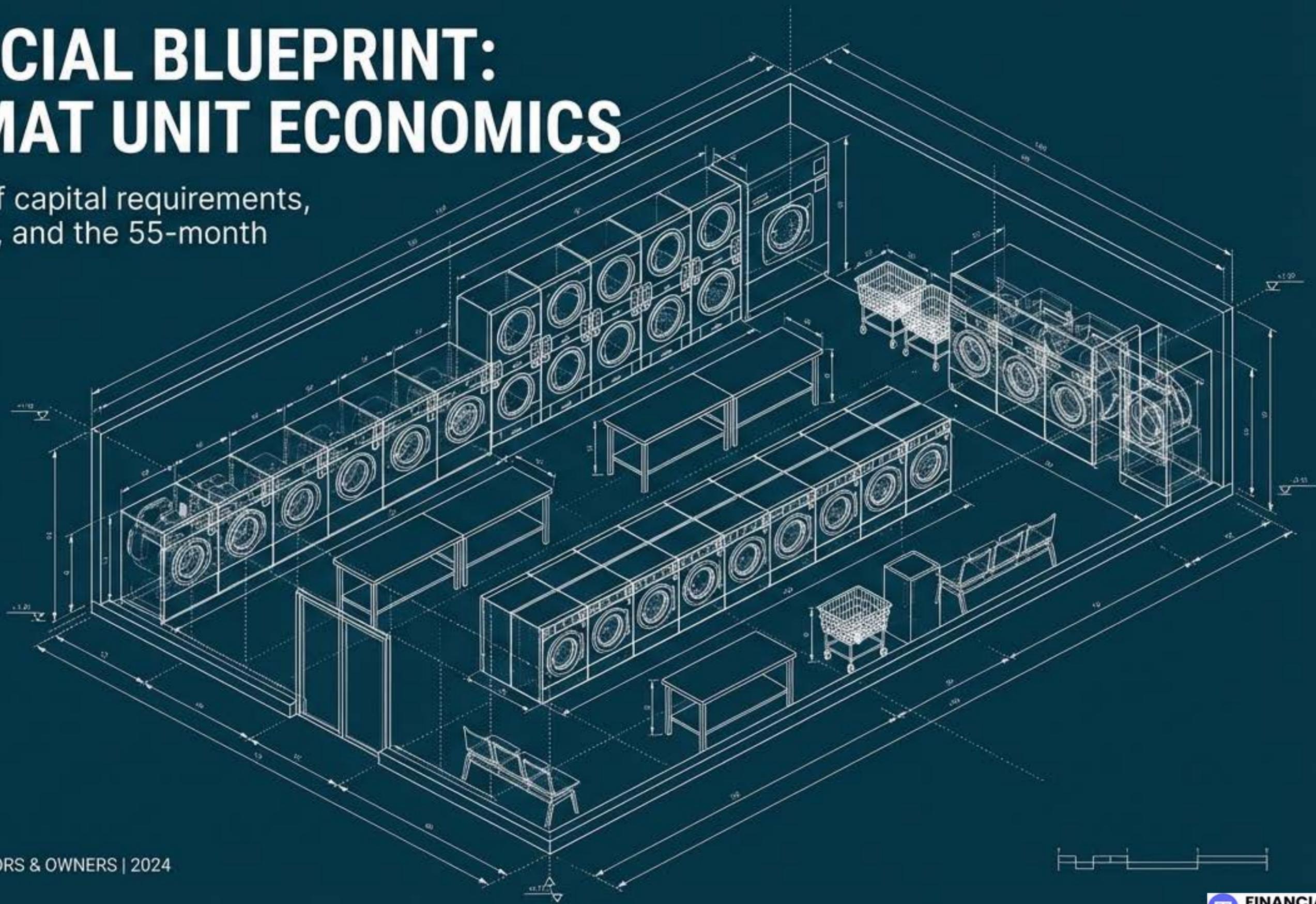


THE FINANCIAL BLUEPRINT: LAUNDROMAT UNIT ECONOMICS

A structural analysis of capital requirements, operational burn rates, and the 55-month path to profitability.



THE EXECUTIVE SNAPSHOT



\$31,500

Average Monthly Operating Budget (2026)

The sustainable cost to operate, primarily driven by Rent and Labour.



\$424,000

Required Cash Buffer

Capital required to cover operational shortfalls until stability in June 2026.



55 MONTHS

Projected Payback Period

Time required to achieve consistent positive cash flow.

THE BASELINE 'OPEN DOORS' COST

SURVIVAL MODE

\$10,500 – \$11,500 / Month

Minimum burn rate to keep doors open and machines running.

SUSTAINABLE OPERATION

~\$31,500 / Month

Fully staffed, sustainable operation (2026 Projection).

