

Laundromat Business Plan

This one-page laundromat business plan template is designed for first-time owners and location-based entrepreneurs. It includes focused prompts and sections to help you define your business model, estimate startup costs, and map out your marketing and operations strategy. Use it to plan, pitch, or stay organized as you launch.

Business Overview

Quick overview of your business, goals, and what sets you apart.

Business Description

The type of laundromat you're starting, your target location, and who you plan to serve.

Market Analysis

Research on local demand, competitors, pricing, and growth trends in your area.

Services Offered

List what you'll offer and why (e.g. self-service, wash-and-fold, delivery, vending machines).

Operations Plan

Daily workflow, staffing (if any), suppliers, hours of operation, and equipment needed.

Marketing Strategy

How you'll attract and keep customers (local ads, Google Business, loyalty programs, etc.).

Startup & Operating Costs

Include equipment, buildout, rent, insurance, utilities, and supplies.

Financial Projections

Estimate monthly revenue, expenses, and how long it will take to break even.

Funding Request

If you're applying for a loan or bringing on investors, outline how much you need and how you'll use it.
