

Business Beat: In The Bag

www.ksn.com

WICHITA, Kansas, April 15, 2008 – It's usually an idea that drives a person to start up a business, but for one local man, it was competition.

David and Angela Coyle wanted to start a business with the best potential for growth and profit.

After studying business in college, David went to work for Best Cleaners, a business that became not only his classroom, but his competitor.

"I really thought that cleaning people's clothes was always going to be a need and always a demand," said Coyle. "And if I could just do it better than our competitors, I feel like we'd always be successful with it."

When the Coyles were ready, they purchased a Lee's Cleaners located on north Rock Rd. It was much cheaper than buying a dry cleaning franchise.

They knew the competition and realized that service could be the difference.

"We go to people's homes and offices twice a week and pick their clothes up," Coyle said. "I think that our attention to detail is real important, with the quality of replacing the buttons for free and doing small alterations for free."

Production volume is David's mantra. They can finish 450 shirts in an hour. They do from two to 3,000 of them a day, but that's not where the money is. While 40 percent of the production is in cleaning shirts, it's only 15 percent of the bottom line. David realizes that a good-looking shirt is a business person's calling card.

The Coyles have done so well they've financed their growth privately without the assistance of bank loans. David's work ethic comes from owning his own business.

"The drive and the fire kind of got relit once we had to do it for ourselves," Coyle said.

And the purchase of Best Cleaners will position In The Bag as the biggest cleaners in the Wichita area.