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Table Of Contents

Introduction

Main Services

Mission and
Vision

Objectives

Market Analysis

Market
Segmentation

Market Mix

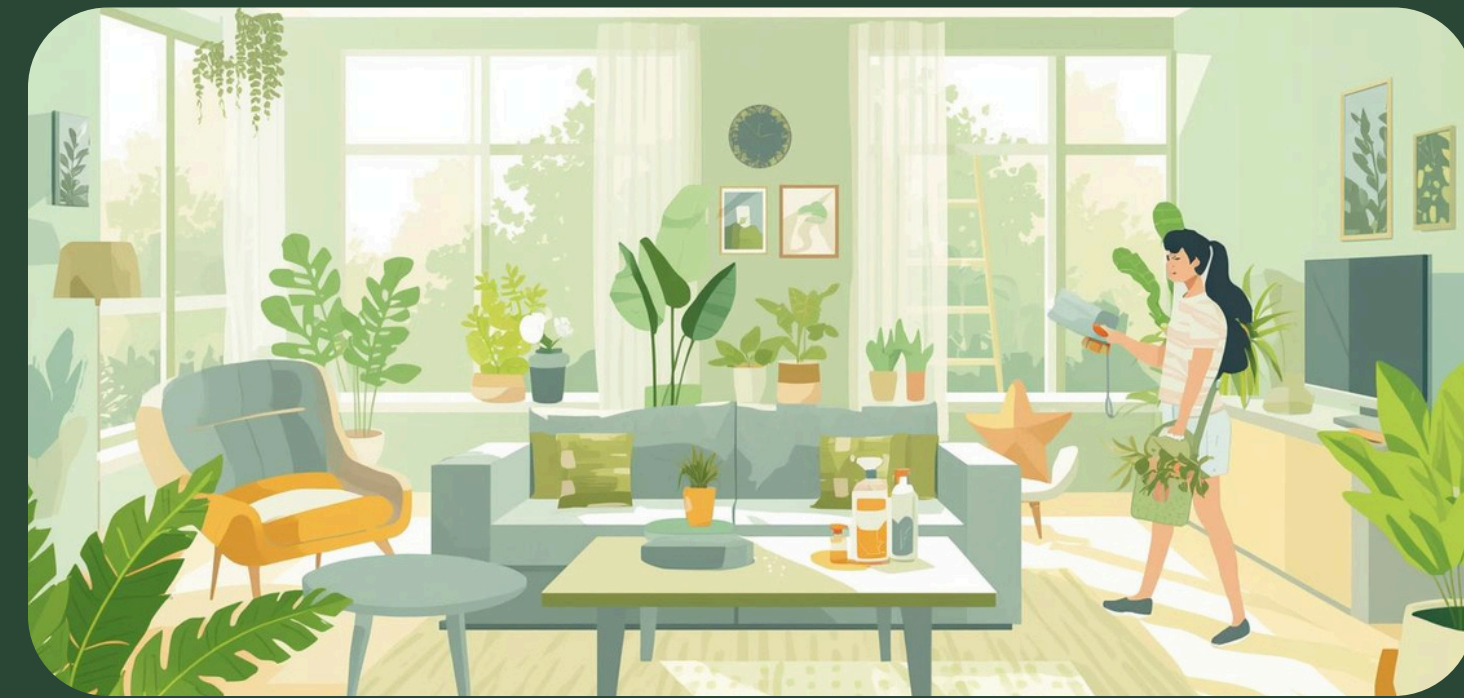
Legal and
Management

Financial Plan

Conclusion

Refrences

EcoSmart Cleaners



- Professional eco-friendly cleaning company
- Uses zero-emission vehicles (electric vans, e-bikes)
- Biodegradable, non-toxic cleaning products
- Mobile app enables
- Residential and commercial sectors
- GPS technology

Our Mission and Vision

Our mission

To make professional green cleaning accessible, convenient, and trustworthy

Vission

- UK's leading cleaning company
- Healthier homes, workplaces, and a cleaner planet



Image source: Canva

Our Services and Unique Selling Point

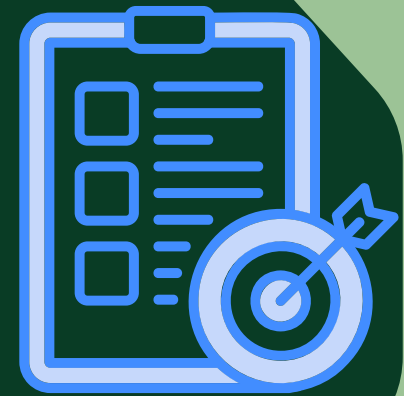


- 1. Residential Cleaning Services
- 2. Commercial and Office Cleaning
- 3. On-Demand Cleaning via Mobile App



- 1. Sustainable Practices
- 2. Eco-friendly Products
- 3. Tech-Enabled Convenience

EcoSmart Cleaners Short and Long Term Objectives



SHORT-TERM (0-18 MONTHS)



LONG-TERM (2-5 YEARS)



Market Analysis

Force	Level
Competitive Rivalry	High
Threat of New Entrants	Moderate–High
Threat of Substitutes	Moderate
Bargaining Power of Suppliers	Low–Moderate
Bargaining Power of Buyers	High



Image source: Canva

Market Segmentation and Target

Segmentation Type	Target Group
Demographic	Young professionals, middle–high-income families, SMEs seeking sustainability credentials
Psychographic	Eco-conscious consumers with ethical and health-oriented preferences
Geographic	The company will start in Kent and later expand in Essex region
Behavioural	Regular subscribers, occasional users, commercial clients



