# 1.0 Executive Summary

Cedar Royal Laundry Services is a company that is into service delivery which includes Dry cleaning, General cleaning, Laundry Services and other Cleaning Services.

Cedar Royal Laundry Services is to provide a quality services for our consumers in a way that is more sustainable, and more cost effective than our competitors.

We will operate from one Northern Foreshore Estate, Lagos state which encompasses the reception/Cashiers office and the main operation. Reasons behind this choice in location are detailed in our Impact Analysis Report.

With our modern method, we will provide the best Laundry services both to our physical and online customers.

Our unique selling point is providing a friendly environment, high quality and speedy service delivery.

The plan is based on more than 3 years of experience in cleaning services. It is highly focused and promises to follow a path of prosperity for its owners and staff. The projections contained herein are authentic and will be used as the budget for the business. Cedar Royal Laundry Services will show a profit within 20 months, and will increase sales and profits each year thereafter.

The marketing research and tailored marketing strategy described in this business plan will result in after-tax profits of N1,220,000 in Year 1 and increasing to nearly N2,500,000 in after-tax profits within three years, despite significant new advertising and renovation expenses.

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## 1.1 Objectives

We have identified the following objectives to pursue in the upcoming years:

1. Become a major player in the Cleaning industry.
2. Privately owned schools: There are over 500 privately owned schools and out of this number, only 70% are well positioned with needs for our cleaning services.
3. Small businesses with special focus on fashion houses and Boutiques.
4. Corporate organization, Hotels and Real estates in terms of General cleaning and laundry services.

## 1.2 Mission

Our mission is to meet customers’ increasing demands for our service especially in the Dry cleaning, General cleaning, Laundry Services and other Cleaning Services. We will offer all of our customers the direct personal attention they deserve. Our commitment to customer service and satisfaction assures us that our customers are 100% satisfied with our services.

## 1.3 Keys to Success

Our keys to making this venture a success is:

1. Maintaining our core-values to only provide a more sustainable quality in service delivery.
2. Maintain low operating costs.
3. Keep the supply chain to a minimum number of steps to ensure convenience for our target market.
4. Constant research of industry to keep knowledgeable of market needs.
5. Management: services delivered on time, professional customer service, managing budgets.
6. Constant evaluation of strengths and weaknesses with adjustments made as warranted.

# 2.0 Company Summary

The company is a startup that is be located in Northern Foreshore Estate, Lagos state.

The community is known for its rich presence of firms and companies which run their daily affairs with services which we render. We would set up our office centrally with the state-of-art facilities, it also going to be close to a steady source of power supply as we can’t run effectively without power. Off course we are also going to have an alternate source of power supply.

The team has spent, in total, hundreds of man hours in the research and the development of different cleaning solutions that will bring high ROI.

To date we have studied and developed a fully functional method of dry cleaning, general cleaning, laundry services and other cleaning services.

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## 2.1 Company Ownership

The company is 100% own by Jennfer Ujagbor.

## 2.3 Location and facilities

The Company’s base of operations is located at Northern Foreshore Estate, Lagos state.

We are trading from this spot because is it a great place to reach our target market. We think the population base is large enough for our business and it has a stable economic base that ensures healthy environment for our services. Also we think it is a spot that could tap a healthy workforce. We also considered pedestrian traffic and we think a large percentage of them are potential customers. The location will help us reach customers in other parts of the State and other neighboring states.

## 2.4 Start-Up Summary

This section of the plan shows projected startup costs.

Start-up expenses for Cedar Royal Laundry Services include initial insurance payments covering both general liability and product liability, pre-launch marketing to cover flyers, a direct mail campaign, and advertisements in local papers and the normal legal expenses for consultation and permitting. Other current assets include office and store furniture, shelving, a computer, phone system, and tools. Long-term assets include the land, building, equipment, Official Vehicles among others.

We are hoping to get grant/loan or equity investment of N3,000,000 from xxx and the owner, Jennfer Ujagbor will contribute N150,000. From our analysis, we are looking at a total startup budget of N3,150,000. Details are provided in the tables below.

