

# CleanCare

*Fresh, clean clothes — picked up and delivered to your door.*

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Laundry & Garment Care Service

Phnom Penh, Cambodia

[Your Name] — Founder | [email] | [Date]

[ INSERT LOGO OR BRAND IMAGE ]

# About the Business

## What We Do

- Door-to-door laundry pickup, wash, dry, fold, and delivery service
- Customers book by WhatsApp — no app download required
- Serving apartments and offices in Daun Penh district, Phnom Penh
- Stage: Testing phase — 15 trial customers successfully completed
- Mission: Give busy Phnom Penh workers back 3 hours every week

*[ INSERT IMAGE: Business in operation ]*

*Mission: "Fresh, clean clothes — picked up and delivered to your door."*

# The Problem

6 in 10

apartments in Phnom Penh have no washing machine

## The Challenge

- Manual hand-washing takes 2–3 hours every week — time workers don't have
- Hotel laundry charges \$8–\$15 per kg — unaffordable for most people
- Coin laundromats are rare and often far from residential areas
- Workers either sacrifice rest time on laundry, or wear unclean clothes

*[ INSERT IMAGE: Showing the problem customers face ]*

# Our Solution

## Door-to-door laundry in 24 hours — at a price anyone can afford

- We collect dirty laundry from your door in the morning
- Clothes are washed, dried, and folded by our team
- Clean clothes delivered back to your door the next morning
- Book in under 2 minutes via WhatsApp — no app needed
- Just \$2.50 per kg — the most affordable in Phnom Penh

*[ INSERT IMAGE: Photo of pickup / delivery in action ]*

*Connect back to slide 3: "Remember the problem? Here is how we solve it."*

# Market Opportunity

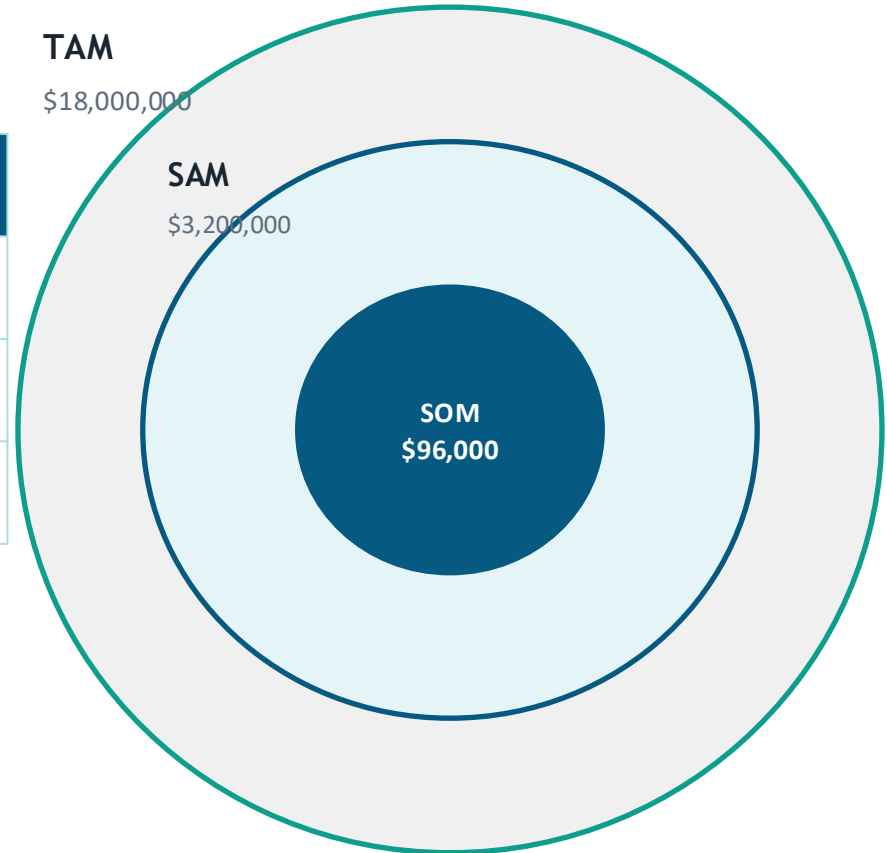
## TAM – Total Addressable Market

| Market | Value        | Description                                       |
|--------|--------------|---------------------------------------------------|
| TAM    | \$18,000,000 | Laundry & garment care — Cambodia national market |
| SAM    | \$3,200,000  | Urban Phnom Penh apartment & office market        |
| SOM    | \$96,000     | 3% share — Daun Penh district, Year 2 target      |

