



WASH
ハウス

Company Description

WASH HOUSE Co., Ltd.



1. Company Overview



Company overview

As of June 30, 2017

Name	WASH HOUSE Co., Ltd. (TSE Mothers, FSE Q-Board)
Established	November 28, 2001
Representative	Yasutaka Kodama, President and Representative Director
Headquarters	86-1 Shineicho, Miyazaki, Miyazaki Prefecture
Capital	JPY993,886,000
Employees	104 (not including directors)
Lines of business	Planning, development, operation, and system provision for coin-operated laundries
Facilities	Tokyo Branch, Osaka Branch, Hiroshima Branch, Fukuoka Branch, Headquarters Sales Div. (Miyazaki), Yamaguchi Sales Office, Nagasaki Sales Office
Stores	431 (406 franchises, 25 directly operated stores)



Management philosophy and corporate message

Management philosophy

Remaining a presence truly needed by society, by basing all of our ideas on the customer's point of view.

Corporate message

Creating the de facto standard in the coin-operated laundry industry

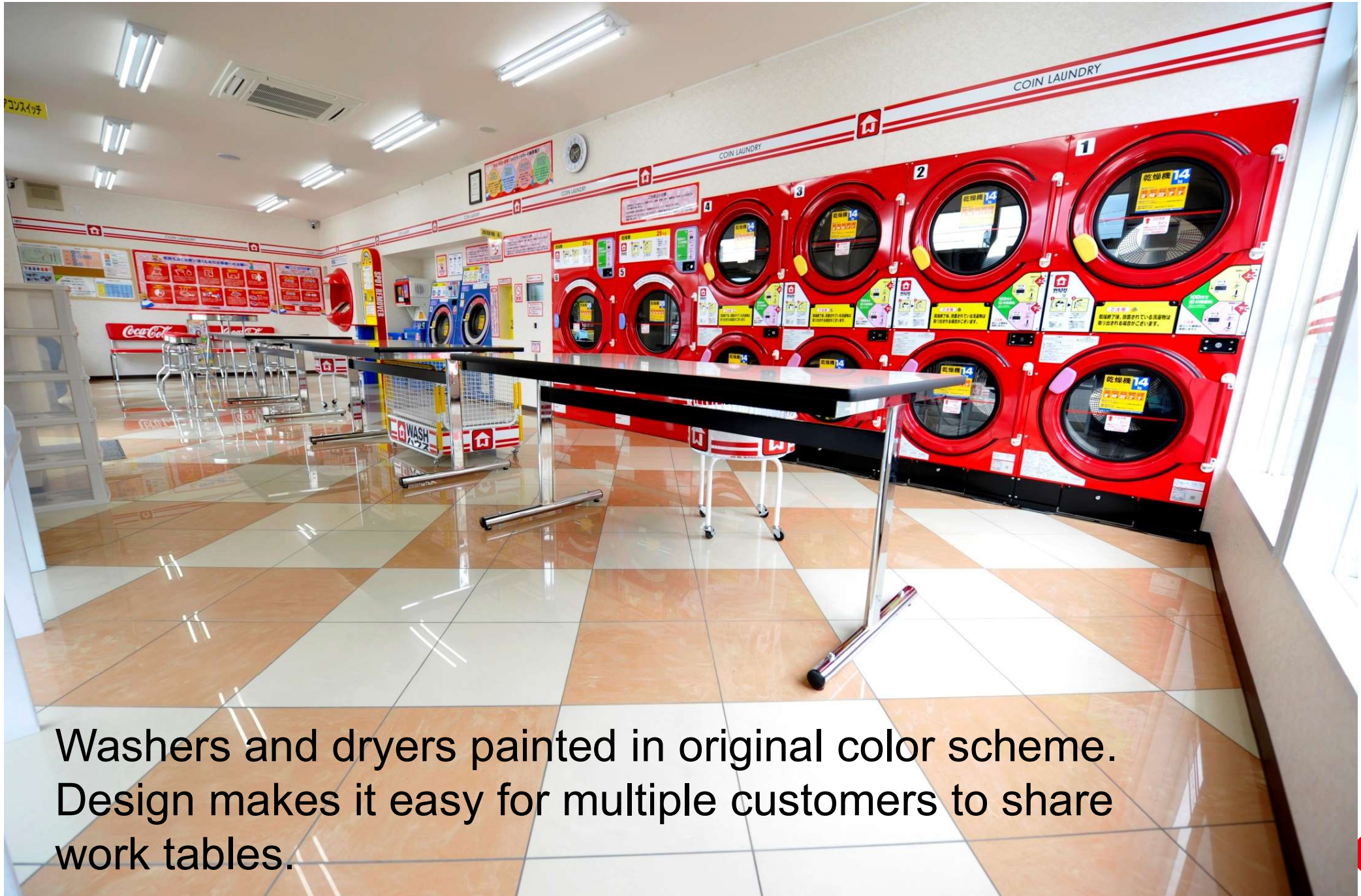
A red square icon with a white house shape inside.

Store photo



Semicircular signage and round pillars make the red-and-white color scheme stand out





Washers and dryers painted in original color scheme.
Design makes it easy for multiple customers to share
work tables.

History (2001-2008)

2001	Nov.	Established as KDM Co., Ltd., a provider of consulting services on effective use of real-estate properties
2002	Dec.	Began franchise business and coin-operated laundry management business with simultaneous opening of Jogasaki and Oshima-dori stores, aiming to manage coin-operated laundry properties.
2004	Feb.	Secured first business-model patent in Miyazaki Prefecture for remote coin-operated laundry management system combining in-store Web cameras with remote operation of coin-operated laundry equipment (pat. no. 3520449, coin-operated laundry management system)
	May	Began directly operated business (opened Aoba Store under direct operation)
	Nov.	Advanced into Fukuoka Prefecture (opened Munakata Store under direct operation)
2005	May	Advanced into Oita Prefecture (opened Ino and Munakata stores simultaneously as franchises) Company name changed to WASH HOUSE Co., Ltd.
2006	Aug.	Advanced into Kumamoto Prefecture (opened Yokote Store under direct operation)
2007	Jan.	Advanced into Saga Prefecture (opened Tosu Honmachi Store as franchise)
2008	March	Chosen to receive the second High-Service Japan 300 presented by SPRING
	Aug.	Secured business-model patent for coin-operated laundry management system that customers can restore themselves using in-store touch panels (pat. no. 4172043: coin-operated laundry management system)

