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INTERNATIONAL TRADING COMPANY
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18
YEARS



AN ISO 9001 : 2015 CERTIFIED COMPANY

2023

INDUSTRIAL WASHING, FINISHING EQUIPMENTS & POWER LAUNDRY MACHINERIES



we grow together



வாழ்க்கை தத்துவம்

“உயிரே அழுக்குத் துணி

உவர் மண்ணே நம் பிறப்பு

பு உலக வாழ்க்கை எனும் பொல்லாத கல்லினிலே

பு உலக வாழ்க்கை எனும் பொல்லாத கல்லினிலே

மோதி அடிக்கையிலே முற்றும் கசக்கையிலே

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ஆதி சிவன் என்னும் ஆற்றில் வரும் வெள்ளத்திலே

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அழுக்கெல்லாம் வெளுக்குதடா வெள்ளையப்பா

அவன் அருள் என்னும் நீழல் தனிலே வெள்ளையப்பா

இந்த உயிரெல்லாம் வாழுதடா வெள்ளையப்பா”

-கவிஞர் கண்ணதாசன்

- Kaviarasu Kannadasan

PHILOSOPHY *“Life is dirty cloth and of*

Salty soil is our birth

L *On the wicked stone of worldly life*
On the wicked stone of worldly life

I *In forceful beating, in complete squeeze*
In forceful beating, In complete squeeze

F *In the flood of the river Adi Shiva*
In the flood of the river Adi Shiva
All the dirt becomes white

E *Under the shadow of his grace,*
All these creatures live, Adi Shiva”

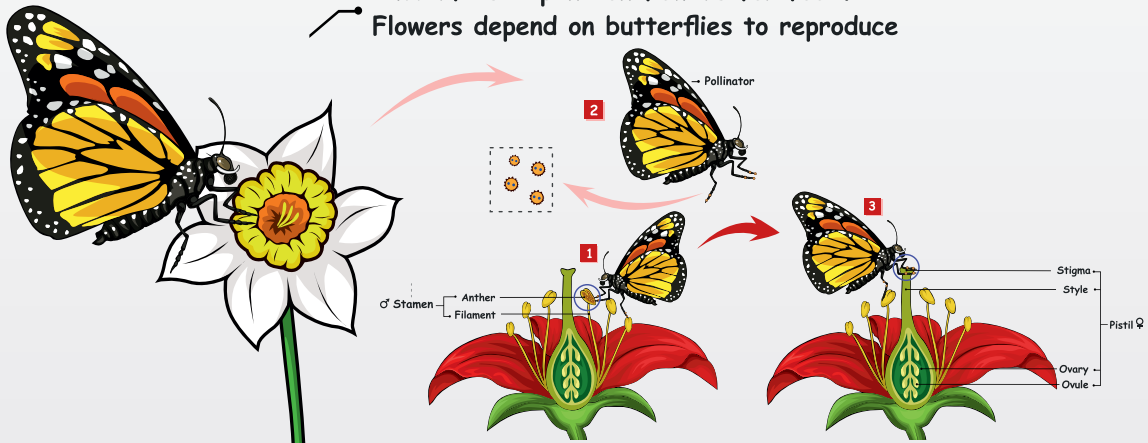
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“Mutualism is biological interaction between two species wherein both the species benefit from each other.”

Symbiotic Relationship

Mutualism

Butterflies depend on flowers for food.
Flowers depend on butterflies to reproduce



Butterflies help flowers reproduce by spreading pollen from one flower to another.
As the butterfly feeds, it picks up pollen from one flower and deposits it on another flower.

Science Nature

MUTUALISM

WHAT IS LAUNDRY?

What does "Laundry" mean?

Laundry refers to washing and drying clothes and other items that require cleaning. It can be done in a designated space within a home or apartment building, a laundry room, or through a specialised business that offers laundry services. "laundry" encompasses the materials being washed or that have already been laundered.

Throughout history, laundry has been an integral part of human life, evolving alongside clothing development. Different cultures have devised various methods to address this essential need, which has attracted the interest of various academic disciplines. Traditionally, women have predominantly carried out laundry work, often called laundresses or washerwomen. However, with the advent of the Industrial Revolution, mechanised solutions such as washing machines and tumble dryers emerged, revolutionising laundry practices. Laundry work, like cooking and childcare, is important in daily life.

The word "laundry" originates in Middle English *lavendrye*, derived from Old French *lavanderie*, which comes from *lavandier*. A self-service laundry is a *laundrette* in British English or a *laundromat* in North American English.

In India, men traditionally performed laundry work, and a washerman was referred to as a *dhobiwala*. A laundry facility, commonly known as a *dhobi ghat*, has given rise to place names associated with laundry work. The laundry includes washing with water and detergents, agitation, rinsing, drying, pressing, and folding.

