

Sparkling Shine City Laundry and Dry Cleaning Services Business Plan

Owner's name: Kolade Akanbi



Insert Your Photo Here:

DESCRIBE YOUR BUSINESS:

I currently run a neighbourhood laundry and garment care business that serves over 90 regular customers, including working professionals, families, and small hostels within my community. Over time, we have built trust through reliable service, quick turnaround, and careful handling of clients' clothing. If granted this loan, my top priority is to purchase a power generator. Unstable electricity supply is the biggest limitation affecting my operations. At the moment, whenever there is a power outage, work stops completely. This leads to delays, missed delivery timelines, customer dissatisfaction, and lost daily revenue. Having a generator will allow the business to operate consistently every day, regardless of power interruptions. This means we will be able to wash, dry, and iron clothes without delays, maintain delivery schedules, and take on more customer orders with confidence.

- With reliable power, I will be able to:
- Increase daily laundry capacity and turnaround time
- Retain existing customers through dependable service
- Attract new customers who value reliability and faster delivery
- Expand services to include same-day or express laundry options

These improvements will directly translate into higher productivity, more completed orders, and increased monthly revenue. The generator will remove a major operational barrier and position the business for steady growth and long-term sustainability. This investment will not only strengthen the business but also support job stability and improve service quality for the community we serve.

EXPLAIN THE PROBLEM: One of the repeated challenges laundry businesses in my area face is the delay in services due to a lack of constant power during working hours. And this is one of the problems we want to solve at Sparkling Shine City Laundry and Dry Cleaning Services. Still, we are also entangled in this problem due to a lack of power, which significantly delays service delivery.

EXPLAIN YOUR SOLUTION: Our solution to solving these issues is ensuring a quick delivery by having an alternate power supply, which is a generator that can help tackle the issue of a lack of a constant power supply that delays services.

BUSINESS MISSION STATEMENT:

Our mission is to eliminate service delays by providing consistently reliable, efficient, and high-quality laundry and garment care services. We are committed to delivering clean, well-finished clothing with speed, professionalism, and attention to detail, ensuring our customers can depend on us for convenience, excellence, and timely service every time.

HOW LONG HAVE YOU BEEN IN BUSINESS?

We've been in business for 11 months now.

YOUR NET INCOME

My monthly revenue ranges between \$230 – \$480 while my operating expenses range between \$170 – \$216 (this includes rent, detergents, transportation for pickup and delivery, staff support, utilities, and maintenance).

Estimated Net Profit:

Low month: $\$230 - \$170 = \$60$

High month: $\$480 - \$216 = \$264$

This means my business generates an estimated net income of \$60 – \$264 per month.

SERVICE OR PRODUCT DELIVERABLE:

My business provides professional laundry, ironing, and doorstep pickup and delivery services.

Process:

1. Customer schedules pickup or drops off items.
2. Each item is tagged, recorded, and sorted.
3. Clothes are washed, dried, ironed, and neatly packaged.
4. Orders are delivered on the agreed date and time.

Our promise is clean, well-ironed, properly sorted clothing delivered on time.

DESCRIBE YOUR BEST CUSTOMER:

One of my most valued customers is the Abuja, Nigeria Mission, where I handle:

- Bedsheets used in their mission home for missionaries transferring in/out
- Table covers used during official meetings

This client depends on reliable, consistent, and timely service, which demonstrates the level of trust and professionalism my business provides.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

Customers choose my business because of its reliability and fast turnaround time. Many laundry businesses delay delivery, but I prioritise meeting deadlines. Customers trust that their clothes will be ready exactly when promised.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

1. Delay in service delivery — customers lose trust when clothes are not ready for important occasions.
2. Misplacing or mixing customers' clothes — this damages reputation and customer confidence.

HOW CAN YOU AVOID THIS PROBLEM?

To avoid delays:

- Begin processing clothes immediately upon arrival.
- Maintain extra irons and equipment to meet deadlines.
- Use a generator to ensure constant electricity and uninterrupted workflow.

To prevent misplacement of clothes:

- Tag every item received.
- Record all items in a register.
- Verify items during delivery and pickup.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Laundry pricing varies by item and quantity. Services include:

- Washing and ironing of clothes
- Bedsheet and duvet cleaning
- Ironing services only
- Pickup and delivery service

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

Customers find my business through:

- Shop signboard
- Flyers and word-of-mouth referrals
- Recommendations from satisfied customers

WHY DID YOU CHOOSE THIS BUSINESS?

