

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