

Laundromat Business Plan

Sample plan for Fresh Spin Laundromat (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Fresh Spin Laundromat is a new laundromat business based in [City, State]. We will serve renters without in-unit laundry and busy families, offering self-service washers and dryers, wash and fold and pickup and delivery. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$220,000, growing to \$316,000 by year three. Startup costs are estimated between \$125,500 and \$925,000. We are seeking \$525,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Laundromats are often bought rather than started, and the plan centers on equipment age, utility costs, lease terms and the surrounding renter population. Wash and fold, pickup and delivery and commercial accounts can raise revenue well beyond coin machines.

Item	Details
Legal name	[Fresh Spin Laundromat LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Self-service washers and dryers	[Describe]	[\$]	[\$]
Wash and fold	[Describe]	[\$]	[\$]
Pickup and delivery	[Describe]	[\$]	[\$]
Commercial laundry accounts	[Describe]	[\$]	[\$]
Dry cleaning drop-off	[Describe]	[\$]	[\$]

Revenue streams:

- Machine revenue
- Wash and fold by the pound
- Commercial accounts

4. Market Analysis

Target customers:

- Renters without in-unit laundry
- Busy families
- Restaurants, gyms and salons
- Students

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Card loyalty systems
- Pickup and delivery apps
- Outreach to local businesses
- Clean, safe store reviews

Channel	Monthly budget	Goal
Card ...	[\$]	[#]
Pickup ...	[\$]	[#]
Outreach ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license [] obtained
- Water and sewer permits [] obtained
- Building permits for installation [] obtained
- Liability insurance [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Turns per machine per day	Utilization.	[Target]
Utility cost percentage	Water, gas and electricity as a share of revenue.	[Target]
Wash and fold pounds	Service growth.	[Target]
Revenue per square foot	Productivity of the space.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Utility cost increases	[Your plan]
Equipment age	[Your plan]
Lease renewal terms	[Your plan]
New apartment buildings with in-unit laundry	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Purchase price or build-out	\$50,000	\$500,000	[\$]
Washers and dryers	\$50,000	\$300,000	[\$]
Plumbing, venting and utilities	\$10,000	\$60,000	[\$]
Payment systems	\$3,000	\$15,000	[\$]
Licenses and insurance	\$1,500	\$5,000	[\$]
Marketing	\$1,000	\$5,000	[\$]
Working capital reserve	\$10,000	\$40,000	[\$]
Total	\$125,500	\$925,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$220,000	\$275,000	\$316,000
Cost of sales	\$66,000	\$82,500	\$94,800
Gross profit	\$154,000	\$192,500	\$221,200
Operating expenses	\$146,300	\$160,930	\$173,804
Net income before tax	\$7,700	\$31,570	\$47,396

Example assumptions: 70% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$525,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Purchase price or build-out	[\$]
Washers and dryers	[\$]
Plumbing, venting and utilities	[\$]
Payment systems	[\$]
Licenses and insurance	[\$]
Marketing	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a laundromat plan:

- Include equipment age and replacement plans.
- Show utility costs as a percent of revenue.
- Explain added services beyond self-serve.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.