

EcoWash Mobile Laundry

BUSINESS PLAN

Location

01 - Executive Summary

A mobile laundry pickup and delivery service designed to cater to the busy lifestyles of professionals and students in Cebu City. With an initial investment of ±100,000, the service aims to secure bookings and partnerships with local laundromats to provide eco-friendly laundry solutions within 24-48 hours.

02 - Business Description

Mission Statement

To provide convenient, eco-friendly laundry services to busy individuals in Cebu City, enhancing their quality of life.

Vision Statement

To become the leading mobile laundry service in the Philippines, known for convenience, reliability, and commitment to sustainability.

Company Overview

A startup providing mobile laundry pickup and delivery services in Cebu City, utilizing a user-friendly app for easy booking.

Business Structure

Partnership between the founder, with expertise in logistics and mobile app development, and a cousin who owns a laundromat.

Products & Services

Standard laundry service, Express laundry service, Eco-friendly laundry using biodegradable products

Target Market

Busy professionals and working students residing in apartments or condos within Cebu City.

Competitive Advantage

Unique integration of mobile technology, eco-friendly products, and express service options sets us apart in the market.

03 - Market Analysis

Industry Overview

The laundry service market in Cebu City is growing, driven by increasing urbanization and the busy lifestyles of its residents.

Target Market Analysis

Target customers are tech-savvy individuals looking for convenient solutions to daily chores, valuing time over cost.

Market Trends

Rising demand for eco-friendly and sustainable services, Increasing reliance on mobile applications for service delivery, Growing preference for convenience over price among urban dwellers

Market Size & Growth Potential

With an estimated 20 orders per day at ± 15% significant share of Cebu City's busy professionals and students.

04 - Marketing & Sales Strategy

Branding & Positioning

Positioned as a convenient, eco-friendly solution for laundry needs, targeting busy individuals through digital marketing.

Pricing Strategy

Competitive pricing at ±150 per load, with extra ±50, aimed at maximizing market penetration.

Promotional Activities

Launch promotions and first-time user discounts, Referral bonuses for existing customers, Sustainability campaigns highlighting the use of biodegradable products.

Sales Forecast

Year1: 500000

Year2: 750000

Year3: 1000000

05 - Financial Projections

Sales Forecast

Year1: 500000

Year2: 750000

Year3: 1000000

Projected Expenses

Year1: 300000

Year2: 350000

Year3: 400000

Profit & Loss Statement

Year1: 200000

Year2: 400000

Year3: 600000

Cash Flow Statement

Year1: 150000

Year2: 300000

Year3: 450000

Break Even Analysis

Break Even Month: 6

Break Even Revenue: 300000

Key Financial Ratios

Gross Margin: 40%

Net Margin: 30%

Current Ratio: 1.5

06 - Implementation Plan

Resource Allocation

Development: Mobile app development and platform maintenance

Marketing: Digital marketing campaigns and partnerships

Operations: Laundry operations and logistics

Exit Strategy

Potential sale to a larger service provider or expansion into other cities as a franchise model.