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PROJECT REPORT

On

Laundry Services

Submitted

As part of requirement of The Training

under

New Entrepreneur cum-Enterprise Development Scheme

Government of Tamilnadu

Conducted by

Entrepreneurship Development Institute, Guindy, Chennai

Prepared by

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Financed by Indian Bank, Siruseri Branch, Kanchipuram



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EXECUTIVE SUMMARY

Executive Summary:-

We “BRIGHT N WHITE Laundry Services” have planned to commence the business operation by May 1st 2015 and the proprietor of this business is Jeevan Prasad. The promoter is from the background of IT domain and interested and passionate in starting up a laundry service to meet the needs of various kinds of people. He is an Electrical Engineer and passed out from KSRCT Erode and MBA passed out from BS Abdur Rahman University on 2011.

Location

1. Unit

Our Laundry Unit will be located in Nallambakkam of Kancheepuram District which will have semi-automatic machineries with high safety standards. This unit will take care of washing, cleaning, drying and packing of all kinds of fabrics given by the customer.

2. Showroom

At the Initial stage we have planned to start with 2 showrooms in vandaloor to kelambakkam Road and planned to have few collection points inside Hotels, Institutions and Housing Apartments

Resource Needs

a. Machine

We will be buying the washing, spinning, drying, pressing and ironing machines from Karnataka and Coimbatore.

Boilers will be bought from Pune

b. Manpower

We will be having the 7 no of casual labour, 3 numbers of managerial staffs to run the business operation

Volume of Business

We will be providing the laundry services to the following categories

1. B2B

This model will help us to meet the requirement of hotels, hospitals and institutional laundry requirement. Expecting a sales of 30000 pieces and turnover of 3 lakh per year

2. Commercial

This model will help to meet the requirement of dhobi and consumers who prefer the washing in KG basis. Expecting a sales of 3000 kgs and turn over of 10 lakh per year

3. Retail

This model will help to meet the requirement of individual customer on a piece basis. Expecting a sales of 48100 turn over and of 15 lakh per year

Profit note in

(i) Market

We will be planning to get a market share of 2% at the initial year across the IT corridor of chennai which will earn a profit of 5 lakhs and plan to expand the 2% market share across chennai and which will earn a profit of 30 lakhs per year

(ii) Customer

We will be targeting the IT people, Hotels and Hospitals and all these combined together will help to get a profit of 5 lakh per annum

(iii) Financial Highlight

This service will earn the revenue very quickly and the credit period is also very less except for few cases and the cash flow will be always there as this falls under the basic needs of human life

BUSINESS PLAN FORMAT THROUGH SOFTWARE

Application Form - Business DetailsName of Business Enterprises : **WHITE AND BRIGHT LAUNDRY SERVICES****Office Address**

Door No	7
Street	Raja Raja Cholan Street
Area	Unumanchery
City	Kanchipuram
District	Kanchipuram
State	TamilNadu
Pincode	600048


Factory Address

Factory Door No	5
Factory Street	Amman Nagar
Factory Area	Nallambakkam
Factory City	Kanchipuram
Factory District	Kanchipuram
Factory State	TamilNadu
Factory Pincode	600048
Type of Industry	Services
EM no	330032227735

Product Name	Laundry
Consitution	Proprietary
No of key persons involved	1

Name of Business Enterprises : WHITE AND BRIGHT LAUNDRY SERVICES

Key Person 1

Title	Thiru		
Name	JEEVAN PRASAD		
Father/Husband Name	RAJENDRA PRASAD		
Age	26		
Address	7		
	Raja Raja Cholan Street	Personal Finance	
	Unumanchery	Permanent Account Number	AQYPJ7143K
Telephone number		Do you have Bank account	Yes
Mobile number	9790828232	Bank name	Indian Bank
Educational background	MBA	Branch	Siruseri
Whether ration card available	Yes	Bank address	Seruseri, Kanchipuram

Whether voter identity card available	Yes	Account number	6294328419
Social status	OBC	Account type	Savings Bank
Employment of spouse		IFSC code	IDIB000S146
Qualification of spouse		Credit card	No

Networth Statement

Assets	(Rs.Lakhs)
Immovable Properties(Including Land and Building)	30.00
Investment in Business Capital	0.00
Deposits with Banks/institutions	0.50
Gsecs/Bonds/NSC/NSS	0.00
Shares/Debentures (Market Value)	0.00
Life Insurance Policies (Surrender Value)	0.00
Value of Vehicles (Market Value)	0.40
Other Assets (Incl. Jewellery)	0.20
Total Assets	31.10
Liabilities	0.00
Loans Availed from Banks (Total Outstanding)	0.00
Other Liabilities	0.00

Total Liabilities	0.00
Networth	31.10
Property Location	Kandigai

Name of Business Enterprises : **WHITE AND BRIGHT LAUNDRY SERVICES**

Project Cost	(Rs.lakhs)
Land	5.00
Building	8.00
Plant and Machinery	
Imported	17.20
Indigenous	0.00
Vehicles	2.00
Furniture and Fittings	0.50
Computers and office automation	1.00
Testing equipment	0.00
Other fixed assets	0.00
Erection/installation charges	1.00
Pre-operative expenses	0.50
Provision for contingencies	0.50
Working capital margin	0.82
Total Cost	36.52

Means of finance

Owners contribution	5.00%
Owners contribution	1.83
Loan from bank/other institutions	34.69
Total	36.52

