

**GLOBAL INSTITUTE OF
LAUNDRY MANAGEMENT**

COURSE 1

**COMPLETE GUIDE TO START A
PROFESSIONAL LIVE GARMENT-CARE STUDIO**

Validate • Plan • Set Up • Launch

Make the essential start-up decisions before committing major money, property, equipment or customer promises.

Online • Self-paced • Beginner

Course Overview

Purpose: Help a first-time entrepreneur validate, plan, set up and launch a commercially sensible Professional Live Garment-Care Studio with clear controls and realistic investment decisions.

What learners will achieve: Select the right entry model, validate demand and location, prepare an investment and cash-survival plan, design the setup, compare equipment and vendors, establish opening controls, price services, plan staffing and execute a controlled launch.

Who it is for: Aspiring garment-care entrepreneurs, family-business entrants and owners planning a new outlet who want a structured start-up roadmap before committing capital.

Prerequisite: No prior business or laundry experience is required. Practical technical training is strongly recommended before personally processing customer garments.

Not for: Learners seeking industrial-laundry plant design, advanced daily performance improvement, full growth marketing systems, or hands-on cleaning formulas.

Course boundary: Course 1 teaches how to start correctly. Course 2 teaches how to run, control and improve an operating store. Course 3 teaches acquisition, retention and growth. Hands-on sorting, spotting, washing, finishing and technical processing belong to approved practical training.

Delivery Standard

Component	Final specification
Start Here	Four orientation videos before Module 1
Core curriculum	11 sequential modules across four start-up stages
Video lessons	Approximately 45–55 focused lessons, plus four Start Here videos
Typical lesson length	6–12 minutes
Total learning time	Approximately 8–10 hours
Learning method	Learn → See → Decide → Do → Check → Continue
Practical work	One decision or implementation task in every module
Resources	Nine compulsory downloads placed in relevant modules and the central Resource Vault
Assessment	One final assessment of 25 multiple-choice questions
Pass standard	60%
Credential	<i>GILM Certified Laundry Start-Up Specialist</i>

Start Here — Course Orientation

Purpose: Prepare learners to make evidence-based decisions, understand the course boundary and use each practical resource correctly before Module 1.

- SH-1 — Welcome to Course 1 and the Professional Live Garment-Care Studio pathway
- SH-2 — What Course 1 covers, what it does not cover and when practical training is required
- SH-3 — How to complete lessons, action tasks and use the Resource Vault
- SH-4 — Prepare personal goals, capital limits and local evidence; understand certification

The Start Here section appears once, before the course. Every module begins with a short introduction and ends with a practical action task.

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STAGE 1 — DECIDE & VALIDATE

Module 1 — Business Foundation, Readiness & Model Selection

Objective: Decide whether to start and select an entry model that fits the learner's capital, capability and ambition.

Outcome: Make a reasoned Start / Prepare / Do Not Start Yet decision and define the preferred path toward a Professional Live Garment-Care Studio.

Topics covered

- Customer problem, service categories and basic revenue logic
- Business-owner responsibilities and realistic expectations
- Lean/home-service, collection-centre, compact-shop and professional live-studio models
- Capital, control, capacity and expansion trade-offs
- Independent versus franchise decision framework
- Owner time, capability and risk readiness
- Start / Prepare / Do Not Start Yet decision

Action task: Complete the Readiness & Business Model Selector and record the chosen model, evidence and next action.

Module 2 — Market, Target Customer & Location Validation

Objective: Verify who will pay, what they need and whether the proposed location can support the chosen model.

Outcome: Compare locations using customer demand, competition, access, rent and utility evidence before paying a deposit.

Topics covered

- Primary and secondary target customers
- Service need, buying frequency, convenience and willingness to pay
- Demand clusters: households, apartments, hostels, offices and institutions
- Competitor price, promise, turnaround, reviews and service gaps
- Footfall versus pickup-and-delivery economics
- Visibility, access, parking, route practicality and catchment

- Rent affordability and utility feasibility
- Field survey and Go / Rework / No-Go decision

STAGE 2 — PLAN THE INVESTMENT & PHYSICAL SETUP

Action task: Validate two locations using the Market & Location Validation Scorecard and document the preferred option.

Module 3 — Investment Planning, Unit Economics & Cash Survival

Objective: Build a realistic start-up budget and protect the business from early cash shortage.

Outcome: Separate setup cost, working capital and emergency reserve; identify the funding gap before committing money.