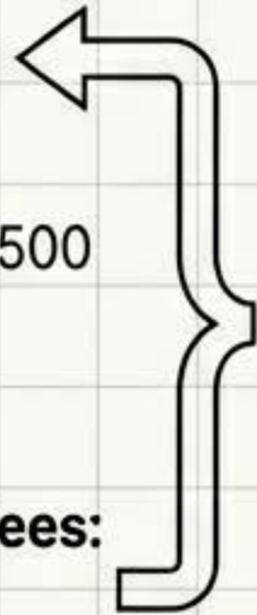
Rent: \$4,500
(1,500 sq ft urban space)

Attendant Coverage: \$2,500

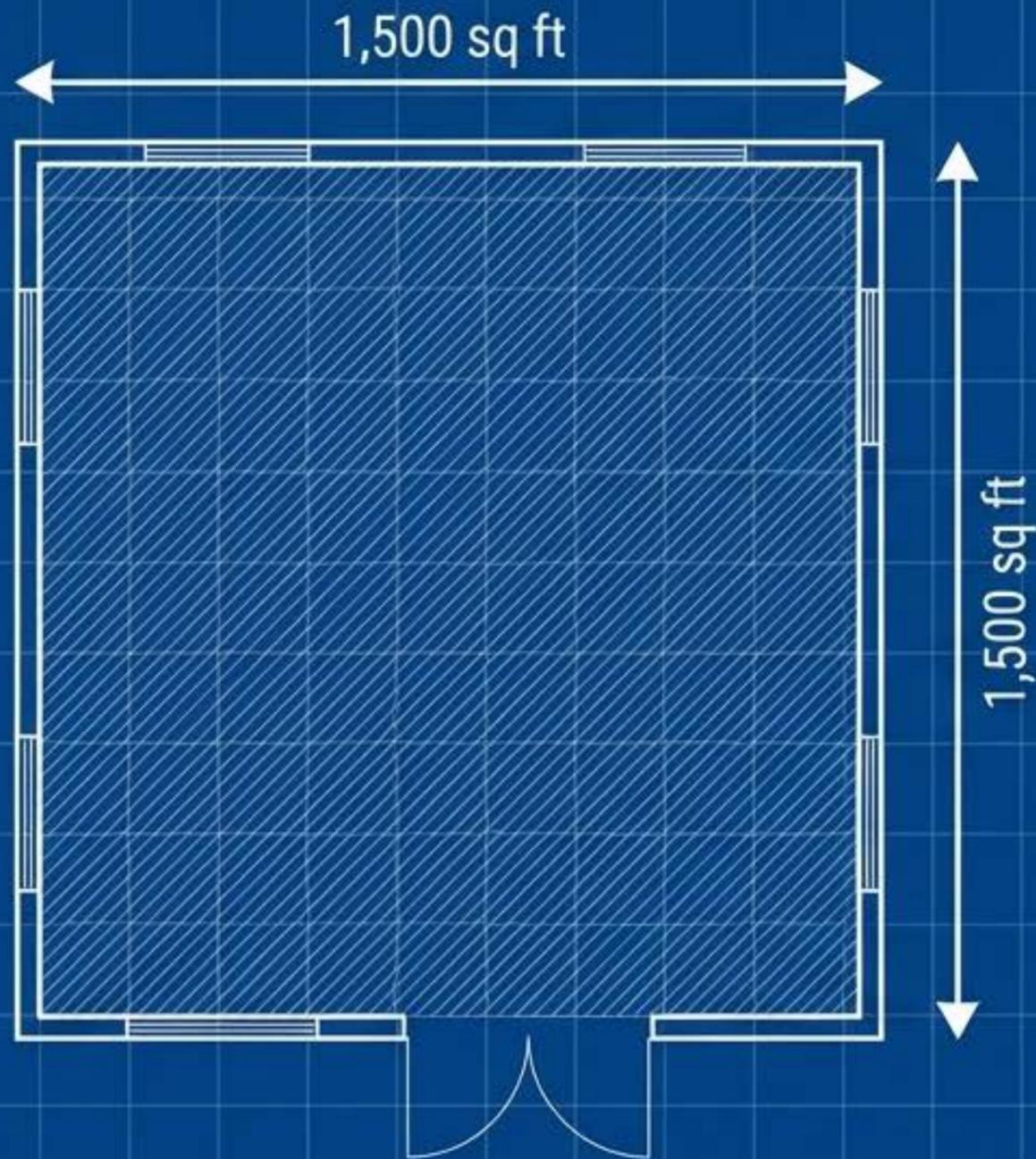
Base Utilities: \$1,200

Supplies/Maintenance/Fees: ~\$1,900

Cost of Growth & Service Standards



FIXED COST ANCHOR 1: COMMERCIAL LEASE



**\$8,000 / MONTH
(FIXED)**

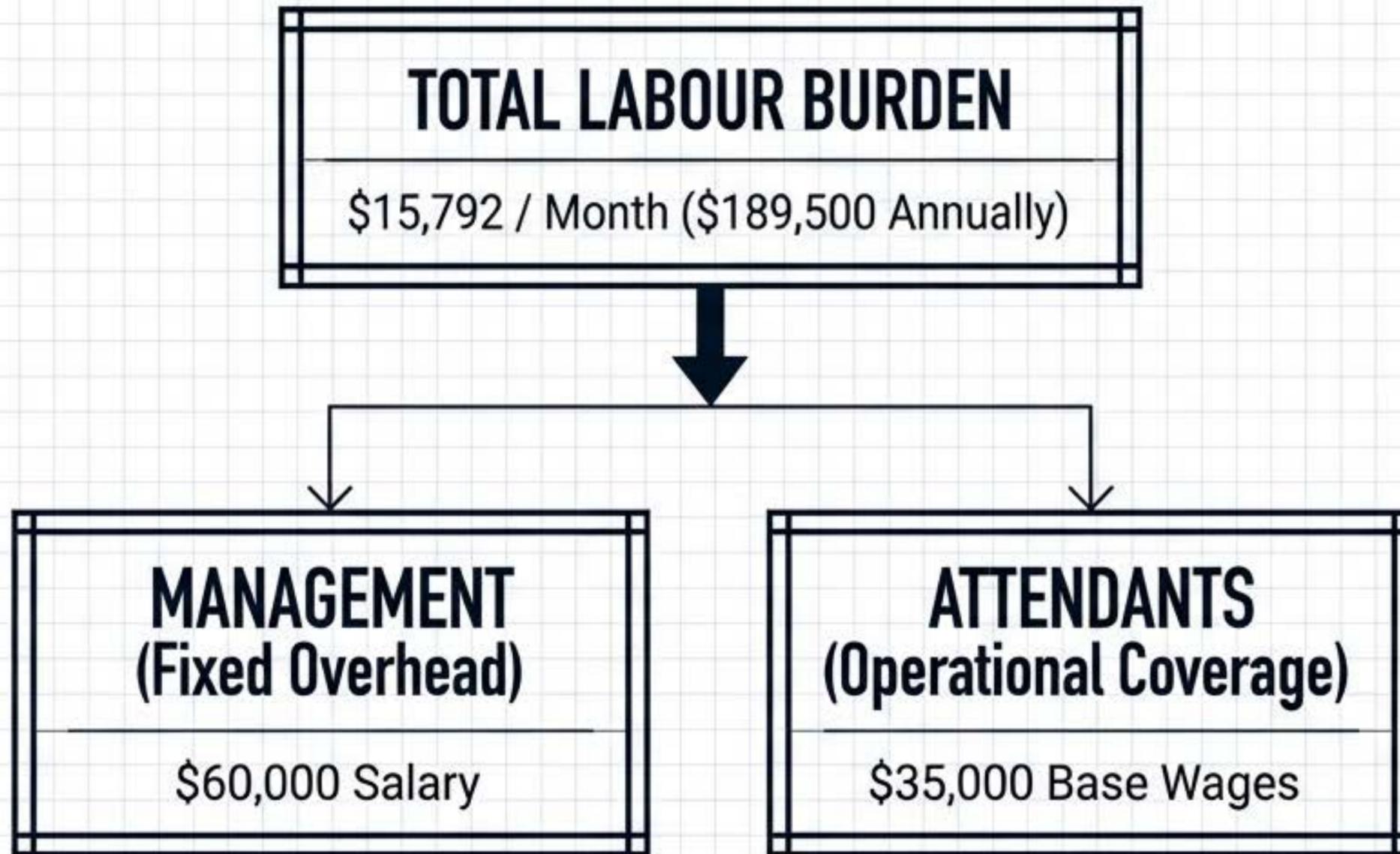
Total annual occupancy cost:
~\$96,000

Insight: Locks in the largest predictable overhead regardless of customer volume.

Strategic Tactics

