



Laundromat Start Up Guide

Assisting owner operators and investors in making an informed decision to open a laundromat.

Since 1969, our company has been leading the way with building laundromats across Australia. Our team will guide you step by step, through the process of opening a laundromat.



Trust our expertise



Angela Burton, owner
Kama Laundry Services, Kama NSW



Tumblin' Laundromat, Cooperoo QLD



Bowra Laundromat, Bowra QLD



Tibi Trombette, owner
Love my laundromat, Ormeau QLD



Doncaster Laundry Room, Doncaster VIC



Larry Rock with Judy & Chris,
owners Tewanin Wash and Tumble



Love My Laundromat, Ormeau QLD

Australia's most experienced laundromat team

Richard Jay has been involved in the Australian Laundromat industry for over 45 years and has been a part of establishing, operating and upgrading hundreds of laundromats, more than any other company in the country.

As a national, family owned business, Richard Jay offer Australia's largest range of commercial laundry equipment, nation-wide servicing, spare parts and finance solutions. We can help with everything regarding the set-up of new, or upgrade of your existing laundromat.

- ▶ Australia's largest machinery range, including Electrolux Professional, Maytag and LG Commercial
- ▶ Benefit from dedicated consultants to take you through the entire set-up process
- ▶ Over 45 years industry experience
- ▶ National after sales, service and spare parts support
- ▶ Scheduled maintenance contracts
- ▶ RJ Capital Plus finance options
- ▶ Complimentary 2D and 3D plans
- ▶ Feasibility audits

Experience *matters*



Team Richard Jay - Staff Conference 2015

Largest Range of Commercial Laundry Equipment

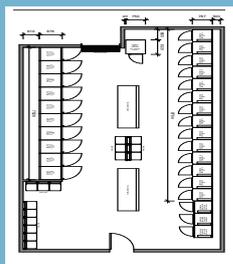
The decision of appointing a laundry equipment supplier can be one of the most important decisions that you will make in regards to the success of your business. Our entire range is built to last, performance driven and easy to use. We back up our equipment range with the longest warranty.

- ▶ 6kg to 200kg capacity washers and matching dryers
- ▶ Manual or coin models, pre-programmed to your charge per wash cycle specifications
- ▶ Full range of gas and electric dryers
- ▶ Stacked washer + dryer and dryer + dryer units are available where limited space is a concern
- ▶ Full range of garment finishing equipment
- ▶ Card, coin and token vending options
- ▶ Remote Management System allows owners to audit machinery income and service performance (available on selected models)

How we will assist



Sheridan Flint, owner The Laundry Station VIC



Samples of 2D and 3D Planning

The Richard Jay difference

Once you have selected your premises, Richard Jay will share our vast industry experience and undertake the following to assist you with opening your new laundromat:

- ▶ Complimentary 12 month membership to Dry Cleaning Institute Australia
- ▶ Free Design and 2D & 3D Layout Plan
- ▶ Marketing, advertising and PR advice from expert team
- ▶ Plan your Grand Opening to ensure the best results are obtained to kick start your new laundromat
- ▶ Assist with the leasing negotiation of your shop to ensure you are not working for a Landlord
- ▶ Arrange our Hydraulic Engineer to draw the Council Plans and then lodge them on your behalf
- ▶ Provide advice for Council matters and queries
- ▶ Assist with the ongoing advertising and marketing, including Facebook and other social media

Complimentary 2D & 3D Drawings to visualise your new investment

Take the stress out of planning your new laundromat with Richard Jay's complimentary architecturally drafted 2D and 3D plans. Consider your customer, required machinery and the space available to establish a profitable laundry.

Working with our experienced Laundry Consultants and qualified architect, you can now visualise your Laundromat's exterior facade design and interior layout before you finalise your machinery purchase.

Considerations when opening a Laundromat



An evolving business

The laundromat industry has undergone a revolution. Today, laundromats are becoming fun and attractive multiservice centres that customers enjoy visiting. Rising household utility costs encourage people to use laundromat as well as multiple machines which save time, especially when laundering bulky items.

We believe that a coin laundry can be even more successful when combined with other services. Evolving from the traditional coin laundry which was primarily used for laundering personal items, laundromats now provide customers with the ability to launder household bedding, curtains and rugs in larger commercial machines, creating additional revenue streams for the business.

Bright idea offerings



Pick up & delivery



Garment repairs & alterations



Pet only machines



Free Wi-fi



Ironing service



Dry Cleaning



Wash, dry, fold



Shirt & uniform service



Laundromat Facebook page



TV & video games



Kids corner



Vending machines

What is *important* to customers?



