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Business Reference: **37720**

About the Business:

## Own Largest Laundry Franchise in South Africa

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Discover a profitable investment with South Africa's top laundry and dry-cleaning franchise. Established in 2003 and now operating over 80 stores nationwide, this industry leader offers more than just brand recognition—it delivers proven growth and ongoing support for franchisees. Benefit from a robust franchise model designed for sustainability and long-term success, making it the ideal business opportunity for driven investors looking to join a thriving market. Unlock the potential of a trusted brand

and secure your place among South Africa's laundry and dry-cleaning elite.

## Own Largest Laundry Franchise in South Africa



Sector: **New Franchise Opportunities**

Asking Price:

**R 595,000**

Monthly Profit:

**R 26,249**

Asset Value:

**R 820,000**

Stock Value:

**R 0**

Yearly Net Profit :

**R 314,990**



# Business Report

## How does the business operate on a daily basis?

There are no fixed business hours except where the Lessor demand specific hours. Franchisees has to be mindful that many customers bring in their laundry en-route to work and collect same after work. Proposed business hours would be from 7.00 to 17.30. It is also proposed to be open on Saturdays for at least half of the day although it can be on skeleton staff as the washing can be done on Monday

## What Advertising/Marketing is carried out?

The franchisor has a national marketing fund where for national marketing of the brand nationally. Each franchisee is advised to spend at least 3% of turnover on marketing.

## What competition exists?

There are many other laundromats in the market but they are not franchise driven which is the key to our success. A Brand name create a sense of trust with the consumer

## How could the profitability of the business be improved?

The profitability can hugely be improved if contracts can be secured with guest houses, restaurants, pubs etc

## What is the reason for the sale?

Everybody dreams of owning your own business. To be in charge of your own destiny. To be able to earn more than a fixed monthly salary. Sadly its not meant to be for most. There are many reasons for this. Usually it is the price of the business and the start up capital that is needed. The know how and the experience that is needed.

Here is the exception. You can own your own business for R 595 000 excl and you get a turn key business. Turn key in the real sense of the word. EVERYTHING is in place on opening day. From the point of sale equipment and software to the washing machines and training on everything. Branded shop fitting and attractive signage. Even loyalty cards and a shop stamp!! The franchisor even stay by your side for 5 days after opening to make sure everything runs smoothly and assist in ironing out growing pains.

The motto of the franchisor is not to be personal successful. He aims to secure the success of the franchisee which will then automatically secure his own success.

## Strengths?

- A proven method, with the business support and advantage of being part of an established national franchised brand.
- Credibility when competing for light commercial business or negotiating lease agreements
- A new approach to the look and layout of Laundry outlets, adding a more professional appearance.
- Continuous business support from Franchisor Head Office
- Frequent visits from Head Office Store Relationship Managers to guide owner and re-train staff when necessary.
- On-going research and development by the Head Office in establishing effective cost-cutting measures

## Weaknesses?

- The success of the business is greatly dependent on its ability to meet the laundry and dry cleaning deadlines required by the customers.
- Customer satisfaction is mainly dependent on the skills and attitude of contact staff.
- Security of the cash is dependent on the honesty of the store manager at times when the store owner is not on site
- Walk-in customers usually come from a limited geographic region
- In-coming business is dependent on the customer's ability to make it to the store during the trading hours

## Opportunities?

- The potential exists for expansion i.e. more outlets can be opened by the same owner in the greater surrounds.
- More equipment can be added into the existing laundry for more operational capacity.
- A vast number of construction projects are developing residential apartments, meaning more potential customers for the business.
- The opening of more businesses and establishments namely, guest houses, restaurants, hospitals, prisons, etc increases the list of potential clients

## Threats?

The industry is proving attractive to many investors because of its lucrative scope and many similar businesses are opening up which could result in serious competition and a smaller market share  
Death or incapacity of the key member could place a burden on the business.

Changes in labour legislation seem to be favouring the employee more and more, putting stringent controls on the employer.

The improvement of the financial landscape would mean that more people would be able to employ domestic help and eliminate the need to bring their laundry to the retail outlet.

Corporate clients may decide to purchase their own laundry equipment and do their own laundry internally.