Name of Business Enterprises : **WHITE AND BRIGHT LAUNDRY SERVICES**

Fullfillment of statutory requirements**Requirements****Status**

1.Approval from Local Authority / body	To be Obtained
2.Approval for Building Plan	To be Obtained
3.Approval from Inspector of Factories	Not Applicable
4.Approval from Electricity Board	To be Obtained
5.Have you obtained Import and Export Code?	Not Applicable
6.Sales Tax Registration	To be Obtained
7.Service Tax Registration	To be Obtained
8.Pollution Control Board Clearence	Not Applicable
9.Registeration for Partnership/Company/Co-operative Society	Not Applicable

Name of Business Enterprises : **WHITE AND BRIGHT LAUNDRY SERVICES**

Personal strengths in the area of business

I do not have any formal education about this business. I do not have relevant experience in this business. My family members possess experience in this business and they would be involved. The raw material required for the business are 30 Kilograms of Consumables and the value is .5 lakhs. Raw materials are available in the local market. For this business semiskilled manpower are required. I am confident of having necessary manpower for the business. power requirement is 20 Kilo Watt per day. I do not have any backup. I require 500 liters of water. I have adequate facility to draw water. I conducted survey and based on the findings only, I am trying to get into this business. I am planning to tie up with some service providers to get regular orders and also plan to provide the service directly to customers also. I do not have showrooms.

Name of Business Enterprises : WHITE AND BRIGHT LAUNDRY SERVICES

Projected Profit & Loss Statement (Rs.Lakhs)

	Apr-2016	Apr-2017	Apr-2018	Apr-2019	Apr-2020
Operational Income	20.00	24.00	28.00	30.00	32.00
Job work	2.50	3.00	3.50	3.75	4.00
Other income	1.50	1.80	2.10	2.25	2.40
Total Income	24.00	28.80	33.60	36.00	38.40
Materials/Spares	0.00	0.00	0.00	0.00	0.00
Wages	3.72	4.46	5.21	5.58	5.95
Power & Fuel	1.00	1.20	1.40	1.50	1.60
Other operational expenses	2.40	2.88	3.36	3.60	3.84
Administration expenses	4.80	5.76	6.72	7.20	7.68
Other Duties & Taxes	0.50	0.60	0.70	0.75	0.80
Rent Expenses	0.00	0.00	0.00	0.00	0.00
Selling & Distribution Expenses	1.20	1.44	1.68	1.80	1.92

Depreciation	4.63	3.91	3.31	2.85	2.44
Finance Charges	1.74	3.04	2.17	1.30	0.43
Total Expenditure	19.99	23.29	24.55	24.58	24.66
Profit & Loss	4.01	5.51	9.05	11.42	13.74

Name of Business Enterprises : **WHITE AND BRIGHT LAUNDRY SERVICES**

Projected Balance Sheet (Rs.Lakhs)

	Apr-2016	Apr-2017	Apr-2018	Apr-2019	Apr-2020
Capital	1.83	1.83	1.83	1.83	1.83
Reserves & Surplus	4.01	9.52	18.57	29.99	43.73
Loan from Bank	27.75	20.81	13.87	6.93	-0.01
Sundry Creditors	0.00	0.00	0.00	0.00	0.00
Total Liabilities	33.59	32.16	34.27	38.75	45.55
Fixed Assets	29.07	25.16	21.85	19.00	16.56
Sundry Debtors	3.33	4.00	4.67	5.00	5.33
Stock	0.00	0.00	0.00	0.00	0.00
Loans & Advances	0.00	0.00	0.00	0.00	0.00
Cash & Bank Balance	1.19	3.00	7.75	14.75	23.66
Total Assets	33.59	32.16	34.27	38.75	45.55

Name of Business Enterprises : **WHITE AND BRIGHT LAUNDRY SERVICES**

Projected Cash Flow Statement

	Apr-2016	Apr-2017	Apr-2018	Apr-2019	Apr-2020
Net Profit as per Tax	4.01	5.51	9.05	11.42	13.74
Add: Depreciation	4.63	3.91	3.31	2.85	2.44
Add: Capital Contribution	1.83	0.00	0.00	0.00	0.00
Add: Loan from Bank	34.69	0.00	0.00	0.00	0.00
Add: Increase in Sundry Creditors	0.00	0.00	0.00	0.00	0.00
Add: Decrease in Sundry Debtors	0.00	0.00	0.00	0.00	0.00
Add: Decrease in Stock	0.00	0.00	0.00	0.00	0.00
Total Inflow	45.16	9.42	12.36	14.27	16.18
Less: Purchase of Fixed Assets	33.70	0.00	0.00	0.00	0.00
Less: Repayment on Loan to Bank	6.94	6.94	6.94	6.94	6.94
Less: Increase in Sundry Debtors	3.33	0.67	0.67	0.33	0.33
Less: Decrease in Sundry Creditors	0.00	0.00	0.00	0.00	0.00
Less: Increase in Stock	0.00	0.00	0.00	0.00	0.00
Less: Loans & Advances	0.00	0.00	0.00	0.00	0.00
Total Outflow	43.97	7.61	7.61	7.27	7.27
Opening Balance	0.00	1.19	3.00	7.75	14.75
Surplus/Deficit	1.19	1.81	4.75	7.00	8.91
Closing Balance	1.19	3.00	7.75	14.75	23.66

Name of Business Enterprises : **WHITE AND BRIGHT LAUNDRY SERVICES**

Ratios						
	Usual Norms	Apr-2016	Apr-2017	Apr-2018	Apr-2019	Apr-2020
Current Ratio	>1.33	0.00	0.00	0.00	0.00	0.00
Debt-Equity Ratio	<2.00	4.75	1.83	0.68	0.22	0.00
Debt Service Coverage Ratio	>1.5	0.66	0.86	1.23	1.54	1.92
TOL / TNW	<3.00	4.75	1.83	0.68	0.22	0.00
Interest Coverage Ratio	>2.00	3.30	2.81	5.17	9.78	32.95
Net Profit Margin(%)	>5.00	20.05	22.96	32.32	38.07	42.94

