












Position	<b>GOLD AWARD</b>	<b>SILVER AWARD</b>	<b>BRONZE AWARD</b>	<b>4TH</b>	<b>4TH</b>	<b>6TH</b>	<b>7TH</b>	<b>8TH</b>	<b>8TH</b>	<b>8TH</b>	<b>11TH</b>
Logo											
Dry Cleaner Name	Garment Care	Clean Ace	Snow Flakes	Westman Quest	Laundry by TIMESIGNATURE DRYCLEANERS	Nathan's Dry Cleaners	Laundry Box	LaundryHouse Co	Discount Dry cleaners	Safi.ng	Laundry King
Agreegate Score	94%	86%	78%	76%	76%	75%	74%	70%	70%	70%	68%
Site Link	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>	<a href="#">Visit Site</a>
Price of Shirt Dry Clean	N1,375	N1,100	N1,100	N1,000	N1,000	N1,375	N1,000	N1,100	N990	N900	N850
Service Offering											
Dry Cleaning / Laundry	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pick up & Delivery	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
100% Free Pick up & Delivery	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗
Express Service	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Alteration	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Free Product Testing	✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗
Service Quality											
Overall Product Quality	Professional	Professional	Professional	Professional	Professional	Professional	Professional	Professional	Professional	Professional	Professional
Pricing	Premium	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Standard
Reliability of Service	A+	A+	A+	B	A	B	B	A	A	A+	B
Accessibility	A	A+	B	B	B	B	A	B	B	B	B
Customer's rating on Google review	4.0	4.0	4.5	3.7	4.6	3	4.5	4	4.5	4	3.5
Number of Reviews	19	26	2	10	26	2	4	7	2	11	6
Customer Experience Index	A+	A+	A	B	A+	B	A	A	A	A+	B
Phone Etiquette	Fair	Good	V. Good	Poor	V. Good	Good	Fair	V. Good	Fair	V. Good	Poor
Structure											
Organisation Structure / Controls	A+	A+	A+	A	A	A	A	A	A	A	A
Leadership / Mgt Team	A+	A+	A+	A	A	A	A	A	A	A	A
Online Quality											
Availability of website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mobile compatibility	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓
Functionality of website	A+	A+	B	B	A+	B	A	A+	B	A+	B
Look & Feel of website	A+	A+	A	B	A+	B	B	A	B	A+	B
Service varieties offered on website	A+	A+	A+	A	A*	A	A	A	A	A	A
Online self-booking app	✓	✗	✗	✗	✓	✗	✗	✗	✗	✓	✗
Google Search Ranking (Best Dry Cleaners in Lagos)	1st Page	1st Page	Not Available	1st Page	1st Page	2nd Page	2nd Page	1st Page	1st Page	2nd Page	5th Page
Google Search Ranking	2nd	1st	Not Available	5th	4th	8th	10th	6th	3rd	11th	15th
SEO Site Check Up Ranking	69%	75%	43%	69%	80%	66%	65%	69%	57%	79%	64%
Presence on at least 3 social media	✓	✓	✗	✓	✓	✗	✓	✓	✗	✓	✓
Date of Last posting on Facebook	-4days	-0days	-303days	-1day	-8days	-153 days	-1546days	-0days	-153days	-0days	-229days
Facebook Likes	1455	3306	66	1540	457	295	nil	2487	672	32525	57
Brand Presence											
Perceived Brand Value	A+	A+	A+	A	A	A	B	A	B	A	B-
Attractiveness	A+	A+	A+	A	A+	A	A	A	B	A	B
Strategic Objective (Vision & Mission) stated on Website	✗	✓	✗	✓	✓	✗	✗	✗	✓	✗	✗
Unique Factors											
1st	Premium Quality	Rich Heritage	Superior Quality	Superior Quality	Superior Quality	Superior Quality	Experience	Resilience	Brand	Brand	Brand
2nd	Premium Brand	Premium Brand	Premium Brand	Good Brand	Free Wash	Prime Location	Outlets	Strong Brand	Quality	Quality	Quality