HOW TO RUN A SUCCESSFUL LAUNDRY BUSINESS FROM HOME
INTRODUCTION

A civil servant once came to share a happy success testimonial to a Christian group I belong to. In his testimonial, he shared about how he and his wife have been searching for a business to start against his retirement. Being salary earners all their lives, they found it difficult to identify a business to start. One day, his wife came to him and suggested that they should start LAUNDRY BUSINESS.

To cut the long story short, this man’s joyful testimony boils down to how surprise he was to discover that such business generates incredible income for them today. His main happiness is on how he can comfortably retire to a thriving business.

Another friend of mine who presently works in a bank and owns a laundry outfit also shared his amazing experience in laundry business. Being one of the victims of the several university strike actions in the nineties, he out of boredom applied for a job in a laundry workshop.

According to him that laundry workshop occupied a warehouse under a two storey building somewhere in Surulere, Lagos state. While working there, he developed interest in laundry business, which resulted to him having a laundry outfit even while working in the bank today.

The same laundry outfit he worked in back then now has over eight different branches in Lagos state and has bought the entire two storey building where they were occupying the warehouse in the nineties.

To him, laundry business is a business he has really researched and discovers that it rarely folds up...even those that does local washer men are taking care of their families with the business. He plans to resign from salary job in the next two years. Incredible!

Today’s high potentials in Laundry business

In this twenty first century, due to the high demand on our pockets, majority of couples in Nigeria now engage themselves in different jobs. The time for full time house wife is gradually fazing off. Due to this high level of struggle to make ends

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meet in various families, there is hardly enough time for couples to do house chores let alone laundry. For this reason, laundry business is thriving today like never before.

**Profit potential in Laundry business**

According to a laundry owner we interviewed, the weekly profit after expenses generated from mini standard laundry business is about N50,000 – N60,000. By the time you are able to get all the necessary equipments for a standard laundry (which will run into millions), you make outrageous profit. Nevertheless, start small and build your business to the top. That was how ninety five percent of the big businesses we have today started.

**Start up requirements for a mini standard laundry**

the capital to start up a minimum standard laundry business could cost about N500,000 (five hundred thousand Naira). With this capital, you may not need to buy brand new laundry equipments, rather fairly used that are in very good condition. All the equipment can be gotten right here Nigeria. Here are the requirements you would need to start up:

- a) Laundry skills:
  - how to use washing machine, iron, packaging, dry cleaning, other machines
- b) Outlet: this could be your home or a rented shop
- c) Laundry equipments: washing machine, drier, spinning machine, pressing iron, dry cleaning machine, generator, starch, water, hangers, packaging materials.
- d) Staff: pressers, washer man, office assistance, etc
- e) Focus and dedication to work
- f) Good marketing plan

**Strategies to running a successful laundry business**

1. **Do home pickup and delivery service:**
   This involves going to your client’s homes to pick up and deliver their cloths to them. This will remove the stress of them bringing their cloths to
you and coming back to pick it up. With this service added to your laundry service, you will have edge over other laundry outfits that relax in their shops waiting for clients to drop and pick up their cloths.

2. **Mobile laundry services:**
   
   Local washer men and women go to homes to wash cloths for families and earn their wages at the end of the month. Some of them charges weekly as they come to wash. This service excludes ironing of cloths as that aspect attracts additional fees. Many families in order to cut down on living cost engage the services of these local unprofessional washer men and women. However, it is the family that will provide the soap, water and cloth liner. This local wash men and women charges between N1000 to N2,000 for one day washing depending on the size of the family they wash for. This means that some families pay as much as N4,000 – N8,000 monthly for home laundry services (excluding ironing and with their washing materials).

   You will have an edge over the other local washer men, if you decide to go into this type of laundry as well. This is because you are using washing machine to wash, which will increase the speed of delivery. Also your clients will be happier knowing that you use washing machine to do their laundry. The families you are washing for will provide money for detergent and starch and you are not going to iron their cloths unless they pay extra.

   The beauty of this type of service is that you are not the one doing the run around, ironing and washing, rather your employees.

   Imagine having just a hundred families that pays N5,000 monthly for their laundry services (excluding ironing charges). That will amount to N500,000 monthly earning from one segment of your laundry business, which is home laundry.

3. **Mobile ironing services:**
   
   You can as well start ironing cloths for people in their homes. Research has
shown that many people hate ironing their cloths. This owe to the fact that ironing of cloths is extremely tedious to many people. Even those that have washing machines at home are also in dare need of people to iron their cloths for them. You can devise means of charging for each cloth ironed for clients.

