"A Study on the Impact of Laundry and Dry Clean Business in Local area of Lunglei"

A report submitted to Department of commerce, Higher And Technical Institute,

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CERTIFICATE

This is to certify that the dissertation entitled " A Study on the Impact of Laundry and Dry clean Business in Local Area Lunglei " submitted to the Mizoram University for the award of degree of Bachelor of Commerce, is a record of research work carried out by Henry Hmingthanzuala, Roll No. 2223BOM007, IV Semester B.com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the Result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date:

Place: Lunglei, Mizoram

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(VANKHAWPUIMAWII PACHUAU)

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Principal HATIM

DECLARATION

I, Henry Hmingthanzuala, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to nobody else , that the dissertation has not been submitted by me for any research degree in any other university or institute .This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date: Henry Hmingthanzuala

Place: Kawmzawl, Hatim   Student

ACTKNOWLEDGEMENT

I want to begin by thanking God, because with him, nothing is impossible .I want to express my gratitude to the project supervisor, Miss R.LALNUNKIMI , for her unwavering guidance and support. I want to extend my guidance to Mr.Vuansanga Vanchhawng, the Principal of HATIM, and Mrs. Vankhawpuimawii Pachuau,the Head of the Department of Commerce, for allowing me to conduct this research and write a project report about it.

Thank You,

HENRY HMINGTHANZUALA

CONTENTS

CHAPTER – 1

INTRODUCTION

Laundry and dry cleaning practices are a global process that contributes to the length and life of apparel and textile products. Therefore, it is important that the right cleaning method is selected for a given fabric because they differ in quality and use. Knowledge of these differences is very essential. Studies have indicated that consumers have raised concerns over the distortion of their clothes after laundry and dry cleaning (LDC) practices but it was not clear whether the distortion was due to poor fabric quality or poor cleaning practices. Therefore, there was a need for this study whose purpose was to assess LDC practices among households and commercial service providers in Kisumu City, Kenya. Specifically, the study sought to i) investigate the procedures used in LDC, ii) evaluate the level of consumer satisfaction with LDC services, iii) determine the awareness and practices of LDC service providers towards environmental and self-protection during LDC, iv) determine the waste disposal practices, and v) determine the levels of wastewater physical-chemical parameters disposed of LDC practices concerning environmental pollution. The conceptual framework borrowed ideas from the Expectation Disconfirmation Theory. Cross-sectional and descriptive surveys were employed. (5) respondents from commercial LDC outlets . Quota, Census, and snowball techniques were used to determine and identify commercial LDC outlets. Quota, stratified and simple random sampling were used to identify locations and sub-locations within Kisumu City while systematic sampling was used to determine and identify the households. Lastly, purposive and convenient sampling were used to identify and qualify respondents from both households and commercial LDC outlets. Interview schedules, observations, and laboratory analyses were used to gather data. Quantitative data were 8analyzed using descriptive statistics by SPSS version 20 (2007) and the findings were presented in tables and charts. Samples of waste water from both household and commercial LDC practices were collected and analyzed for BOD, COD, PO_3-, Cd, Hg, detergent, pH, NO_3-, and NO_2- at Lake Victoria Environmental Management Program (LVEMP) and Safe Water and Aids (SWAP) project laboratories. Statistical analyses of the laboratory data were done using oneway ANOVA in the SPSS software. The study established that LDC service providers did not follow standard recommended procedures used when delivering their services and that customer satisfaction and, or dissatisfaction varied among consumers and with different LDC aspects as

well. The study further showed that commercial LDC consumers were more satisfied than household LDC consumers. The findings showed that most commercial LDC service providers used better methods of waste water disposal compared to household LDC service providers who were not well conversant with safe methods of waste water disposal.

Literature Review:

The literature review discuss the usage level and expenditure level, satisfaction and expectations to the service they put in. Business that have lasted for a long time have been able to keep their clients loyal to their business.

OCHIENG, MATTHEWS ODEK (2022-10)

The study established that LDC service providers did not follow standard recommended procedures used when delivering their services and that customer satisfaction and, or dissatisfaction varied among consumers and with different LDC aspects as well. The study further showed that commercial LDC consumers were more satisfied than household LDC consumers. The findings showed that most commercial LDC service providers used better methods of waste water disposal compared to household LDC service providers who were not well conversant with safe methods of waste water disposal.

Mr A Appu, SG Balaji
Think India Journal 22 (14)

It is suggested that the Launderette Dry cleaning service provider should have better logistics.
Facility for making reach the garments at customer door at a right time.

Kirsi Laitala, Ingun Grimstad Klepp, Roy Kettlewell, Stephen Wiedemann

Sustainability 12 (18), 7537, 2020

Laundering frequency is the most influential factor for differences in the environmental impacts per wear between garment types. Woollen garments have the lowest water and energy use per wear, as well as related GHG emissions, mainly due to the reduced laundering frequency.

Eirene E Sinsu, Sifrid S Pangemanan

Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi 6 (3), 2018

There are 15 possible root causes of the laundry service operation slowdown which are because the worker

coming late (A), poor skill (B), carelessness (C), no manpower (D), maintenance ((E), fewer coin laundry

machine (F), run out of coins (G), running out of steam gas (H), fewer steam irons (I), need to wait the

steam irons getting hot (J), the soap is out of stock (K) and packaging is out of stock (L), no schedule for

restock (M), no delivery service (N) and blackout (O). Fewer Steam Irons (I) is the most critical cause with

24%, among other causes contribution of Fewer Coin Laundry Machine (F) is 21%. So these two causes

are responsible for 45% of total causes of laundry service operation slowdown.