Topics covered

- One-time setup cost versus recurring operating cost
- Working-capital runway and emergency reserve
- Fixed and variable cost categories
- Revenue assumptions: orders, kg/pieces, average bill and service mix
- Contribution and break-even fundamentals
- Best-case, expected-case and stress-case planning
- Funding readiness and controlled spending priorities
- Separation of personal and business funds

Action task: Complete the Investment & Working-Capital Calculator with verified quotations or clearly labelled estimates.

Module 4 — Store Layout, Capacity & Utility Readiness

Objective: Translate the service model into a safe, logical and scalable physical setup.

Outcome: Create a practical garment-flow layout and resolve property or utility gaps before construction or installation.

Topics covered

- Reception, inspection, sorting, processing, finishing, quality, packing and storage zones
- Soiled-to-clean garment flow with minimum crossing
- Space and capacity planning by expected volume
- Water supply, storage and drainage
- Electrical load, earthing and machine access
- Ventilation, exhaust and heat management
- Customer/rider access, signage and storage
- Safety, ergonomics and future expansion allowance

Action task: Complete the Layout, Capacity & Utility Planner and obtain evidence for every critical readiness item.

STAGE 2 — CONTINUED

Module 5 — Machine Selection, Capacity Matching & Vendor Decision

Objective: Select equipment by demand, workflow, utilities and service support—not by purchase price alone.

Outcome: Build a defensible equipment plan and compare vendors using capacity fit, total installed cost and after-sales risk.

Topics covered

- Machine categories and business role
- Expected volume → capacity → cycles → utilization → expansion trigger
- Peak-day and service-mix adjustments
- Under-capacity, overcapacity and bottleneck risks
- Commercial versus semi-commercial decision criteria
- Utility, installation and commissioning requirements
- Warranty, service response and spare-parts availability
- Total cost of ownership and phased buying

Action task: Complete the Machine & Vendor Comparison Tool using at least two written proposals and a documented capacity requirement.

STAGE 3 — BUILD THE OPENING OPERATING SYSTEM

Module 6 — Fabric, Chemical & Garment-Risk Fundamentals

Objective: Build owner-level awareness that prevents unsafe promises, uncontrolled purchasing and avoidable garment risk.

Outcome: Recognize risk categories, ask better supplier questions and define when to accept, pause, escalate or outsource work.

Topics covered

- Common fabric and garment-risk categories
- Care labels, Colours, trims, embellishments and construction risks
- Chemical families at business-awareness level
- Product labels, Safety Data Sheets, PPE and controlled storage
- Garment acceptance, risk communication and customer acknowledgement
- Need for testing, trained operators and approved instructions
- Pause, escalate, outsource or seek technical support
- Claims prevention and record discipline

Action task: Define the garment-risk questions, acceptance checks and escalation rules required in the Garment Intake, Inspection & Operations SOP Pack.

STAGE 3 — CONTINUED

Module 7 — Day-One Workflow, SOP & Garment Control

Objective: Install the minimum control system required to receive, track, process and return garments reliably.

Outcome: Map the full customer-to-delivery workflow with clear identification, handovers, quality gates and exception control.

Topics covered

- Customer intake: count, inspect, photograph risk and confirm service
- Unique job ticket, tagging and garment traceability
- Sorting and process-routing at a control level
- Handover checkpoints between every work stage
- Quality-control gates and authorized rework
- Packing, clean storage and order reconciliation
- Payment, delivery and acknowledgement
- Opening, closing, pending-order and exception checks

Action task: Install and test the Garment Intake, Inspection & Operations SOP Pack using one documented mock order.

Module 8 — Service Menu, Opening Pricing & Break-Even

Objective: Create a focused opening service menu and a viable price list with clear terms.

Outcome: Set prices above the cost floor, understand break-even coverage and avoid confusing or uncontrolled promises.

Topics covered

- Focused launch service menu
- Piece-based, weight-based, express and plan pricing logic
- Direct cost, contribution and cost floor
- Market-reference and positioning checks
- Minimum order, pickup/delivery and special-care charges
- Turnaround promises and exception rules
- Discount and introductory-offer guardrails
- Customer-facing price-list structure and terms

Action task: Complete the Opening Price & Break-Even Calculator and prepare the customer-facing opening price list.

STAGE 3 — CONTINUED

Module 9 — Manpower Planning & Day-One Team Structure

Objective: Define the smallest capable team required to open and control the selected model.

