

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

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## **Aldone Laundromat vs Other Laundry Franchise Companies**

### **1. Decentralized Sales Funnel (Big Advantage)**

#### **Other Companies:**

- Centralized marketing team
- Leads go to head office
- Franchise has no control
- Poor follow-up → low conversion

#### **AllDone Laundromat:**

- ✓ Separate sales funnel for EACH location
- ✓ Each franchise gets its own leads
- ✓ Local market focus
- ✓ Higher conversion & accountability
- Franchise is treated as a **business owner**, not a branch manager.

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### **2. Direct Lead Ownership + CRM Support**

#### **Other Companies:**

- HO customer care handles leads
- Franchise suffers manpower issues
- No transparency

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## **AllDone:**

- ✓ Leads come directly to franchise phone number
- ✓ Alldone CRM executives assist in conversion
- ✓ Complete visibility
- Even if franchise is struggling with manpower, **Alldone supports remotely**

## **3. Separate Landing Page for Every Franchise**

### **Others:**

- One common website for all locations

### **AllDone:**

- ✓ Individual landing page per franchise
- ✓ Includes:

- Website
- Google Ads
- WhatsApp integration
- Lead forms

- Looks like a **local brand with corporate power**

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## 4. Individual Google Ads Account & Local Phone Number

### Others:

- Central ad account
- Central customer care number

### AllDone:

- ✓ Franchise owns Google Ads
- ✓ Franchise owns phone number
- ✓ Full transparency on marketing spend
- No dependency on HO.

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## 5. ZERO Royalty + Self-Managed Marketing

- This is a **game changer**

### Others:

- Monthly royalty
- Hidden marketing charges

### AllDone:

- ✓ No royalty
- ✓ Franchise controls marketing budget
- ✓ Higher profit margins

- Honestly, **no major company offers this level of freedom**

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## 6. Local Founders' Support (Not Just Employees)

### Others:

- Staff keeps changing
- No emotional ownership

### AllDone:

- ✓ Direct support from YOU + Vinodth (business owners)
- ✓ Long-term commitment
- ✓ Ground-level support
- Franchise feels secure.

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## 7. Strong IFB Mechanical Support

### Others:

- Depend on company engineers
- Charge for AMC/warranty

### AllDone:

- ✓ Direct IFB Professional team support
- ✓ 18 months warranty
- ✓ No dependency on AllDone engineers
- Faster service + no extra cost.

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## 8. Commercial Grade Machines vs Semi-Commercial

### **Others:**

- Semi-commercial imported machines
- Spare parts difficult & costly

### **AllDone:**

- ✓ Full commercial IFB machines
- ✓ Trusted Indian brand
- ✓ Easy spares + long life
- Better performance + lower downtime.

## 9. FREE Complete ERP + Software System

### **Others:**

- Third-party CRM
- Monthly charges

### **AllDone:**

- ✓ In-house ERP + CRM
- ✓ No extra cost
- ✓ End-to-end business management
- Saves thousands every month.

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## 10. Economical High-Quality Consumables

### Others:

- Overpriced chemicals

### AllDone:

- ✓ Big brand consumables
- ✓ Much cheaper
- ✓ Better wash quality
- Higher margins + happy customers.

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## 11. AI-Based Operating System + WhatsApp Marketing

### Others:

- No AI
- Manual systems

### AllDone:

- ✓ AI-supported system
- ✓ Chatbot for customer interaction
- ✓ WhatsApp campaigns included
- Automated marketing + customer engagement.

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## 12. Regional Language Support Across India

### ? Others:

- Only English/Hindi

### ? AllDone:

- ✓ CRM + system works in regional languages
  - Strong local customer connect.
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## 13. Customer-Centric + Franchise Independence

### AllDone focuses on:

- ✓ Franchise profitability
- ✓ High quality at affordable price
- ✓ Complete support system
- ✓ No exploitation

- Win-Win for franchise & customers.
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## 14. Regional Vlogger & Celebrity Marketing

### ? Others:

- Random influencers
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## AllDone:

- ✓ Only local popular vloggers
  - ✓ Proper background inspection
  - ✓ Real audience trust
  - Strong local brand building.
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## 15. End-to-End Strong Business Ecosystem

When anyone evaluates AllDone Laundromat, they'll find:

- Better machines
  - No royalty
  - Strongtech
  - AI + ERP
  - Local support
  - IFB backing
  - Franchise-friendly system
  - A complete **future-ready laundromat business model**
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- Final Strategic Conclusion (Very Powerful Line for Pitch)**
  - While other companies focus on controlling franchises,
  - AllDone Laundromat focuses on building profitable independent entrepreneurs with full system support.**
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## Summary — How They Compare

### Strengths of AllDone Laundromat

- ✓ Tech-enabled laundromat with professional equipment
- ✓ Lower staff needs and quick breakeven
- ✓ Convenient walk-in laundry + dry cleaning options

### Strengths of Competitors

- ✓ Larger brand recognition & wider service areas
- ✓ Advanced tech (apps & delivery logistics)
- ✓ More diverse revenue streams (subscriptions, home service)

**AllDone Laundromat** can be **very attractive for franchisees** looking for quick operational setup and fast breakeven with a focused complete Laundromat services.

- Offers a **franchise model with scalability** and tech support, promising strong net margins and **2–3 months breakeven**.
- Net margins often reported around **35–40%** in the laundromat business.

**“Come to AllDone – where franchise actually grows.”**





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