History (2009-2016)

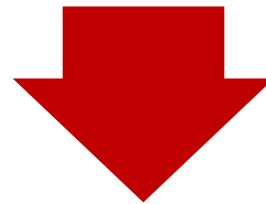
2009	May	100th store opens (Sakanoue Store opened as franchise)
2010	Jan.	Secured business-model patent for a system enabling loading of coupons for free use from in-store touch panel devices to plastic cards with IC chips, prepaid cards, and mobile phones (pat. no. 441796: coin-operated laundry management system)
2013	June	Advanced into Yamaguchi Prefecture (opened Ayaragi Store as franchise)
2014	May	Opened Hiroshima Branch (Higashi Ward, Hiroshima); advanced into Hiroshima Prefecture (opened Hiroshima Yahata Store under direct operation)
	Dec.	200th store opens (Aeon Town Tasaki Store, as franchise)
2015	Jan.	Opened Oita Sales Office (Oita, Oita Prefecture)
	April	Opened Osaka Branch (Nishi Ward, Osaka)
	Oct.	Opened Tokyo Branch (Chuo Ward, Tokyo)
	Dec.	Advanced into Osaka Prefecture (opened Tondabayashi Koda Store as franchise)
2016	Feb.	Opened Kumamoto Sales Office (Kumamoto, Kumamoto Prefecture)
	March	300th store opens (D&D Yukuhashi Store, as franchise)
	June	Advanced into Nagasaki Prefecture (opened Omura Tominohara Store as franchise)
	July	Advanced into Tokyo (opened Shinjuku 7-chome Store under direct operation)

History (Nov. 2016-)

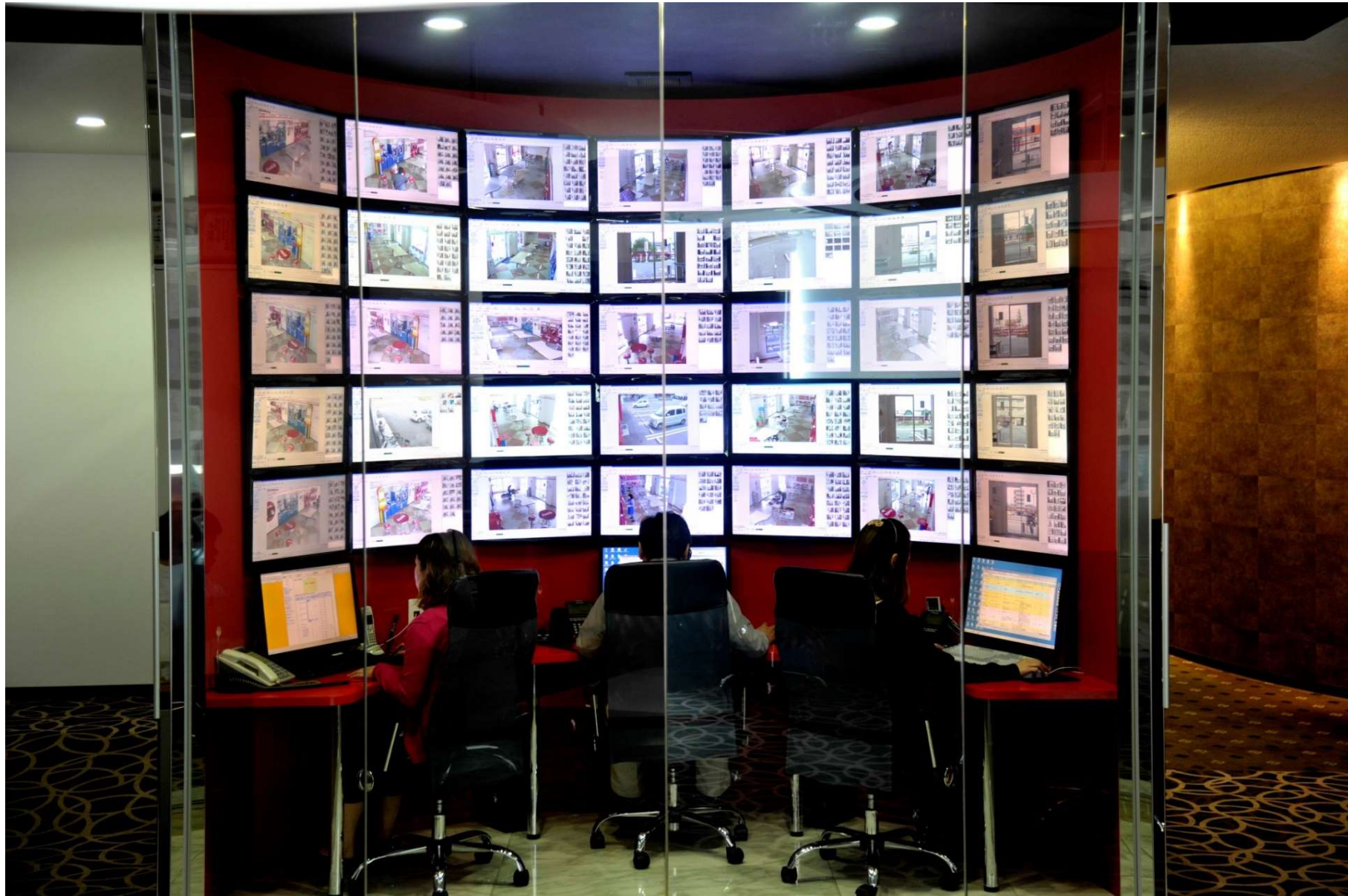
2016	Nov.	Listed shares simultaneously on the Tokyo Stock Exchange's Mothers board and the Fukuoka Stock Exchange's Q-Board
2017	March	400th store opens (Fukuoka Nata Store, as franchise) Opened Yamaguchi Sales Office (Yamaguchi, Yamaguchi Prefecture) Opened Nagasaki Sales Office (Omura, Nagasaki Prefecture)
	June	Advanced into Okayama Prefecture (opened Okayama Saidaiji Store as franchise) Advanced into Kagawa Prefecture (opened Takamatsu Kitagawanishi Store as franchise) Advanced into Ehime Prefecture (opened Uwajima Warei Store as franchise)

Remote management system for coin-operated laundry

This system combines security cameras and remote-control systems to provide customer service identical to that of a staffed store even though no staff are present in the store.