Name of Business Enterprises : **WHITE AND BRIGHT LAUNDRY SERVICES**

Interest & Loan Repayment Schedule (Rs.Lakhs)

	Apr-2016	Apr-2017	Apr-2018	Apr-2019	Apr-2020
Opening Balance	0.00	27.75	20.81	13.87	6.93
Receipt	34.69	0.00	0.00	0.00	0.00
Total	34.69	27.75	20.81	13.87	6.93
Repay	6.94	6.94	6.94	6.94	6.94
Closing Balance	27.75	20.81	13.87	6.93	-0.01
Average	13.88	24.28	17.34	10.40	3.46
Interest	1.74	3.04	2.17	1.30	0.43

Name of Business Enterprises : **WHITE AND BRIGHT LAUNDRY SERVICES**

Working Capital (Rs.Lakhs)

	Apr-2016	Apr-2017	Apr-2018	Apr-2019	Apr-2020
Stock	0.00	0.00	0.00	0.00	0.00
Sundry Debtors	3.33	4.00	4.67	5.00	5.33
Loans & Advances	0.00	0.00	0.00	0.00	0.00
Cash & Bank Balance	1.19	3.00	7.75	14.75	23.66
Total Current Assets	4.52	7.00	12.42	19.75	28.99
Sundry Creditors	0.00	0.00	0.00	0.00	0.00
Working capital	4.52	7.00	12.42	19.75	28.99

**BUSINESS PLAN FORMAT
THROUGH MANUAL FORMAT**

**BUSINESS PLAN FORMAT FOR MSMEs
(SERVICE ENTERPRISES)**

1.0

Name of the Firm	Bright N White Laundry Service
Name of business/project	Laundry Service
Location	Nallambakkam, Kanchipuram
Type of Organization (Proprietary/Partnership)	Proprietary
Address (with Phone,e-mail)	No7, Raja Raja Cholan Street, Chakravarthi Nagar, Unumanchery, Kanchipuram – 600048
Name of the Chief Promoter(s)	Jeevan Prasad
Date of Birth	18/06/1988
Names of Partners	NA

1.1. Educational Qualification:

Course (from SSLC/Diplomo)	School/University/Institute	Major Subject	Yr. of Passing
HSC	Syed Ammal HSS, Ramanathapuram	Bio Maths	2005
BE	KSRCT, Erode	EEE	2009
MBA	B.S. Abdur Rahman University	Operations	2011

1.2. Special Training:

Training in	Institute	Duration	Achievment/Remark

1.3. Work experience (Past & Present):

Organisation	Position	Nature of work	Duration
TNQ Books and Journals	MT	Team Leader	10 months

1.4

Promoter's Annual Income (Last Year)	250000
Assets owned by the promoter (s) Movable	40000
Immovable	1000000

1.5 COMPANY'S MAIN OBJECTIVE (Why does the company exist?):

To provide the best and economical laundry service to the customers

1.6. FINANCIAL GOALS:

a. To have a sales revenue amounting to	Rs. 20Lacs By 31.03.16
b. To obtain a profit margin of	15%
c. To obtain a profit per business partner of	Rs.

1.7 DESCRIPTION OF THE PRODUCT or SERVICE:

Laundry Service

1.8 IDENTIFICATION OF THE CUSTOMERS:

Hotels Hospitals Retail Customers
Needs satisfied by the product or service: Wear/Use the clean stain free clothes

1.9. IDENTIFICATION OF THE COMPETITION (Major competitors):

Laundrex Laundroom Wasshup	
Strengths/weakness of the competition:	
Strength	Weakness
Market Share	Information Technology integration
Production Facility	Quality

1.10. ADVANTAGES AND DISADVANTAGES OF THE PRODUCT AND YOUR COMPANY

Price:	High for premium customers and average for normal customers
Quality:	As a startup we focus on the customer quality
Terms of Delivery:	Collection Point/ Show room
Payment Methods:	Cash on Delivery
Customer Service:	Responsive and proactive to the customers
Others:	Planning to introduce android app

1.11. MESSAGE TO BE COMMUNICATED TO THE CUSTOMERS:

We are there to take care of your clothes

1.12. MARKETING AND MEANS OF COMMERCIALIZATION:

Present demand & supply	Demand in my area is 1000 clothes per day and the supply is 400 clothes
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Competition	No other competitors
Target clients	Retailers, Hotels
Marketing strategy (USP)	Customer Loyalty

1.13. Process of Service :

Technical know-how availability	Support from the Industry Experts
Step-by-step description of the service process	<ol style="list-style-type: none"> 1. Collection of Garments from customer and issuing a Bill against it. 2. Washing and ironing the clothes as per customer needs 3. Packaging and delivering the clothes to the customer.

1.14. Working Programme:

No. of working days/annum	300 days		
No. of working shifts (8hrs)/day	2 shifts		
Installed capacity (annual)	3000000		
Utilised capacity (%)			
Year - I			
Year - II			
Year - III			
S.No	Item(s)	Sales(Service) Volume /Yr	Capacity Utilisation(%)
1	Washing and Ironing	1200000	40
2	Washing and Ironing	1800000	60
3	Washing and Ironing	2500000	83

2.0 Details of the Proposed Project:

2.1 Land and Building:

S.No	Particulars	Area required	Total value	Remarks
1	Land	3000	NA	Own

2	Building	1800	2632000	
TOTAL				

2.2. Equipments:

S.No	Description	Nos. required	Rate (Rs)	Total value(Rs)
1	Washer	2	375000	750000
2	Extractor	2	180000	360000
3	Dryer	1	304000	304000
4	Ironing Table and pressing M/C	4	41000	164000
5	Electric Boiler	1	52000	52000
6	Steam Boiler	1	720000	720000
7	Flat Bed Roller	1	700000	700000

