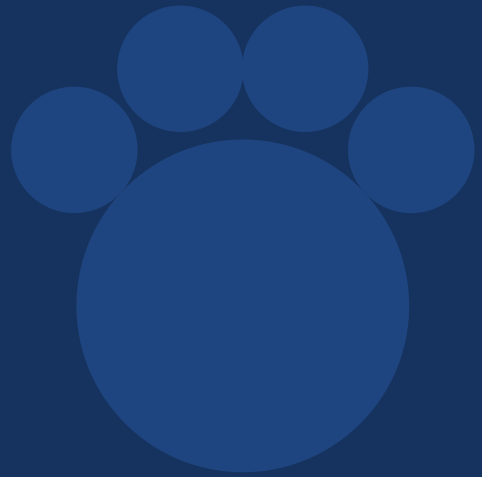


CASE STUDY

GoGo Wash

Singapore's 24/7 Self-Service Pet Care Hub

How an unmanned, walk-in hub bundles washing, grooming, treats, supplies and hydrotherapy into one convenient pet care destination.



Services covered

Self-Service Pet Wash | Automated Grooming Table | Pet Supply Vending
Pet-Friendly Ice Cream | Pet Treadmill and Hydrotherapy | Franchise Model

SECTION 1

Executive Summary

GoGo Wash describes itself as Singapore's first self-service, one-stop hub for pets that operates 24/7. Rather than a single machine, it offers a cluster of unmanned services under one roof: a self-service pet wash station, an automated grooming table, a pet supply vending machine, a pet-friendly ice cream machine and a pet treadmill used for hydrotherapy. Owners walk in without booking, use whichever machines they need at their own pace, and pay by the minute or by the item.

The same equipment is also offered to businesses. GoGo Wash markets its machines to pet stores and groomers who want to upgrade with minimal staff cost, and runs a franchise programme with two models: a standard franchise in which the franchisee operates the hub, and a managed model in which GoGo Wash's team handles day-to-day operations.

24/7	5	S\$10	2
walk-in, no booking	service stations in one hub	entry wash price (10 min)	franchise models

Key findings

- **A genuine gap is targeted.** Pet care does not follow office hours. The hub addresses late-night messes, emergency supplies and owners who cannot wash large dogs at home.
- **Time-based pricing is transparent.** The wash costs S\$10 to S\$40 depending on duration, and hydrotherapy S\$25 to S\$56. The effective per-minute rate falls as the session lengthens.
- **The hub is designed around cross-selling.** A wash naturally leads to drying, grooming, a treat and supplies, raising the value of each visit without adding staff.
- **Hygiene is engineered in.** Each wash machine runs a self-disinfection cycle after use, supported by weekly manual cleaning.
- **Evidence is thin.** The site publishes no usage figures, franchise investment amounts or verified customer reviews, and some page content is inconsistent (see Section 11).

How to read this document

Everything attributed to GoGo Wash comes from its public website. Where this document goes beyond that (per-minute price comparisons, capacity arithmetic, evaluation framework), it is labelled as analysis. Prices are shown in Singapore dollars as presented on the site.

SECTION 2

Company Background

Caring for your pets like family

GoGo Wash positions itself as a 24-hour pet care space where owners can look after their pets any time of day or night. Its welcome message promises a convenient, stress-free and clean environment, with everything needed "under one roof": quick clean-ups, essential supplies and a little treat.

The brand is built around the idea that a pet owner's needs are interlinked. A dog that has been washed needs drying, perhaps grooming, maybe a reward, and sometimes a replacement shampoo, towel or waste bags. Bundling these into a single destination is the core of the proposition.

Mission and promise

Element	Content from GoGo Wash
Mission	Make pet care more convenient, accessible and stress-free for all pet owners, through a one-stop hub where pets can be washed, groomed and cared for, and owners can access essential supplies.
Belief	Caring for pets should be simple and enjoyable, not a chore. Solutions are designed to save time, reduce stress and give pets of all sizes a safe, comfortable environment.
Promise	A reliable and pleasant experience every time, so that pets and owners feel supported, cared for and confident.

