

STAINOFF
DRY CLEANER



STAINOFF DRY CLEANERS FRANCHISE OPPORTUNITY



Own a high-margin, recession-proof Live Shop
in the booming Indian garment care market

1 ABOUT **STAINOFF DRY CLEANERS**

StainOff Dry Cleaners is a modern, technology-driven dry cleaning, laundry, and garment care company dedicated to providing premium fabric care solutions.

2 OUR MISSION

Our mission is to meet the demands of clients who are looking for premium dry cleaning and laundry services for their homes or places of business at affordable prices.

3 JOURNEY HIGHLIGHT

The Team Head & Founder of the company has nearly 10 years of experience in this industry. From running independent services in Jalandhar and Phagwara to upscaling them into an organized operation, **STAINOFF DRY CLEANERS** has come to light.

4 OUR CORE VALUES



Quality



Trust



Innovation



Customer
Satisfaction



Sustainability



OUR SERVICES

Offered



DRY CLEANING



LAUNDRY SERVICES



STEAM PRESS



SPECIALIZED NICHE CARE



LEATHER GOODS



PREMIUM SUEDE SHOES



HOME FURNISHINGS



CARPETS



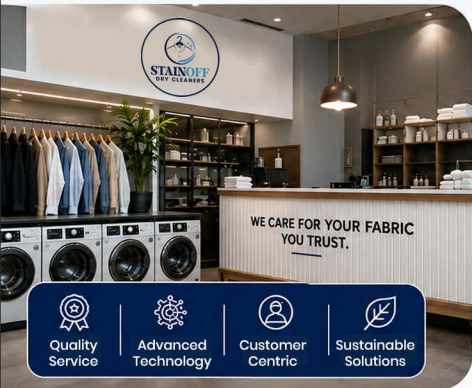
SOFAS



CURTAINS

MARKET OPPORTUNITY

STAINOFF DRY CLEANERS is well-positioned to capitalize on market opportunities through quality service, advanced technology, and a customer centric approach.



Quality Service



Advanced Technology



Customer Centric



Sustainable Solutions

WHY INVEST IN LAUNDRY & DRY CLEANING?



Rapid Industry Growth

The laundry and dry-cleaning industry is growing at 15%+ annually, offering excellent long-term business opportunities.



Growing Customer Demand

Busy lifestyles and increased hygiene awareness are driving the demand for professional garment-care services.



Urban Expansion

Rapid urbanization and modern lifestyles continue to drive demand for convenient laundry solutions.



Strong Commercial Market

Hotels, hospitals, restaurants, salons, gyms, and corporate offices require reliable laundry services on a regular basis.



Institutional Opportunities

Schools, colleges, hostels, and healthcare institutions create consistent opportunities for bulk business.



High Repeat Business

Laundry and dry-cleaning are essential services that generate regular and recurring customers.



Tier 2 & Tier 3 Expansion

Tier 2 and Tier 3 cities are experiencing rapidly growing demand driven by rising spending power and relatively lower local operating costs.



15%+ ANNUAL GROWTH



GROWING CUSTOMER BASE



EXPANDING MARKET



RECURRING REVENUE



CLEANER TODAY, BETTER TOMORROW.

Quality Care. Trusted Always.

WHY PARTNER WITH STAINOFF DRY CLEANERS?



A trusted brand. A proven system. A profitable opportunity.



1 Established Brand Identity

A Well-recognized name build on quality, reliability, and customer satisfaction



4 Tested Operational Process

Well-defined, efficient, and standardized processes that deliver consistent quality.



2 Proven Business Model

A successful and scalable business model with a track record of consistent results.



5 Advanced Technology

state-of-the-art machines and modern techniques for superior fabric care and efficiency.



3 Professional Management

Experienced leadership and a skilled team ensuring smooth operations and growth.



6 High Growth Potential

A loyal customer base built through consistent quality service



WE CARE FOR YOUR FABRIC,
YOU TRUST.



