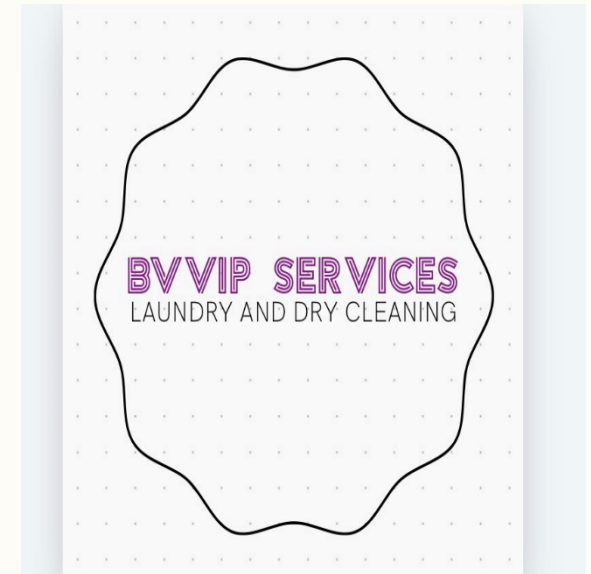


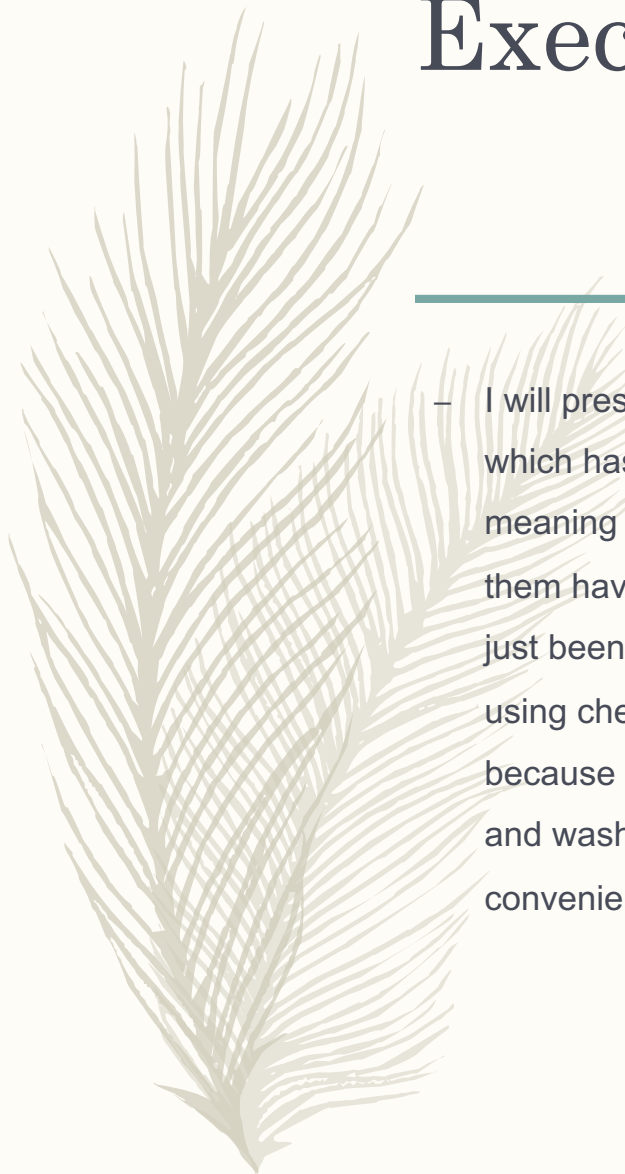
# Marketing Environmental Audit

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- Ivana 1908192
- Vanesa 1908036
- Boryana 1908135
- Vasvie 1909618
- Penka 1816778
  
- Lecturer Name: Dale Clark
  
- Module Title : M4X01016



# Executive Summary



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- I will present to you our new business named BVVIP Laundry and Dry Cleaning which has been established to help people and make their lives easier. The meaning laundry would be all the clothes and linen that have to be washed due to them having stains or just being worn more than once or clothes and linen that have just been washed. Dry cleaning on the other side means the cleaning of clothes using chemical solvent and not water. The reason why dry cleaning is done is because there are certain clothes and linen which cannot withstand standard dryers and washers. We established our company because we have a mission to deliver convenient and eco-friendly laundry service.



