

# OVERVIEW

Lavanda laundry service is a concept of cleaning services, includes washing and ironing. We are experienced in dry clean and quality is made available to everybody. But Delivery services what makes us unique in the area since we have transportation that can reach the customer door very fast. Lavanda Laundry target is to provide the customer with the best quality services in the area with affordable price. Our modern machines and our professional staff work together and take care of the items. They clean the clothes, remove the stains, iron them and at last are delivered to the door of the customer saving his time.

# PROBLEM

Lavanda Laundry is a new business in Biscayne, Miami city. Being new in the laundry industry in Miami is so hard because we have many competitors in the area and it is so difficult to convince the customers to try something new.

# MARKETING STRATEGY

Convince the target that Lavanda laundry is a decision that will save your time by getting a good quality cleaning service, pick up and a fast delivery.

# OBJECTIVES

Attract the target market and get 3000 app downloads in the 2018.

## TARGET MARKET

- Singles from 38 - 55
- Professional workers
- Located in Midtown / Downtown Miami
- Middle and high income
- Have busy life style

## COMPETITORS

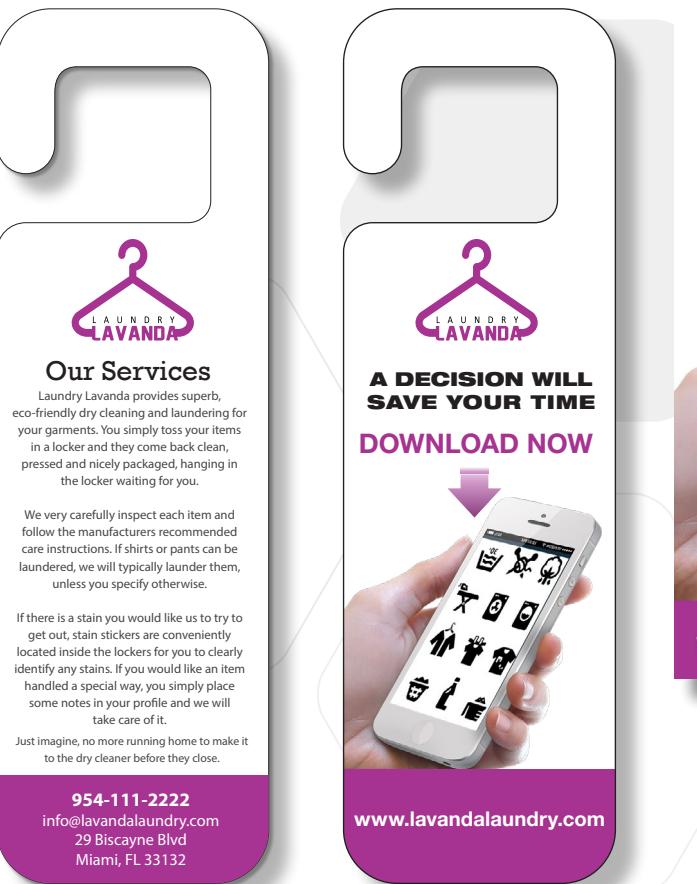


**Klinik Cleaners**  
100 S Biscayne Blvd  
Suite 110  
Miami, FL 33131

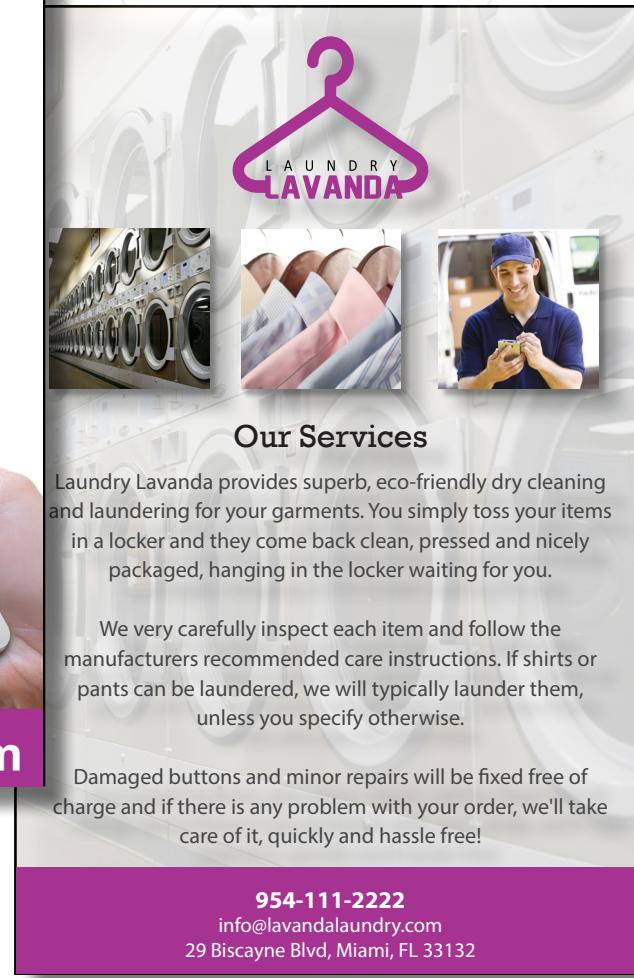


**Avesta Biscayne**  
1490 NE 123rd St,  
North Miami,  
FL 33161

# EXECUTION



Flyer



Laundry Lavanda provides superb, eco-friendly dry cleaning and laundering for your garments. You simply toss your items in a locker and they come back clean, pressed and nicely packaged, hanging in the locker waiting for you.

We very carefully inspect each item and follow the manufacturers recommended care instructions. If shirts or pants can be laundered, we will typically launder them, unless you specify otherwise.

Damaged buttons and minor repairs will be fixed free of charge and if there is any problem with your order, we'll take care of it, quickly and hassle free!

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