TRUSTED
BRAND



PROVEN
SYSTEM



EXPERT
TEAM



ADVANCED
TECHNOLOGY



STRONG
GROWTH



A STRONG FOUNDATION.
A BRIGHTER FUTURE.

FRANCHISE KIT

01 BRAND NAME & IDENTITY



- RIGHT TO USE BRAND NAME & LOGO
- STORE BRANDING & DESIGN GUIDELINES

02 BUSINESS SETUP & SUPPORT



- STORE LAYOUT DESIGN
- STORE BRANDING
- PRICING LIST & CARD DESIGN
- LAUNCH PROMOTION MATERIALS

03 TRAINING & SOPs



- STAFF TRAINING (WASHING, STAIN REMOVAL, IRONING)
- PROCESS MANUALS (HOW TO HANDLE GARMENTS)
- CUSTOMER HANDLING PROCESS
- MACHINE OPERATIONS

04 OPERATIONAL ASSISTANCE



- SITE SELECTION
- RECRUITMENT GUIDANCE
- PICKUP & DELIVERY PROCESS
- BUSINESS CONSULTATION
- GROWTH PLANNING

05 TECHNOLOGY SUPPORT



- BILLING SOFTWARE
- CRM SYSTEM
- CUSTOMER DATABASE
- ORDER TRACKING
- MANAGEMENT DASHBOARD



06 MARKETING SUPPORT



- GOOGLE BUSINESS PROFILE
- SOCIAL MEDIA SETUP
- MONTHLY PROMOTIONAL DESIGNS
- LAUNCH CAMPAIGN SUPPORT
- DIGITAL MARKETING GUIDANCE



07 INVENTORY SUPPORT



- ECO-FRIENDLY DRY-CLEANING SOLVENTS
- STAIN REMOVAL SOLUTIONS
- PACKAGING MATERIALS



COMPLETE
SUPPORT



PROVEN
SYSTEMS



QUALITY
ASSURED



STRONG BRAND
PARTNERSHIP



YOUR SUCCESS.
OUR COMMITMENT.

FRANCHISE INVESTMENT MODELS



MODEL NO. 1 BASIC

Investment:

₹15 LAKHS

- LG Stack Washer — 10 KG & 15 KG
- 1 Vacuum Table
- 4 KW Steam Boiler
- 1 Dosing Pump



MODEL NO. 2 PREMIUM

Investment:

₹20 LAKHS

- LG Stack Washer — 10 KG & 15 KG
- 2 Vacuum Tables
- 6 KW Steam Boiler
- Shoe Washer & Dryer
- 2 Dosing Pumps



MODEL NO. 3 ELITE

Investment:

₹25 LAKHS

- LG Wet & Dry Cleaning Machine — 15 KG
- LG Stack Washer — 10 KG & 15 KG
- 2 Vacuum Tables
- 6 KW Steam Boiler
- Shoe Washer & Dryer
- 2 Dosing Pumps



INCLUSIONS



ARCHITECTURAL
DESIGNS



SOLVENTS



PACKAGING
MATERIALS



1 YEAR
SOFTWARE SUPPORT



HARDWARE



6 MONTHS
PROMOTIONAL
SUPPORT



PROVEN MODEL



BRAND TRUST



COMPLETE
SUPPORT



HIGH GROWTH
POTENTIAL



STRONG INVESTMENT.
SUSTAINABLE RETURNS.



UNIT ECONOMICS & PAYBACK

Strong Numbers. Sustainable Business. Assured Returns.



TARGET MONTHLY REVENUE

₹3,00,000



OPERATION EXPENSE
(RENTS, SALARIES, UTILITIES,
ELECTRICITY, MISCELLANEOUS EXP)

₹1,80,000



COMPANY ROYALTY (5%)

₹15,000



FRANCHISE NET PROFIT
(25% – 35% NET MARGINS)

₹1,05,000

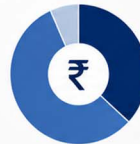


PAYBACK WINDOW

ESTIMATE
18–24 MONTHS

YOUR PROFIT. OUR PARTNERSHIP.

