

## EXECUTIVE SUMMARY

Quick & Clean Linen Service (QCLS) is a dedicated laundry service for companies which will be built in Makassar, South Sulawesi. The company will be the extension of an already established retail laundry. This expansion is aimed to grab the ever-growing demand for a competent laundry service for business customers in Makassar, especially for hotels and hospitals. The demand is estimated to be almost 9 million kg in Makassar. This demand is expected to rapidly grow every year, with more and more hotels & hospitals resorting to outside laundry service in order to have better control over their cost. QCLS' generic strategy is focus cost.

The core of QCLS's service is linen laundry (bed sheets, pillow cases, towels, etc). This will be augmented by a delivery service that operates 24 hours a day, linen lending capability to be used by the clients during busy period, as well as the ability for each customer to set their own chemical dosage according to their needs and budget. QCLS is a customer-focused company striving to be the most responsive laundry service with impeccable personal care shown by every one of its staff. The company will also encourage equal employment opportunity by encouraging middle-aged women to work at the washing facility.

With a washing facility strategically located at the heart of Makassar, QCLS ensures ease in reaching its customers. The fasilitas pencucian itself will be equipped with 8 industrial washing machines. The company understands the importance of a hygienic and safe operation, so there will be a special section in the washing facility with 2 washing machines to be used to process hospital linen. The company will also be responsible in minimizing the pollution by installing a patented wastewater

recycling system called AquaRecycle<sup>®</sup>. The system will not only minimize the pollution to the environment, but also save 80% of water in the process.

The total initial investment required for this business is 6 billion rupiah, which will be funded with equity (52%) and loan (48%). With this investment, QCLS is optimistic to achieve 13.9% market share by the end of the 5<sup>th</sup> year. It is projected to have a discounted payback period in 5.4 years.