4. **Express laundry services:**
   this involves washing cloths and making it ready within one to two hours for your clients. There are equipments used in doing this type of laundry. They are
   - washing machine (which washes the cloths)
   - spinning machine (which drains water off the cloths)
   - drying machine (which dries the cloths) and
   - electric pressing iron (which you use to iron the cloths)
   all these equipments can be bought locally in Nigeria. However, you would need the help of a laundry owner before buying so that you won’t make mistakes.

With these services added to your laundry outfit, you can set goal of earning over N1,000,000 monthly in the next one or two years from laundry business. All that you will need to achieve this goal is focus and dedication to work.

**Getting customers**

As you know, there is no such thing as successful business without numerous customers. However, to get numerous customers, you need to do publicity. The more number of people that knows what you offer, the more patronage you enjoy in your business. Publicity is the engine room to your financial breakthrough in business.

There are several ways you can publicize your laundry business:

1. **Printing and sharing handbills all around your neighborhood:** on your advert, it’s very important that you highlight your unique selling points which could be
- home pick up services
- home delivery services
- home laundry services
- home ironing services
- express services

you mustn’t be the one to share your handbills around your neighborhood. There are people whose job is to share fliers. Ask around your city for such people. They can be very helpful, especially for busy people who want to set up laundry business as a second income stream.

2. **Print short banners and hang around your neighborhood**

3. **SMS Publicity:** you can as well use SMS advert to announce your laundry outfit and services to people living within your locality. Most of the SMS dealers can provide you with phone numbers of people living within a locality. You can do your research and find out how to get such publicity.

**Monitoring your business**

As someone who is engaged in some other job or business, the need to put measures in place to monitor your business is very important. This is because the people you would employ to manage your business are just there for one thing, ‘SALARY’. Some of them are there with ulterior motive of stealing from you.

Majority of the staff we hire do not really care about our business or progress; all that matters to them is ‘close of work’ and ‘end of the month’. Keeping your staff solely in charge of your business operations is very risky if necessary security measures are not taken. There are some measures you can put in place to monitor and checkmate activities in your laundry shop.

a) Place a big notice on the wall asking your clients to always demand for receipts after payment
b) buy register booklets for proper documentation: you may need the service of an auditor to get a professional advice on how to arrange your daily transaction registers. This service is highly recommended as it will safeguard your business from staff abuse.

c) Place a hidden spy camera (in form of clock or other hidden camera gadgets that cannot easily be identified) and the visible one (CCTV camera) in your laundry workshop. This equipment would store video and audio recording of all the activities that goes on in your laundry shop every day. All you need to do is to slot in the video in a computer or DVD and playback to watch everything that happened (the way your receptionist responds to clients, the number of people that brought cloths. Etc. furthermore, the presence of spy equipment will put your staff on check.

**The power of duplication**
Focus your energy, time, and effort to nurture your laundry outfit. Implement winning strategies that will attract customers. Put good measure in place to minimize staff theft. When you have successfully achieved this, you would have a strong business system that can be duplicated anywhere and anytime. With that you can start having branches. The beautiful thing about having branches is that you would start multiplying your earnings. If one laundry outfit generates five hundred thousand Naira for you monthly, the new one would also, as time goes on start generating the same amount or even more. You would need lesser work to succeed in your second laundry branch because you already have a business system in place.

Think about the Dangotes, the Coscharis, The Otedolas; the Gim Ovias, Tony Elumelus, etc. they are single individual like you and I. They have chains of businesses and must not be present to monitor all their business outfits or branches. Why won’t you start just one business even while working as a salary earner?

**Side Note:**
Apart from reading this business opportunity here, you would need some
personal coaching from a laundry owner before you can comfortably start this business on a good footing. With that you will avoid a lot of unnecessary mistakes. This is not to say that you cannot start even without coaching from someone who is already doing it; meanwhile, it is highly important that an experienced launder assists you in buying some laundry equipments, hiring of staff, showing you skills of washing and ironing, and other logistics that comes from their experience in laundry business.

**CONCLUSION**

There is no such thing a small business. Every big business today was once small. A business is only small when the people behind it think small. Focus on using your business to render quality service to humanity. Dedicate your first six months to satisfying customers. When you focus and dedicate your time and effort to this laundry service with future plans to expand, you will be grateful in the next three to five years.

I wish you luck and success.

**NB.**

For one-on-one mentoring and coaching on the ethics and skills of laundry business I recommend you contact the CEO of DISTINCTION DRY CLEANING SERVICES (08023916988).