

Business name :

Phoenix laundry and dry-cleaning services.

Location: Kuje area council ; shop number 3 , beside house 128 kayarda .

Market Analysis :

Targets; middle , upper class individuals, families and businesses.

Market size over 10,000 estimated potential customers.

Growth rate : 10-15% per annum .

Phoenix laundry and dry-cleaning services is a modern with experienced staff and excellence service delivery that runs , two way service solution ; stationary and mobile laundry services for consumers in kuje area council and it's environs.

We are into washing of all kinds of garments apperals and clothes with modern and customer oriented service. We do thorough washing,crisps starching, clean drying , ironing garments packaging and prompt service delivery.

OUR TWO WAYS SERVICE solution.

1. stationary office for residence and visitors of our local district.
2. A mobile service delivery for reaching far away customers who may need home services.

PROBLEM STATEMENT

The laundry industry in kuje area council faces several challenges that hinders it's ability to meetup with the involving needs of customers; such as reliance to traditional laundry services , inadequate customer service , limited space and limited access to convenient and reliable laundry equipments , which may cause damages to fabrics due to continues use of local techniques and outdated equipments .

PROBLEM SOLUTION.

Phoenix laundry services propose a comprehensive solution that leverage on the the use of modern techniques , customer centric service delivery and innovative business model in the area of :

1. Investment in modernized equipment and technique to streamline the laundry and improve cleaning out comes.
2. Convenient service option such as in the area of mobile and stationary services.
3. Community engagement via , social services and the use of social media spaces.

Benefits of modern tools /equipments.

- 1 . High quality laundry equipments for fast and perfect job
- 2 excellence customer service delivery
- 3 options of service delivery
- 4 fair and possibly low prices .

Our business meet the needs and demands for.

Trusted , comfortable , Mobile and quality dry-cleaning services.

EXPERIENCE

I have been working for more than five (5) years as a sole owner of the business. Having gotten first hand operational knowledge in this venture , it is time to step up/ upscale and open doors for employment and more helping hands .

OBJECTIVES.

To increase gradient all year round through aggressive service delivery.

To generate customer satisfaction ; so that at least 70%of our customers are base on repeat business model.

To provide job opportunities to youths like me .

OUR GOALS

To Hire sales/marketing reps who will be task with the responsibility of getting customers from far and near

To have several branches across Fct and Nigeria at large.

VISION

To be household name in laundry and dry-cleaning services in FCT

To exceed customers' expectations through high quality service delivery.

MANAGEMENT:

Five (3-4) staff which comprises of Manager , a sales rep and two staff the handle fabrics from washing to ironing.

MATERIALS NEEDED

A generator set

Washing machine

Spinning machine

Chairs

Table

Two ironing tables

Industrial and simple pressing iron

Dryer

Hangers

Tags

packaging nylons

Buckets

Basin

Starch

Fabrics conveyor

Detergent

Bar soaps

Stain removing chemicals

Industrial ironing board

Business card .

Competitor analysis

People will patronise us cause :

We employ modern techniques in our services.

Uniqueness in our service delivery

Special periodic promos .

Excellent service customer relationship

Online ordering and home delivery / service

Competitive Advantage

1. aggressive and effective online and offline marketing strategies
2. Excellence service delivery with fair prices
3. Professionalism

Executive summary

Business Name: Phoenix Laundry and dry-cleaning Services

Location: [kuje area council FCT Abuja , behind area council secretariat.]

Loan Amount: 3,000,000 Naira

Business Objectives:

- Provide high-quality laundry services to individuals, families, and businesses
- Build a reputation for reliability, efficiency, and excellent customer service
- Achieve an average monthly revenue of 400,000 Naira within the first six months

Market Analysis :

- Target Market: Middle to upper-class individuals, families, and businesses
- Market Size: Estimated 10,000 potential customers in the target area
- Growth Rate: 10% per annum

Services:

- Wash, dry, iron, and fold laundry
- Special care for delicate items (e.g., wool, silk)
- Dry cleaning services
- Pickup and delivery services
- home service

Marketing Strategy:

- Online presence (website, social media)
- Referral programs
- Local advertising (print, radio)
- Partnerships with local businesses (e.g., hotels, hospitals)

Operations:

- Rent a 500 sq. ft. facility
- Purchase laundry equipment (washers, dryers, irons)
- Hire 3-4 staff members (including manager, laundry attendants)

Financial Projections:

- Start-up costs: 2,500,000 Naira (equipment, rent, staffing, marketing)
- Monthly expenses: 200,000 Naira (staffing, utilities, supplies)
- Average monthly revenue: 400,000 Naira
- Net profit: 200,000 Naira per month

Loan Repayment Plan:

- Repayment period: 5 years
- Monthly repayment: 50,000 Naira
- Interest rate: 10% per annum