Designed with a dog's eyes in mind

The hub's interior uses blue and yellow accents because these hues are easily visible to dogs, creating a friendly, welcoming atmosphere. This is a small but memorable design decision, and it is echoed in the brand's own blue and yellow identity. Stations are described as well maintained and the machines as high-functioning, to deliver a comfortable and stress-free experience.

Who is welcome

The hub states that all pets are welcome, listing dogs, cats, rabbits and others. Most of the equipment, notably the treadmill, ice cream and dog-focused wash instructions, is clearly oriented towards dogs, so dog owners are the practical core audience.

Customer benefits as stated by the company

Benefit	What GoGo Wash says
Convenience	Open 24/7 for washing, grooming, treats and emergency supplies, even when nearby pet stores and vets are closed.
Hygiene	Self-disinfection technology in the machines plus weekly cleaning by the team.
Innovation	Consistent care routines and smart, connected features that give owners peace of mind.
Unmanned	Machines let pets enjoy a comfortable, home-like environment with their owners.

SECTION 3

Market Context and Customer Problem

Why a self-service pet hub makes sense

The GoGo Wash site does not publish market research, so this section reconstructs the demand case from the problems the company says it solves. Four recurring pain points emerge.

Pain point 1: Pet care is needed outside business hours

Muddy walks, accidents and emergencies do not wait for a groomer's opening time. The hub stresses that it serves owners "even when no nearby pet stores or vets are open," and the supply vending machine is positioned for emergency items such as waste bags and towels.

Pain point 2: Washing at home is messy and stressful

The wash station is pitched as a way to wash a pet "without the mess at home." In a city where many people live in apartments, bathing a large dog in a small bathroom is a practical challenge. A dedicated, enclosed wash area with warm water, a dryer and non-slip flooring removes that friction.

Pain point 3: Professional grooming is expensive

The grooming table page notes that high grooming prices can be a problem for pet parents in the long term, and the franchise page says pet owners need lower-cost grooming options. Self-service lets owners do routine care themselves with professional tools at a lower cost.

Pain point 4: Owners increasingly invest in pet health and wellbeing

GoGo Wash says pet owners are more concerned about health and fitness and that treadmills are in demand among health-conscious pet parents. It also describes pets being treated like children, which supports willingness to spend on treats such as pet-safe ice cream.

From pain point to service

Customer problem	GoGo Wash response	Revenue line
Need care at night or on weekends	24/7 unmanned hub, no booking	All services
Messy home bathing	Enclosed self-service wash with dryer	Time-based wash sessions
High grooming cost	Self-service grooming table with restraint arm	Grooming table use
Urgent supplies	Vending machine with essentials	Product sales
Pets treated as family	Goat milk ice cream with toppings	Treat sales
Fitness and rehabilitation	Treadmill with optional hydrotherapy	Time-based sessions

Analysis

The franchise page claims "high demand, low competition" because self-service pet grooming is still new in Singapore. That may be true, but it also means demand is unproven at scale. Early operators should validate footfall and repeat-visit rates before committing capital.

SECTION 4

The Hub Concept and Customer Journey

Five stations, one visit

The hub is presented as a sequence rather than a menu. The wash page and hub page together describe a natural flow: wash the pet, dry the fur, sanitise the station, groom, then reward with a treat or pick up supplies. Each step is a separate paid service.

