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TITLE PAGE

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MODULE CODE : LCLM4006

MODULE TITLE : ENTERPRISE AND
ENTREPRENEURSHIP

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HELLO



MY NAME IS CHERELLE AND THIS IS MY BUSINESS PLAN FOR MY START UP
CLEANING COMPANY CALLED

“SO FRESH AND CLEAN”

I WILL BE TALKING YOU THROUGH WHY I WANT TO START THIS BUSINESS AND
HOW I PLAN TO MAKE IT SUCCESSFUL.

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MY VISION

My vision for So Fresh and Clean is to become a well-recognised and trusted cleaning company within the local community. I aim to build a strong reputation through high-quality services and positive word-of-mouth, with the long-term goal of developing So Fresh and Clean into a recognised brand.

I do not want the business to be known only for professional cleaning. I also want to help improve people's wellbeing and quality of life by providing a organising services and offer practical advice on how to maintain a clean, healthy and comfortable home.

My ultimate vision is for customers to see So Fresh and Clean as more than just a cleaning service, but as a business that helps people feel happier, healthier and more comfortable in their homes..

My Target Customers will be...

- *Busy working professionals*
- *Older adults*
- *New parents*
- *Families with children*
- Landlords and property owners
- Low mobility
- Those recovering or
- suffering form an illness



Add a <https://quantilab.mu/our-mission-vision-and-values/> ittle bit of body text

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LEGAL FORMAT AND MANAGEMENT



So Fresh and Clean is a sole trader business that involves a relatively low start-up costs, and allows me to retain full control over business decisions and profits. As a sole trader, I will be responsible for the day-to-day management of the business.

The business will be registered with HM Revenue & Customs (HMRC) for tax purposes and will comply with all relevant UK legislation. Appropriate business insurance, including public liability insurance and employer's liability insurance (when staff are employed) This will be obtained to protect the business, its customers and future employee.

The business will also comply with:

- Health and Safety at Work etc. Act 1974.
- Control of Substances Hazardous to Health (COSHH) Regulations 2002.
- Data Protection Act 2018 and UK GDPR when handling customer information.
- Employment Rights Act 1996 (when recruiting employees)

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ORGANISATIONAL CHART

Owner/ Employee

Marketing

Financial management

Customer service



Purchasing supplies

Scheduling

Book keeping

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P E S T E L A N A L Y S I S

A PESTEL analysis is a tool used to identify and assess external factors that may affect the success and performance of a business.

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PESTEL ANALYSIS

POLITICAL

Government policies and employment laws influence how cleaning businesses operate. Employers must comply with minimum wage legislation, workplace pension requirements, and health and safety regulations.

Environmental policies also encourage businesses to reduce waste and use sustainable cleaning products.

PESTEL ANALYSIS

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ECONOMIC

Economic conditions affect customers' spending habits. During periods of inflation or rising living costs, some households may reduce spending on professional cleaning services. However, busy working families and higher-income households are often willing to pay for convenience. Rising fuel prices and increase in cleaning supply costs can also affect operating expenses.

PESTEL ANALYSIS

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SOCIAL

Changes in lifestyles have increased demand for domestic cleaning services. Many households have two working adults, elderly residents, or busy families who value the convenience of professional cleaning. Customers are also becoming more aware of hygiene, cleanliness, and the use of environmentally friendly cleaning products.

PESTEL ANALYSIS

TECHNOLOGY

Technology helps cleaning businesses operate more efficiently. Online booking systems, digital payment methods, customer relationship management (CRM) software, GPS navigation, and social media marketing can improve customer service and business growth. Modern cleaning equipment also allows staff to complete jobs more effectively.

PESTEL ANALYSIS



ENVIROMENTAL

Customers increasingly expect businesses to minimise their environmental impact. Using biodegradable and non-toxic cleaning products, reducing plastic waste, and following responsible waste disposal practices can improve the company's reputation and attract environmentally conscious customers.

PESTEL ANALYSIS

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LEGAL

Cleaning businesses must comply with UK employment law, health and safety legislation, data protection requirements, and public liability insurance obligations. If employees are hired, employers must also meet legal responsibilities relating to contracts, working hours, and workplace safety.

MARKETING STRATEGIES

Social Media

I will use platforms such as Facebook, Instagram and TikTok to promote its services. Posts can include before-and-after cleaning photographs, customer reviews, special offers, cleaning tips and information about available services. Social media will allow the business to communicate directly with potential customers while building a recognisable local brand.

Local Advertising

The business will distribute professional flyers and business cards in local communities, including residential areas, supermarkets, community centres and local noticeboards where permitted. Flyers will include: Services offered, Contact details, Prices or starting prices, Offers, Social media information and a clear call to action to request a quotation

Word of Mouth & Referrals

Customer recommendations will be an important marketing method. Satisfied customers will be encouraged to recommend So Fresh and Clean to friends, family and neighbours. A referral scheme could offer an existing customer a discount on their next clean when they successfully refer a new customer.

Website & Online Presence

The business will create a professional website containing information about services, prices, service areas, customer reviews and contact details. An online enquiry or booking form could make it easier for customers to request a cleaning service.

