

A background image showing four business professionals in a meeting. A man in a dark shirt is leaning over a table, pointing at a laptop screen. A woman in a grey sweater is looking at the screen. A man in a light blue shirt is sitting at the table, looking at the laptop. A woman with curly hair is sitting at the table, looking at the laptop. The image is overlaid with a semi-transparent dark blue filter.

ENTREPRENEURSHIP(LCBB5001)

Lecturer:Nishi Ramsurrun

BA BUSINESS MANAGEMENT

EXPRESS CLEANING

CLEANING SERVICE

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CONTENTS

- ☐ Introduction
- ☐ Overview of the Business
- ☐ Management Team Plan
- ☐ Target Market
- ☐ Marketing Strategy
- ☐ Competition and Differentiation Strategies
- ☐ Funding Requirements
- ☐ Conclusion
- ☐ References

INTRODUCTION

Express Cleaning

Express Cleaning is a trustable and reliable cleaning service company that aims to provide the highest quality of safety and cleanliness to its customers. The firm dedicatedly works to ensure the health and safety of the target customers through its varied services.





THE BIG IDEA

Express Cleaning is an environmentally responsible and sustainability-focused provider of cleaning services. The firm distinguishes itself from its rivals by providing higher quality service and being an innovator in the cleaning industry

THE TEAM



LISA CHANGE
CMO



JOHN SMITH
CEO

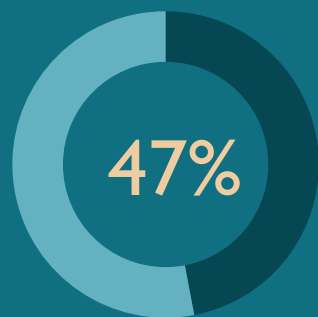


CARLOS RIVERA
COO

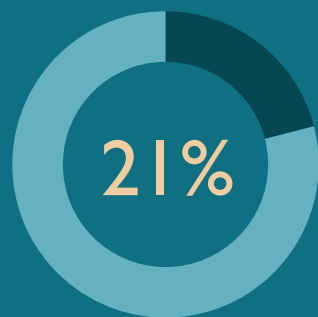


FRANCIS MILLER
CFO

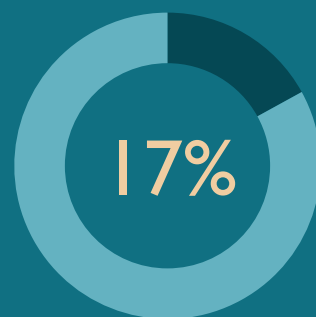
THE MARKET



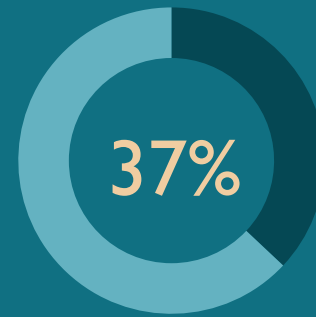
Corporate



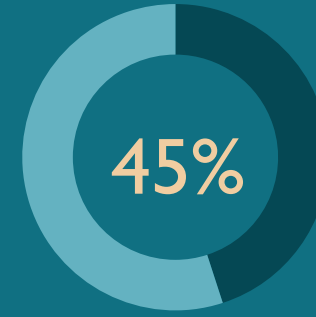
Households



Residents



Sub-Urban



Urban



MARKETING STRATEGY

- The key product of the firm will be a cleaning service. There will be multiple packages of cleaning services, and custom packages will also be designed for the customer's requirements.
- The prices will be affordable and will start from the basic package. There will be a one-time package, subscription package, premium package, and regular cleaning package



Competition and Differentiation Strategies



Advanced eco-friendly practices and high-quality service emphasizing post-Covid hygiene needs.

Innovative approach with specialized disinfection services and customer-centric operations.



Strong brand reputation with a focus on customer loyalty and unique eco-friendly service offerings.



Funding Requirements

OPERATIONS
£30000

MARKETING
£10000

TOTAL INVESTMENT
£50000

FIXED COST
£10000



CONCLUSION

Express Cleaning intends to bring an over-the-top radical change in the cleaning service industry through its dedication and introduction of new products and services. The array of services will focus on satisfying the customers and ensuring their health and well-being by taking extensive measures to clean the facility of the customers.



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