

CLOUD WHITE[®]




DRY CLEANERS



Cloud White Franchise

BECOME OUR AMBITIOUS PARTNER

It's Unique, Transparent & Truly Profitable

 9090-8989-36, 9090-8989-63
 cloudwhitedrycleaners.com
 cloudwhitedrycleaners@gmail.com

About Cloud White

Cloud white is a dry cleaning Services provider in Delhi it's one of the most recognized high-end dry cleaner. As a company founded on the virtues of industry innovation and superior craftsmanship, we take exceptional care of our clientele and their belongings. With over 6+ years of experience we understand every client's requirements and standards. We offer services that are customized individual requirements.

Our Mission

Our mission is to be the finest custodial and facility services company in the Delhi NCR. It is our desire to not only meet but exceed expectations by providing consistent, quality customer service. 100% of the time with a commitment to excellence in all lines of business.

Our Vision

Vision makes any organization achieve the best success rate in the industry. Our vision is to be a leading professional, facilities management team. And is widely recognized for the creation and maintenance of an exceptional and innovative eco-friendly and clean environment.



WEDDING DRESS



PROFESSIONAL CLOTHES



HOUSEHOLD ITEMS



KIDS CLOTHING



OUTERWEAR



SOFA & CARPET CLEANING



CAR CLEANING

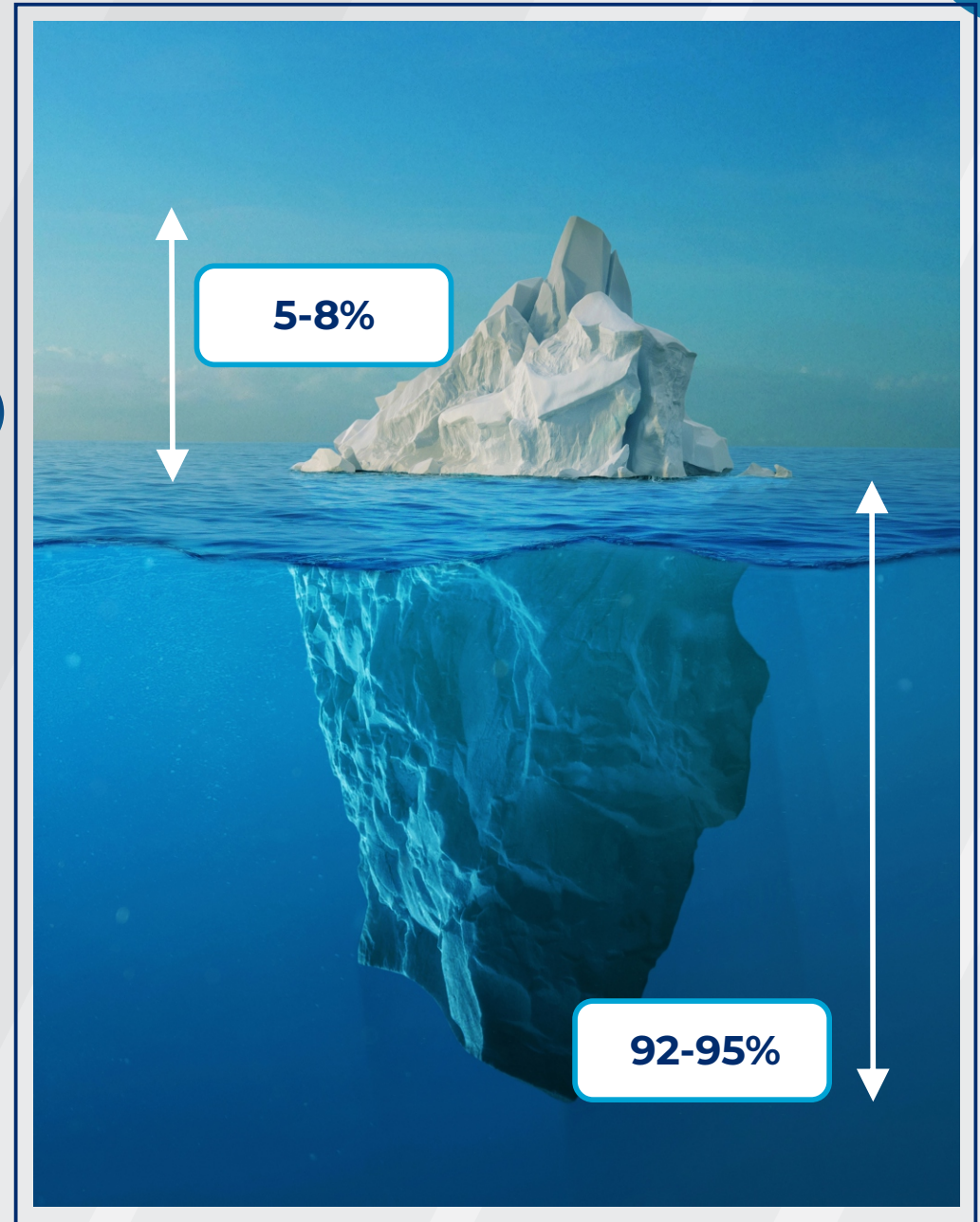


WATER TANK CLEANING

Cleaning Business A Growing Opportunity

Indian drycleaning is primarily an un-organized market (dhobis, maid servants and mom-and-pop stores). The sector is fragmented with around 7,67,000 establishments, 95% of which are micro-sized laundries with fewer than 10 workers. The organized segment comprises a mere 5-8% of the entire laundry market in India.

(Source : <https://bit.ly/3PKIxQL>)



DATA FACT OF DRYCLEANING INDUSTRY

Out of the 2,20,000 Cr Indian drycleaning industry, Only 5-8% is currently in the organized space



Problem of Every Dry Cleaning Service User

- Lack of transparency and hygiene
- Toxic chemicals used
- Man power with limited technical knowledge
- Non-Availability of professional equipment
- Hidden pricing which lead to irritating negotiations
- No customer complaint management system

Our idea for cloudwhite, to create an alternative to your typical cleaning experience which too often involves confusing tiered pricing, unclear process, hygiene insensitivity and the use of unexceptionally hard water with poor quality chemical damaging the garment as well as environment

