

Competitor Scorecard

Competitor Name: _____

Location / Distance: _____

Date Evaluated: _____

Evaluator: _____

1 is Worst, 5 is Best

A. Customer Experience (1–5)

Staff friendliness & professionalism: _____

Speed of service: _____

Knowledge of stains/fabrics: _____

Handling special items: _____

Overall impression: _____

B. Store Appearance (1–5)

Exterior signage/cleanliness: _____

Interior cleanliness: _____

Counter organization: _____

Modern/dated look: _____

Parking/access: _____

C. Services & Capabilities (1–5)

Service variety: _____

Specialty services: _____

Turnaround speed: _____

Pickup/Delivery: _____

Eco-friendly/green: _____

D. Pricing Strategy (1–5)

Market comparison: _____

Price clarity: _____

Value perception: _____

E. Reputation & Digital Presence (1–5)

Google rating: _____

Review volume: _____

Comment patterns: _____

Website quality: _____

Social activity: _____

F. Operations & Capacity (1–5)

Observed volume: _____

Equipment modernity: _____

Staff stability: _____

Workflow efficiency: _____

Total Score: _____ / 150

Strengths: _____

Weaknesses / Opportunities: _____

NOTES: