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Business/Company Overview

This group project entails our three members deciding on a business idea which we can bring into fruition and operate a successful company and make a commendable profit, we chose laundromat as our business is not only because of the launderette industry having a success rate of 95% (Key Statistics Laundromat Investors Should Know, 2022), but because of how beneficial it can be to the community. The first thing we did after deciding on laundrettes as a business idea, was coming up with a company name. After brainstorming names I.e. 'budget washer', we chose 'Refresh'. We felt it reflected our company in its best light as a pose to 'budget washer' as, for one thing, we offer much more than just washing services. Refresh insinuates cleanliness, purity, giving new strength/energy to, to reinvigorate, making something feel new again, to restore, to renovate, to replenish, to recharge, to revitalize, to revive and renew. Refresh is the image we want to portray for our business, when you think laundrettes, you think clean smells, clean clothes, warm dry laundry and our name achieves this. A slogan is also important as all big brands have them and make them memorable and are a big part of marketing for example everybody knows 'one sheet does plenty' is plenty kitchen towels. After careful consideration we narrowed down our slogan ideas to, 'start fresh with refresh'. The alliteration of 'fr' give an airy breathless sound which works well with our company as we believe we are a breath of fresh air in the laundry business.

To briefly describe our company, it is an affordable and reliable laundry service that is convenient and accessible to all. Our short-term smart goals are to create several partnerships/ sponsorships with established companies. Our long-term smart goals as a

company are to be as environmentally friendly as possible. To open multiple laundrettes in multiple locations to become even more accessible and reach more customers.

Product and Services: We offer a variety of laundry services; dry cleaning, ironing, steaming and delivery services.

Costs of services:

- Washing machine - £3.50 per load
- Dryers - £0.50 per 4 minutes
- Ironing – trousers £10, shirts £8
- Steaming – suits £20-30, dresses quoted prices based on size, weight and material, prices from £20-80
- Delivery - £5 per 10kg plus £4.99 pickup and delivery fee per customer

Market audit

Any business or your own business requires an internal as well as external analysis of the marketing environment. Through it, a generalization of the business, the strong and weak points, the opportunities and the threats that can cause damage is made. By means of the SWOT analysis, it is easy to detect all these involved points. But why is this strategy so important when you want to open a business? As mentioned, (Kolderu T. 2008) a marketing audit helps to understand the current stage your business is at, which marketing strategies to use along the process and to detect in advance what problem may arise along the way.

Strengths

As in the UK, laundry services are in high demand, the market is quite broad and distinctive we chose to take advantage of this and offer services at an affordable price for all ages. Students, single parents and elderly people initially benefit from a price reduction if they present a corresponding document.

As I mentioned above that the market is wide, choosing the right space is crucial. We chose a place with a lot of agglomeration in a shopping centre in the heart of the city, with a machine to change cash into coins on the spot and with the parking provided by the shopping centre.

Our business has a solid relationship with our partners and with suppliers. This allows us to confidently guarantee quality services to people and with minimal risk.

As JMD provides collection services from home and delivery to your door, the risk of losing the good is minimal, as we also offer storage services for a period of 12, 24, 42 hours.

We cooperate with a company of safe laundry detergents. Therefore, the risk for the sensitive skin of people with various skin problems, including babies, is reduced to a minimum. The detergent we use is specially designed for babies' skin, does not contain enzymes and bleaches, is useful for all types of material and can be used at any temperature

Weaknesses

With the increase in inflation, there is the risk of price increases, this factor is disadvantageous for a new business appearing on the market, which is still unknown to customers.

As part of the services offered by the business are maintained with the help of our partners, this point is extremely risky in case of disagreement or liability.

Marketing is a crucial aspect of business and requires research, time, planning and proper budget allocations. As we are new to the market and do not yet know how the business is going, this point is quite dangerous.

Opportunities

This business is constantly growing and is always current for everyone, because everyone has things to clean, right? Even if critical periods intervene, such as covid-19, courier services offer the possibility to carry out tasks safely.

Great Britain already has over 10 million immigrants. About 3.7% of the total migrant population in the world. From 2000 to 2015, Britain ended up having a double number of migrants who sought a better life in England. From 4.7 million people, we reached 8.5 million people coming to Great Britain. The wave of migrants from Eastern Europe and the EU starting in 2004 was to blame. Thanks to this, businesses can also benefit, especially laundries. A laundromat is always welcome when you're just starting out and can't afford a personal washing machine yet.

This type of business can easily collaborate with others, as we did with JDL services. Or services for services, we can sponsor detergents, laundry baskets and more.

Threats

A possible threat can be emigration, people come and go to their native country on holidays, often during winter, summer holidays.

Another threatening factor, the epidemic. Severe restrictions can affect and reduce contact with consumers, especially the elderly and parents with children.

Competitors:

It is difficult for a start-up to fight for survival in a market dominated by large or already known corporations. if you're successful, it's only a matter of time before competitors appear.