Dry Cleaning : A Growing Opportunity

- People spent around 7-8 hours per week to manage laundry and it has become a huge pain point for any nuclear family.
- People spend roughly INR 5000-6000 per month for dry cleaning needs which includes maid salary, detergent cost, pressman cost, electricity and machine depreciation.
- Nevertheless, the convenience, reliability and quality is badly missing.
- Hence it turns out to be a business opportunity due to a significant change in fundamental spending behaviour in families accross the society.
- Further to above, with improving spending capacity in metro cities, people spend a significant amount on branded clothes which create an ever increasing demand for dry cleaning services.

Join the winning team with our
Franchise Opportunity!

Let's start a journey from IT CAN'T BE TO IT CAN BE

- Recession free business model
- Low capital expenditure in plant & equipment
- Less production engagement hence no production labour needed
- Remotely manageable operations, Cloud based accounting, Billing & tracking
- Simple accounting. No tax complications
- IVR, CRM & Customer management by washcraft
- A part-time addition to an exiting career and income
- No domain-specific skills are required
- Low staff cost-Low staff concerns
- Free cash flow i.e.
 - No huge capital expenditure
 - No inventory balance
 - No accounts receivables
 - Only cash business
- Low fixed costs
- Minimum customer concerns



Bank



Mutual Funds



Equity Market



Cloudwhite

Please note that the figures presented are projections and estimations based on thorough research and historical performance benchmarks. It is important to understand that these numbers are not definitive and may vary from the actual results achieved.

Non Season

Month	Avg. Order Per Day	Avg. Monthly Order	Avg. Order 6 Month	Avg. Order Value	Avg. Sale 6 Month
Apr to Sep	15	450	2700	300	8,10,000

On Season

Month	Avg. Order Per Day	Avg. Monthly Order	Avg. Order 6 Month	Avg. Order Value	Avg. Sale 6 Month
Oct to March	25	750	4500	300	13,50,000

Total Year Sales

Non Season	2700
On Season	4500
Total Orders	7200
Avg. Order Value	300
Total Sales in Year	21,60,000
Franchise Share (50%)	10,80,000
Franchise Charge (One Time)	2,50,000
Other Expenses (Rent Etc)	2,50,000
Net Profit Software Licence	5,80,000

