

Business Plan



Eco Hero Cleaning

University: University of Wales Trinity Saint David

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Ludmila Otgon 1906085

1.Cover Letter

Malani Gunaratnam

Winchester House, 11 Cranmer Rd, London SW9 6EJ

m.gunaratnam@uwtsd.ac.uk

Dear Ms. Gunaratman ,

We are very pleased to present you the business plan of Eco Cleaning for residential homes and offices.

Like a professional team and use high quality eco products. We are happy to offer high quality services. We have been praised for the skill and efficiency with which we work, and the client's wishes are a priority for us and these products are free of chemical odors that give the house only the smell of freshness.

We are confident that we will be able to make a real difference in the cleaning industry with eco-friendly and customer-oriented anti-allergenic products. We look forward to hearing from you and do not hesitate to contact us if you have additional questions, and if you decide to have an interview with great pleasure, we will present our business plan.

The planet is our great home. Do we offer as much care and love as she gives us? What ecological habits have you adopted? What gift do you give to the earth every day? We suggest you use our eco services.

Thank you in advance, we wish you a productive day.

Sincerely,

Eco Hero Cleaning Team

2. Testimonials



Roxana Zarnescu

CEO

I was born in Romania and finish my high school there. I might describe myself as someone who is honest, caring, intelligent, hardworking, and impressive. I even have an excellent sense of humour. I am a simple going person and do not get easily disturbed by down's in my life. After high school I went to the psychology faculty in the city but unfortunately after the first year I went abroad, and I gave up. Also, in Romania I took the course ECDL (European computer driving license). Here in the UK I am currently in my first year of college and I hope that everything will be fine to be able to continue my studies.



Ludmila Otgon

Be cool think eco!

Company Administrator

With great experience and ability to make decisions and assume responsibilities has a great power of synthesis and analysis. Manager of the InterContinental Hotels Group. graduated in Business and Management at UWTSD.

I like meeting interesting people and discussing ideas.



Ioana Cadere

Vice Manager

With an amazing understanding of people and their abilities and being the best in time management and planning and strategy skills. Experience as a Manager in a house cleaning company for three years before our business. Graduated at UWTSD Business and Management.

I love walking in nature, reading⁴ and listen to music.



Liliana Calin

Vice Finance

A devasting Knowledge in finances and accountability, with many accomplishments and a competency person with different ideas and a good understanding about different organization and businesses.

An honest and sociability accounting to provide the best service to Eco Company, and with different skills including the communications as I speak 3 languages.

I am an ambitious person and I love to achieve my goals and my determination including achieving new objectives in my life.



Ionut Rusu

Vice Marketing

I am a person with an indisputable advantage for my career, it is the fact that I had and I have almost people who have helped me and help me to evolve, to want more and I don't give up when obstacles arise.

These years of activity are still in my sphere of interest and I try to constantly develop skills so that I can design among those interested, information to support them in carrying out their own activities.

I believe that the following motto is the most appropriate to highlight the position I have and I will always have it in front of the people I meet: "The value of a man lies in what he gives, not in what he is able to receive."

3.Executive summary

Eco Hero Cleaning (EHC) is a residential house cleaning service that serves the upper-class families in London. EHC can meet the needs of our customers with generous human capital investments.

We can represent prosperous single-income households and affluent households with two incomes. Because of the high level of professionalism and trustworthiness we deliver, these targeted families will be willing to pay a premium for our service, not repeated by any of our competitors.

The projected growth rate for Eco Hero cleaning is very high each year, with decent profit margins as a percentage of sales.

The caring for Mother Nature and your wellbeing is just as critical for us at Eco Hero Cleaning as having a sparkling home and office. We use environmentally friendly, biodegradable cleaning products to purify your home and business. We understand the environmental protection duty and leave your space free from harsh cleaning chemicals. Using high quality, anti-allergic and odorless products. Eco companies are growing in popularity through people's choices in recent years "Eco-friendly cleaning services have now become one of our most sought-after services. More and more people in London want to reduce their carbon footprint and protect our planet, we have more and more customers transitioning to our eco-friendly cleaning services." (Cleaning Express)

4.Business Description and History

The concept of creating an eco cleaning company appeared when I was sitting with friends at the cafe and discussing how the cleaning industry uses expressly toxic and chemical products. "Laundry detergents, all-purpose cleaners, washing-up liquids - they all contain substances called surfactants or surface active materials." (ECHA, n.d.)

Having a very high sensitivity to this, it has always been difficult for me to find a company that uses eco products.

Then we decided with my friends to set up an eco cleaning company to provide high quality services. And among us being people who have worked in this field, we started to develop this idea, reaching the result.

We started by informing ourselves about eco products, and how they can be used to have a positive result.

We also participated in exhibitions to get information from specialists in the field.

Building a service-based company whose #1 priority meets customer we chose this name "Eco Hero Cleaning" because we are the heroes who save your house from dirt.

This is the company logo *Lotus Flower*



The reason for choosing the lotus flower is because the lotus flower is a unique and amazing symbol of nature. It is a universal symbol of purity. This flower grows in cloudy waters and then rises to the surface. Once here, it blooms with a grace and a spectacular beauty. As night falls, it sinks again to better demonstrate the miracle of nature. When the sun rises, the flower reappears, keeping its color intact. It represents health, honor and luck. For our company the lotus flower means supreme purity and perfection.



We chose to be represented by superheroes for the banner. Because our employees are people with super powers who fight to the last gram of dirt.



5.Objectives

To use high quality anti-allergic, eco products to make the environment in which you live as favorable as possible for you and your family.

If the property has not been cleaned for some time, it may be necessary to lift the bleach and there may be, for example, a slight whitening odor, if you do not like this type of odor, tell us and we will do our best to provide you with an alternative. .We are actively trying not to leave a property with a harsh chemical odor after we have finished cleaning it.

Depending on the results of the analysis, which can be done at the company level or at the level of a product, they are established a long-term goal and intermediate steps and the problems that the team may encounter are identified will implement the plan. The ways in which the short-term and medium-term objectives will be achieved represent the tactics marketing, reunited in the marketing strategy - the logical system of activities through which an operating unit hopes to It achieves its proposed marketing objectives "(Kotler et Gui , 2000, p. 140).

5.1 Short Term Objectives 5 Years

- To increasing our number of customers served by superior service by 20 per cent per year.
- To collaborate with the best companies of ecological products

5.2 Medium Term Objectives 10 years

- To cover a larger area of London where we will deliver our services
- To begin creating our own line of ecology products that we will use in our services
- To have contracts with many private properties and offices

5.3 Long Term Objectives 15 years

- To collaborate with other ecological cleaning companies

We want to achieve all these objectives in the next 15 years

We want to be a successful company in London, but a big dream is to deliver our services throughout the UK. We believe in our services, it is time to make a change in the cleaning industry.

After recovering the initial investment and a stable income policy, achieved through contracts with companies and individuals, the next goal will be business development.

Along the way, we envisage the increase of the employed staff and, most importantly, the increase of the turnover. We will achieve this by increasing the number of customers and keeping them, by concluding profitable contracts. In the long term, we are considering expanding our business in East London. For this reason, and especially that the area will expand a lot in the future.

Another possibility for business development would be the opening of a car wash, as a complementary service of the cleaning company. Thus, customers who benefit from our cleaning services could also benefit from car wash services, to offer them advantageous packages and promotions. Opening a laundry would require a series of investments to find a space, to buy the necessary equipment, to obtain permits, to hire staff, to promote it. The necessary financing can be obtained through a long-term loan, so that until the implementation of this idea, we can have a stability of cash flows.

“Always deliver more than expected.” (Page, n.d)

Start-up Overview Eco Hero Cleaning start-up costs include equipment needed for a home-based business (to be listed below), initial legal fees, advertisement fees, cleaning and procurement supplies, uniforms, and employee vehicle signs.

There is a computer system in the home office equipment (with the following minimum specifications: 600 : mhz processor, 74 megabyte RAM, 10 gigabyte hard drive, printer and CD-RW). An additional landline telephone line, fax machine, pager, and cellular phone are also needed for the office. A couple of pieces of furniture are required too.

The legal fees are used for company creation, as well as for the review / generation of employee and client contracts.

For the production of business cards and brochures, the marketing fees apply. Equipment for cleaning shall also be purchased with one set of equipment per employee. The major expense per employee is a professional vacuum cleaner (consumer models won't survive continuous usage) and various (biodegradable) brooms, mops, and chemicals all eco friendly .

