



Uber of Laundry Services  
Business Plan – Prepared by Vastram Team

# Problem

## Faced By Consumer

1. Have no access or limited access to Local Dhobis / Laundry in proximity.
2. In House on Demand Laundry Brands have no standardization of quality and Timely Delivery due to high demand.
3. There is no standardization in price with Local Laundries/Dhobis.
4. There is no system where consumer get same quality of services like Branded from local laundries in their proximity.
5. In India Urban Cities people have only 7-8 hours per week to manage laundry hence they have to compromise with low quality standard of laundry they received.

# Problem

## Faced By Local Laundries and Dhobis

Cost fixation

- Limited customers because of limited Geographical reach.
- Not have much knowledge of Digital Marketing and Branding.
- Dearth of Capital restrain them for Out Of Home Marketing(OOH)
- Local Laundries/Dhobis are Experts in their trait but do not have marketing and sales skill.
- Out dated machines.
- Ancient manual techniques restrain them to achieve operational Scalability.
- Limited access to advanced laundry products required in cleaning process.

# Solution to consumer by Vastram

Vastram is uber of hyper laundry services where it connects local laundry and dhobis with consumer in real-time through its app. By Doing this, the following solutions it will provide to consumers :-

1. Users can find local laundries and dhobis in their proximity on their finger tips.
2. Users can also check rates of different services along with turn around time on app.
3. Users can place their order with their local laundries through app which will save their time and energy .
4. As users will be placing order with their local laundries, Turnaround time of Delivery order will be super fast and on time.
5. Vastram will be ensure that Users will get quality service from their local laundries and dhobi equivalent to branded laundry.
6. 24\*7 delivery that means users can schedule their delivery time as per their convenience.

## Solution to Local Dhobis and Laundries By Vastram

In India we have more than 7,00,000 local dhobis and laundry who even being expert in their trait can't reach to their potential customer and unable to scale the operation. Vastram sole objective to change the way local laundries and dhobis do business through following way :

1. Increase their sales by bringing them on Vastram Platform .
2. Increase their viability and branding through our platform.
3. Train and Educate them with modern techniques of Dry-cleaning.
4. Upgrade them with soft skills and customer services.
5. Providing them with Eco-Friendly Chemicals for Dry cleaning.

# Why Vastram over others

Vastram worked at the grassroots and understood the problem of both consumers and local laundry & Dhobis and working with them to develop a complete ecosystem. Hence following advantage vastram will bring in the ecosystem :

1. Making Laundry & Dry-cleaning – Easy ;Simple and Affordable.
2. Users can book our Laundry partners in their 1km of radius and select the partners as per the review given by previous users.
3. Users will able to check entire profile of Partner along with price of their services and Average Delivery time of delivery.
4. Users will have 24\*7 customer chat support service along with Track order service.
5. Users will have update every stage of the process through whatsapp message and email to have full transparency with the process.
6. Vastram will ensures Quality of services and Quick around time even its proceed by local laundry and dhobis.
7. 24\*7 Delivery of the cloth which separate vastram from all its competitors.