ROI (NP vs Cost)
116%

Total Investment

Software Licence (Per Year)	25,000
Franchise Fees	1,49,000
Marketing Kit	25,000
Hardware	50,000
Interior	1,49,000
Total Cost	3,98,000

Dedicated Support Since The Beginning



LOCATION SELECTION

Helping you in finding the best market



STORE SETUP

Conceptualizing, designing the store to use every inch of space



CRM

Proprietary CRM and analytics



CUSTOMER ACQUISITION

Digital marketing and designing offline marketing campaign



CUSTOMER HELP CENTER

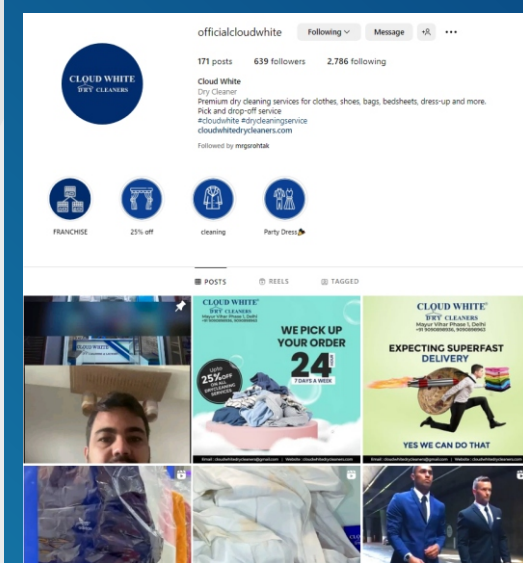
Dedicated calling & support team to care customer grievance



HIRING & TRAINING

We hire, train and certify the stores staff

ONLINE & OFFLINE SUPPORT



Follow us on :  

CLOUD WHITE®
DRY CLEANERS
 Get Upto
25% off
 On All Drycleaning Services

For Pick & Drop Call: 9090-8989-36, 9090-8989-63

CLOUD WHITE®
DRY CLEANERS
 wishes you
happy diwali

May Lord Rama bless you with the best virtues of life and endow you with success

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CLOUD WHITE®
DRY CLEANERS
 wishes you a very
HAPPY ANNIVERSARY
 May each day of your life be as special as your wedding day

Flat
50% off
 A small gift on your Big Day
 THE CLEAN CODE

www.cloudwhitedrycleaners.com

Our Services
Dry-Cleaning Of All Clothes Which You Love The Most

- Wedding Dress
- Household Items
- Winter Wear
- Shoe Cleaning
- Formal Clothes
- Kids Clothing

T & C apply*
 Valid Upto 31st Mar 2023
 Can be used by one mobile number at a time.
 This Voucher will work on Dryclean Service only.
 This Voucher cannot be clubbed with other offers.

CLOUD WHITE®
DRY CLEANERS
 Caring Hands For Your
Favourite Pieces

Save Paper Save Earth & Follow us on Facebook & Insta for Regular Discounts & Offers

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Limited Time Offer
HURRY UP
 Give your favorite piece a reason to smile

Grab Upto **25% off** on all Dry-cleaning service

Our Dry-Cleaning Services

- Wedding Dress
- Household Items
- Sofa Cleaning
- Formal Clothes
- Kids Clothing
- Winter Wear

Special Festive Offer Valid till 31st Dec 2022 Grab the Discount Before it Ends.

Our Services
Dry-Cleaning Of All Clothes Which You Love The Most

- Wedding Dress
- Household Items
- Winter Wear
- Shoe Cleaning
- Formal Clothes
- Kids Clothing

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DRY CLEANERS

THE CLEAN CODE

Upto 25% off

100% SATISFACTION | FABRIC SOFTENERS | COLOR-SAFE BLEACH

www.cloudwhitedrycleaners.com

Our professional will keep your favorite attire with utmost care. Just bring this clean card on your visit & gain the opportunity.

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CLOUD WHITE®
DRY CLEANERS
DRY-CLEANING
 of all clothes which you love the most

For pick & Drop
 Whatsapp: 9090-8989-36 | Call: 9090-8989-63

*Let's join hands
with Us!*

CLOUD WHITE[®]



DRY CLEANERS

Think Dry Cleaning Think Us!

thank you

Call : 9090-8989-36, 9090-8989-63

**Location: 28 Main Market Patparganj Village,
Mayur Vihar Ph-1, Delhi - 110091**

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