Osaiga Felix Isibor, Omote Victor Adjaino

LAPAI INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES 11 (2), 205-212, 2019

Given the importance of quality, issues about service quality will continue to remain at the front burner for marketing practitioners and researchers alike. Although our result indicate that customers are fairly satisfied with the Laundry and Dry cleaning services rendered, firms in this sector scored least in the reliability dimension . There is therefore the need for managers of these firms to better strategize to tackle the challenges associated with reliability. A review of responses obtained from the interview shows that managers in the sector had poor knowledge of marketing strategies, there is the need for them to get professional marketing training so as to be better equipped to tackle the various challenges in their business environment. With the high level of unemployment in Nigeria, laundry and dry cleaning can become an attractive option for would be entrepreneurs. This can however, only happen, if government attends to the challenges identified in this study so that the sector becomes more attractive.

1.1 Rational of the project

This main concern of the study is to find out that does this laundry and dry clean business really useful for the locality and does it really satisfy for family needs.

1.2 Statement of project

In the modern concern business climate, customers are important to every company. Every occupation primary goal is to understand its customer's preferences, satisfy its current customer, and draw more new clients.

To study their financial management on how much they earn per month and will it be goods for the future generation to extend this occupation and to know more about the details of the local area , and do they really require the laundry business in their local area.

It also discuss how customers are willing and how they feel about the store. Additionally their determination of why they choose this business and how they perceive customer . The study examines holder of the business and customer preference in Lunglei town.

1.4 Objective of project:

i.   To find usage levels and expenditure level of respondents in laundry and dry clean business.
ii.   To study the overview of laundry and dry clean business in local area.
iii.   To know more the daily lives of people who were engaged in this laundry and dry clean business as a main source of income for their livelihood.

1.5 Research Methodology

The following methodology was used in the study.

Extend of Research:- Lunglei

Types of Data: Primary and secondary data of two different types were gathered.Primary data were collected through structured questionnaire. The questionnaire was framed based on the literature. Google form was used to reach the respondents by sending questionnaire link through WhatsApp. Secondary Data were collected through internet sources, journals and newspapers.

Sampling Design:- A practical random sampling methods was used to select 5 participants for the study.

Software Used for Data Analysis:- MS Excel 2007

1.6 Limitation of the project

Despite the researchers best efforts, this study has some limitation, which can be seen in the following list:

➢ Analysis is solely based on the 5 respondents responses, which means it may present inaccurate or biased information instead of the actual data.

➢ The research believes that the data collected are insufficient and that if a longer time period were available, the data collected could be more adequate more likely.

➢ Its possible that some respondents didn't complete the questionnaires questions honestly due to their conservative nature.

➢ Findings of the study may become conclusive and unsuitable for the future with the passage of time, changes in customer needs and wants and the changes in the marketing environment of laundry business in lunglei town.

➢ Because the study only included their livelihood .Its possible to conduct separate studies on service quality and customer satisfaction with regard to other laundry business categories.

➢ Only a random sample was used in this study, and its possible that this sample does not accurately reflect the demographic of the entire population.
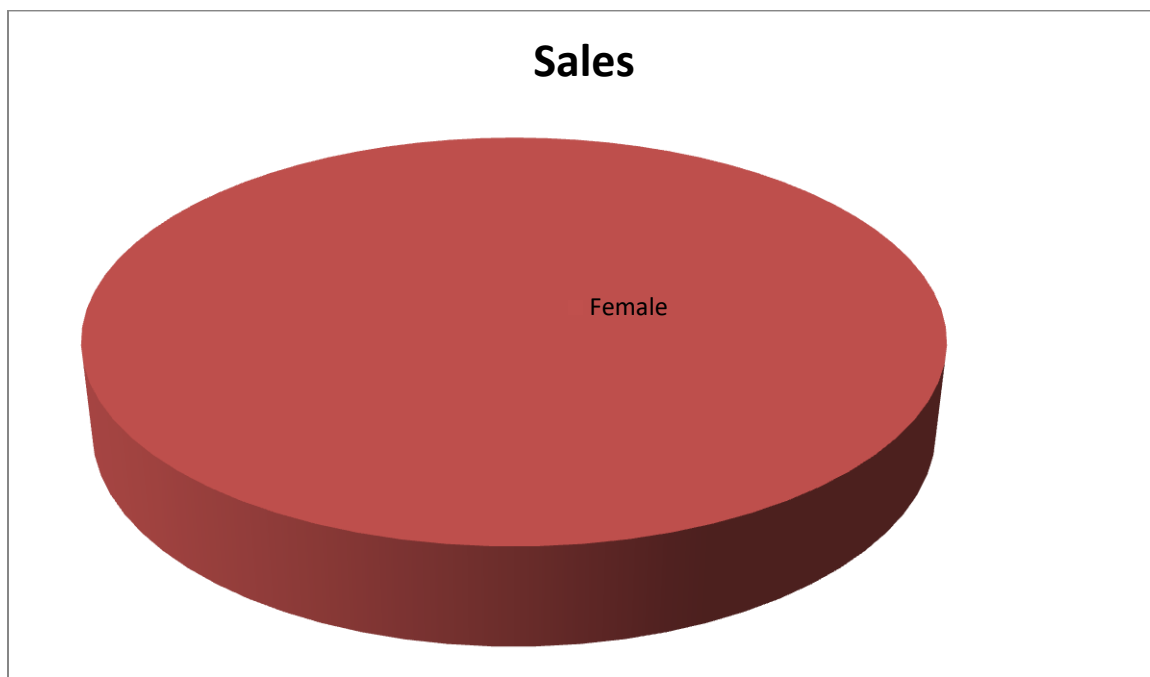
CHAPTER –II

