**Mint Door Laundry Service**

**Business Background:**

Nowadays, people are hesitate to hand over their clothes to dhobis, because they cannot maintain hygiene and may be the clothes get faded or misplaced. So, Mint Door is an organization which established laundry service in last year to overwhelming the problem.

**Scope and Objectives**:

Mint Door is a professional laundry service located at Nellore, India where it is providing the services like dry clean, stain removal, washing and ironing the clothes with optimal care and hygiene at an affordable price. The objective of Mint Door laundry service is to provide high quality with fast service at low price. Customers have to drop their used clothes off themselves at Mint Door laundry service center and hand over the garments to the customers within 48-72 hours. Door Mint target the customers like extended family and fast-paced lifestyle.

The organization was handling 40-50 orders per day for the first six to eight months. While days are moving, the orders are started falling gradually because of new entrants. As per Porter’s five forces analysis (Threat of new entrants), if new firms enter into the industry it affects to the competition firm. So, using Salesforce, I am introducing the method, where customers can call directly to the Mint Door Customer Service Agent and opt for the laundry services and doorstep pickup and drop the clothes at reasonable price.

**Infrastructure**:

In Salesforce using the web to lead option, create a web page wherein the web page there are fields which are related to customers and services provided by Mint Door laundry service. If a customer needs the service, the customer will call to the Mint Door Customer service Agent.

**Key steps of the project plan**:

* If a customer is going to opt a service, customer calls to the Mint Door customer service agent for the laundry service or feedback and customer needs to provide the details to customer service agent like first name, last name, age, gender, no of clothes, weight of the clothes etc., including pickup and delivery details. If a customer sends a feedback, Customer service agent updates the salesforce portal with feedback.
* Customer service agent calls and emails the customer details to the driver to pick up the clothes from customers door step.
* The driver drops the clothes at dry wash center and once the clothes got washed and iron, the customer service agent calls and email the delivery details to the driver. And the driver will deliver the clothes from dry wash center to customers door step.

**Benefits**:

* Customers like busy in their day to day lifestyle and nuclear families can easily pick this services, in this way, there will be Increase in a number of customers.
* A more operative business using salesforce.
* Faster Revenue leads to Business growth further.
* Faster delivery products.
* Door step service.
* The owner can operate the business from anywhere.
* Salesforce portal will stores all details for future use.
* Easy to manage the orders.
* Professionalism

**Risks**:

* Once the new method implemented in the business Initial stage, there might be Loss in main revenue source.
* Original investment is high, but further, it leads to profits.
* Maintenance of the firm

**Data Capture Points**:

* The data of the customer’s, drivers and customer service agents details stores in the portal as well as in excel sheet for future use.
* Once the customer requested for the service, Mint Door customer service agent will email the customer's clothes pickup and drop details to the driver.

The flow chart and Entity Relationship diagrams are below,

**Process Flow Diagram**:

Dry wash or Ironing the clothes

Driver drops the clothes at dry wash center

Customer calls the customer Service Agent

C.S.A will update the feedback in the portal

Driver collects the clothes from the customer as per the details

Feedback or Service

Feedback

Service

Customer service agent inputs the customer details in the portal including clothes pickup and delivery details

Customer service agent calls and email the customer clothes pickup details to the driver

Customer service agent calls and email the customer clothes delivery details to the driver

Driver collects the clothes from dry wash center and delivers the clothes

**Entity relationship diagram**:

Customer

M

Service /feedback

M

Calls & Email

Customer service agent

M

M

Updating the portal

Portal

Stores the driver details

Driver

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**Business Rules**:

* The customer address who is opting the service should be within the city permits.
* Minimum order of 10 pairs or 3Kg weight of clothes.
* Customer needs to pay for the service by cash or swiping the card to the driver while delivering the clothes.