

Dry Cleaning Business Benchmark Report

This report helps you compare your dry cleaning business performance with industry benchmarks. Use this to identify strengths, weaknesses, and opportunities to improve your profit margin.

Business Overview

Business Name : _____

Location : _____

Business Type : _____

Number of Locations : _____

Years in Business : _____

Revenue Benchmarks

Metric	Your Value	Industry Benchmark
Monthly Revenue		\$10K – \$100K+
Yearly Revenue		\$120K – \$1M+
Revenue Growth (%)		5% – 15%

Orders & Sales Benchmarks

Metric	Your Value	Benchmark
Orders per Day		20 – 100+
Average Ticket Size		\$8 – \$25
Total Orders per Month		

Profitability Benchmarks

Metric	Your Value	Benchmark
Net Profit		
Profit Margin (%)		15% – 25%

Expense Breakdown Benchmarks

Category	Your %	Benchmark
Labor		30% – 45%
Utilities		10% – 20%
Rent		5% – 10%
Supplies		5% – 10%
Transportation		3% – 8%
Fees & Admin		2% – 5%

Cost Efficiency Metrics

Revenue per Order	
Cost per Order	
Profit per Order	

Break-even Analysis

Break-even Revenue	
Break-even Orders per Day	

Seasonal Performance

Best Month	
Lowest Month	
Seasonal Trends	

Growth Indicators

Revenue Growth %	
Repeat Customers %	
New Customers	

Business Health Score

Profit Margin Score	/
Cost Efficiency Score	/
Growth Score	/
Labor Efficiency	/
Total Score	/ 100

Score Interpretation

0–40: Needs Improvement	
40–70: Stable	
70+: High Performing	

Benchmark Comparison Summary

Compare your performance against industry standards to identify improvement areas.

Actionable Insights

Reduce labor costs if above benchmark

Increase pricing if average ticket is low

Focus on high-margin services

Optimize operational efficiency

Key Takeaways

Biggest Expense

Biggest Opportunity

Strengths

Recommended Action Plan

Short-term (1–3 months)

Mid-term (3–6 months)

Long-term (6–12 months)