THE U.S. CARPET CLEANING INDUSTRY

(A Marketing, Competitive & Operational Analysis)

- November 2011 -

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- * Retail Area, Hand Made, Machine Made, & Washable Rug Sales: 1996-2010

- * Discussion of industry receipts data from the U.S. Bureau of the Census, its accuracy and limitations, historical trends
- * Rationale for Marketdata's estimates of industry receipts
- * Industry outlooks: the perspectives of industry insiders (SEARS Carpet & Upholstery Care, Cleaning Consultant Services, Institute of IICRC)
- * Marketdata estimates and supporting rationale for industry receipts for 2009 & 2010
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- *Discussion/analysis of disaster restoration business, findings of ICS Magazine survey

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- * Contact list for the top 10 producers of carpet cleaning equipment

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- * Marketdata Estimates Of Carpet Cleaning Equipment Demand: 1994-2004
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Profiles Of Some Leading Carpet Cleaning Companies

(In-depth profiles including: company contact information; company history; number of domestic, Canadian, and foreign franchises; franchise terms, parent company financial statements & balance sheets for 2008-2010 when available, 2011 quarterly performance, for each of the following companies – information from latest UFOC):

- * Chem-Dry
- * Duraclean International
- * Heaven's Best
- * MilliCare Commercial Carpet Care
- * Professional Carpet Systems
- * Rainbow International Restoration & Cleaning
- * Sears Carpet & Upholstery Care Inc.
- * ServiceMaster Clean
- * Stanley Steemer Carpet Cleaner
- * Servpro Industries Inc.

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- * Findings of truckmount operations survey (ICS Magazine)
- * In-depth analysis of 2007 U.S. <u>Census of Services Industries</u>: total industry receipts; receipts by size of firm; revenues by source of receipts; legal form of organization; industry concentration ratios; single and multi unit operations; geographic analysis by state and standard metropolitan area
- * Analysis of industry profitability using industry composite financial statements

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Reference Directory Of Industry Trade Associations, Journals, Consultants, Other Sources

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* Address List of industry trade associations, trade journals, industry experts, special reports and surveys, government documents, all other sources used.