We use uniforms to give off a agreeable/ professional image In Super Hero Uniforms.

Finally, we'll have a pair of magnetic business signs made to make the employee car look like professionals.

Key Success Factors

When talking about the key success factors, it all comes down to the vision and the goals to change the ecological path in the field of cleaning of your view .

In addition to that, we believe that we have an impressive social network that will allow the business to smoothly float from one client to the other without having redundant periods of unemployment between contracts.

Roxana Zarnescu
CEO



Ludmila Otgon
Administrator

Ioana Cadere
Vice Manager

Liliana Calin
Vice Finance

Ionut Rusu
Vice Marketing



7.MARKET ANALYSIS Ionut Rusu 1818259

Founded in early March 2020, under the name ECO HERO CLEANING was founded by Roxana Zarnescu and Ludmila Otgon, who operate the business in their office.

Business partners: Ludmila Otgon, Liliana Calin, Roxana Zarnescu, Ioana Cadere and Ionut Rusu.

Each partner has his task for this business.

We opened this business together to provide quality service and environmentally friendly.

The necessary staff, previously mentioned, consists of:

- a manager director
- field agent
- web designers
- Developers
- administrative assistant

According to the company, a well-trained team is the key to success, that's why the company focuses on staff training. Each newcomer to the team, before entering the activity, is familiar with the cleaning devices, with the equipment, the products and of course with the way of performing the operations.

The management will be executed by the manager of the company, who is also the only associate, Roxana Zarnescu, a graduate of the Business Faculty. In front of the state authorities, represented by the manager, because he has all the necessary competencies to act on behalf of the company. at the same time it can act to authorize the acts and operations of management and any acts of disposition. The manager opens the company's financial funds.

Eco Hero Cleaning is a house cleaning service that serves upper class families in Central London. We will serve single-income rich households and rich households. These targeted families will be willing to pay a premium for our services due to the high level of professionalism

and trust we offer, not replicated by any of our competition and especially for the care which

we set tasks according to the wishes of each client to maintain always a brilliant cleanliness and a healthy environment at the same time.

The growth rate of the cleaning service is very high every year, with respectable profit margins as a percentage of sales. Eco Hero Cleaning will be a home business. By the end of the first year, Eco Hero Cleaning had 5 partners. This home cleaning business plan will help the homeowner navigate the start-up and subsequent management of the business.

The organizational strategy will have to keep the organization active, dynamic and with a high level of workforce. This strategy will aim to develop the product and improve the cleaning service. Another strategy will be to enter the business integration areas. At the same time, a strategy of new products perceived as unique will be tried. The differentiation strategy allows, by offering a product of a superior quality, the possibility to practice higher prices, realizing higher profits and a greater flexibility with the suppliers of cleaning products.

The management of the company will be ensured by an employed manager who will manage the company and who will periodically present a report of activities and who will be selected especially according to his features:

- taking responsibility;
- labor power;
- the pleasure of working in the field;
- skill in the organization;
- originality in thinking;
- sincerity and loyalty;
- innovative spirit.

Legal fees are used for business formation, as well as for reviewing / generating customer contracts.

Cleaning companies have a sharp downward trend in growth

1990 and especially in recent years. This situation is largely due to endowments and equipment, high prices and services performed.

Cleaning equipment must also be purchased with a set of equipment. The main expense is a commercial vacuum cleaner and brooms, mops and assorted chemicals.

The uniforms will be used to give a professional image.

Cleaning is considered in the world mostly in labor, and low technology. The big tech industries are against it. But in the last two years, robotic cleaning machines have shown a lot at the cleaning exhibition around the globe.

Many cleaning companies will believe that robotic cars will evolve and reduce the cost to employees.

Cleaning contracts is a mature and very frugal market and is one of the most competitive jobs in the world. Despite the fact that the market is extremely competitive, the market grew rapidly between 2018 and 2020, as the economy improved. In the market, profit margins are under pressure, rising costs of raw materials and equipment.

7.1 MARKETING PLAN:

The best way to start a home cleaning business is the DIGITAL MARKETING.

It can be a pretty intimidating phrase, at least for a start. The two words seem to indicate the need for a significant amount of technical knowledge and marketing expertise.

However, I realized that almost anyone has what it takes to start a business.

It may be true that the complexity of digital marketing requires years of learning, but any cleaning service can start with an online marketing strategy.

Assume tasks and you will find that your marketing plan is more likely to lead to new opportunities and create your maximum capacity.

1. Digital Marketing

Using a website can bring you many benefits to any digital marketing strategy. There are many cleaning services that have a Facebook page or other profile on a rented space such as Twitter, Instagram or even Pinterest.

However, from time to time I see Facebook and other social networking sites with the ability to constantly change algorithmically, which means that effective marketing efforts could become inefficient.

I think it is better to have our own website where we can come back again and again to add new details, offers, products and services offered.

Your own website should be created through excellent targeting for customers and potential customers. It should clearly convey who you are, what you do, where you do

it, how you do it and what preparations you have for this field. If the website is extremely effective in conveying these messages brings many benefits and advantages, then customers are looking for your prices and will book you a benefit or

maybe even more

Use of the keyword 'Trust' is determined, such as links on your website, such as see from other trusted sites, online reviews, user experience data, history and more. We offer unwavering trust, that's why we want to work with a certain category of people who also put the same price on trust and professionalism like us.

2. Accessing social media

When we talked about social media I really don't think that all digital marketing efforts should be combined in one kind of channel.

That being said, I think a place for social media in any digital marketing strategy is very effective and useful.

On social media, we try to: make our work easier, show our customers our quality, help them offer quick tips to help them with self-cleaning methods, give the opportunity to supervise cleaning sessions and show our care for the well-being and health of our clients, putting their satisfaction first.

Social media refers to strengthening brand loyalty and qualities. It's about being top notch and keeping customers informed.

Given this cause, I think it's a good idea to do most business-related posts. Whether I'm posting cleaning methods or entertainment tips.

7.2 TARGET CUSTOMERS

Eco Hero cleaning will focus on two superior economic groups. Our target customer is two types of income whose combined annual income is over 100,000 pounds. These families do not really have the time to clean, can afford a cleaning service and choose to hire a service because the opportunity costs are too high to waste time cleaning their home. Clean has about 1,500,000 families falling into this demographic problem. This segment is a huge potential for us. Almost 80% of double-income households use a cleaning service. In addition, there are some potential customers of Eco Hero Cleaning labeled them as (well-hosted) households. These are families who have money for our services.

As a new company focused on cleaning services such as residential homes, I probably need to accept Internet customer service technology to divide the market into these segments:

For large homes over 200 sq. m.

- Many rooms need regular services such as upholstery and treatments. This service can take a full day of cleaning.

For medium-sized homes between 200 and 100 sq m.

- They need general cleaning, they may require very little service than large houses, because the rooms are smaller and require 4 hours of work.

Smaller homes and apartments of less than 100 sq. m.

- Which have a room or two each require a general cleaning of about 2 hours of work or less.

MARKET ANALYSIS		YEAR 1	YEAR 2	YEAR 3	
Potential Customers		3500	6000	9000	
One-income Households	15%	10	15	30	55%
Two-income Households	13%	12	13	20	45%
Assorted "Well-off" Households	25%	19	10	25	54%
Total	43%	41	38	75	43%

7.3 MARKET AND COMPETITION:

Checking the target market is part of business planning. Once you plan as a continuous action, don't just write a plan as a unique event. Getting business planning information should not be a one-time exercise and you will never review it.

The media say that the cleaning service industry is made up of 32,000 small and large companies. Most cleaning companies do not rely on the market price, although other companies do. While many cleaning company names are very important to customers, many realize that small companies use the same equipment and employ the same workforce as other large companies.

As long as I'm in business, I need to think about how to better understand potential customers and how I

can meet their needs and desires in a different way than our competition already does.

The first step is to achieve a business identical to the market. It needs more details and the market price, so that customers know what and how they will pay and what they will pay for what you sell, but it is important to let them understand the care we take for their personal health and comfort.

We can make some assumptions to be part of target marketing is who the idea
l customers are and then put your assumptions about them to make sure your
business will thrive over and over again.

7.4 Other competing companies in the analysis market.

Strengths •The company and reflects its situation.	Weakness •Distinctive characteristics or competencies that it possesses at a higher level compared to other companies.
Opportunity •Positive external environmental factors for the company, otherwise as far as the company's environment offers, in order to establish a new strategy	Threats Situations or events that may adversely affect the company's negative external environment.