In some cases, washing at elevated temperatures is necessary to enhance the effectiveness of chemicals and remove stains, while lower temperatures are recommended for washing cotton to prevent shrinkage. Professional laundry services are available in the market, catering to diverse price ranges.

DRY CLEANING

The term "drycleaning" can be misleading, as it does not involve a completely dry process. Instead of water and detergents, environmentally friendly solvents such as hydrocarbon and tetrachloroethylene, commonly known as "PERC," are utilised for cleaning garments. This method avoids using water, hence the name "dry cleaning." During the process, clothes are placed in a large machine with the solvent, effectively removing stains and cleaning the garments. Subsequently, the items are dried and pressed using the same or separate machines.

Common Challenges

Novice users of modern laundry machines may encounter accidental shrinkage of garments, particularly when subjected to heat. Wool garments, for example, have scales on the fibres that can stick together when exposed to heat and agitation. Other fabrics, such as cotton, may experience slight shrinkage due to the stretching of fibres during production. To mitigate these issues, some clothes are pre-shrunk.

Another common challenge is colour bleeding, where dyed articles transfer colour to white or light-coloured items. Washing whites separately or grouping similar colours together, using cold water and repeated washings, can help prevent this problem. However, in some cases, blending colours intentionally, as seen in *Madras cloth* is considered desirable.

What is Dry Cleaning?

The cellulose structure, the primary component of cotton, exhibits multiple OH groups that bind water, leading to fabric swelling and wrinkling. Dry cleaning, using solvents like tetrachloroethylene, selectively solubilises stains on the fabric. These non-polar solvents effectively extract compounds responsible for stains, which would otherwise dissolve only in aqueous detergent mixtures at high temperatures, potentially causing damage to delicate fabrics.

Non-polar solvents are particularly suitable for natural fabrics since they do not interact with polar groups within the fabric. Unlike water, which binds to these polar groups, causing swelling and stretching of proteins during laundering, non-polar solvents prevent this interaction and protect delicate fabrics. Effective solvents, combined with mechanical friction during tumbling, efficiently remove stains.

Using non-polar solvents also prevents the distortion of fibres caused by water molecules binding to them. When water evaporates after the laundry cycle, the fibres have already lost their original shape, resulting in shrinkage. In contrast, non-polar solvents maintain the integrity of the fibres, safeguarding more delicate fabrics. This approach, coupled with mechanical friction, effectively eliminates stains and ensures optimal cleaning results. It involves computer-controlled machines, specialised dryers, safe detergents, and non-toxic spot removers.

Hydrocarbon Solvents

These solvents derived from petroleum are less aggressive yet less efficient than PCE. When used correctly, the risk of fire or explosion can be minimised, although they remain combustible. However, hydrocarbons are considered pollutants and currently hold about 10-12% of the market share.

Perchloroethylene

Tetrachloroethylene (TCE), although more aggressive than Hydrocarbon, is rarely used nowadays. Due to its superior degreasing properties, it was previously employed for industrial workwear/overalls cleaning. However, the United States Environmental Protection Agency classified PCE as carcinogenic to humans.

What Is Wet Cleaning?

In wet cleaning, a specially designed, industrial washing machine is utilised along with water and detergent to clean garments. The process allows for extremely gentle agitation or precise drying at specific temperatures, enabling cleaners to customise the wet cleaning procedure for each item.

Environmentally friendly wet cleaning involves industrial washing machines, specialised dryers, safe detergents, and non-toxic spot removers. These factors contribute to an eco-friendly approach. Wet cleaning machines have controls that ensure the safe and efficient cleaning of various garments using water. The detergents and spot removers used in wet cleaning are safer ingredients for workers and the environment while remaining effective in removing soils, stains, and odours. Combining equipment, detergents, and expertise contributes to successful wet cleaning.

When Should Clothes Be Wet Cleaned?

Due to its gentle nature, wet cleaning can be used on garments labelled "Wet Clean only." However, some fabrics may not withstand the weight of the water, potentially causing damage. Dependable Cleaners thoroughly reviews care labels to determine the best cleaning procedure for each item. Recognising that wet cleaning may not suit every delicate garment, Dependable Cleaners has invested in environmentally-friendly technology, soaps, and solvents and provides wet cleaning, dry cleaning, and wash and fold services. Whether wet or dry cleaning is recommended for your clothing, rest assured that by choosing Dependable Cleaners, you are making an excellent choice for the environment and your well-being.

Wet Cleaning and its Advantages:

Wet cleaning refers to professional methods that avoid using chemical solvents, particularly tetrachloroethylene, commonly used in traditional dry cleaning. These alternative "wet cleaning" methods are considered more environmentally friendly than perc. Proponents of wet cleaning argue that these methods can be used without causing shrinkage or damage to garments that typically require dry cleaning.