2.3. Misc. Fixed Assets:

S.No	Particulars	Nos.required	Rate (Rs)	Total value(Rs)
1	Furnitures	LS	30000	30000
2	Printer, Computer, UPS	LS	50000	50000

2.4. Preliminary and Pre-operative Expenses:

S.No	Particulars	Amount (Rs)	Remarks
1	Interest during implementation	20000	
2	Establishment expenses	200000	
3	Start-up expenses	100000	
4	Misc. expenses	80000	
	TOTAL	40000	

2.5. Working Capital:

S.No	Item	Duration	Total Value (Rs)				
			Ist YR	IIInd YR	IIIrd YR	IVth YR	Vth YR

1.	Raw-material stock		400000	500000	400000	300000	300000
2	Sales on credit		300000	300000	300000	300000	300000
3	Operational expenses		800000	700000	700000	500000	400000
4	TOTAL		1500000	1500000	1400000	1100000	1000000

2.6. Total Cost of the Project:

S.No	Particulars	Total value (Rs)
1	Fixed Capital (sum of 2.1+2.2+2.3)	5682000
2	Working Capital (Sum of 2.5)	1500000
3	Preliminary & Preoperative Expenses (sum of 2.4)	419000
Total		7601000

2.7. Means of Finance:

S.No	Particulars	Amount (Rs)	Remarks
1	Own Investment/Equity	1204000	
2	Term Loan	3977000	
3	Working capital Loan	100000	
4	Any other source (subsidy etc)	1420300	
Total		7601000	

3.1. Service Revenue: (Please refer item No. 5.1 (Pricing))

S.No	Items (s)	Quantity Sold/Yr	Rate/Unit (Rs)	Sales Realisation (Rs)
1	Washing	30000 kg	240	7200000
2	Ironing	30000	10	300000
3	Iron and washing	60000	40	2400000
4	Others	500	100	50000

4.1. Raw material (annual) Requirement:

S.No	Item (s)	Quantity	Rate (Rs)	Total value (Rs)
1	Chemicals	LS	200000	200000
2	Brickwood	300	1000	300000
	Total			500000

4.2. Utilities:

S.No	Particulars	Annual Expenditure	Remarks
1	Power/electricity	150000	
2	Water	30000	
3	Coal/Oil/Steam	20000	
4	Transport	300000	
5	Any other item		
	Total	500000	

4.4. Man Power (Salaries/Wages):

S.No	Particulars	No.	Wages/Salary p.m (Rs)	Annual expenses (Rs)
1	Skilled	1	15000	175000
2	Semi-skilled	2	9000	216000
3	Unskilled	3	6000	216000
4	Office staff	1	7000	84000
5	Anyother driver	1	8000	8000
	Total			699000

4.5 Repairs and Maintenance:

S.No	Particulars	Amount (Rs)
1	AMC	10000
2	Spares	30000

4.6. Selling and Distribution Expenses:

S.No	Particulars	Amount (Rs)	Remarks
1	Publicity expenses	50000	
2	Traveling	10000	
3	Freight		
4	Commission	20000	
5	Misc.	50000	
		130000	

4.7. Administrative Expenses:

S.No	Particulars	Amount (Rs)	Remarks
1	Stationery & Printing	200000	
2	Post/telephone	20000	
3	Entertainment Expenses	5000	
4	Miscellaneous	100000	
	Total	325000	

4.8. Interest:

Year	Loan amount Outstanding (Rs)	Interest (Rs)	Installment (Rs)	Balance (Rs)
1	4138937	569927	466849	3672088
2	3672088	497549	539227	3132861
3	3132861	413950	622826	2510034
4	2150034	317390	719386	1790648
5	1790648	205859	830917	959731
6	959731	77045	959731	77045

4.9. Depreciation:

S.No	Type of Asset	Cost of Asset	Expected Life	Depreciation
1	Machinery	3049500	10	15%
2	Building	2632000	20	10%
3	Computer	50000	5	40%

5.1. Pricing:

	Product 1 Amount	Product 2 Amount	Product3 Amount
Total product cost per unit (fixed cost/unit+variable /unit)+tax	10	35	200
Desired Profit	2	15	50
Sale Price (including tax)	12	50	250

Profitability Projections:

S.No	Particulars	Amount (Rs)				
		Year-1	Year-2	Year-3	Year-4	Year-5
A	Service revenue realization	26.1	30	33.7	37.8	42.2
B	Cost of producing					
	1 Raw materials	1.5	1.5	1.8	1.9	2.2
	2 Utilities	.4	.4	.5	.5	.5
	3 Salaries/wages	4.04	4.64	5.2	5.8	5.8
	4 Repairs & maintenance	0.9	0.9	.9	.9	1.2
	5 Selling& distribution expenses	1.09	1.09	1.2	1.6	1.6
	6 Administrative expenses	.72	.72	.8	.8	1.1
	7 Interest	5.83	5.2	4.6	3.9	2.7
	8 Rent	.5	.5	.6	.6	.8
	9 Misc. expenses	.3	.3	.3	.3	.3
	TOTAL –B (1 TO 9)	15.28	15.25	15.9	16.3	16.2
C	Gross profit/loss (A–B)	10.8	14.75	17.8	21.5	26
D	Less: Depreciation	8	11.1	15	18.3	22.5
E	Income-tax	.8	1.1	1.5	1.8	2.2
F	NET PROFIT /LOSS	7.2	10	13.5	16.5	20.3
G	Repayment	4.7	5.3	6.2	9.1	10.3
H	Retained surplus	2.52	4.7	7.3	7.4	10

