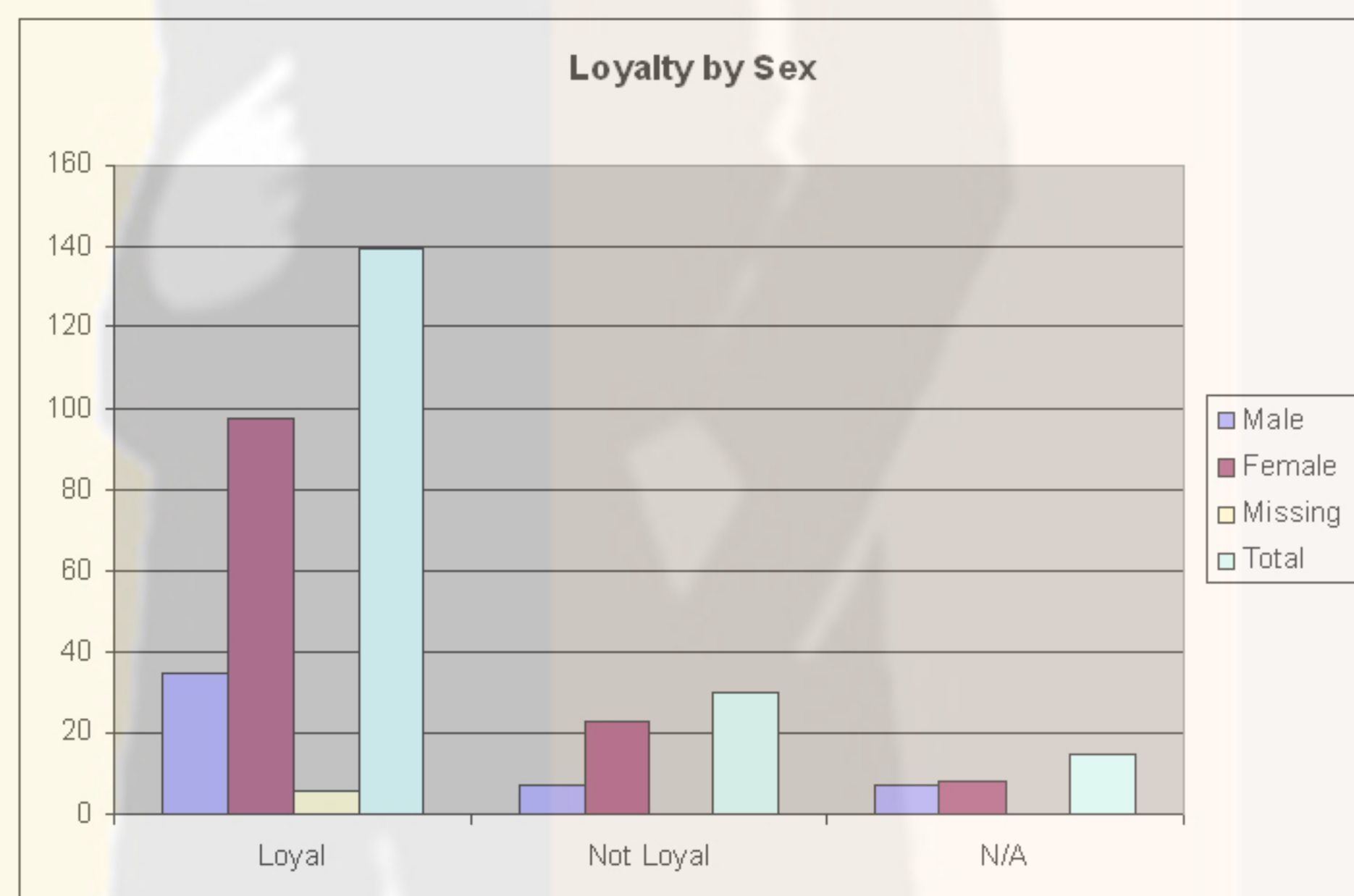


CLEANERS. WHY CLEANERS?

