

***Executive Summary* 3**

***Company Analysis*..... 4**

Name 4

Current Situation..... 4

Company Location and facilities 4

Company Goals..... 4

Legal Form of Ownership 5

Profile of the Management team 5

Insurance 5

***Market Analysis* 6**

Service..... 6

Price 6

Distribution 7

Promotion/Advertising 7

Industry History & Trends 7

Industry Participants/Competition 7

Target Market and Customer Base..... 7

Intellectual Property..... 7

Trade Agreements & Vendor/Supplier Relationships..... 7

Risk Factors..... 8

Exit Strategy..... 8

Company Revenues (projected)..... 8

Contingency Plan 8

***Financial Analysis* 9**

Inventory 9

Start-up Cost Estimates..... 9

Income Statement 9

Balance Sheet 9

Company Documents..... 9

Company Analysis

Name

The company chose Laundry Place to add value and the atmosphere of class. Most laundromats have the stereotype of being dirty and poorly maintained. With the name Laundry Place, this laundry will be a touch above the others in regard to cleanliness and service.

Current Situation

Laundry Place is in the process of purchasing Matt's Laundromats of Metropolitan. Matt's is being sold by the late Fritz Smith's children. After his passing, the children decided they did not want to participate in the laundromat. The laundromat has been for sale since December 2000. Gadda Mooga and Edgar Pekin will be purchasing the existing laundromat, equipment, and buildings.

The laundry has been poorly managed the last two years due to the declining health of Mr. Smith. It has deteriorated significantly in the last two years, which has effected patron traffic to the laundry. Most of the equipment (washers, dryers, soap dispensers, and coin changer) needs to be replaced. Until the equipment can be replaced, Laundry Place will utilize the existing equipment, phasing out each piece periodically. As of April 15th, the laundry is closed.

The seller will carry back \$50,000 to assist in the financing of the purchase. Bank financing is requested for the remainder.

Laundry Place will have one employee initially and a part-time manager, Jeff Minor. Mr. Minor served 20 years in the military, was a sales representative for The Greenhouse in Metropolitan, and owned/operated a greenhouse in Yourtown. He also worked in human service, by working for the elderly by buying groceries, home maintenance. Gadda Mooga and Edgar Pekin will manage the business when they retire, estimated to be in 2003. Until then, they will outsource the management to family members who live in Metropolitan.

Company Location and facilities

Laundry Place will have two locations one at 100 Main and the other at 1500 1st Street in Metropolitan. These are both commercial locations in downtown Metropolitan close to restaurants, banks, a gas station and heavy traffic flow. The locations are approximately a mile and a half apart and close to residential apartment complexes.

The locations have not been inspected for either a Phase 1 environmental or conform to American with Disabilities Act (ADA) regulations. The owners plan on updating the buildings to accommodate the ADA regulations and have scheduled a Phase 1 evaluation.

The building was chosen due to the pending sale by the previous owners. Gadda Mooga and Edgar Pekin will own both buildings.

Company Goals

The current long-term goal is to employ two employees at each location and offer fluff and fold services by 2002. The 'fluff and fold' service will increase revenues of the laundry. Laundry Place would like to offer 'play land' services for children. This would be a safe place for children to occupy themselves while mom/dad is washing clothes.

By 2004, Laundry Place would like to employ four individuals at each location handling fluff and fold and personalized services.

Distribution

All services will be available at Laundry Place two locations at 100 Main and 1500 1st Street in Metropolitan.

Promotion/Advertising

Laundry Place will use coupons in the local newspaper and direct mail targeted towards local apartments and renters. They will also deliver hangtags to the local apartment complexes, introducing the 'new' ownership of the laundry.

Industry History & Trends

Coin operated laundries are found in virtually all neighborhoods and stores and continue to perform exceptionally well in renter-occupied, densely populated, lower income areas. The self-service laundry primary customer base is estimated at 89 million people who live in rental housing which remains the fastest-growing housing segment in the nation. As of the 1990 U.S. Census, 35.8% of the nation's 94.6 million households were renter occupied, up from 34% in 1980.

Not confined to low income renters, coin laundries are appealing to a vast array of potential customers. They save time and money, and offer convenience and heavy-duty equipment not typically found in a home. In new installations deliberate attention is focused on the mix of washer types that are to be installed.