	S	W	O	T
Our company REFRESH	Flexible schedule, Affordable prices depending on age cleaning services especially for the clothes of children with sensitive skin and people with dermatological problems, Advantageous location	Unstable prices, Business based on partners	Sponsorship of eco products, detergents and clothes racks.	The epidemic, Covid-19. Acute restrictions can influence and lower exposure with users, especially the elderly people and parents with children.

C1 - Pablo's Laundry	Provide program for the whole week including weekends. Advantageous location. Highly rated customer service.	Unstable prices for services. Poor advertising strategy, only valid on Facebook	Positive and original customer interaction.	Perform only a few services, just laundry without very sophisticated equipment.
C2 - MME ironing and Laundry Services	Advanced marketing strategies. Provide free delivery and collection if you pay for a full pocket.	Disadvantageous location, far from the crowd. Do not have an accessible location for consumers.	It offers cleaning services for sports and medical equipment, large and heavy items, evening suits, school uniforms. Collaborations with various clients.	Doesn't provide baby clothing cleaning, commercial and domestic laundry services what is requested.
C3 - Sheldon Laundry	An experience of over 10 years on the market. Provide a complete laundry services, free collection and delivery available. Advantageous location. Offers clothes repair	High prices, last generation technologies. Advertising is missing.	Quality services known on the market, with stable prices year after year.	Inflexible schedule.

SWOT Analysis:

Strengths

A strength of our laundrette business it provides a steady income.

It is easy to operate and low labour costs.

This business offers a great deal of freedom; you may stay and oversee everything, or you can step away and let the operation operate smoothly whilst earning more money. Additionally, you can work a second job during your free time. In simpler terms, we will not need to be present if everything works automatically.

There are several concepts in this industry that we may offer to our clients; We provide a door-to-door service where we pick up your clothing, bring them back to our store and wash, dry and iron them for you.

Although this service is ideal for everyone, it is especially good for students and elderly, people who do not have the time to do laundry or people who struggle to do these daily chores.

We will have loyalty cards for people so we may ensure returning customers. Do 20 loads with us and get 1 load washed, dried, and ironed for free.

Weaknesses

The business is just starting up so we will not see profit for the first few months.

Since we are a small business, if the location of our service is poorly chosen, customers will not find it convenient to come and utilise our services, which may result in losing money.

We will face competition from previously established firms who have an advantage over us with experience in the industry and loyalty from customers. To improve, we will need to accumulate a lot of experience.

Opportunity

We will offer flash sales and student discounts to attract more business.

We can start with cheaper laundry prices than competitors while we were starting up, this will help to attract more customers and make our company more popular.

Seek out people that have busy schedules, we will be able to convince them of how our convenient services would aid them in their day to day lives.

Threats

It can be challenging to compete with larger laundry services that have more experience and have established loyal customers however our discounts and cheaper rates should help us overcome this.

Other laundrettes might feel threatened when we offer our money saving deals to people and try to price match, but we have so much to offer the right customers will choose our quality services.

PESTLE Analysis:

Political: political variables- the government can change the corporate tax rate, which will affect the earnings of companies like washing services. By raising the value added tax or the cost of the goods that the company uses to wash people's clothing, the government may also have an impact on the industry. The national minimum wage is one example of a new rule the government may enact that would affect corporate profits and employee rights.

As a result, the company will have to raise its prices to turn a bigger profit.

We could even lose a lot of consumers because they might not be able to pay our services.

Economic: Economic factors, for example interest rate, tax rate, laws, policies, wage, and government activities. This will not really affect the laundry business.

Social: there is such a thing as bad publicity.

we want to make alliances with customers so they will recommend us to friends, family, neighbours. However, if we do not make a good impression on individuals, it may hinder our services. News spreads fast within communities and within businesses, we will have a bad reputation and it is difficult to get rid of.

Technological

Technological factors bring in a lot of advantages and a lot of opportunities for businesses such as laundrettes, we can create a new app a new product and services for the customers. There by creating an entire new market for businesses with that we will be different from other businesses because we have something different that no other business as also, we are creating new products it can also reduce costs.

Legal

Legal factors may affect both internal and external environment of the business for example laundrettes. this could affect the policies in the procedures of the company, and it could control the employment safety and regulations this could include your employment laws, consumers protection and environmental regulations.

Environmental

Environmental factors could affect our business for example if its running if we do not have the right packaging it could complicate things.

Target Market

our target market is people who need their laundry done. Our business offers services, such as ironing Primarily students and elderly. Residents in our area band. Busy working people who want to have more time for themselves/their kids. Homeless people will have cheaper rates specifically for themselves, additionally family's or individuals in temporary accommodations who do not have access to washing machines/dryers etc.