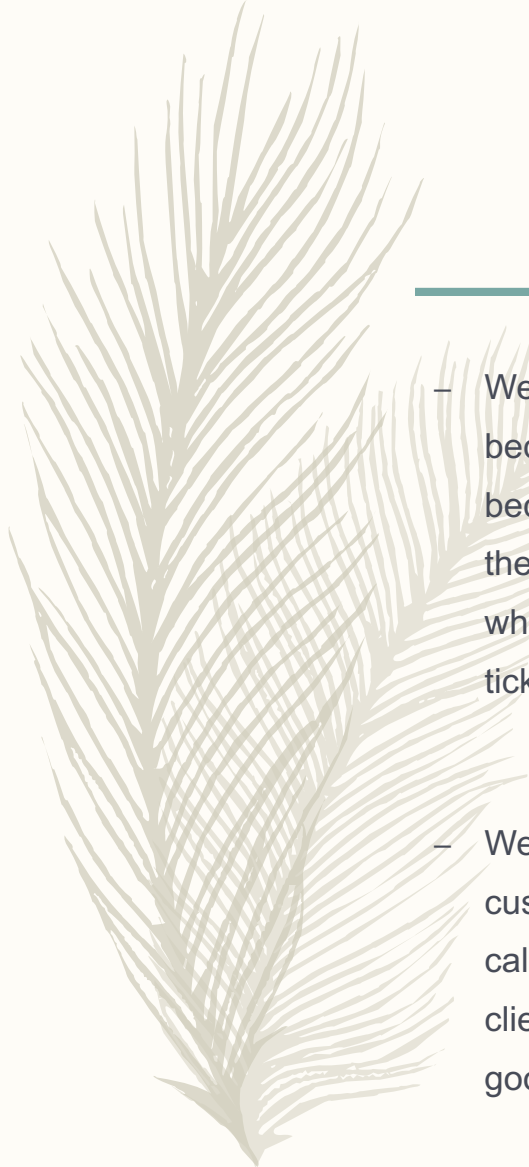
[https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwj18Pu3JLmAhuOahQKHWMPc1QQjhx6BAgBEAI&url=http%3A%2F%2Fhamaradhoobi.com%2F2019%2F05%2F18%2Ftraditional-laundry-vs-dry-cleaning%2F&psig=AOvVaw1\\_Du6NRt30dCfD1AlpjMVj&ust=1575230364325673](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwj18Pu3JLmAhuOahQKHWMPc1QQjhx6BAgBEAI&url=http%3A%2F%2Fhamaradhoobi.com%2F2019%2F05%2F18%2Ftraditional-laundry-vs-dry-cleaning%2F&psig=AOvVaw1_Du6NRt30dCfD1AlpjMVj&ust=1575230364325673)



