

---

---

## Vision

*[Long-term vision for the business]*

---

---

---

## Why This Business?

*[Your motivation and relevant experience]*

---

---

---

# SERVICE OFFERINGS

## Primary Services



### Self-Service Laundry

- Machine types and quantities
- Load sizes available
- Pricing structure
- Operating hours



### Wash-and-Fold Service *(if applicable)*

- Service description
- Turnaround time
- Pricing per pound/per load
- Minimum orders



### Pickup & Delivery *(if applicable)*

- Service area/radius
- Scheduling options
- Pricing structure
- Delivery timeframes

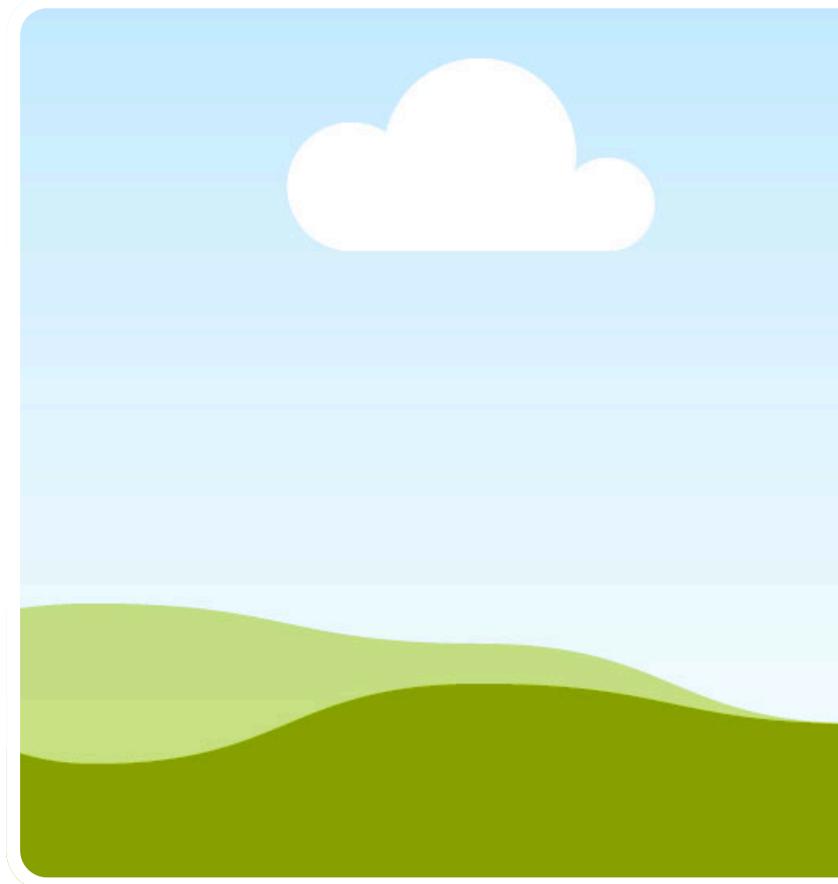


### Additional Services *(if applicable)*

- Dry cleaning drop-off/pickup
- Commercial laundry
- Specialty items (comforters, rugs, etc.)

## Value-Added Amenities

- Free WiFi
- Vending machines
- Comfortable seating
- Folding stations
- Kids' play area
- Loyalty program
- Mobile app



# MARKET ANALYSIS

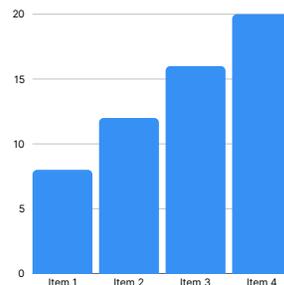
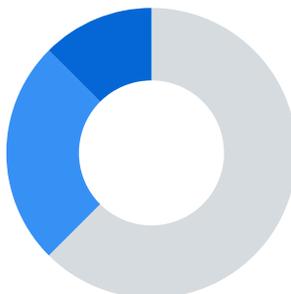
## Target Market Demographics

### Primary Customer Segments:

#### Segment 1:

[Name, e.g., "Busy Professionals"]

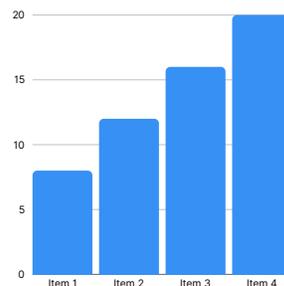
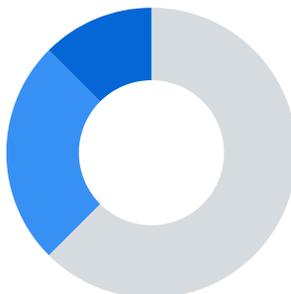
- Age range: \_\_\_\_\_
- Income level: \_\_\_\_\_
- Location/neighborhood: \_\_\_\_\_
- Needs and preferences: \_\_\_\_\_
- Estimated percentage of customer base: \_\_\_\_\_



#### Segment 2:

[Name, e.g., "Multi-Family Residents"]