Outcome: Create clear roles, affordable payroll, backup coverage and training priorities without premature overstaffing.

Topics covered

- Owner-led versus manager-led start-up structure
- Volume and process-based manpower estimation
- Reception, processing, finishing, pickup/delivery and supervision roles
- Minimum competencies and role accountability
- Hiring sequence: essential now versus later
- Shift, weekly-off and backup coverage
- Induction, hygiene, safety and SOP acknowledgement
- Attendance, handover and readiness checks

Action task: Complete the Minimum Staffing & Role Planner with headcount, payroll, responsibilities, backups and readiness status.

STAGE 4 — LAUNCH & STABILIZE

Module 10 — Pre-Launch Readiness & Controlled Opening

Objective: Convert the plan into a tested studio that can open without preventable chaos.

Outcome: Run a controlled soft launch only after utilities, equipment, staff, systems and customer promises have been tested.

Topics covered

- Current local registration, permission and compliance verification
- Vendor finalization, installation and commissioning sign-off
- Utilities, consumables, packaging, software and payment readiness
- Staff induction, role rehearsals and safety checks
- Mock orders and exception scenarios
- Capacity limit and controlled soft-launch volume
- Opening offer economics and honest communication
- Launch Go / Hold decision and issue log

Action task: Complete the pre-launch section of the Launch & First 30-Day Execution Planner and obtain a Go / Hold decision.

Module 11 — First 30-Day Start-Up Execution Plan

Objective: Provide a disciplined first-month roadmap that converts launch activity into a stable operating base.

Outcome: Execute week-by-week priorities, track early results, correct failures and prepare the next improvement cycle.

Topics covered

- Days 1–7: controlled opening, observation and daily review
- Days 8–14: workflow correction, team coaching and customer feedback
- Days 15–21: capacity, quality, turnaround and cash review
- Days 22–30: stabilize controls and plan the next cycle
- Daily measures: orders, revenue, quality, turnaround, complaints and cash
- First-customer and referral activity at launch level
- Issue priority, owner and review-date discipline
- End-of-month Start / Stop / Continue review

Action task: Execute the Launch & First 30-Day Execution Planner and complete the end-of-month review.

Final Start-Up Project — Course Completion Output

Purpose: Combine the nine course resources and module decisions into one coherent, evidence-based plan for approval before major commitment or launch.

- Readiness decision and selected business model
- Validated target customer, catchment and preferred location
- Investment requirement, working-capital buffer and funding decision
- Layout, capacity, utilities, equipment and vendor plan
- Garment-risk, intake, workflow and operating-control setup
- Opening service menu, price list, staffing plan and responsibility map
- Pre-launch Go / Hold decision and first 30-day execution plan

Completion of the project does not replace current quotations, contracts, local permissions, manufacturer instructions or qualified professional verification where required.

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Final Resource Vault — 9 Compulsory Resources

Each resource is practical, editable or printable, and placed inside its relevant module as well as the central Resource Vault. No additional compulsory downloads are required.

No.	Resource	Module placement	Primary job
1	Readiness & Business Model Selector	Module 1	Decide whether to start and select the most suitable entry model.
2	Market & Location Validation Scorecard	Module 2	Compare demand and location evidence before commitment.
3	Investment & Working-Capital Calculator	Module 3	Calculate setup cost, operating buffer and funding gap.
4	Layout, Capacity & Utility Planner	Module 4	Confirm garment flow, capacity, property and utility readiness.
5	Machine & Vendor Comparison Tool	Module 5	Compare capacity fit, total value and after-sales risk.
6	Garment Intake, Inspection & Operations SOP Pack	Modules 6 and 7	Control acceptance risk and the customer-to-delivery workflow.
7	Opening Price & Break-Even Calculator	Modules 3 and 8	Set a viable opening price and understand sales coverage.
8	Minimum Staffing & Role Planner	Module 9	Plan essential roles, payroll, accountability and backup coverage.
9	Launch & First 30-Day Execution Planner	Modules 10 and 11	Control the opening and first month with owners and review dates.

Certification

- Complete the required course lessons.
- Complete the module action tasks for implementation practice.
- Attempt one final assessment containing 25 multiple-choice questions.
- Achieve a minimum score of 60%.
- Receive the “GILM Certified Laundry Start-Up Specialist” credential after passing.

Assessment questions will be based only on concepts and applications taught in the course. Business results depend on evidence quality, local conditions, available capital, execution and professional verification where required.

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