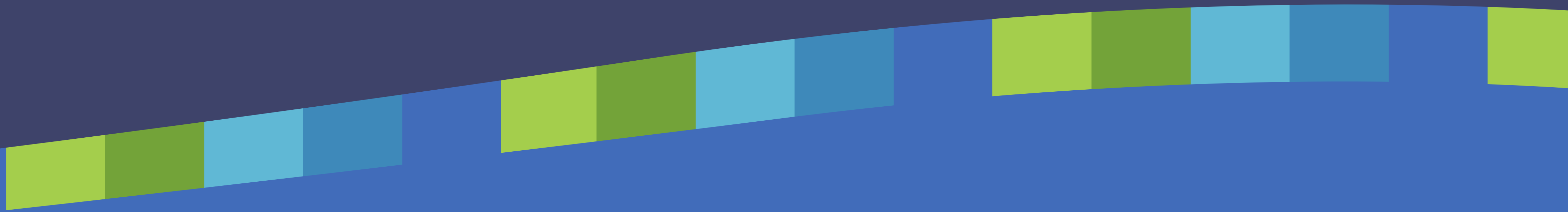


Jan's

PROFESSIONAL
DRY CLEANERS



Jan's PROFESSIONAL DRY CLEANERS



Jan Caon Barlow

CED, CPD, CPW

Phone: 810-687-7590

JansCleaners.com

CORE VALUES

1. Puts Customer First
2. Reliable
3. Team Oriented
4. Self Starter
5. Honest
6. Pays Attention to Detail

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Vision

CORE PURPOSE & NICHE

PURPOSE: Cleaning and delivering nice peoples' nice garments and household goods.

NICHE: Personalized delivery, of cleaned garments through eco-friendly technology.

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Vision

MARKETING STRATEGY

TARGET MARKETS:
Dry Cleaning
Bridal

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Vision

MARKETING STRATEGY

DRY CLEANING

DEMO: Busy Professionals
(18-80), Higher Income
(60k+), Home owners (150k+),
Institutions, and Public Services

GEO: 9 counties

PSYC: Value their time and
environmentally friendly practices

BRIDAL

DEMO: Brides and
Wedding Party (20-80)

GEO: 15 counties

PSYC: Storage, Cost effective,
Customer Service, Custom
Alterations, Wedding Equality,
and Eco-friendly Practices



Vision

3 UNIQUES

1. Advanced Knowledge And Technology Of Processing Any And All Textiles With Environmentally Friendly Practices

2. Free Pick Up & Delivery and Self-Serve Location

3. Customized New Window Coverings And Cleaning Household Textiles

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Vision

3 YEAR PICTURE

- 80% Of Staff Are RPRS
- Core Processes Completed And Followed By All
- Back Up Driver
- All New Vans
- New Pant Press Equipment
- Update Store Front
- New Employee Uniforms
- Welcome Packets For Customers
- Website Up To Date
- Digital Marketing Plan



Vision



1 YEAR PLAN

GOALS FOR THE YEAR:

1. Increase bridal sales by 10% through marketing efforts and engagement with bridal networks.

2. Train staff member to press and clean drapes/ blinds

3. Implement welcome packet distribution schedule

4. Access to accurate KPI reports

5. Research and find numerous location options for self-serve Kiosk and have one placed

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Traction

ROCKS FOR THIS QUARTER

1. Utilize websites and social media to fill open positions. **MIRANDA**

2. Establish accurate quality control procedures and measure employee quarterly. **MIRANDA**

3. Create a mentor schedule for leadership training opportunities and new uniforms **JAN**

4. Research and order new van **JAN**

5. Create video training for kiosk and JWF **NANCY**



MEASURE YOUR INCOME

| WHO | MEASURABLES | GOAL |
|------------|---------------------------|--------------|
| Production | Regular Labor Hours | 30% Of Labor |
| Production | Overtime Labor Hours Zero | Overtime |
| Production | Dry Cleaning Pieces | 55% |
| Production | Shirt On Hanger Pieces | 35% |
| Production | WDF Poundage | 10% |
| Production | Incoming Wedding | 10 |
| Counter | New Customers Clio | 50 |
| Counter | Active Customers | 5000 |
| Counter | Price Per Piece | \$10 |



Traction

ACCOUNTABILITY CHART

INTEGRATOR
 LMA
 P & L/ Business Plan
 Remove obstacles
 Special Projects
 More on Logic

CUSTOMER RELATIONS
 LMA
 Sales/Revenue Goal
 Customer Service
 Team Supporter • Billing
 Office Management
 KPI Tracking

MARKETING
 LMA
 Social Media Mgmt.
 External Communication
 Route Marketing & Sales
 Route Growth
 Cost Center Growth

OPERATIONS
 LMA
 Providing the service
 Making the product
 Process Mgmt.
 Metrics
 Insurance work

FINANCE
 LMA
 AR/AP
 Budgeting
 Reporting
 HR/Admin
 IT • Office Mgmt.
 Analytics

ROUTES
 Marketing/Sales
 Growth
 Vehicle Maint.
 Customer Service
 Managing Manifest

CSR
 Customer Service
 Cleanliness
 Problem Solving
 Route Conversion
 Invoicing

BRIDAL CLEANING
 Customer Service
 Preservation
 Quality

PRODUCTION
 Customer Service
 Quality
 Ordering supplies
 Team Work

FIRE RESTORATION
 Customer Service
 Pick Up & Delivery

ALTERATIONS
 Customer Service
 Quality
 Time Mgmt
 Clean & Organized
 Special ordering