- **Negotiation:** Avoid terms longer than 5 years initially.
- **Escalation:** Reject automatic 5% annual increases; tie caps to CPI.
- **Clause Check:** Verify if landlord covers Common Area Maintenance (CAM) fees.

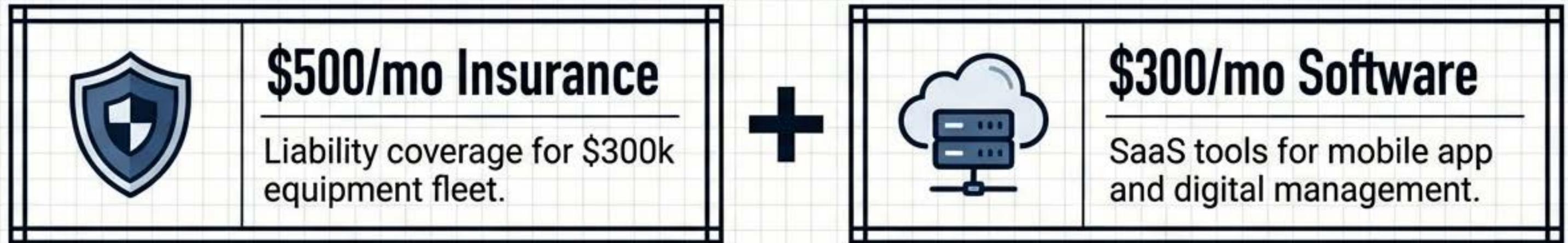
FIXED COST ANCHOR 2: WORKFORCE & PAYROLL



EFFICIENCY WARNING

- Overstaffing during slow periods erodes contribution margin.
- Tactic: Tie attendant schedules strictly to peak usage hours; do not hire ahead of volume growth.

