



DISTRIBUTOR

Coin and Professional Equipment Company (C-PEC) is Arizona's premiere laundry equipment distributor and new store developer. C-PEC has developed new Maytag equipped stores in Arizona for over 46 years and has been the driving force behind the growth and shape of the laundry store industry in Arizona. C-PEC's extensive knowledge of the Arizona market has enabled the company to develop lasting successful stores throughout the valley.

MAYTAG COMMERCIAL LAUNDRY EQUIPMENT AND LAUNDRY CARD TECHNOLOGY

C-PEC represents the industry's most reliable, most recognized and most energy efficient line of equipment. Maytag commercial laundry equipment adds value to a laundry store. The Maytag brand is instantly recognized by store customers and associated with quality. Maytag offers a laundry store low utility costs boosting the store owner's bottom line. Maytag offers an array of washer and dryer capacities with built in marketing features designed to increase revenue generated by the equipment. Maytag is backed by the industry's longest and most extensive parts warranty covering all parts for 5 years.

Laundry card technology has provided today's laundry stores with tools to increase marketing abilities and retain customers. Below are only a few of the benefits offered by the laundry card system,

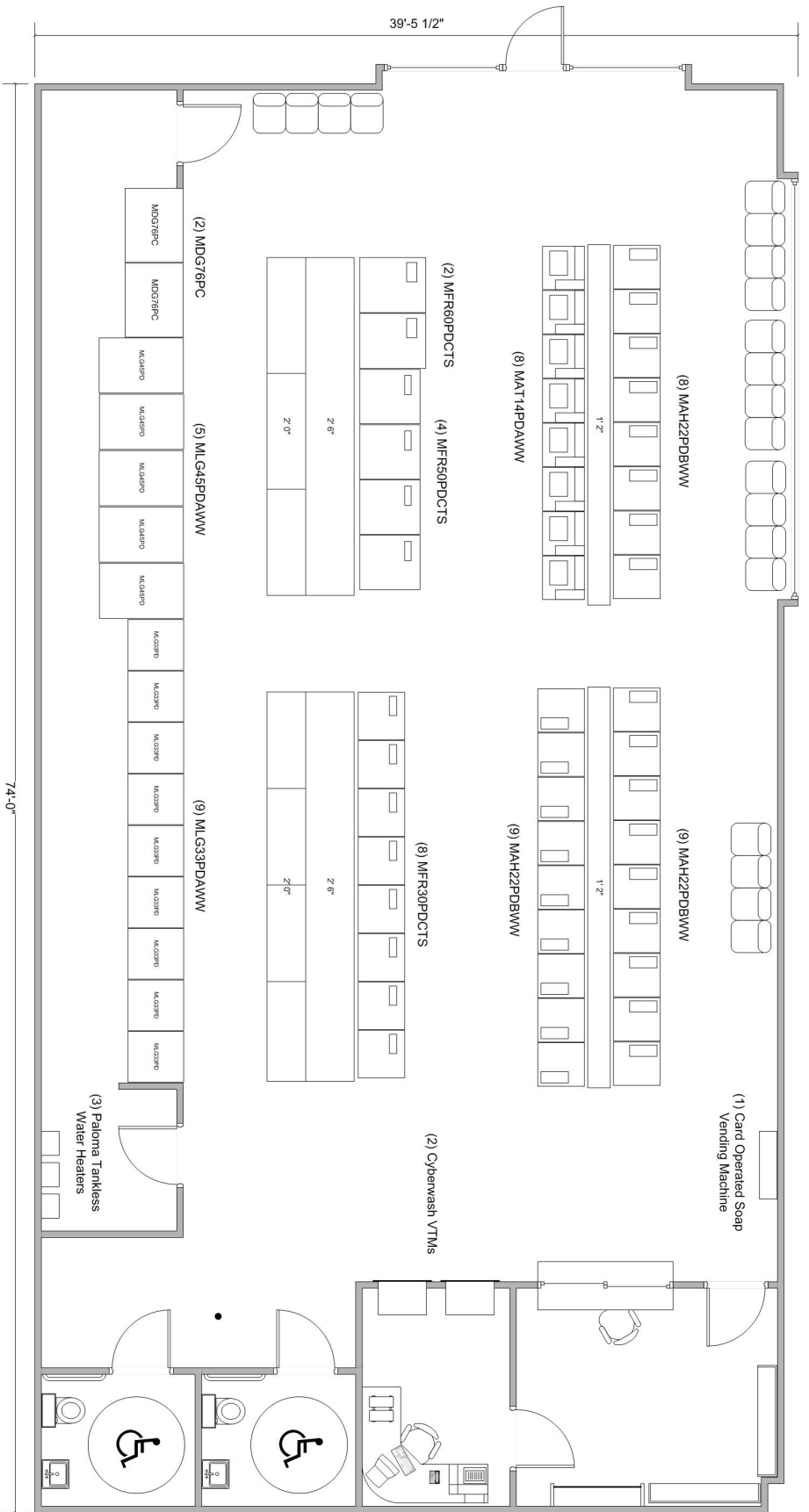
- Ability to accept cash, credit and debit card payments in addition to quarters.
- Offer reward programs such as prizes, free soap, free washes or dries when a customer reaches a dollar amount spent in the store.
- Ability for a store owner to print detailed reports on the store's performance from any where in the world through an internet connection.
- Run pricing specials on a certain day and time.
- Adjust vend prices from anywhere in the world through an internet connection.
- Offer class card specials used to target a specific group such as seniors, military or law enforcement personnel, college students, etc to be given discounts.
- Serve as a time clock for store employees.
- Machine database providing the owner with a historical service log on equipment.
- Offer personal advertisements or sold advertisements on the touch screen card value station when the machine is idle.


