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OXXO Care Cleaners® Launches Aggressive Multi-Unit Franchise Sales Strategy

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OXXO Closed Agreements for Palm Beach County & Florida's I4 Corridor

December 13, 2016 // [Franchising.com](#) // Hollywood, FL - On the heels of its international expansion via multi-unit franchise sales in Indonesia, 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, announced today the pursuit of an aggressive multi-unit franchise strategy across the United States.

Having sold 50 franchise stores to date, Salomon Mishaan, Founder & CEO, has developed a winning strategy that is now aimed at multi-unit franchisees, in an effort to fully consolidate the OXXO®, brand. OXXO recently signed an agreement with Guillermo Gallegos and Alexander Quintanilla, area developers who will own the region from Orlando to Jacksonville. They are charged with building out twenty franchises in ten years. Prior to this, a franchisee purchased five stores in Palm Beach County. For multiple store purchases and area development, OXXO offers franchisees unbeatable incentives and discounts that area developers are finding hard to turn down. An individual OXXO store costs approximately 450k whereas competitors start at 1.25k. The more OXXO stores you buy, the more you save.

“Competitors have come onto the market in the last ten years with copies of some of our unique qualities, but none have been able to perfectly replicate what OXXO does and more importantly, the service and quality we offer our customers,” says Salomon Mishaan, OXXO’s Founder & CEO. “We are proud of the brand we have built and continue to enhance our offering with regular updates to our clean technology. Multi-unit sales are the logical natural next step to our growth roadmap,” he adds.

Henry Soesanto, who owns six OXXO stores in Indonesia, said, “After an intensive market study and competitor analysis, I approached OXXO for expansion

via multi-unit franchises into Indonesia because of their truly unique and cost-effective offering. OXXO is the only cleaning franchise, worldwide, that strictly requires the use of Greenearth, and fully electric equipment. I looked across the globe for a modern, green, environmentally responsible dry cleaning system, and OXXO is the only option.”

For more information about multiunit franchise sales opportunities, please contact salomon@oxxousa.com.

OXXO's Story

Since the opening of the first store in Hollywood, Florida in 2002, Salomón Mishaan OXXO Care Cleaners®, Franchise Founder, decided to enforce the use of a dermatologic and eco-friendly cleaning solvent called “GreenEarth®, ” instead of the commonly used chemical perc (Perchloroethylene) a carcinogenic which is unhealthy for both human skin and garments, and that emits vapors so strong that most dry cleaners have to leave doors open permanently. He also eliminated the traditional industrial boiler system which works off fossil fuels and vapor piping that emit heat to warm equipment, installing instead independently heated (electric) equipment, allowing for the air-conditioned boutique style concept imported from Europe.

Eliminating the industrial boiler and using a safe and healthy cleaning solvent, as well as remodeling the look of the traditional dry cleaner and installing a 24/7 Style pick-p system has allowed OXXO to experience a fast payback as the franchise has opened doors dozens of shopping malls, which previously held certain resistance to cleaners due to the volatility of the boilers and to strong chemical odors and contamination.

Mishaan decided to enter this sector because he saw that dry cleaning lacked innovation. He was looking to make people’s lives easier and improve living standards via convenience, quality and nontoxic environmental safety. While he wasn’t familiar with the industry’s details, he brought with him all of his experience from the textile industry. From the beginning, he knew that he and his team had to transform the traditional system and generate a distinctive and better offering. Instead of surrounding himself only with experienced persons in the service industry, he also incorporated a team of technicians with industrial experience. Mishaan and his team had dedicated their entire lives to generating efficiency and convenience. This formula is what has tilted the balance in their favor.

The inspiration for this Colombo-Venezuelan entrepreneur came from Europe, where ironing takes place both in front of the customer and can be observed through the store window. In OXXO®’s boutiques, this occurs for practical reasons like space limits, but Mishaan discovered it to be excellent for marketing and promotion purposes.

A great franchise, however, is not born solely from using modern high-tech machinery and a novel idea. Between 2000 and 2001, a team of executives and industrialists led by Mishaan reinvigorated the concepts of customer service, marketing and service processing and created OXXO® tailored use, maintenance, and operation manuals for franchisees.

From a functional perspective, each store can clean up to 700 garments in twelve hours with just seven employees, including the manager on duty. The shop’s internal system is computerized and automated. This combination of planning and technology leads to savings in space, time and money and drastically reduces the possibility for human error.

With just above average industry prices, clothing is returned by the third day, although OXXO® also can deliver results in six hours upon request. Most stores offer alterations and dry cleaning services. “We are trying to educate the client by teaching them that it is always best to have their shirts delivered on hangers and to use little starch,” indicates Mishaan.

Customer service at OXXO® goes beyond a friendly smile and on-time delivery of gently cleaned garments. OXXO was the first cleaning franchise in the United States to allow customers the option of picking up their clothing at any hour through an innovative 24/7 ATM-style pick up machine with an intelligent magnetic card or QR code on their phone.

The card serves to pay for and pick up garments, and can be recharged in the store or via the company APP. OXXO® Care Cards contain the client's information and transaction history. As soon as the system recognizes the card or QR code, the computer searches for the order which is then delivered through a small window on the machine. "Instead of going to the dry cleaner once a week because it is closed after 7pm, people are getting used to picking up their clothing when it is convenient for them. In addition, customers can leave their clothing to be washed," says Mishaan.

OXXO® franchises range in price from 450k to 650k USD depending on certain variables. Apart from providing franchisees with strict usage and operations manuals, and compulsory and extensive training sessions, Mishaan's team works hard to assure that both location and surrounding characteristics fulfill brand prerequisites and maintain quality standards. The process of opening a 1,500 square foot store takes on average six months.

Notwithstanding, for the Management team, the sale of franchises is not as important as is the care of the brand itself. Store employees are trained to pay meticulous attention to each and every garment and customer and if a potential franchisee doesn't possess the necessary qualities of business leadership, the franchise goes unsold.

Mishaan takes care of every detail which is probably why he has an impeccable and wrinkle-free brand. "Entrepreneur" magazine has ranked OXXO® among the top five hundred best new franchises in the United States. It should surprise no one that OXXO® aims to enter into the best 100 franchises in the country next year. In the meantime, starchy competitors are trying to follow his footsteps, but this visionary's brand has succeeded in racing so far ahead that it will be hard for anyone to catch up .

About OXXO® Care Cleaners, Inc.

OXXO® is an environmentally-responsible dry cleaning franchise in the United States. At OXXO, customers experience the ultimate in garment care with the use of environmentally safe GreenEarth solvents (no use of Perc (Perchloroethylene) chemicals common at other dry cleaners), the latest 24/7 ATM-style pick up service, the most technologically advanced European manufactured garment care equipment and the traditional method of hand – ironing. All garments are cleaned right the first time and personally inspected by OXXO garment care specialists to ensure superior handling and meticulous attention to detail. Visit www.oxxousa.com for more information.

SOURCE OXXO® Care Cleaners, Inc.

Media Contact:

Beatriz Arana

Beatriz.arana@energiacommunications.com

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OXXO Care Cleaners® is one of the fastest growing established 24Hr pick up dry cleaning franchise concepts in the world.

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In Loving Memory Of Timothy Gardner(1987-2014)