

Competitors (include yourself)						
Experience						
Staff friendliness/professionalism						
Speed of service						
Knowledge of stains/fabrics						
Handling special items						
Overall impression						
Store Appearance						
Exterior signage/cleanliness						
Interior cleanliness						
Counter organization						
Modern/dated look						
Parking/access						
Services & Capabilities						
Service variety						
Specialty services						
Turnaround speed						
Pickup/Delivery						
Eco-friendly/green						
Pricing Strategy						
Market Comparison						
Price Clarity						
Value perception						
Reputation/Digital Presence						
Google rating						
Review volume						
Comment patterns						
Website quality						
Social Media activity						
Operations & Capacity						
Observed volume						
Equipment modernity						
Staff stability						
Workflow efficiency						
TOTAL SCORE (out of 150)						

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