



ShinyNest Cleaning Service

Enterprise and Entrepreneurship · LCLM4006

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Introduction

About Me

I'm Mohammed Minhajul Abedin Raza, the Founder of ShinyNest Cleaning Service.

I founded **ShinyNest Cleaning Service** with a vision to provide **professional, reliable, and eco-friendly cleaning services** for homes and businesses across East London.

I believe that combining **high-quality service, trained professionals, affordable pricing, and convenient online booking** creates a better customer experience.

My goal is to build a trusted cleaning brand that delivers exceptional customer satisfaction while promoting sustainable cleaning practices and long-term business growth.



Business Overview

WHAT WE DO

Office Cleaning

Full House Cleaning

Carpet Cleaning

Garden Cleaning

WHY CHOOSE SHINYNEST

- **Eco-friendly** cleaning products
- **Professional** trained staff
- **Flexible** online booking
- **Reliable** customer service
- **Affordable** pricing

LEGAL STRUCTURE

Sole Trader — Chosen for simplicity, full control, and minimal regulatory burden while maintaining professional service standards.



PESTEL Analysis: Key External Factors

POLITICAL

National Living Wage Impact

Increases operational costs but ensures compliance with UK employment standards and attracts quality staff.

ECONOMIC

Inflation Pressure

Rising costs for supplies and equipment, but growing demand for affordable professional services creates market opportunity.

SOCIAL

Increasing Demand

Busy professionals and families increasingly outsource cleaning. Growing preference for eco-friendly services supports our USP.

Marketing

STRATEGY 1

Social Media Marketing

Why: Cost-effective, reaches target audience directly, builds brand awareness.

Customer engagement · Positive reviews · Referral generation ·
Visual showcase

Facebook

Instagram

TikTok

LinkedIn

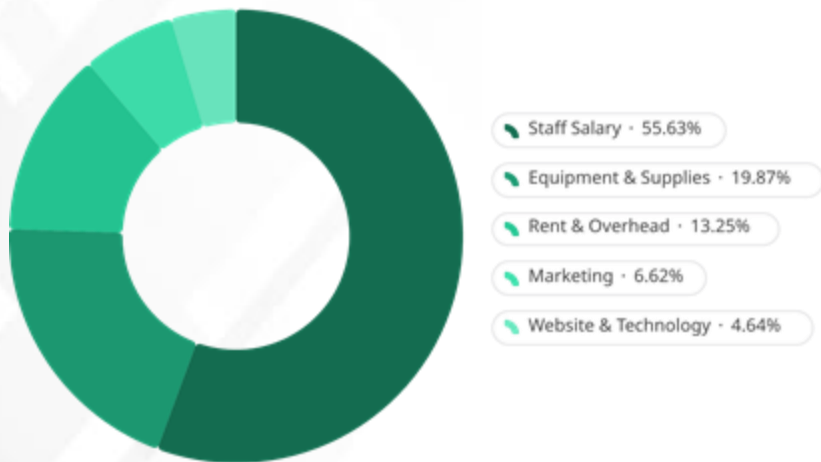
STRATEGY 2

Website + Google Business + WhatsApp

Why: Seamless customer journey from discovery to booking to communication.

- Online booking system for convenience
- Google Business Profile for local visibility
- WhatsApp for direct customer communication
- Trust building through professional online presence