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FUNDING REQUIREMENT

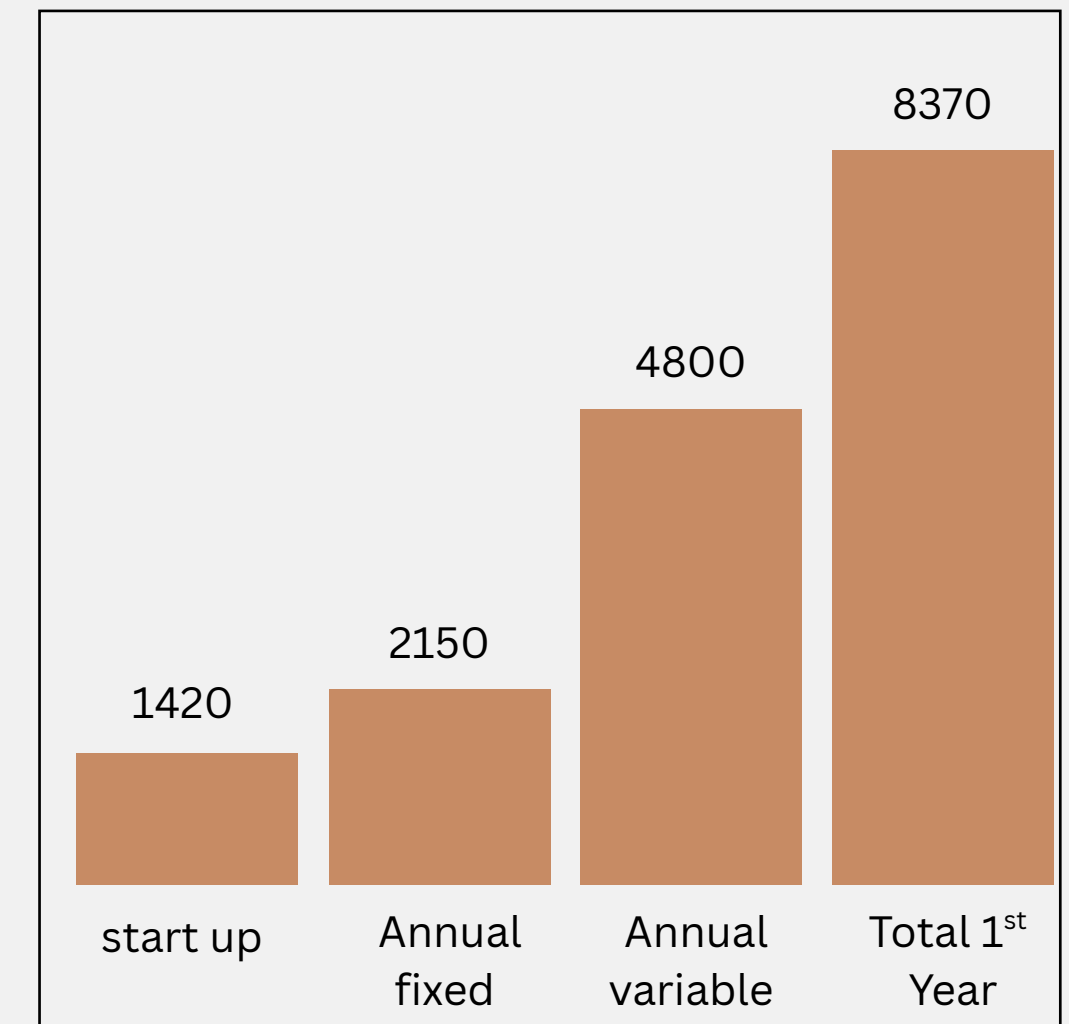
Start-up item Cost

Cleaning equipment -	£350
Cleaning products -	£150
PPE and uniform -	£100
Insurance -	£70
Marketing -	£200
Fuel costs -	£250
Phone -	£300

Total start-up costs
£1,420

Fixed cost	Monthly	Annual
Insurance -	£70	£840
Phone -	£30	£360
Marketing -	£50	£600
Equipment maintenance -	£30	£350
Total fixed costs -	£180	£2150

Variable cost	Monthly	Annual
Cleaning products	£150	£1800
fuel	£250	£3000
Total fixed costs -	£400	£4800



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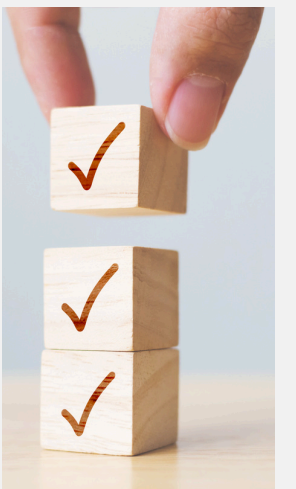
CONCLUSIONS

In conclusion, So Fresh and Clean is a realistic business idea that can be started with a relatively low initial investment of £1,470. The estimated first-year costs are £9,030, which means the business will need to generate enough sales to cover these costs and make a profit.

The business has good potential to be profitable because there is a regular demand for professional domestic cleaning services. By providing a reliable, affordable and high-quality service, So Fresh and Clean can attract local customers and build repeat business.

I believe the business can be successful if it focuses on good customer service, effective marketing, competitive prices and keeping costs under control. In the future, the business could also increase its profits by gaining more regular customers, offering additional cleaning services and expanding its team.

Overall, So Fresh and Clean has the potential to become a profitable and successful cleaning business, provided that it is well managed and achieves enough sales to cover its costs.





ANY QUESTIONS?

Thank
you