ROI Calculation for RWM Equipment

Detailed calculation for two equipment kits

Pessimistic (honest) scenario · RWM prices, May 2026

This is the companion document to the article “Carpet Cleaning Business: ROI and Profitability Calculation”. It contains all the figures: equipment and prices, expenses, monthly tables for year one, a 5-year forecast and a risk analysis. We deliberately calculate conservatively — real results may be better.

Assumptions

- Average service price: $1.73 per m² (between a minimum of $1.30 and a maximum of $2.00)
- Washing cost: $0.15 per m² — water, electricity and cleaning chemicals
- 26 working days per month (six-day week)
- Load growth: +10% every month until 100%
- Rent, salaries and marketing are not part of the washing cost — they are counted separately
- RWM equipment prices — May 2026; salaries — market average (Kazakhstan)

Kit 1: Professional

800 m² per day · starting at 20% load

Equipment and investment

Item	Price
RWM420K carpet centrifuge	$5,200
RWM428 conveyor washer	$23,000
TD420 dust beater	$9,500
PM420 finishing machine	$11,000
M48R rotary machine	$1,200
Total equipment	**$49,900**
Initial stock of cleaning chemicals (2 months)	$400
Launch marketing and advertising	$500
Total initial investment	**$50,800**

Capacity

800 m² per day × 26 working days = 20,800 m² per month at 100% load

Monthly fixed costs

Item	Calculation	Amount
Facility rent	average $1,000-1,500	$1,250
Washers' salaries	3 × $700	$2,100
Drivers' salaries	2 × $1,500	$3,000
Total per month		**$6,350**

Plus variable costs: $0.15 × volume in m² (water, electricity, chemicals).

Month-by-month calculation — year 1

Month	Load	Volume, m²	Revenue	Variable	Fixed	Total costs	Net profit	Cumulative
1	20%	4,160	$7,197	$624	$6,350	$6,974	$223	**$223**
2	30%	6,240	$10,795	$936	$6,350	$7,286	$3,509	**$3,732**
3	40%	8,320	$14,394	$1,248	$6,350	$7,598	$6,796	**$10,528**
4	50%	10,400	$17,992	$1,560	$6,350	$7,910	$10,082	**$20,610**
5	60%	12,480	$21,590	$1,872	$6,350	$8,222	$13,368	**$33,978**
6	70%	14,560	$25,189	$2,184	$6,350	$8,534	$16,655	**$50,633**
7	80%	16,640	$28,787	$2,496	$6,350	$8,846	$19,941	**$70,574**
8	90%	18,720	$32,386	$2,808	$6,350	$9,158	$23,228	**$93,802**
9	100%	20,800	$35,984	$3,120	$6,350	$9,470	$26,514	**$120,316**
10	100%	20,800	$35,984	$3,120	$6,350	$9,470	$26,514	**$146,830**
11	100%	20,800	$35,984	$3,120	$6,350	$9,470	$26,514	**$173,344**
12	100%	20,800	$35,984	$3,120	$6,350	$9,470	$26,514	**$199,858**

Key figures for year 1

Investment
$50,800

Cumulative profit, year 1
$199,858

ROI, year 1
393%

Payback period
6.0 months

Average monthly profit
$16,655

Monthly profit at 100% load
$26,514

Key milestones

- Month 1: minimal profit of $223 — almost zero, so marketing must start before opening
- Month 6: cumulative profit of $50,633 exceeds the investment — payback in 6.0 months
- Month 9: 100% capacity reached
- Year total: $199,858 net profit

Kit 2: Small, for beginners

250 m² per day · starting at 50% load

Equipment and investment

Item	Price
RWM420K carpet centrifuge	$5,200
M48R rotary machine	$1,200
Total equipment	**$6,400**
Initial stock of cleaning chemicals (2 months)	$100
Launch marketing and advertising	$500
Total initial investment	**$7,000**

Capacity

250 m² per day × 26 working days = 6,500 m² per month at 100% load

Monthly fixed costs

Item	Calculation	Amount
Facility rent	average $600-800	$700
Washers' salaries	3 × $1,000	$3,000
Driver's salary	1 × $1,500	$1,500
Total per month		**$5,200**

Plus variable costs: $0.15 × volume in m² (water, electricity, chemicals).

