

Laundromat Now Display Growth & Operational KPI Framework

A metric-driven guide to scaling profitability, efficiency, and capital return.

2026 Strategic North Star

Three non-negotiable targets define the roadmap to stability.

Volume Target



Liquidity Floor



Return Timeline



The Strategic Pillars

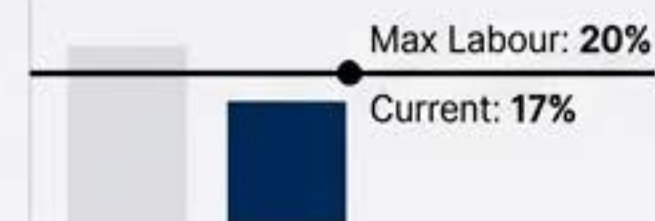
Breakeven Speed (1 Month Hurdle)



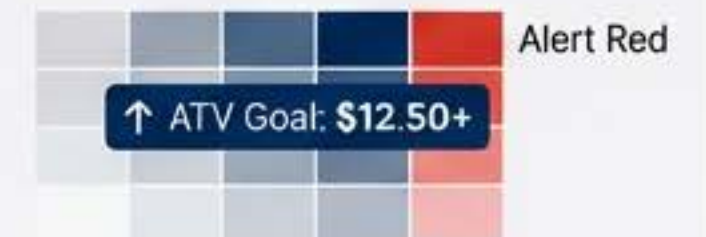
Operational Efficiency (>50% Utilisation)



Cost Control (Labour <20%)



Long-Term Health (High ATV)



The Strategic Imperative: Balancing Volume & Margin



The Volume Engine

Self-Service



The Margin Engine

Wash-Fold Services

----- Hurdle: \$141,000 Annual Fixed Overhead -----

Drives Footfall

Drives Profit (>25% of Revenue)



Warning: If these streams are not monitored separately, profitability will be misjudged.

KPI 1: Self-Service Visits (SSV)

The pulse of core operations and machine activity.

Context: Industry benchmark for urban locations is 1,200–1,800 weekly transactions.



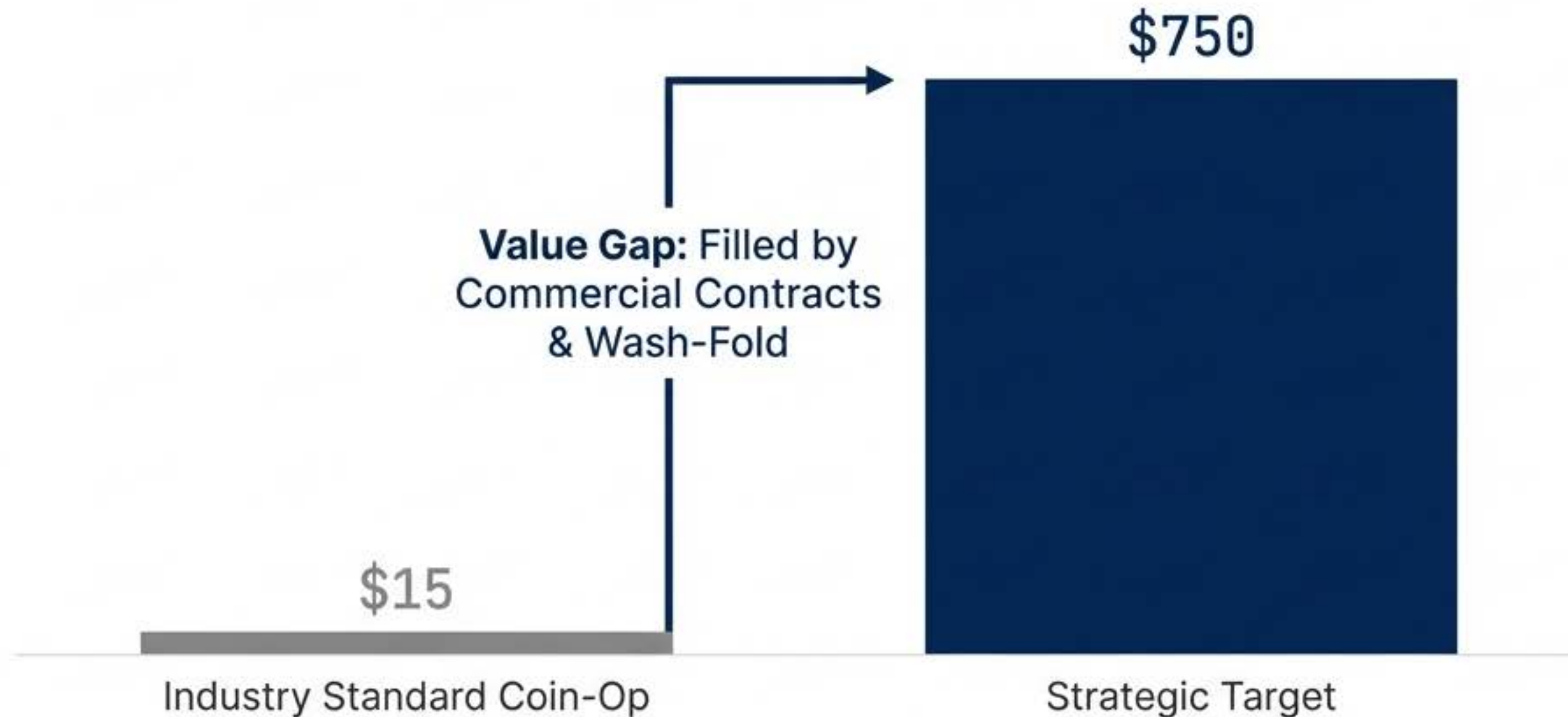
Downtime kills SSV. Every hour offline is a lost visit.