The Pros and Cons of Dry Cleaning and Wet Cleaning

Dry Cleaning

PROS

- Oil and grease, which are not water-soluble, can be dissolved by dry cleaning solvents.
- Dry cleaning solvents effectively remove stains, eliminating the need for pretreatments and spot removers.

CONS

- Some beading can discolour or dissolve in the solvent.
- Low-cost dry cleaners may use harsh undistilled chemicals that can cause white garments to turn grey.

Wet Cleaning

PROS

- Wet cleaning uses eco-friendly detergents and water.
- Colours may retain their vibrancy better due to the absence of harsh solvents.
- The fabric feels softer after wet cleaning.

CONS

- Improper training, faulty equipment, or incorrect settings may lead to stretching or warping of clothing due to the weight of the water.
- Some stains, such as oil, may require spot removers and pretreatments and may not be fully eliminated.

Ironing

Ironing involves using a heated iron to eliminate wrinkles and undesired creases from fabric. Typically, the iron is heated to a temperature of 180-220°Celsius (356-428 Fahrenheit), depending on the type of fabric. Ironing loosens the bonds between the long-chain polymer molecules in the material's fibres. As the molecules become heated, the weight of the iron straightens the fibres, and they retain their new shape as they cool. Some fabrics, like cotton, may require the addition of water to loosen the intermolecular bonds. Certain modern fabrics, developed in or after the mid-twentieth century, are advertised as requiring minimal or no ironing. The introduction of permanent press clothing combines wrinkle-resistant polyester with cotton to reduce the need for ironing.

A clothes iron, also known as a flatiron, smoothing iron, or simply an iron, is a compact device that, when heated, is used to press clothes and eliminate wrinkles and creases. Domestic irons typically operate within a temperature range of 121°C (250°F) to 182°C (360°F). The name "iron" is derived from the metal historically used to make the device. Using an iron to press clothes is commonly referred to as ironing and serves as the final step in laundering garments.

Laundry Out Sourcing

Outsourcing laundry is the process of hiring a professional service to wash, dry, iron, and fold clothes and linens for businesses such as hotels, hospitals, schools, and sports teams. Many businesses choose to outsource their laundry for various reasons, such as:

Individually – why people outsource the laundry?

Saving time: Outsourcing laundry can save individual users a lot of time and hassle that they would otherwise spend on doing laundry at home. They can use this time to relax, read, work, or do other things that they enjoy. In modern times most of the individuals are mostly focused upon having a quality time more than the money, time is getting more important than money. so that they outsource laundry in order to get good family time or me time that they could spend wisely.

Cleaning Quality is better: Outsourcing laundry can help individual users clean their clothes and linens better. Laundromats have high-capacity machines that can handle larger items like comforters, blankets, or coats. They also have more options for washing and drying clothes, such as different temperatures, cycles, and detergents. This can help individual users remove stains, odors, and bacteria more effectively and make their clothes last longer.

Reducing stress: Outsourcing laundry can help individual users reduce stress by taking away the burden of doing laundry at home. They can avoid the hassle of sorting, washing, drying, ironing, and folding their laundry. They can also avoid the frustration of dealing with broken machines, missing socks, or shrinking clothes.

Water scarcity: In most of the households still face water scarcity and to overcome this they outsource it for laundry.

Commercially – Why Businesses Outsource the Laundry?

Cost savings: Outsourcing laundry can help businesses reduce their costs of buying, maintaining, and repairing laundry equipment on their premises. They can also save on the costs of labor, water, energy, and chemicals. Commercial laundries have large-capacity, high-productivity machines that use less resources and offer competitive prices.

Increased efficiency: Outsourcing laundry can help businesses improve their efficiency of their laundry operations. They can avoid the hassle of sorting, washing, drying, ironing, and folding their laundry. They can also rely on the timely delivery of clean and fresh linens and uniforms by the commercial laundry service.

Professional expertise: Outsourcing laundry can help businesses benefit from the professional expertise of the commercial laundry service. They can access specialized knowledge and skills in handling different types of fabrics, stains, odors, and bacteria. They can also ensure compliance with quality standards and hygiene regulations.

Flexibility: Outsourcing laundry can help businesses adapt to changing demands and seasons. They can adjust the quantity and frequency of their laundry orders according to their needs. They can also choose from different options and services offered by the commercial laundry service.

Scalability: Outsourcing laundry can help businesses grow and expand without worrying about their laundry capacity. They can outsource more or less laundry as their business grows or shrinks. They can also access new markets and locations with the help of the commercial laundry service.