DATA ANALYSIS AND INTREPRETATION

Table 2.1 Gender

Gender	Number of respondents
Male	0
Female	5
Total	**5**

Fig 2.1 Gender

Sales

Female

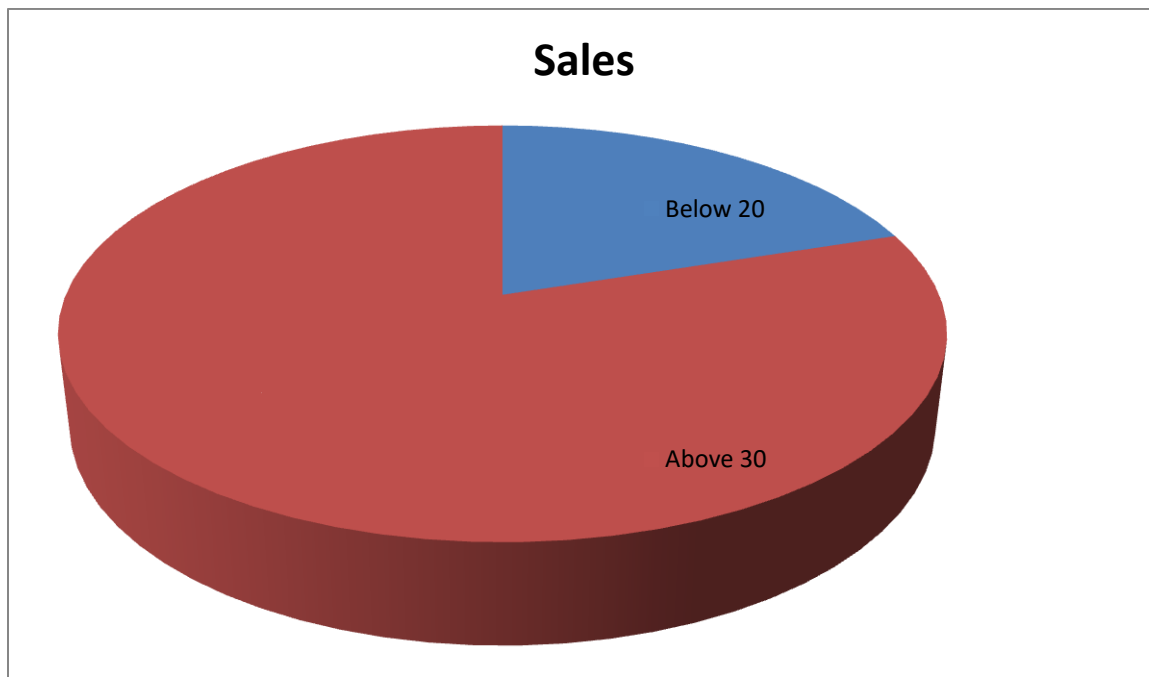**Interpretation:**

From the above data, we can see that no. of female respondent is 100%

Table 2.2 Age

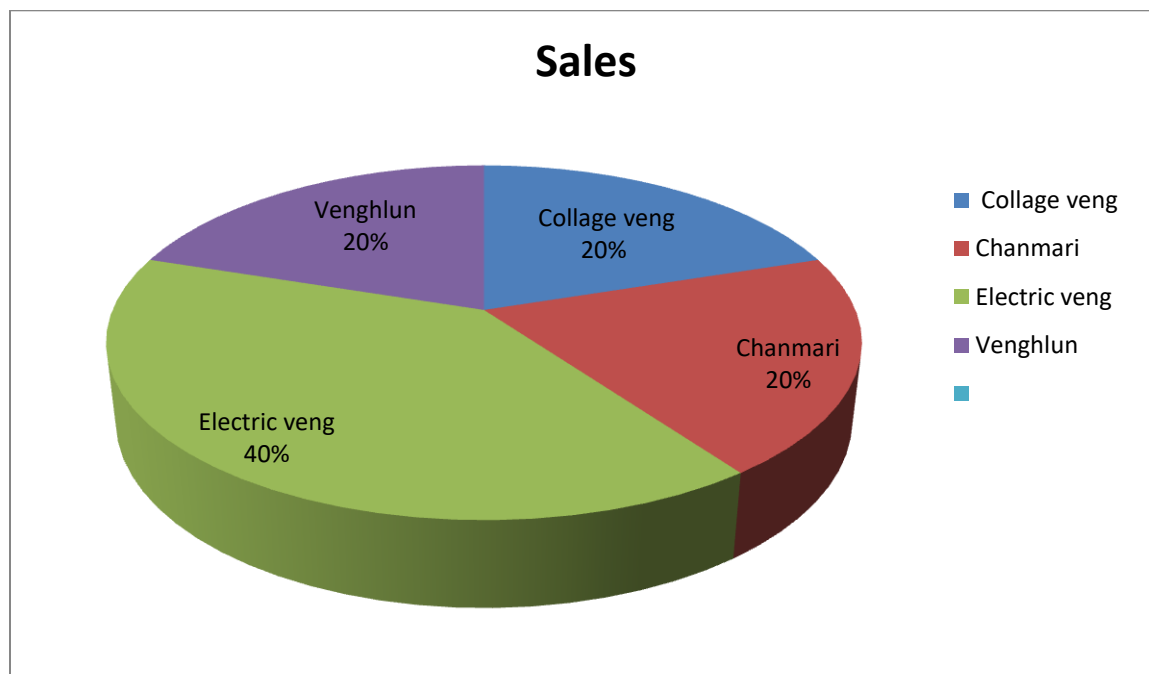| Age	Number of respondents
Below 20	1
21 to 25	0
26 to 30	0
Above 30	4
Total	**5**

Figure 2.2

Interpretation:

From the above the figure, it can see that 20% of the respondents belong to the age group of below 20 and the 80% of the respondent belong to the age group of above 30 .

