



OXXO Care Cleaners Announces Record 2016 Growth And Leads Dry Cleaning Franchise Sector In Rankings

by GreenEarth Cleaning | Jan 11, 2017



Franchise lands 262nd place in Entrepreneur Magazine's 38th Annual Franchise 500 Ranking and BEST Laundry & Dry Cleaning Franchises by franchiserankings.com.

January 10, 2017 // [Franchising.com](#) // Hollywood, FL – OXXO Care Cleaners®, the environmentally friendly garment cleaning franchise that was first to use Greenearth® solvents while offering 24/7 ATM-style service in a European boutique setting, reports record results for 2016 and brings home impressive rankings in the Franchise space.

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OXXO started off the year with recognition in Entrepreneur Magazine's 38th Annual Entrepreneur Franchise 500 Ranking once again, where it ranked this year in 262nd place.

Additionally, franchiserankings.com just ranked OXXO Number 1 Best Dry Cleaning Franchise for 2017. To obtain the top ranking, OXXO was evaluated for its overall prospects and possibilities for growth and expansion across major markets, as well as its ability to perform similarly across a number of different markets and regions. OXXO's management was graded for its intimate knowledge of how to properly treat and clean a wide variety of fabrics, and how to properly train franchisees.

A High Growth Franchise: 2016 Results

OXXO made numerous advances in 2016, from a financial, technological and business strategy & improvement perspective. From a business improvement perspective, OXXO signed a new partnership with Top Terra, a company that has developed a new 100% Eco-friendly detergent that smells better and leaves garments fresh for longer. The detergent has been successfully tested in several stores to date.

On the financial side, OXXO grew its portfolio of stores, signing agreements with a number of new franchisees in Palm Beach Gardens, Orlando, Clermont, North Miami/ Keystone Plaza, Lake Nona Area, Doral, Weston, and Miami Beach. Most of these are stores that current franchisees opened, reinforcing OXXO's recently announced multiunit franchise strategy. In 2017, OXXO will be opening a second store in Palm Beach and a new store in Houston, TX. OXXO also renewed contracts with its Merrick Park and North Bay Village Franchisees.

Looking into 2017, OXXO is building new stores in East Boca, the Mimo District and Windermere, FL. The franchise also signed new contracts and will start building stores in Pembroke Pines, South Beach, Kendall, Coral Way, Pinecrest, Palmetto Bay, Dadeland and Palm Beach.

OXXO strives to be at the forefront of new technology for its business and for its customers. In 2016, OXXO introduced a newly designed Mobile App, developed by SPOT POS systems. The franchise also introduced a three tower conveyor style that is more efficient and reduces space issues.

OXXO also introduced two different business models to provide more options for interested franchisees including an Independent Franchise drop store without a plant and a Pickup and Delivery franchise (without a plant). Additionally, the West Palm Beach franchisee developed a partnership with Costco at which OXXO Gift Cards are now being sold.

OXXO's Indonesia stores were named the 1st Eco-friendly Dry Cleaners in Indonesia by REBI (Business Recognition Award), and the Indonesia stores made the ISO 9001:2015; which is part of the method for the development of the OXXO concept a Quality Management System Certification. OXXO Indonesia also partnered with the country's biggest Banks to promote the brand through their credit cards applying rebates to their customers. They also presented a new model unit: a Dry Cleaning truck to be used in areas where rent is high or unavailable.

OXXO's desire to do good for the communities in which it operates stems back to its founding. In 2016, a number of OXXO stores were involved in unique corporate social responsibility projects, including a Sidewalk Sale benefiting Tomorrow's Rainbow Organization, a clothing Donation campaign for Women in Distress of Broward County, and a 5K benefiting United Nations Women, with donations to Kids in Distress.

Having sold over 50 franchises stores to date, Salomon Mishaan, Founder & CEO, has developed winning strategies for the business, its franchisees and the communities in which OXXO operates.

Stay tuned for an even better 2017!!

[See full article here.](#)



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