

Commercial Laundry Business Plan Template

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EXECUTIVE SUMMARY

Business Name:

[Your Business Name]

Business Address:

[Your Business Address] [City, State, ZIP Code]

Contact Information:

- **Phone:** [Your Phone Number]
- **Email:** [Your Email Address]
- **Website:** [Your Website URL]

Business Concept:

Type of Operation: Coin Laundromat Wash & Fold Dry Cleaning Commercial Laundry Hybrid Model

Brief Description: [Write 2-3 sentences describing your laundry business concept, target market, and unique value proposition]

Key Success Factors:

1. [e.g., Prime location with high foot traffic]
2. [e.g., Modern, energy-efficient equipment]
3. [e.g., Experienced management team]
4. [e.g., Strong financial backing]

Financial Summary:

- **Total Startup Investment:** \$[Amount]
- **Projected Year 1 Revenue:** \$[Amount]
- **Projected Break-Even:** Month [Number]
- **Funding Required:** \$[Amount]

Products & Services:

- Self-Service Washing & Drying
 - Wash-and-Fold Services
 - Dry Cleaning Services
 - Commercial Laundry Contracts
 - Pickup & Delivery Services
 - Other: [Specify]
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COMPANY DESCRIPTION

Mission Statement:

[Write a clear mission statement that defines your business purpose and values]

Vision Statement:

[Describe your long-term vision for the business]

Business Goals:

Short-term Goals (1 Year):

1. [e.g., Achieve break-even within 12 months]
2. [e.g., Build customer base of 500 regular customers]
3. [e.g., Establish strong local brand recognition]

Long-term Goals (3-5 Years):

1. [e.g., Open second location]
2. [e.g., Generate \$500k annual revenue]
3. [e.g., Become market leader in local area]

Legal Structure:

Sole Proprietorship Partnership LLC Corporation **State of Incorporation:** [State] **Federal Tax ID:** [Number]

Location Details:

Address: [Full Address] **Square Footage:** [Size] **Lease Terms:** [Monthly rent, lease length, renewal options] **Zoning:** [Commercial zoning type]

MARKET ANALYSIS

Industry Overview:

Industry Size: The commercial laundry industry generates approximately \$[X] billion annually **Growth**

Rate: [X]% annual growth projected **Key Trends:**

- [e.g., Increased demand for convenience services]
- [e.g., Growing apartment/rental market]
- [e.g., Eco-friendly washing solutions]

Target Market Analysis:

Primary Target Market 1:

- **Demographics:** [Age, income, family status]
- **Geographic Location:** [Specific area/radius]
- **Size:** [Number of potential customers]
- **Needs:** [What problems do you solve for them?]

Primary Target Market 2:

- **Demographics:** [Age, income, family status]
- **Geographic Location:** [Specific area/radius]
- **Size:** [Number of potential customers]
- **Needs:** [What problems do you solve for them?]

Market Size Calculation:

Population within 3-mile radius: [Number] **Households without in-unit laundry:** [Number] **Average**

laundry spending per household/month: \$[Amount] **Total Addressable Market (Monthly):**

\$[Amount] **Realistic Market Share Goal:** [X]% **Projected Monthly Revenue Potential:** \$[Amount]

Competitive Analysis:

Competitor 1:

- **Name:** [Business Name]
- **Location:** [Address/Distance from you]
- **Services:** [What they offer]
- **Pricing:** [Their price structure]

- **Strengths:** [What they do well]
- **Weaknesses:** [Opportunities for you]

Competitor 2:

- **Name:** [Business Name]
- **Location:** [Address/Distance from you]
- **Services:** [What they offer]
- **Pricing:** [Their price structure]
- **Strengths:** [What they do well]
- **Weaknesses:** [Opportunities for you]

Competitor 3:

- **Name:** [Business Name]
- **Location:** [Address/Distance from you]
- **Services:** [What they offer]
- **Pricing:** [Their price structure]
- **Strengths:** [What they do well]
- **Weaknesses:** [Opportunities for you]