FORMULA

SSV =
Total
Number of
Self-
Service
Cycles
Completed

KPI 2: Average Transaction Value (ATV)

Measuring **pricing power** and the success of the “**Service Mix**”.



A \$750 target confirms reliance on high-margin value-added services, not just coin drops.

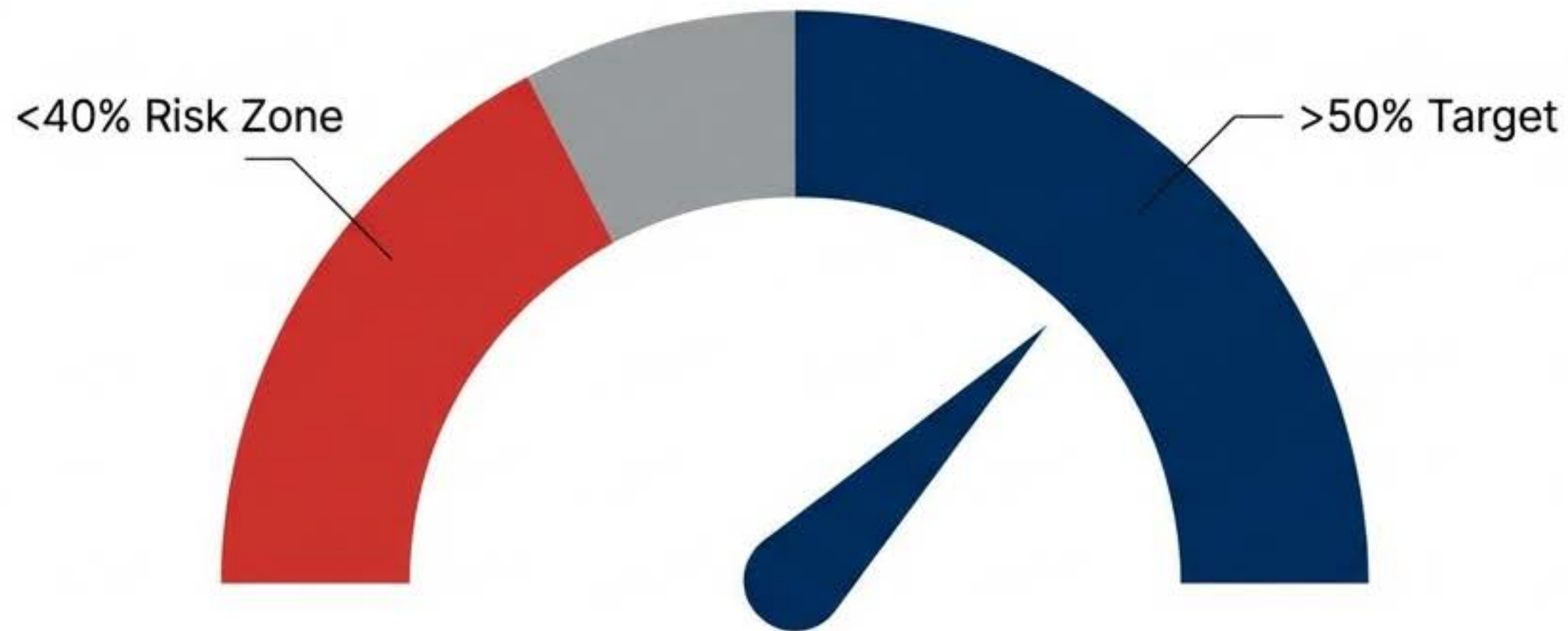
! If ATV drops below \$750, immediately audit pricing tiers.