### 2.4.1 Required Funds

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|  | |  |  |  | | --- | --- | --- | | **ITEMS** | **QUANTITY** | **COSTS(N)** | | BUILDING(LAND SPACE) | 2 bedroom flat | 600,000 | | Detergent | 100 Packs(@350 EACH) | 35,000 | | Pressing Iron | Steam and Normal | 250,000 | | Washing Machine | [Medium Machine with Dryer](mailto:600Bags@N3,400(8%20weeks)) | 480,000 | | Other Equipment |  | 400,000 | | Stach | 100 bags@ N400 each | 40,000 | | Other Bleashing Chemicals |  | 50,000 | | Salary | One Year | 600,000 | | Water | 1 GP Tank per week | 40,000 | | Generator | 5hp | 275,000 | | Advert |  | 250,000 | | Start up / Running cost |  | 130,000 | |  | TOTAL | 3,150,000 | |  |  |  |  |  |  |  |

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# 3.0 Product Description

We will offer our customers quality services. This includes Dry cleaning, General cleaning, Laundry Services and other Cleaning Services. The Dry Cleaning service is for cleaning clothes with delicate fabrics. The General cleaning services include cleaning of office space, office environment and industrial space/yards. We also handle cleaning of rugs, special carpets, decoration materials also cleaning of event centers.

We will offer high quality General/Office cleaning to our different customers (which include small scale businesses and large companies and corporations), in Lagos state.

Our major selling point is the ability to provide our quality services not only to our physical customers but also to our online (virtual) customers that means distance or location is not a barrier.

We offer all of the above great services, while evaluating the desire and need by our customers for improvement and other products.

## 3.1 Services

With our Cleaning equipment, we will handle all kinds of Laundry for individuals and other companies both offline (traditional) and online (virtual).

# 4.0 Market Analysis Summary

We are a highly technical niche player offering services that is in great demand. We have identified that our target market are online users of services. We have discovered that there are more customers in the virtual space who needs our services. Amidst this development, we have also targeted major firms and companies who would also see the great opportunity in the virtual space.

## 4.1 Market Segmentation

We have identified the following segments which make up our market:

1. Students and artisans: We will render more of our services to this group of people. This group makes use our services more often due to the nature of their schedules.
2. Professionals and Politicians: Our potential customers in this segment include Bankers, Civil or Public servants, Top Government Officials, Politicians, etc. This category person doesn’t have the time to do their laundry due to their busy schedules at the office or attending business or political meetings and therefore require our services.
3. Firms, Offices, Companies or Industries

## 4.2 Target Market Segment Analysis

Students and artisans: This is potentially our greatest market opportunity. The turnover rate is very high and they require our services on a daily bases. Therefore it seems logical to exploit this opportunity and devote the majority of our time meeting this demand. This market will potentially be the basis of our growth.

Professionals and Politicians: Our services in this category will be highly developed with quality packaging and home/office delivery because of the class of persons involved. We will also follow the trend as we experience advancement in technology.

Firms, Offices, Companies or Industries: We will target firms, companies and industries in our immediate environment that require our services.

## 4.3 SWOT Analysis

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| * Consistent quality: We will constantly produce high quality services. * Experience: The owner is highly experience with over 3years in the industry. * Reliable Home delivery Services. | * Lack of funding: We will need up to N3m in fund to kick-start fully. * No reputation yet: We haven’t established ourselves as a reputable firm yet. |
| Opportunities | Threats |
| * Customer Loyalty: Customers are looking for companies that produce quality and speedy services. * Growing market: The Cleaning industry is growing and the demand is very high as waste is generated daily. | * Similar Laundry Companies: Companies with similar functions like ours, who have being in business. * Government Policies: This could greatly affect our growth. |

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## 4.4 External Environmental Analysis

Technological - A good technical infrastructure would lead to better production and hence lower costs. Technology will also mean more effective business marketing.

Economic – Economic trends such as demand and supply will determine the sustenance and profitability of the business. Also inflation rates will affect the way we pay our employees and the price of the product.

Political – This will include government policies concerning inspection.

## 4.5 Competition and Buying Patterns

There has been a strong demand for high quality laundry service and uniquely packaged services for several years. Traditional buying patterns in this industry are based on quality, price, the reputation of the service provider and delivery times.

The buying patterns of the different customers are typically based on these variables:

* Price
* Availability
* Ability to deliver consistently on long-term contracts
* Consistency.

### 4.7.1 Main Competitors

Currently, there is a shortage of experienced laundry services, and even the ones available have very expensive service charge. In Nigeria, the demand is high and the Laundry Firms currently available are unable to meet demand. In Lagos state or the whole Nigeria, there are various competitors and will be grouped in three categories: Unregistered Laundry Firms or individuals, registered small scale Laundry firms and established or well-known brand in Nigeria. But the demand for our products and services is so high and the market is still buoyant.