LOCATION ANALYSIS

This new store site was examined extensively by C-PEC through a series of analysis. The area around the site underwent a demographic analysis. C-PEC uses an analysis which pulls the core laundry customers out of the demographics to show the estimated dollars spent in laundry stores within a 1, 2 and 3 mile radius of the site. An income projection is then created based on the layout of the store. The income projection is then compared to the demographic analysis to determine if the customers are there to support the projected performance of the store. After the area analysis the site is reviewed by an architect and contractor. The experienced construction team examines the building, incoming water, sewer, electric, etc to verify the building will suite a store. Several meetings are held with the City of Phoenix building departments to verify the incoming city utilities are adequate for a new store. Meetings are held with the landlord of the shopping center regarding the future store to build a crucial relationship. C-PEC invests a substantial amount of time in this critical step. A proper location analysis is crucial to a store's success.

COMPETITION

This location is very attractive in part because of the low level of competition in the area. There are no laundry stores in a 1 mile radius around the location where the majority of the customers are located. The area is underserved which has created an opportunity for a new store to establish itself as a dominant local, clean, full service laundry store.



Maytag Equipped Laundry	
 CPEC Coin & Professional Equipment Co.	Project Location: Phoenix
Drawing: 1	Scale: 3/8"
Drawn By: Mark Svancara	



Maytag Equipped Laundry
Phoenix, AZ

Investment			
Quantity	Model	Description	Total
8	MAT14PD	Maytag Energy Advantage Top Load Washer	
26	MAH22PD	Maytag Commercial HE Washer	
0	MFR25PD	Maytag 25 Lb. Washer	
8	MFR30PD	Maytag 30 Lb. Washer	
0	MFR40PD	Maytag 40 Lb. Washer	
4	MFR50PD	Maytag 50 Lb. Washer	
2	MFR60PD	Maytag 60 Lb. Washer	
0	MFR80PD	Maytag 80 LB Washer	
2	MDG76PC	Maytag 75 Lb. Gas Dryer	
9	MLG33PD	Maytag Stacked 30 Lb. Dryer	
5	MLG45PD	Maytag 45 Lb. Stack Dryer	
1	CYBERWASH	Laundry Card System	
1	MISC	Washer Bases	
3	PH-28CIFSN	Paloma Tankless Water Heaters	
1	MISC	Utility Bulkheads	
1	DVM-360	Card Operated Soap Vender	
1	Misc	Laundry Furniture	
6	100-E-58	Laundry Carts	
1	S-2000	Scale	
1	Option 16	Exterior Illuminated Sign	
1		Misc. Signage	
8	SOAP	Various soap 100 boxes per case	
1		Misc. Office Furniture	

Total Equipment	\$ 318,248.35
9.3% Tax	\$ 29,597.10
Factory Freight	\$ 6,520.00
Installation	\$ 10,240.00
Estimated Leasehold Improvements	\$ 133,500.00
Estimated Architectural Fees & Permits	\$ 17,990.00
Total	\$ 516,095.44

This is not a quote on equipment or installation, but it is our best estimated cost for a Maytag Equipped laundry this size. The actual store cost will depend upon current equipment prices, contractors bids, lease negotiations and the type and quantity of equipment actually used.

For a complete confidential business review packet contact your C-PEC Maytag Store development specialist!