BUSINESS

PLAN

Dry Cleaner’s



Warsaw 2011

Jan Bitner

Michał Drozd

Maciej Matusikr

Contents:

1. Description of the undertaking

2. Strong points

3. Weak points

4. Chances

5. Threatens

6. Market, competitors and marketing actions

7. Financial plan

# 

# Description of the undertaking

The aim of the Project is to create a theoretical bussiness, in particular a Dry Cleaner’s. The laundry is to be open in the arcade at 12 Berensona Street. In the arcade there are already groceries, butchers’, bakers’, kebab bars, florists, restaurants and kids shops.

# Strong sides

# Weak sides

# Chances

# Threatens

# Market, competitors and commercial actions

# Financial plan

# 

**I. Description of the undertaking**  
  
The main office of the “DerbyClean” laundry is to be located in Warsaw, 12 Berensona Street.  
Telephone number:   
e-mail – [derbyclean1@gmail.com](mailto:derbyclean1@gmail.com)

The owners are: Michał Drozd, Jan Bitner and Maciej Matusik.  
The offer is aimed to the individual customers and institutional customers. The enterprise deals with dry and wet washing.   
The demand for such type of service is continuously increasing. We are planning to gain as many customers as possible.  
Our target is to develop the enterprise, to satisfy our clients’ requirements and to work out profits.  
  
**II. Organisation plan**  
  
The laundry will be/is supposed to be located in the arcade; there are three work places. The personnel will work shift hours.

**III. Technical plan**  
  
Laundry equipment:

- Techno Dry Prince 300 Washing Machine

- MIELE dryer

**IV. Description of economic actions**  
  
1. Objectives to achieve

- to gain as many regular individual customers as possible,  
- to gain institutional customers,  
- permanent increasing the range of our services,  
- purchase of new/old items of equipment

2. Clients

We divide our customers into two groups:   
- individual clients,  
- institutional clients

Each group has their needs and demands; we treat all our clients individually and suggest them appropriate offer; we also wish to make it more attractive.  
Individual customers await clean clothes in good condition;  
institutional customers await high quality of provided service.

3. Location of undertaking

The laundry is situated in the building at 12 Berensona Street with the entrance from the road. Along the street there are many parking places available for our customers. The area of our shop is 74m2. The building is equipped with fully operational electric, gas and water installation.

4. Open hours

Mon - Fr 8.00-22.00  
 Sat 10.00-16.00

5. Legal form of activity

Multipersonal economic activity. The owners: Michał Drozd, Jan Bitner, Maciej Matusik.

6. Employment

At the beginning, the owners will run the business and work as employees as well. In the future we are going to employ two other workers.

**V. Financial plan.**  
  
1. Planned costs

Techno Dry Prince 300 Washing Machine – PLN 22 000

(in near future we want to buy another washing machines)

MIELE dryer – PLN 6 000

Rent – PLN 8 000

**VI. Analysis of the competitors**  
  
1. Analysis of local businesses

We are going to provide laundry services to all inhabitants of “Derby” housing estate. We also intend to cooperate with local enterprises and put forward the complex laundry services. We hope that in time we will gain more permanent clients.

2. Competitors

There are no businesses similar to ours.

**VII. Marketing plan**  
  
1. Marketing strategy

As we plan to gain as many clients as possible, we will give PLN 3 500 on promotion. The enterprise will try to use all possibilities to promote itself (newspapers, business cars, Internet, leaflets).

2. Price strategy

Our pricing policy will be based on the adjustment of prices of offered services to customers possibilities. Therefore, in order to determine the appropriate pricing we will check the potential customer.  
For regular customers and organized groups, we are going to prepare a special offer.

**VIII. Analysis of strengths and weaknesses**

1. Strengths of the project - service provided by the laundry will be at the highest level, we will use very good detergents, which will help us achieve the goal; the proposed prices will be lower than the competition.

