

PRESENTATION



CLEANEASYPORTABLE DRY CLEANER

It brings the process of dry cleaning to every household

ABHINAV MECHANICAL ENGINEERING ADITYA MECHANICAL ENGINEERING AYUSH MECHANICAL ENGINEERING **GAUTHAM**PRODUCT
DESIGN

ISHANK MECHANICAL ENGINEERING

Dry cleaning is problematic because it is

Expensive

Time consuming

Not accessible at all times

Washing the entire apparel even when the stain is small









to those who must squeeze having clean and neat clothes into a busy schedule or need them for work or special occassions

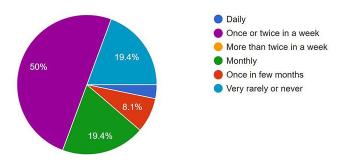




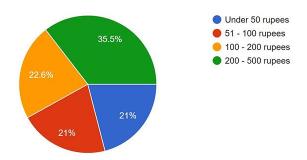
The market **needs** a product that can address these issues

Survey Results

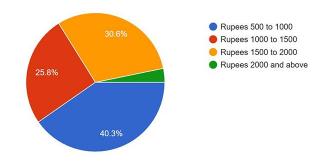
How often do you use Dry Cleaning services?



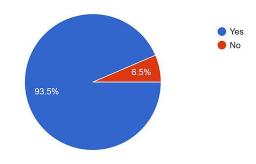
How much do you pay for the services (per garment)?

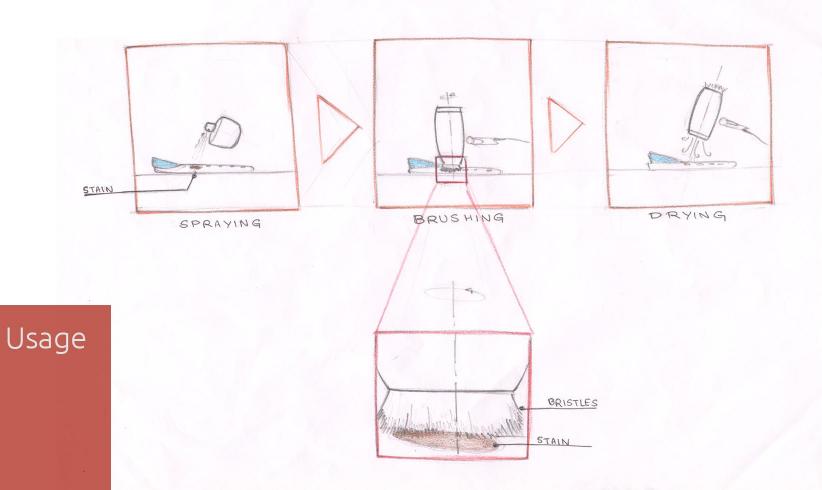


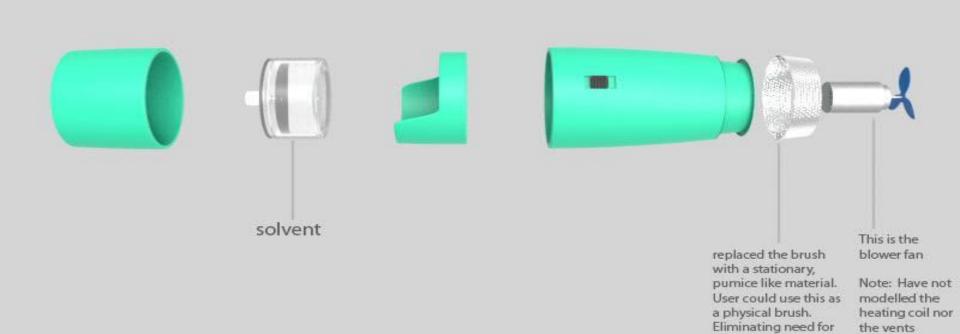
How much would you pay for our product?



Would you buy our product?







the vents

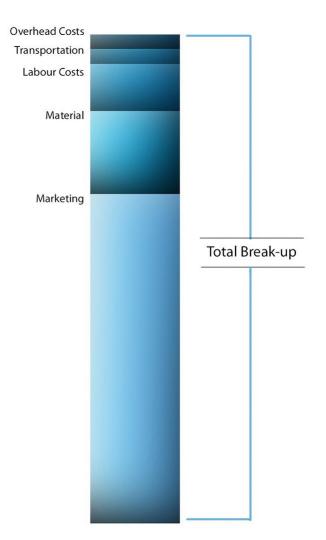
another motor.

Timeline

Expenditure

Revenue

017 1st year	2nd year	3rd year	4th year	2021 5th year
- TSC year	2nd year	• Stu year	Tarrycar	Saryear
Only 6 members	Increasing production	Focussed sales in Metro	Setup a permanent production unit in Hyderabad	Cross the Break-even point
Product development for first 6months	Start sales in New Delhi	Augmenting team size to 15	Install high-end machines	Install high-end machines and upgrade the present
Launch and sales in the last 6months	Employee 5 operators Temporary assembling workhouse in New Delhi	Increasing our working hours from 12 hour shift to 24 hours	Hiring specialists 6 Fold increase in sales	Full flow production in Hyderabac Total strength: 30
Will be getting external support		Preparations for permanent setup in Hyderabad		Expand to Tier 2 cities (not to scale)
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Pre launch Funding

Marketing 40 lakhs

Material Procurement 7 lakhs

Labour Costs 5 lakhs

Transportation 1 lakh

Overhead Costs 1 lakh

Total 54 lakhs

Prototype Development