Business model patent attained
(Patent no. 3520449)





1) Audio/video system

Eyes: Cameras with sufficient resolution to view apparel tags
Camera placement free from blind spots

Ears: Voice system that enables interaction with customers without requiring them to call on the telephone

Mouth: Managers also can contact customers

2) Washers, dryers, remote-control system

Can provide customer service even without going to the store

MENU

- 稼動情報
- 売上情報
- 料金・運転時間設定
- 店舗管理
- 機器管理
- 操作説明書(PDF)
- よくあるご質問(PDF)

稼動状況・遠隔運転

店舗レイアウト

更新 実行 全て選択 全て解除 メンテナンス状況

2016年10月12日 11:00

選択	機器番号	機器名称	稼動状況	残り運転時間	運転行程	支払方法
<input type="checkbox"/>	02	2段式ガス乾燥機 14 Kg×2	上段 停止 下段 停止			
<input type="checkbox"/>	03	2段式ガス乾燥機 14 Kg×2	上段 停止 下段 停止			
<input type="checkbox"/>	04	2段式ガス乾燥機 14 Kg×2	上段 乾燥運転中 下段 停止	4分	乾燥運転	コイン
<input type="checkbox"/>	05	ガス乾燥機 25kg	乾燥運転中	10分	乾燥運転	コイン
<input type="checkbox"/>	06	ガス乾燥機 25kg	停止			
<input type="checkbox"/>	07	ドラム式全自動洗濯機(電解水除菌) 22Kg	停止			
<input type="checkbox"/>	08	ドラム式全自動洗濯機(電解水除菌) 12Kg	通常+除菌すすぎコース運転中	35分	すすぎ1	コイン
<input type="checkbox"/>	09	渦巻式全自動洗濯機(電解水除菌) 7Kg	停止			
<input type="checkbox"/>	10	スニーカウォッシュャー	停止			

通常コース
通常+除菌すすぎコース
少量コース
少量+除菌すすぎコース
通常コース(すすぎ1から)
通常コース(すすぎ2から)
通常+除菌コース(すすぎ1から)
通常+除菌コース(すすぎ2から)
少量コース(すすぎ1から)
少量コース(すすぎ2から)
少量+除菌コース(すすぎ1から)
少量+除菌コース(すすぎ2から)
最終脱水から
ドラム洗浄
運転中止
トラブルリセット

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<input type="checkbox"/>	09	渦巻式全自動洗濯機(電解水除菌) 7Kg	停止			

100円分
200円分
300円分
400円分
500円分
600円分
700円分
800円分
900円分
1000円分
クールダウン停止
トラブルリセット

3) Sales management system

Clarification of issues involved in cash business

Also used for marketing

SANYO ITランドリーシステム - Windows Internet Explorer

https://www.coin-laundry.co.jp/ownerp/op0021.do?wlv-select_key%3A%7BpageContext.groupId%7DoldValue=true&wlv-select_key%3A%7BpageContext.groupId%7D=10000041&shopId=1000

グループ: 宮崎エリア WASHハウス 都城SC店◎ 選択

今日の売上 15,000円
今月の売上 635,700円(前年実績 873,150円)

売上達成目標 0円
達成率 0%

メンテナンス必要(1件)
他店舗通信エラー発生(4件)
2010年03月18日 17:13

MENU

お知らせ

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2010年03月18日 17:13現在(5分後に自動更新します)

選択	機器番号	機器名称	稼動状況	残り運転時間	運転行程	支払方法	運転要求
<input type="checkbox"/>	01	2段式ガス乾燥機 14Kg×2	上段 停止 下段 乾燥運転中	8分	乾燥運転	コイン	
<input type="checkbox"/>	02	2段式ガス乾燥機 14Kg×2	上段 停止 下段 停止		ソフトリンス		100円分 200円分 300円分 400円分 500円分 600円分 700円分 800円分 900円分 1000円分 クールダウン停止 トラブルリセット
			上段 停止				

インターネット 100%

スタート https://www.coin-laundr... SANYO ITランドリーシ... 着信報告 17:13

売上実績分析 結果 - Windows Internet Explorer

https://www.coin-laundry.co.jp/ownerp/op0600/op0630/tableAction.do

ファイル(F) 編集(E) 表示(V) お気に入り(A) ツール(T) ヘルプ(H)

売上実績分析 結果

売上実績分析 (機器ごと) 店舗: WASHハウス 都城SC店◎
(売上修正データ含)

売上データ収集期間 2010/02/01 00時 ~ 2010/02/28 23時

閉じる

期間(日)	天気	01: 2段式ガス 乾燥機 14K g×2	02: 2段式ガス 乾燥機 14K g×2	03: 2段式ガス 乾燥機 14K g×2	04: 2段式ガス 乾燥機 14K g×2	05: ガス乾燥機 25kg	06: ガス乾燥機 25kg	07: ドラム式全 自動洗濯 機 22Kg	08: ドラム式全 自動洗濯 機 12Kg	09: ドラム式全 自動洗濯 機 12Kg	10: 縦巻式全 自動洗濯 機 (電解水 除菌) 7Kg	11: スニーカー ウォッシャ ー	12: スニーカー ドライヤー	合計
01(月)		6,200	6,800	4,800	8,100	4,100	4,200	0	600	1,800	600	1,400	500	39,100
02(火)		2,300	1,400	2,300	2,500	400	1,700	900	0	0	600	700	800	13,600
03(水)		1,000	600	1,100	1,900	1,000	1,800	900	1,800	1,800	600	400	300	13,200
04(木)		1,900	1,900	2,100	1,900	2,300	3,700	2,700	1,200	600	900	0	0	19,200
05(金)		2,600	200	1,200	1,200	1,100	2,100	900	1,800	1,800	1,200	200	0	14,300
06(土)		1,600	1,300	1,900	1,700	2,800	2,700	2,700	3,600	3,000	900	400	200	22,800
07(日)		4,700	3,000	3,900	5,600	3,700	3,800	900	2,400	2,400	1,700	1,000	500	33,600
08(月)		3,400	2,800	3,600	4,200	2,600	2,900	2,700	3,000	2,400	900	0	200	28,700
09(火)		3,100	3,100	3,300	6,200	3,100	2,100	0	1,200	1,200	1,200	100	400	25,000
10(水)		9,400	7,900	7,100	9,300	4,900	7,000	2,700	2,400	1,200	1,100	200	300	53,500
11(木)		12,900	12,400	12,200	13,500	8,800	8,700	1,800	1,800	1,800	900	1,000	1,000	76,800
12(金)		3,000	2,500	2,900	3,800	2,500	4,800	1,800	3,600	1,800	900	200	100	27,900
13(土)		1,600	1,900	1,800	3,200	1,500	2,700	3,600	3,000	3,600	900	200	0	24,000
14(日)		6,900	5,200	5,100	7,000	4,600	4,400	2,700	2,400	600	1,800	800	600	42,100
15(月)		8,400	8,700	8,100	10,300	4,500	6,100	900	1,200	0	600	0	0	48,800
16(火)		3,900	2,300	3,000	5,000	2,500	4,200	2,700	1,800	600	1,200	200	600	28,000
17(水)		2,300	600	2,000	2,800	1,100	3,000	900	1,800	600	600	400	400	16,500
18(木)		2,400	2,400	2,700	2,900	2,100	1,800	0	1,200	1,200	900	400	0	18,000
19(金)		2,500	1,500	1,400	2,600	1,400	2,100	900	1,200	1,200	600	200	100	15,700
20(土)		1,400	1,400	3,100	3,900	2,900	2,800	2,700	6,000	3,600	2,200	800	0	30,800
21(日)		1,800	1,300	2,200	1,800	2,300	2,700	3,600	3,000	4,200	600	1,200	600	25,300
22(月)		1,500	1,000	1,200	2,200	1,900	2,400	900	0	600	1,500	0	0	13,200