FIXED COST ANCHOR 3: THE COST OF ENTRY



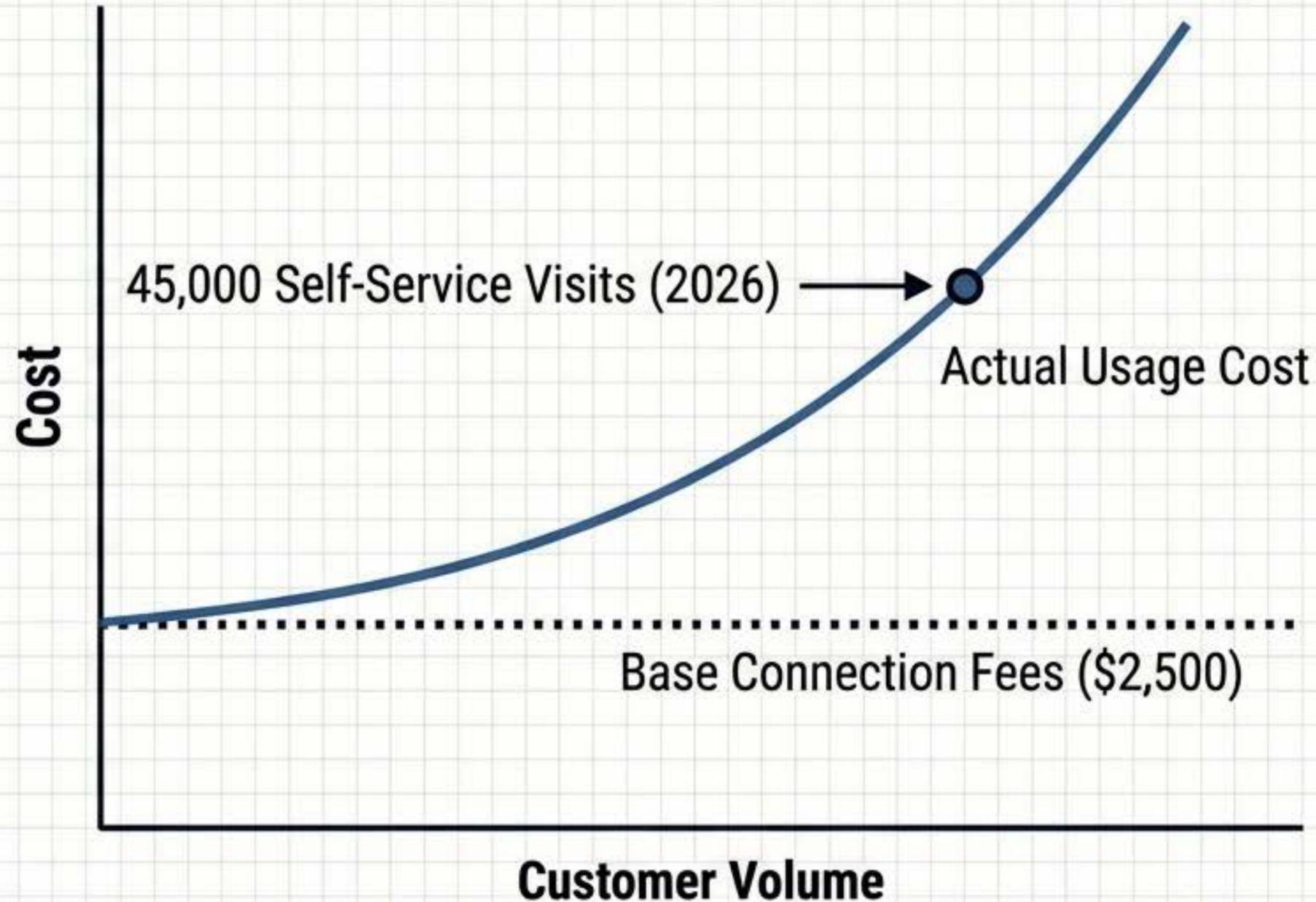
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\$9,600 / ANNUALLY (\$800/Month)

The non-negotiable ticket to operate. Hits the bottom line before the first load is washed.

- **Optimisation Note:**
 - Audit SaaS subscriptions annually to remove unused features.

