

Name: Breanna Rilyeu Sol & Snap

Project Brief

Background: Established in 2019 to provide Laundry Service to stressed out students and time-strapped employees. Operating from mobile laundromats on numerous college campuses across the nation, we aim to take on the chore of laundry and give back time.

Project Overview: Create a mobile business and branding

Goal: To swiftly uplift spirits, one spin cycle at a time.

Target Audience: early to mid-20's, faculty, corporate employees

Message: With our product, mobile laundry, we help college students and corporate employees to gain more time to spend on studies and enriching life experiences

Tone: Bright, positive, energetic.

Visuals: Bright and soft colors. Rounded edges. Bubbles

Specific Needs: 50 foot trailer at least to house mobile laundromat. Physical building for dry cleaning option.

Name: Breanna Bilyeu

Title: Sud's Snap

Strengths

- less than 1 day turnaround
- environmentally friendly detergents
- pressing closet
- accident lounge

Weaknesses

- small local reach
- would have to be in a college saturated market
- small amount of initial liquid capital to cover issues or destruction of property

SWOT

- start satellite locations
- cater to a wider assortment of customers
- add home delivery/pickup

Opportunities

- any established cleaners in the area
- gas/energy prices

Threats