Cleanliness

An attendant

Atmosphere

Good service

Type of product

What Customers Want

The backbone of any business is repeat customers. You may have the best location, but if you don't offer customers the services they need, they won't be back. A survey was conducted in laundry stores recently with customers being asked what they want most in a laundromat. Here are some of the findings. If you could wash your clothes in any type of laundromat, what would this store be like?

- ▶ Warm atmosphere with machines in excellent condition
- ▶ Very clean – the best equipment with an attendant
- ▶ Nice friendly attendant
- ▶ Warm and comfortable, easy to read instruction

Location is Important

The three most important factors in having a successful laundromat business are: Location, location, location! A well-equipped and well-managed laundromat will not reach its full income potential unless the location is right.

- ▶ The site to be near other businesses with adequate customer parking facilities
- ▶ Make sure the site is in a highly visible area, consider the amount of traffic, traffic flow and road speed limits
- ▶ Be aware of the competition surrounding your chosen location
- ▶ Find out as much as you can about the demographics within a five kilometre radius of your site: population, housing type (apartments vs. houses), income level etc.
- ▶ Make sure your exterior signage is visible: your exterior sign is your number one traffic builder to your business
- ▶ Look into local advertising mediums available, consider a website

Associated set up costs

Whether you choose to run an attended or unattended laundromat, to self manage or as an investor, your initiative and sound business management skills will be the key to your success. As with all businesses, there are a few items to arrange when organising finance for your new business. Richard Jay will guide you through each set-up consideration:

- ▶ Carpentry – Floor Coverings
- ▶ Council Applications
- ▶ Electrical
- ▶ Furnishings
- ▶ Signage and advertising
- ▶ Security
- ▶ Trade Waste Application
- ▶ Utility charges
- ▶ Machinery purchase or rental costs
- ▶ Plumbing & Gas Supply (incl. cooling pit, lint trap, dryer ducting & make up air)
- ▶ Rent and insurance

RJ Capital Plus *Matters*



*Terms and conditions apply. Subject to approval.

-  Budgeting Control
-  High Quality Equipment
-  In-house Finance
-  Upgrade Options
-  Tax Deductible
-  No Capital Outlay
-  Breakdown Service
incl. parts & labour

New laundry equipment + breakdown service for no capital outlay

What really sets us apart is our unique, all inclusive RJ Capital Plus which is 100% company owned with no third party financial institutions involved. The entire process, along with breakdown service is managed by the Richard Jay team.

Our complete range of machinery is available as part of our RJ Capital Plus offering, which brings together machine supply plus breakdown service for one regular monthly payment, fixed for 5 years. Benefit from new machinery and no breakdown repair bills to worry about...ever.

Service Matters

Setting the standard for machinery service

Tailored breakdown cover is available with our RJ Service Response Guarantee tiered program. Choose the response cover to suit your exact requirements.

Our national After Sales Call Centre team assist with technical service bookings and overnight spare parts dispatch, to keep your business running smoothly.

- ▶ National after sales call centre
- ▶ Preventative Maintenance Agreements
- ▶ Major brands spare parts inventory
- ▶ Online Tech Login and support



What our *customers* say

John Arba QLD, owner Tumblin' Laundrette. I had no experience in either owning or the running of a coin laundry, however my background has always been in retail. The Laundry Industry held no fears for me, and to ensure success, I was recommended that Richard Jay was the partner I needed to build my laundry.

Sheridan Flint VIC, owner The Laundry Station. My Laundry Consultant's expertise, advice and support were pivotal in getting The Laundry Station up and running. His understanding of the industry was immensely helpful to me. From shop layout, machine numbers and sizes, vending prices; even down to advice on name and logo designs.

Judy & Chris QLD, owners Tewantin Wash & Tumble. We would like to say that Richard Jay have been very helpful through the whole process of establishing our new laundrette. They made the experience very easy as we were first time operators, and they dealt with all the tradesmen directly, rather than going through us which made the job go smoothly.

Cosimo Coscia SA, owner Adelaide Laundromats. With three locations across South Australia, Adelaide Laundromats has a long association with Richard Jay. From location and machinery advice to consulting on launch events and website development, Adelaide Laundromats 'highly recommends Richard Jay for laundromats set-ups and upgrades', said Mr Coscia. 'Richard Jay take ownership of my problems and aspirations, are engaged with my business and provide fast, reliable service'.



Company Charter

Because you matter, we are dedicated to outstanding customer care. Finding the right solution for you is our priority.

www.richardjay.com.au 1300 Richard (742 427)



Established 1969