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PROJECT № 1825
OPENING OF NEW BRANCHES OF EXPRESS DRY CLEANING (RUSSIA)

REQUIRED AMOUNT OF INVESTMENTS:
4 953 500 $

ANNUAL NET PROFIT:
7 300 400$

RETURN ON INVESTMENT CAPITAL:
103%

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Our social networks

Location: Russia
Description: The founder of the project is the owner of a network of express dry cleaners, which offers a wide range of services, including bio and water cleaning, as well as atelier services and laundry services for the population, fitness centers, hotels, beauty salons, kindergartens and other enterprises.

The founder proposes to open new branches throughout the Russian Federation.

Advantages of the project:

- Using a unique patented non-chemical product that is safe for any fabric
- Cleaning the most expensive and delicate materials of any complexity
- Demand for dry cleaning services has increased over the past 2 years as a result of a decrease in purchases of expensive items and a preference for storing and maintaining existing items through dry cleaning
- Minimal risks: **65%** of investments are liquid equipment
- The sector is not susceptible to economic crises
- No seasonality
- High profitability

Market Need:

- Technological innovation in the textile industry encourages a variety of materials that require specialized care.

- The growing desire of people to look stylish and maintain the quality of fashionable clothes is increasing the demand for dry cleaning services.

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- The modern lifestyle leaves little time for household chores, and many people prefer to delegate clothing care to professionals.

- Certain types of clothing, such as suits, coats and curtains, require special care that can only be provided by dry cleaning.

About the Founder and the team:

CEO/founder. Experience: 12 years ago the Founder opened his first self-service laundry. He has deep knowledge about the market, the client and their needs, competitors and their business models.

Operational management of branches. Management experience **20 years**. Management of regional stores of the federal chain "ТВОЁ".

Director of Development. More than **10 years** of development of large federal networks. Operational management of retail chains. Experience in the networks Sportmaster, Sunlight, Adamas.

Marketer. More than **7 years** of marketing experience. Deep experience in B2B and B2C sales marketing

Offer to investor:

With an investment of about **$5 million**, it is expected that it will be possible to create a major market participant that will begin to consolidate the traditionally conservative segment of the dry cleaning services market. If events develop favorably, it is expected that the service market share in the Russian Federation will reach **15%**. It is planned to open **144 branches** in category A cities with a high level of demand and a high average bill.

- Annual profit: **19 257 205 $**
- Annual expenses: **11 956 729 $**
- Annual net profit: 19 257 205$ – 11 956 729$ = **7 300 476 $**

$$\textbf{ROI} = \frac{\text{Net profit}}{\text{Investment amount}} \times \text{Investor's share} \times 100\% = \textbf{103\%}$$

DISTRIBUTION OF SHARES:

Before the full return on investments, Investor **- 70%**, Founder **- 30%**

After the full return on investments, Investor **- 60%**, Founder **- 40%**

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Required amount of investments: 4 953 523

NAME	AMOUNT, $
Startup launch	389 160
Rent for 1 month	143 055
General repairs	169 440
Engineering (plumbing, electrical, ventilation)	240 529
Signs	71 574
Equipment	3 000 618
Purchase of chemicals	83 669
Scales	24 517
Furniture and basins	77 832
Marketing	340 830
Fire extinguishers	8 172
Unforeseen	404 127
Total	**4 953 523**

PRESENTATION