VARIABLE LEVERS: UTILITY VOLATILITY



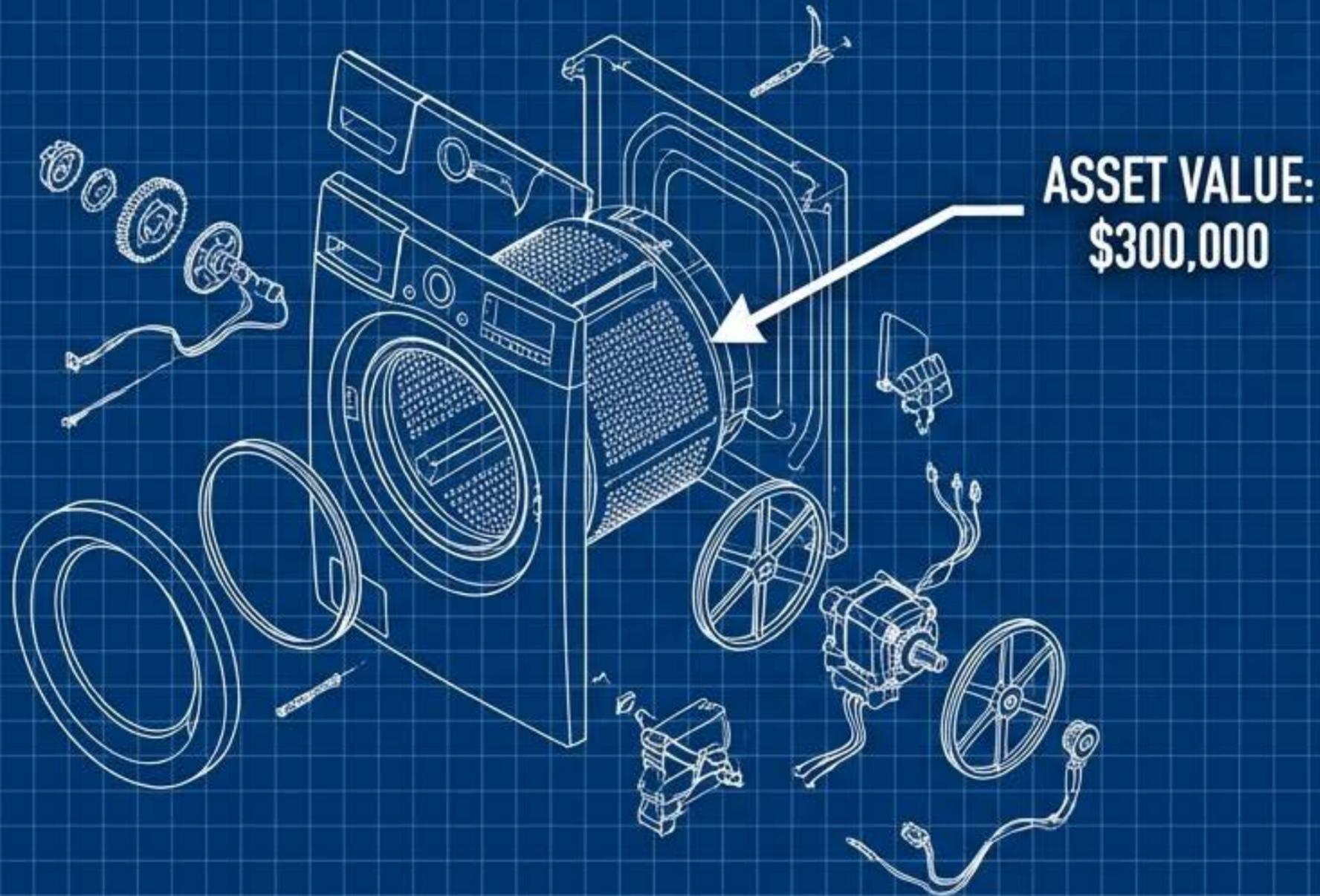
The Risk:

Base fees cover only connection. Actual spend spikes with water/gas consumption.

Tactic:

Negotiate usage tiers with providers. Rely on high-efficiency machines to reduce consumption per cycle.

VARIABLE LEVERS: MAINTENANCE & ASSET PROTECTION



Data Panel:

Budget Rule: 30% OF REVENUE

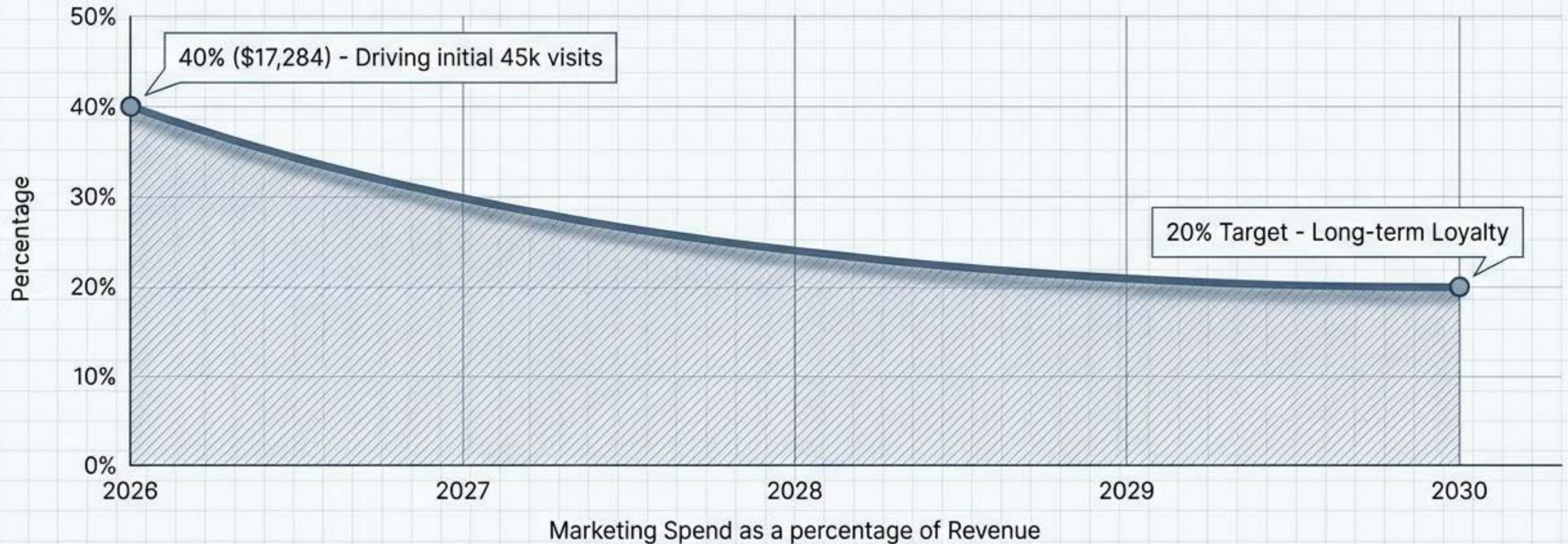
Annual Reserve: \$12,963

Insight: Downtime = Zero Revenue. If onboarding parts takes 14+ days, churn risk rises.

Tactic Box:

Lock in service contracts with capped emergency call-out fees. Perform preventive maintenance to avoid major failures.

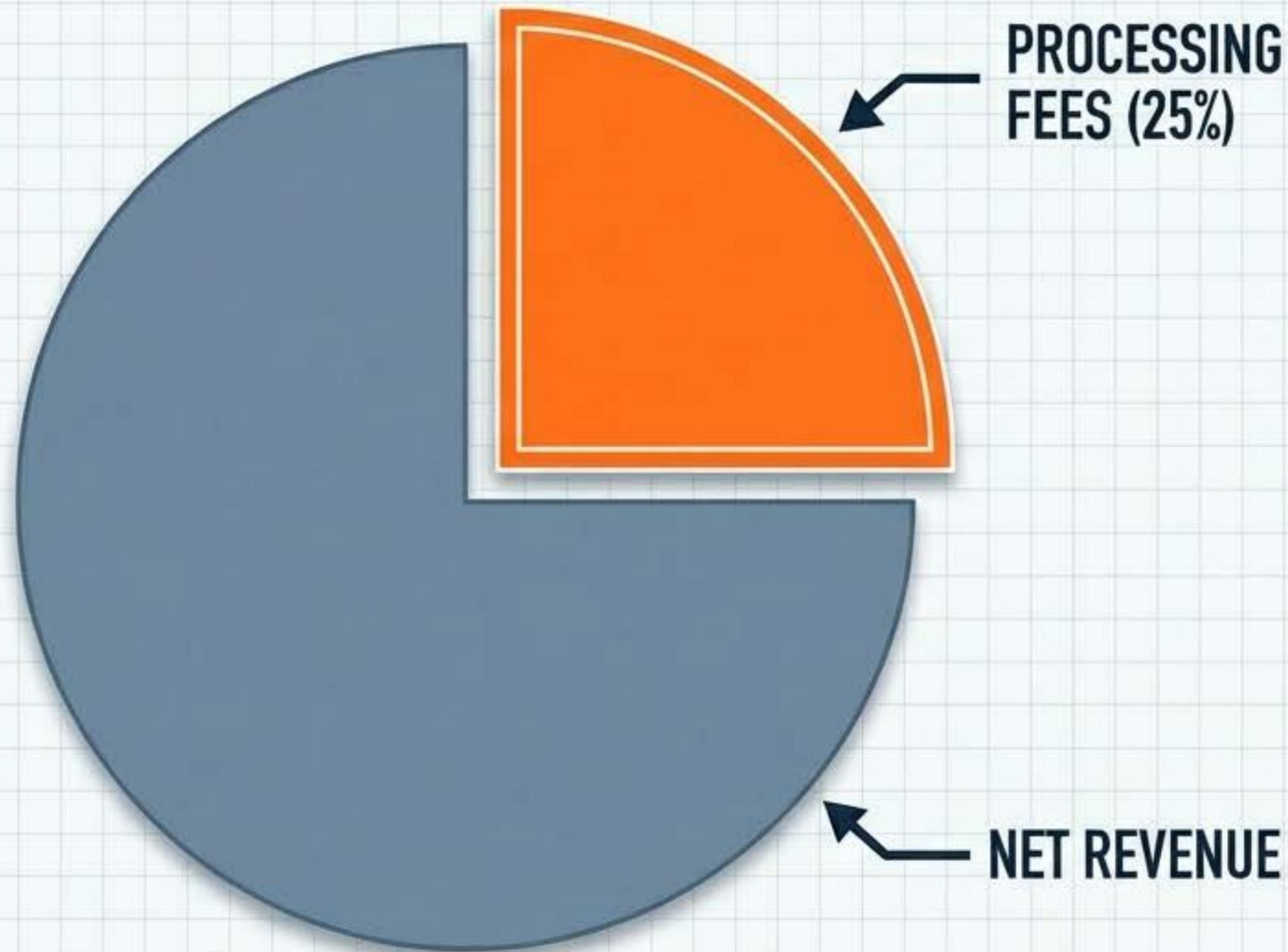
VARIABLE LEVERS: THE COST OF ACQUISITION



