

Mr Jeff introduces low investment, high return laundry franchise model in Egypt, selling 10 franchises in record time

Actively looking for potential franchisees in Egypt, Mr Jeff discloses details on the company's business opportunity that provides quick return on investment

Cairo, Egypt - July 15, 2019 – Following the official start of its sales operations in Egypt just a few weeks ago, Mr Jeff has continued to raise awareness of its innovative home laundry and dry cleaning services among users and franchisees alike. The basic idea - that has led to an important international growth revolutionizing the laundry and dry cleaning sector of more than 24 countries up until now - is as simple as convincing: By using the app, customers can choose the exact location, time and day of their laundry's pickup; a driver visits the user's house and collects the garments and later on delivers them clean and ironed.

Unique opportunity for Egyptian entrepreneurs

To provide this convenient service to customers in Egypt, the Spanish company relies on local franchisees who will receive marketing and partner support from the professional teams of Mr Jeff. The typical franchise recoups its investment in 18 months, with a break-even point at five months and a profit of approximately 32,000 EGP per month. The company is foregoing royalties and marketing fees for Egyptian franchisees during their first year of activity. Kareem El Mahdy, Mr Jeff Egypt Regional Sales Director, points out that "Egypt is one of the countries in which maximum revenue is expected." For people interested in opening a Mr Jeff Store in Egypt the company provides more information on its homepage (<https://franquicias.mrjeffapp.com/en-us/en>) as well as per e-mail (franchises@mrjeffapp.com).

Ambitious international roll-out

Mr Jeff's franchise model has proven successful as the company's work force has witnessed exceptional growth with more than 300 direct and more than 1,100 indirect employees. Offering convenient, quality laundry and dry cleaning services for its customers of every type, especially young people short on time are among Mr Jeff's most loyal customers around the world. Service options include on-demand solutions as well as monthly subscription. With two payment methods available, including credit card and cash payments, Mr Jeff's services are accessible to the unbanked population in Egypt as well.

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About Mr Jeff

Mr Jeff is a startup that was founded in 2015 to offer a convenient, fast laundry and dry cleaning home delivery app-based service. The business was created in Valencia, Spain, by Eloi Gómez, Adrián Lorenzo and Rubén Muñoz, three Spanish entrepreneurs in their twenties. Soon after, Mr Jeff took the international leap to Mexico, later expanding to Brazil, Colombia, Peru, Argentina, Uruguay, Chile, Costa Rica and Panama. Today, it is foreseen to continue growing nationally and internationally, especially in South-East Asia and the Middle East, where the first Mr Jeff Hubs have already been opened. The company offers laundry and dry cleaning services, which can be requested through the app and website. The app is available for Android and iOS devices and works through a monthly subscription system and one-off orders in Stores that are distributed across different cities, forming a network of franchises that completely change the traditional laundry model.

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