A typical visit

Step	What happens	Station
1	Take the shower head and start the session; choose rinse or shampoo and switch between them	Self-service wash
2	Pull the latch and lower the drying platform to separate wet and dry areas; top up time if needed	Wash station dryer
3	Sanitise the station after use to keep the hub clean	Wash station
4	Head to the grooming station and groom the pet	Grooming table
5	Choose a treat, select on screen, pay and collect	Ice cream machine
6	Buy waste bags, towels, shampoo or supplements if needed	Supply vending
Optional	Exercise or rehabilitation session on the underwater treadmill	Hydrotherapy

Service and pricing summary

Service	Pricing published by GoGo Wash
Self-service pet wash	S\$10 for 10 min; S\$25 for 30 min; S\$30 for 40 min; S\$40 for 60 min. Top up or pause any time.
Pet hydrotherapy	S\$25 for 15 min; S\$45 for 30 min; S\$56 for 40 min. Pause and top up allowed.
Pet-friendly ice cream	S\$4 (Classic) up to S\$7 depending on flavour
Grooming table	Price not published
Pet supply vending	Item prices not published

Walk-in by design

No appointment is required. The FAQ is explicit: visit any time you like. This removes a major barrier, since booking systems and fixed slots are exactly what conventional groomers rely on. It also means demand will be unpredictable, which matters for staffing, restocking and cleaning schedules.

SECTION 5

Product Deep Dive: Self-Service Pet Wash

The anchor service

The self-service pet wash machine is described as a fully automated system covering rinsing, shampooing and drying, designed for pet safety and comfort. It is the anchor of the hub, and also sold as a standalone machine for pet stores that want to upgrade with minimal staff cost or start a new self-service pet wash business.

Key features

Feature	Detail
Integrated dryer system	Built-in dryer with a lowering platform to separate wet and dry areas
Touch-screen operation	User-friendly control screen; first-time users get an in-app step-by-step walkthrough
Four shampoo compartments	Pet-safe options, including sensitive and soft-coat silky formulas
Temperature-controlled water	Comfortable warm water for the pet
Adjustable shower head	Handheld use for rinse and shampoo
Strong, durable body	Built for pets of various sizes
Non-slip surface	Safer footing in a wet environment
Emergency safety function	Immediate stop if needed
Self-disinfection	Runs after every use; weekly manual cleaning by the team

Pricing and the per-minute effect

The wash is billed by time. GoGo Wash recommends the 40-minute option for mid-sized pets. The chart below converts each published tier into a per-minute rate. This is arithmetic on published prices, not company data, but it shows how the price structure rewards longer sessions.

Effective wash price per minute (S\$)

10 min at S\$10	1.0 per min
30 min at S\$25	0.83 per min
40 min at S\$30	0.75 per min
60 min at S\$40	0.67 per min

Calculation: price divided by minutes, rounded to two decimals. A 10-minute session costs about 50 percent more per minute than a 60-minute session.

Operating insight

The pause and top-up functions let owners control their spend and reduce the anxiety of a fixed timer. The trade-off for the operator is that session lengths vary, so revenue per hour depends on the tier mix the site actually attracts.

SECTION 6

Product Deep Dive: Grooming Table and Supply Vending

Automated electric pet grooming table

The grooming table is described as a high-functioning, reliable electric table, aimed both at the hub's own self-service grooming station and at professional groomers upgrading their service. It makes affordable grooming accessible with easy-to-use functions, and the site argues it reduces long-term grooming costs by giving owners professional tools at a lower price.

Feature	Benefit
Restraint arm support	Keeps pets comfortably in place and prevents sudden jump-offs
Strong metal body	Long-lasting performance and a wider range of pet sizes
Wide, non-slip surface	Pets can move comfortably with a strong grip
Stable base structure	Minimises movement for a safer session
Height adjustment by button	Comfort for both owner and pet; lowers for nervous animals

Stated outcomes include safer grooming with fewer accidents, higher operational efficiency, faster sessions, a professional multi-function setup and suitability for pets of different sizes. For nervous pets, the FAQ suggests letting them explore the table while lowered, rewarding with treats and praise, then raising the height gradually.

Smart pet supply vending machine

The vending machine gives pet owners access to essentials when stores and veterinary clinics are closed. It is stocked with items such as supplements, cleaning supplies, waste bags, towels and grooming tools, from emergency basics to premium needs.

