

QUICK CLEAN

A BIZ AWASH WITH PROFITS

INSTEAD of taking the pains of washing clothes in today's fast-paced life, Anshul Gupta, EVP, Sales and Marketing, Quick Clean, identified the need of the consumer and started a unique one-hour laundry solution brand. During his maiden visit to the US he was struck by the convenient laundromats and thought of their viability in India.

Training & support

Quick Clean works as a partner with the franchisees. Besides training its franchisees to run the laundromat smoothly, the brand provides them support in every aspect of business. It also equips

them with all the technical know-how and any product/ service innovation/ development.

Initial hiccups

The most challenging task to handle, as the brand owners forayed into franchising, was lack of supply chain in its business model. However, the brand has a team which relentlessly works to overcome the challenge.

Franchise facts:

Investment: Rs 27-50 lakh

Area: 350-700 sq ft

Break-even: 1.8 years

ROI: 58%-75%

No. Franchisees: 10



ANSHUL GUPTA

EVP, Sales and Marketing, Quick Clean

"With Quick Clean, we provide the opportunity for opening new lucrative business that caters to a basic necessity and which also has a huge potential in India. We decided to pick the franchise route as it gives us an opportunity to work with various passionate entrepreneurs who bring a lot of ideas, knowledge and insights to our table."