MARKET SURVEY QUESTIONARIE AND ANALYSIS

MARKET SURVEY QUESTIONNAIRES

A. Customer and Common People

1	How do you wash your clothes	a. By Own	b. Give to dhobi	c. Give to laundry	
2	How do you iron your clothes	a. By Own	b. Give to dhobi	c. Give to laundry	
3	Martial Status	a. Single	b. Married		
4	Age group	a.20 to 25	b.25 to 35	C.35 to 45	d.45 to55
5	Are you intreseted in giving your clothes to laundry service in future	a. Yes	b. No		
6	What would be your opinion about primary factor on chooing a laundry	a. Quality	b. Delivery	c. Price	d. Service
7	Thru which type of communication you notice the advertisement	a. paper	b.email/sms	c.Friend	d. Justdial
8	Are you aware of the dhobi and laundry service in your area	a. yes	b. no		
9	Are you buying products thru ecommerce	a. yes	b. no		
10	What would your preference for delivery and pickup	a. delivery and pickup	b. Collection Point	c. store/showroom	d. suggestion if any
11	Do you have prefer laundry provide to be like ecommerce provider	a. yes	b. no	c. suggestion if any	
12	What is the drawback with your current laundry service	a. Quality	b. Delivery	c. Price	d. Service
13	How are you staying	a. with family	b. in room	c. in hostel	
14	Family income range per month	a. 20k to 30k	b. 30k to 50k	c. 50k to 80k	d. above 80k
15	Do you have any suggestions for this topic	a. Yes	b. no		

B. Competitors

1	How long are you in Laundry field				
2	What is the quantity you are handling				
3	Your delivery in terms of period	1 day	2 days	3 days	3+
4	Retail customer prefer which one among the below	a. Quality	b. Delivery	c. Service	d. Price
5	Business customers prefer which one among the below	a. Quality	b. Delivery	c. Service	d. Price
6	Suggestion for the boiler type	a. Brickwood	b. Diesel	c. Electric	d. Biomass
7	Do you have laundry at multiple locations	a. Yes	b. No		
8	Motivation factor for employees	a. Intrinsic	b. Extrinsic (Money)		

Market Survey Results and Inferences

Location:

Market survey was taken in the OMR area of Chennai

Sample Size:

Sample size chosen is 50 numbers including customer, common people and competitors

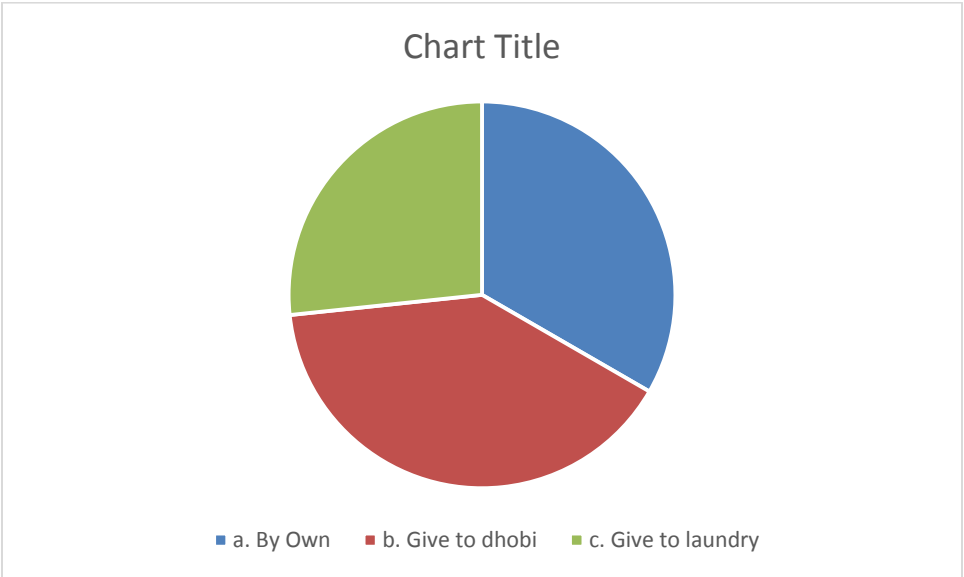
Survey Method:

We have asked the questions to the various customers thru a questionnaires' both in the field as well thru mobile