ページが表示されました

インターネット

スタート 3 Internet Exp... 着信報告 Microsoft Excel... リムーバブル ディス... 17:19

4) Labor management, business reporting system

Efficiently and appropriately handles management and instruction of store cleaning staff who work only 1 hr./day when convenient.

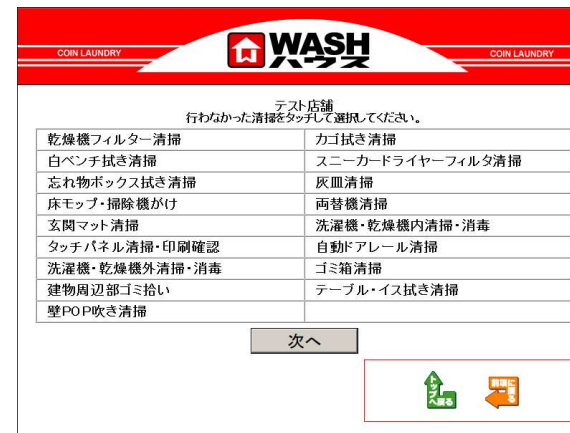


▼スタッフコード入力

1	2	3
4	5	6
7	8	9
0		

訂正

ログイン



テスト店舗
行わなかった清掃をタッチして選択してください。

乾燥機フィルター清掃	カゴ拭き清掃
白ベンチ拭き清掃	スニーカードライヤーフィルタ清掃
忘れ物ボックス拭き清掃	灰皿清掃
床モップ・掃除機かけ	両替機清掃
玄関マット清掃	洗濯機・乾燥機内清掃・消毒
タッチパネル清掃・印刷確認	自動ドアレール清掃
洗濯機・乾燥機外清掃・消毒	ゴミ箱清掃
建物周辺部ゴミ拾い	テーブル・イス拭き清掃
壁POP吹き清掃	

次へ

5) Inventory management system



テスト店舗
行わなかった清掃をタッチして選択してください。

月曜：建物周辺部清掃	在庫：ハウスソープ	0	缶
木曜：ガラス清掃	在庫：ソフター	0	缶
木曜：窓のサン清掃	在庫：ソフターイン	0	缶
土曜：店舗裏排気フィルター			

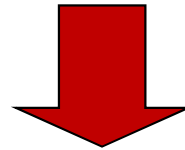
次へ

Concepts that inspired the startup of WASH HOUSE

- 1) What would be feasible without requiring much money?
- 2) How could we ensure sustained growth in sales and profits in a time in which Japan's population steadily is decreasing due to low birth rates and the ageing of society?
- 3) Are there any predecessors in the market, can we succeed in competition, is the business resistant to easily being copied?
- 4) Can we develop a business based on the existing building stock?
- 5) Can we generate additional revenues accompanying the core business?
- 6) Can the market promise a scale of JPY1 trillion?
- 7) Is the business an important one for society?

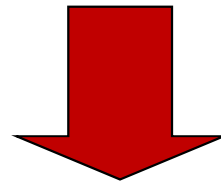
1) What would be feasible without requiring much money?

Brokerage, software development, design, architecture and construction, consulting, education, etc.



Franchising business

2) How could we ensure sustained growth in sales and profits in a time in which Japan's population steadily is decreasing due to low birth rates and the ageing of society?



A business that has a small rate of use today but for which that rate can be expected to grow in the future

3) Are there any predecessors in the market, can we succeed in competition, is the business resistant to easily being copied?

- An industry in which a predecessor has an overwhelming presence would be difficult
- Are there any industry associations (resisting forces)?
- Can we develop a system that could not be copied easily?



Revenue structure

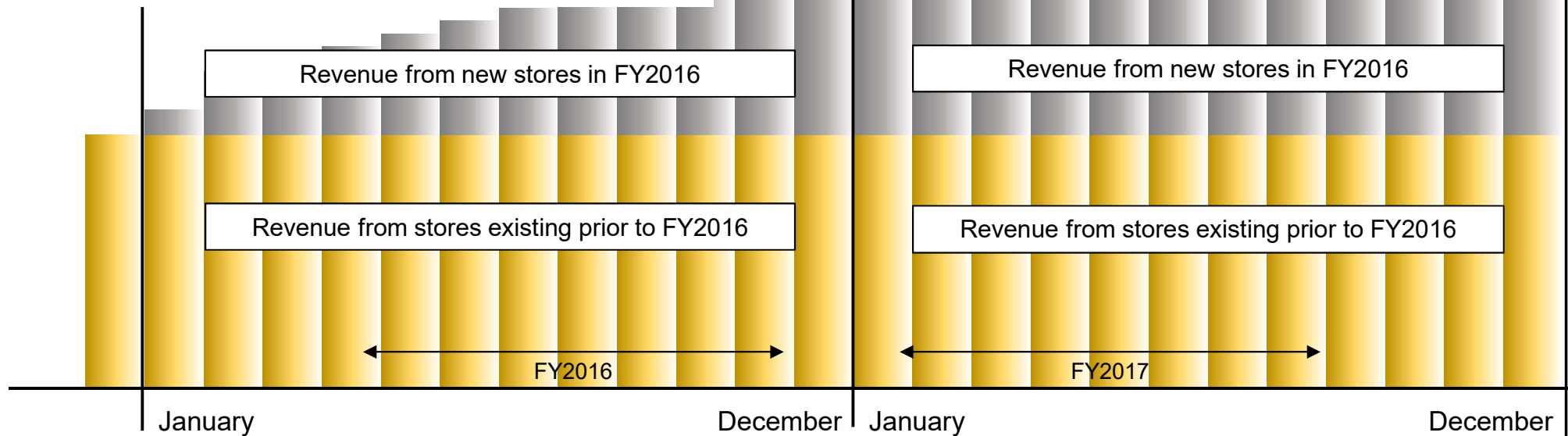
Overview of stock revenue

Stock revenue in previous period

- ||
- Revenue from **new** stores in FY2016
- +
- Revenue from stores existing prior to FY2016