Month-by-month calculation — year 1

Month	Load	Volume, m²	Revenue	Variable	Fixed	Total costs	Net profit	Cumulative
1	50%	3,250	$5,623	$488	$5,200	$5,688	-$65	**-$65**
2	60%	3,900	$6,747	$585	$5,200	$5,785	$962	**$897**
3	70%	4,550	$7,872	$683	$5,200	$5,883	$1,989	**$2,886**
4	80%	5,200	$8,996	$780	$5,200	$5,980	$3,016	**$5,902**
5	90%	5,850	$10,121	$878	$5,200	$6,078	$4,043	**$9,945**
6	100%	6,500	$11,245	$975	$5,200	$6,175	$5,070	**$15,015**
7	100%	6,500	$11,245	$975	$5,200	$6,175	$5,070	**$20,085**
8	100%	6,500	$11,245	$975	$5,200	$6,175	$5,070	**$25,155**
9	100%	6,500	$11,245	$975	$5,200	$6,175	$5,070	**$30,225**
10	100%	6,500	$11,245	$975	$5,200	$6,175	$5,070	**$35,295**
11	100%	6,500	$11,245	$975	$5,200	$6,175	$5,070	**$40,365**
12	100%	6,500	$11,245	$975	$5,200	$6,175	$5,070	**$45,435**

Key figures for year 1

Investment
$7,000

Cumulative profit, year 1
$45,435

ROI, year 1
649%

Payback period
4.3 months

Average monthly profit
$3,786

Monthly profit at 100% load
$5,070

Key milestones

- Month 1: a small loss of -$65
- Month 2: the business turns profitable ($962)
- Month 5: cumulative profit of $9,945 exceeds the investment — payback in 4.3 months
- Month 6: 100% capacity reached

Kit comparison

Metric	Kit 1	Kit 2	Takeaway
Investment	**$50,800**	**$7,000**	Kit 2 is 7.4× cheaper
Year 1 profit	**$199,858**	**$45,435**	Kit 1 earns 4.4× more
Year 1 ROI	**393%**	**649%**	Kit 2 has the higher percentage
Payback	**6.0 months**	**4.3 months**	Kit 2 pays back 1.7 months sooner
Monthly profit at 100%	**$26,514**	**$5,070**	Kit 1 earns 5.2× more
First month	**$223**	**-$65**	Both starts need marketing
5-year profit	**$1,639,774**	**$320,787**	Kit 1 earns 5.1× more

5-year forecast

5% annual growth after reaching 100% load.

Kit 1: Professional

Year	Monthly profit (100%)	Annual profit	Cumulative
1	$26,514 (100% for only 4 months)	$199,858	**$199,858**
2	$27,840	$334,080	**$533,938**
3	$29,232	$350,784	**$884,722**
4	$30,693	$368,316	**$1,253,038**
5	$32,228	$386,736	**$1,639,774**

Kit 2: Small, for beginners

Year	Monthly profit (100%)	Annual profit	Cumulative
1	$5,070 (100% for only 7 months)	$45,435	**$45,435**
2	$5,324	$63,888	**$109,323**
3	$5,590	$67,080	**$176,403**
4	$5,869	$70,428	**$246,831**
5	$6,163	$73,956	**$320,787**

Risk analysis: the first month

The most vulnerable moment is the first month. Here is what happens if the load is lower than planned:

Kit 1: Professional

Load in month 1	Month 1 result
10%	**-$3,064**
15%	**-$1,420**
20% (plan)	**$223**
30%	**$3,509**

For Kit 1, strong marketing before opening and agreements with the first clients are essential.

Kit 2: Small, for beginners

Load in month 1	Month 1 result
40%	**-$1,092**
50% (plan)	**-$65**
60%	**$962**

For Kit 2, you need to win clients quickly in the first month — at 60% load the business is already profitable.

Hybrid strategy

1. Months 1–6: start with Kit 2 ($7,000) — low risk, experience and first clients
2. After 6 months, cumulative profit will be about $15,015
3. Month 7: add the Kit 1 equipment — about $44,000 (conveyor washer, dust beater, finishing machine)
4. Then work at full capacity: up to $26,514 profit per month at 100% load

Important

This is not a guarantee of success but a planning tool. Check the figures for your city: rent, salaries and service prices. Real results depend on your work, the market, competitors and luck.