



Laundry Pickup Side-Hustle Guide



Introduction

A laundry pickup & delivery service is one of the fastest-growing “convenience businesses” in South Africa. People want clean clothes but don’t have the time – and you step in to solve the problem.

This guide gives you everything you need to get started, even with a very small budget, using your home, a scooter, or even just courier partnerships.



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Overview

A laundry pickup business collects dirty laundry from clients, washes/drys/folds it (or outsources it to a laundromat), then delivers it back. You make money through service fees, delivery fees, and subscription packages.

Three operating models:

- Home-based: wash/fold at home using your machines.
- Partnership model: outsource washing to a local laundromat.
- Full-service: own commercial washers + staff (future scaling).



Who This Guide Is For

Ideal if you are:

- unemployed or looking for a side hustle
- a parent needing a flexible, home-based business
- a student or young entrepreneur
- a driver/courier owner (bike or car)
- someone living near complexes, estates, or student accommodation



Benefits

- Low startup cost – you can begin with your home washer.
- High repeat customers – weekly/bi-weekly demand.
- Easy to scale – add delivery routes or partner laundromats.
- Cash + EFT friendly – perfect for local communities.
- Works in ANY town – from Joburg to Kimberley to smaller towns.



Step-By-Step Setup Guide

Step 1: Choose your model

- Home washing
- Outsource washing
- Hybrid

Step 2: Build your basic brand

- Create a simple name: “QuickWash Pickup” or “Clean2Door”.

Step 3: Create your service menu

Examples:

- Wash + Fold per kg
- Bedding package
- Student weekly bundle
- Express same-day option

Step 4: Set up delivery

- Use car, bike, or Uber Connect for cheap deliveries.

Step 5: Prepare packaging

- Use laundry bags, stickers, and order tags.

Step 6: Start marketing locally

- Target complexes, student areas, hair salons, barbers, gyms.



Startup Costs

Item	Estimated Cost
Laundry bags	R150–R300
Printed tags/stickers	R80–R150
Detergent + softener	R100–R200
Fuel/transport	R150–R300
Marketing flyers	R100–R200
Optional: scale	R180–R250

TOTAL: ± R600 – R1,200 to start.



Tools & Materials Needed

- Detergent, softener, stain remover
- Laundry bags
- Tags + marker
- Basic kitchen scale (for weighing kg)
- Transport (bike or Uber Connect)
- Google Forms or WhatsApp Business

NICE TO HAVE:

- Folding table
- Waterproof delivery bags
- Airtight containers for detergents



How to Find Customers

Fastest methods:

- Post in building WhatsApp groups
- Put flyers at gyms, salons, student hostels
- Offer first-wash discounts
- Door-to-door promos in estates
- Partner with barbershops (they refer clients)

Digital methods:

- Facebook Marketplace
- WhatsApp status promos
- TikTok “day in the life” videos



Pricing Strategy

Average market prices (SA):

- R18–R30 per kg (wash + fold)
- R60–R120 per bedding item
- R40 delivery within 5km

Beginner tip:

Start slightly cheaper, then raise prices once you have returning clients.

Offer packages:

- Student weekly plan: R150
- Family bundle (10–12kg): R180–R240
- Express service: +R20 per kg



Daily Operations

- Receive bookings via WhatsApp
- Collect laundry at agreed times
- Weigh clothes + confirm price
- Wash + dry + fold carefully
- Pack neatly in bags
- Deliver back with proof of delivery
- Track payments + record customers

Pro Tip: Create standard pickup times (e.g., 8–10am, 4–6pm).



Common Mistakes & Fixes

Mistake 1: Mixing clients' laundry

Fix: Tag every bag immediately.

Mistake 2: Underpricing

Fix: Charge per kg, add delivery fees.

Mistake 3: Poor communication

Fix: Send confirmation messages + delivery ETA.

Mistake 4: Bad folding quality

Fix: Watch a few YouTube folding tutorials and be consistent.

Legal /Safety /Notes

- No special business license needed to start small.
- Register when income becomes steady (Sole Prop or Pty).
- Keep chemicals away from children/pets.
- Use slip-free gloves when handling wet laundry.
- If using Uber Connect, follow packaging rules.



Products to Consider

- Laundry Bags (heavy-duty)
- Portable Clothes Steamer
- Stain Remover Kit

These help increase efficiency and give customers a premium feel.

Final Checklist

Before Launch:

- ✓ Name + service list
- ✓ Price list
- ✓ Laundry bags + tags
- ✓ Washing supplies
- ✓ Delivery method
- ✓ WhatsApp Business account

After Launch:

- ✓ Promote daily
- ✓ Collect reviews
- ✓ Offer referral discounts
- ✓ Create weekly pickup routes

FREE VS PREMIUM

Feature	FREE GUIDE	PREMIUM GUIDE
1. Basic Overview	✓ Basic intro	✓ Deeper business breakdown
2. Step-By-Step Setup	✓ Starter steps	✓ Advanced systems & processes
3. Tools & Resources	✓ Essential tools only	✓ Full recommended toolkit
4. Scripts & Templates	✓ Basic scripts	✓ Expanded script pack
5. Pricing Guidance	✓ Simple markups	✓ Advanced pricing models
6. Financial Breakdown	✓ Basic startup costs	✓ Detailed profit model
7. SA Legal & Compliance Notes	✗ Not included	✓ Key legal requirements
8. Worksheets & Templates	✗ Not included	✓ Printable worksheets & templates
9. Marketing Funnel & Growth Strategy	✗ Not included	✓ Full marketing & growth roadmap
10. Scaling & Expansion Plan	✗ Not included	✓ Expansion roadmap & strategies