# Market Size Vastram Operates

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graph LR; A((2,20,000 crore ($76B) Laundry market in India as per Euro monitor International Report 2016)) --> B((Only 30% working Population of Top 10 cities is $9-10 Bn Laundry Industry)); B --> C((3 million household need laundry every week -source Forbes)); C --> D((Only 5% of the entire laundry is systematic));
```

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Only 5% of  
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# Market Validation



100+  
startups  
Operating  
in the  
Field of  
Laundry

Raised More  
than \$300  
million Fund  
from year  
2016-2019

Market  
Of  
\$76Billio  
n Dollar

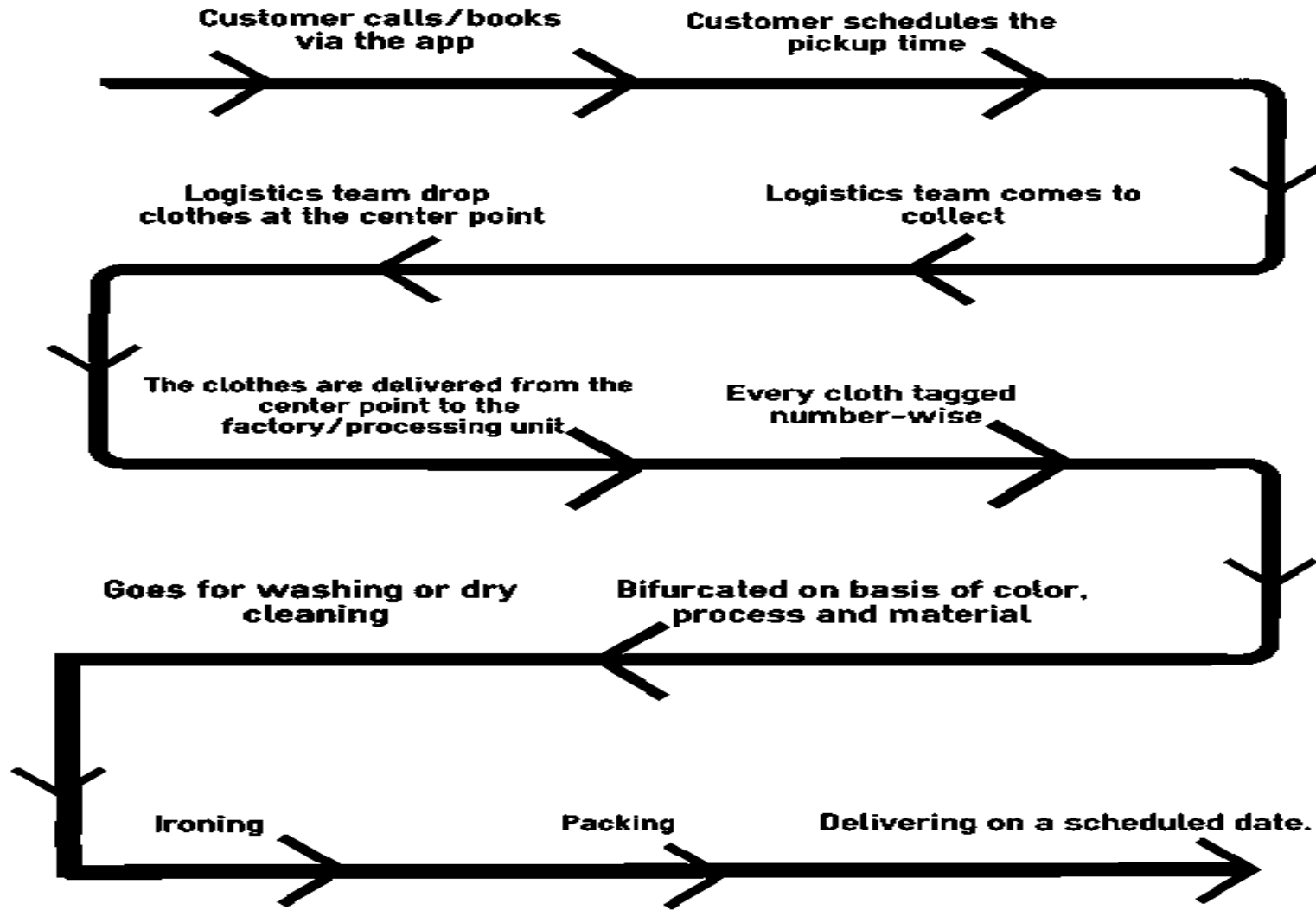


# Market Growth of Laundry In India by 2024

India Laundry Service Market Size, By Region, By Value, 2014-2024F



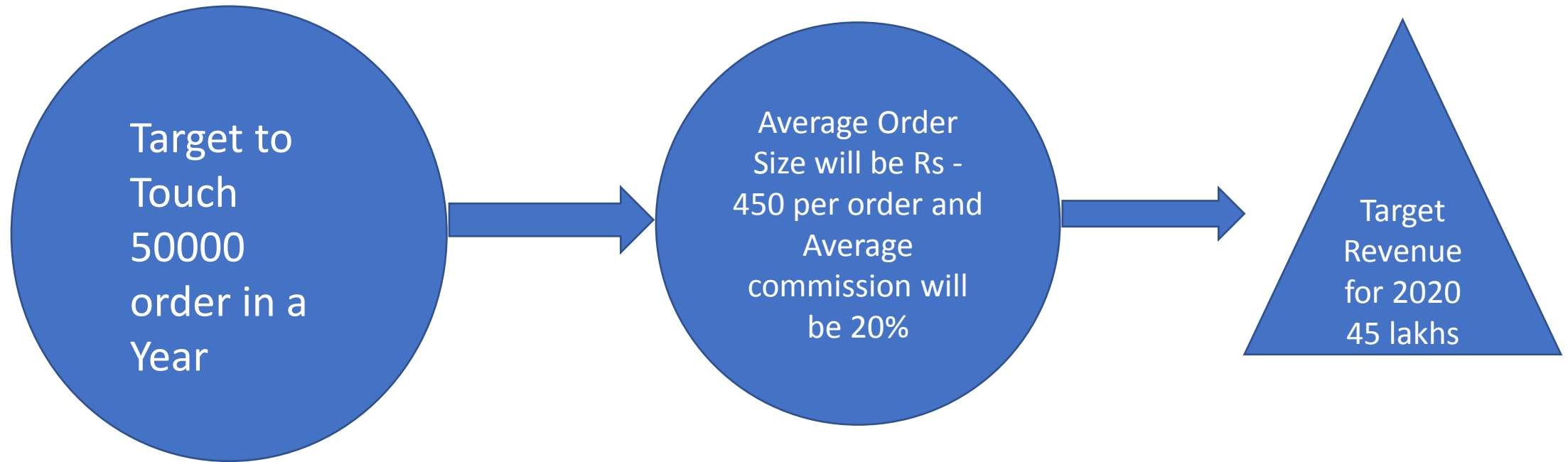
# Vastram Business Model



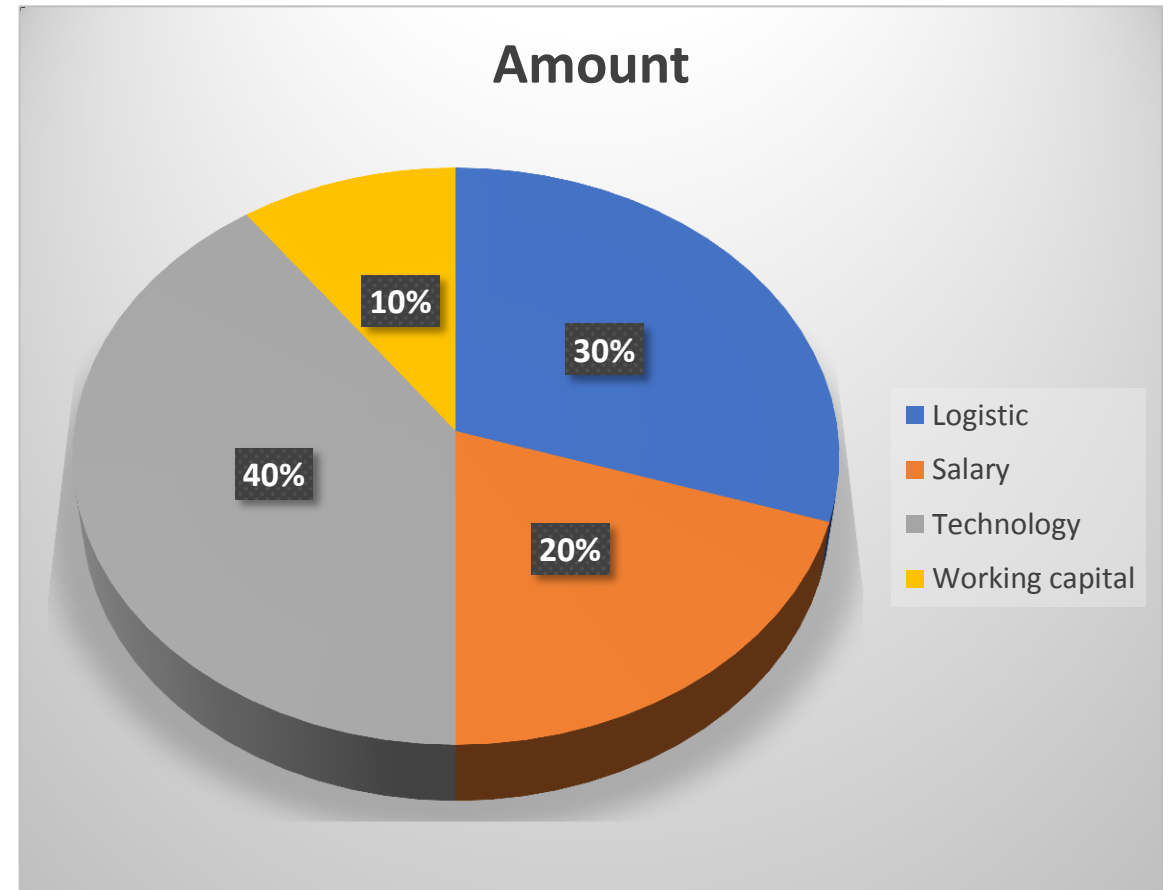
# Competitor Analysis

Competitor Name	Advantage	Disadvantage
<u>U clean</u>	Fostering Do it Yourself model	In India People are lazy and need things spoon fed.
My Wash	On Demand Laundry services	Cannot handle bulk orders because of limited in house Resources
Pick My Laundry	On Demand Laundry Service	No timely Delivery Because of limited strength and cannot maintain Quality due to heavy order Pressure.
Wassup	Funded startup with good core team	Unable to scale because of In house team.

# Revenue Model



# Fund Required and Utilization



# Team



Founder Of Vastram

My prior corporate experience at 5 star hotel chains IHG group & Accor hotel gives me an understanding of how customer service businesses run, what works and what doesn't. I rely on those learnings to everyday improve and channelize myself to be a better professional and create a business that makes a difference (in the most real and basic way).

# THANK YOU

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