2. Weaknesses of the project - hardly perceptible building, due to the busy environment.

3. Opportunities in the environment - a great demand for laundry services, due to the complete lack of competition.

4. Threats to the project - difficulties in gaining regular customers.

**Price-list**

|  |  |  |  |
| --- | --- | --- | --- |
| L.P. | Type of service | Unit | Price |
| I. | Jackets and coats |  |  |
| 1.1 | Pile fabric coated or not, coat down filled, leather-like jacket | piece | 55 zl |
| 1.2 | Pile fabric coated or not, down jacket, jacket leather like., debt. 3 / 4 | piece | 45 zl |
| 1.3 | Pile fabric coated or not, down jacket, jacket leather like., debt. 3 / 4 | piece | 39 zl |
| 1.4 | Jacket, insulated suit | piece | 25 zl |
| 1.5 | Swede warmed | piece | 23 zl |
| 1.6 | Summer jacket, wetsuit, a Swede | piece | 21 zl |
| 1.7 | Jacket, suit summer, debt. 3 / 4 | Piece | 25 zl |
| 1.8 | Warm Coats | Piece | 25 zl |
| 1.9 | Autumn and spring coat, cape | Piece | 23 zl |
| 1.10 | Duster | Piece | 23 zl |
| 1.11 | Fur lining, length: 1 / 2 | Piece | 17 zl |
| 1.12 | Fur lining, artificial, L 3 / 4 and more | Piece | 19 zl |
| 1.13 | Covering shawls, scarves | Piece | 9 zl |
| II. | Men's Clothing |  |  |
| 2.1 | Zip, uniform unlined | Piece | 15 zl |
| 2.2 | Tuxedo | Piece | 24 zl |
| 2.3 | 2 piece suit, a uniform | Piece | 37 zl |
| 2.4 | 3 piece suit | Piece | 44 zl |
| 2.5 | Navy,navy-uniform, artificial leather jacket | Piece | 19 zl |
| 2.6 | Vest | Piece | 7 zl |
| 2.7 | Toga | Piece | 30 zl |
| 2.8 | Chasuble | Piece | 41 zl |
| 2.9 | Longs | Piece | 18 zl |
| 2.10 | Long pants, warm-up | Piece | 19 zl |
| 2.11 | Shorts | Piece | 14 zl |
| III. | Women's Clothing |  |  |
| 3.1 | Simple tailored suit | Piece | 37 zl |
| 3.2 | Costume simple | Piece | 39 zl |
| 3.3 | Costume theater, film | Piece | 41 zl |
| 3.4 | Robe | Piece | 25 zl |
| 3.5 | Straight skirt | Piece | 17 zl |
| 3.6 | Straight skirt, long | Piece | 18 zl |
| 3.7 | 2-6 folds of the skirt | Piece | 23 zl |
| 3.8 | Pleated skirt, or in the folds | Piece | 24 zl |
| 3.9 | Pleated skirt, or in the folds, long | Piece | 50 zl |
| 3.10 | Simple dress | Piece | 19 zl |
| 3.11 | Simple dress, maxi | Piece | 23 zl |
| 3.12 | In the folds of the dress 2-6 | Piece | 25 zl |
| 3.13 | Pleated dress or in the folds | Piece | 28 zl |
| 3.14 | Pleated dress or in the folds, maxi | Piece | 50 zl |
| 3.15 | Wedding Dress, Evening | Piece | 120 zl |
| 3.16 | Trouser suit | Piece | 19 zl |
| 3.17 | Jacket, lined stage outfit | Piece | 19 zl |
| 3.18 | Jacket, his stage outfit | Piece | 18 zl |
| IV. | Other garments, men and women |  |  |
| 4.1 | Hats, berets, caps, bow ties, scarves, gloves, wool, scarves, ties | Piece | 7 zl |
| 4.2 | Tracksuits | Piece | 23 zl |
| 4.3 | Collar long jacket or lining, of the artificial fur hats | Piece | 21 zl |
| 4.4 | Short collar or hood lining of the artificial fur, etc. | Piece | 15 zl |
| 4.5 | Jumpers lightweight sweaters,sweatshirts. | Piece | 8 zl |
| 4.6 | Jumpers severe: thick sweaters, blazers | Piece | 19 zl |
| 4.7 | Jumpers bonded leather and other fabrics | Piece | 21 zl |
| V. | Other household | Piece |  |
| 5.1 | Bedspreads fur (artificial and natural) | m­­­2 | 15 |
| 5.2 | Blankets, rugs, throws, rugs | m2 | 7 zl |
| 5.3 | Embroidered banners | Piece | 26 zl |
| 5.4 | Treads | Piece | 11 zl, 13 zl |
| 5.5 | Car seat covers with fabric: a) single b) double | Piece | 11 zl, 22 zl |
| 5.6 | Car seat covers of the artificial fur a) single b) double | Piece | 17 zl, 31 zl |
| 5.7 | Upholstery fabrics, dresses, flags | m2 | 6 zl |
| 5.8 | Blankets, sleeping bags | Piece | 45 zl |
| 5.9 | Curtains, drapes, story | m2 | 6 zl |
| VI. | Protective clothing and working |  |  |
| 6.1 | Blouses, trousers: denimor linen | Piece | 9 zl |
| 6.2 | Caps, forage caps, socks, bags | Piece | 8 zl |
| 6.3 | Denim skirts | Piece | 10 zl |
| 6.4 | Padded jackets, acid resistant clothes canvas, padded trousers | Piece | 17 zl |
| 6.5 | Overalls: denim or linen | Piece | 20 zl |
| VII. | Cleaning fur and leather | Piece |  |
| 7.1 | Sheepskin long | Piece | 90 zl |
| 7.2 | Length sheepskin 3 / 4 and more | Piece | 75 zl |
| 7.3 | Sheepskin short half length | Piece | 55 zl |
| 7.4 | Vest (sheepskin) | Piece | 40 zl |
| 7.5 | Fur Gloves / hat / collar | Piece | 30 zl |
| 7.6 | Leather, fur rug | Piece | 35 zl |
| VIII. | Velvet, suede, nubuck | Piece | 70 zl |
| 8.1 | Long Coats | Piece | 65 zl |
| 8.2 | Coat Length 3 / 4 and more | Piece | 60 zl |
| 8.3 | Jacket Length 3 / 4 and more | Piece | 50 zl |
| 8.4 | Jacket, coat 1 / 2 | Piece | 40 zl |
| 8.5 | Vest, skirt, pants | Piece | 45 zl |
| 8.6 | Mini skirt, short pants, bag | Piece | 40 zl |
| 8.7 | Gloves | Piece | 30 zl |