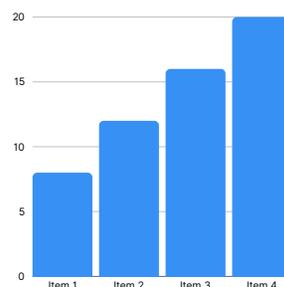
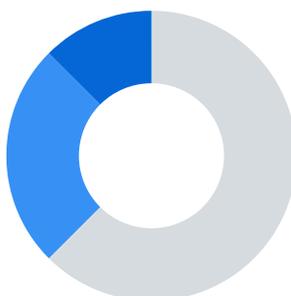
- Age range \_\_\_\_\_
- Income level \_\_\_\_\_
- Location/neighborhood \_\_\_\_\_
- Needs and preferences \_\_\_\_\_
- Estimated percentage of customer base \_\_\_\_\_



#### Segment 3:

[Name, e.g., "Students"]

- Age range: \_\_\_\_\_
- Income level: \_\_\_\_\_
- Location/neighborhood: \_\_\_\_\_
- Needs and preferences: \_\_\_\_\_
- Estimated percentage of customer base: \_\_\_\_\_

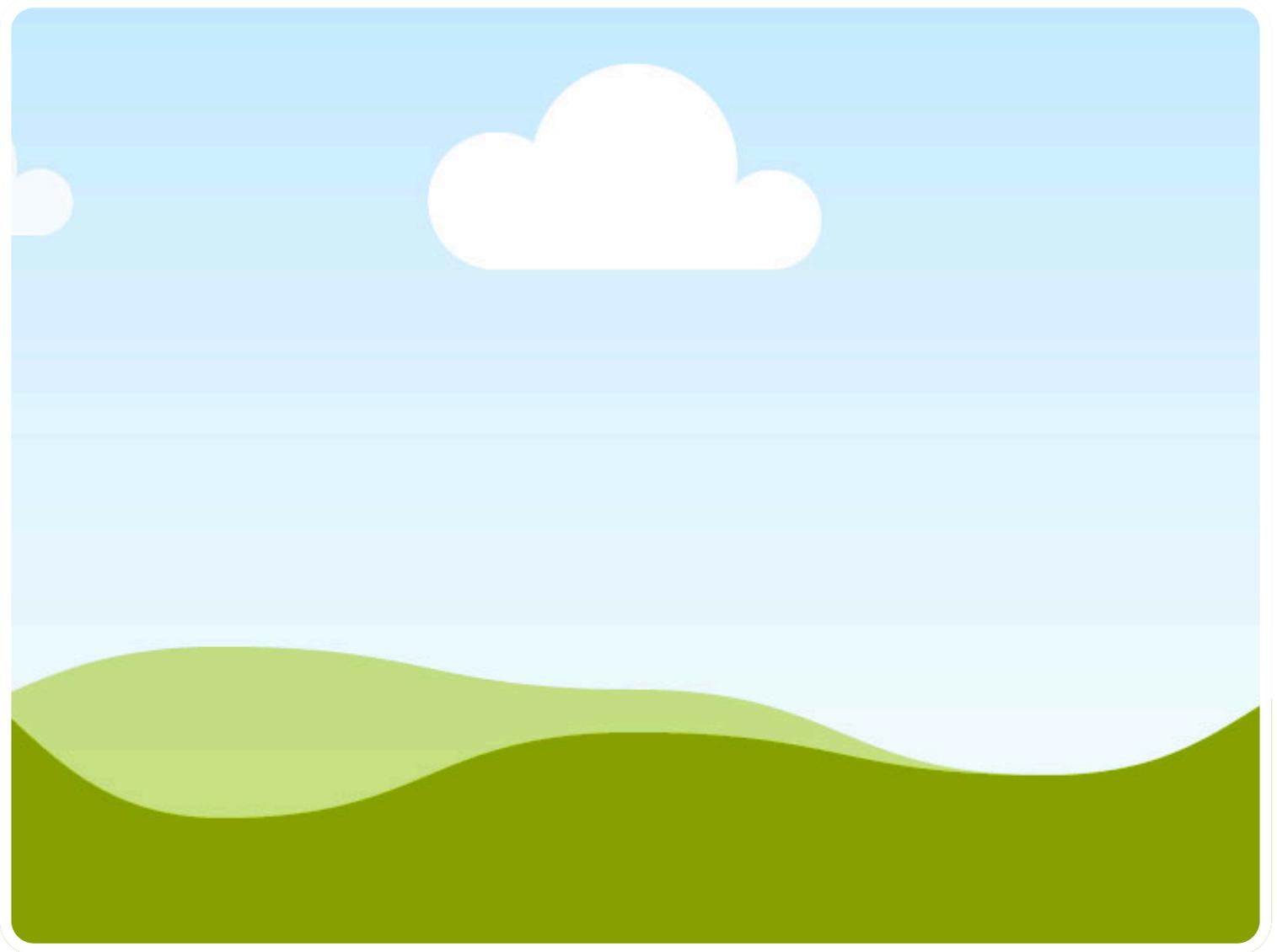


## Market Size & Growth

- Total addressable market (population within service area) \_\_\_\_\_
- Number of households without in-unit laundry \_\_\_\_\_
- Current market trends \_\_\_\_\_
- Growth projections \_\_\_\_\_