Funding Requirement



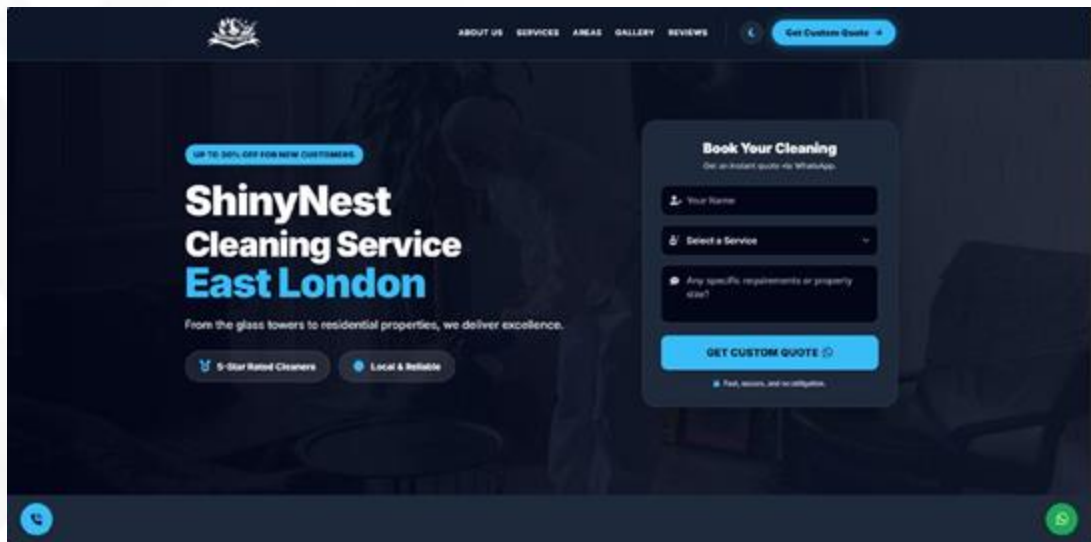
TOTAL FUNDING NEEDED

£75,500

- **Staff Salary:** £42,000 — 56%
- **Equipment & Supplies:** £15,000 — 20%
- **Rent & Overhead:** £10,000 — 13%
- **Marketing:** £5,000 — 7%
- **Website & Technology:** £3,500 — 4%

Covers operational costs, quality staff training, professional equipment, and digital marketing to establish strong market presence.

Official Website



LIVE & OPERATIONAL

www.shinynestcleaning.co.uk



Easy Online Booking

Customers can schedule services in minutes, any time.



Services Showcase

Professional presentation of all cleaning packages and pricing.



Customer-Friendly

Clean, intuitive interface for a seamless user experience.

Promotional Campaign



SHINYNEST CLEANING SERVICE

Make your home or Office cleaner and more comfortable with our professional cleaning services. Contact ShinyNest now for a custom quote and schedule your cleaning today.

BOOK NOW **FOR NEW CUSTOMERS**

UP TO 30% OFF

- ✓ Office Cleaning
- ✓ Garden Cleaning
- ✓ Full House Cleaning
- ✓ Carpet Cleaning

More information: contact: +44 7908 699763
Email: contact@shinynestcleaning.co.uk
Website: www.shinynestcleaning.co.uk

CAMPAIGN HIGHLIGHTS

- Professional Cleaning Services
Trusted, trained teams delivering consistent results every visit.
- Eco-Friendly Products
Safe for families, pets, and the planet — a key differentiator.
- Trusted Local Service
Community-focused, building reputation through word-of-mouth and reviews.



Special Offer: Up to **30% off** for new customers — a powerful acquisition driver.

ShinyNest: Ready for Growth

£108.5K

Year 1 Revenue
Projected annual target

1,085

Projected Customers
Year 1 customer base

383

Break-Even Point
Customers to cover all costs

£33K

Projected Profit
Year 1 net profit



Eco-Friendly Model

Sustainable practices aligned with market demand



Digital Marketing

Multi-channel strategy across social & online platforms



Professional Quality

Trained staff, quality assurance, customer satisfaction





Conclusion

ShinyNest Cleaning Service – Ready for Success

- Eco-friendly cleaning solutions meet the growing demand for sustainable services.
- Professional staff and convenient online booking create a strong customer experience.
- Digital marketing and affordable pricing help attract and retain customers.
- Funding will support equipment, marketing, and business expansion.
- With careful financial planning and quality service, ShinyNest is well-positioned for long-term growth in East London.

Thank you — Questions welcome!