ECO HERO CLEANING

Strengths •The business does not require large investments to start; •The business can conclude subscription type contracts which can bring it safe and constant income once the contracts have been signed.	Weakness •Business costs can quickly become high, especially due to staff salary costs. •Price is a very important decision criterion in purchasing this service, which could make the profit rate in such a business quite low.
Opportunity •The cleaning market is growing both in the segment of individuals and in the segment of legal entities.	Threats •The staff of the cleaning companies has access either in the clients' houses or in places where the companies have confidential information. •The lack of fairness of employees can irreparably affect the company's image.

8.Sales Forecast:

Unit Costs	Year 1	Year 2	Year 3
Carpet Cleaning	£30.00	£30.00	£30.00
Furniture Cleaning	£7.50	£7.50	£7.50
Intensive Treatment	£22.50	£22.50	£22.50
Area Rugs	£9.75	£9.75	£9.75
Services	£11.25	£11.25	£11.25
Direct Cost of Sales			
Carpet Cleaning	£91,619	£114,523	£143,154
Furniture Cleaning	£17,325	£21,656	£27,070
Intensive Treatment	£68,711	£85,889	£107,361
Area Rugs	£14,487	£18,109	£22,636
Services	£16,716	£20,895	£26,119
Subtotal Direct Cost of Sales	£208,858	£261,072	£326,341

ECO HERO CLEANING COMPANY is owned and operated by a team of 5 proprietorship. They are: Ludmila Otgon; Ionut Rusu; Liliana Calin; Roxana Zarnescu and Ioana Cadere. Each of them is specialist in them work and they are a hard-workers.

9. MANAGEMENT TEAM AND PERSONELL – IOANA Cadere

Our company is a partnership that has five owners. All partners have a specified percentage of profits and liabilities, so they must pay the tax on that percentage, each partner's share of the profit is treated as their income. There are benefits associated with developing a partnership, both in comparison with a single trader and with a limited company:

Having more business owners allows financial and operational responsibility for running the business. Tasks can be allocated based on skills and experience and individual workload can be reduced because responsibility is common now;

Conventional partnerships are easier to format than LLPs. The internal structure is also versatile, because changes can be made to the legal rights and responsibilities of the partners and even to the profits sharing reports depending on the agreement between the partners, this gives us much more flexibility;

Partners share decision making, which can be beneficial by sparing you a lot of work, as there are several brains to choose from that think from many points of view. However, it can also be problematic if not everyone agrees when it comes to decision making.

All the team members worked for more than 12 months in different house cleaning companies to perfect and learn how to serve the needs of clients and especially how to do it at a high level of professionalism and trust taking into account the absolute all the necessary details for the different type of clients and for our business.

Roxana Zarnescu is the executive director (CEO) of the company, the highest executive of a company, whose main responsibilities include making major corporate decisions, managing the operations and general resources of a company, acting as the main point of communication between the board of directors (administration) and corporate operations. Roxana is the public person of the company. She has 4 years of experience in the field and it is graduated in Business and Management at University of Wales Trinity Saint David.

The most exceptional abilities of Roxana are: strong communication skills, building relationships, listening skills, realistic optimism, understanding, willingness to take calculated risk, strategic thinking, self-presentation and effective management.

Ludmila Otgon is the administrator of the company. She has extensive software skills; internet research skills; strong communication skills; organisational abilities; time management skills; is a specialist in receiving and directing visitors, processing text, creating spreadsheets, presentations and records; it is well presented and always maintains a sense of professionalism. She was the manager of the InterContinental Hotels Group for 3 years and it is graduated in Business and Management at University of Wales Trinity Saint David.

The most impressive abilities skills of Ludmila are: adept in technology, time management, verbal and written communication, strategic planning, team work skills, research skill, equipment handling skills, typing skills, technical skills, human skills, conceptual skills and strategic vision.

Liliana Calin is the Vice President of Finance (VP). She will by reporting to the President and functioning as an integral member of the senior management team, the Vice President of Finance and Operations (VP) is responsible for developing the XYZ non-profit financial management strategy and will contribute to the development of the strategic objectives of the organization. She has a vast experience in this field, 5 years, and is one of the best. It is graduated in Business and Management at University of Wales Trinity Saint David.

The Liliana best abilities skills are : leadership skills, financial reporting, risk management, fundraising, direct financing strategy and analysis, forecasting, budget management, strategic planning, financial modelling, accounting, budgeting, strong communication, interpersonal, public speaking, motivational and innovative mentality, confident and goal oriented, decision making and problem solving skills.

Ionut Rusu is the Vice President of Marketing. He is responsible for strategy, tactics and interest-creation programs, product marketing, creative services, advertising, strategic relationships, direct, event, channel and Online Marketing. Ionut also oversees internal operations, contributes to building strong customer relationships, maximizes the company's operational performance and contributes to the company's financial goals.

He is graduated in Business and Management at University of Wales Trinity Saint David and has 6 years experiences in this field.

Ionut's best ability skill are: planning skills, strong communication skills, problem solving skills, marketing expert, time management, interpersonal skills, leaderships skills, motivational mentality, public speaking, confident, strategic planning, strategic think, well presented all the time, it is a good listener, marketing strategies, managing all brands and distribution channels.

Ioana Cadere is the Manager of the company. Assigned to a leading role, the manager is responsible for overseeing the department and a group of employees within our company. It also contributes to businesses in significant ways, which is reflected in the company's profits, organization and general morale of the workplace. The manager must provide an appropriate direction to the company, the communications system and its structure, it must ensure that the long-term objectives are translated into concrete action plans and understood and supported by all the people working in our company at different levels, she have 3 previous years experiences in this field like manager for cleaning houses company and it is graduated in Business and Management at University of Wales Trinity Saint David.

The best ability skill of Ioana are : understanding, developing and deploying people and they skills; time management, planning and strategy skills; great communication, interpersonal and human skills, problem solving skills, delegation skills, decision making, conceptual skills, developing new ideas, using emotional intelligence and understanding the needs of each people in part; all my skills are transferable because I like to all link knowledge with each other and use it to make my life easier and better.

10. PRODUCT AND SERVICES – IOANA Cadere

Our company is offering a high quality service using eco-friendly chemicals; biodegradable cleaning product to purify your houses; variety of unique services for clients; we are attentive to the needs and sensitivities of each client; we will provide an economic incentive to our customers if they bring in new customers (such as a free visit); ensure your home is sparkling clean from bottom to the top with the best professionalism team.

We are recognized for our high quality services, for the care we work with, for the care we had for the needs of our clients, for the confidence we give, for our punctuality and for the wonderful and environmentally friendly products we use to clean and make the houses shine from the bottom to the top.

Cleaning services are fast, efficient and honest. Our team is trained by the best experts in the field, managing the projects with skill and professionalism. We want our customers to be satisfied and pleasantly surprised by our work, which is why we offer open communication channels throughout each task.

Since our founding, Eco Hero Cleaning Company is known for its quality services, exceptional efficiency, high level of professionalism, trust and punctuality. Regardless of the service you want, we guarantee not only that you have met, but will exceed your expectations, you will be fully satisfied.

We offer our clients the highest level of service, with carefully selected, trained, fully insured workforce to meet the needs of all our clients at affordable rates.

You are sure that our cleaners will treat your home with the same love and attention that you do during your free time.

Within each house we use a strict cleaning process using different coloured cloths to avoid cross contamination on different surfaces. Each client uses a new set of cloths to avoid the spread of different bacteria and to use a professional and healthy home cleaning.

All our staff is fully trained in the regulations and procedures of health and safety for the correct use of our products and for the complete satisfaction of the customer.

The principal area it will be in a residential part of London, for the beginning, were we can but in applications our professionalism without problems.

10.1CLEANING SERVICES

No one likes to use all their free time to clean the house. This is our job! Home cleaning services give you the time to focus on the things you love and make your life easier and nice.

The various regular services for cleaning the houses in London that we offer are the following:

- a week
- bimonthly
- monthly
- four weeks
- spring cleaning
- as needed
- cleaning for the disabled and elderly
- cleaning offices

We work with our own materials and equipment needed for the entire cleaning process and we use a new set of cloths in each house we go to maintain a high level of health.

These are all the services we offer with confidence and professionalism that you can enjoy separately or according to your needs and desires, you will find a complete list below.