FORMULA

$$ATV = \frac{\text{Total Service Revenue}}{\text{Total Visits}}$$

KPI 3: Machine Utilisation Rate

Maximising asset productivity to justify CapEx.



Utilisation must support the 45,000 visit target. If rates lag, fixed asset costs weigh heavily.

Tactical Note: Use dynamic pricing and app notifications to fill off-peak hours.

FORMULA

$$\text{Utilisation} = \frac{\text{Revenue-Generating Hours}}{\text{Total Available Machine Hours}}$$

KPI 4: Utility Cost Per Cycle

Protecting the contribution margin from variable cost leaks.



Spikes above \$0.20 per cycle require immediate audit of meter readings and leaks.



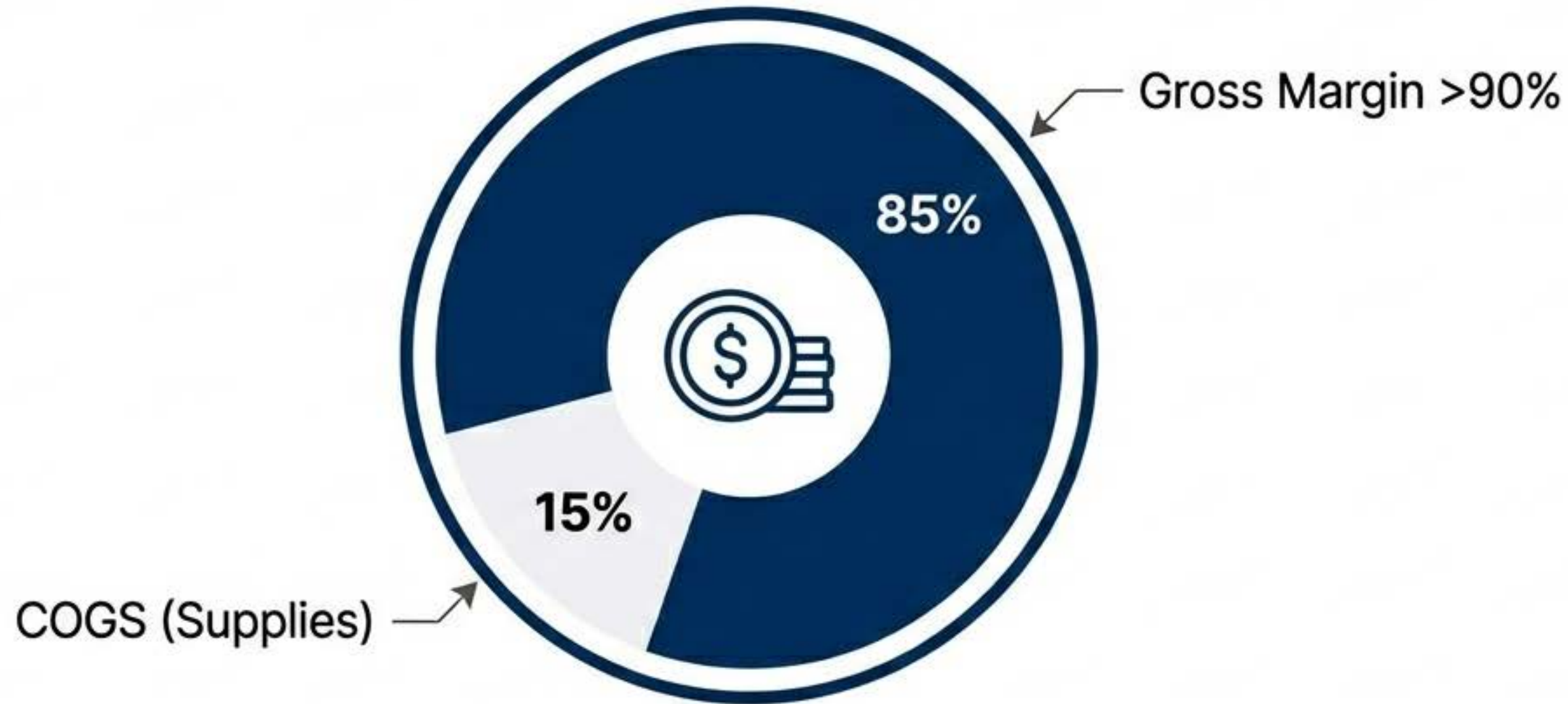
Target Maximum Per Cycle

Utilities are the biggest variable drain. High efficiency machines and maintenance are the primary defence.

$$\text{Cost Per Cycle} = \frac{\text{Total Monthly Utilities}}{\text{Total Cycles Run}}$$

KPI 5: Gross Margin Percentage

True contribution margin after direct costs.