RESULTS

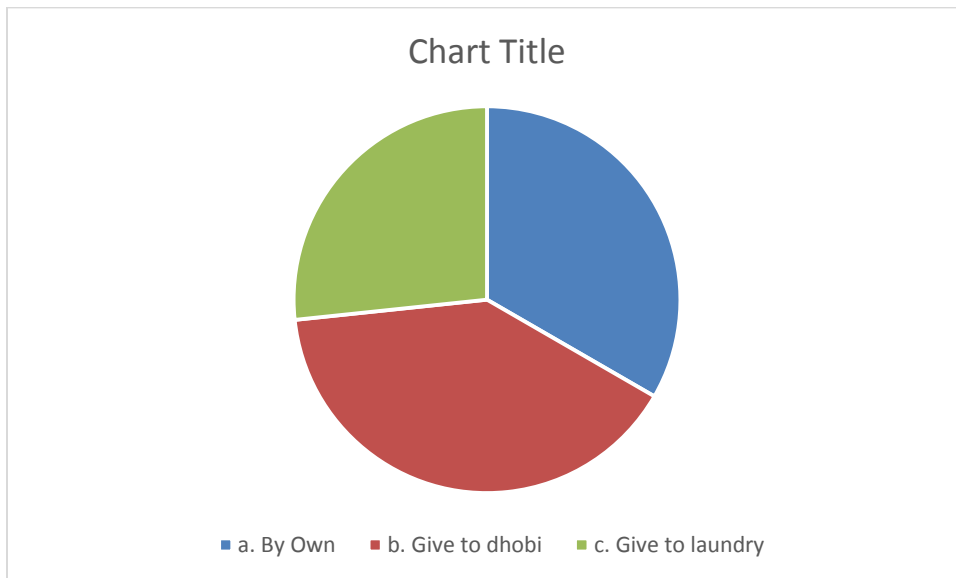
A. CUSTOMERS

1	How do you wash your clothes	a. By Own	b. Give to dhobi	c. Give to laundry
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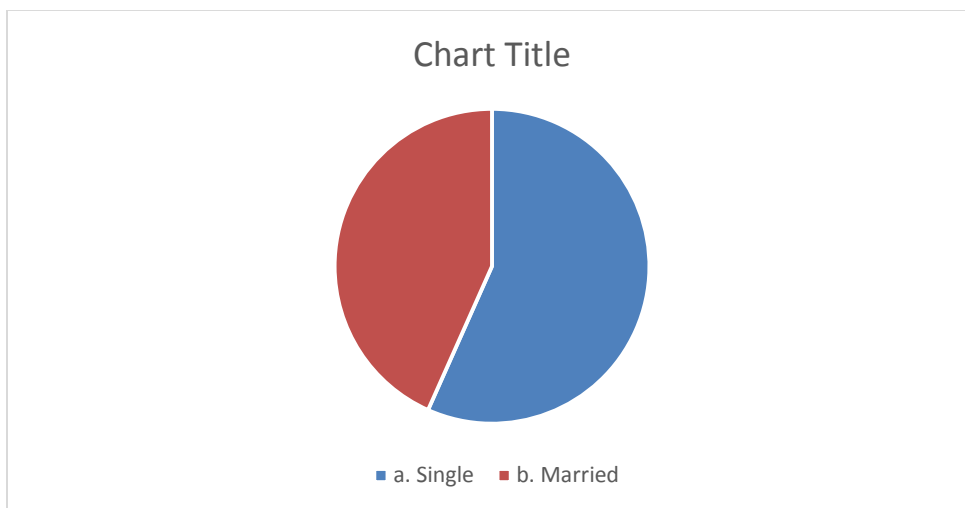


a. By Own	b. Give to dhobi	c. Give to laundry
10	12	8

2	How do you iron your clothes	a. By Own	b. Give to dhobi	c. Give to laundry
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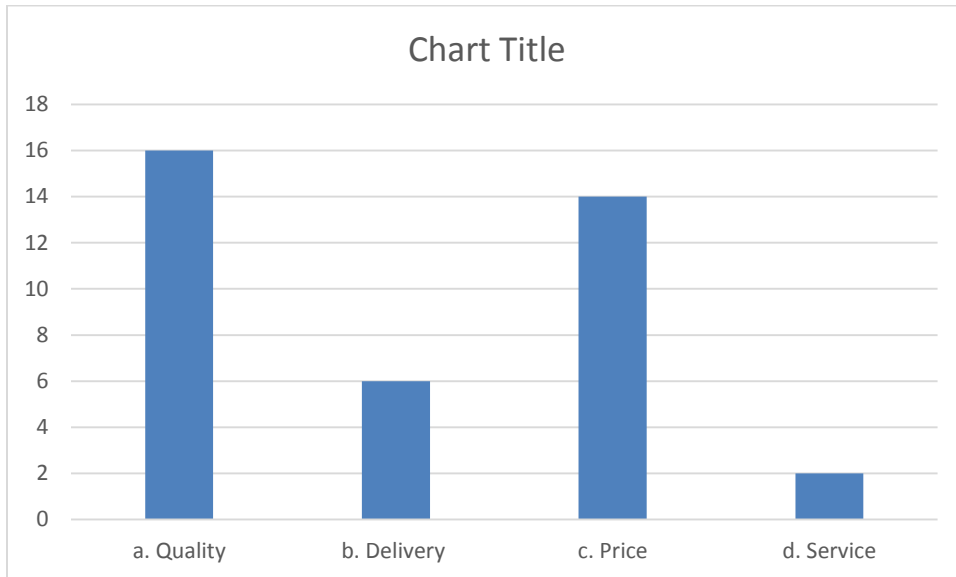


3	Martial Status	a. Single	b. Married
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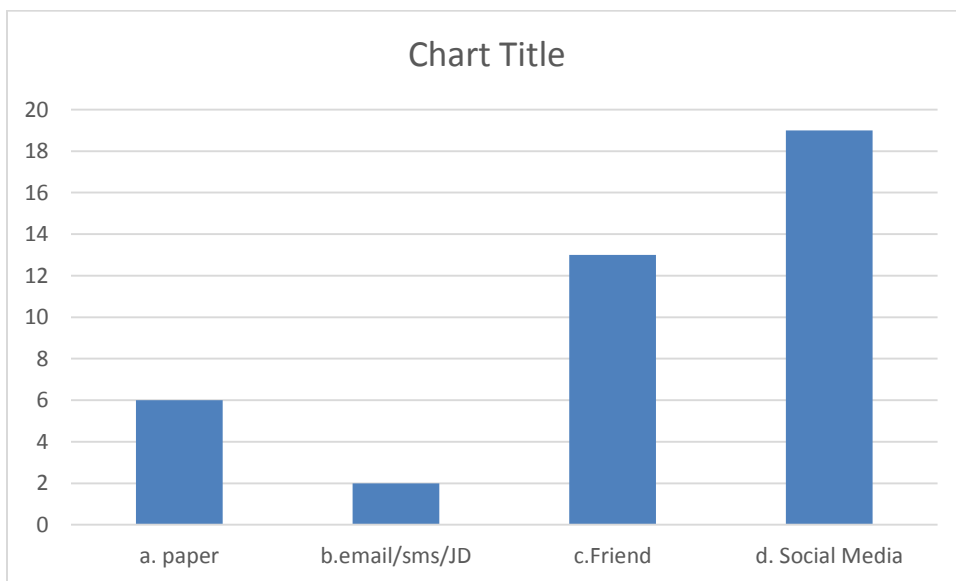