For rooms we have the following services:

- Remove the cloth
- Dust removal from picture frames and ornaments
- Vacuum cleaner
- Dust removal from furniture, woodwork, shelves, planks and tables
- Washing of interior windows
- Vacuum furniture, including pillows under the chair
- Change of underwear
- Collection of washing clothes
- Tightening the spider web from all corners
- Emptying the trash cans
- For the kitchens we have the following services:
- Cleaning worktops and tiles
- Cleaning the front of the stove and hob
- Cleaning large appliances on the outside
- Cleaning the oven with microwave inside and outside

- Cleaning the table and chairs
- Cleaning the hood outside
- Tightening the spider web from all corners
- Washing of interior windows
- Vacuum cleaner
- Empty trash cans
- Total disinfection
- Washing floors

For bathrooms we have the following services:

- Cleaning the shower
- Cleaning the bathroom case
- Cleaning the sink
- Cleaning surfaces with tiles and tiles
- Cleaning the mirrors
- Toilet cleaning
- Cleaning all pieces of furniture on the outside
- Tightening the spider web from all corners
- Washing of interior windows
- Polish chrome
- Empty trash cans
- Total disinfection
- Floor cleaning

10.2SPRING CLEANING SERVICES

Eco Hero Cleaning Company can thoroughly clean your property at any time of the year, but in spring cleaning we are the best and most appreciated because we do not miss any stains, we make a deep clean and we make sure that everything is fresh and smells fresh and spring for a long time.

We know that every house is different as well as the people who live in it. Thus, we thought of offering a personalized cleaning service, adapting our work to your personal needs, needs and desires. We can also offer:

- Cleaning the oven
- Change of bed linen
- Ironing clothes
- Coordinates carpet cleaning where needed
- Interior cleaning of windows
- Tile cleaning in the kitchen and bathroom
- Cleaning the parquet
- Removing traces of lime
- Cleaning kitchen cabinets
- Taking the spider cloth from the whole house
- Cleaning of paint works

10.3 CLEANING FOR THE DISABLED AND ELDERLY

- Cleaning the house
- Place pre-ordered shopping in their place
- We can make a list of the purchases you need and help you order them if necessary.
- Washing and / or drying clothes
- Ironing of underwear and clothing
- Change of bed sheets
- Cleaning the oven and / or refrigerator
- Feeding pets
- Check usage according to data in the refrigerator
- We can notify the family about your condition and needs

Sometimes, depending on the wishes and needs of the customers, we can offer a more varied range of services and products depending on the loyalty of the customers and their wishes and needs. We know how important it is for you to clean the house and maintain a fresh and healthy air every day and that is why we offer to make the plan of work together with our clients to know that they are fully satisfied and satisfied with our services. We are always willing to find the perfect solution for each client

So, sit back and let the real professionals do the whole thing with love and attention for you!

Organisation TOP CLEANING SUPPLIES	Relationship Status Suppliers
Service provided CLEANING PRODUCTS SUPPLIERS	Key terms of relationship

1.Top Cleaning Supplies are a web organisation based in Croydon, South East London. They distribute cleansing products inside the UK.

Their huge desire of low cost cleaning products & janitorial substances makes them a one-stop-shop for expert cleaners & commercial venues like schools, churches, gyms, fitness care establishments, hotels, pubs & restaurants to buy particularly effective, expert grade cleansing components.

Top Cleaning Supplies offer a quick delivery provider additionally as a Collect future preference to make buying online for the duration of to receiving your order a brief & fuss-free experience.

Top Cleaning Supplies have 100's of cleaning products to be had to be used altogether kinds of professional cleaning industries which includes carpet cleaning, specialist ground care, window cleaning & janitorial products.

Top Cleaning Supplies distribute cleaning merchandise from manufacturers like Prochem, who manufacture an vast range of carpet cleaning chemical compounds, Clover Chemicals, who manufacture cleaning chemical substances for both regular floor & surface cleaning at some point of two graffiti removal, floor paints & laundry detergents, and SYR, who're manufactures of a terrific variety of cleansing tools, like buckets, safety signs, bins & dispensers.

Organisation HARVEYS	Relationship Status SUPPLIERS
Service provided UNIFORMS SUPPLIERS	Key terms of relationship

11.1 Harveys

Established over sixty years, Harveys are one in all the up 's leading makers and suppliers of uniforms and protecting work wear among the united kingdom.

We offer associate degree thorough vary of labour wear covering the care sector, welcome, health & beauty and business.

Unlike most, if not all our competitors, we have a tendency to still operate a thriving UK mill. This ensures we will offer the sole doable service and avoid the prolonged delays which may occur by just commerce merchandise. This conjointly means that we'll manufacture work wear to your own specific style and colour, for cheap quantities.

We conjointly provide terribly competitive costs with absolutely the very best quality standards.

Harveys even have a totally equipped embroidery suite, guaranteeing your logo's are typically applied quickly and with no minimum order amount. All we'd like is your style, brand or letter paper, or if it's a bran-new project - your ideas that we'll do the remainder .

Our aim is to repeatedly update our vary, continually considering client feedback, while at an equivalent time provide the sole quality, service and worth doable.

Now we've 15 people which are working for us. they are all professional cleaners, well trained to carry out all our customer's needs.

People who use them should be trained and perceive a way to scale back risk. If used improperly then improvement chemicals will cause all types of health issues, equivalent to respiratory disorder, skin irritation or probably poisoning. they will have burnable or explosive surfaces if they are not treated and hold on within the right manner.

ECO HERO CLEANING has assembled a team of the only and brightest minds within the business.

We have 3 Exceptional team leaders and 12 amazing cleaners.

Our business is functioning from inside the house of Roxana Zarnescu. Roxana and Team will oversee schedules, forecasts, training, inventory, ordering, payroll and customer service. the form of business company is getting to be 5 proprietorships, with 15 workers within the primary 12 months.

12.LAWS OR REGULATION FOR A CLEANING COMPANY

Our ECO cleaning company is following all the regulations and law imposed by the government.

COSHH: hazardous to Health needs (or COSHH) may be a GB law that needs all employers to manage risk from harmful substances. as a result of the owner of the improvement business is your responsibility to form positive that the chemicals you employ are treated, hold on and used safely so they are doing not hurt you, your staff and your customers.

All improvement chemicals are dangerous substances and will be treated with care. People who use them should be trained and perceive a way to scale back risk. If used improperly then improvement chemicals will cause all types of health issues, equivalent to respiratory disorder, skin irritation or probably poisoning. they will have burnable or explosive surfaces if they are not treated and hold on within the right manner.

12.1 Legal Considerations

Register your business

Pay the National Minimum Wage

To follow the guidelines, you must first do a risk assessment.

This means looking at your cleaning chemicals and then the areas you will be working on and identifying what can be harmful to health. Read the warning labels of your cleaning products (dangerous signs are red, white and black) to check for potential hazards. See if you will work with them for a long time. you will be using this information to find out how to keep people safe.

12.1 INSURANCE:

There are two types of insurance that are important for all cleaning and type 3 businesses when hiring employees. These are:

- Social insurance - this protects you from avoiding a third party in cases of personal injury or property damage, including accidents. It means you will be covered in case you accidentally break someone else's heirloom container!
- Professional credit insurance - this protects you from claims from unhappy employees or customers. It means that you are covered if the customer refuses to pay the invoice or if you would like to fix the error.
- Employer insurance - if you have a staff number this will protect you from claims from employees, should they be injured or sick while working for you.

What is Corporate Social Responsibility?

We joined a Green Business Centre campaign that went on the road very ambitious. No one had to make any extra effort to join them, but only to choose the most appropriate path for him, be it blogger, volunteer, driver, environmental responsibility or just a person who cares about the environment. As an eco-cleaning company, we decided to offer this campaign 1% of our investment by giving us in return the advertising we need at the beginning of our journey.

Corporate Social Responsibility (CSR) refers to the efforts created by a community support organization and contributes to property development. conjointly brought up as company conscience or corporate citizenship, CSR describes business processes to live and take responsibility for many problems starting from human rights to the setting. Corporate structure commitment will be a kind of automatic business, with programs that focus on achieving economic, social and environmental advantages for all key stakeholders (employees, consumers, investors and alternative groups).

The purpose of CSR is to encourage businesses to conduct their firms ethically and work to form a positive impact on society by guaranteeing continued growth.