Water Scarcity: Outsourcing laundry can help businesses cope with water scarcity, which is a growing problem in many parts of the world, especially in India. Water scarcity can affect the availability and quality of water for laundry operations, as well as increase the cost and risk of water supply. Commercial laundries can use less water than on-premises laundries by using efficient machines, reusing or treating wastewater, and adopting water-saving practices. They can also help businesses reduce their water footprint by trading virtual water with regions that have more water availability.

Outsourcing laundry is a smart and convenient option for businesses that need to deal with large amounts of laundry on a regular basis. It can help them save money, time, and space, as well as improve their quality and reputation. It is a reliable and cost-effective alternative to doing laundry on their premises.

Note : These are all mentioned here based on common market study, if you aren't falling under any of the above scenarios, you can start your own in-house laundry without any hesitation.

TYPE OF LAUNDRY



Laundromat



Commercial Laundry



In-House Laundry

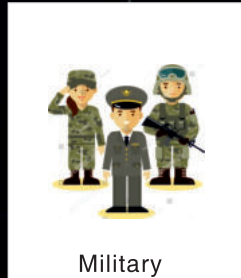
TYPES OF LAUNDRY AND SOURCES

LAUNDRY SOURCES

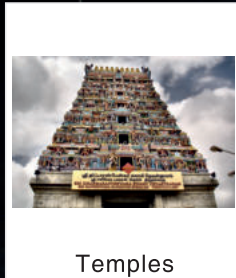
Government Institutions



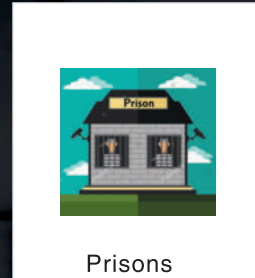
Railways



Military

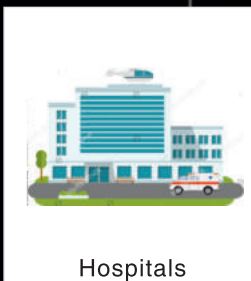


Temples

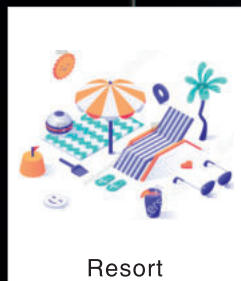


Prisons

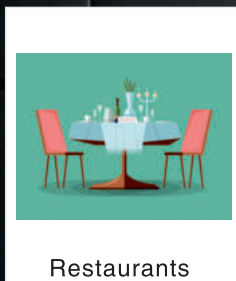
Hospitality



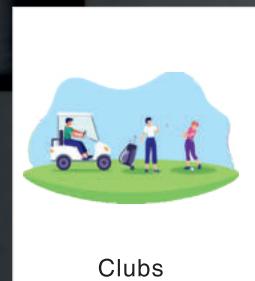
Hospitals



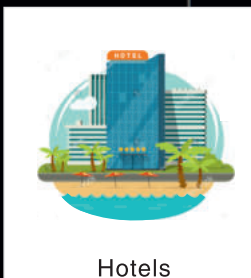
Resort



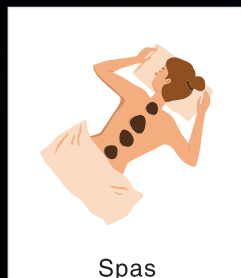
Restaurants



Clubs



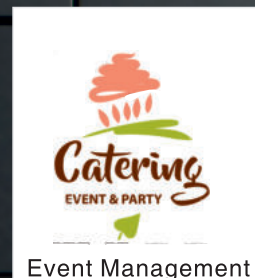
Hotels



Spas



Salon



Event Management

Other Industries



Pharmaceutical



Work Wears



Institutes / Hostels



Ashrams



Apartments



Project Sites



Shopping Malls



Gated Community



Luxury Homes



Flight Catering



Cruise



Amusement Park

Clothing



Attire



Home Textiles



Wollen



Leather

LAUNDRY BUSINESS

Reasons to choose The Laundry Industry as your Business &
How to Assess the Viability of a Sector for Investment

The Stakes of the Competition

Venturing into popular industries can be tempting, but it's important to approach such decisions with a clear mind and a well-thought-out plan. Impulsive decisions can lead to challenges that come with endless competition. So, taking time and assessing your options before making any moves is essential.

Competition is fierce, and it's tough to make it and expand. There will be hundreds of little enterprises in addition to the large corporations you will be up against. So choose a field with less rivalry. It's not wise to jump into starting a company without giving it some serious thought. It takes a lot of work, resources, and resources. The need for a considered choice became clear.

“As a service industry, laundry has very little competition”

The laundry business is one example of such an enterprise. If you've never run a company before, now is a great time to start since it's still in its early stages of development.

According to the findings, no major corporations have entered the market. Back in the day, cleaning your clothes was all about relying on the local crew - maids, dhobis and dry cleaners had the monopoly on washing and ironing. But with no big players dominating the national scene, the laundry industry was ripe for the picking.