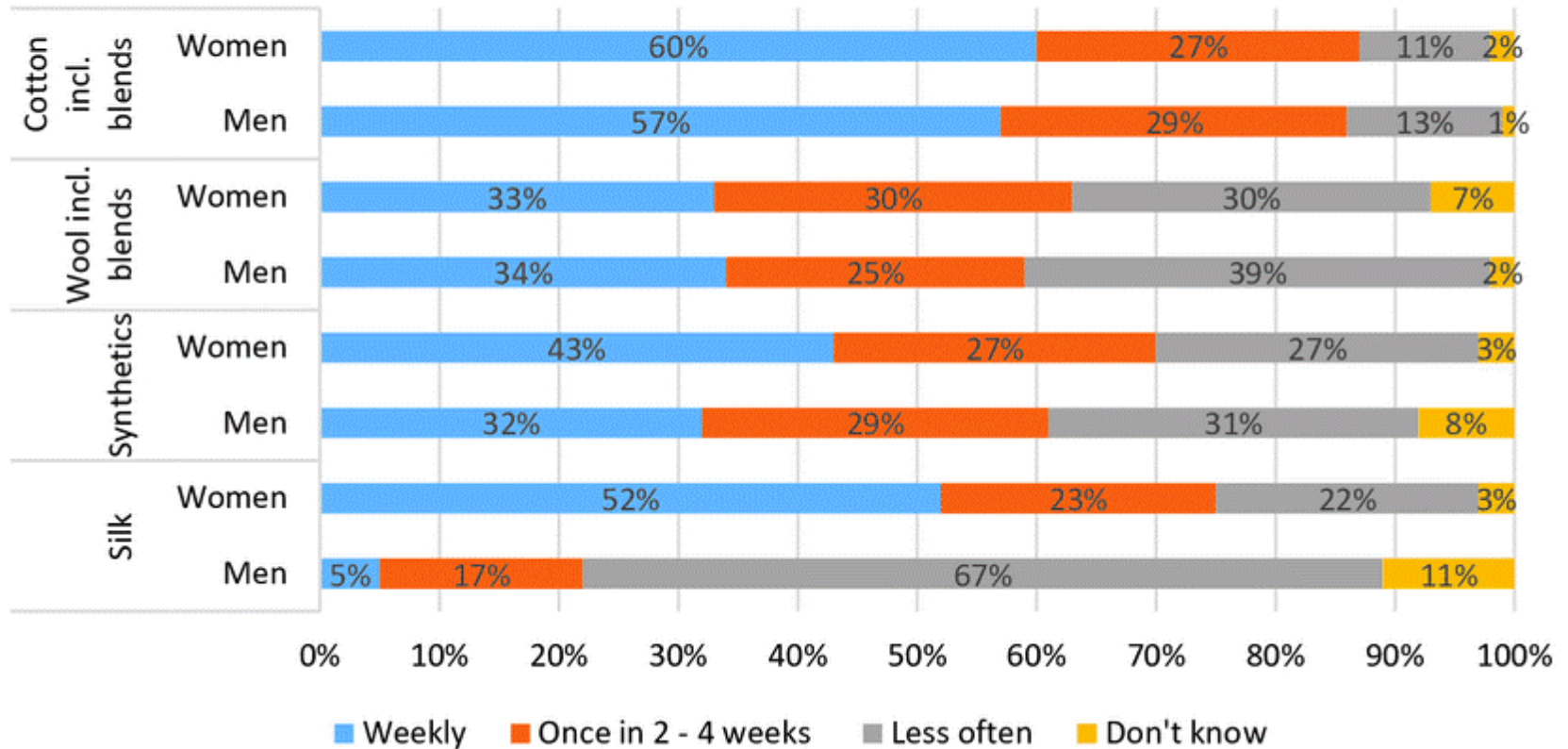
# Company Overview

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- Universal laundry and dry cleaning are a full service which offers washing, drying, ironing and folding as an extra. Our business provides the highest quality machinery and furnishing as well as affordable prices and friendly environment. We use products referred to as eco-friendly which are kind to the environment and are naturally made. These products will not contaminate the ground or sea which is where they will end up eventually.
- Our new business was established one year ago by Vasvie, Vanesa, Boryana, Ivana and Penka. We all run the company and play a key role in contributing to its success. Penka and I are in charge of the market segments. Ivana is in control of products and services. Boryana controls the company's income and expenses and Vasvie controls the transport and marketing communications.

- 
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- We are based in Richmond which is located in zone 4. This place is growing and becoming more populated every day and people have no time to do their washing because they are busy with work which is where we play a key role in doing it for them. Our shop has parking on site which allows customers to park free of charge whenever they visit us without having to worry about getting a potential parking ticket.
  - We are going to talk to you about the services our company provides for customers. One of them is called commercial laundry. The other service we offer is called hotel guest's laundry and dry cleaning. The third service we offer is for private clients. They can visit our shop, or they can book collection and delivery of their goods once they have been cleaned.

