

IMPORTANT

These are just guidelines. It is merely a business case example to assist you in drafting your document. Do not submit this document without customizing it according to your own scenario.

1. Executive Summary

Business Name: FreshKicks Sneaker Care (Pty) Ltd

Business Type: Sneaker cleaning, restoration & care services

Location: Shipping container (20ft) – township CBD, taxi rank, mall parking, campus edge

Stage: Start-up

Ownership: 100% Black-owned (owner-managed initially)

FreshKicks Sneaker Care provides professional sneaker cleaning, drying, deodorising and basic restoration services using industrial sneaker cleaning machines and dedicated sneaker dryers. The container model ensures low rent, mobility, fast setup, and scalability through replication.

2. BUSINESS DESCRIPTION

2.1 Background & Rationale

Sneakers are no longer casual footwear; they are lifestyle assets, fashion statements, and collectibles. Many consumers own sneakers worth **R2,000–R6,000+**, yet clean them using unsafe home methods that cause fading, glue damage, shrinkage, or sole cracking.

In townships and peri-urban areas, professional sneaker care services are:

- Scarce
- Far from customers
- Overpriced

FreshKicks bridges this gap by delivering **urban-quality sneaker care at accessible township pricing**, using professional equipment and trained processes.

2.2 Vision

To become **South Africa's leading township-based sneaker care brand**, known for quality, speed, affordability, and youth empowerment.

2.3 Mission

To extend the life of sneakers while creating jobs, supporting youth culture, and building scalable container-based micro-businesses.

3. PRODUCTS & SERVICES

3.1 Core Services

Basic Clean

- Exterior clean (upper, midsole, outsole)
- Gentle machine wash
- Controlled drying
- Ideal for everyday sneakers

Deep Clean

- Sole scrubbing
- Upper material-specific treatment
- Lace cleaning or replacement
- Interior deodorising

Express Clean

- Priority processing
- Same-day or 2–3 hour turnaround

Sanitising & Deodorising

- Anti-bacterial steam
- Odour neutralisation
- Suitable for gym shoes

Basic Restoration

- Sole whitening
- Minor glue touch-ups
- Colour refresh (non-structural)

4. INNOVATIVE STRATEGIES

4.1 Subscription & Membership Model

Recurring income is created through prepaid sneaker care:

- **Student Plan:** R299/month (2 cleans)
- **Streetwear Plan:** R499/month (4 cleans)
- **Family Plan:** R799/month (6 cleans)

Benefits:

- Predictable monthly cash flow
- Customer loyalty
- Reduced marketing costs

4.2 Community & School Partnerships

- Weekly school sneaker cleaning days
- Sports team discounts
- Bulk pricing for dance crews and football teams

This builds trust and ensures volume.

4.3 Influencer-Led Marketing

Local:

- Sneaker resellers
- DJs
- Dancers
- Youth influencers

They receive:

- Free or discounted cleaning
- Content collaboration

Result: authentic, high-engagement marketing.

4.4 Collection & Drop-Off Points

Partnerships with:

- Barbershops
- Salons
- Spaza shops

Customers drop sneakers locally; FreshKicks collects and returns.

4.5 Digital Loyalty & Wallet System

- Points per clean
- Free clean after X visits
- Prepaid wallet for students & workers

Encourages repeat business.

5. MARKET ANALYSIS

5.1 Target Market

- Youth aged 15–35
- Sneaker collectors & resellers
- Students
- Taxi commuters
- Urban professionals

5.2 Market Size & Demand

- Sneaker culture is deeply rooted in SA
- High repeat demand due to daily wear
- Low competition in township settings

5.3 Competitive Advantage

Competitor	Weakness
DIY cleaning	Damages sneakers
Informal washers	No equipment
Urban labs	Expensive & far

6. OPERATIONS PLAN

6.1 Container Setup

- 20ft converted container
- Branded exterior
- Internal partitions for workflow
- Ventilation and drainage

6.2 Equipment

- Industrial sneaker cleaning machine
- Sneaker drying cabinet
- Steam cleaner
- Wet & dry vacuum
- Water tanks & filtration
- Shelving & workstations
- POS system

6.3 Daily Operations

1. Customer intake & tagging
2. Assessment & service selection
3. Cleaning cycle
4. Drying & sanitising
5. Quality control
6. Customer notification

7. MANAGEMENT & ORGANISATION

Year 1

- Owner: operations, finance, marketing
- 1 Cleaner/Assistant

Year 2+

- Supervisor
- Additional cleaner
- Admin support

Training manuals ensure consistency.

8. MARKETING & SALES STRATEGY

Offline

- Taxi rank branding
- School flyers
- Event pop-ups

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Online

- TikTok & Instagram Reels
- WhatsApp Business catalogue
- Google Maps listing

Promotions

- Opening specials
- Student discount days
- Referral rewards

9. Revenue Projection

- 10–15 customers/day
- Average spend: R120

Monthly Revenue: ± R31,000 – R46,000

Net Profit: ± R12,000 – R18,000

10. FUNDING & REPAYMENT

Funding will be used for:

- Equipment
- Container conversion
- Initial operations

Repayment supported by:

- Daily cash flow
- Subscriptions
- Low fixed costs

11. GROWTH & SCALABILITY

- Replicate containers
- Franchise model
- Mobile sneaker vans
- Branded sneaker products
- Youth operator programme