## Customer Needs Analysis

- What problems does your laundromat solve? \_\_\_\_\_
- Why would customers choose you? \_\_\_\_\_
- Unmet needs in the current market \_\_\_\_\_



# COMPETITIVE ANALYSIS

## Direct Competitors

Descriptions	Competitor 1: [Name]	Competitor 2: [Name]	Competitor 3: [Name]
Location and distance from your site			
Services offered			
Pricing			
Hours of operation			
Strengths			
Weaknesses			
Estimated market share			

## Competitive Advantages

### Your Differentiators:

[Advantage 1]

[Advantage 2]

[Advantage 3]

# SWOT Analysis

**Strengths:** *[List your strengths]*

**Opportunities:** *[List market opportunities]*

**Weaknesses:** *[List your weaknesses]*

**Threats:** *[List potential threats]*

---

---

---

---

---

---

---

---

---

---

# LOCATION ANALYSIS



## Site Address

[Complete address]

---

---

## Site Characteristics

- Square footage
- Lease or purchase details
- Monthly rent/mortgage
- Lease terms

## Location Advantages:

- Main road visibility
- Traffic count (vehicles/day)
- Foot traffic
- Parking availability (number of spaces)
- Proximity to target customers
- Public transportation access
- Safety and lighting

## Demographic Profile (1-3 mile radius):

- Population
- Number of households
- Average household income
- Percentage renters vs. owners
- Percentage without in-unit laundry

## Site Improvements Needed:

- Renovations required
- Plumbing/electrical upgrades
- Signage
- Security systems
- Estimated improvement costs

# MARKETING & SALES STRATEGY

## Brand Identity

- Brand personality
- Key messaging
- Visual identity guidelines

## Marketing Channels

### Digital Marketing:

- Website with online booking (if applicable)
- Google Business Profile optimization
- Social media platforms (Facebook, Instagram, TikTok)
- Local online directories
- Google Ads/Facebook Ads budget
- Email marketing

### Traditional Marketing:

- Exterior signage
- Print materials (flyers, business cards)
- Local partnerships
- Community sponsorships
- Grand opening promotion

## Customer Acquisition Strategy

### Pre-Launch (Months 1-3):

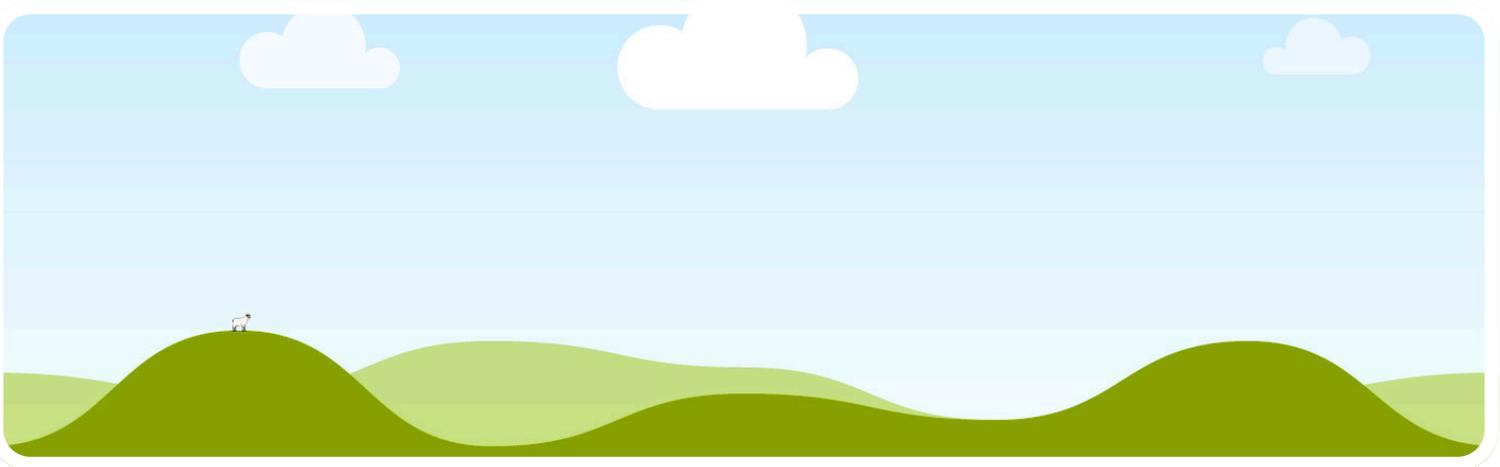
- [Specific tactics]

### Launch (Month 1):

- Grand opening event details
- Promotional offers
- [Specific tactics]

### Ongoing:

- Loyalty/rewards program
- Referral incentives
- Seasonal promotions
- [Specific tactics]