Future expansion possibilities

It was crucial to determine whether there was a market for such a service. But... People from all walks of life, including students, office workers, stay-at-home parents, and the elderly, overwhelmingly supported the introduction of a centralized laundry service.

Because of a wide range in income, it's no surprise everyone's laundry budget differs. However, people had no problem shelling out cash for what they saw to be premium service. There is a Considerable Room for Expansion in the Laundry Industry. Instantaneous expansion is the goal of every company owner. Your company's success will improve if you choose a field that is expected to expand. The potential for expansion in any sector may be gauged by looking at the industry's customer base. Outside of this, the globe has been hit with the greatest pandemic recession in modern history. You should always evaluate growth prospects, but doing so is more important during a recession. Assess how your sector would do in a recession and take appropriate action.

The data we gathered from market was spot on. Since doing laundry is something that almost everyone needs to do often, the laundry service was a smashing success. The public responded positively to the startup, helping it turn a profit in its first year of operation. A second thing was that the laundry business is immune to economic downturns. So for the same reason that no one stop using Swiggy, Ola, and other necessity-based firms, We believe that the laundry service will never go away. The laundry industry is a true powerhouse - even in the face of a global recession, the business kept booming. It just shows that this business is recession-proof and has huge potential for growth.

Profitability; Return on investment (ROI)

The return on investment is essential when discussing productive investments. As a newcomer, you should focus on finding a field that can provide you with substantial profits and returns.

Gains and Profit Margins Are Extremely High

What's the key to any great business idea? Crunching the numbers, of course! And when we see the financials behind a laundry business, Sure, an initial investment is required, but the potential profit margins are massive. It's all about playing the long game, and the rewards can be huge with some savvy financial planning. So if you're thinking about taking the leap into entrepreneurship, don't forget to run the numbers - because when it comes to a laundry business, the sky's the limit! but you never skimped on essentials or made any sacrifices that would have compromised the quality of your work. Your profit margins have remained consistently strong, In addition, the washing sector guarantees substantial profits compared to other industries, making all of this feasible.

Required expertise

To succeed in business, you must first learn the ins and outs of your chosen field. Even if you want to assign your duties to others, you should still know the fundamentals of your field, for the simple reason that no one can work harder than the owner. Find out what knowledge is needed to manage a company in a certain field. If you're looking to start a new business you must have prior work experience or skill set to manage your business successfully.

Consider opting for an industry that suits your skill set. If you have expertise in a particular area, you can certainly venture into it. However, if you are new to the business world and want to avoid complex activities, it's better to choose an industry that is easy to enter, like the laundry industry. Opting for such a business will help you run it smoothly, and you will be able to thrive in the long run.

Potential for significant new developments

Businesses in today's fast-paced world require the ability to change and grow to be competitive. This means being open to making positive changes, whether launching a new service or product. However, this can be a lot easier if you're in an industry with room for innovation and creativity. So, choosing an industry that supports it is important if you're looking for a business that allows you to experiment and try new things.

Laundry, education, tourism, etc., are just a few professions where creativity may go a long way. Some sectors, such as the chemical and mining industries, are more stringent in this respect than others. If you're just starting out in the corporate world, resist the urge to avoid traditionally conservative sectors.

Better Than The Age-Old Organized Industries

The million-dollar question has been on everyone's minds: why hasn't anyone taken this incredible laundry service and turned it into an organized, thriving business? To find the answer, some serious research and compare the laundry industry to other age-old businesses. But when all was said and done, the conclusion was crystal clear: the laundry industry reigns supreme! This industry has got everything from its sky-high growth potential to its unparalleled track record of success. So if you're looking to make your mark in the business world, there's no better place to start than the laundry game!

The findings from our study were as follows:

No inventory: The laundry and dry cleaning industry does not need a large stock of goods. This immediately eliminates any potential problems with sluggish, dormant or otherwise not moving equities.

No limits: There is no constraint on growth. As a first step, one may open a modest shop that serves a 1-2 km radius. If everything goes as planned, they'll be able to take their service nationwide.

No credit: All transactions in the laundry and dry-cleaning industry are conducted on a cash-in-advance basis. There is no need for a collections department since there is no credit.

This evidence strongly suggests that the washing sector has the potential to outperform most other established businesses. Business Standard reported that by FY2020 in India, the laundry business would be worth ₹2974 billion. Consequently, it has the potential to surpass even the most successful companies in other sectors. The laundry business is enormous, dwarfing even such well-known sectors as medical testing, the spa and wellness industry, and fast food.

These factors suggest that investing in a laundry business might be the most promising route to running a profitable company.