*Market Growth: Urban population in Phnom Penh growing 4% per year*

Year 1: 0.5–1%   Year 2: 1–3%   Year 3: 3–6%

*Realistic market capture benchmarks for a new sole proprietor*



# Revenue Model

## Key Financial Elements

- Selling price: \$2.50 per kg | Average order: 3 kg = \$7.50
- COGS per kg: \$1.00 (water, detergent, electricity, packaging)
- Gross profit per order: \$4.50 | Gross margin: 60%
- Revenue stream: Pay-per-order — cash or Wing mobile payment
- Monthly target: 12 orders/day  $\times$  \$7.50  $\times$  26 days = \$2,340
- Break-even: 7 daily orders covers all operating costs

## Revenue Model Worksheet

| Financial Item   | Per Order | Daily (12 orders) | Monthly (26 days) |
|------------------|-----------|-------------------|-------------------|
| Selling Price    | \$7.50    | \$90.00           | \$2,340           |
| COGS (materials) | \$3.00    | \$36.00           | \$936             |
| Gross Profit     | \$4.50    | \$54.00           | \$1,404           |
| Gross Margin     | 60%       | 60%               | 60%               |
| Operating Costs  | —         | ~\$20             | ~\$520            |
| Est. Net Profit  | —         | ~\$34             | ~\$884            |

# Competitive Advantage

## Only affordable pickup-and-delivery laundry in Daun Penh

CleanCare is the **ONLY** service offering free pickup and next-day delivery at \$2.50/kg in this district.

| Option           | Price/kg | Pickup | Delivery | Wait Time      |
|------------------|----------|--------|----------|----------------|
| Hand washing     | Free     | —      | —        | 2–3 hrs work   |
| Hotel laundry    | \$8–\$15 | No     | No       | 1–2 days       |
| Laundromat       | \$3–\$4  | No     | No       | 3 hrs + travel |
| <b>CleanCare</b> | \$2.50   | Yes ✓  | Yes ✓    | 24 hrs         |

*Reminder: Never say you have no competition. Every customer uses something today.*

# Our Customers

1

**Sopheak**

*28 | Renting apartment, office worker*

**Problem:**

No machine. No time after long work days.

**Why us:**

Books CleanCare Sunday evening — clothes back Monday, ready for the week.

2

**David**

*40 | Expat professional in Phnom Penh*

**Problem:**

Wants reliable laundry without complicated booking.

**Why us:**

WhatsApp booking in 2 minutes — same quality every week.

3

**Pisey**

*45 | Small guesthouse owner*

**Problem:**

15+ sets of linen to wash weekly with no machine.

**Why us:**

Weekly linen contract — saves 6 hours of manual washing.

# The Team

[ INSERT FOUNDER PHOTO ]

**[Your Name]**

*Founder & Owner — CleanCare*

*"I am the right person for this business because [your specific reason]."*

## Experience & Credentials

- 3 years managing a small cleaning supply distribution business
- Strong community network and WhatsApp customer service experience
- Completed business skills training with [local organisation]
- Working with advisor: [Name] — experienced local entrepreneur

### **Skill gap I am addressing:**

Next hire: Part-time delivery driver once orders exceed 15/day

# The Ask

We are asking for:

# \$2,500

*To launch CleanCare's first full operating month in Daun Penh*

| Use of Funds                          | %   | Amount |
|---------------------------------------|-----|--------|
| Washing equipment (machine + dryer)   | 36% | \$900  |
| Detergent, bags & supplies (3 months) | 24% | \$600  |
| WhatsApp marketing & flyers           | 20% | \$500  |
| Business registration & permits       | 8%  | \$200  |
| Working capital — first month         | 12% | \$300  |

## Our Goal

Goal: 12 daily orders by Month 3 → \$2,340/month revenue

## Our Closing Statement

*"Help us give Phnom Penh's workers one less thing to worry about."*

Contact: [email] | [phone] | [date]