Stability is often mentioned in CSR and is commonly involving environmental property. However, property may apply to a number of alternative aspects of the business together with procurance, economics, dealing and coaching as an example.

Corporate social responsibility usually refers to the length of your time taken by entities that are implemented by law and standards of conduct as determined by regulators and environmental organizations.

CSR can often result in short-term costs that may result in immediate economic gains, however, instead it supports and prioritises social and environmental priorities.

One of the foremost common sorts of corporate social responsibility, several companies focus their CSR efforts towards reducing their impact on the environment.

Environmental Corporate Social Responsibility

We are using only eco-friendly chemicals to guard our customers and therefore the environment.

13. Ethical Corporate Social Responsibility

Qualitative structure commitment programs think about that everybody who participates within the course of business receives acceptable management, from staff to customers.

Ethical responsibilities are the items that firms do once they believe it's price making an attempt rather than being accountable. Businesses are gazing however participants can suffer through their work and work to create the foremost impact.

14. Philanthropic Corporate Social Responsibility

Responsibilities for human well-being labour under the maximum amount work as doable associate degree contribute to an economical society. this kind of social commitment is usually relating to donating to charitable organizations, with several businesses funding organizations that support their business effectively.

However, philanthropic CSR does not solely invite charitable donations. different common responsibilities to contribute embody investment within the community or collaborating in native comes. The goal is to support the community in this that goes on the far side merely hiring.

The Importance of Corporate Social Responsibility

Social commitment is probably going to be a very important manner for firms to replicate their temperament whereas doing their half in society, the atmosphere and their stakeholders.

Our world, the folks and organizations in it are getting more and more interconnected and CSR may be appreciative for with success managing those connections to create a profit for the corporate and as those individuals, organizations and communities you're connected with what you sell, rent, obtain from then on.

With the property development of the core of CSR, it is sensible for businesses to use CSR methods in their business plans not solely globally, however additionally business success.

Benefits of CSR for companies:

Better organization picture and client steadfastness

Distinguishing territories for development

Expanded representative commitment and fulfilment

Pulls in ability and financial specialists

Cost Effective Ways We Intend to Advertise/ Promote Our Cleaning Services without Using the Internet

- Pro Bono Resources
- Place advertisements on national television stations, Radio Stations and newspapers / magazines
- Appropriate community support program
- Participate in street shows from time to time
- Distribute our filters and suggestions to target areas from time to time
- Send out letters of appreciation to affiliated organizations and households in our marketplace.
- To ensure that our employees always wear our branded shirts during work hours and, we will make sure that we seal our lines, trucks and cars et al.

15.ABOUT ECO CLEANING INDUSTRY

In recent decades, the green cleaning industry has gone from specialty to standard. What can be the reason for this move? There are numerous explanations behind the development of the green cleaning industry, the most significant of which is that individuals are being educated. Educated about what synthetic compounds are in the cleaning items which are utilized in their homes and at their work environment. They are additionally being educated regarding the potential perils a portion of those synthetic compounds can cause. Obviously, the extraordinary lion's share of individuals needs what is best for their family, the earth, and themselves.

With respect to the development of green cleaning organizations, this can be credited to two or three components. For one, numerous families have different guardians who have all day employments, and in this way don't have the opportunity to keep up a spotless home without the help of a cleaning administration. Numerous guardians are likewise mindful of the harm synthetic compounds from cleaning items can cause, particularly to youngsters. Along these lines, when considering recruiting a cleaning administration, the kind of cleaning items utilized are turning out to be increasingly significant. Another contributing element is that numerous organizations and places of business are presently going to green cleaning administrations also. As per Go Green, ongoing investigations have indicated that places of business which have "practiced environmental awareness", "have quantifiable monetary profits because of worker wellbeing, profitability, and maintenance just as lower working expenses and certain administration motivating forces

FINANCIAL PLAN

Eco Hero Cleaning Company

This company Eco Hero cleaning provides different services such as cleaning and different resources of cleaning, this company has reasonable prices and a good understanding with plenty experience in cleaning domain. We are a big company with our own equipment and with multi function devices that can help you with the necessary service. Our services is useful to everyone needs on the cleaning area. However as I am the accountability in these company me and my colleagues we tried to help the must venerable people in our society, for example with our company we have thought the people will start having a job because of this organization like if the business it will increase we will need people to work for us to make face for our customers. We are a team of 5 peoples. Ludmila, Ionut, Roxana, Ioana, Liliana

Everyone is doing his function such the market, operations, executive, financial. We are the owners for this company. We are in the beginning of this world. Our target will be increase this company, building a brand, make more customers, and give a nice opinion to our competitors. We hope this company bringing to us nice benefits, profits, and a good experience.

	<u>Month</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>Total</u>
A	<u>Month name</u>	January	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	12
	<u>Sales forecast</u>													
B	<u>Product/service</u>	1200£	1100£	1000£	700£	1000£	800£	1000£	700£	1000£	1100£	900£	1000£	1.500
C	<u>Product/service</u> cost services	80£	100£	50£	80£	90£	40£	70£	60£	50£	80£	50£	70£	820
	<u>Costs forecast</u>													
D	<u>Product/service</u> <u>Equipment, products, others</u>	100£	150£	200£	150£	70£	50£	150£	200£	100£	150£	100£	90	100£

16.1Sales and costs forecast

16.2 Personal survival budget

<u>Section</u>		<u>Monthly cost (£)</u>
<u>A</u>	<u>Mortgage/rent</u>	
Estimated costs		
	<u>Council tax</u>	£150
	<u>Gas, electricity and oil</u>	£ 300
	<u>Water rates</u>	£120
	<u>All personal and property insurances</u>	£ 500
	<u>Clothing</u>	£ 200
	<u>Food and housekeeping</u>	£ 200
	<u>Telephone</u>	£ 100
	<u>Hire charges (TV, DVD etc.)</u>	£ 00.00
	<u>Subscriptions (clubs, magazines etc.)</u>	£ 300
	<u>Entertainment (meals and drinks)</u>	£ 100
	<u>Car tax, insurance, service and maintenance</u>	£ 200

	<u>Children’s expenditure and presents</u>	£ 00.00
	<u>Credit card, loan and other personal debt repayments</u>	£ 00.00 £
	<u>National Insurance</u>	£250£
	<u>Other</u>	£200£
<u>B</u>	<u>Total costs (£)</u>	£ 2,620
<u>C</u> Estimated income		
	<u>Income from family/partner</u>	2500£
	<u>Part time job</u>	1300£
	<u>Working tax credit</u>	400£
	<u>Child benefits</u>	80£
	<u>Other benefits</u>	1000£
	<u>Other</u>	
<u>D</u>	<u>Total income (£)</u>	5,280£
<u>E</u>	<u>Total survival income required (£)</u>	2,660£

	<u>Month</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>
<u>A</u>	<u>Month name</u>	Jan	Feb	March	April	May	June	July	August	Sep	Oct
	<u>Money in (£)</u>										
<u>B</u>	<u>Funding from the...</u>										
	<u>Funding from Other sources</u>	2,660£	2,660£	2,660£	2,660£	2,660£	2,660£	2,660£	2,660£	2,660£	2,660£
	<u>Own funds</u>	2000£	2000£	2000£	2000£	2000£	2000£	2000£	2000£	2000£	2000£
	<u>Incomes from Sales</u>	11,500£	11,500£	11,500£	11,500£	11,500£	11,500£	11,500£	11,500£	11,500£	11,500£
	<u>Other</u>	200£	200£	200£	200£	200£	200£	200£	200£	200£	200£
<u>C</u>	<u>Total Money in (£)</u>	16,360£	16,360£	16,360£	16,360£	16,360£	16,360£	16,360£	16,360£	16,360£	16,360£
<u>D</u>	<u>Loan repayments</u>										
<u>D</u>	<u>PERSONAL DRAWING</u>						2000£				
<u>E</u>	<u>Total money out (£)</u>		-	-	-	-	-	2000£	-	-	-
<u>E</u>	<u>Balance (£)</u>										
	<u>Opening balance</u>	16,360£									
	<u>Closing balance</u>	14,360£									

