

From Parrisianne



Are you missing those shirt opportunities.

Most dry cleaners do not know the cost of processing a shirt.

Very few know how to tap into the real profit potential

The market for the a quality finished shirt has shown potential over the past 10 years

High quality shirts bring excellent profit with growth.

A shirt service charging between £1.00 and £2.50 brings in new customers every day. The high shirt shirt finishing allows you to make a real profit as well.

In planning a shirt system always allow for growth to avoid production pressure later. If you do not produce a shirt better than the average householder, you will not maintain growth or sustain that income during recession periods.

The entry level former style blow finished shirt will not even equal the home service without subsequent added manual input. The cost of producing the shirt in this way will be very high and rise if quality is required.

It is a big mistake to produce shirts as a lost leader.

Several studies have been carried out on the cost of running a shirt service. On one survey, the unit was producing a washed and finished shirt at a cost of £0.79. (This did not include the capital cost of the machinery). The owners assumed they were breaking even charging a £1.00 on the basis of it being a lost leader. The national survey shows the average shirt is charged at £1.80. This unit was therefore loosing £0.80 per shirt. If producing 500 shirts per week how much extra dry cleaning will be required to justify this loss of £400.00 in shirt income.

Get the price right and secure future business with quality.

Parrisianne offers a wide range of shirt finishing machinery. From entry level to the highest quality shirt requires us to deal with three different manufacturers producing three very different styles of machinery.

Entry level form blow finishers are obviously the cheapest to buy but costs the most to produce the shirt. Mid level hot glazed head, buck collar, sleeve are more expensive but give a quality finish that can not be equalled by the householder. Double buck and double rotating collar & cuff finishers are more expensive but they produce more and for less cost.

The chart below indicates clearly the differences in production costs between middle level and high end finishing systems. The highest cost which is entry level form finishing is not compared here.

	Three piece (separate sleeve) glazed pressing system (Parrisienne Forenta Bantam) Mid level production 800 shirts week. One operator 40hrs @ £1.80 each shirt	High end middle production range 2000 shirts per week Parrisienne/Sankosha single buck with separate single collar cuff. One operator 40hrs @ £1.80 each shirt	High end maximum production range 4000 shirts per week Parrisian/Sankosha double buck with rotating collar cuff. Two operators 40hrs @ £1.80 each shirt	Your costs compared
Gross income	£1,440.00	£3,600.00	£7,200.00	
Labour @ £11.00 hour for finishing and washing	£440	£440	£880	
Utilities.				
Steam consumption	£88.40	£157.59	£197.00	
Water & Effluent	£9.52	£23.80	£42.84	
Hot water	£13.46	£34.00	£61.20	
Laundry supplies	£27.20	£68.00	£122.40	
Compressed air	£8.50	£47.60	£47.60	
Total utility costs	£147.08	£330.99	£471.04	
Packing	£68.00	£170.00	£340.00	
Overhead 10%	£150.00	£374.00	£748.00	
Total direct cost	£893.08	£1556.99	£2879.04	
Cost per shirt	£1.00	£0.77	£0.71	
Gross profit per week	£546.92	£2043.01	£4320.96	