Table2.3 Locality

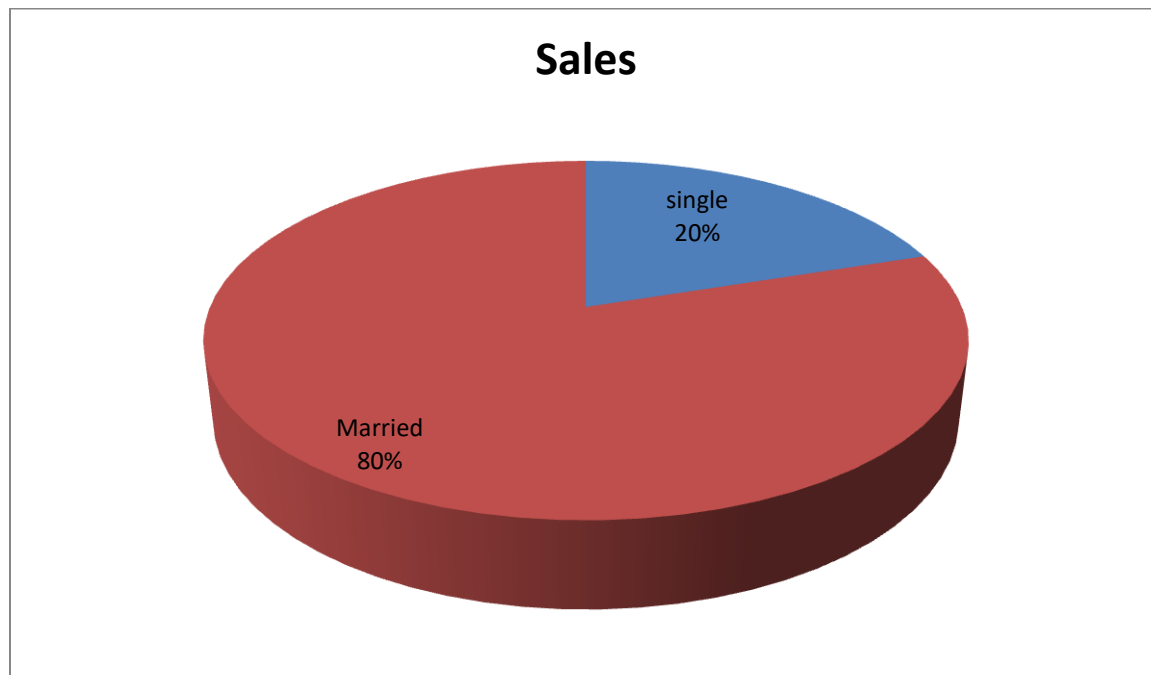| Local area	Number of respondents
Collage veng Lunglei	1
Chanmari -I	1
Electric veng	2
Venghlun	1
Total	**5**

Fig 2.3 Locality

Interpretation:

From the above data, we can see that from the locality of lunglei, of them 40% are from electric veng, and above from the others locality from Venghlun 20% respondents and from college veng 20% respondents and also from Chanmari 20% respondents.

Marital status:

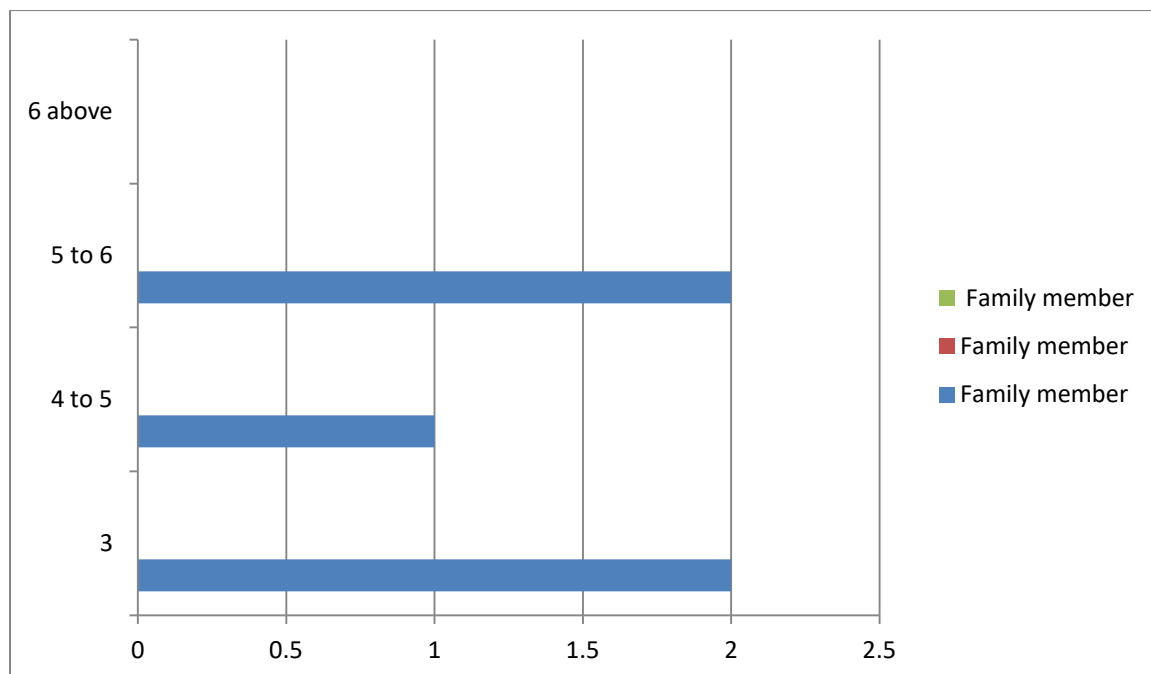| Marital status	Number of respondents
Single	1
Married	4
Total	**5**

Fig 2.4 Marital status

Interpretation:

In the above data, we can see that more than half of the respondents are marriage and only few are single.