WHY LAUNDRY IS INDIA'S MOST PROFITABLE BUSINESS	SALON	GYM	FOOD	LAUNDRY
Recession Proof High - Business will have Demand even in Recession	✓	X	X	✓
Inventory Low - Minimal Chances of Losses	X	✓	X	✓
Offline to Online Service High - Home Service/Delivery Possible	X	X	✓	✓
Automation High - Less Dependency on Trained Staff	X	X	X	✓
Competitive Low - Intensity High - Margins	X	X	X	✓

How to start a Laundry business?

Starting a dry cleaning company may be a huge success if you know what you're doing. The steps necessary to launch your new company are outlined in detail below.

10 simple steps you may take to start your own dry cleaning company
Your time, money, and energy should be invested in the following 10 areas, just as they would be in any other business:

Step 1: Finding the perfect location

To launch a successful Laundry company, it is essential to choose a prime location.

This isn't something you can just do willy-nilly. Though, It requires serious research and planning to choose the right spot. You'll need to consider factors like the local population, demographics, and competition in the area. The goal is to shortlist a few potential locations and find the one with the most stable population and the least competition.

Of course, this means you'll have to do some serious reconnaissance work, checking out different markets and locations to find the perfect spot. But all that time and effort will be worth it when you have a thriving business!

Step 2: Establishing the Perfect Shopfront

Finding the right storefront is essential to start a Laundry service.

After settling on a promising area, the next step is to locate a fantastic shop. Although it seems simple, a lot of work is required. For the same reason, you can't choose any store in the area. The workshop must have enough room for all the tools and equipment needed to run the business. The placement of brand names and logos is important. Vehicles may park at a lot, presumably close to the store. The store's rent has to be in line with projections. It must also be in a prime location to attract clients' attention.

Step 3: Designing the Store Layout

There are a variety of storefront configurations to think about.

Adding "store design" to your already long list of responsibilities is not an option. Because you want your store's layout to make the most of the available square footage, this is something that will take your undivided attention. Here are some essential layouts to think about:

Building, electrical, plumbing, machinery, and Vastu design.

If you practice Vastu, you'll need to organize your workspace accordingly. In addition, you need to learn about the store's layout in every other respect. This work may be contracted out to an architectural company, or you could engage architects and keep an eye on their progress.

Step 4: Keeping tabs on the Contractual Work

All contractual work must be closely monitored.

Get ready for some serious construction and design work. This is no small feat and will take some time and a lot of workers, like electricians, plumbers, carpenters, and more. Even if you decide to outsource this work to a contractor, you can't just sit back and relax. You'll need to be on-site to monitor everything closely.

Let's face it, contractors can sometimes get a little careless with these things, and you don't want to risk any mistakes that could delay your grand opening. So, roll up your sleeves, get your hard hat on, and get ready to oversee every last detail of your construction and design process. It'll be worth it in the end when you have a beautiful, fully functioning dry-cleaning business to be proud of!

It is important to check the building process closely and schedule daily and weekly contractor monitoring.

Step 5: Determining the Most Appropriate Equipment and Materials

Procurement and Setup of Machinery It's time to open a dry cleaning shop, so get some equipment and chemicals.

State-of-the-art equipment for your Laundry

The importance of machinery in dry cleaning and laundry service establishments cannot be overstated. It accounts for up to 60% of the company's overall operating expenses. First, one must choose the most appropriate equipment, and then one must contact the manufacturer to arrange for sales, service, installation, and after-sales support

Dry cleaning equipment and chemicals come in a wide variety of forms. Therefore, a random online search will leave you overwhelmed by choices. If you're just starting out in the dry cleaning and laundry business, you may not know which equipment and chemicals are the best. However, if you care about the reputation of your dry cleaning business, you won't skimp on equipment and chemicals.

You need to dig seriously to find the finest brands for each product.

Step 6: Acquiring Trustworthy Suppliers and Vendors

Find and work with reputable providers. Dip a clean cloth into the cleaning solution and wipe it all over to clean the outside of your bag. Make sure the whole bag is wrapped. Instead of applying it all at once, doing little areas of the bag at a time is best. Your needs and their product prices and qualities should be a good fit. You'll need constant access to specific ingredients, so make sure they're available regularly. Your company will suffer if it cannot reliably offer the necessary supplies.

Timely delivery of raw materials and equipment maintenance service are essential to your operations. Suppliers and sellers of equipment should also provide maintenance and repair services. Why? Because eventually, you'll have to fix your machines.

Finally, you need to be able to trust every one of your providers. Let's face it. We've all been burned by a sketchy vendor or two in our day. It's no fun when you don't get the quality of products or services you were promised, or worse yet, when you get charged in advance and don't get anything! Yikes! That's why it's crucial to work with people you can trust.