Competitive Advantages:

1. [e.g., Newer equipment with better efficiency]
 2. [e.g., Extended operating hours]
 3. [e.g., Superior customer service]
 4. [e.g., Competitive pricing structure]
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SERVICES & PRODUCTS

Service Offerings:

Self-Service Laundry:

- **Washer Sizes Available:** [List sizes and quantities]
 - Small (20-25 lbs): [Quantity] machines
 - Medium (30-35 lbs): [Quantity] machines
 - Large (40-60 lbs): [Quantity] machines

- Extra Large (60+ lbs): [Quantity] machines
- **Dryer Sizes Available:** [List sizes and quantities]
- **Pricing Structure:**
 - Small Washers: \$[Amount]
 - Medium Washers: \$[Amount]
 - Large Washers: \$[Amount]
 - XL Washers: \$[Amount]
 - Dryers: \$[Amount] per [Time period]

Additional Services: **Wash-and-Fold Service**

- Pricing: \$[Amount] per pound
- Minimum: [Amount] pounds
- Turnaround Time: [Hours/Days]

Dry Cleaning Services

- Shirts: \$[Amount]
- Pants: \$[Amount]
- Dresses: \$[Amount]
- Suits: \$[Amount]

Pickup & Delivery

- Service Radius: [Miles]
- Delivery Fee: \$[Amount]
- Minimum Order: \$[Amount]

Commercial Contracts

- Target Industries: [Hotels, restaurants, healthcare, etc.]
- Pricing: \$[Amount] per pound
- Service Level Agreements: [Details]

Facility Amenities:

- Free Wi-Fi
- Comfortable Seating Area
- Vending Machines

- TV Entertainment
 - Children's Play Area
 - Folding Tables
 - Shopping Cart Access
 - Security Cameras
 - Air Conditioning/Heating
 - Attendant on Duty
 - Free Parking
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MARKETING & SALES STRATEGY

Marketing Objectives:

Year 1 Goals:

- Build brand awareness in local market
- Acquire [Number] regular customers
- Achieve [X]% market share
- Generate [X] positive online reviews

Target Customer Profiles:

Customer Persona 1: [Name/Title]

- **Demographics:** [Age, income, family status, location]
- **Behavior:** [Laundry habits, preferences, pain points]
- **Marketing Message:** [How you'll reach them]
- **Preferred Channels:** [Where they get information]

Customer Persona 2: [Name/Title]

- **Demographics:** [Age, income, family status, location]
- **Behavior:** [Laundry habits, preferences, pain points]
- **Marketing Message:** [How you'll reach them]
- **Preferred Channels:** [Where they get information]

Marketing Mix Strategy:

Product Strategy:

- [How you'll differentiate your services]

- [Quality standards and service guarantees]

Pricing Strategy:

- [Competitive pricing, premium pricing, or value pricing]
- [How prices compare to competitors]

Promotion Strategy: Digital Marketing:

- Website development and SEO
- Google My Business optimization
- Social media marketing (Facebook, Instagram)
- Google Ads and Facebook advertising
- Email marketing campaigns
- Online review management

Traditional Marketing:

- Grand opening promotions
- Local newspaper advertising
- Direct mail campaigns
- Community event sponsorship
- Partnership with apartment complexes
- Referral programs

Place/Distribution Strategy:

- [Primary location advantages]
- [Additional service locations if applicable]

Marketing Budget (Annual):

- **Digital Marketing:** \$[Amount] ([X]% of total marketing budget)
- **Traditional Advertising:** \$[Amount] ([X]% of total marketing budget)
- **Grand Opening Promotion:** \$[Amount]
- **Ongoing Promotions:** \$[Amount]
- **Marketing Materials:** \$[Amount]
- **Total Marketing Budget:** \$[Amount] ([X]% of projected revenue)

Customer Acquisition Strategy:

Grand Opening Campaign:

- Free wash promotions
- [X]% discount for first month
- Loyalty card sign-ups
- Community event hosting

Ongoing Acquisition:

- Customer referral programs
- Partnership with local businesses
- Seasonal promotions
- Social media contests

Customer Retention Strategy:

- Loyalty/rewards program
 - Excellent customer service
 - Facility maintenance and cleanliness
 - Regular customer feedback collection
 - Member appreciation events
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OPERATIONS PLAN

Facility Requirements:

Size: [Square footage needed] **Layout:** [Description of space utilization] **Utilities Required:**

- Electrical: [Voltage and amperage requirements]
- Water: [GPM requirements]
- Gas: [BTU requirements for dryers]
- Sewer: [Drainage capacity needs]
- Internet/Phone: [Communication needs]

Equipment List & Costs:

Washing Machines:

Size	Quantity	Cost per Unit	Total Cost
20-25 lb	[#]	[\$Amount]	[\$Amount]
30-35 lb	[#]	[\$Amount]	[\$Amount]
40-60 lb	[#]	[\$Amount]	[\$Amount]
60+ lb	[#]	[\$Amount]	[\$Amount]
Subtotal			[\$Amount]

Dryers:

Size	Quantity	Cost per Unit	Total Cost
30 lb	[#]	[\$Amount]	[\$Amount]
45 lb	[#]	[\$Amount]	[\$Amount]
75 lb	[#]	[\$Amount]	[\$Amount]
Subtotal			[\$Amount]

Additional Equipment:

- Water heater: \$[Amount]
- Payment systems (coin/card): \$[Amount]
- Folding tables: \$[Amount]
- Seating: \$[Amount]
- Security system: \$[Amount]
- Vending machines: \$[Amount]
- **Total Additional Equipment:** \$[Amount]

Total Equipment Investment: \$[Amount]

Facility Setup Costs:

- Renovation/buildout: \$[Amount]
- Plumbing installation: \$[Amount]
- Electrical work: \$[Amount]
- Flooring: \$[Amount]
- Signage: \$[Amount]
- **Total Setup Costs:** \$[Amount]

Operating Hours:

Regular Hours:

- Monday - Friday: [Start time] - [End time]
- Saturday: [Start time] - [End time]
- Sunday: [Start time] - [End time]

Holiday Hours: [Specify any different holiday schedules]

Staffing Plan:

Staffing Model: Fully Attended Partially Attended Unattended

If Staffed:

- **Manager:** [Hours per week] @ \$[Hourly rate]
- **Attendants:** [Number of employees] @ [Hours per week] @ \$[Hourly rate]
- **Total Weekly Payroll:** \$[Amount]
- **Annual Payroll Costs:** \$[Amount]
- **Benefits/Taxes (30%):** \$[Amount]
- **Total Annual Staffing Costs:** \$[Amount]

Key Suppliers:**Equipment Suppliers:**

- **Primary:** [Company name, contact info]
- **Secondary:** [Company name, contact info]

Utility Companies:

- **Electric:** [Company name]
- **Gas:** [Company name]
- **Water/Sewer:** [Company name]
- **Internet:** [Company name]

Supply Vendors:

- **Laundry chemicals:** [Company name]
- **Maintenance supplies:** [Company name]
- **Vending machine products:** [Company name]

Quality Control Measures:

- Daily equipment inspections
 - Weekly deep cleaning schedules
 - Monthly maintenance checks
 - Customer feedback monitoring
 - Facility cleanliness standards
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MANAGEMENT & ORGANIZATION

Organizational Structure:

Owner/Manager: [Your Name]

- **Background:** [Your relevant experience]
- **Responsibilities:** [Day-to-day management, financial oversight, etc.]