16.3 Costs Table

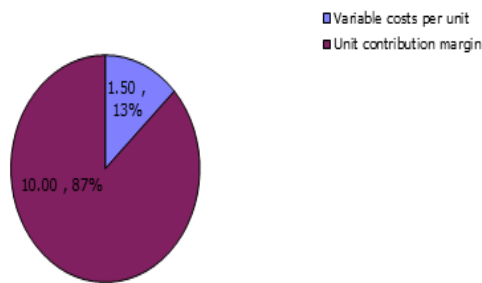
<u>Cost item</u>	<u>What is included and how you worked it out</u>	<u>Total cost</u>
60£	Washing interior windows	
40£	Collection of washing clothes	
80£	Vacuum cleaner	
70£	Toilet cleaning	
100£	Total disinfection	
60£	Floor cleaning	
80£	Cleaning surfaces	
50£	Cleaning the house	
80£	Cleaning kitchen	
50£	Feeding pets	
60£	Cleaning for disabled people	
70£	Cleaning large appliance on outside	
80£	Washing exterior windows	
70£	Cleaning the sink	
90£	Cleaning hard surfaces	
70£	Cleaning gardens	
50£	Cleaning surfaces with tiles	
		1,160£

Sales	Per unit	Volume period	Total	
Sales price	11.50	1.200	13,800	
Variable cost				
Commission per unit	0.50			
Direct material per unit	0.30			
Shipping per unit	0.00			
Supplies per unit	0.20			
Other variable cost	0,50			
Total	1,800			
Unit contribution margin		10.00		
Gross margin		12.000		
Fixed cost period				
Administrative costs	2.500.00			
Insurance	250.00			
Other fixed costs	400			
Total fixed costs per period			3,150	
NET Profit(loss)			8,850	

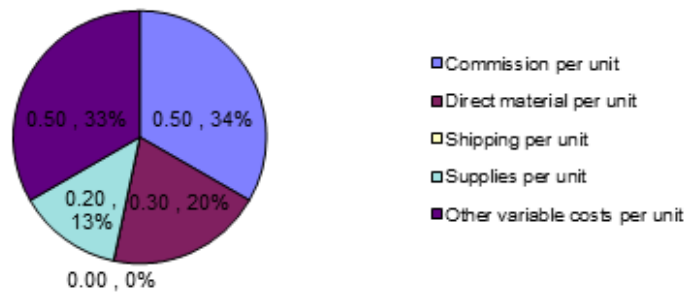
315 Breakeven Point (units)

Sales volume analysis							283						
Sales volume per period (units)		0	120	240	360	480	600	720	840	960	1,080	1,200	
Sales price per unit		11.50	11.50	11.50	11.50	11.50	11.50	11.50	11.50	11.50	11.50	11.50	
Fixed costs per period		3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	3,150.00	
Variable costs		0.00	180.00	360.00	540.00	720.00	900.00	1080.00	1260.00	1440.00	1620.00	1800.00	
Total costs		3,150.00	3,300.00	3510.00	3690.00	3870.00	4050.00	4230.00	4410.00	4,590.00	4770.00	4950.00	
Total sales		0.00	1380.00	2760.00	4,140.00	5,520.00	6,900.00	.8280.00	9660.00	11,40.00	12,420.00	3,800.00	
Net profit (loss)		-3150.00	-1,950.00	750.00	450.00	1650.00	2,850.00	4,50.00	5,250.00	.6450.00	7,650.00	8,850.00	

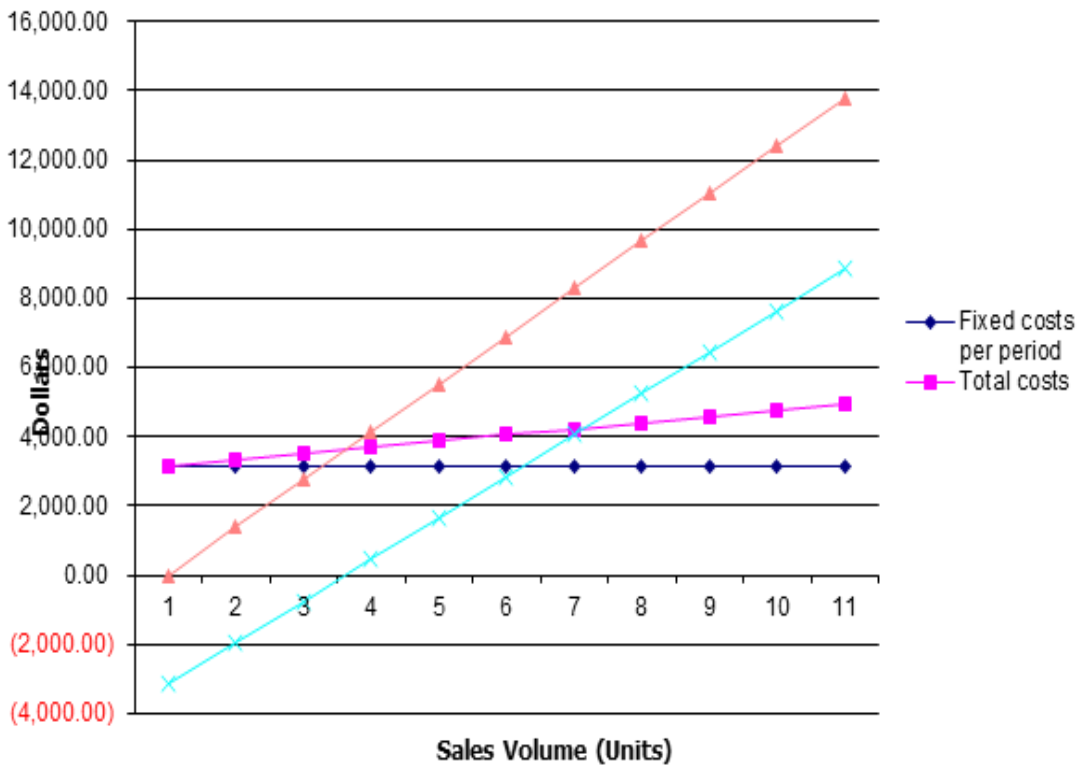
Unit Contribution Margin



Variable Costs Per Unit



Breakeven Analysis Chart



As my part was the accountability I had to calculate the profits and the budget including the expenses and the money out and in, we can see the sums are not that that extremely high and I will assume that during with the time, our company will developed and increased.

Me and my colleagues we opened this organization because we thought that it will be beneficiary for us and for our customers and other people, in my review I think our company will have a positive and negative impact in the “society and environment”.

The positive impact can be;

- Help people
- Increase our company and services
- Provide the best and different services
- Meet different criteria's
- Achieve different goals
- Try new challenges

The negative impact can be:

- Loose Profit
- The bankruptcy of the company
- Loos of clients

In this company we are 5 owners with different roles, which each of them have a different status of working, with our abilities and skills we decide to do a different organization, and provide different services in the domain of cleaners.

We hope and we expect that our organization will develop and increase and becoming more powerful and more famous, because we are people with others perspectives and other dreams to prospect in different ways.

We would like that our company increase and become more powerful such as economical and industrial , we will like to develop our investment and try to develop new ideas, as we know the big companies and the industries are the most powerful and the most common business in the world .

Me with my skills and the qualification I've got with my others colleagues, in my opinion opening new industries will help us to be a good entrepreneurs and achieve our challenges, including the long and short –term of the company, we will have to pass the obstacles easily or hardly, depends because as we know the business industries are not always easy and they have challenges were you will have to pass through with your abilities and your knowledge.

To make the company successfully you will need different plans with different ideas to develop the organization and the most important you need to know how to do it including the different parts and different systems in the financial systems.

The facilities can growth in the financial systems and the expansion of the expansion of global communications networks.

What that means is that national economic and social identities and differences are becoming more relevant in terms of the business industries, like thinking about the debate on globalization and the impact that this is having, what does it actually mean its fractioned in terms of his/her work.

Without representing an exhaustive list, the following represent situations that are related to the growth of transactional corporations and the global economic system. The organizations working in the global environment are still subject to the laws of supply and demand and need to react to different market conditions. Another factor presents the different challenges and responsibilities facing the international at the strategic level. Talking about the economy especially the state of the world economy, the global supply of talent is short of its long-term demand trend , and the gap us a challenge for employers everywhere as this shortage in the supply of talent is likely to continue to increase because the highly skilled workers and for the next generation.

We can see that in the organization or business you have, there are different factors that you need to think or include in your business, meaning the ability to differentiate between applicants considering what the value of good employees actually means, offers an insight into the economic and financial dimension of employees' decision, in our case we are the owners but we hope to increase so we will employ more people.

That's why it is very important to understand both the real cost of recruitment and selection, as opposed to those associated with direct expenditure and the longer-term financial consequences.

