



OWN A SUSTAINABLE LAUNDRY BUSINESS

 Geelong, VIC

VIC

OWN A SUSTAINABLE LAUNDRY BUSINESS IN A THRIVING GEELONG PRECINCT (VICTORIA) BFB4187

WASH, DRY, GROW: YOUR NEXT BUSINESS OPPORTUNITY IS ALREADY SPINNING

This is a newly established, eco-conscious self-service laundry business situated within a busy shopping centre in Geelong — part of a growing residential and retail precinct. Opening its doors in October 2025, the business occupies a well-positioned 78 sqm premises within a thriving shopping centre environment, benefiting from strong natural foot traffic generated by surrounding retailers and everyday shopper convenience. Accessible to clients 24/7, the business offers customers the freedom to wash and dry on their own schedule — a genuine point of difference in the self-service laundry space. As part of the broader trend toward sustainable, eco-friendly laundry solutions, the business is perfectly positioned to appeal to environmentally conscious consumers seeking energy- and water-efficient laundering options in a convenient, high-visibility location.

As a genuine start-up opportunity, this business offers a purchaser the chance to acquire an operation in its foundational stage, with the fit-out, location, round-the-clock accessibility, and eco-friendly positioning already in place. For a purchaser looking to enter the self-service or eco-laundry sector, this represents a low-barrier entry point into an essential, recession-resilient service industry, within a shopping centre setting that provides consistent passing trade without the business needing to generate its own independent customer traffic.

- Recently established business, opened October 2025
- Positioned within a high-traffic shopping centre in Geelong
- Open and accessible to clients 24 hours a day, 7 days a week
- 78 sqm premises, right-sized for an efficient self-service laundry

Price	\$400,000
Property Type	Business
Property ID	4187

Agent Details

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operation

- Fitted out with premium Tesla washing machines and dryers, offering customers a high-performance, energy-efficient laundering experience
- Demonstrated month-on-month revenue growth, reflecting strong and increasing customer uptake since opening
- Eco-conscious positioning, aligned with growing consumer demand for sustainable services
- Benefits from built-in shopping centre foot traffic and co-tenancy exposure
- Opportunity to shape and grow the business from an early stage

For a purchaser seeking an entry-level acquisition in the essential services space, this business offers the appeal of a fresh start in a proven retail location, with the groundwork of premises, 24/7 accessibility, and brand identity already established. As a young business with early revenue already trending upward, the primary opportunity here lies in genuine growth potential — for a hands-on owner-operator ready to build on the existing customer base, refine operations, and capitalise on the growing demand for sustainable, energy-efficient laundering around the clock, this represents an exciting, low-barrier entry into a resilient and expanding industry.

Should you be interested and wish to receive further information, please complete the online Confidentiality Deed and a fully comprehensive Business Profile will be made available to you. To discuss this or other business opportunities in Victoria state, please contact Rori Kokken on 0489 077 232 or rori@bfbrokers.com.

Business & Franchise Brokers brings years of experience in the sale of Health and Fitness businesses and have represented a number of independent and major brands such as Jetts Fitness, ACTV Strength Co, Anytime Fitness, Snap Fitness, Plus Fitness, UBX, Air Locker Training, Fernwood Fitness, World Gym, Flow ST8; FS8 & F45 Training, KX Pilates, just to name a few, plus your independent 24/7 training venues, boxing studios, PT studios, swim centres and many more.

*NB: *The business images shown are for illustration purposes only and may not be an exact representation of the business.*

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