Building a profitable future together.



NET PROFIT	35%
OPERATION EXPENSE	60%
ROYALTY (5%)	5%



HIGH
PROFITABILITY



FAST
PAYBACK



LOW RISK
BUSINESS



RECURRING
CUSTOMERS



CONSISTENT REVENUE.
STRONG MARGINS.
SUSTAINABLE GROWTH.



PROVEN BUSINESS
MODEL



STRONG BRAND
SUPPORT



EFFICIENT
OPERATIONS



SUSTAINABLE
PROFITS



PARTNER WITH STAINOFF.
PROFIT WITH CONFIDENCE.



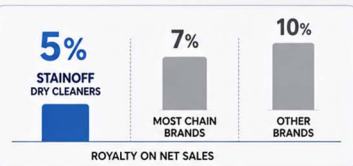
STAINOFF COMPETITIVE EDGE

STAINOFF CHARGES A **5%** ROYALTY ON NET SALES



LOW ROYALTY, HIGH FREEDOM

Most national chains charge approximately **7% to 10%** in royalty fees, so we leave more profits in the franchisee's pocket.



INDUSTRY EXPERIENCE + MODERN TECHNOLOGY

New franchises are often built by tech founders. We are legacy dry-cleaning operators who have tested and perfected the operational secrets of the industry.



INDUSTRY
EXPERTISE



MODERN
TECHNOLOGY

We have combined a lifetime of industry expertise with modern technology to build a **strong, reliable**, and **scalable** business model designed to drive **real profitability** for you.



MORE PROFIT
IN YOUR POCKET



LOW ROYALTY
5% ONLY



TRUSTED LEGACY
DRY CLEANERS



PROVEN PROCESSES
& SOPs



SCALABLE MODEL
HIGH GROWTH



STRONG PARTNERSHIP
LONG TERM SUCCESS



LOW ROYALTY.

HIGH SUPPORT.

MAXIMUM PROFIT.

THAT'S THE STAINOFF PROMISE.



STORE SETUP PROCESS

"SECURE YOUR EXCLUSIVE TERRITORY TODAY"



Setting up a "Live Store" dry-cleaning franchise takes approximately **45–60 days** from signing the agreement to the grand opening.

PHASE

1



LOCATION FINALISATION & LEGALITIES

- **Catchment Analysis:** Secure a ground-floor shop (250–350 sq. ft.) with high visibility.
- **Commercial Agreement:** Sign a minimum 3-to-5-year lease agreement.
- **Licensing & Permits:** Apply for local municipal trade licenses, Shop & Establishment registration, GST.
- **Utility Upgrade:** Apply to the local electricity board to upgrade the power load to 15 kW–20 kW (3-Phase).

PHASE

2



CIVIL WORKS & INTERIOR FIT-OUTS

- **Plumbing Layout:** Install heavy-duty drainage pipes to handle high-volume water discharge. Set up a 2,000–3,000-litre water storage tank and a commercial water softener if the local supply has high TDS (hard water).
- **Electrical Wiring:** Run dedicated, heavily insulated wiring lines for the commercial washers, hydro-extractors, and steam boilers to prevent short circuits.
- **Zoning & Fabrication:** Front Office: Build a premium, air-conditioned customer counter, POS desk, and aesthetic garment-hanging racks.
Back Office: Separate the washing and steam-ironing area with a transparent glass partition to showcase the "Live Store" concept.
- **Exhaust & Ventilation:** Install industrial exhaust fans to release the heat generated by steam irons and dryers, keeping the store climate-controlled.

PHASE

3



MACHINERY INSTALLATION & BRANDING

- **Delivery & Unboxing:** Coordinate the arrival of the core machinery, including a 15–20 kg commercial washer, vacuum ironing table, and steam boiler.
- **Civil Mounting:** Mount the washing and hydro-extraction units on a heavy, vibration-absorbing concrete plinth to prevent the machines from shifting during high-speed spin cycles.
- **Branding Execution:** Install the front backlit LED signage, internal category boards, and price lists.