Finally we saw how important is the business industries including the economical and financial parts which are the most important in every industry, however with the productive potential of us and later with the different potential employees will be a productive capacity, our business industry it will increase and we will be capable to offer services and will develop new opportunities, where many people will have the chances to work and earn a little money for their selves, where the period that the employees can remain in the organization associated with recruitment and selection become proportionately less at the net value with the contribution will increase, assuming the suitable people will be employee.

In conclusion we have the goal to increase our organization and be capable to employ people, and our company to produce different factors.

17. Conclusion

Making a business plan is like a difficult, unknown road, but if you finish it, it will bring you great satisfaction. The business idea is not a very ingenious one or one that had to be thought of for a long time, but its realization in a business plan required a lot of work. Although it seems difficult to set up a business only with a plan in mind, with perseverance and a lot of work, it is worth a try. The team, although heterogeneous, did a great job, sharing the tasks responsibly, each one doing what he knows best.

CONCLUSION:

According to the financial results for the period 2018-2020, we can observe a slight decrease in turnover in 2018 compared to 2019 because in 2018 a long-term cleaning service contract will be concluded. Even so, according to the analyzes, the net profit will increase in 2019 compared to 2018 due to the diversification of cleaning products.

Analyzing the public demand for cleaning services and the favorable position of the business given by the novelty of the offer, it is considered that the critical point can be reached only in particularly severe crisis situations.

In the end, the conclusion is one, that the investments will ensure a safe development of the company and stabilization on the market, and the occupied market share is estimated to be about 25%. Taking into account the competition, the need for a necessary professional work point, otherwise high costs and solutions progress are reduced.

External influences can occur due to the products or services offered by competing companies, causing changes in the company by bringing improvements to the services provided by it.

First, it will be necessary to identify competitors. These could be similar to those of the company, with the possibility of several causes that need to be identified and then eliminated. Advertising thus plays an important role in promoting the image of the company's products and services.

We believe that this business idea will be successful, but we must not forget the risks. Financial risks and operational demands have existed since the beginning of trade relations. Over time, however, the level to which they were identified, measured and controlled varied greatly.

As possible ways out of the impasse that may occur at a given time, we mention the cooperation with a large foreign company, the request for additional funds from the state, but also various agreements concluded with the main collaborators. However, the above elements highlight the clear potential of this business and thus, the possibility of such problems is reduced. The diversity of a company's activities involves a multitude of other risks, in addition to those previously exposed, namely legal risk, country risk, regulatory risk, accounting translation risk, model risk, systemic risk, etc. However, the possible risks will be constantly considered and analyzed, the entrepreneurs of this business being extremely aware of the multitude of obstacles that may arise both in terms of the financial part and in many other areas.

Our strength lies in the experience of each of us and the training we have had, focusing on the wishes of the client and his health living in a perfectly clean environment without chemicals that would affect their health.

Starting a business can be a challenge for everyone. But the success require patience perseverance and interest. Using this aptitude's can be the solution of a successful business . Remain focused and consistent in challenging environments.

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Business Plan Presentation ECO Hero Cleaning



Student Name	Student ID	Topic
Ludmila Otgon	1906085	Summary/Business Concept
Ionut Rusu	1818259	Market Analysis and Marketing Plan
Ioana Cadere	1909479	Management Team
Liliana Calin	1818714	Financial Plan
Roxana Zarnescu	1906075	Operations and Management

Name of the Lecturer: Malani Gunaratnam
Name of the University: University of Wales Trinity Saint David
Date: 11/05/2020



Ludmila Otgon

The concept of eco cleaning company came about by chance when we were arguing among college colleagues about how harmful the products used could be, some being allergenic.

We have been praised for the skill and efficiency with which we work, and the client's wishes are a priority for us and these products are free of chemical odors that give the house only the smell of freshness

We are confident that we will be able to make a real difference in the cleaning industry with eco-friendly and customer-oriented anti-allergenic products. We look forward to hearing from you and do not hesitate to contact us if you have additional questions, and if you decide to have an interview with great pleasure, we will present our business plan.



About our services

The projected growth rate for Eco Hero cleaning is very high each year, with decent profit margins as a percentage of sales.

The caring for Mother Nature and your wellbeing is just as critical for us at Eco Hero Cleaning as having a sparkling home and office. We use environmentally friendly, biodegradable cleaning products to purify your home and business. We understand the environmental protection duty and leave your space free from harsh cleaning chemicals. Using high quality, anti-allergic and odorless products.

Objectives

Short Term Objectives

- To have contracts with over 50 private properties and 10 offices
- To increasing our number of customers served by superior service by 20 per cent per year.
- To collaborate with the best companies of ecological products
- To have contracts with over 50 private properties and 10 offices

Medium Term Objectives

- Use of ESH regularly by at least 20 percent of the leads contacting us for more information
- To cover a larger area of London where we will deliver our services
- To begin creating our own line of ecology products that we will use in our services
- To have over 150 employee
- To have contracts with over 100 private properties and 50 offices

Long Term Objectives

- To have contracts with over 150 private properties and 50 offices
- To have over 200 employee
- To collaborate with other ecological cleaning companies

Business Structure



Ioana Cadere

Our company is made up of very well trained and very professional people who put their heart and soul into what they do, always wanting to prove that they are the best in this field.

Each of the team members has experience in the field and knows what it is about, so we can complement each other where appropriate and always succeeding in satisfying the wishes of our clients no matter how special they may be. Our team is composed of the following members:

- Roxana Zarnescu who is the executive director (CEO) and has 4 years of experience in this field;
- Ludmila Otgon is the administrator of the company and she has 3 years of experience in the field, understanding all what is need;
- Liliana Calin is the vice president of finance (VP) and is one of the best in the field having 5 years of experience;
- Ionut Rusu is the vice president of marketing and he does great all the time with an air of seriousness and constant trust, he has 6 years of experience;
- Ioana Cadere who is the manager of the company, involving himself body and soul in everything he does, she has 3 years of experiences.

We offer our clients the highest quality services, with professional and fully trained staff to satisfy the wishes, demands and expectations of all clients.

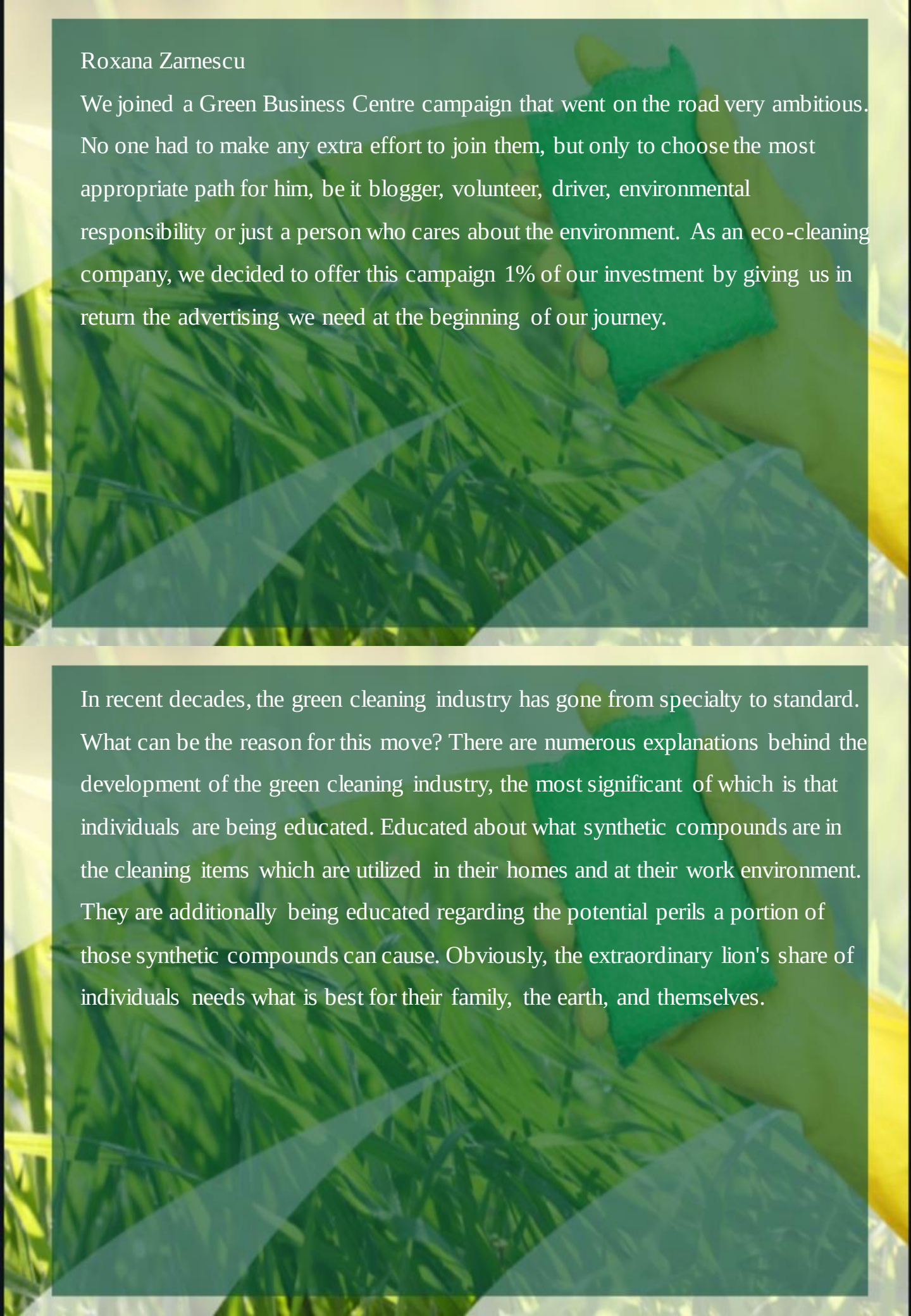
SERVICES:

The different packages of services we offer our clients are the following:

- a week
- bimonthly
- monthly
- four weeks
- spring cleaning
- as needed
- cleaning for the disabled and elderly
- cleaning offices

To any other cleaning services, we offer a wide range of services and tasks that we decide with our clients according to the needs and wishes of each.

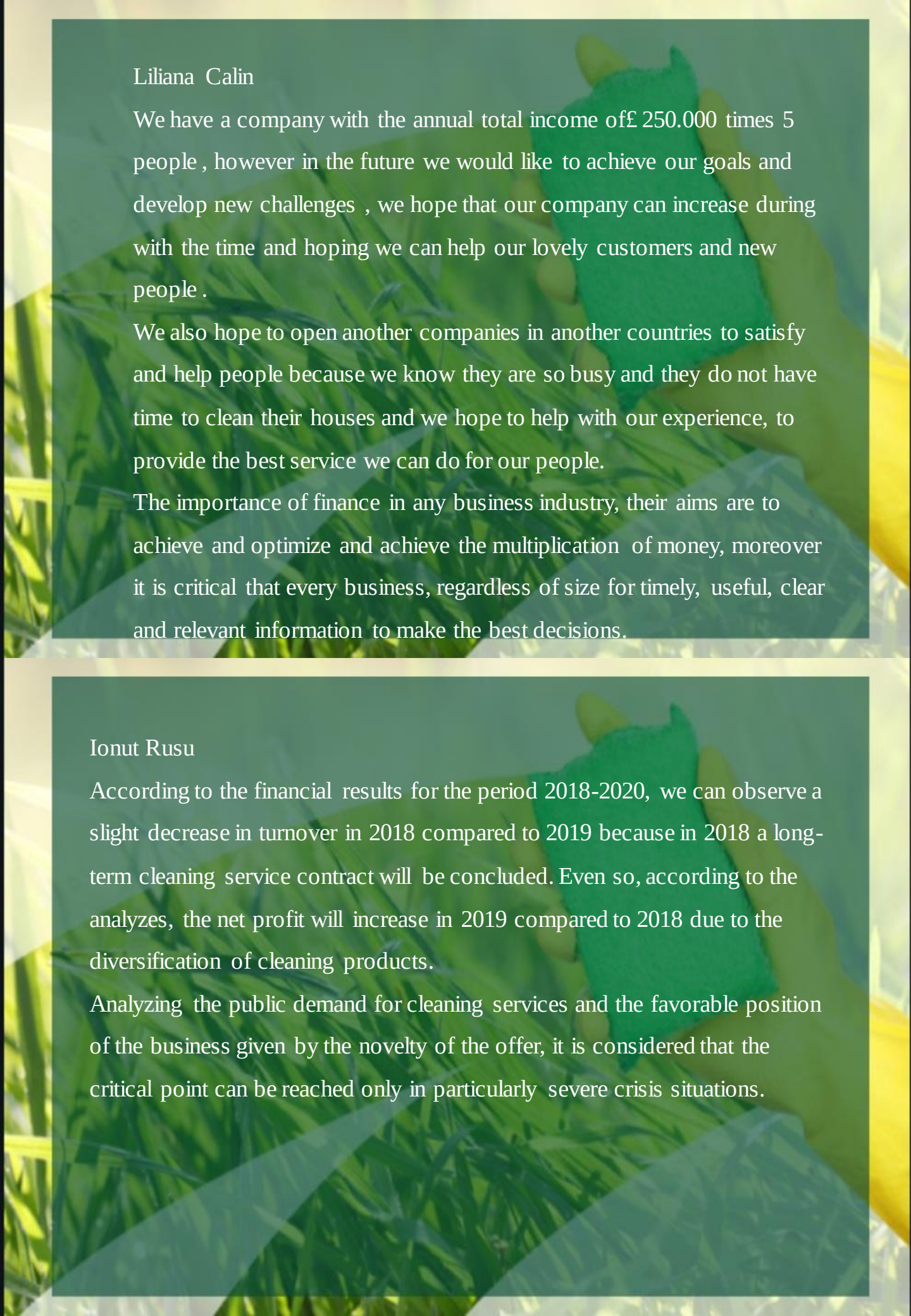
We are always willing to fully meet the demands of our clients with professionalism and trust.

A close-up photograph of a hand holding a bright green sponge over a field of green grass. The image is semi-transparent, with a dark green overlay that serves as a background for the text.

Roxana Zarnescu

We joined a Green Business Centre campaign that went on the road very ambitious. No one had to make any extra effort to join them, but only to choose the most appropriate path for him, be it blogger, volunteer, driver, environmental responsibility or just a person who cares about the environment. As an eco-cleaning company, we decided to offer this campaign 1% of our investment by giving us in return the advertising we need at the beginning of our journey.

In recent decades, the green cleaning industry has gone from specialty to standard. What can be the reason for this move? There are numerous explanations behind the development of the green cleaning industry, the most significant of which is that individuals are being educated. Educated about what synthetic compounds are in the cleaning items which are utilized in their homes and at their work environment. They are additionally being educated regarding the potential perils a portion of those synthetic compounds can cause. Obviously, the extraordinary lion's share of individuals needs what is best for their family, the earth, and themselves.

The background of the entire page is a photograph of two hands, one light-skinned and one dark-skinned, gently holding a small green plant with long, thin leaves. The image is slightly blurred and has a soft, natural lighting. The text is overlaid on this background in a semi-transparent white box.

Liliana Calin

We have a company with the annual total income of £ 250.000 times 5 people , however in the future we would like to achieve our goals and develop new challenges , we hope that our company can increase during with the time and hoping we can help our lovely customers and new people .

We also hope to open another companies in another countries to satisfy and help people because we know they are so busy and they do not have time to clean their houses and we hope to help with our experience, to provide the best service we can do for our people.

The importance of finance in any business industry, their aims are to achieve and optimize and achieve the multiplication of money, moreover it is critical that every business, regardless of size for timely, useful, clear and relevant information to make the best decisions.

Ionut Rusu

According to the financial results for the period 2018-2020, we can observe a slight decrease in turnover in 2018 compared to 2019 because in 2018 a long-term cleaning service contract will be concluded. Even so, according to the analyzes, the net profit will increase in 2019 compared to 2018 due to the diversification of cleaning products.

Analyzing the public demand for cleaning services and the favorable position of the business given by the novelty of the offer, it is considered that the critical point can be reached only in particularly severe crisis situations.

First, it will be necessary to identify competitors. These could be similar to those of the company, with the possibility of several causes that need to be identified and then eliminated. Advertising thus plays an important role in promoting the image of the company's products and services.

In the end, the conclusion is one, that the investments will ensure a safe development of the company and stabilization on the market, and the occupied market share is estimated to be about 25%. Taking into account the competition, the need for a necessary professional work point, otherwise high costs and solutions progress are reduced.

Thank you , Questions?