Aspect	Detail
Product formats	Bottled, canned, boxed, barrelled and bagged items
Display	Products shown on a digital screen
Dispensing	Spring-coil automatic mechanism
Storage	Integrated cooling system; secure storage with regular maintenance
Security	Mechanical anti-theft locking system
Management	Smart remote monitoring of sales, inventory levels and maintenance needs
Customer flow	Choose item, select on screen, tap to pay, collect; no queues or staff assistance

Why it matters

Remote monitoring is the most commercially important feature here. It lets an operator see purchasing patterns and plan restocking, which turns the vending machine into a data source about what pet owners need at what time of day.

SECTION 7

Product Deep Dive: Ice Cream and Hydrotherapy

Pet-friendly ice cream machine

The ice cream machine sells ice cream made from 100 percent goat milk, which the company says is safe for pets, especially dogs. Toppings add variety. The pitch is emotional as much as functional: owners treat their pets as children and cannot resist their favourite cup of ice cream. It also increases dwell time, encouraging owners to stay longer and enjoy a fun experience.

Flavour	Description on the site	Price
Classic Mehh	100% goat milk ice cream	S\$4
Pumpkin Pals	With freeze-dried pumpkin bits	S\$5
Berrylicious	With freeze-dried berries	S\$5
Quackin' Good	With freeze-dried duck bits	S\$6
Berry Pumpkin Pie	With freeze-dried berries and pumpkin	S\$6
Gooseberry Bites / Quackin' Pumpkin	Duck-and-berry or duck-and-pumpkin combinations	S\$7

Note: the site's flavour names, descriptions and price labels do not align perfectly (for example, image labels differ from heading text), so this table follows the visible headings and price groups as closely as possible. Confirm current flavours and prices on site.

The machine automates ice cream production, supports multiple flavours and uses a hygienic dispensing system that minimises direct contact. The website calls it affordable and high margin, though no margin figures are shown.

Pet treadmill and hydrotherapy

The treadmill is positioned for health-conscious pet parents. At the hub it is offered as a hydrotherapy session in which a dog exercises safely on an underwater treadmill. Hydrotherapy is described as popular for pain relief and faster recovery after surgery, as well as general fitness, particularly for pets with limited outdoor access. Benefits listed include improved cardiovascular health, muscle building and weight management.

Feature	Detail
Customisable functions	Duration and speed adjustable to comfort and fitness level
Automatic water level control	Fills or drains automatically after use
Operable without water	Works as a dry pet walking machine
Leash attachment point	Built-in hook for safety
Emergency stop	Machine stops instantly
Auto stop	Session ends automatically; owner cleans the area for the next user

Session	Price	Per minute
15 minutes	S\$25	S\$1.67
30 minutes	S\$45	S\$1.50
40 minutes	S\$56	S\$1.40

Per-minute figures are analysis based on published prices. GoGo Wash generally recommends 40 minutes for mid-sized pets. Medical claims on the site are general; owners with injured or recovering pets should consult their vet before use.

SECTION 8

Customer Experience, Hygiene and Safety

Trust is the real product in an unmanned hub

When no staff member is present, customers rely on the machines and the environment to feel safe and clean. GoGo Wash addresses this in several layers.

Layer	Measures described on the site
Machine hygiene	Self-disinfecting function runs after every use; the user is also asked to sanitise the station
Scheduled cleaning	Team cleans the machines weekly; staff regularly clean and maintain stations
Pet safety	Non-slip flooring, enclosed safe washing area, temperature-controlled water, emergency stop, restraint arm, leash hook
Pet comfort	Blue and yellow colour palette visible to dogs; pause and top-up controls; time recommendations by pet size
Guidance	On-machine step-by-step instructions; first-time interactive walkthrough in the app; visual guides on the ice cream machine
Transparency	Time-based pricing is published; owners control timing

Shared responsibility

Self-service means customers do part of the work: they wash their own pet, sanitise the station after use and, on the treadmill, clean the area for the next user. This keeps costs low but requires clear instructions and a culture of consideration. The hub's own FAQ lists open questions such as who cleans up if the machine is messy before you, which signals that this is something customers ask about.