PRESSER
 Quality • Quota
 Team Work
 Equip Maint
 Cross training

IAB
 Quality
 Finishing items
 Find missing items
 Cleaning up area
 Tacking items



OPERATIONS SKILL TRACKER

0 - NOT APPLICABLE
1 - TRAINEE
2 - INTERMEDIATE
3 - PROFICIENT

| CATEGORIES | SKILLS | | | | | | | | | | | | |
|-------------|------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| | | J | A | S | J | A | S | J | A | S | J | A | S |
| MAINTENANCE | BOILER STARTUP | | | | | | | | | | | | |
| | BOILER SHUTDOWN | | | | | | | | | | | | |
| | AIR/VACUUM START/STOP | | | | | | | | | | | | |
| | WATER SYSTEM START/STOP | | | | | | | | | | | | |
| | AIR COMPRESSOR START/STOP | | | | | | | | | | | | |
| | AVERAGE SCORE | | | | | | | | | | | | |
| MARK-IN | GARMENT INSPECTION | | | | | | | | | | | | |
| | GARMENT INPUT | | | | | | | | | | | | |
| | GARMENT TAGGING | | | | | | | | | | | | |
| | SPECIALITY CARE / LEATHER & SUEDES | | | | | | | | | | | | |
| | WASH AND FOLD | | | | | | | | | | | | |
| | HOUSEHOLDS/RUGS/DRAPES | | | | | | | | | | | | |
| | AVERAGE SCORE | | | | | | | | | | | | |
| SHIRTS | SHIRTS CLEANING | | | | | | | | | | | | |
| | SHIRTS PRESS | | | | | | | | | | | | |
| | SHIRTS TOUCHUP | | | | | | | | | | | | |
| | | | | | | | | | | | | | |



Accountability



CSR SKILL TRACKER

0 - NOT APPLICABLE
1 - TRAINEE
2 - INTERMEDIATE
3 - PROFICIENT

| CATEGORIES | SKILLS | | | | | | | | | | | | |
|------------|---------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| | | J | A | S | J | A | S | J | A | S | J | A | S |
| INSPECTION | INSPECTION TECHNIQUE | | | | | | | | | | | | |
| | FOUND PERSONAL ITEMS | | | | | | | | | | | | |
| | IDENTIFY DAMAGES AND REPAIRS | | | | | | | | | | | | |
| | OTHER | | | | | | | | | | | | |
| | AVERAGE SCORE | | | | | | | | | | | | |
| INVOICING | POS SYSTEM BASICS | | | | | | | | | | | | |
| | CUSTOMER LOOKUP & UNDERSTANDING | | | | | | | | | | | | |
| | APPROPRIATE SERVICE CATEGORY | | | | | | | | | | | | |
| | APPROPRIATE PRICING | | | | | | | | | | | | |
| | PHONE BASICS | | | | | | | | | | | | |
| | LEATHER/RUG INVOICING | | | | | | | | | | | | |
| | AVERAGE SCORE | | | | | | | | | | | | |
| TAGGING | TAG TYPE | | | | | | | | | | | | |
| | TAG LOCATION | | | | | | | | | | | | |
| | EYE OPENERS | | | | | | | | | | | | |
| | PROCESS | | | | | | | | | | | | |



Accountability



ROUTE DRIVER SKILL TRACKER

0 - NOT APPLICABLE
1 - TRAINEE
2 - INTERMEDIATE
3 - PROFICIENT

| CATEGORIES | SKILLS | | | | | | | | | | | | |
|--------------------|--------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| | | J | A | S | J | A | S | J | A | S | J | A | S |
| SAFETY | VALID DRIVER LICENSE | | | | | | | | | | | | |
| | CLEAN DRIVING RECORD | | | | | | | | | | | | |
| | VEHICLE INSPECTION | | | | | | | | | | | | |
| | 360 DEGREE WALK AROUND | | | | | | | | | | | | |
| | AGREED TO DRUG / ALCOHOL POLICY | | | | | | | | | | | | |
| | LIFT UP TO 25 LBS | | | | | | | | | | | | |
| | AVERAGE SCORE | | | | | | | | | | | | |
| PICK-UP & DELIVERY | VEHICLE IS CLEAN ORGANIZED | | | | | | | | | | | | |
| | VEHICLE IS PROPERLY STOCKED | | | | | | | | | | | | |
| | ENSURES COMPLETE LOADING / UNLOADING | | | | | | | | | | | | |
| | USES MANIFEST APPROPRIATELY | | | | | | | | | | | | |
| | KNOWLEDGE OF ROUTE GEOGRAPHY | | | | | | | | | | | | |
| | DISTRIBUTES PROMOTIONAL MATERIAL | | | | | | | | | | | | |
| | AVERAGE SCORE | | | | | | | | | | | | |
| | PROFESSIONAL APPEARANCE | | | | | | | | | | | | |
| | KNOWLEDGE OF SERVICES | | | | | | | | | | | | |



Accountability



WEEKLY STAFF MEETINGS

1. Brand Development
2. Networking
3. Team Building
4. Birthday Celebrations
5. Individual Coaching

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Moving Forward

Jan's PROFESSIONAL DRY CLEANERS

Thank You!

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