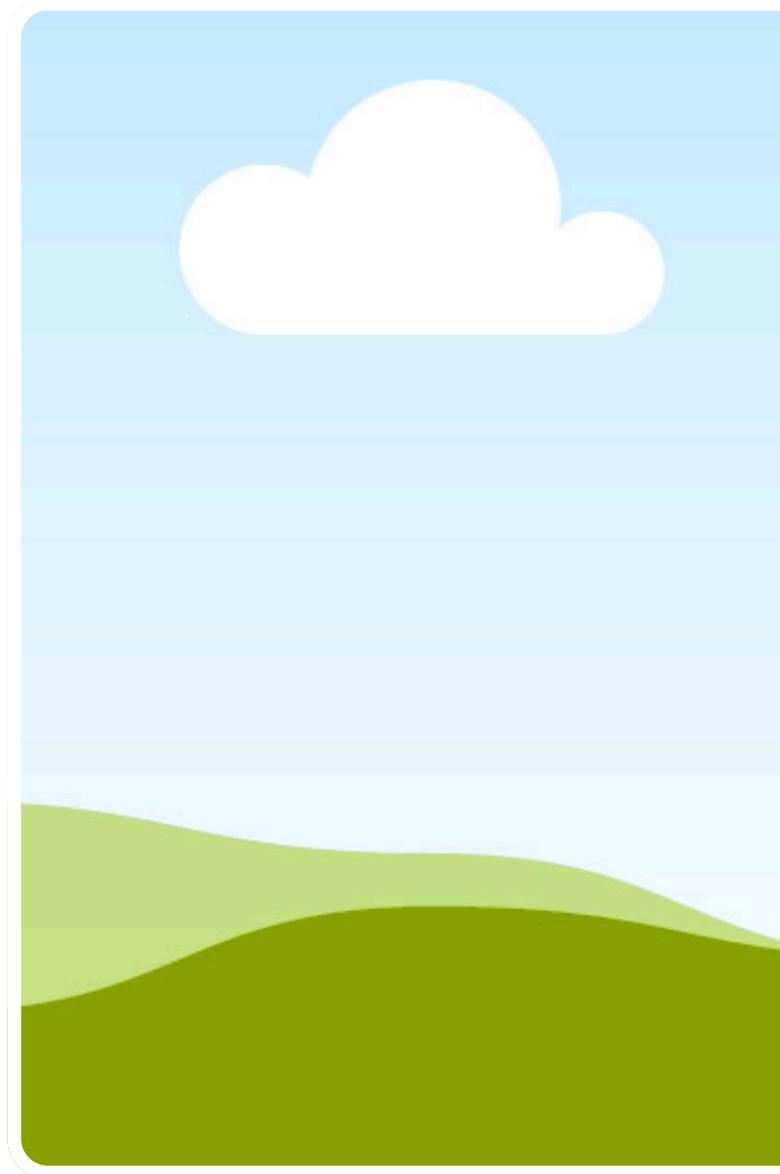
## Pricing Strategy

### Direct Competitors

Self-Service	
Small load: \$[Price]	
Medium load: \$[Price]	
Large load: \$[Price]	
Extra-large load: \$[Price]	
Dryer (per cycle): \$[Price]	

Pickup & Delivery	
Base fee: \$[Amount]	
Price per pound: \$[Price]	
Minimum order: \$[Amount]	

Wash-and-Fold	
Price per pound: \$[Price]	
Minimum order: \$[Amount]	



### Sales Projections



- Month 1-3 projections
- Month 4-6 projections
- Month 7-12 projections
- Year 2-3 projections

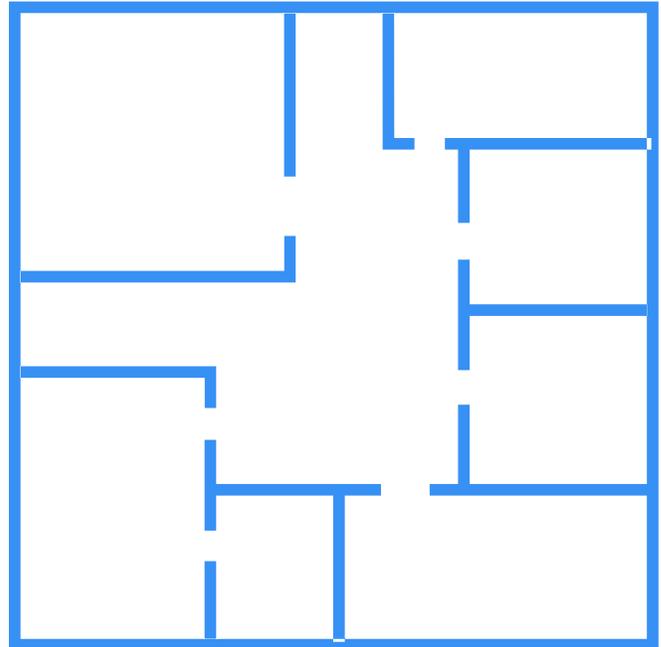
# OPERATIONAL PLAN

## Hours of Operation

- Daily hours
- Holiday schedule
- Staffing coverage

## Facility Layout

- Machine placement
- Folding area
- Vending area
- Office/storage
- Customer seating/waiting area
- Pickup/delivery staging area (if applicable)

