

Laundry Business Startup Checklist

Research competitors

- ☐ Join the [CLA](#)
- ☐ Search for existing laundromats
- ☐ Take notes on existing laundromats
 - ☐ Business names
 - ☐ Locations
 - ☐ Ratings
 - ☐ Services & pricing
 - ☐ Hours

Decide on service offerings

- ☐ Evaluate the market need for:
 - ☐ Coin laundry
 - ☐ Multi-tenant laundry rooms
 - ☐ Commercial laundry
 - ☐ Wash and fold laundry
 - ☐ Pickup and delivery

Choose your business name

- ☐ Brainstorm name options
 - ☐ Your town/city + “laundromat”
 - ☐ [Laundromat name generator](#)

Create your business plan

- ☐ Mission statement
- ☐ Service offerings & pricing
- ☐ Customer experience
- ☐ Market analysis
- ☐ Financial plan & budget

Find a location

- ☐ Search Google for laundromats for sale
- ☐ Door knocking
- ☐ Direct mail campaigns
- ☐ Build a new laundromat
- ☐ Rent a space

Obtain proper permits

- ☐ Visit [SBA](#) to learn what forms you need
- ☐ Fill out and submit

Purchase laundromat equipment

- ☐ Replace/repair washing machines
- ☐ Replace/repair dryers
- ☐ Purchase inventory
- ☐ Purchase miscellaneous equipment
 - ☐ Vending machines
 - ☐ TVs
 - ☐ Other:

Create a marketing plan

- ☐ Download Cents’ [“5 Ways to Market Your Laundromat Without Spending a Dollar”](#)
- ☐ Create a Google Business profile
- ☐ Create social media accounts
 - ☐ Facebook
 - ☐ Twitter
 - ☐ Instagram
- ☐ Decide on marketing spend

Choose a laundry management software

- ☐ Research businesses
- ☐ Check off these boxes:
 - ☐ Business management capabilities
 - ☐ Point of sale
 - ☐ In-store operations
 - ☐ Employee management
 - ☐ Customer support
 - ☐ Pickup and delivery app & integrations