## How often do you wash or dry-clean this clothes item or accessory? Results by fiber content



[https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwim9la84pLmAhhXb6OAKHaCUAM0QjRx6BAgBEAQ&url=https%3A%2F%2Fwww.researchgate.net%2Ffigure%2FHow-often-do-you-wash-or-dry-clean-this-clothes-item-or-accessory-For-seasonal-items\\_fig6\\_323551373&psig=AOvVaw1aijQ\\_KOL61b2Tc7qZexhk&ust=1575231956340501](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&ved=2ahUKEwim9la84pLmAhhXb6OAKHaCUAM0QjRx6BAgBEAQ&url=https%3A%2F%2Fwww.researchgate.net%2Ffigure%2FHow-often-do-you-wash-or-dry-clean-this-clothes-item-or-accessory-For-seasonal-items_fig6_323551373&psig=AOvVaw1aijQ_KOL61b2Tc7qZexhk&ust=1575231956340501)



# Products and Services

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## **Services:**

- Laundry services:
  - Bed linen laundry
  - Towel laundry
  - Restaurant and kitchen laundry
  - Staff uniform laundry
- Dry cleaning
- Ironing
- Leather cleaning – Jonson Cleaners
- Shoes refreshing

## **Products:**

- Eco and environment friendly products- Bio-D Co Ltd

# Target Market



| MARKET ANALYSIS     |        |         |         |         |         |         |       |
|---------------------|--------|---------|---------|---------|---------|---------|-------|
|                     |        | YEAR 1  | YEAR 2  | YEAR 3  | YEAR 4  | YEAR 5  |       |
| Potential Customers | Growth |         |         |         |         |         | CAGR  |
| Full-time employees | 2%     | 220,000 | 224,400 | 228,888 | 233,466 | 238,135 | 2.00% |
| Part-time employees | 2%     | 20,000  | 20,400  | 20,808  | 21,224  | 21,649  | 2.00% |
| Other               | 0%     | 10,000  | 10,000  | 10,000  | 10,000  | 10,000  | 0.00% |
| Total               | 1.92%  | 250,000 | 254,800 | 259,696 | 264,690 | 269,784 | 1.92% |

# Target Market



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- Working professional people – more and expensive clothes, which need special requires
- Hotels, Hospitality and Leisure- many numbers of linen, towel etc
- Green consumers- people who are looking for companies who are offering eco and environment friendly products and services

Marketing Segmentation of  
BVVIP Green Eco-Friendly  
Laundry and Dry Cleaning

Potential Customers

Individuals Services

Organizations services

Demographic

Geographic

Psychological

Behavioral

Demographic

Behavioral

-age  
-gender  
-social-state  
-earnings  
-nationality

-area  
-business  
area  
-transport  
-climate

-lifestyle  
-culture  
-education  
-perceptions  
-relationships  
-motivation

-customer  
behavior  
when  
receiving the  
service

-size of the  
hospitality  
organization  
s in the area  
-localization

-functionality  
of the  
hospitality  
business in  
the area

# *MICRO and MACRO ENVIRONMENT*

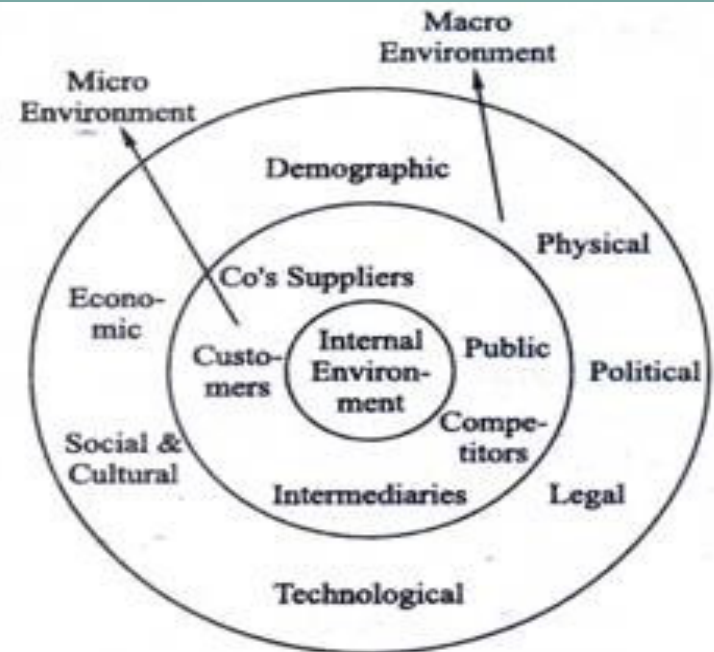


Figure1:Micro and Macro Environment(Ghose, S. 2019).