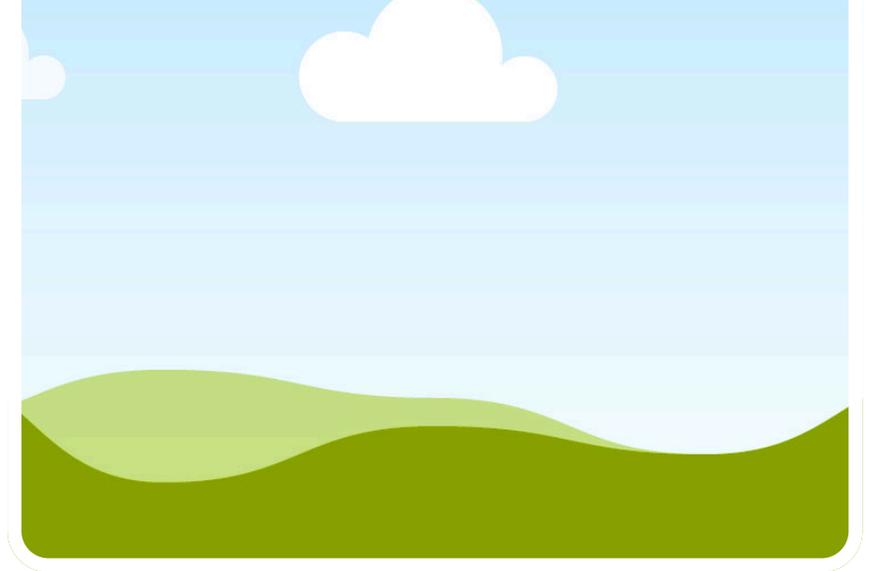


## Equipment List

Equipment Type	Quantity	Capacity	Brand/Model	Cost per Unit	Total Cost
Washers (small)	[#]	[lbs]	[Brand]	[\$Amount]	[\$Amount]
Washers (large)	[#]	[lbs]	[Brand]	[\$Amount]	[\$Amount]
Dryers	[#]	[lbs]	[Brand]	[\$Amount]	[\$Amount]
Folding tables	[#]	-	[Brand]	[\$Amount]	[\$Amount]
Payment system	[#]	-	[Brand]	[\$Amount]	[\$Amount]
Security cameras	[#]	-	[Brand]	[\$Amount]	[\$Amount]
<b>TOTAL</b>			[#]		[\$Amount]

## Technology & Systems

- Payment processing system
- POS system (for wash-and-fold/delivery)
- Route planning software (for delivery)
- Security and monitoring
- Inventory management
- Customer management/CRM



## Workflow Processes

### Self-Service Operations:

- Customer arrival to completion process
- Maintenance schedule
- Cleaning protocols

### Wash-and-Fold Process:

- Order intake
- Sorting and washing
- Drying and folding
- Quality control
- Customer notification
- Pickup/payment

### Pickup & Delivery Process:

- Order placement (app/phone/website)
- Route planning
- Pickup procedures
- Processing
- Delivery procedures
- Customer communication

### Suppliers & Vendors

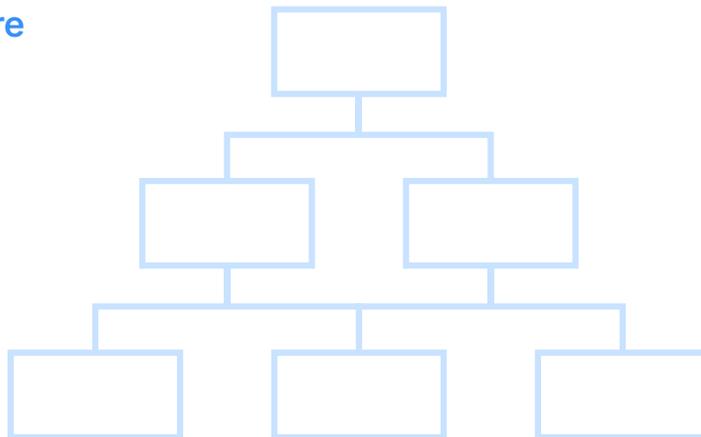
- Equipment supplier(s)
- Detergent and supplies
- Maintenance and repair services
- Utilities providers
- Payment processing
- Insurance provider

### Quality Control & Customer Service

- Service standards
- Complaint resolution process
- Customer feedback system

# MANAGEMENT & ORGANIZATION

## Organizational Structure



## Management Team

**Owner/Operator:** *[Name]* \_\_\_\_\_

- Background and experience \_\_\_\_\_
- Responsibilities \_\_\_\_\_
- Compensation \_\_\_\_\_

**Manager (if applicable):** *[Name]* \_\_\_\_\_

- Background and experience \_\_\_\_\_
- Responsibilities \_\_\_\_\_
- Compensation \_\_\_\_\_