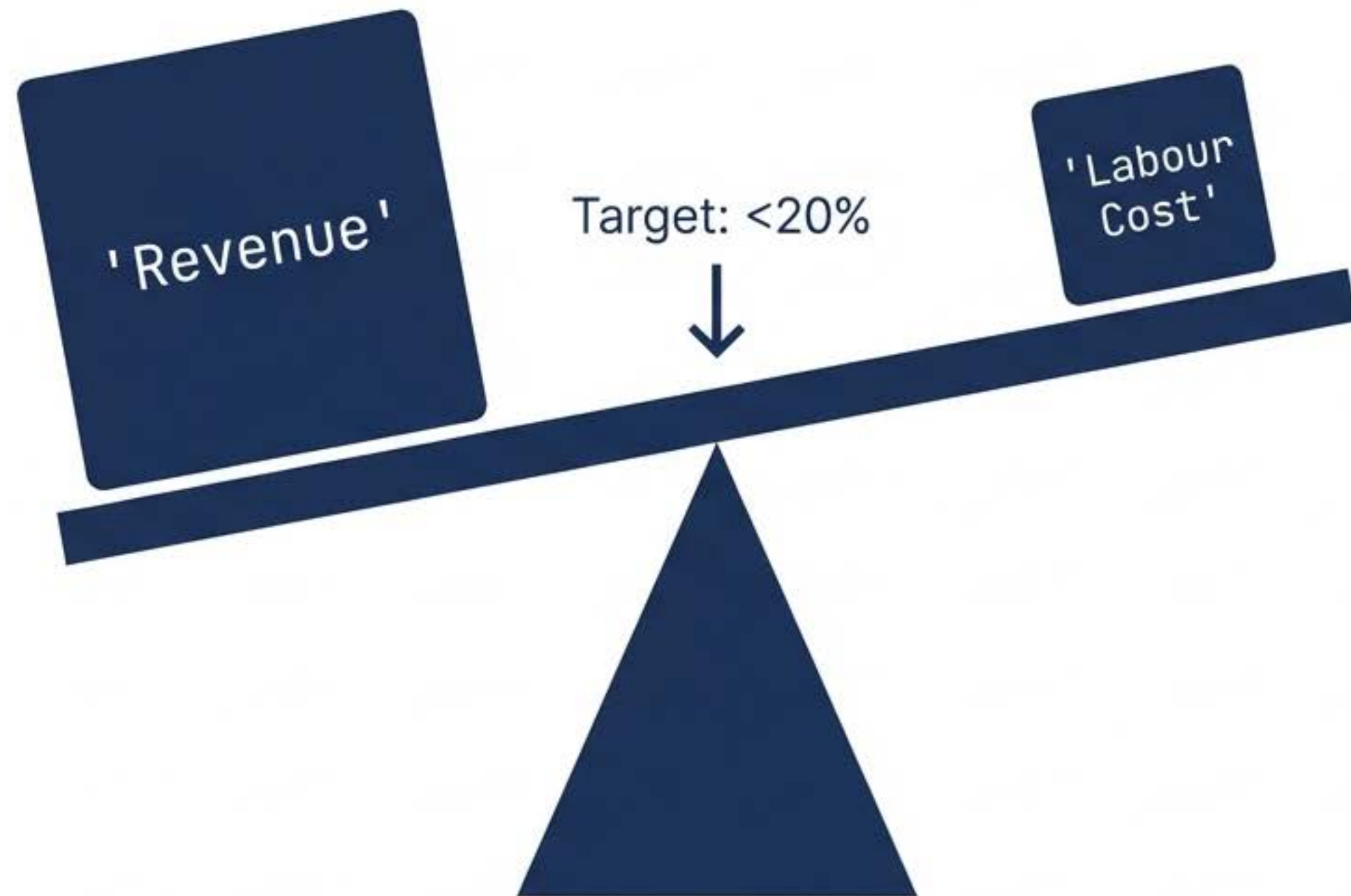
Direct costs are low. If margin drops below 80%, supply chain costs (detergent/supplies) are eating the profit.