Fig 2.5 Family member

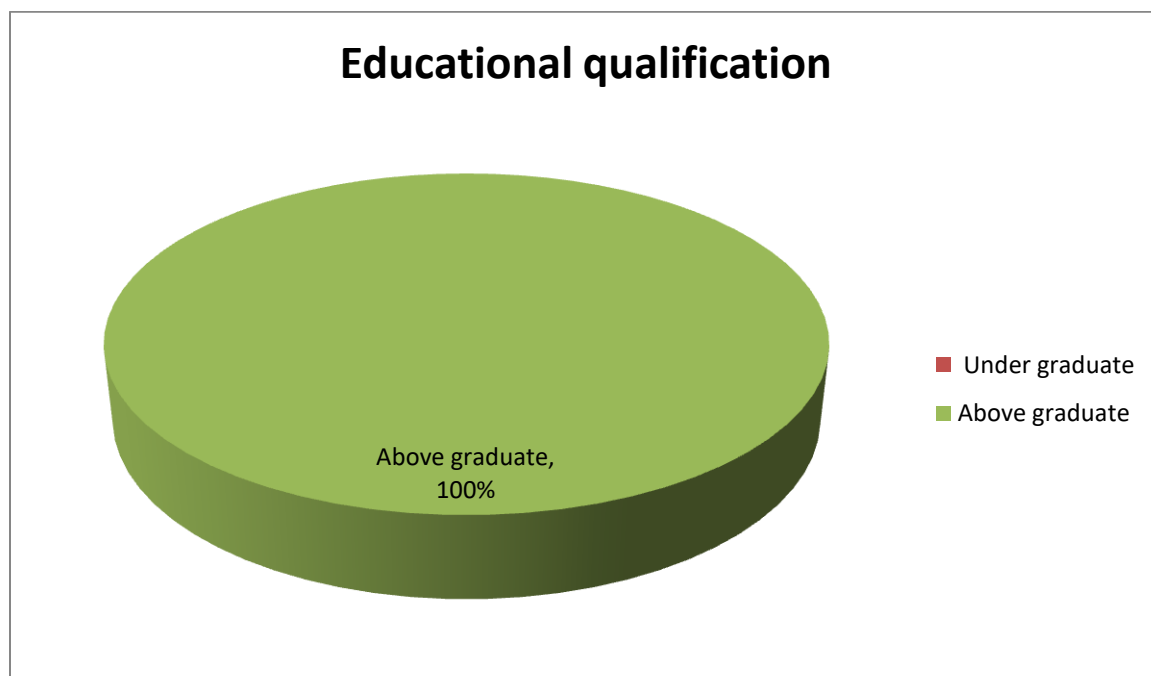| Family member	Number of respondents
3	2
4 to 5	1
5 to 6	2
6 above	0
Total	**5**

Fig 2.5 Family member

Interpretation:

From the above data, we can see that, 40% of the respondents are about 3 family members and 20% of the respondents are 4 to 5 family members and other 40% of the respondents are 5 to 6 family members . There is no respondents among the nuclear family.

Table 2.5 Educational Qualification

Educational Qualification	Number of respondents
Under graduate	0
Above graduate	0
Other specify	5
Total	**5**

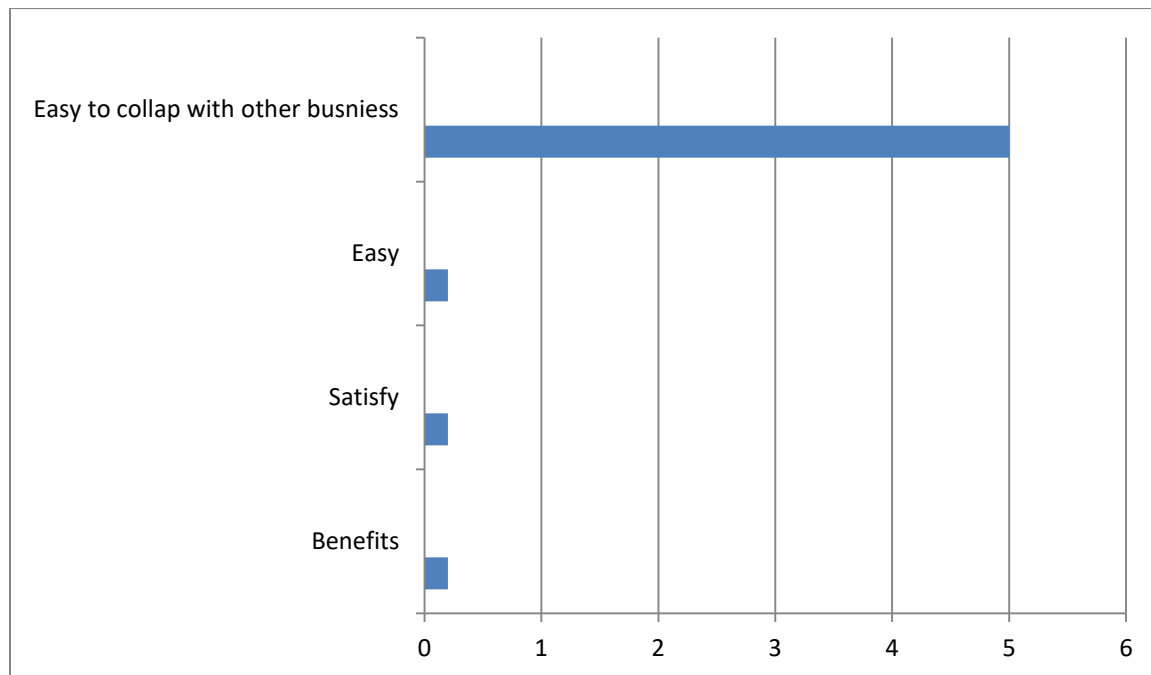**Figure 2.5 Educational Qualification**

Interpretation:

From the above data and figure, we can see the maximum no. of the respondents were above graduate. There is no responding among the under graduate.