## Staffing Plan

Position	# of Employees	Hours per Week	Hourly Rate	Annual Cost
Store Manager	<i>[#]</i>	<i>[Hours]</i>	<i>[\$Rate]</i>	<i>[\$Amount]</i>
Attendant	<i>[#]</i>	<i>[Hours]</i>	<i>[\$Rate]</i>	<i>[\$Amount]</i>
Wash-and-Fold Staff	<i>[#]</i>	<i>[Hours]</i>	<i>[\$Rate]</i>	<i>[\$Amount]</i>
Delivery Driver	<i>[#]</i>	<i>[Hours]</i>	<i>[\$Rate]</i>	<i>[\$Amount]</i>
<b>TOTAL</b>				<i>[\$Amount]</i>

## Professional Advisors

- Accountant: *[Name/Firm]* \_\_\_\_\_
- Attorney: *[Name/Firm]* \_\_\_\_\_
- Insurance Agent: *[Name/Firm]* \_\_\_\_\_
- Business Consultant: *[Name/Firm]* (if applicable) \_\_\_\_\_

# FINANCIAL PROJECTIONS

## Startup Costs Summary

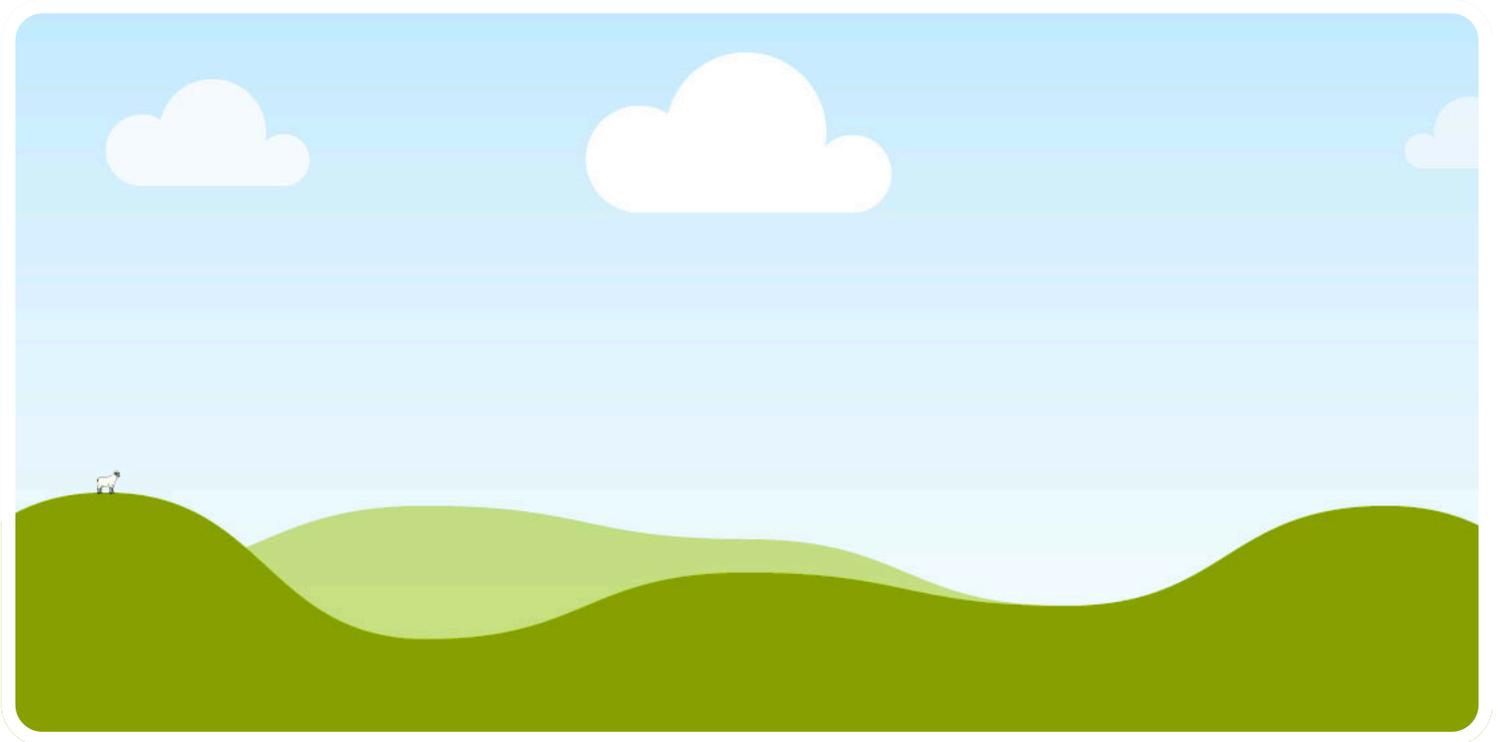
### One-Time Startup Expenses:

Category	Annual Cost
<b>Equipment &amp; Machines</b>	
Washers	[\$Amount]
Dryers	[\$Amount]
Payment systems	[\$Amount]
Folding tables/carts	[\$Amount]
<b>Facility Costs</b>	
Lease deposit	[\$Amount]
Renovations/build-out	[\$Amount]
Signage	[\$Amount]
<b>Technology</b>	
POS system	[\$Amount]
Security system	[\$Amount]
WiFi setup	[\$Amount]
Website development	[\$Amount]
<b>Legal &amp; Professional</b>	
Business registration	[\$Amount]
Permits and licenses	[\$Amount]
Legal fees	[\$Amount]
Insurance (first year)	[\$Amount]
<b>Initial Inventory &amp; Supplies</b>	
Cleaning supplies	[\$Amount]
Vending machine stock	[\$Amount]
Office supplies	[\$Amount]
<b>Marketing &amp; Launch</b>	
Grand opening promotion	[\$Amount]
Initial marketing materials	[\$Amount]
<b>Working Capital Reserve</b>	[\$Amount]
<b>TOTAL STARTUP COSTS</b>	<b>[\$Amount]</b>

# FINANCIAL PROJECTIONS

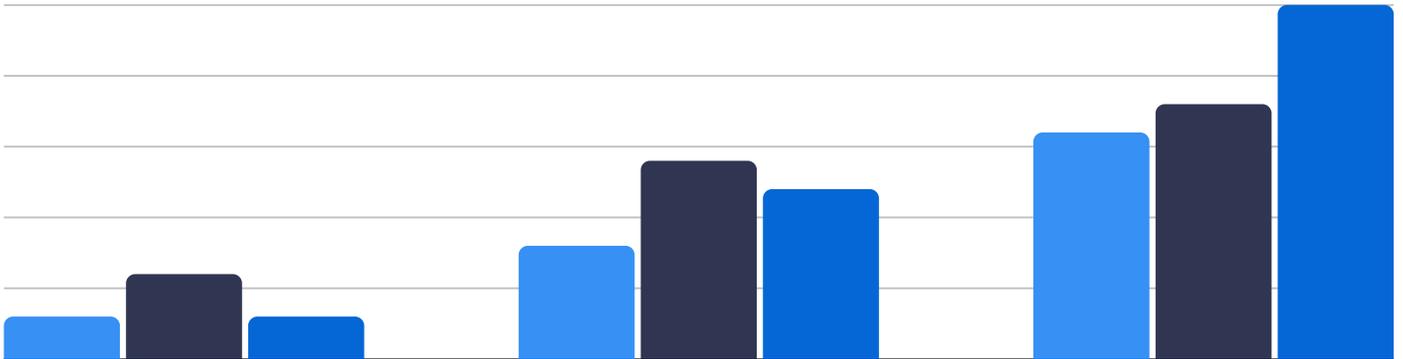
## Monthly Operating Expenses

Category	Annual Cost	Annual Cost
Rent/Mortgage	[\$Amount]	[\$Amount]
Utilities (electric, water, gas)	[\$Amount]	[\$Amount]
Payroll	[\$Amount]	[\$Amount]
Payroll taxes	[\$Amount]	[\$Amount]
Insurance	[\$Amount]	[\$Amount]
Equipment maintenance	[\$Amount]	[\$Amount]
Cleaning supplies	[\$Amount]	[\$Amount]
Marketing & advertising	[\$Amount]	[\$Amount]
Payment processing fees	[\$Amount]	[\$Amount]
Internet/phone	[\$Amount]	[\$Amount]
Professional services	[\$Amount]	[\$Amount]
Loan payment	[\$Amount]	[\$Amount]
Miscellaneous (5% buffer)	[\$Amount]	[\$Amount]
<b>TOTAL MONTHLY</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>



## Revenue Projections

● Year 1 ● Year 2 ● Year 3



### Year 1 Monthly Revenue:

Month	Self-Service	Wash-and-Fold	Pickup/Delivery	Other	Total
Month 1	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 2	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 3	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 4	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 5	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 6	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 7	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 8	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 9	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 10	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 11	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Month 12	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
<b>Year 1 Total</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>

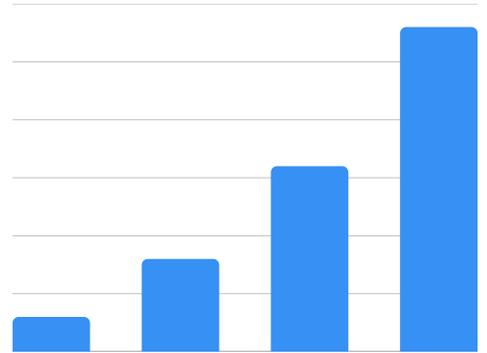
### Year 2-3 Annual Revenue:

Month	Self-Service	Wash-and-Fold	Pickup/Delivery	Other	Total	Growth %
Year 2	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[%]
Year 3	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]	[%]

## Profit & Loss Projections

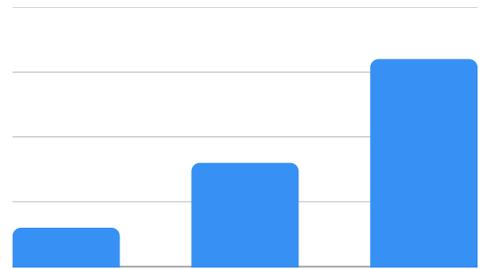
### Year 1:

Quarter	Revenue	Expenses	Net Profit/Loss	Profit Margin %
Q1	[\$Amount]	[\$Amount]	[\$Amount]	[%]
Q2	[\$Amount]	[\$Amount]	[\$Amount]	[%]
Q3	[\$Amount]	[\$Amount]	[\$Amount]	[%]
Q4	[\$Amount]	[\$Amount]	[\$Amount]	[%]
<b>Year 1 Total</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>



### 3-Year Summary:

Year	Total Revenue	Total Expenses	Net Profit	Profit Margin %
Year 1	[\$Amount]	[\$Amount]	[\$Amount]	[%]
Year 2	[\$Amount]	[\$Amount]	[\$Amount]	[%]
Year 3	[\$Amount]	[\$Amount]	[\$Amount]	[%]
<b>Year 1 Total</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>	<b>[\$Amount]</b>



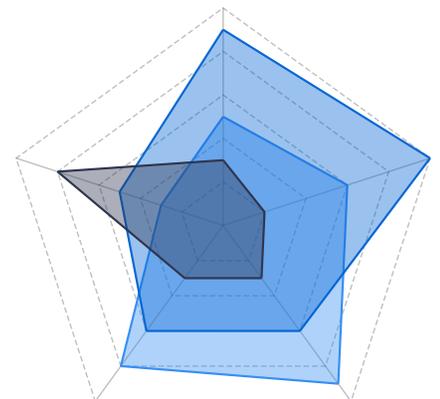
## Cash Flow Projections

### Year 1 Monthly Cash Flow:

- Beginning cash
- Cash inflows (revenue)
- Cash outflows (expenses)
- Net cash flow
- Ending cash balance

## Break-Even Analysis

- Fixed monthly costs: \$[Amount] \_\_\_\_\_
- Variable costs per transaction: \$[Amount] \_\_\_\_\_
- Average transaction value: \$[Amount] \_\_\_\_\_
- Break-even point in transactions: [Number] \_\_\_\_\_
- Break-even point in revenue: \$[Amount] \_\_\_\_\_
- Expected timeline to break-even: [Months] \_\_\_\_\_



# FUNDING REQUIREMENTS

Total Capital Needed \$[Amount] \_\_\_\_\_

## Use of Funds Breakdown

Category	Amount	Percentage
Equipment purchase	\$[Amount]	[%]
Facility improvements	\$[Amount]	[%]
Initial inventory/supplies	\$[Amount]	[%]
Working capital	\$[Amount]	[%]
Marketing/launch	\$[Amount]	[%]
Professional fees	\$[Amount]	[%]
Contingency (10%)	\$[Amount]	[%]
<b>TOTAL</b>	<b>\$[Amount]</b>	<b>100%</b>

## Current Funding Sources

Source	Amount	Status
Personal investment	\$[Amount]	[Secured/Committed]
Business loan	\$[Amount]	[Requested/Approved]
Partner investment	\$[Amount]	[Secured/Committed]
Other	\$[Amount]	[Status]
<b>TOTAL SECURED</b>	<b>\$[Amount]</b>	
<b>FUNDING GAP</b>	<b>\$[Amount]</b>	

## Loan Request Details *(if applicable)*

- Loan amount requested: \$[Amount] \_\_\_\_\_
- Proposed terms: [Years/months] \_\_\_\_\_
- Interest rate: [%] \_\_\_\_\_
- Collateral offered: [Description] \_\_\_\_\_
- Personal guarantee: [Yes/No] \_\_\_\_\_
- Repayment schedule: [Monthly payment amount] \_\_\_\_\_

## Return on Investment for Investors *(if seeking equity investment)*

- Equity offered: [%] \_\_\_\_\_
- Projected ROI: [%] \_\_\_\_\_
- Exit strategy: [Description] \_\_\_\_\_
- Dividend/profit distribution plan: [Description] \_\_\_\_\_

# APPENDICES

## Appendix A: Supporting Documents

- Business licenses and permits
- Lease agreement or property deed
- Equipment quotes and warranties
- Insurance policies
- Loan pre-approval letters
- Partnership agreements (if applicable)

## Appendix B: Market Research Data

- Census data for service area
- Market survey results (if conducted)
- Industry reports and statistics
- Traffic count studies

## Appendix C: Marketing Materials

- Logo and branding samples
- Website mockups
- Sample advertisements
- Social media strategy

## Appendix D: Detailed Financial Spreadsheets

- Complete 3-year monthly projections
- Equipment depreciation schedule
- Loan amortization schedule
- Sensitivity analysis

## Appendix E: Management Resumes

- Owner/operator resume
- Key management resumes
- Advisory board member bios (if applicable)

## Appendix F: Floor Plans & Renderings

- Detailed facility layout
- Equipment placement diagram
- Exterior/interior renderings or photos

## Appendix G: Legal Documents

- Business formation documents
- Contracts with suppliers
- Franchise agreement (if applicable)

