



## **DISTRIBUTOR**

Coin and Professional Equipment Company (C-PEC) is Arizona's premiere laundry equipment distributor and new store developer. C-PEC has developed new Maytag equipped stores in Arizona for over 46 years and has been the driving force behind the growth and shape of the laundry store industry in Arizona. C-PEC's extensive knowledge of the Arizona market has enabled the company to develop lasting successful stores throughout the valley.

## **MAYTAG COMMERCIAL LAUNDRY EQUIPMENT**

C-PEC represents the industry's most reliable, most recognized and most energy efficient line of equipment. Maytag commercial laundry equipment adds value to a laundry store. The Maytag brand is instantly recognized by store customers and associated with quality. Maytag offers a laundry store low utility costs boosting the store owner's bottom line. Maytag offers an array of washer and dryer capacities with built in marketing features designed to increase revenue generated by the equipment. Maytag is backed by the industry's longest and most extensive parts warranty covering all parts for 5 years. Below are a few of the built in marketing features which are standard on all Maytag computerized commercial washers and dryers.

### **Super Cycle**

The Super Cycle feature gives your customers the option to pay more for an enhanced wash cycle. For an additional charge customers can upgrade their wash with an extra rinse, extra wash time or both. The Super Cycle enhancement will generate additional income giving Maytag Equipped Laundry Stores another tool to perform as the most profitable laundry stores in the industry.

### **Cycle Based Pricing**

Cycle Based Pricing gives a store owner the option to charge one vend price for a wash cycle that uses hot water, another vend price for wash cycles using warm water and another price for wash cycles using cold water. This feature allows a store owner to advertise a low vend price to draw customers into the store for cold water washes and generate outstanding income even on the most costly wash cycles that require heated water.

### **Time of Day Pricing**

Time of Day Pricing is a marketing feature that allows a Maytag Equipped Laundry Store owner to run a pricing special on any day of the week they chose at any time they chose. Each Maytag computerized washer and dryer is equipped with an internal clock and calendar. Maytag computerized washers and dryers can be programmed to run a sale price. Most store owners run the sale during their slowest times of the day to spread out the customer flow. This feature also gives the Maytag Equipped Laundry store owner another powerful advertising tool.

Maytag commercial laundry equipment is truly the most energy efficient and most advanced commercial washers and dryers in the industry. A Maytag Equipped Laundry has all of the tools to be the most profitable and successful laundry store in the industry.

## **LOCATION ANALYSIS**

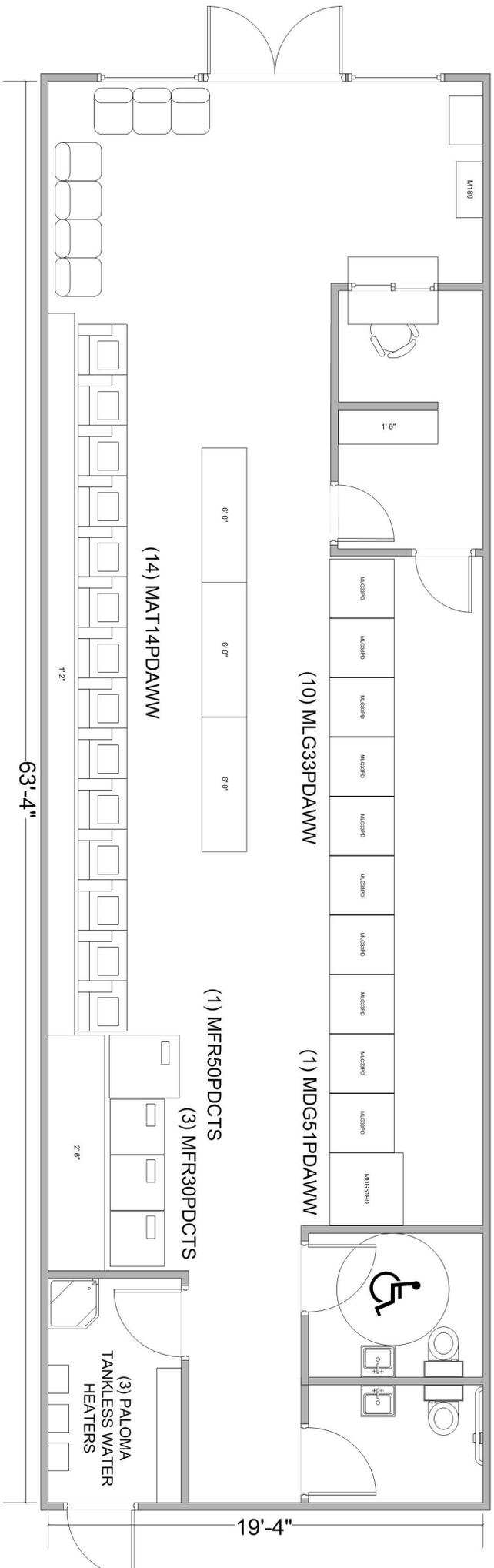
This new store site was examined extensively by C-PEC through a series of analysis. The area around the site underwent a demographic analysis. C-PEC uses an analysis which pulls the core laundry customers out of the demographics to show the estimated dollars spent in laundry stores within a 1, 2 and 3 mile radius of the site. An income projection is then created based on the layout of the store. The income projection is then compared to the demographic analysis to determine if the customers are there to support the projected performance of the store. After the area analysis the site is reviewed by an architect and contractor. The experienced construction team examines the building, incoming water,