## 4.8 Target Market Segment Strategy

Strategically targeting the entire market segment to increase sales, position our brand and build a good customer base. We will also carry out marketing activities assessments to determine how effective the strategies we will employ is to the success of the business.

From our analysis, we will focus more:

1. Students and artisans
2. Professionals and Politicians
3. Firms, Offices, Companies or Industries

## 4.9 Sales Strategy

We will use direct sales strategy. We will approach members of our target markets via phone and with direct visits. We will tell them about our current products and services, and then ask them clearly what we need to do to earn their business. We will listen to their desires and individual goals. We will then mirror back to them what they have said to be sure we understand their needs. Finally, we will create an individualized sales proposal with their specific needs (products, volumes, frequency, price, other services) included.

We will present the proposal as a written agreement ready for signature by both parties to begin doing business.

Details for each order will be entered into our customer database. Deliveries will be automatically scheduled through our point of sale/delivery database or base on customer’s specific requirement. Each customer price grid, conditions and all specific comments will be clearly maintained for all to review and to guarantee complete customer satisfaction. Each order will be reviewed by one of the owners prior to delivery to guarantee quality, accuracy and completeness. Terms for payment will be COD and an invoice for each shipment will be faxed or called to each customer the day prior to delivery to ensure payment is ready at the time of delivery. (This will all be part of the agreement terms.)

Follow up calls will go to each customer within 24 hours of each delivery to ensure satisfaction. If for any reason there is an issue, it will be handled immediately by one of the owners directly with the customer.

### 4.9.1 Sales Forecast

The sales forecast indicates that growth will be slow but steady. Growth will be slow because of the time and effort needed to develop the customers and build good customer base. The premier element to our financial plan is initiating, maintaining, and improving the factors that create, stabilize and increase our cash flow

There are a few risks that could have a negative impact on sales. The first is contamination from stains or chemicals. Another risk that could affect sales is some sort of poor packaging, poor quality among others. We have put in place measure to curtail these.

5.0 Strategy and Implementation Summary

Emphasize customer service  
We will differentiate ourselves with CUSTOMER SERVICE! We will establish our business as a clear and viable alternative for our target market, from the scores of competitors known for "do-it yourself," "no we don't offer that product," and "no delivery available."

Customer service is paramount in our business and our business plan. The management team will accomplish this goal by training employees and by providing encouragement.

The new management team of Cedar Royal Laundry Services believes that an employee who is happy at work will enjoy working. It is always easier to please customers with staff that cares, a facility that is clean and equipment that is kept in proper working order.

Cedar Royal Laundry Services will also work toward establishing community involvement programs that will demonstrate how the business can contribute to a better quality of community life. Community project groups such as

Focus on target markets  
We need to focus our offerings on specific population groups as the key market segment we should own. We definitely want to be able to sell to smart, quality conscious customers.

# 6.0 Marketing Strategy

Cedar Royal Laundry Services will implement the following Marketing Strategies upon the business transfer in the following order:

1. Direct Marketing: we will personally market (sell face to face) our products.
2. Customer Referral: we will provide customer incentives for direct referrals, in the form of price discounts.
3. Website Marketing: we will implement our web plan and review the outcome to determine the efficiency it has on our customer base.
4. Event Marketing: we will visit several events and government functions to hand out flyers, business cards, and product catalogs, and to meet potential customers face to face.

Through marketing our products in these ways, we project that Cedar Royal Laundry Services will almost double its business within the first 2 years of new ownership.

# 7.0 Management Summary

The company's management is highly experienced and qualified, with seasoned investors. The company strives to hire qualified people who take pride in their work. The company's management philosophy is based on responsibility and mutual respect. Cedar Royal Laundry Services maintains an environment and structure that encourages productivity and respect for customers and fellow employees.

The following subtopics outline both the management team, and its team of employees.

## 7.1 Organizational Structure

The Organizational Structure of Cedar Royal Laundry Services is planned to be a simple and traditional one.

## 7.2 Management Team

Jennfer Ujagbor: Chief Executive Officer:

As the top manager, the CEO, he is responsible for the entire operations of the company. It is his responsibility to implement decisions and initiatives and to maintain the smooth operation of the company, with the assistance of the management team

Jennfer Ujagbor: Chief Financial Officer:

Also reporting directly to the CEO, she is responsible for analyzing and reviewing financial data, reporting financial performance, preparing budgets and monitoring expenditures and costs. The CFO routinely checks the corporation's financial health and integrity.