# Microenvironment of BVVIP



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The Microenvironment of our company is our:

- Customers: Our potential customers are organizations and individuals
- Competitors: Our competitors are the laundry businesses offering similar services and prices, located in the area.
- Employees: Our employees will be skilled and motivated.
- Suppliers: Our suppliers will be the suppliers of the eco friendly chemicals.
- Shareholders: We are five young ladies.
- Media: To reach our potential customers we will communicate through social media applications like Facebook ,Twitter and Instagram.

# SWOT Analysis

## Strength:

- Door to door services
- Reasonable prices
- Discount Program
- Quick and convent

## Weaknesses:

- New business
- No experience
- Long process for legislation

## Opportunities:

- Laundry price is cheaper
- Opportunity for busy people
- Increasing number

## Threats:

- Other competitors
- No profit in first months
- If the business is successful there will be new competitors

# PESTLE analysis



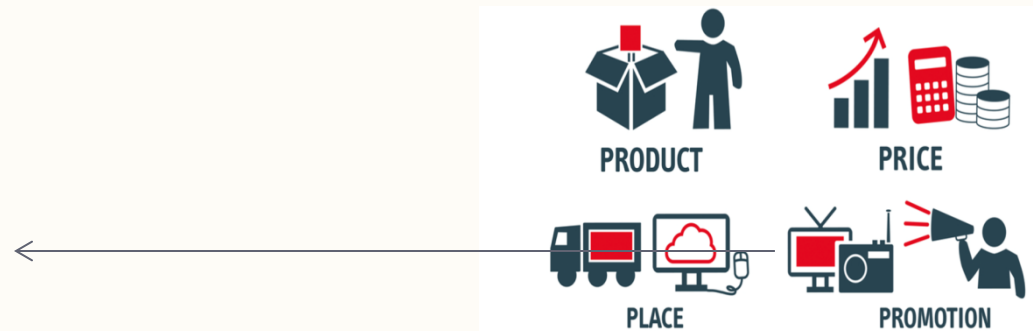
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- **Political Factors** issues involves the decision making process form the government like Brexit decision making step. The decision about taxes and VAT can have impact on the businesses too.
- **Economic Factors** can have affected by various issues like; inflation, taxations and the exchange rates.
- **Social Factors** usually involves the populations and related cultural issues and behavior about particular group of people.
- **Technological Factors** involves the following issues like availability of new development of devices like smart phones, software and apps development to improve business performance.
- **Environmental Factors** has become very strict as the supply of product source and the raw material completely depends on the environmental issues like sustainability.
- **Legal Factors** includes the issues like health and safety related law, employment law and business law.

# Marketing Communication Mix

- According to Philip Kotler and Kevin Lane Keller the definition of marketing communication is
- “...the mean by which firms attempt to inform, persuade and remind the customers- direct or indirect- of products and brands they sell”.
- Marketing mix is complex of four P's
- Product, Price, Placement and Promotion

– **PROMOTION-**



[Klood.com](http://Klood.com)(marketing mix)

# Marketing Communication Mix



**Advertising** –sponsored message to promote service

**Personal selling**- eye to eye contact via meetings

**Public Relations (PR)** - social responsibility

**Direct Marketing**- direct promotional method

**Sales Promotions**- available for limited time

# Business Strategy



A business strategy can be defined as the combination of all the decisions taken and actions performed by the business to accomplish the business goals and to secure a competitive position in the market. (Pahwa, A. 2019)

**Planning**  
**Strengths & Weaknesses**  
**Efficiency & Effectiveness**  
**Competitive**

- Transparent with our clients
- Eco- friendly products
- Simple and clear information
- Providing the best service
- Always communicating with the customers
- Friendly and effective working environment
- Moving with the modern world

# Conclusion

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As a final step we chose to open eco-friendly company because we take care of the environment. We would like to influence other people to use eco-friendly companies, because that's the future.

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