1. The Ready-to-Grow Test

Three numbers. A notebook and your last three months of records are enough.

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1 Number 1: customers in versus customers out

Lost customers = people who used to buy regularly but stopped. If you gain 20 and lose 18, you are only growing by 2.

Month	New customers gained	Regular customers lost	True growth (gained - lost)
e.g. Nusrat	25	20	+5 (a leaking bucket)

2 Number 2: word of mouth

Where did your new customers come from? If almost all come from paid adverts, customers are not excited enough to tell others.

Source	New customers last month	Share of all new
Paid adverts	22	
Referrals	3	12% (Nusrat: low)
Repeat / returning		
Other		

3 Number 3: profit per customer at small scale

Cost to win one customer
$ _____ (e.g. $30 in adverts)

Months a customer stays
_____ (e.g. 2 months)

Gross profit over that time
$ _____ (e.g. $40)

Worth ÷ cost = _____ times. $40 ÷ $30 = 1.3: barely ahead. Double the adverts and you double a business that barely makes money.

4 Put the three together: you are ready to grow if...

You lose far fewer customers than you gain	[ ] Yes [ ] No
A meaningful share of new customers come from referrals or repeat buying	[ ] Yes [ ] No
Each customer is clearly worth several times what it costs to win them	[ ] Yes [ ] No

Any "No"? Fix it first. Keep your marketing steady, not bigger, while you plug the leaks.

Examples only; results vary. General business education, not financial, legal or tax advice.
Free tool from LoftyBiz. More free tools and Systex (our own product): loftybiz.net

2. Fix the Leaks, in Order

Plug the holes first. Then turn up the tap.

1 Leak 1: find out why people leave (do not guess)

Call or message ten customers who stopped buying. Ask kindly: "We noticed you haven't used us in a while. Was there anything we could have done better?" Write down every reason.

Customer (first name only)	Reason they gave	Reason group
e.g. Customer A	Clothes came back late twice	Late

Become your own customer: order and wait exactly as a customer would, or ask a friend to report back honestly.

2 Leak 2: fix the main reasons, most common first

Reason	Times heard	Fix	Written as a system?
e.g. Late delivery	6	Time promise + message when rider leaves	Yes (Systex)
e.g. Stains missed	4	Final quality check before folding	Yes (Systex)
e.g. Forgot to rebook	5	Friday reminder: "Pickup tomorrow?"	Yes (Systex)

3 Leak 3: make it easy to recommend you

A reason + an easy way. Example: a free wash when a friend becomes a regular, and a small card in every delivery bag.

My referral reward: _____ How they share it: _____

4 Leak 4: help customers buy more often, and more

Example: a regular weekly plan with a small discount, so customers use you every week instead of whenever they remember.

My idea: _____

You can write each fix as a simple system in Systex, our own product (loftybiz.net), so your team runs it the same way every day.

3. Measure Again, Then Scale

After two or three months, run the same three numbers.

1 Before and after

Number	Before	After 2-3 months	Better?
Customers lost per month			
New from referrals per month			
Worth ÷ cost to win			
True growth per month			

2 Worked example: Nusrat's laundry, Dhaka (illustrative)

Lost per month	20 -> about 6	Referrals per month	3 -> about 10
Customers stay	Much longer	True growth	+5 -> about +30 a month
Ad spend	No more than before	Then	Doubles adverts; growth sticks

3 Thinking of a second branch? Check branch one first

Branch one keeps its customers (passes the test above)	[ ] Yes [ ] No
It runs well without me, with written systems	[ ] Yes [ ] No
It has a strong manager	[ ] Yes [ ] No
Its numbers make a clear profit	[ ] Yes [ ] No

Any "No"? A second branch usually doubles the problems and halves your attention. Fix branch one, then copy what works.

4 Do this this week

[ ] Count new and lost customers for each of the last three months
[ ] Note where your new customers came from
[ ] Contact ten customers who stopped buying and ask what you could do better
[ ] Fix the most common reason first, and write the fix down as a system

Nusrat and her figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice.

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