REASONS

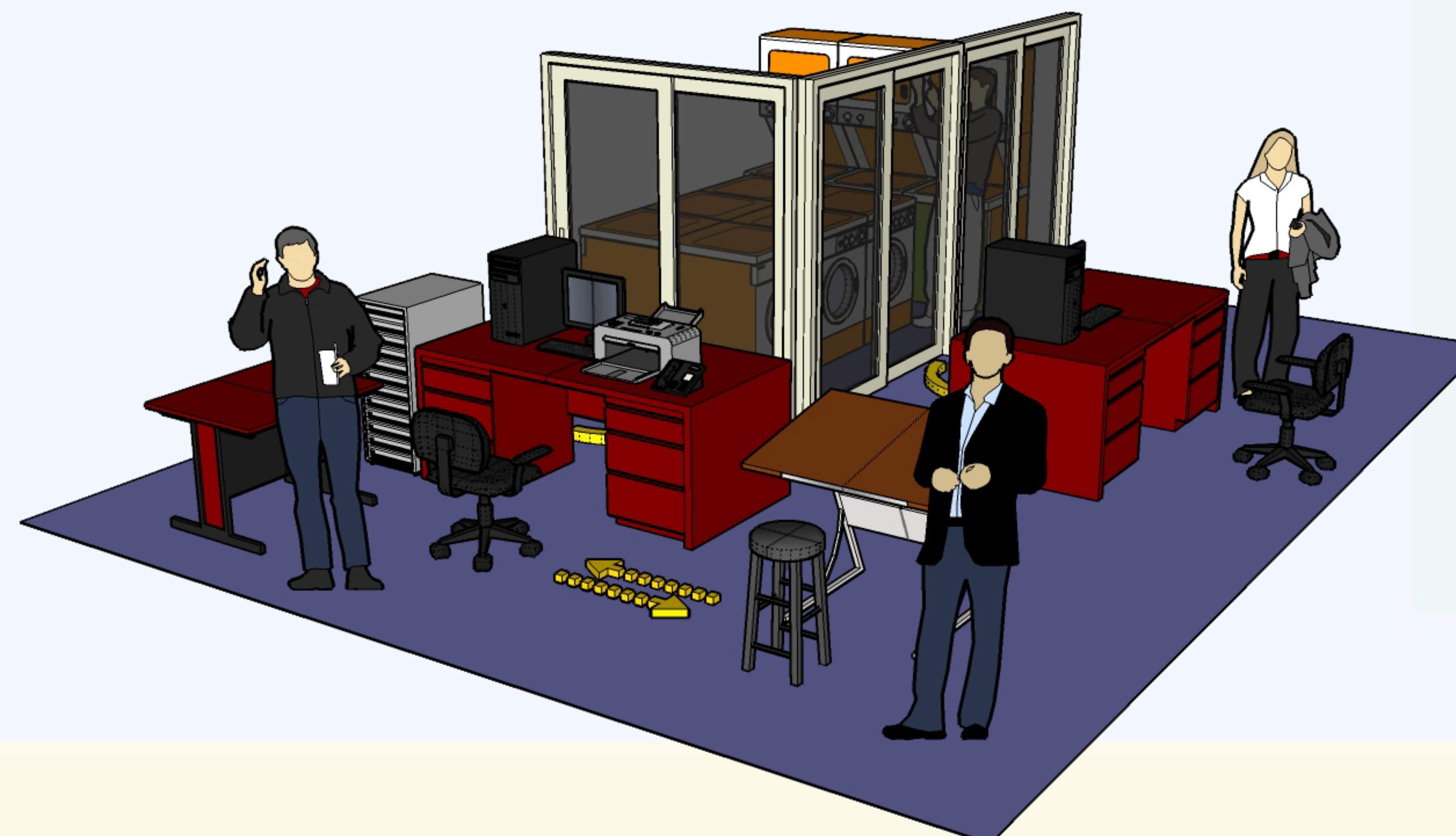
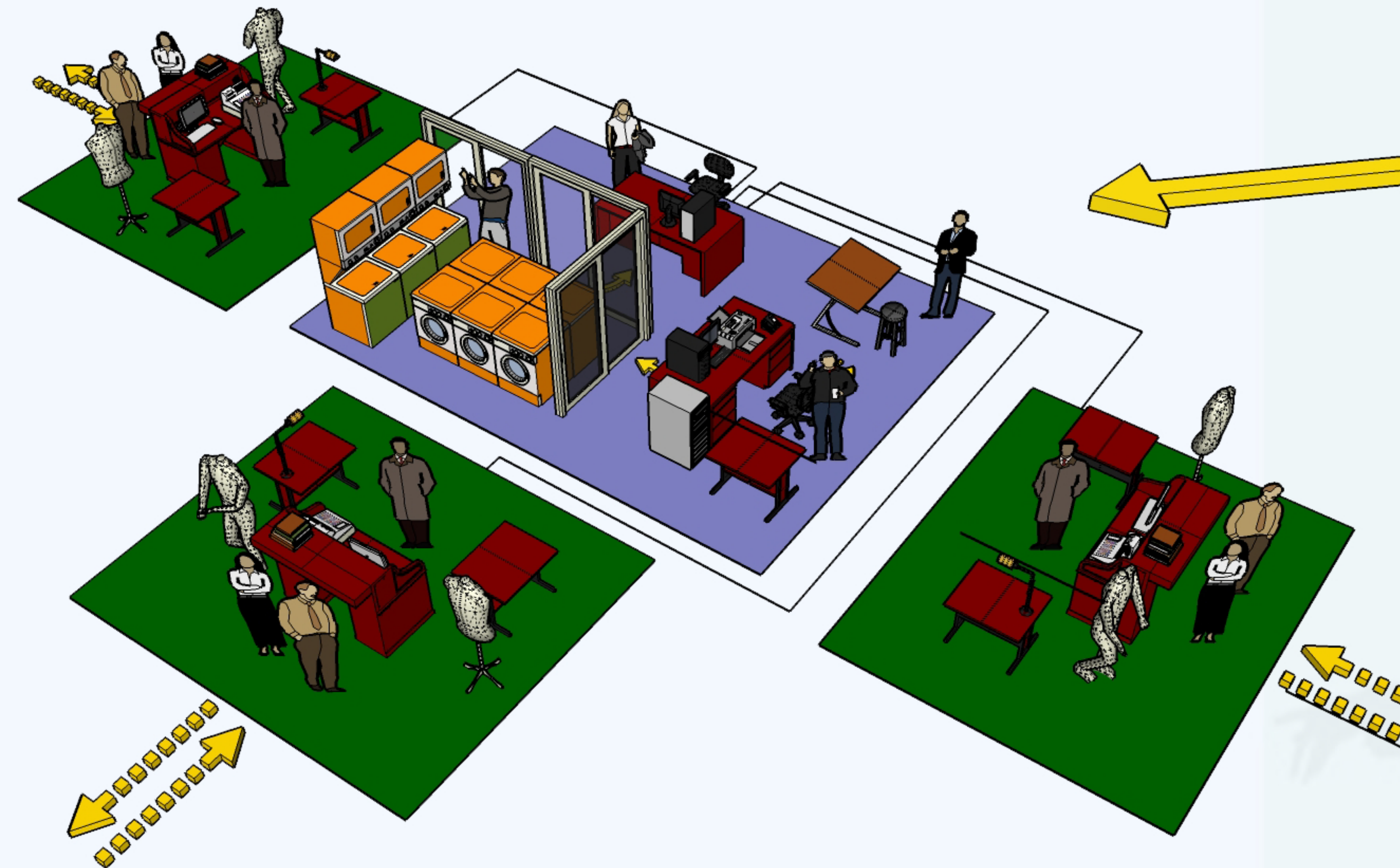
- STRONG HABITS AT CLEANERS
- TRUST IN CLEANERS
- FAMILIAR WITH CLOTHING
- ROOM FOR EXPANSION
- STEADY CUSTOMER BASE OF TARGET MARKET



