



**Project Title : Laundry Services**

**Organization : Tahanang Walang Hagdanan**

**Country : Philippines**

## Background Information

- Tahanang Walang Hagdanan, Inc. is a non-government organization providing employment directly to 350 persons with disability on its head office. Aside from this, CBR is also being undertaken in 14 municipalities of the province.
- Along with employment, TWH also provides services like; medical, educational, sports recreation, advocacy programs and job placement.

# Background Information

- With the onset of globalization, tough competition in the market is strongly felt by small scale business enterprises most specially sheltered workshops for Persons with Disability
- Most of our clients ordered from neighboring countries where prices are cheaper, thus making it difficult for us to get work contracts.
- We are now faced with the challenge of generating other employment programs for Persons with Disability and sustaining the operational cost as well.

- Our visit to Wakayama prefecture, particularly in Muginosato has driven my interest to make it as my project. I would like to bring this idea to my organization because this is something really sustainable once, market is established.
- Tahanang Walang Hagdanan, Inc. has been partnering with hotels for its recycling projects, hence, this would facilitate another entry point for possible projects.

# Over all Goal

- To generate employment for Persons with Disability in order to uplift the economic conditions

## Concrete Objective:

- To set up a laundry shop and employ more Persons with disability
- To decrease number of disabled beggars on the street

# Target Beneficiaries and Stakeholders

- 15 physically disabled wheelchair users men and women with age bracket of 20 to 55 years old
- 4 able bodied persons and 6 persons with intellectual disability who will do the work beyond wheelchair users capacity
- Our supporters would be the local residents within our village, local government unit, hotels and hospitals

# Impact to the PWD, Family and Community

- This project will lead PWD to productivity, and self-reliance. Hence, he will not be a burden anymore to the family
- In doing so, PWD could help augment the family income.
- Having this achieved, he gains more self-esteem and confidence.
- The community will see PWD as economically active, independent and will give more respect and understand them better

# Resource and Needs Assessment

- TWH has its staff to man implementation of the project.
- It has personnel to do the marketing of the laundry services to prospect clients.
- TWH has the space to undertake the shop and it has delivery vans to do the pick ups and deliveries
- We can also tap a government agency that provides training for laundry services

- Some refurbishing works are yet to be done in the target area since it is not designed for a laundry shop, installation of water pipe and re-alignment of electrical wires.
- We also need to design some platforms for the wheelchair users easy access to the equipment

# Target area for the Laundry shop



# Marketing Plan

- Distribute fliers to nearby villages and send communication letters to hotels stating date of appointment.
- Putting up of signages in strategic location
- Marketing promo like 10 kls = free 3 kls
- Set up quarterly sales quota for mktg staff
- Sales incentive plan to merit those who exceeded their sales quota

# Evaluation and Monitoring

- Keeping track of number of PWDs employed
- Actual receipt of Job orders
- Preparation of weekly sales report and monthly financial statements
- Smooth work flow to ensure orderly and on time deliveries

# Possible Obstacles

- Social stigma that PWDs may produce low quality of work because of their disability. We need to develop marketing strategy to entice their interest by providing services for free once a certain number of kilos is reached. Example: 10 kilos – 2 kilos free  
20 kilos – 5 kilos free  
trial period to establish credibility

- Heavy equipment steamer and pressing machines maybe hard for the wheelchair users to reach. However, we will improvise platforms so that wheelchair users could access the machine.
- It maybe hard to convince hotels to outsource their laundry services to TWH but we will start first within the community and later on move on to big clients after establishing credibility.





# Budget Requirements

Activity	Amount
<b>Refurbishing of workplace</b>	
Installation of water pipe line	100,000.00
Installation of electrical wirings	250,000.00
Painting	80,000.00
Labor	350,000.00
<b>Total</b>	<b>780,000.00</b>

<b>Project Management &amp; Systems Development</b>	
2 full time staff	
Project Manager (19,000 x 12 mos)	228,000.00
Department Supervisor (15,000 x 12mos)	180,000.00
Capability building/Research	90,000.00
Trainings	50,000.00
<b>Total</b>	<b>548,000.00</b>
<b>Machinery and Equipment</b>	
Washing and Spinning Machine	1,000,000.00
Dryer Machine	800,000.00
Pressing Machine	1,500,000.00
Steamer	1,000,000.00
<b>Total</b>	<b>4,300,000.00</b>

<b>Furnitures and Fixtures</b>	
2 working tables 4m x 4m	20,000.00
30 trays	30,000.00
3 wooden cabinets	40,000.00
3 pull carts	10,000.00
<b>Total</b>	<b>100,000.00</b>
<b>Administration Cost</b>	
Electricity	180,000.00
Transportation	120,000.00
Washing supplies	200,000.00
<b>Total</b>	<b>500,000.00</b>
<b>Grand Total</b>	<b>6,228,000.00</b>

# Impact of the Training

- There are a lot of new ideas from this training I could take back in my country but one of them is the employment promotion of Persons with disability in sheltered workshop. My organization's mission is aligned with this activity so that I have the expertise in managing this project. I chose the laundry services because I believe in its sustainability. This is not something that clients would outsourced in China or anywhere else, this work should be done in the country itself. Good marketing plan, logistics and committed workers will keep the business going and sustainable.
- I am so lucky to have experienced in Japan how technology transformed the lives of Persons with Disability making severely and Intellectually disabled live their lives to the fullest and productive members of society.
- Lastly, I felt the real essence of freedom having moved around by myself. I enjoyed getting on trains and reach anywhere I wanted to go, things I never thought of. Life would have been more meaningful for us, if this kind of accessibility is in my country, the Philippines.