Table 2.6 Reason of starting Business

Reasons	Number of respondents
Benefits	0
Satisfy	0
Easy	0
Easy to collaboration with other business	5
Total	**5**

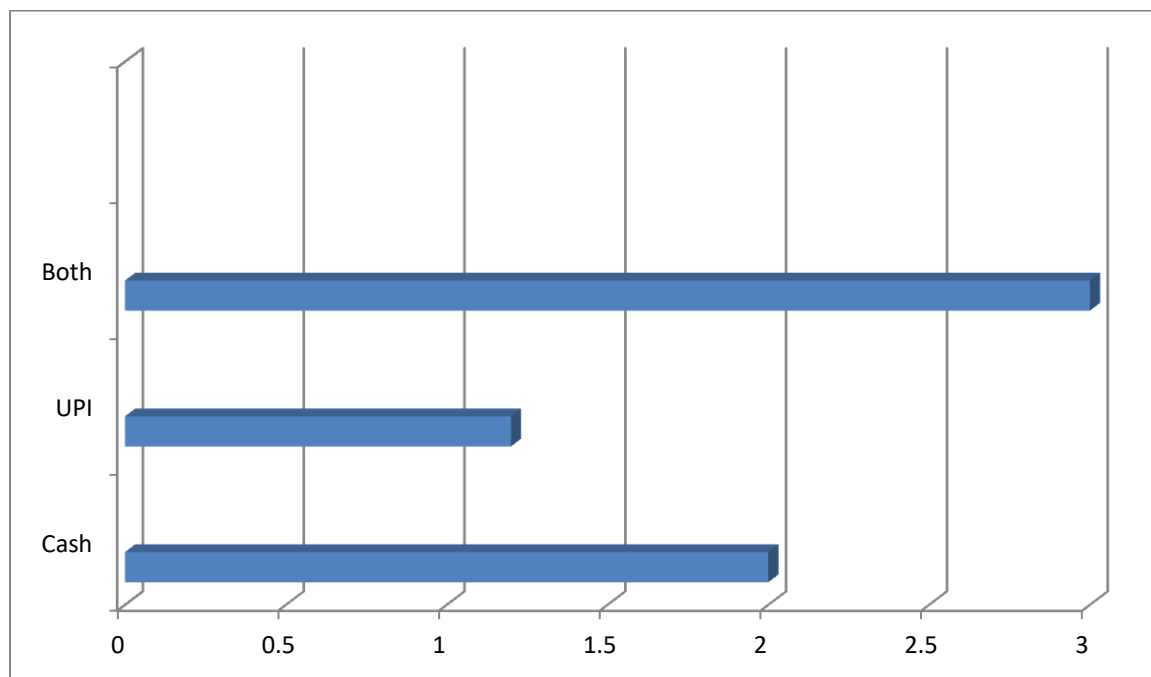**Figures 2.6 Reasons for preference starting Business**

Interpretation:

From the above data, we can see that the maximum no. of respondents chose the store because it is easy to do other business while starting the business

Table 2.7 Mode of Payment

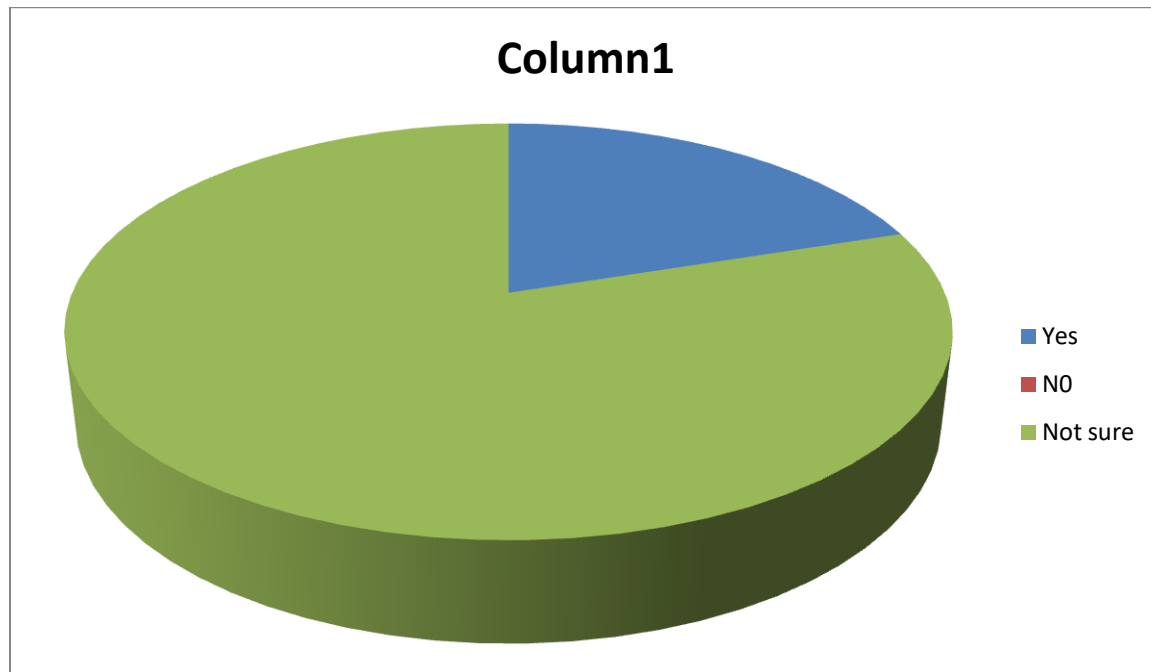| Mode of Payment	Number of respondents
Cash	2
UPI	0
Both	3
Total	**5**

Figure 2.7 Mode of Payment

Interpretation:

From the above data and figure, we can see that the majority of the responds prefers to pay in both cash and UPI , and only few of them chose to pay in cash.