Key Personnel: [Position Title]: [Name]

- **Background:** [Relevant experience]
- **Responsibilities:** [Specific duties]

Management Team Experience:

[Provide detailed information about management team's relevant experience in laundry, retail, customer service, or business management]

Advisory Board:

- **Business Advisor:** [Name, credentials]
- **Accountant:** [Name, firm]
- **Attorney:** [Name, firm]
- **Industry Mentor:** [Name, background]

Personnel Plan:

Year 1 Staffing:

- [Position]: [Hours/week] @ \$[Rate] = \$[Annual cost]
- [Position]: [Hours/week] @ \$[Rate] = \$[Annual cost]
- **Total Year 1 Personnel Costs:** \$[Amount]

Year 2-3 Growth: [Describe how staffing will change as business grows]

Training Programs:

- Customer service standards
 - Equipment operation and safety
 - Cash handling procedures
 - Emergency procedures
 - Maintenance protocols
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FINANCIAL PROJECTIONS

Startup Costs Summary:

Category	Cost
Equipment Purchase	[\$Amount]
Facility Renovation	[\$Amount]
Initial Inventory/Supplies	[\$Amount]
Professional Fees (Legal, Permits)	[\$Amount]
Insurance (First Year)	[\$Amount]
Marketing/Advertising Launch	[\$Amount]
Working Capital (3 months)	[\$Amount]
Contingency Fund (10%)	[\$Amount]
Total Startup Investment	[\$Amount]

Revenue Projections:

Year 1 Monthly Revenue Projections:

Month	Self-Service	Wash & Fold	Other Services	Total Revenue
1	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
2	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
3	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
4	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
5	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
6	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
7	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
8	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
9	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
10	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
11	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
12	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Year 1 Total	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]

3-Year Revenue Projections:

- **Year 1:** \$[Amount]
- **Year 2:** \$[Amount] ([X]% growth)
- **Year 3:** \$[Amount] ([X]% growth)

Operating Expenses (Monthly):

Expense Category	Monthly Cost	Annual Cost
Rent/Mortgage	[\$Amount]	[\$Amount]
Utilities (Electric, Gas, Water)	[\$Amount]	[\$Amount]
Insurance	[\$Amount]	[\$Amount]
Equipment Maintenance	[\$Amount]	[\$Amount]
Supplies & Chemicals	[\$Amount]	[\$Amount]
Payroll (if applicable)	[\$Amount]	[\$Amount]
Payroll Taxes/Benefits	[\$Amount]	[\$Amount]
Marketing & Advertising	[\$Amount]	[\$Amount]
Professional Services	[\$Amount]	[\$Amount]
Loan Payments	[\$Amount]	[\$Amount]
Miscellaneous	[\$Amount]	[\$Amount]
Total Operating Expenses	[\$Amount]	[\$Amount]

Break-Even Analysis:

Fixed Costs (Monthly): \$[Amount] **Variable Cost per Customer:** \$[Amount] **Average Revenue per Customer:** \$[Amount] **Contribution Margin per Customer:** \$[Amount] **Break-Even Point (customers/month):** [Number] **Break-Even Point (revenue/month):** \$[Amount] **Expected Break-Even Timeline:** Month [Number]

3-Year Profit & Loss Projection:

	Year 1	Year 2	Year 3
Revenue	[\$Amount]	[\$Amount]	[\$Amount]
Cost of Goods Sold	[\$Amount]	[\$Amount]	[\$Amount]
Gross Profit	[\$Amount]	[\$Amount]	[\$Amount]
Operating Expenses	[\$Amount]	[\$Amount]	[\$Amount]
EBITDA	[\$Amount]	[\$Amount]	[\$Amount]
Depreciation	[\$Amount]	[\$Amount]	[\$Amount]
Interest	[\$Amount]	[\$Amount]	[\$Amount]
Net Income	[\$Amount]	[\$Amount]	[\$Amount]

Cash Flow Projections:

Year 1 Quarterly Cash Flow:

Quarter	Starting Cash	Cash In	Cash Out	Ending Cash
Q1	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Q2	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Q3	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]
Q4	[\$Amount]	[\$Amount]	[\$Amount]	[\$Amount]