Marketing Plan

After researching the best options, our plan to boost sales are simple and cheap. We have found a cheap outlet to print on demand flyers with a price of £38.32 for 4000 pieces, up to £126.28 for 16,000 pieces, we plan to hand out as many leaflets per day with a minimum of 100 per day this will be done in highly populated walk paths or areas were many pedestrians walk through introducing our brand to consumers. The location we have chosen for our business is located next door to a popular music venue called O2 academy that holds 3009 people, the reason I mention this is because the que for this venue can wrap around the area, bring great opportunities for us to promote our business with flyers and attract sales. We have also spoke to nearby shops/post offices, high rises, student accommodations if we could leave a few leaflets there, the shops refused due to insufficient space, but the rest of the locations agreed with no fees attached. We also plan to use free social media platforms to promote the business further some platforms off amazing features that give us an opportunity to extend our visibility by boosting our company's visibility, for a certain amount of time for a small charge, which increases price there more boosted visibility time you want. Additional to these promos, we are

a going to promote our business using truck advertisements which daily is seen on average 55,000 times, this puts the average cost per thousand at 75p making truck advertisements the most cost-effective advertising platform in the uk. (The Trucking Industry: How to Start a Business, 2019), we will be using our investors trucking company (J Davidson Logistics) for not only delivery services but for the truck advertisements saving us the cost of leasing vehicles. All we had to do was find cheap materials that are environmentally friendly as well as effective and weatherproof. This was challenging at first but after extensive research I came across the perfect material, whether resistant vinyl, to lower the cost of this we decided to source the raw materials, that take it to the printer company, then arose the task of finding a manufacturer/ distributor. This was not difficult as we knew that the best manufactures for this job would be China.

Management Team

Management Team Members	Function	Experience
Tyrell Graver	– marketing and management, security	Experience in the field for more than 3 years
Eseosa Daramé	– workforce planning, accountancy and company statistics manager	Graduated from accounting college, experience of more than 3 years
Ionela Fulga	– customer services, managing and enterprise	Experience in the field of customer service for more than 2 years, Experience as a team leader
Investor/ Share Holder - Jamal Davidson	– collection and delivery	experience in the field for more than 10 years

Financial Plan

factors affecting the average cost are location, store size and operating hours, number of employees and add Ons

Cashflow Forecast

	CASH FLOW FORECAST												
	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
7 Sales Income	£170.00	£325.00	£495.00	£595.00	£688.00	£750.00	£899.00	£999.00	£1,000.00	£1,245.00	£1,400.00	£1,555.00	£10,121
8 Grants	£50,000.00												£50,000
9 Bank Loan	£0.00												£0
10 Investment by Owner	£10,000.00												£10,000
11 Total Incoming	£60,170	£325	£495	£595	£688	£750	£899	£999	£1,000.00	£1,245	£1,400	£1,555	£70,121
12 Engineering	£49.00												£49
13 Rent	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£3,600
14 loyalty card	£11.35												£11
15 Washing maching	£2,000.00												£2,000
16 Utilities Bills	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£6,000
17 Dryers	£1,900.00												£1,900
18 Business rates	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£4,375
19 Label maker	£9.18												£9
20 Advertising	£166.61												£167
21 Insurance	£14.00	£14.00	£14.00	£14.00	£14.00	£14.00	£14.00	£14.00	£14.00	£14.00	£14.00	£14.00	£168
22 Insurance utilitys	£4.00	£4.00	£4.00	£4.00	£4.00	£4.00	£4.00	£4.00	£4.00	£4.00	£4.00	£4.00	£48
23 Lundry basket	£30.78												£31
24 Deliverey cost	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£120
25 Total Outgoing	£5,360	£1,193	£1,193	£1,193	£1,193	£1,193	£1,193	£1,193	£1,193	£1,193	£1,193	£1,193	£18,478
26 Incoming less outgoing	£54,811	-£868	-£698	-£598	-£505	-£443	-£294	-£194	-£193	£52	£207	£362	£51,643
27 Opening Bank Balance	£0	£54,811	£53,943	£53,245	£52,648	£52,143	£51,701	£51,407	£51,213	£51,021	£51,073	£51,281	
28 Closing Bank Balance	£54,811	£53,943	£53,245	£52,648	£52,143	£51,701	£51,407	£51,213	£51,021	£51,073	£51,281	£51,643	

Profit & Loss

Forecast profit and loss account



Business: **Name**

Period: Year to 31 December, 2020

Sales: **£ 10,121** (A)

Less direct (variable) costs:

materials	£
direct wages	£
other	£

Total direct costs **£ _____**

Gross profit/contribution: **£ 51,643** (B)

Fixed costs (overheads):

Delivery cost	£ 120
rent	£ 3,600
heat/light/power	£ 6,000
advertising	£ 166.61
Loyalty card	£ 11.35
Washing machine	£ 2,000
Dryers	£ 1,900
Business rates	£ 4,375
Engineering	£ 49
Label maker	£ 9.18
Laundry basket	£ 30.78
Insurance	£168
Insurance Utility	£48
other Prof. fees	£ 0
other Sundry	£ 0

Total fixed costs **£31,611** (C)

Net profit **£ 70,121**

Less drawings or dividends **£ 19,721.70**

Profit retained in the business **£ 21,606**

Break-even point = the business



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