Action Item: Aggressively negotiate bulk pricing to keep COGS low.

$$GMP = \frac{(\text{Total Revenue} - \text{COGS})}{\text{Total Revenue}}$$

KPI 6: Labour Cost Percentage

Aligning the workforce with capacity limits.



⚠ Red Flag Alert

Churn risk rises if onboarding takes 14+ days.

Benchmark: Traditional Service (30%) vs. Our Target (<20%).

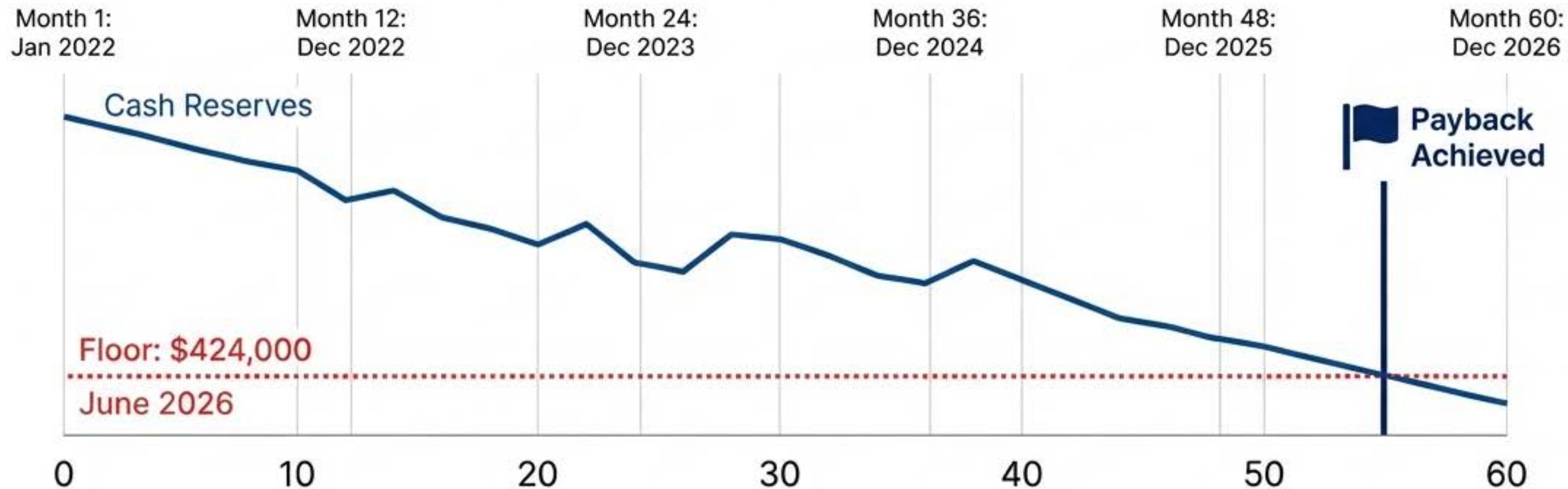
Operational Reality: 45 FTEs are planned to handle the 45,000 visits.

FORMULA

$$\text{Labour \%} = \frac{\text{Total Wages}}{\text{Total Revenue}} = \% \text{ Revenue}$$

KPI 7: Payback & Cash Runway

The long game: liquidity management and ROI.



Payback: 55 Months
IRR: 0.01% (Signals low long-term capital efficiency)

Takeaway: Reducing operating expenses now is key to preserving the runway.

FORMULA

Payback =
Month where
Cumulative
Cash Flow > 0

Owner's Operational Dashboard

At-a-glance scorecard for weekly review

SSV

45k



Target: 45k

⚠ Downtime

ATV

\$750



Target: \$750

⚠ <\$750

Utilisation

>50%



Target: >50%

⚠ <40%

Utility Cost

<\$0.25

Target: <\$0.25

⚠ >\$0.20

Gross Margin

>90%



Target: >90%

⚠ <80%

Labour

<20%



Target: <20%

⚠ >20%

Payback & Cash

55 Months

Target: 55 Months

\$424k

Cash Floor: \$424k

⚠ Cash Floor: \$424k

"Long-term health is supported by balancing high self-service volume with maximising the Average Transaction Value derived from premium services"