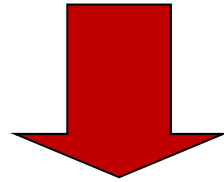
Periodic revenues from franchises (monthly per store)

- **Sore management fee** JPY50,000 (JPY600,000/year)
- **System maintenance fee** JPY10,000 (JPY120,000/year)
- Share of advertising costs JPY30,000 (JPY360,000/year)
- Cleaning costs JPY36,000-47,000 (JPY432,000-564,000)



5) Can we generate additional revenues accompanying the core business?

Ideal business style



Conglomerate business style

Everything from entry to exit handled within the group

6) Can the market promise a scale of JPY1 trillion?

While this also depends on the content of business,
In simplified terms the business can be expected
to lead to a large market through the following
approach:

Becoming a leading company in Miyazaki:

JPY100 billion

In Kyushu: JPY300 billion

Nationwide: JPY1 trillion

7) Is the business an important one for society?

- Contemporary trends
 - Themes in society
 - Environmental issues
 - Health issues
 - Energy efficiency
- “Green economic and social innovations,”
Japan’s version of President Obama’s “Green
New Deal” policy



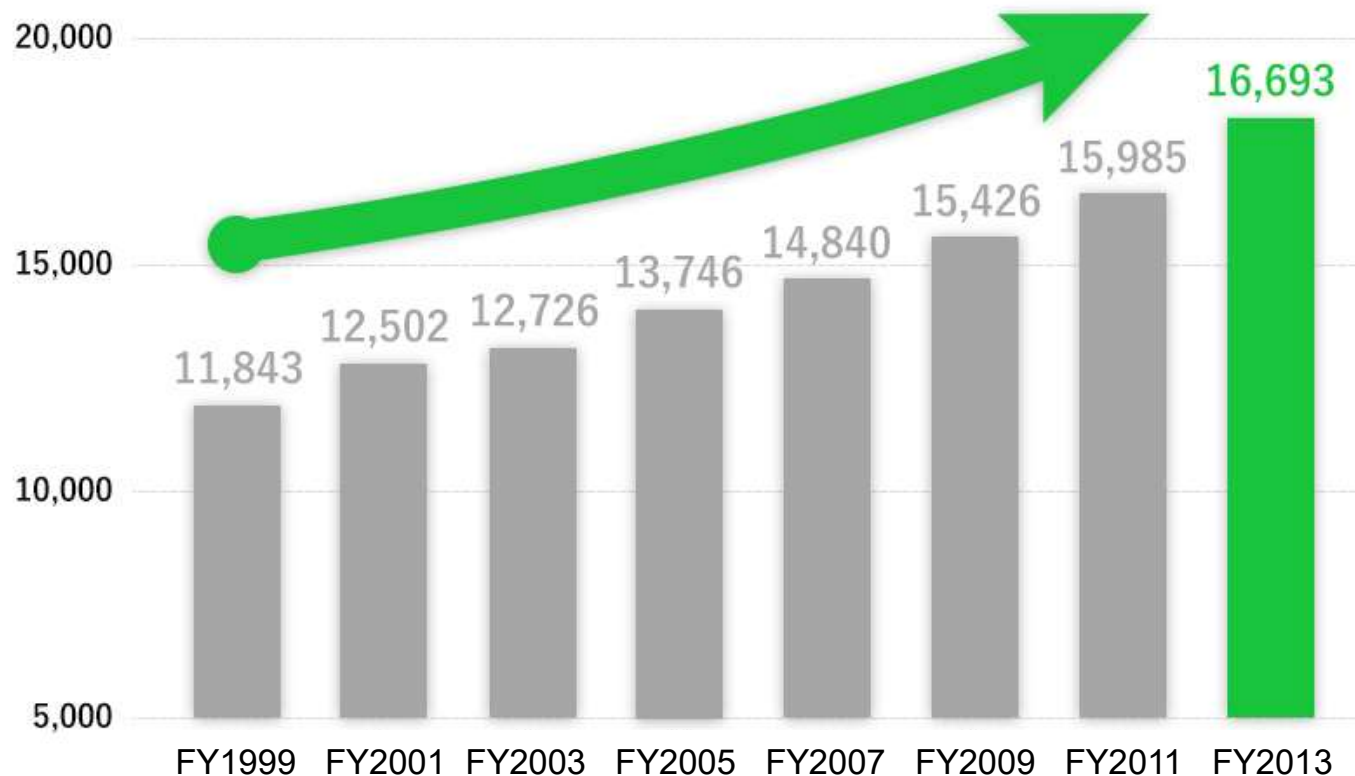
Consideration of the above led to:

The coin-operated laundry business

Growth market

While the domestic market is growing at a pace of more than 500 stores per year, there are no major predecessor firms in the market

▼ Number of coin-operated laundries (stores)



General image of coin-operated laundries

✓ **Dirty**

✓ **Dark**

✓ **Scary**



Our image

✓ **Clean**

✓ **Bright**

✓ **Safe, reassuring**

Distinguishing features of the coin-operated laundry business

- 1) A business that can succeed even with low usage rates
- 2) A cash business with almost no losses and inventories
- 3) Operations do not depend on individual abilities
Machines do not slack, no need for individual training
Low risk of failure
- 4) Most are owner-operator businesses
No corporate players
- 5) Some coin-operated laundries are in violation of the law
- 6) Can be expected to see increasing needs in light of background social conditions