Among these, 70 % of singles prefer laundry whereas 45% of married prefer laundry

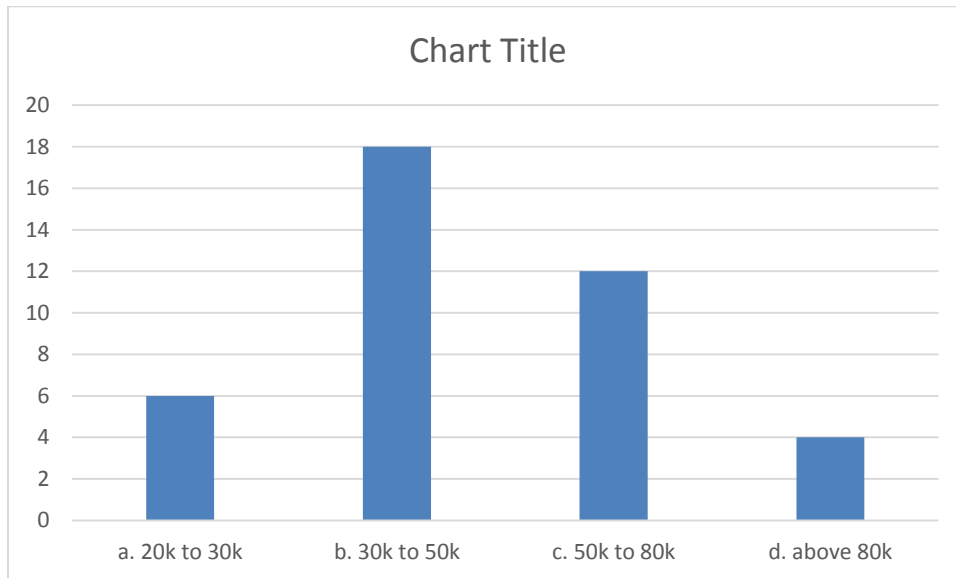
6	What would be your opinion about primary factor on chooing a laundry	a. Quality	b. Delivery	c. Price	d. Service
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7	Thru which type of communication you notice the advertisement	a. paper	b. email/sms/JD	c. Friend	d. Social Media
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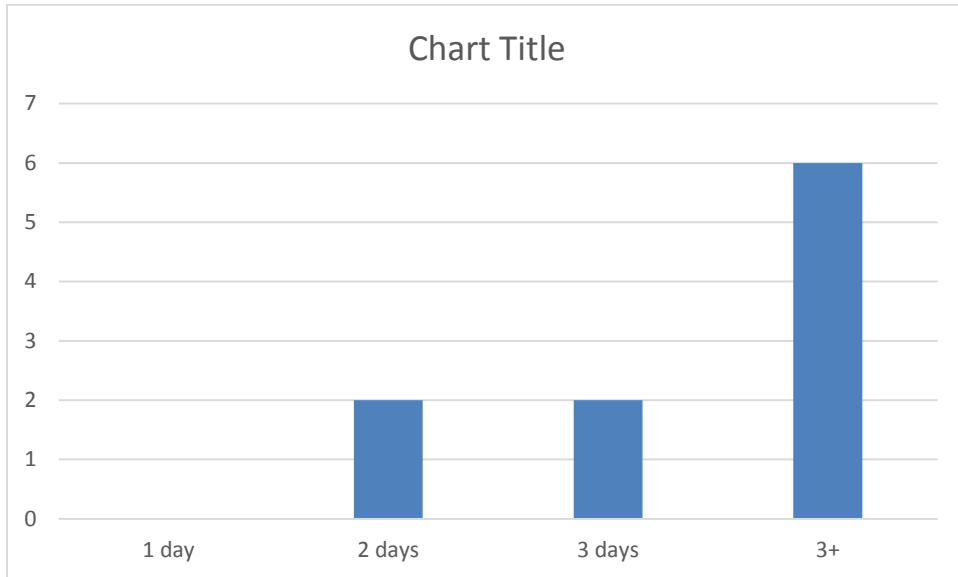
14	Family income range per month	a. 20k to 30k	b. 30k to 50k	c. 50k to 80k	d. above 80k
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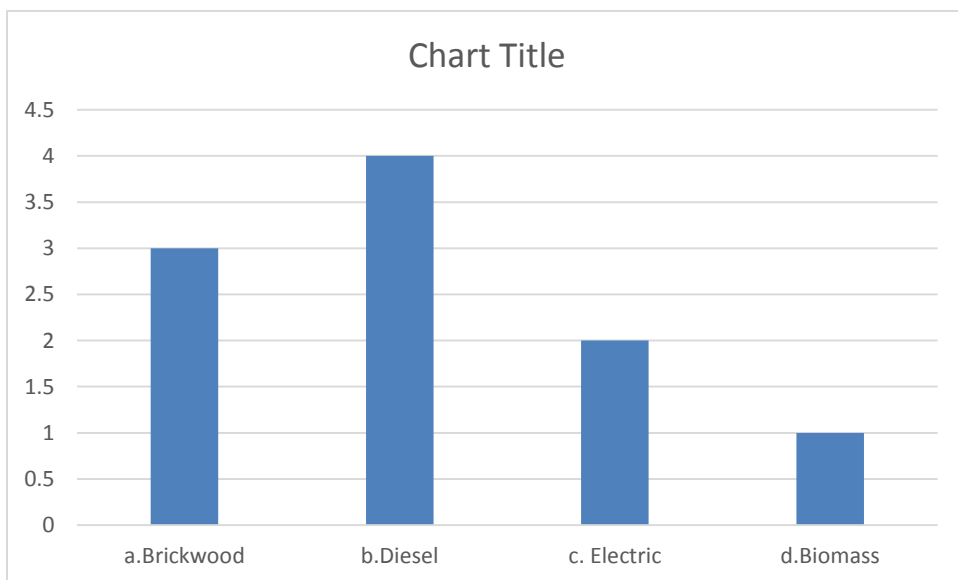
Among these 56 % of the income group in the range 30 to 50 K prefer laundry and next 38% of the income group 50 to 80 k also prefer the laundry service

