

The Laundry Basket Too



What is The Laundry Basket Too?

- Full and self-service laundromat offering quality and timely service.
- Provides walk-in, pick up and drop off services.
- Located at 860 Kenmore, Buffalo New York.



Our Vision/Mission Statement

- “To offer a premier laundry service that can not only save customers money, but also their time!”
- Obtain a clean and safe environment.
- Consistent hours of service from 8AM-8PM daily.
- Variety of options to please every cleaning need.
- Overall intent on creating a new laundromat experience.



SWOT of The Laundry Basket Too

- Strengths
 - ○ Full service pick up and drop off. This is offered by some laundromats, but not the majority
 - They offer quick service and low prices.
- Weaknesses
 - Little to no online presence, LBT is currently using word of mouth to attract new business.
 - No website or application to generate leads
- Opportunities
 - Many laundromats do not utilize social media to reach consumers. A targeted social media campaign can effectively reach this underserved market.
- Threats
 - Laundromats that offer services similar to those of The Laundry Basket Too.
 - Current trend towards remote work. This leaves people with more free time, and they are more likely to do laundry themselves if they have more time to do so.

Buyer Persona

- The buyer persona we have chosen to target here is people (mainly students) who lack the time or facilities to do their own laundry, and would benefit from the time savings by using this laundry service.
- Students living on campus often lack transportation, the pick up and delivery feature of this company would make the lives of students easier.
- Doing laundry takes time, and time is valuable, especially to students.
 - For example we found that an average college student can spend up to 4 hours a week doing laundry.

Current Advertisement Example

- Too many words gives this flyer a cluttered appearance.
- The flyer is lacking the logo and, the brands colors, and consumers may get confused with the lack of continuity in branding.



THE LAUNDRY BASKET
FULL SERVICE LAUNDROMAT ^{TOO}
with attendant on duty
OPEN DAILY 8 am - 8 pm

<u>WALK-IN</u>	<u>DROP-OFF</u>	<u>FULL SERVICE</u>
Bring your laundry to our clean and safe location. Variety of washer sizes and great dryers. Always with attendant on duty	Bring your laundry to our clean and safe location. We will professionally wash & fold and have it ready for agreed pick up. Priced per lb. <small>blankets comforters and rugs priced separately.</small>	Same great professional laundry processing except we pick up and deliver to you. Call to verify turn around time pick up/delivery areas and rates

860 Kenmore Ave. Buffalo, NY 14216
716-310-6176

TYPOGRAPHY

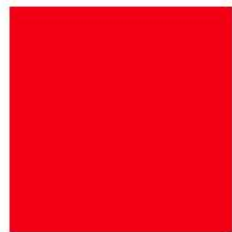
Alfa Slab One:

Alfa Slab One was chosen as the one and only official typeface of the Laundry Basket Too. The boldness of the typeface represents our ability to go above and beyond for our customers.

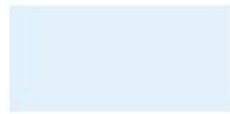
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COLOR GUIDE

#ED0D00



#007BED



LOGO

The Laundry Basket Too logo's goal is to be simple yet effective. It includes the companies signature colors, as well as a splash of white to create contrast. This contrast represents the differences between us and other laundry services.



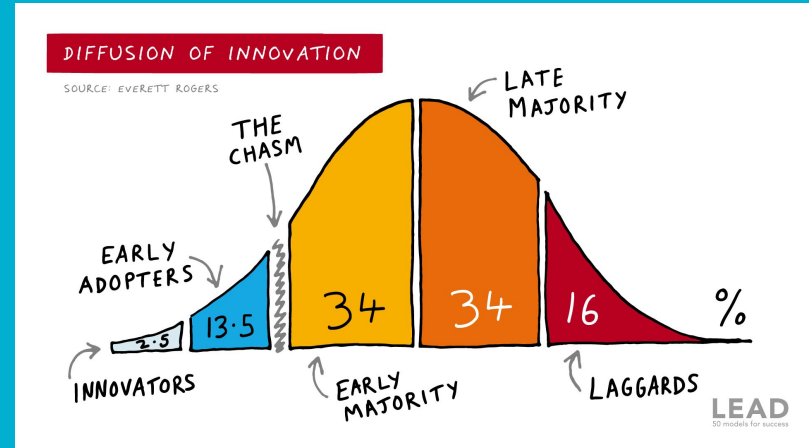
Proposals for Restructure

- Hire a small team of college students to work as delivery drivers
- Small renovations to the shop itself including an upgraded waiting area.
- Creation of an app to simplify use of the services
- Acceptance of new payment methods (Venmo, Cash App, Apple Pay)
- Introduction of company slogan: “Clean laundry, just like Mom does it”



Assessment of Entity in the Diffusion of Innovation Cycle

- We would classify Laundry Basket Too as part of the **Early Majority** category within the Diffusion of Innovation cycle
- At this point, the concept of a laundry delivery service has been around for a little while and there are a few rivaling competitors, however the delivery aspect is still not the status quo for laundromats in the area
- For this reason, the playing field is still at large and the room for opportunity and success is very high



Marketing and PR Strategy

- Website
- Strengthen social media presence
 - Promotions and updates through:
 - Instagram
 - Twitter
 - Facebook
- Subscription service
- Specific ad placement in order to reach the desired customer base



Conclusion

- The Laundry Basket Too has a strong business concept, but is lacking many key marketing and PR components
- By adding these key concepts such as a social media presence, and promotional events, The Laundry Basket Too will be able to establish dominance as the premier laundry service in Buffalo, New York
- Join us in saving you time and money, by joining the Laundry Basket Too team.