CUSTOMERS USE THE SAME CLEANERS WHEN THEY NEED CLOTHES PROFESSIONALLY CLEANED.

CLEANING INDUSTRY

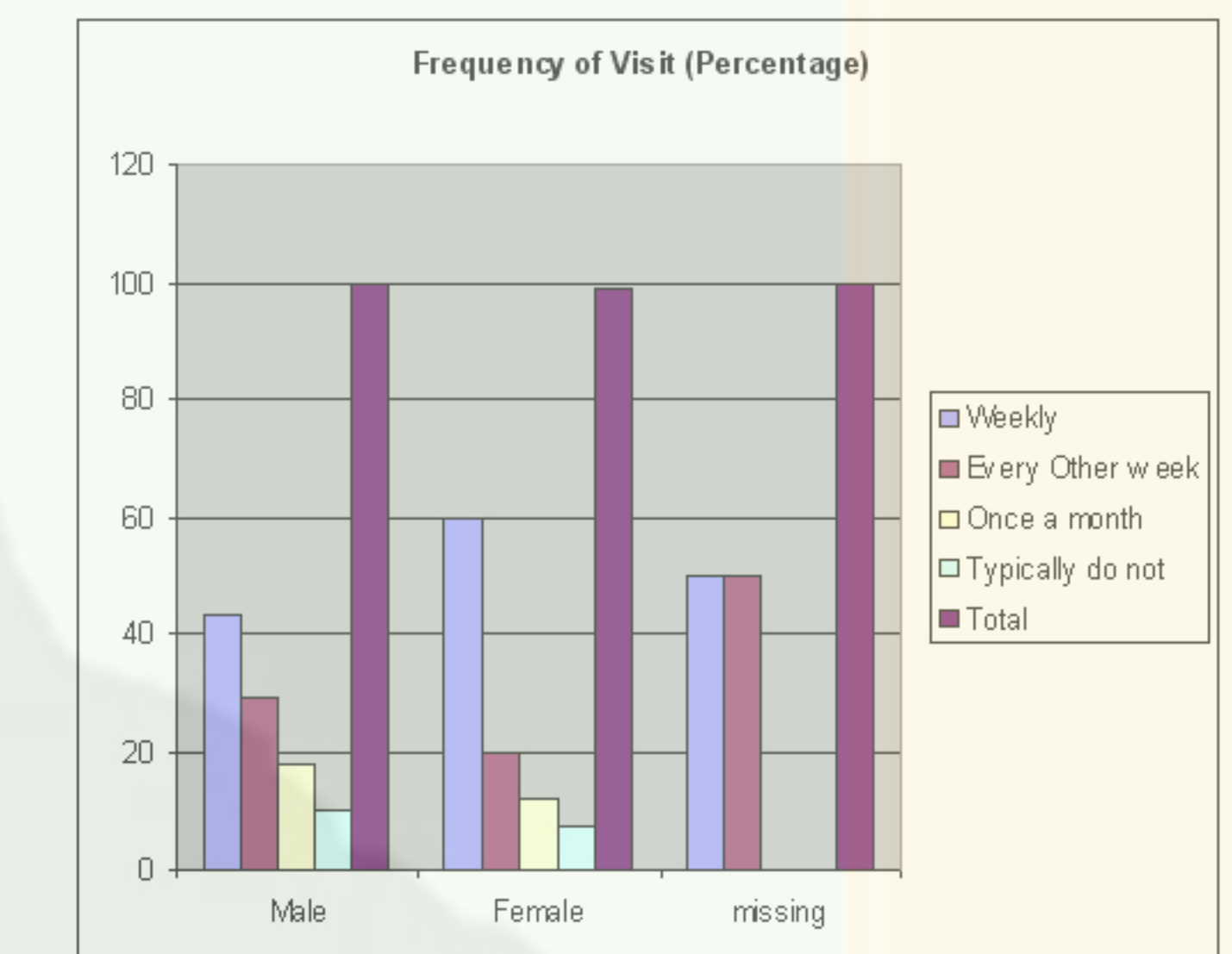
THE MAJORITY OF CLEANERS IN THE U.S. ARE DRY CLEANERS. DRY CLEANING PRACTICES HAVE BEEN VIEWED AS DETRIMENTAL TO THE ENVIRONMENT DUE TO THE CHEMICALS THEY USE. THIS IS WHY A MORE ECO-FRIENDLY "WET CLEANING" INDUSTRY IS EMERGING.



zinda

WET CLEANERS

THE EMERGING WET CLEANING INDUSTRY IS PROMISING BECAUSE IT IS ECO-FRIENDLY, AND ITS CUSTOMERS ARE WILLING TO PAY A PREMIUM PRICE FOR A SERVICE THEY CONSIDER SOCIALLY RESPONSIBLE.



ZINDA IS GOING TO TARGET A WET CLEANERS WITH A STRONG CUSTOMER BASE. THESE CUSTOMERS WILL PAY MORE FOR A SOCIALLY RESPONSIBLE SERVICE. "THE GREENER CLEANERS" IN CHICAGO IS IDEAL DUE TO ITS NETWORK OF FIVE STORE FRONTS AND MAIN PROCESSING CENTER.