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Enterprise & Entrepreneurship

Assessment Task 2

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Sparkling Cleaning Professional Cleaning Services





Table of Contents

- **Introduction**
- **Business Overview**
- **Services**
- **Market Analysis**
- **Marketing Strategy**
- **Operations Plan**
- **Financial Plan**
- **Conclusion**

Introduction

- Good morning, everyone my name is Diana
- Today I will present my business plan for Sparkling Cleaning.
- The company provides professional residential and commercial cleaning service across Kent.
- This presentation explains the business idea and marketing strategy, financial plan and future growth opportunities





Business Idea

- Professional residential and commercial cleaning across Kent.
- Affordable, reliable and eco-friendly cleaning services.
- Easy booking via website, phone and social media.
- Services include home, office, carpet and end-of-tenancy cleaning.
- Designed for busy families, professionals and local businesses.

Legal Format and Management Structure

- **Legal Structure**

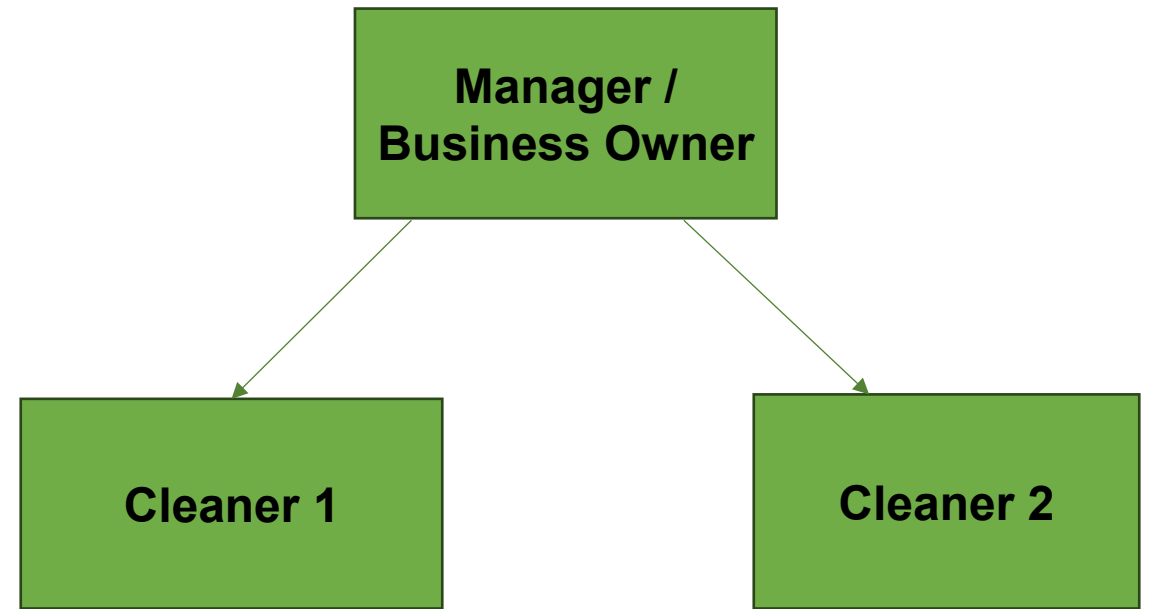
- Private Limited Company (Ltd)
- Protects the owner's personal assets through limited liability.
- Supports business growth, credibility and future expansion.

- **Management Structure**

- Owner / Manager
- Marketing and finance
- Customer service
- Cleaner 2 staff
- Residential and commercial cleaning



The organisational structure is simple and allows the owner to manage daily operations efficiently while ensuring high-quality customer service.





PESTEL Analysis

- **Economic**

- Rising inflation and fuel prices increase operating costs.
- Annual price reviews help maintain profitability.

- **Social**

- Growing demand from busy families and businesses.
- Focus on reliable, flexible and high-quality cleaning services.

- **Technological**

- Online booking system
- Social media marketing

Marketing Strategies



- **Target Customers**
 - Busy families
 - Working professionals
 - Landlords and small business
- **Unique Selling Points**
 - Reliable cleaning
 - Eco-friendly cleaning products
 - Flexible booking and competitive prices
- **Marketing Channels**
 - Company website
 - Social media
 - Google Business Profile
 - Referral program



STARTUP COSTS

One-time expenses before operations

Expense Category	Estimated Cost (£)
 Cleaning Equipment & Tools	£1,500
 Uniforms & PPE	£350
 Initial Cleaning Supplies	£180
 Initial Marketing Materials	£200
 Business Software Setup	£20
 Business Registration & Legal Fees	£50
TOTAL STARTUP COST	£2,300



FIXED COSTS

Monthly recurring costs

Expense Category	Monthly Cost (£)
 Rent (Storage Unit)	£300
 Insurance	£60
 Administrative / Accounting	£100
 Vehicle Lease / Depreciation	£150
 Utilities & Internet	£50
TOTAL FIXED COST (PER MONTH)	£660





VARIABLE COSTS (PER MONTH)

Costs that change with each job

Expense Category		Monthly Cost (£)
	Cleaning Supplies (Detergents, cloths, wipes, etc.)	£180
	Fuel (Travel to client locations)	£120
	Uniforms & PPE (Allowance for replacements)	£30
	Marketing (Flyers, online ads, promotions)	£200
	Business Software & Subscriptions (Booking, CRM, accounting tools)	£20
TOTAL VARIABLE COST (PER MONTH)		£550



TOTAL VARIABLE
COST PER MONTH

£550

These costs are directly
linked to service delivery
and client demand.



KEY POINTS

- ✓ Increase as more jobs are completed.
- ✓ Managed carefully to maintain profitability.
- ✓ Reviewed regularly to ensure cost efficiency.





SALES FORECAST

Year 1 Sales Projection

Month	Expected Jobs	Average Price per Job	Estimated Revenue
Jan	35	£80	£2,800
Feb	40	£80	£3,200
Mar	45	£80	£3,600
Apr	48	£80	£3,840
May	50	£80	£4,000
Jun	52	£80	£4,160
Jul	55	£80	£4,400
Aug	54	£80	£4,320
Sep	53	£80	£4,240
Oct	56	£80	£4,480
Nov	58	£80	£4,640
Dec	60	£80	£4,800
TOTAL YEAR 1	606	£80	£48,480



Based on an average price of £80 per job.



CONCLUSION



Sparkling Cleaning Company has a clear and realistic business plan.



The business will provide **reliable** and **affordable** cleaning services.



Year 1 revenue is forecast at **£48,480**.



With effective marketing and good customer service, the business has potential to **grow**.



SPARKLING CLEANING COMPANY

Clean Space, Better Place