You need to research and find reliable, honest vendors who will deliver what they promised. Don't just take their word for it, though. Do your due diligence and check out their references and reviews to ensure they're the real deal. It may take a little extra effort upfront, but it'll save you a ton of headaches and heartaches down the road. So, stay sharp, stay vigilant, and work with people you can rely on. It's the only way to succeed!

Step 7: Set up Reasonable Pricing

A successful dry cleaning company must find the sweet spot in pricing.

Before opening the company, it is important to do market research and determine fair pricing for your dry cleaning services. Your investigation, both online and offline, will need to be exhaustive. The trick is looking at what other companies in your market charge for similar services. Check with other local dry cleaners to see what they charge for similar services.

If you set your pricing too low, you will have difficulty turning a profit. Further, if your pricing is much higher than the market average, you will drive away prospective clients. Maintain the work quality and fix the price accordingly.

Step 8: Recruiting and Educating Staff

For opening a dry cleaning service, you need to hire the right people and provide with the training they need to succeed. **Store managers | Washerman | Ironing experts | Delivery executives** are the four standard categories of employees required in a Laundry business.

The people you choose to fill these positions must possess the requisite knowledge, experience, and dependability. It's possible that advertising open positions in various media (including online job boards, print publications and more) will be necessary.

It is also possible to hire a third-party human resources firm to do the recruiting for you. In contrast to shop managers and delivery personnel, cleaners need formal education and training.

If your washermen don't do a good job, your dry cleaning won't be good. A thorough understanding of the following laundry and dry cleaning nuances is required of these individuals:

- Fabric care instructions.
- How do you wash clothes that are richly embellished?
- Types of textiles and their ironing instructions.
- How to remove stains from various materials.

As a result, it's crucial that washermen get enough training to teach them the numerous skills they'll need to do their jobs successfully. They need to be trained by professionals, and so do that.

Step 9: Promote your business

Starting a dry cleaning company requires a strong emphasis on promotion and advertising.

You've got your brand new business up and running, and now it's time to shout it from the rooftops! After all, no one will know about your amazing products or services unless you tell them, right? That's where marketing and advertising come in. You'll need to get creative and develop killer marketing strategies to get people talking online and offline.

From eye-catching billboards to engaging social media campaigns, the sky's the limit when promoting your business. The key is finding the right mix of strategies to resonate with your target audience and get them excited about your offer. So, put on your thinking cap and get ready to spread the word about your awesome new business!

Ensure that your marketing methods are both educational and persuasive. It should be known that there is now a dry cleaner in the area. And your advertising strategy must persuade them to give your new company a go.

As an example of what you'll be doing:

- Conventional/Offline Advertising
- Handing out flyers
- Connecting with nearby businesses like spas, supermarkets, health clubs, etc. Share structures in neighboring communities
- Distributing leaflets and posters around the neighborhood.
- Digital Marketing :Promote your store by including it in online directories like JustDial. Using Google Ads for sponsored promotion.
- For paid advertising, use social media platforms like Facebook, Instagram, etc.
- Hosting and maintaining a website.

The statement "**Giving good quality and service to the customer is the easiest way of doing advertisement or marketing**" captures a fundamental principle of business success. Here's an explanation of why this principle holds true,

Word-of-Mouth and Referrals | Repeat Business | Brand Loyalty | Positive Online Reviews and Ratings Reduced Marketing Costs | Differentiation from Competitors | Trust Building

Step 10: Managing Day-to-Day Operations

There are many moving parts in a business, and you'll have to keep track of them all.

Starting a dry cleaning company requires regular attention to business management. Your company will have far too many stakeholders: employees, suppliers, and consumers. When your employees have questions or concerns about how to operate the business, you, as the owner, should be there to help. It's also important to keep your employees happy, so they don't leave.

“The future of your business depends on your ability to have a positive rapport with your suppliers and vendors.”

And last, you'll have to provide your consumers with up-to-date details about your offerings and their purchases whenever they want. You must also have the ability to respond to their concerns. You are responsible for the happiness of all parties involved: clients, employees, vendors, and suppliers. You'll have to adjust your efforts appropriately.

Every one of them requires your undivided attention and hard work at all times. Getting into the Laundry company on your own is not a good idea if you don't believe you can give it your all. Don't put all the onus of accountability on your own shoulders. Otherwise, you risk your company joining the ranks of the other Launderers in town and failing to expand. Opening a business may not be a good idea if you lack any of the aforementioned steps.