Coin laundries have thrived in periods of both growth and recession. During periods of recession, when home ownership decreases, the self service laundry market expands as more people are unable to afford to repair, replace, or purchase new washers and dryers, or as they move to apartment housing with inadequate or nonexistent laundry facilities. The market size grows proportionately to the increase in population. The outlook for the coin laundry business remains positive and vibrant.

Today, there are over 32,000 coin laundries in the United States, and 11% of current owner's plan on purchasing an existing store in the next 12 months.

Industry Participants/Competition

According to market research there are two competitive laundromats in Metropolitan. These two competitors have not been updated, and are also in disrepair. The first competitor is halfway between both Laundry Place locations. This competitor is in need of updating, however, does offer on-site coin changing due to its proximity to the hotel next door. Customers to the laundry can receive change and other items from the neighboring hotel.

The second competitor is approximately 2 1/2 miles east from building number one. This is an unattended laundry in need of updating and repair. There is the same number of laundromats in Metropolitan today as there were five years ago.

Target Market and Customer Base

Laundry Place target market is the approximately 26,000 residents of Metropolitan. Of these, approximately 30 percent are renters in either an apartment building or converted home. The 30 percent that don't have a washer or dryer in their residence will be the primary customers of Laundry Place.

Intellectual Property

Laundry Place trade name will be registered in the state of State. This will protect it from competition and secure their name as a going concern.

Trade Agreements & Vendor/Supplier Relationships

Laundry Place is working through supplier details with two separate equipment distributors. Mike Smith Sales is a new and used commercial equipment seller. He offers washers, dryers, dollar changers, laundry

Financial Analysis

Inventory

Appendix A-1, Office Inventory

Appendix A-2, Equipment Inventory

Start-up Cost Estimates

Appendix B-1

Income Statement

Appendix D, For the Year Ending December 31, 2001 - 2003

Balance Sheet

Appendix E, Starting Balance Sheet

Appendix E-02, December 31, 2001

Appendix E-03, December 31, 2002

Appendix E-04, December 31, 2003

Company Documents

Appendix F

Laundry Place, Inc.
ProForma Balance Sheet
December 31, 2002

Cash	3.6%	12,803	Notes Payable	0.0%	-
Accounts Receivable	0.0%	-	Accounts Payable	0.0%	-
Inventory/Office	0.1%	520	Income Taxes Payable	0.2%	685
Inventory	0.0%	-	Current Maturity of Long-term debt	1.0%	3,658
			All other Current Liabilities	0.0%	-
Total Current Assets	3.7%	13,323	Total Current Liabilities	1.2%	4,343
Net Fixed Assets	78.4%	280,000	Long-term Debt	73.2%	261,389
Equipment		13,510	Deferred Taxes	0.0%	-
New Equipment	19.7%	70,400	All other Non-Current	18.4%	65,720
Less: Acc. Depreciation		20,000			
Total Long-term Assets	96.3%	343,910	Total Long-term Liabilities	91.6%	327,109
			Net worth	7.2%	25,781
Total Assets	100.0%	\$357,233	Total Liabilities & Net Worth	100.0%	\$357,233

Laundry Place, Inc.
Financial Needs

Real Estate & Buildings			\$ 280,000
Equipment			\$ 70,400
Total Financial Needs			\$ 350,400

SMALLBUSINESSPOINT.COM

The Business Plan Generator

SmallBusinessPoint.com was created as a result of introspective realization of skills, experiences, and dreams. These three collective entities, combined with a heavy dose of entrepreneurship, are the motivation behind 'The Business Plan Generator'. Many people dream of owning their own business or doing what they want to do. However, few people follow their dreams to success. Whatever the reason, adequate direction should not be one. The purpose of 'The Business Plan Generator' is to give you the direction needed to identify your skills, exercises to generate ideas, resources to evaluate the venture, questions to ask in the business plan, and key indicators to measure implementation.

The SmallBusinessPoint.com concept was not born in a day, but over time. Today, the concept continues to evolve as we incorporate more of our skills and bring in new ideas daily. We at SmallBusinessPoint.com, currently combine the experiences, knowledge and education of: engineering, marketing, finance, banking, supply chain management, venture capital, MBA, business ownership, professor of entrepreneurship, logistics, writer, and publisher (just to name a few), and a healthy dose of enthusiasm. This enthusiasm is the product of setting our dreams in motion and helping others find the road to their dreams.

SmallBusinessPoint.com appreciates the opportunity to help you, and wishes you the best of success.

We believe in your dreams!