PHASE

4



SOFTWARE INTEGRATION & STAFF TRAINING

- **POS & Software Setup:** Install the franchise billing software, set up the barcode/tag printer, and link the digital weighing scale directly to the billing terminal.
- **Staff Recruitment:** Hire a minimum of three core staff members: one expert stain remover/washer/steam pressman, one local front-desk/delivery executive, and one local helper.
- **Staff Training:** Conduct a 7-day hands-on training program covering garment fabric identification, chemical dosing, stain-removal techniques, tagging protocols, and software operations.

PHASE

5



GRAND LAUNCH

- **Inaugural Marketing:** Deploy hyper-local marketing channels—distribute pamphlets through local newspapers, set up Google Business Profile pins, and run targeted Instagram geo-ads within a 3 km radius.
- **The Launch:** Open doors with an aggressive introductory offer, such as "Free Trial: First 2 Garments Dry-Cleaned Free" or "Flat 30% Off on All Services" to build an immediate customer database.

PREMIUM FRONT DESIGN



ELEGANT CUSTOMER COUNTER



LIVE STORE CONCEPT



QUALITY CARE, EVERY TIME



QUALITY CARE, EVERY TIME



TOTAL SETUP TIME
45–60 DAYS
FROM AGREEMENT
TO GRAND OPENING



PROVEN
BUSINESS MODEL



END-TO-END
SUPPORT



OPERATIONAL
EXPERTISE



STRONG BRAND.
HIGH RETURNS



YOUR SUCCESS
IS OUR MISSION

WE BUILD. WE SUPPORT.
YOU GROW.



FOFO (FRANCHISE-OWNED, FRANCHISE-OPERATED) MODEL





TERMS & CONDITIONS

1



AGREEMENT VALIDITY & RENEWAL

The franchise agreement shall remain valid for 5 years. Upon expiry, renewal shall be subject to the applicable terms and conditions. The franchisee must pay **50%** of the prevailing franchise fee as the renewal fee.

2



LOCATION APPROVAL – MANDATORY

The proposed franchise location must be approved by the franchisor. The premises should have a minimum carpet area of 300 sq. ft., be situated in a commercial area with good customer footfall, and have a reliable electricity supply without frequent power interruptions.

3



BRAND USAGE RIGHTS

The franchisee is authorized to use the brand name, logo, and other approved brand assets strictly in accordance with the franchisor's brand guidelines. No alterations, modifications, or unauthorized use of the brand identity, logo, colors, or design elements shall be permitted without the prior written consent of the franchisor.

4



GARMENT DAMAGE & CUSTOMER COMPENSATION

In the event of confirmed garment damage or loss, the franchisee must resolve the matter within **7 days**. If the issue remains unresolved, the customer shall be compensated with either **10 times** the dry-cleaning value or the depreciated value of the garment, whichever is lower.

5



SOFTWARE USAGE POLICY

The franchisee must use only the software and systems approved by the franchisor and comply with all applicable usage policies.

6



QUALITY STANDARDS COMPLIANCE

The franchisee shall consistently maintain the quality standards and operating procedures prescribed by the franchisor.

7



RENEWAL TERMS

Renewal of the agreement shall be subject to the franchisor's approval and the applicable renewal terms and conditions.

8



LEGAL JURISDICTION

Any disputes arising under this agreement shall be subject to the jurisdiction of the courts in Punjab, India.

9



ROYALTY FEE

The franchisee shall pay a **5%** royalty fee as per the agreed terms and payment schedule.

10



TERRITORIAL CLAUSE

No additional franchise branch of the same brand shall be established within an **8 km radius** of the existing franchise location during the agreement period.

11



CONFIDENTIALITY CLAUSE

The franchisee shall maintain strict confidentiality of all business information, operational procedures, and trade secrets during and after the agreement period.



By signing this agreement, the franchisee acknowledges and agrees to all the terms and conditions stated above.





BOOK YOUR APPOINTMENT



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