Environmental claim

The site says machines are designed to use energy and resources efficiently, and the wash page mentions efficient water management and drainage. No quantified figures such as litres per wash are published.

Pet owner community

The about page talks of building a community where pet care is simple and enjoyable for everyone. The 24/7 walk-in format, multi-pet welcome and group-use questions (multiple walk-ins washing together, group discounts) suggest social use is anticipated, although answers are not shown.

Observation

Hygiene is the make-or-break factor. One bad experience, such as a dirty station or leftover fur, can undermine trust in every service in the hub. Weekly manual cleaning may be thin for a 24/7 venue with heavy use; operators should consider more frequent checks and remote monitoring.

SECTION 9

Business Model and Franchise Programme

Selling both the service and the system

GoGo Wash earns in two ways: by operating its own hub and by supplying machines and a franchise concept to other operators. Machine pages target pet stores and groomers who want to expand or modernise, as well as entrepreneurs starting a new self-service pet business.

Why franchise with GoGo Wash (company claims)

Benefit	Description
High demand, low competition	Self-service pet grooming is still new in Singapore and owners want lower-cost options
Strategic locations	GoGo Wash secures high-traffic locations and gives location recommendations
Full support and training	Comprehensive training to operate the machines efficiently
Turnkey setup and operations	Equipment installation and operational guidance
Ongoing maintenance and cleanliness	Support maintaining machine hygiene and operational efficiency
Revenue transparency	Franchisees receive regular revenue reports

Two franchise models

Model	How it works	Best suited to
Standard franchise	You own and operate the business with full support from GoGo Wash	Hands-on owners who want control
Managed (tailored) franchise	You invest in the business and GoGo Wash's team manages day-to-day operations	Investors with limited time

Joining process

Interested parties submit a short franchise interest form. The team then contacts them for a conversation and guides them through the next steps. Investment requirements vary by franchise type and are shared on enquiry, with no figures published online.

Revenue levers visible from the site

- **Time-based wash and hydrotherapy sessions** with top-up options that extend spend.
- **Per-item sales** from ice cream and vending, each with low direct staffing needs.
- **Cross-selling** across stations in a single visit.
- **24/7 availability**, enabling revenue outside normal retail hours.
- **Machine sales** to third-party pet businesses, a separate income stream.

SECTION 10

Illustrative Economics (Analysis)

What the published prices imply

The figures below are arithmetic based on published prices. They are not GoGo Wash results, they assume no downtime and no gap between customers, and they exclude all costs. Their only purpose is to show how the price structure behaves.

A sample visit

Item	Basis	Amount
Wash, 40 minutes	Published tier for mid-sized pets	S\$30
Ice cream, mid-range	Published S\$4 to S\$7 range	S\$5
Hydrotherapy, 15 minutes (optional)	Published tier	S\$25
Supplies (towel, bags)	Prices not published	not included
Wash + treat		S\$35
Wash + treat + hydrotherapy		S\$60

Wash bay revenue ceiling per hour

Wash tier	Sessions per hour	Maximum revenue per hour
10 min at S\$10	6	S\$60
30 min at S\$25	2	S\$50
40 min at S\$30	1.5	S\$45
60 min at S\$40	1	S\$40

Sessions per hour is 60 divided by minutes. Real turnover will be lower because owners need time to arrive, dry the pet, sanitise the station and leave. Short sessions yield the highest theoretical hourly revenue, but are least suited to larger dogs.

What this tells an operator

- Shorter tiers yield higher revenue per hour but may be unrealistic for larger breeds, so the real mix will lean towards longer sessions.
- Ice cream and vending increase revenue per visit with little extra time, so placement beside the wash area matters.
- Hydrotherapy has the highest per-minute rate and a longer session, which makes it a premium add-on, but it likely serves a narrower audience.
- Revenue per visit is only half the story; utilities, shampoo, goat milk, toppings, rent, cleaning and maintenance are not disclosed and must be modelled separately.