Key Financial Ratios:

- **Gross Profit Margin:** [X]%
- **Net Profit Margin:** [X]%
- **Return on Investment (ROI):** [X]%
- **Current Ratio:** [X]
- **Debt-to-Equity Ratio:** [X]

FUNDING REQUEST

Funding Requirements:

Total Funding Needed: \$[Amount]

Use of Funds:

- Equipment Purchase: \$[Amount] ([X]%)
- Facility Setup/Renovation: \$[Amount] ([X]%)
- Working Capital: \$[Amount] ([X]%)
- Marketing Launch: \$[Amount] ([X]%)
- Contingency: \$[Amount] ([X]%)

Funding Sources:

Personal Investment: \$[Amount] **Bank Loan:** \$[Amount] **SBA Loan:** \$[Amount] **Equipment Financing:** \$[Amount] **Investor Capital:** \$[Amount] **Other:** \$[Amount] - [Specify source]

Loan Details (if applicable):

Loan Amount: \$[Amount] **Interest Rate:** [X]% **Term:** [Number] years **Monthly Payment:** \$[Amount]

Collateral: [Description]

Return on Investment:

For Lenders:

- Interest payments as agreed
- Principal repayment schedule
- Collateral security

For Investors (if applicable):

- [X]% ownership stake
- Projected [X]% annual return
- Exit strategy timeline

Exit Strategy:

Long-term Operations: Build sustainable business for ongoing income **Expansion:** Grow to multiple locations **Franchise:** Develop franchise system **Sale:** Sell business after [X] years for \$[Amount]

RISK ANALYSIS

Business Risks:

High-Impact Risks:

1. **Equipment Failure:** Major equipment breakdown requiring expensive repairs
 - **Mitigation:** Maintenance contracts, equipment warranties, repair fund
2. **Competition:** New laundry facilities opening nearby
 - **Mitigation:** Strong customer relationships, service differentiation, competitive pricing
3. **Economic Downturn:** Reduced consumer spending on services
 - **Mitigation:** Diverse service offerings, competitive pricing, cost controls

Medium-Impact Risks:

1. **Utility Cost Increases:** Rising electricity, gas, or water costs
 - **Mitigation:** Energy-efficient equipment, pricing adjustments, utility monitoring
2. **Staffing Challenges:** Difficulty finding reliable employees
 - **Mitigation:** Competitive wages, good training programs, backup staffing plans
3. **Seasonal Variations:** Lower usage during certain times of year
 - **Mitigation:** Marketing campaigns, service diversification, cost management

Low-Impact Risks:

1. **Vandalism/Theft:** Property damage or equipment theft
 - **Mitigation:** Security systems, insurance coverage, community presence
2. **Regulatory Changes:** New environmental or business regulations
 - **Mitigation:** Stay informed, compliance procedures, legal counsel

Insurance Coverage:

- General Liability:** \$[Amount] coverage **Property Insurance:** \$[Amount] coverage
 Equipment Coverage: \$[Amount] coverage **Business Interruption:** \$[Amount] coverage

Workers' Compensation: Required amounts **Cyber Liability:** \$[Amount] coverage

Total Annual Insurance Cost: \$[Amount]

Contingency Plans:

Equipment Failure Plan:

- Emergency repair fund: \$[Amount]
- Backup equipment rental agreements
- Priority service contracts with suppliers

Cash Flow Emergency Plan:

- Line of credit: \$[Amount]
- 3-month expense reserve: \$[Amount]
- Cost reduction procedures

LEGAL REQUIREMENTS

Required Permits & Licenses:

- Business License** - Issued by: [City/County] - Cost: \$[Amount] **Building Permits** - Issued by: [City/County] - Cost: \$[Amount] **Fire Department Approval** - Issued by: [Fire Dept] - Cost: \$[Amount]
 Health Department Permit - Issued by: [Health Dept] - Cost: \$[Amount] **Sign Permits** - Issued by: [City/County] - Cost: \$[Amount] **Water/Sewer Connection** - Issued by: [Utility] - Cost: \$[Amount]
Electrical Permits - Issued by: [City/County] - Cost: \$[Amount]