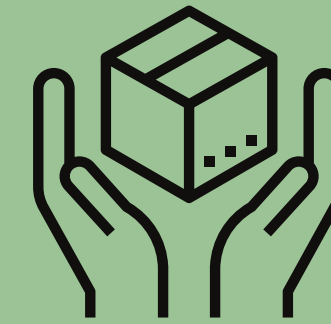
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Marketing Mix

Product

Eco-friendly, premium cleaning service

Meets rising consumer sustainability expectations (Fontana, 2025)



Price

Value-based pricing (Kotler & Keller, 2022)

Eco-conscious customers willing to pay small premium (Grand View Research, 2024)



Place

App & website

GPS-based cleaner (Interclean Show, 2025)

Local partnerships



Promotion

Educational content marketing (Fontana, 2025)

PR through eco-partnerships (Jackson, 2024)





LTD, (Limited Liability Company) ,(Companies House 2024)

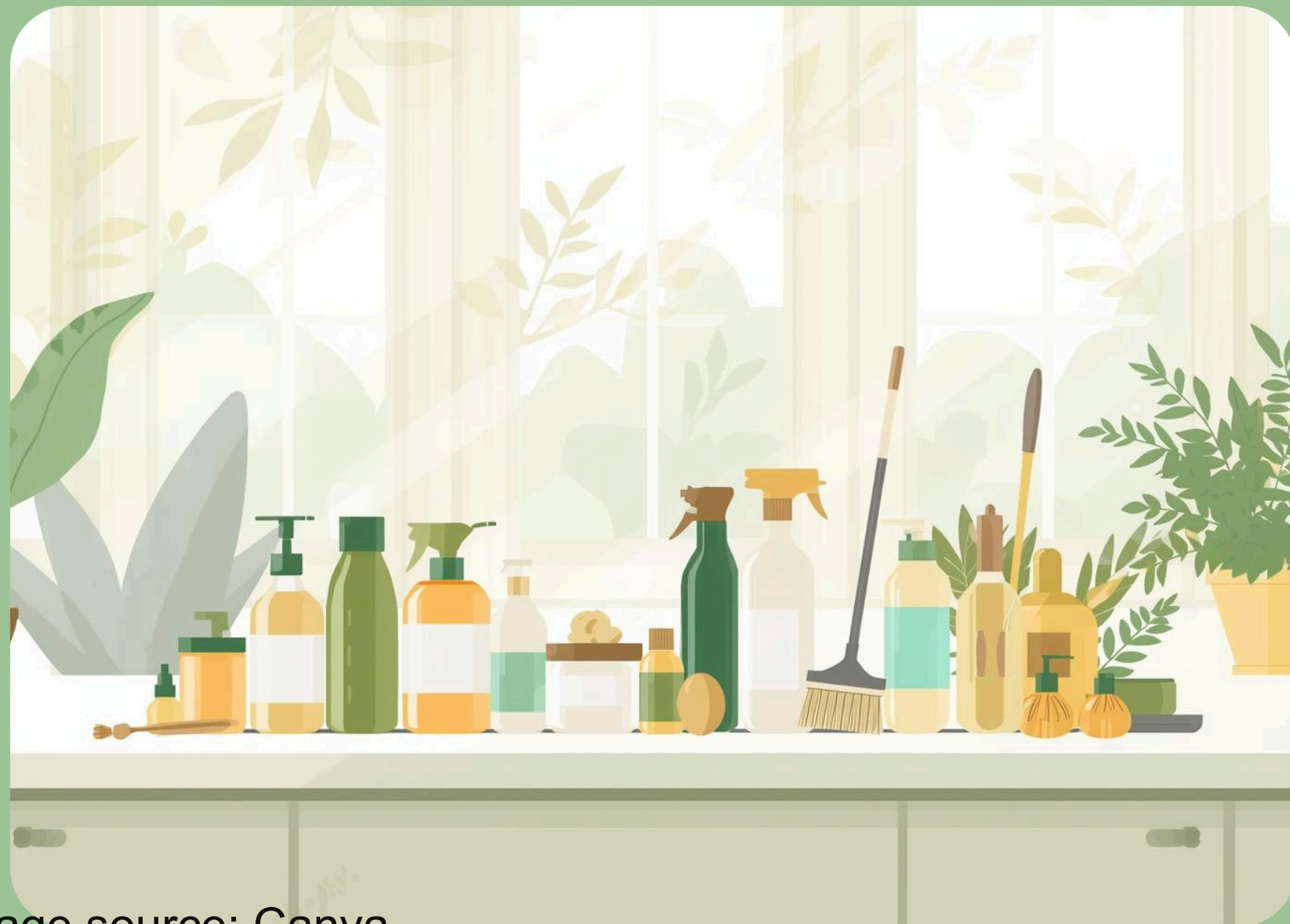


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Legal And Management





**Estimated monthly revenue
£15000-20000**



Monthly revenue £15,000–£22,000

**95,000
Estimated Start-up
Costs**



**Funder
Government Grants
Bank Loans
Investors**



Image source: Canva

Conclusion



Image source: Canva

📈 **Strong Growth Potential**

⚠️ **Key challenges:** initial investment and market competition.

💡 **Advantages:** efficient technology use, strong branding, and sustainable practices.

🎯 **Clear target markets:** urban eco-conscious consumers and sustainability-focused SMEs.

🌱 **EcoSmart Cleaners is positioned for commercial success while remaining environmentally and socially responsible**

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