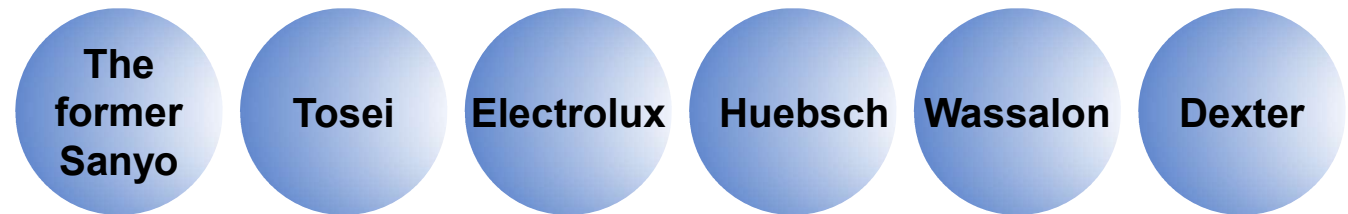
The structure of the coin-operated laundry industry

Industry
structure

**Manu-
facturing**

Manufacturers

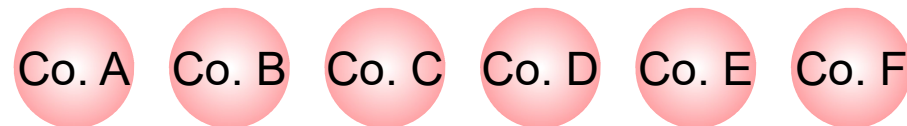
Manufacturer associations



Selling

Retailers,
equipment
suppliers,
boiler companies

Coin Laundry Association



Buying

Owners of coin-
operated laundries

Owner-operators



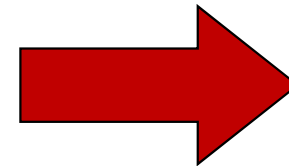
Current issues in the coin-operated laundry business

Ordinary coin-operated laundries:

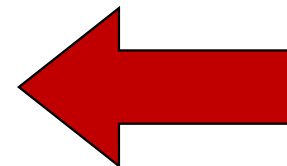
Since most are owner-operator businesses, they lack the ability (or awareness) to address compliance-related issues

WASH HOUSE:

As coin-operated laundries operated by a corporation, the maximum attention is paid to compliance-related issues and the safety of users is given the top priority



No clear management standards for the steadily increasing number of coin-operated laundries



Laws and regulations related to coin-operated laundries

1. Issues related to procedures for opening the business
2. Land-zoning issues
3. Building Standards Act issues
4. Issues related to the Fire Service Act and the Gas Business Act
5. Business-guidance issues

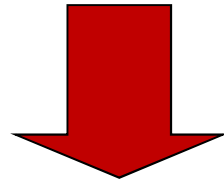
Societal background

Changes in living environmental conditions

Increasing allergens

Increasing numbers of allergy patients

PM 2.5



Increasing numbers of people who need to
use coin-operated laundries

Matters given consideration in business planning

- 1) Low level of sales unless operating a large number of stores
But businesses in the industry lack funds and credit
As an equipment-based business, a company opening numerous stores by itself would face high depreciation costs, so that it could experience losses even while generating cash flow
→ Franchising, off-balance-sheet transactions
- 2) Resolution of issues related to franchising (franchising businesses have a bad image)
Antagonism between franchise headquarters and franchisees/area franchises
→ **Developing a brand-new franchise system**
Employing **financial tools** from the perspective of investment to increase number of franchisees
- 3) Issues in operating a large number of stores
Sales stop when there are no more areas into which to expand → **System of opening directly operated stores**
Avoiding a rights-based business → **Distribution business**
- 4) How to compensate for low rates of use
Japanese trends and culture are created by the mass media
Among products with the same level of quality, price and name recognition are decisive
Incorporating from the start **a system under which advertising costs are triple those of an ordinary business**



2. Lines of Business and Store Operation



Lines of business

1

Franchising business

Creating a unique operations-subcontracting franchise business

Bundling store design, construction, machinery installation, etc.
Selling the WASH HOUSE coin-operated laundry system as a whole.
Receiving advertising and preparatory costs when opening and franchise fees.



2

Store management business

Standardizing quality through adoption of an integrated management method for all stores

Receiving the prices of providing services including immediate support through a 24-hr./day, 365-day/year call center, Web cameras, and remote controls, daily inspection and cleaning, refilling detergent, maintenance, collection of cash, and ascertaining activities



3

Directly operated businesses etc.

Directly operated stores are trial shops for entering new areas

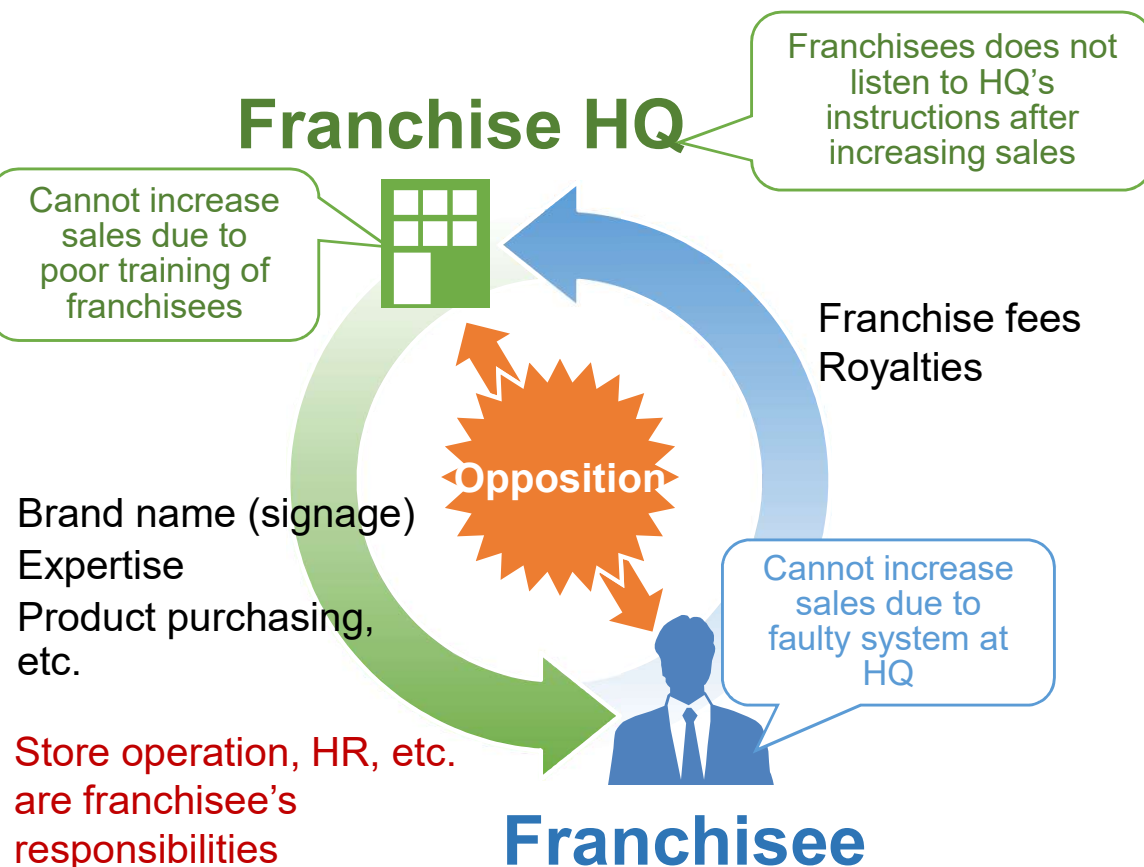
Receiving payment for use of washers and dryers from store users.
Opened mainly in new areas for the stores. These raise awareness of the WASH HOUSE brand, stimulate use of coin-operated laundries, and serve as model stores for franchise owners and land owners.



