

**GSTIN:** 29AATCA1167G1ZD | **CIN:** U93000UP2019PTC125143

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## STANDARD OPERATING PROCEDURE (SOP)

For: AllDone Laundromat Franchise Network (Powered by IFB)

Issued by: AllDone Asiatic Solutions Pvt. Ltd.

Classification: Confidential | Internal Use Only

### 1. Introduction

The AllDone Laundromat Standard Operating Procedure (SOP) defines the complete operational and business framework for the AllDone Franchise Network, established in strategic collaboration with **IFB Industries Ltd.**, India's leading laundry solutions provider. This SOP ensures uniformity, operational excellence, and a premium customer experience across all franchise outlets.

### Key Objectives

- Deliver a consistent, high-quality customer experience across all franchise outlets.
- Achieve profitability within **2–3 months** of operations with disciplined execution and marketing support.
- Maintain world-class performance using IFB's industrial-grade laundry technology, backed by warranty and a robust nationwide technical service network.
- Ensure seamless daily operations through an integrated ERP + CRM system covering billing, inventory, staff performance, and customer lifecycle management.

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## Business Model Principles

- **No Franchise Fee** – The AllDone model charges only a one-time **Brand Fee**, making entry easier and cost-effective for entrepreneurs.
- **Flexible Marketing Framework** – Franchisees may opt for AllDone-managed digital marketing or self-managed marketing under expert guidance from the AllDone team.
- **Exclusive IFB Partnership** – Access to certified IFB machines, warranty coverage, service engineers, and long-term technical support ensures reliability and superior wash quality.

## Strategic Advantages of the AllDone Franchise Network

- **Rapidly Growing Network** – 82+ franchise outlets across North India , 26+ operational outlets in South India (Kerala, Tamil Nadu , Andhra , Telangana & Karnataka) and 10+ in North East , with strong expansion momentum.
- **24-Hour Standard TAT (Turnaround Time)** to ensure faster customer service and higher retention.
- **AI-Enabled CRM & WhatsApp Automation** improving customer communication, follow-ups, and repeat business.
- **Centralized Supply Chain System** ensuring consistent chemical quality, consumables, and packaging across all outlets.
- **Trained Workforce** delivered via AllDone’s recruitment and on boarding system, ensuring uniform service execution and professionalism.
- **Zero Operational Leakage Policy** using ERP controls, daily reporting, and audit parameters.
- **Strong Brand Visibility** supported by influencer campaigns, celebrity videos, SEO, GMB optimization, and hyper local digital promotions.
- **Scalable Business Model** designed for multi-unit operators, investors, and entrepreneurs seeking low manpower and high-margin operations.

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- **Sustainability Focus** through optimized water usage, energy-efficient machines, and eco-friendly detergents provided via authorized vendors.

## 2. Business Models

<u>Model</u>	<u>Space</u>	<u>Machine Investment</u>	<u>Store Setup Cost (Approx.)</u>	<u>Brand Fee</u>	<u>Total Investment</u>
AllDone Laundromat (Standard)	400–600 sq.ft	₹6.7 Lakhs + GST	₹2–3 Lakhs	₹1.8 Lakhs + GST	₹10.5 Lakhs + Tax
AllDone Smart (Mid-Range)	500–700 sq.ft	₹9.8 Lakhs + GST	₹3–4 Lakhs	₹2.4 Lakhs + GST	₹16 Lakhs + Tax
AllDone Premium (High-End)	1000–1200 sq.ft	₹19 Lakhs + GST	₹5–6 Lakhs	₹3 Lakhs + GST	₹27 Lakhs + GST

LAUNDROMAT | DRYCLEANING | FINISHING SERVICES

POWERED BY  
**IFB**  
COMMERCIAL APPLIANCES

## 3. Pre-Opening Support

- Market survey & feasibility analysis.
- ROI sheet & detailed financial projections.

**Office Address:** 1st floor, SGR Junction, 7th Cross, 1St Stage, Domlur , Bengaluru, Karnataka 560071

**IFB Plant Address:** 3B/3C, IFB INDUSTRIES LTD, BOMMASANDRA INDUSTRIAL , Bengaluru Urban, Karnataka, 560099  
**Contact:** 9917696696 **Email:** info@alldoneasiatic.com

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- Site selection & layout assistance.
- LOI signing (refundable).
- Store design (2D & 3D layout) & MEP guidance.
- Utility readiness – 3-phase electricity, water connections, drainage.
- Staff & franchisee training.
- Digital presence activation – GMB, website, social media.

#### 4. Staff Management

- Laundry staff: hired by AllDone.
- Front Office Executive: appointed by Franchisee.
- Training: by AllDone & IFB-certified trainers.
- Insurance: accident coverage mandatory.
- Performance Monitoring via KPIs – service quality, CRM responsiveness.

#### 5. Supply Chain & Technology

- Consumables sourced only from AllDone-authorized vendors.
- Orders placed via AllDone SCM Portal.
- Inventory audits every 15 days (digitally recorded).
- IoT-enabled ERP ensures daily billing closure, stock tracking, automated reporting.

#### 6. Customer Relationship Management (CRM)

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- AI-powered CRM system.
- Lead management & auto follow-ups.
- Complaint resolution within 48 hours.
- WhatsApp AI + Chatbot (regional + English).
- Daily GMB rating checks (target 4.5+).

## 7. Sales, Marketing & Revenue Model

- Sales Channels: Walk-ins, Pickup/Delivery, Corporate Tie-ups, Online Aggregators.
- Marketing Policy: Minimum 15% of investment as per business model is suggested for first 6 months.
- Managed by AllDone Marketing Team (SEO, GMB, Social Media, WhatsApp AI).
- No Revenue Sharing
- Royalty – 7% (if marketing by AllDone), 0% (if franchisee manages).

## 8. Daily Operations & Service Standards

- Turnaround Time (TAT): 24 hours.
- Machine Maintenance: breakdown logged in 30 mins, resolved in 24 hours.
- Escalation Matrix displayed in-store.
- Backup staff arrangement for absences >1 day.

## 9. Non-Compliance Policy

- First Violation: Written warning + 3-day correction window.

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- Second Violation: Suspension of GMB & digital presence.
- Frequent Violations (>3/month): Suspension from campaigns & termination risk.

## 10. IFB Collaboration Benefits

- 18-month machine warranty.
- 5 years free service support.
- Dedicated IFB engineer network.
- Joint branding for credibility & visibility.

## 11. Support Provided by Aldone

- Franchise on boarding & launch support.
- Staff recruitment & training.
- Marketing campaigns & lead generation.
- ERP & IT support.

- Customer care monitoring.
- Corporate sales enablement.

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## 12. Conclusion

- This SOP represents AllDone commitment to building a profitable, scalable, and technologically advanced Laundromat franchise ecosystem powered by IFB.
- Expected ROI: 14–18 months.
- Net Profitability: 35–40%.
- Strong brand credibility with IFB collaboration.

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