Total Permit Costs: \$[Amount]

Regulatory Compliance:

Environmental Regulations:

- Water usage reporting requirements
- Wastewater discharge compliance
- Chemical storage regulations
- Energy efficiency standards

Safety Requirements:

- Fire suppression systems
- Emergency exits
- ADA accessibility compliance
- OSHA workplace safety standards

Business Regulations:

- Sales tax registration
- Employment law compliance
- Zoning compliance
- Building code compliance

Professional Services:

Attorney: [Name, Firm, Contact Info]

- Services: Business formation, lease review, compliance
- Estimated Annual Cost: \$[Amount]

Accountant: [Name, Firm, Contact Info]

- Services: Tax preparation, bookkeeping, financial analysis
- Estimated Annual Cost: \$[Amount]

Insurance Agent: [Name, Agency, Contact Info]

- Services: Policy management, claims assistance, risk assessment
- Estimated Annual Cost: \$[Amount]

IMPLEMENTATION TIMELINE

Pre-Opening Phase (Months 1-6):

Month 1:

- Finalize business plan and secure funding
- Complete lease negotiations and signing
- Begin permit application process
- Select and order equipment

Month 2:

- Obtain necessary permits and licenses
- Begin facility renovation/buildout
- Finalize equipment delivery schedules
- Develop marketing materials

Month 3:

- Continue construction/renovation
- Install plumbing and electrical systems
- Begin hiring and training staff (if applicable)
- Launch pre-opening marketing campaign

Month 4:

- Complete facility buildout
- Install and test equipment
- Obtain final inspections and approvals
- Finalize supplier relationships

Month 5:

- Conduct equipment testing and staff training
- Complete marketing material production
- Schedule grand opening events
- Conduct soft opening with friends/family

Month 6:

- Grand opening celebration
- Launch full marketing campaign

- Begin regular operations
- Monitor performance and adjust as needed

First Year Milestones:

- **Month 3:** Achieve break-even point
 - **Month 6:** Reach 50% capacity utilization
 - **Month 9:** Launch additional services (if planned)
 - **Month 12:** Evaluate expansion opportunities
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APPENDICES

Appendix A: Market Research Data

[Include relevant demographic studies, competitor analysis details, and market research reports]

Appendix B: Financial Worksheets

[Include detailed financial calculations, assumptions, and sensitivity analyses]

Appendix C: Equipment Specifications

[Include detailed equipment specifications, warranties, and supplier information]

Appendix D: Facility Plans

[Include floor plans, equipment layouts, and renovation specifications]

Appendix E: Marketing Materials

[Include sample advertisements, brochures, and promotional materials]

Appendix F: Legal Documents

[Include leases, contracts, permit applications, and legal structure documents]

Appendix G: Letters of Intent

[Include letters from potential customers, suppliers, or partners]

Business Plan Preparation Date: [Date] **Prepared by:** [Your Name] **Contact Information:** [Phone, Email]

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BUSINESS PLAN CHECKLIST

Use this checklist to ensure your business plan is complete:

Executive Summary: Business concept clearly explained Financial summary included Funding request specified Key success factors identified

Market Analysis: Industry overview completed Target market defined Competitive analysis conducted Market size calculated

Marketing Strategy: Customer personas developed Marketing mix defined Budget allocated Success metrics established

Operations Plan: Facility requirements specified Equipment list completed Staffing plan developed Supplier relationships identified

Financial Projections: Startup costs calculated Revenue projections completed Expense budgets created Break-even analysis performed

Legal Requirements: All permits identified Insurance needs assessed Professional services arranged Compliance requirements met

Final Review: All sections completed Financial calculations verified Professional review conducted Ready for presentation to lenders/investors