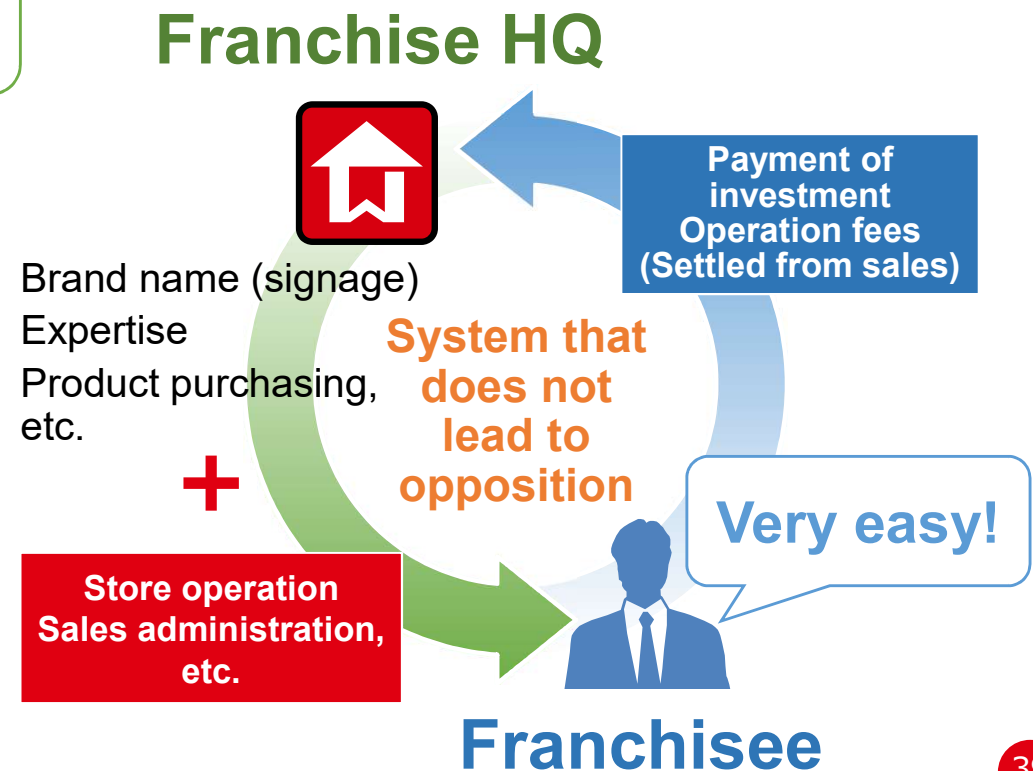
Franchise system

The new business model will resolve issues with the existing franchise system

General franchise model



Wash House's franchise model



System for accelerating store openings

Developing a system aimed at opening a large number of stores from the start

1. Centralized management of each store's sales, labor and operations from headquarters
2. No need to train human resources when opening a store. Machines offer uniform capabilities and do not slack.
3. Choosing vendors to handle key aspects of construction nationwide
4. Securing multiple construction contractors to handle simultaneous opening of new stores
Also responded to shortage of contractors after the Kumamoto Earthquakes through cooperation among multiple construction contractors.
5. A system that makes it easy for a single franchise owner to open multiple stores
 - A system for repeat franchisees (passage of 10-year period)
 - Since franchisees do not have to manage the stores, the business does not depend on their management abilities
 - No antagonistic relationship develops with headquarters

Lessening the psychological burden of sales

1. Resolving the difficulties of new business development

Telephone calls for new business development pose a significant burden

Not having sales staff conduct telephone calls for new business development

Not too much difficulty presented in securing new franchise owners

Telephone Appointer (TAP) system

- Visiting only customers and real estate companies with whom appointments have been made
- Pairing sales staff with TAPs to create an environment conducive to communicating key points
- Having sales staff focus on thorough coverage through a system of assigning sales territories

2. Separating tasks such as simulation and preparing contracts

Having sales staff focus on mobile work.

Analysis of number of properties to develop based on 15 years of data

Calculating base numbers of contracts that can be concluded per year based on experience

