**BUBBLES PLACE LAUNDROMAT**

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**BUBBLE PLACE LAUNDROMAT**

**INTRODUCTION**

Bubble Laundry Service is an independent laundromat and laundry service with branches in Hilton, Parklane and Mkondeni. Our commercial branch is situated in Mkondeni. We also offer the convenience of a collection and delivery laundry service and have numerous vehicles that service these areas daily.

We specialise in a wash, dry and iron laundry service for both the domestic and commercial market and now also offer a dry-cleaning service using the latest dry-cleaning technology from Alliance Laundry Systems. The company was established in 2002 and is proud to have retained key clients throughout this period.

As a team we discovered 3 problems about bubble place laundromat and we had possible solutions to solve these problems. We decided to focus on one problem which was technological advance and we came up with solutions on how to implement technological advancement in Bubble place laundry.

Technology can be implemented in a laundry business by improving customer experience, having automated laundry machines, automated notifications, inventory management software to track suppliers and automate booking/ordering, staff management tools for scheduling, time tracking and performance monitoring, online review and rating systems to encourage customer feedback. We can create a user-friendly website that offers mobile payment options. We can add tags to track the customers laundry.

**PROBLEMS DISCOVERED IN OUR BUSINESS**

* Customer satisfaction: Ensuring clean facilities, functional equipment, and quality service to maintain customer loyalty.
* **Competition**: New or existing laundromats may offer lower prices, better services, or more convenient locations, which can attract customers away from Bubble Place.
* Technological advancement**:** Advances in home laundry appliances may reduce the need for laundromat services and if competitors adopt new technologies like mobile apps for service booking or payment, they may offer a more convenient experience.

**POSSIBLE SOLUTION**

* Customer satisfaction:

- Conduct regular customer surveys and feedback sessions

- Implement a customer loyalty program

- Ensure clean facilities, functional equipment, and quality service

* Competition:

- Differentiate services (e.g., offer wash-and-fold, dry cleaning, or specialty cleaning)

- have reasonable prices

- Build strong relationships with customers and the community

* Technological advancements:

- Stay up to date with industry trends and innovations

- Attend conferences and workshops

- Consider investing in new technologies (e.g., mobile apps, smart laundry equipment)