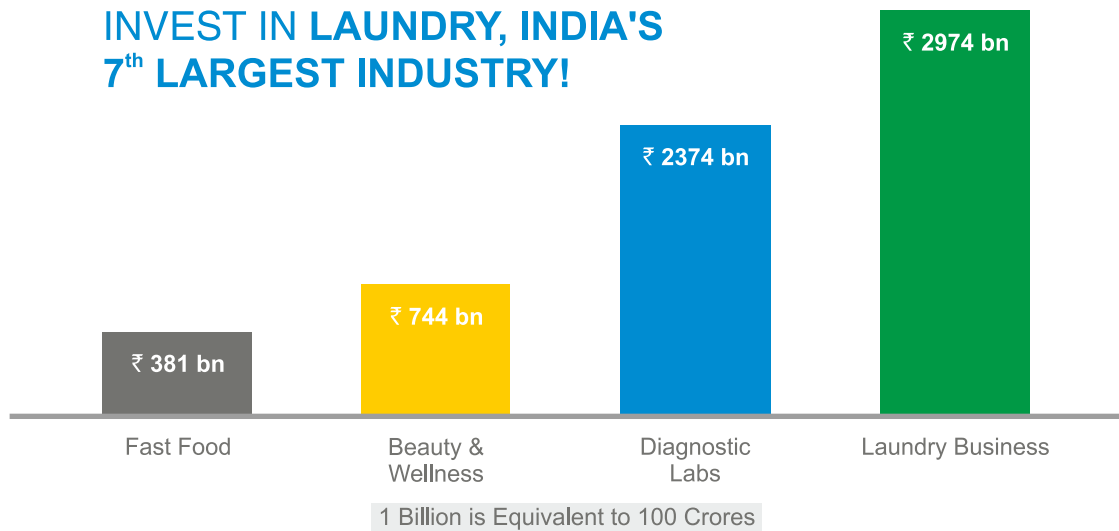
Key notes

Identification of the right store & location
Lease and rent agreement negotiation
Complete Project management
Store designing
Supervision Of Contractual Work
Machinery Purchase & Installation
Manpower Recruitment
Staff Training
Live Demo & Dry-Run

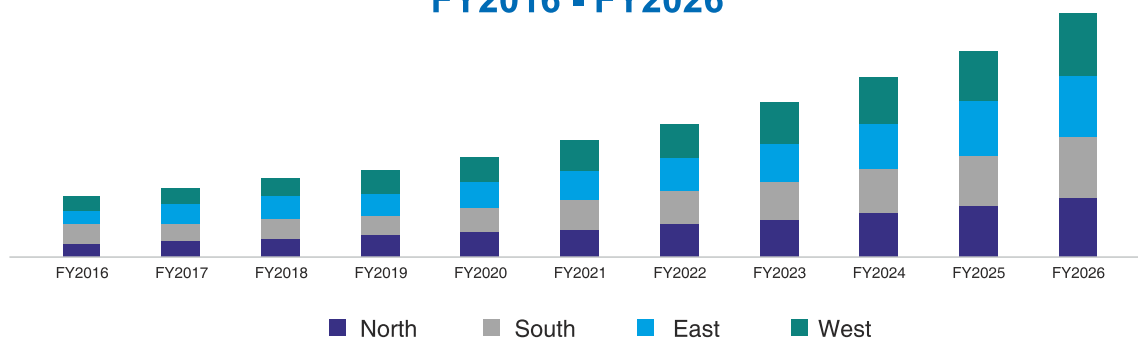
Pre-Launch Promotion
In-shop And Out-Shop Branding
Finance Integration
Price Benchmarking
Detailed Induction
Unique Google Business Identity
CRM Configuration And Training
Mobile App For Customers
Mobile App For Delivery Executives

Professional advice from our experts will help you set up, run, and maintain your equipment.

INVEST IN LAUNDRY, INDIA'S 7th LARGEST INDUSTRY!



India Laundry Service Market Size, By Region, By Values FY2016 - FY2026



Wishing you all the best in your laundry business you may be pursuing!

we grow together

From the CEO'S desk

STARFISH is more than just a laundry equipment manufacturer. It is a community of people who share a common vision: "We Grow Together". We believe in creating value for our customers, our company and our society as a whole.

We are passionate about understanding our customers and their needs. We work closely with them to analyze their market potential and provide them with the best solutions for their laundry business. We don't just sell machines, we build relationships.

We are proud of our high-quality products, which are designed to meet the highest standards of reliability and performance. We follow strict ISO protocols and constantly innovate to improve our machines and services. We know how important it is for our customers to offer uninterrupted laundry service to their clients, and we want to help them achieve that.

That's why we offer service plans and on-site services along with AMC. We want to ensure that our customers can run their business smoothly and hassle-free. We want to see them grow and succeed with STARFISH.

STARFISH is not just a brand, it is a family. Join us today and discover the difference.



we grow together

SARAVANAKUMAR MARIMUTHU

FOUNDER AND CEO,



STARFISH INDIA
LAUNDRY MACHINES PRIVATE LIMITED



NAGARJUN
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We Grow Together...



THANK YOU ALL

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