

OXXO Care Cleaners reports strong results

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USA

OXXO Care Cleaners, the garment cleaning franchise that uses GreenEarth solvents while offering 24/7 ATM-style service in a European boutique setting, reported strong growth and impressive rankings in 2018. Company CEO Salomon Mishaan attributed the results to the company's continued investment in new technology, consolidation in existing markets, successful pursuit of diversification strategies such as drop stores and conversions, unparalleled customer service, and sustained support of its franchisee network.

In 2019, as part of its growth strategy, OXXO will continue to focus on conversions, stand alone kiosks at major enterprises such as the one installed last March at NBC Miami Studios, and on consolidating its success in major U.S. states such as Florida and Texas. Today, OXXO has 60 stores and is pursuing outside investment as the business grows rapidly.

OXXO ranked once again in Entrepreneur magazine's Franchise 500, the world's most comprehensive franchise ranking. OXXO was recognised for its outstanding performance in areas including unit growth, financial strength and stability, and brand power.

"OXXO has, from its inception, aimed to be a strong franchise brand, which requires adapting to change and constantly innovating. Our solidified position in these rankings is a testament to our strength as a franchise opportunity, our commitment to our customers, service to our constant innovation. We are proud of the brand that we have built based on the "We Care" philosophy and are confident OXXO Care Cleaners has a bright future," said Saloman Mishaan, CEO of the OXXO Care Cleaners franchise.