Five years or more: 7

Branch manager: 6

Leader: 4

One year or more: 2

Less than one year: 1

3. Future business advancement

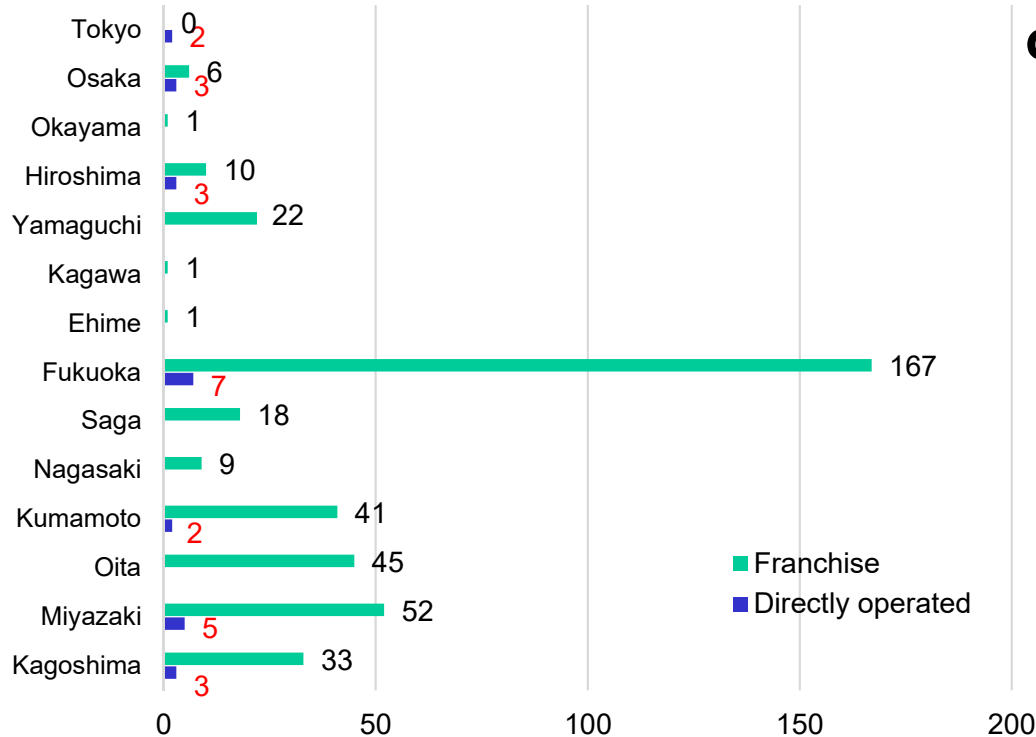
Future advancement

1. Expanding area of new store openings
2. Expanding business infrastructure
3. Media strategy

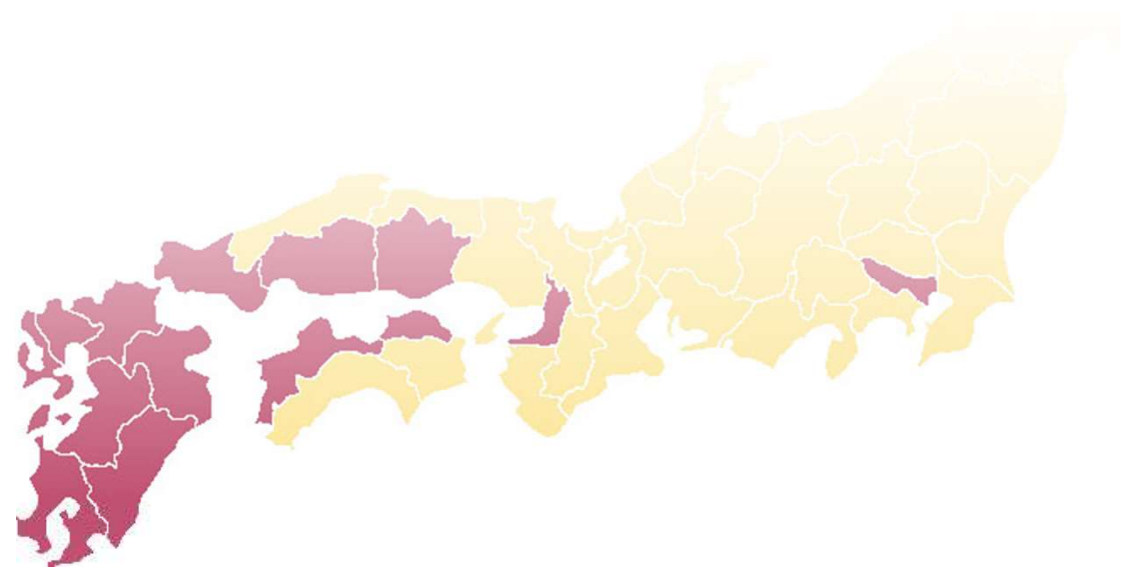


Expanding store area

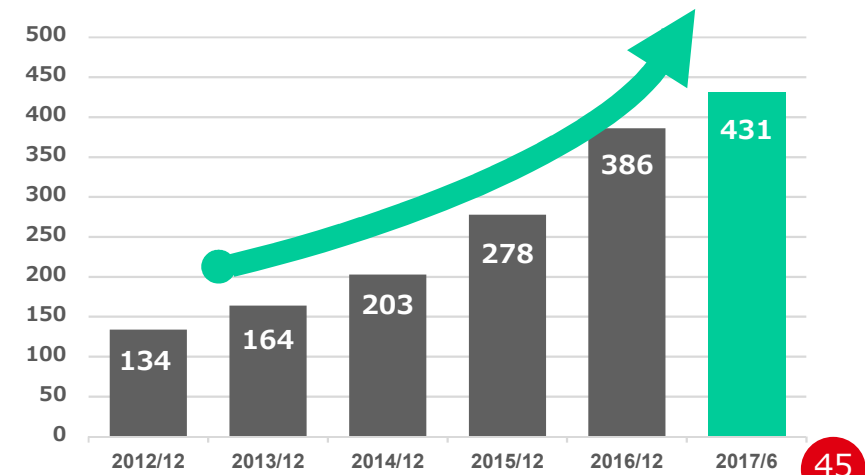
Numbers of stores by region (June 30, 2017)



Full-fledged area expansion centered on the Chugoku and Shikoku areas



- Number of households in Miyazaki Prefecture: 466,718
(Estimated by the Miyazaki Prefecture General Policy Planning Dep., Statistics and Research Div., June 1, 2017)
- Number of stores in Miyazaki Prefecture: 57
- Coverage (households per store)
 $466,718 \div 57 = 8,188$
- Number of households in Japan: 56,412,140
(Ministry of Internal Affairs and Communications, Local Administration Bureau, Residents Administration Policy and Management Div., January 1, 2017)



Expansion of business infrastructure

Securing human resources

- Increasing number of hiring personnel
- Proactively hiring manager-class human resources

Advancing into related and peripheral businesses

- Increasing opportunities for revenues and cutting costs through bringing activities in-house
- Entering new businesses based on the existing business model

Media strategy

Deploying an integrated brand strategy for all stores nationwide, based on the concepts of peace of mind, safety, and cleanliness, to establish an overwhelmingly strong brand image far above the competition.

- Growing the market
- Media strategy using systems such as TV commercials to enhance advertising and promotion and using key local broadcasters
- Firm establishment of the practice of washing futons



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