The Goal: Reduce acquisition cost through customer loyalty features (App, Rewards).

Tactic: Focus on retention. You cannot afford to pay to acquire the same customer twice.

VARIABLE LEVERS: THE DIGITAL TAX



Data Panel:

Cost: \$10,803 / Year

Driver: Interchange and network fees for cashless/app transactions.

Insight: A direct cost of convenience that eats gross margin before overheads.

Tactic Box:

Encourage coin usage for lower-cost transactions. Negotiate tiered pricing if digital sales exceed \$40,000/month.

STRATEGIC MANAGEMENT: THE RUNWAY CALCULATION



The Requirement:

\$424,000 Cash Buffer
by June 2026.

Insight:

This capital covers operating losses during the ramp-up. Financing must be secured in advance.

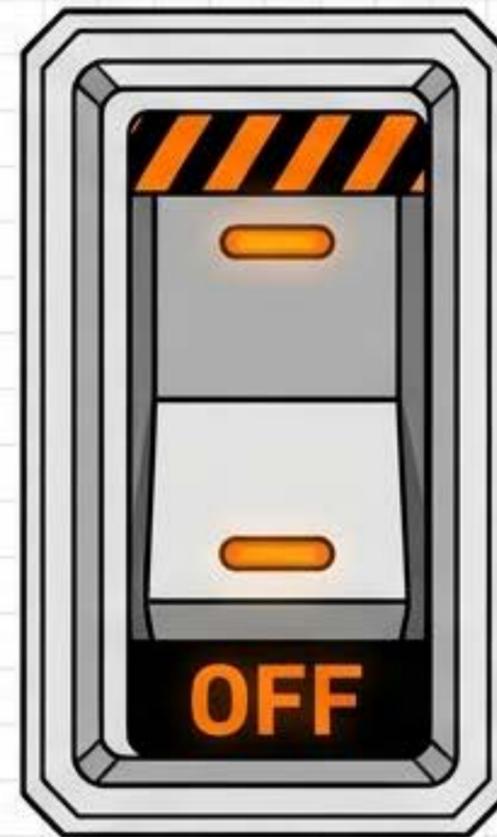
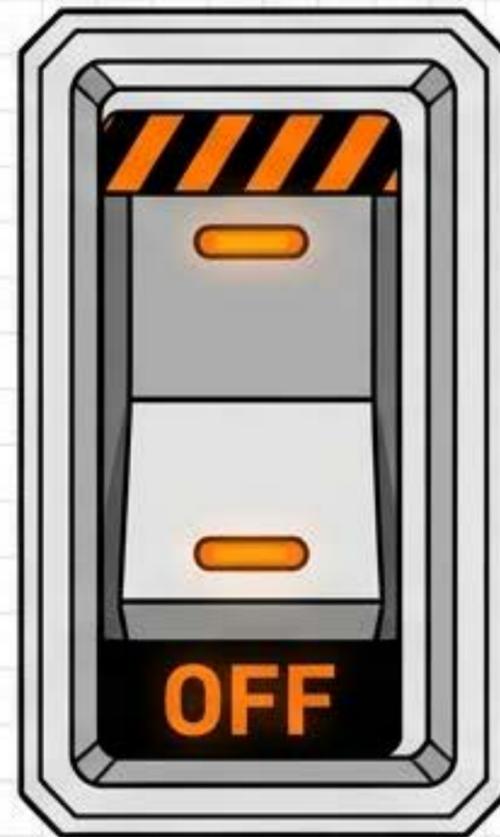
EMERGENCY BRAKE PROTOCOLS

Trigger: Revenue falls short of covering fixed costs.

DIRECT SPEND

Action

Slash the 40% Marketing Expense. Stop paid digital ads; revert to local flyers.