As a young couple, I got married to my wife last year, 2025. As a result of the increasing financial difficulty in my country, I knew it would be difficult to start a family without having some financial backup to support the family. My wife and I made a plan on when we can get married and also agreed upon starting a simple business that can be able to assist us financially in our family. After many months of planning and setting aside some funds, we finally started the laundry business. We allowed the business to grow and stabilise, having a customer base, having a revenue that can pay staff, and also keep a little for savings, before moving ahead with our marriage plan. And I can say this is not just one man's efforts, but with God's grace and support from my wife, we were able to achieve this goal. We had the business running last year, and after many months we finally got married, and we are currently looking at maintaining the trust our customers has for us by delivering their laundry on time. Having this generator will help us maintain trust and keep our business running, and also help us to assist our family financially, even as we look forward to growing our family.

We chose this business after noticing a strong demand for reliable laundry services. There've been an increasing number of complaints in my area about how laundry owners are unable to provide standard service to customers and also deliver their clothes on time. From my own personal experience, I often felt frustrated when my clothes were not ready on time for meetings or church services. I saw this as a common problem and decided to build a business focused on **reliability and timely delivery**.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Referrals from satisfied customers
- Flyers and local advertising
- Consistent and reliable service that encourages word-of-mouth marketing

Insert pictures of your business activities here and give a brief explanation of each:

This picture explains the work in progress and completed works, which are packaged.



HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))

Total Amount: The total amount, which is \$900, will be used to purchase a 13KVA generator for my laundry business.



Income Statement:

Income Statement														Instructions: Type your information into the white cells
Your name is: Kolade Akanbi														
Business name: Sparkling Shine City Laundry and Dry Cleaning Services														
Current Date: 3-12-2025														
Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total	
Sales revenue	140	155	230	220	270	340	415	476	480	850	1,000	1,200	5,776	
Total transactions or units sold	300	345	400	500	200	560	560	500	570	800	800	800	6,335	
Revenue per transaction or unit	1	1	1	1	1	1	1	1	1	1	1	2	1	
Expenses														
Self salary	\$0	\$0	\$0	\$40	\$40	\$40	\$40	\$40	\$50	\$80	\$80	\$80	\$490	
Employee salaries	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$65	\$120	\$120	\$120	\$945	
Raw materials	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$55	\$55	\$55	\$525	
Store Rent	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$70	\$70	\$70	\$615	
Technology	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$3	\$3	\$3	\$27	
Advertising	\$8	\$0	\$0	\$8	\$0	\$0	\$0	\$0	\$0	\$11	\$11	\$11	\$49	
Transportation	\$11	\$11	\$11	\$11	\$11	\$11	\$11	\$11	\$11	\$25	\$25	\$25	\$174	
Loan repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$38	\$38	
Taxes/Fees	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$60	
Other							\$1,100	\$240	\$0	\$0	\$0	\$0	\$1,340	
Total Expenses	\$176	\$168	\$168	\$216	\$208	\$208	\$1,308	\$448	\$218	\$369	\$369	\$407	\$4,263	
Expense per transaction or unit	1	0	0	0	1	0	2	1	0	0	0	1		
Net Income to reinvest	-36	-13	62	4	62	132	-893	28	262	481	631	794	1,514	
Net Profit Margin	-26%	-8%	27%	2%	23%	39%	-215%	6%	55%	57%	63%	66%		

Cash Flow Statement

	2 months ago	last month	this month	month 1 forecast	month 2 forecast	month 3 forecast	month 4 forecast
Income	476	480	500	850	1000	1200	1350
- Fixed expenses	-45	-45	-70	-70	-70	-70	-70
- Loan payment	0	0	0	0	0	-37.5	-37.5
- Variable expenses	-403	-173	-349	-349	-299	-337	-400
= Profit (or loss)	28	262	81	431	631	755.5	842.5
Starting cash	0	28	290	371	802	1433	2188.5
Available cash	28	290	371	802	1433	2188.5	3031

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT.

Over the last few months, I purchased a 22kg laundry dryer worth \$1,100. I am currently working on starting something that has never been done before in my area, which is a wait-and-take service where customers can sit down and wait while their laundry is done, which is an express service. This is currently on demand.

What did you learn from the practice pitch you gave to your area supervisor's Rotary Club? What was the date of that practice pitch event?

In my practice pitch video, I learn how to present myself, the value I offer, and also sell out the challenges I'm experiencing to my sponsors.

Share about your family and picture here: This is a picture of my wife and me.

My wife and I got married last year in December. We have been planning our marriage for a while now, but due to the increasing cost of things in the country, we decided to first start a business, so we can have something to support ourselves after our marriage. We started our business last year in March. After the launch of our business, my wife and I began to work together on our marriage, while we also proceeded to run our business further. It has been a great team effort. She understands operation aspect of the business and dealing with customers, which has been a great support to me and our business. As a young couple with a heart that knits as one. We are working together to grow our business by resolving the challenges we encounter in the business. While looking towards growing our family.



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