sewer, electric, etc to verify the building will suite a store. Several meetings are held with the City of Phoenix building departments to verify the incoming city utilities are adequate for a new store. Meetings are held with the landlord of the shopping center regarding the future store to build a crucial relationship. C-PEC invests a substantial amount of time in this critical step. A proper location analysis is crucial to a store's success.

**COMPETITION**

Competing stores are equipped with older inefficient washers and dryers. The competing stores will have significantly higher utility and repair costs. The area around this location is densely populated by laundry customers. 50% of the housing units within a one mile radius of this location are renter occupied housing units. The combination of weak competition and excellent demographics make this location extremely attractive.





<b>Maytag Equipped Laundry</b>		
 <b>CPPEC</b> Coin & Professional Equipment Co.		
	Location: Phoenix	Scale = 1/2"
Drawing 1		Drawn by Mark Svancara



Maytag Equipped Laundry  
Phoenix, AZ 85021

<b>Investment</b>			
Quantity	Model	Description	Total
14	MAT14PD	Maytag Energy Advantage Washer	
0	MHN30PD	Maytag Commercial HE Washer	
0	MFR25PD	Maytag 25 Lb. Washer	
3	MFR30PD	Maytag 35 Lb. Washer	
0	MFR40PD	Maytag 40 lb. Washer	
1	MFR50PD	Maytag 50 Lb. Washer	
0	MFR60PD	Maytag 60 lb. Washer	
0	MFR80PD	Maytag 80LB Washer	
1	MDG51PD	Maytag 50lb. Gas Dryer	
10	MLG33PD	Maytag Stacked 30 Lb. Dryer	
0	MLG45PD	Maytag 45 Lb. Stack Dryer	
1	MISC	Washer Bases	
3		Paloma Tankless Water Heaters	
1	MISC	Utility Bulkheads	
1	MC720-DA	Standard Changer	
1	VM-894	Soap Vender	
1		Folding Tables and Seating	
6	100-E-58	Laundry Carts	
1	OPTION 6	Building Sign	
1	S-2000	Scale	
1		Misc. Signage	
5	SOAP	Various soap 100 boxes per case	
Total Equipment			\$ 118,745.39
9.3% Tax			\$ 11,043.32
Factory Freight			\$ 4,100.00
Installation			\$ 5,930.00
Estimated Leasehold Improvements			\$ 110,000.00
Estimated Fees & Permits			\$ 17,990.00
Total			<u>\$ 267,808.71</u>

This is not a quote on equipment or installation, but it is our best estimated cost for a Maytag Equipped laundry this size. The actual store cost will depend upon current equipment prices, contractors bids, lease negotiations and the type and quantity of equipment actually used.

*For a complete confidential business review packet contact your C-PEC  
Maytag Store development specialist!*