VARIABLE LABOUR

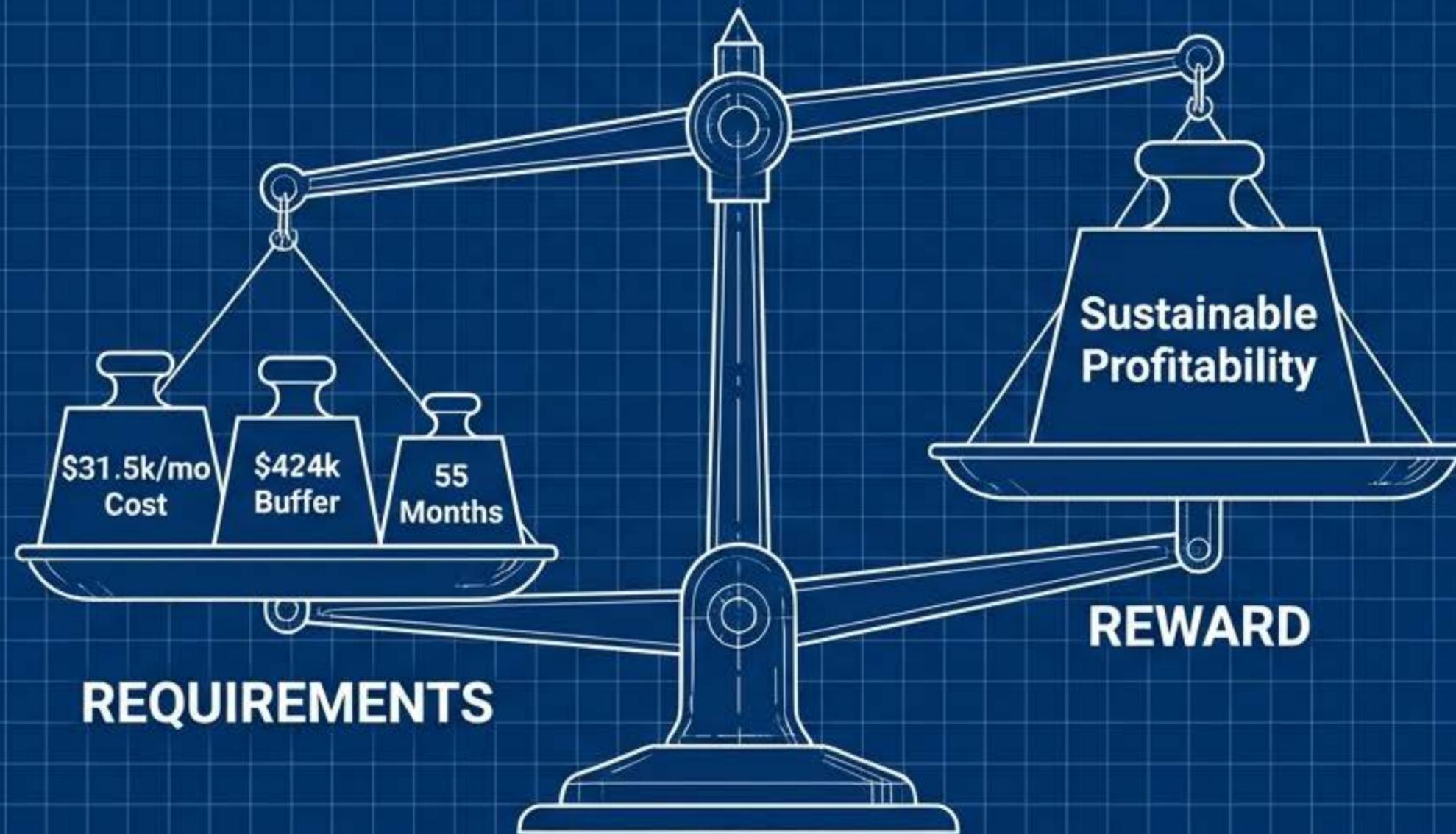
Action

Pause Pickup & Delivery Service. Eliminate Delivery Driver FTE (highest variable labour cost). Shift focus to self-service.

THE OPTIMISATION CHECKLIST

| | | |
|---|------------------|---|
|  | LEASE | Negotiate rent abatement and CPI caps. |
|  | LABOUR | Shift labour to variable tasks; strictly manage peak-hour scheduling. |
|  | REVENUE | Maintain 98% machine uptime to protect cash flow. |
|  | MARKETING | Incentivise cashless adoption to reduce churn, but balance against processing fees. |
|  | VENDORS | Review vending supplier contracts for better margin splits. |

FINAL FINANCIAL ASSESSMENT



1. Sustainable operation costs ~\$31,500/month.
2. Payroll (\$15.8k) and Rent (\$8k) comprise >75% of fixed overheads.
3. Success requires a \$424k capital buffer and a 55-month commitment.

PROFITABILITY IS NOT PASSIVE. IT IS THE RESULT OF MANAGING VARIABLE UTILITY USAGE AND ACHIEVING AGGRESSIVE REVENUE DENSITY TARGETS.