B. Competitors

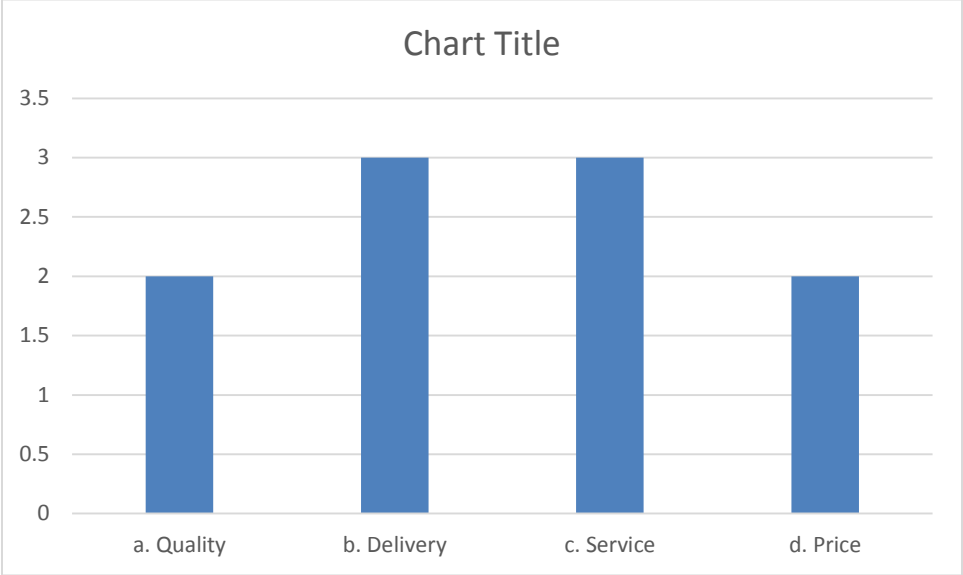
3	Your delivery in terms of period	1 day	2 days	3 days	3+
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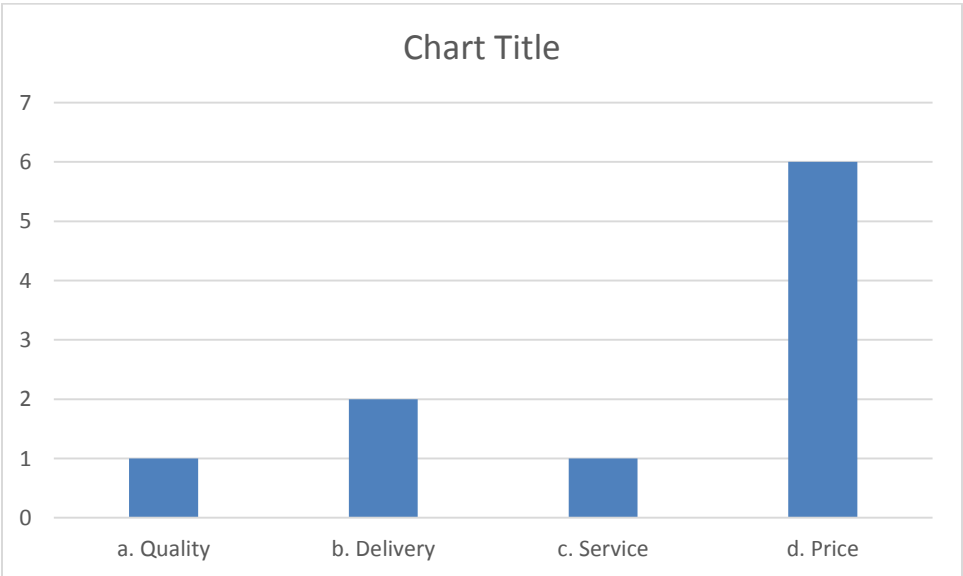
6	Suggestion for the boiler type	a.Brickwood	b.Diesel	c. Electric	d.Biomass
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4	Retail customer prefer which one among the below	a. Quality	b. Delivery	c. Service	d. Price
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15	Business customers prefer which one among the below	a. Quality	b. Delivery	c. Service	d. Price
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INDUSTRIAL VISIT

INDUSTRIAL VISIT

As a part of EDI training, I have gone for the Industrial Visit to SABARI CLASSIC and understood the laundry process thru a complete life cycle of the service chain.

1. All the clothes collected from customer are marked with a tag and a receipt has been given to the customer for his reference
2. Clothes are separated using the fabric manual and sent for washing purpose
3. Once the washing and spinning is completed the clothes are sent to dryer
4. Finally the dried clothes are going for ironing and pressing
5. After these process packing is done and the customer tag is removed
6. Finally the clothes are delivered to the customer

All these are taken care by the operation team

All the labours are semiskilled in this process.

Marketing is taken care by the Sr Marketing Manager who develops the business across the Chennai region

Attached the training snap for your reference

In Operations area

