TomThePlug

FREE BUSINESS BLUEPRINT

Laundry Pickup and Delivery Business in Nigeria: Costs and How to Start (2026)

Busy workers and students hate laundry day. What it costs to start a home-based laundry pickup and delivery service in 2026, what to charge, and the risks.

STARTUP COST	TYPE	SKILL LEVEL	FIRST SALE IN
₦600,000–₦1,300,000	Home-based	Beginner-friendly	Weeks

The quick version

- Startup cost: about ₦600,000 to ₦1.3 million for a home-based setup without a shop
- Typical prices: ₦500–₦1,500 for everyday wear, and ₦2,000–₦5,000 for suits, agbada and duvets
- Pickup and delivery is the selling point: customers never have to leave their house or office
- First step: offer weekly pickups in one estate, office area or campus before you expand

What's inside

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1 Before you start

Tick each one off before you spend serious money.

- [ ] Pick one starting area: an estate, office complex or campus near you
- [ ] Decide your power plan (generator or solar) and your water storage
- [ ] Set your schedule, for example pickups on Saturday and deliveries on Tuesday
- [ ] Set your prices per item, and a simple monthly plan
- [ ] Buy laundry bags, tags and a record book
- [ ] Write your policy: lost or damaged items, stubborn stains, fabrics you won't wash
- [ ] Set up WhatsApp Business for bookings, with your prices and schedule
- [ ] List 20 people you know in your starting area to tell first

2 Startup cost sheet

Typical November 2026 prices. Write the quotes you get in the "Yours" column, so you know your real number before you buy.

ITEM	TYPICAL COST	NOTES	YOURS
2 washing machines (14kg top loaders)	₦200,000–₦240,000	About ₦100,000–₦120,000 each	
Iron and pressing table	₦80,000–₦150,000	An industrial iron lasts longer	
Water storage tank	About ₦32,000	Plus delivery	
Power: generator or solar	₦250,000–₦600,000+	Your biggest decision	
Detergent, starch, bags, tags	Varies	Buy in bulk to save	
Delivery	Varies	Dispatch riders per trip, or deliver yourself	
Dryer (optional, later)	₦150,000–₦350,000	Helps a lot in rainy season	
Total	**₦600,000–₦1,300,000**		

3 Monthly running costs

What it costs to keep going each month, after you start.

COST	TYPICAL AMOUNT	YOURS
Fuel or power	Your biggest running cost. Price it into your rates	
Detergent, starch and water	Depends on volume	
Delivery trips	Depends on your area	
Shop rent, only if you open a shop	₦300,000–₦1.2 million a year	

4 Pricing guide

What customers typically pay. Check what others near you charge and stay close to it.

WHAT YOU SELL	TYPICAL PRICE	YOUR PRICE
Everyday wear (per item)	₦500–₦1,500	
Suits, agbada and duvets (per item)	₦2,000–₦5,000	
Monthly plan (set number of items each week)	Fixed monthly price	
Express (same-day or next-day)	Higher than standard	

5 30-day launch plan

Follow it in order. Tick each task when it is done.

WHEN	TASK	DONE
Days 1–3	Choose your starting area. Ask 10 people there how they do laundry now and what they'd pay.	☐
Days 4–8	Buy your machines, iron and table, water tank and power setup. Do test washes.	☐
Days 9–10	Set your prices, schedule and written policy. Buy bags, tags and your record book.	☐
Days 11–12	Set up WhatsApp Business. Announce your service to your 20 people and local groups.	☐

WHEN	TASK	DONE
Week 3	First pickups. Count and tag every item in front of the customer, and photograph expensive items.	☐
Week 3	Deliver on the promised day. If anything slips, tell the customer early.	☐
Week 4	Ask every customer for a referral. Offer the monthly plan to your regulars.	☐
Day 30	Fill in the profit worksheet with your fuel and delivery costs. Adjust prices if needed.	☐

6 Where to buy and what to use

- Washing machines, irons and dryers: appliance markets and major electronics stores. Compare warranties
- Water tanks: building materials markets (ask about delivery)
- Detergent and starch: wholesale markets, bought in bulk
- Delivery: local dispatch riders, paid per trip at first

7 Risks and how to handle them

Every business has risks. Plan for these before they happen.

RISK	WHAT TO DO
Lost or damaged clothes	Tag, count and photograph expensive items at pickup. Agree on your compensation policy upfront.
Power and fuel costs	Price them into your rates, and consider solar as you grow.
Delays	Under-promise on delivery days and always tell customers early if something slips.
Water supply	Have enough storage so a bad water week doesn't stop you.

8 Profit worksheet

Fill this in with your real numbers. If the last line is too small, change your price, your costs or your plan before you start.

Average price per sale (₦)	
Cost per sale: materials, transport, data, fees (₦)	
Profit per sale (price minus cost) (₦)	
Sales you expect per week	
Weekly profit (profit per sale × sales) (₦)	
Monthly running costs (₦)	
Monthly profit (weekly profit × 4, minus running costs) (₦)	
Months to earn back your startup cost	

9 Weekly tracker

Keep it simple: write your numbers every week. It is how you spot what is working, and mistakes, early.

WEEK	CUSTOMERS	ITEMS WASHED	SALES (₦)	FUEL AND COSTS (₦)	PROFIT
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					
Week 6					
Week 7					
Week 8					

10 Tom's tips

- Start small in one area. Quick pickups and deliveries keep your costs down.
- Counting items in front of the customer prevents most disputes.
- Monthly plans give you predictable income. Offer them to every regular customer.

KEEP GOING

Read the full guide and get new ideas every week

Full guide: tomtheplug.com.ng/laundry-pickup-delivery-business-nigeria/

Got a question? Ask Mr. Tom: tomtheplug.com.ng/ask

Free weekly newsletter: askmrtom.substack.com

Sources

Counseal: How to start a laundry business in Nigeria (2026 costs, verified July 2026)

Prices checked November 2026. Prices in Nigeria change quickly, so always confirm before you buy or quote. This blueprint is general information, not financial advice, and no income is guaranteed. Free to share, but please don't sell it.