Table 2.8 Make Plan to extend the business

Make plan to extend the business	Number of respondents
Yes	1
No	0
Not Sure	4
Total	**5**

Figure 2.8 Make plan to extend the business
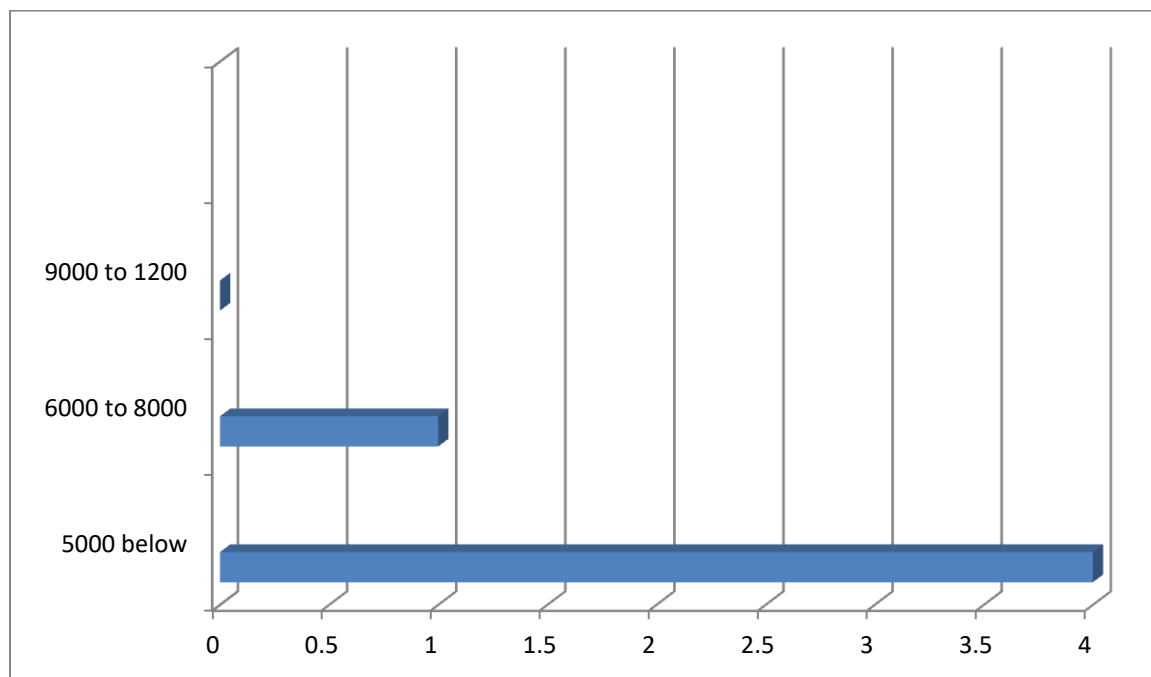

Column1

Legend: Yes, NO, Not sure

Interpretation:

From the above data , we can see that the few no. of respondents plan to extend the business and maximum no. of respondents are not sure about it.

Table 2.9 Average income

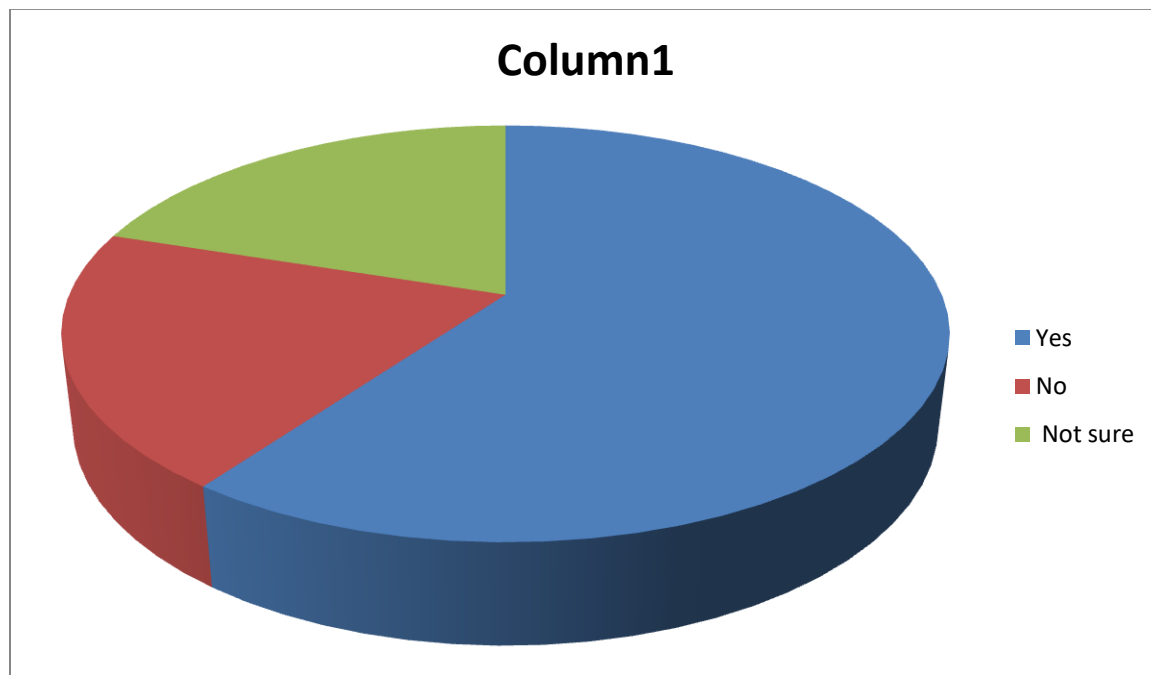| Average income	Number of respondents
5000 below	4
6000 to 8000	1
9000 to 12000	0
Total	**5**