SECTION 11

Assessment: Strengths, Risks and Observations

Strengths

- **Clear unique selling point:** a 24/7 one-stop pet hub that bundles complementary services.
- **Strong emotional fit:** owners treat pets as family, which supports spending on treats, wellness and convenience.
- **Thoughtful design:** dog-visible colours, non-slip floors, restraint arms, emergency stops and pause functions.
- **Transparent consumer pricing** for the wash, ice cream and hydrotherapy services.
- **Flexible partnership options:** standalone machines, standard franchise and managed franchise.

Risks and open questions

- **No performance data:** no visit counts, revenue, repeat rates or customer ratings are published.
- **Placeholder testimonials:** the homepage's "Client Says" section currently shows filler text, so there is no verifiable customer feedback on the site.
- **Location inconsistency:** the FAQ gives the hub's address as Beach Station, Sentosa, described as a residential area, but the map link in the footer appears to point to a different part of the island. Confirm the address before visiting.
- **Content inconsistencies:** the ice cream feature list repeats an item, and flavour names and images do not fully match. These are minor but affect credibility.
- **Unpublished franchise economics:** investment, fees and expected returns are available only on enquiry.
- **Operational burden:** weekly cleaning may not be enough for a busy 24/7 site; perishables such as goat milk and toppings need careful handling.
- **Safety and liability:** unsupervised washing of animals, and hydrotherapy for recovering pets, raise questions about injury, behaviour and insurance.
- **Seasonal and tourist skew:** a single-location hub in a leisure area may rely on weekends and holidays.

Recommendations for a prospective franchisee or partner

#	Action	Why it matters
1	Visit the live hub at different times and speak with regular users	Replaces marketing claims with first-hand evidence
2	Request investment, fee, royalty and revenue-report samples in writing	None are published online
3	Ask for utilisation data by station and time of day	Shows which services carry the hub
4	Clarify cleaning frequency, incident handling and insurance	Protects reputation and liability
5	Model costs: water, power, shampoo, goat milk, rent, repairs	Turns revenue arithmetic into profit
6	Compare managed and standard models against your available time	Decides who carries daily operations

SECTION 12

Conclusion and Source Notes

Conclusion

GoGo Wash turns a set of individually simple machines into a coherent, family-friendly hub: wash, dry, groom, treat, restock and exercise, all unmanned and available around the clock. The idea fits a market of owners who value convenience and treat pets as family, and the franchise structure gives investors a choice between operating and managed models. What the public material cannot yet show is how well the model performs in practice. Visit rates, utilisation, cost to serve and franchise returns remain to be validated directly with the company and with existing users.

Summary of the hub at a glance

Station	Core function	Published price
Self-service pet wash	Rinse, shampoo, dry, self-disinfect	S\$10 to S\$40 (10 to 60 min)
Automated grooming table	Height-adjustable, restraint arm, non-slip	Not published
Pet supply vending	Essentials, supplements, tools; remote monitoring	Not published
Pet-friendly ice cream	100% goat milk, toppings	S\$4 to S\$7
Treadmill / hydrotherapy	Underwater or dry walking, adjustable speed	S\$25 to S\$56 (15 to 40 min)

Sources

All company information was taken from the GoGo Wash public website (gogowash.com.sg): the home page, Our Hub, About Us, Franchise and individual product pages for the self-service pet wash machine, pet-friendly ice cream machine, pet supply vending machine, automated grooming table and pet treadmill machine. Content reflects the pages as viewed in October 2026 and may change.

This document is an independent, desk-based analysis. It contains no confidential or customer-specific data. Calculations labelled as analysis are the author's arithmetic on published prices and are not company results, forecasts or financial advice.