Global Invest

Protected investments in highly profitable projects

PROJECT №1650
EXPRESS DRY CLEANING

REQUIRED AMOUNT OF INVESTMENTS:
$45 000 - $200 000

RETURN ON INVESTMENT CAPITAL:
49% - 100%

Our social networks

Location: Russian Federation
Stage: Expansion of activities
Description: Expanding the activities of a dry cleaning chain using a franchise. Express dry cleaning and atelier with a 10-year history and a network of its modern production facilities in Russia. Continuous development and growth have led to the fact that now the Dry Cleaning Networks of the Author of the project are open in two cities, have more than 50 employees and thousands of satisfied customers every year.

Market need: Market need for dry cleaners determined by several factors.

Firstly, many people have a need to care for their clothing and textiles. Dry cleaning provides the opportunity for a more thorough and deep cleaning that is not always possible to achieve with the regular washing process. She specializes in stain removal, refreshing and special treatments for a variety of materials.

Secondly, with the rise in living standards and the development of fashion, people have become more and more demanding about the appearance of their clothes. They want to keep their clothes in excellent condition and extend their lifespan. Dry cleaners provide services that help maintain the quality and appearance of clothing.

In addition, some types of clothing and textiles require special care, such as suits, coats, silk items, down jackets and others. Dry cleaners specialize in handling and cleaning these difficult items, providing the right methods and products to care for them.

Also, the market need for dry cleaners is determined by commercial clients such as hotels, restaurants, offices and other catering and service establishments. They need regular and reliable cleaning and care services for their textiles and linens.

Advantages of the project:

1. Minimal risks. 70% of investments are liquid equipment. In case of force majeure circumstances, you can quickly return your investment.
2. No seasonality. Winter and off-season are outerwear from down jackets to trench coats, and in summer they are hotels and hostels.
3. Working business model. A proven business model in a growing market. Works great in big and small cities. We know how to reach the break-even point in the first month.
4. Simple business. It's easy to find staff, no modern competitors, no need to purchase and update goods, no items that spoil.
5. IT solutions. Our company is increasing its competitive advantage through the widespread use of innovative IT solutions and digitalization.
6. Quick opening. It takes no more than 2 months to open one outlet.
7. Achieve break-even quickly. Reaching the break-even point from the first month.
8. Profitable attraction of clients. We know how to get clients cheaper than our competitors and earn more per year than our competitors.

About the Founder and the team: CEO/founder.

Experience: 12 years ago I opened my first self-service laundry.

Has deep knowledge of 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 TVO.

Director of Development. More than 10 years of development of large federal networks.

Operating retail chain management. Experience in the networks Sportmaster, Sunlight, Adamas.

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

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TARGET USE OF INVESTMENTS FOR AN INVESTMENT AMOUNT OF $203 623:

NAME	AMOUNT, $
EQUIPMENT	131 723
DRY CLEANER LAUNCH SERVICE	12 500
RENOVATION OF THE PREMISES	28 925
UNEXPECTED COSTS	2 100
MARKETING	12 200
RENT	10 800
PURCHASE OF CONSUMABLES AND CHEMICALS	3 375
Total	**203 623**

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Proposal to the investor: you can consider 4 formats of work.
1. Franchise. Investment **$45 thousand**. Payback from 12 months. Average net profit for fin. model in the first year **$45 thousand**. Return on investment capital **100%.**
2. Investments. Passive dividend income. Investments from **$45 thousand**. Average return on investment from 24 months. Average net profit for fin. models in the first year **$22 thousand**. Opening in Russia only. Return on investment capital **49%**.
3. Franchise. Investment **$200 thousand**. Payback from 8 months. Average net profit for fin. model in the first year **$203 thousand**. Possibility of opening in different countries. Return on investment capital **102%**.
4. Investments. Passive dividend income. Investments from **$200 thousand**. Average return on investment of 18 months. Average net profit for fin. model in the first year $101 thousand. Possibility of opening in different countries. Profitability investment capital **51%**