Figure 2.9 Average income

Interpretation:

From the above data, we can see that the maximum no. of respondents their average income is about 5000 and minimum no. of respondents the average income is between 6000 to 80

Table 2.10 Satisfaction for family needs

Satisfaction for family needs	Number of respondents
Yes	3
No	1
Not sure	1
Total	**5**

Figure 2.10 Satisfaction for family needs

Interpretation:

From the above data, we can see that the average respondents i.e, (60%) said Yes to them and few of them respondents (20%) said No and the rest of the respondents (20%) said not sure.

CHAPTER- III

RESULTS AND DISCUSSIONS

Out of 5 respondents recruited in the study, (100%) were female. Majority of the respondents were age 30 above (80%), (20%) were age 20. Almost (80%) of the respondents were not students who are able to stand on their own.

The positive findings of this study support the idea that customers of a specific clothing company are likely to be satisfied with the services of business that have high-quality product at reasonable prices, nice ambiance, and good environments because they explained how tangibly the services contribute to consumer satisfaction. The current study's responsiveness also demonstrates the management of the retail clothing industry's loyalty to informing staff members about the products and services offered by the business, as these individuals represent the image of the business. As a result, it showed that the staff of that particular clothing company are knowledgeable about their goods and services and are receptive to customer questions.

The management of the clothing company was urged to have trustworthy information about the products (material used , price , transporting costs) display on social media sites like the internet, Facebook and Instagram so that customers can have direct access to the information online and the assurance can be achieved and met. However , dependability and confidence found negative results. In order to be profitable, the clothing company must priorities every aspect of service quality in their marketing plan. The advice is given because providing high-quality seervice is essential gaining an edge over competitors, which will have a big impact on both attracting in new clients and keeping the ones you already have.

CHAPTER –IV

SUGGESTION AND CONCLUSION

4.1 Conclusion

Any retailer's success depends on their ability to comprehend the expanding needs, aspiration and global lifestyle. Quality, variety of products, suitable material setting, parking facility, quick access, billing system, and proper crowd management should be continuously improved at all levels to be a successful retailer and to achieve the highest level of customer satisfaction. This will shape or structure retail stores to combine global experience and become the best customer-satisfiers achievable throughout all markets.

4.2 Suggestions

- ➢ The longer a customer spends in a store, the more likely it is that he will buy something. Retailer should therefore focus more on physical aspects, entertainment, and selling a variety of goods at fair prices in order to increase revenue.
- ➢ The salesperson must receive adequate training in order to respond to customers in a way that will encourage them to stay in the store and make additional purchases.
- ➢ Additional, it ought to point out customer loyalty offerings and roll out numerous rewards cards for large purchases.
- ➢ Promoting sales events on weekdays should be done with caution to reduce weekend rush.

Reference

OCHIENG, MATTHEWS ODEK (2022-10)

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Mr A Appu, SG Balaji Think India Journal 22 (14)

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QUESTIONNAIRE

SEC-1

A Study on the impact of laundry and dry clean business in local area

1.Your locality?

2.Name

3.Gender

A) Male B) Female

4. Age

A) Below 20 B) 21 – 25 C) 26 – 30 D) Above 30

5. Are you marriage

A) No B) Yes

6. Number of Family member?

A) 3 B) 4 – 5 C) 5 – 6 D) 6 above

7. Highest qualifications?

A) Under Graduate   B) Above Graduate   C) If there's any other please specify

8. From which year did you start the business?

A) 2010 – 2015   B) 2015 – 2017   C)2018 – 2020   D) 2021- 2024

9. Why did to start to choose to this business?

A) It is benefit   B) It's satisfy   C) It's Easy   D) Easy to collap with other business

10. From where did you usually get your customer?

A) Other locality   B) Close friends   C) From our locality

11. Did you delivered to their locality?

A) Yes   B) No

12. Did the customer see this business useful?

A) Yes   B) No

13. How did you prefer to get the money?

A) Cash   B) UPI   C) Both

14. Form washing bedsheets how much did you get? .

A) 300 below   B) 300 – 400   C) 400 – 500   D) 500 above

15. Form washing a blanket how much did you get?

A) 300 below   B) 300 – 400   C) 400 – 500   D) 500 above

16. From clothing how much did you get?

A) 300 below   B) 300 – 400   C) 400 – 500   D) 500 above

17. What is your annual income form dryclean and laundry within one month?

A) 5000 below   B) 6000- 8000   C) 9000 – 12000   D) 13000 above

18. How many customer did you get just in one day ?

A) 10 below   B) 10-15   C) 15 – 20   D) 20 above

19. Form this dry clean business what is your annual income ?

A) 300 below   B) 300 – 400   C) 400 – 500   D) 500 above

20. Are you willing to extend this business?

A) Yes   B) No   C) Not sure

21. Does this business provide the needs of the family?

A) No   B) Yes   C) Not sure