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Managing Enterprise in 21st century

Business Plan for Clean and Shine cleaning company

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My name is Spasimira Lyubomirova Dzhoneva and I am one of the Operational and Management Directors for Clean and Shine Company and I would like to talk you thru my business plan for our company. We are very new company that have just started their business in 2020, despite these difficult times we started we are proud to say that we are expanding our business and we have so much ideas and plans on how things should be in our business and how we want to stand on the market. Our aim is to be different and creative and be ladders and our own fuel. When I joined the company, I didn't realise how many inspired for business people are in this project so it really motivated me to contribute to this project. My fuel and what I am specialized is Operations and Management and this is something I am really passionate about and something that I have studied at university as well and it really inspired me to continue on that path. I consider myself as very creative person and I love working in a team so with no regrets decided I will join this company because I knew there is so much potential for such a small company and I really wanted to contribute and give my part of my knowledge and creativity to make sure we lead this company in the right way, and this is how I decided to join my company and my team. As I studied Business and Management at the university, I thought I can give my ideas and share my thoughts on how things should go and that is why I took this very important part of the company business which like I mention is Operational and Management Department.

Operations and functions are how the company operates and works and our aim as a team is to deliver excellent customer services to our clients and make sure we have them fully satisfied and that is why we are different and not like any other of our competition we offer our customers free of charge consultation about our services and want we can do to help them. We offer variety of services such as domestic cleaning, window cleaning, carpet cleaning and end of tenancy and etc. Our company is continuously growing despite the fact we started in very critical and difficult time of the events of 2020 but we manage to survive, we attracted many new clients and that is why to make easier and faster the experience of booking a service with us we created easy to use website in which customers can book service of their choose pick a day and time and then confirm the request, we also have a telephone number for taking bookings as well. We also have managed to come up with idea to make a brochure which is really popular thing in this sphere and we find a lot of our regular customers by giving them brochures and they instantly got interested at our services. Physical contact and interacting with the customer have always been goal of course then can call us and talk to us but it is not the same like one-to-one conversation so that way we make customers more special and let them know that they are our priority in the business and what we do we do because we want full satisfaction based on our work done. That is why we invented so much in

promoting our company in every way possible and making sure we have reached many customers as we can.

As far as our Technology Plan goes forward, we are working with high quality cleaning equipment such as our cleaning products and very heavy high tech cleaning machines for professional use only. That is why we build very strong and professional team of people who are qualified and trained to deliver any type of service and capable of handling any manner of tasks for our clients. They are extremely important to us because without them we can't run our business and perform our job we as company value them very much because they are our small investors in sort of way, they choose us because they trust us and that is one of the reasons why we asked them to give us feedback after our job so we can now if there is anything we need to improve when we are performing a task for them or even if they are just happy and they are leaving a positive feedback that is also beneficial to us because we know we did great and that is how we know we keep this customers as our regular ones and because they are happy we will definitely get promoted to new clients.

. Our organization is functional and we work for satisfied our clients with the services we provide for them and that is why we keep our prices low compare to others on the market because for what matters more is the price to us therefore clients pay for quality that meets their needs on reasonable cost which is one of our main priorities when it comes to our business. In future when we extend, our services we may consider decreasing but for now we are happy with our marketing choose also our prices are one of the reasons why many people choose us especially in the critical times what 2020 year was for everyone and many businesses shut down but we stood and proud for our business and customers. This is also what makes us different on the market because In time like this everyone is looking their way to save money and to cut their allowance and on the same time to keep the same life style as usual and that is why we were successful in our business during that time because we stayed reasonable with our prices and major part of the society was interested at our services regardless of the events.

Promoting is also part of our plan as business and we are really investing in this manner because without being recognised we can't attract clients to us and we want to be different than others and be recognisable on the market, we use accurate social media to promote our business and also, we use the resources of our website as well to interact with the local society. In upcoming future, we are hoping to extend our company with more services and open more offices around the county. In terms of domestic cleaning, we believe we done it all but there is always room for improvement and in that matter of case we are looking to expand our domestic cleaning with offering customers dry cleaning as well. We are truly aware that any Investment is big one and we risk a lot but as we continuously grow our business, we believe that we can take the risk so we don't lose the chance.

We are planning also to invest into a building business which now days is very well known on the market and it is also very profitable but at first of course we want to make a research and make sure we make the right decision so in order to succeed we going to start we small steps and then expand when we have further possibilities.

Therefore, at first, we are thinking to introduce to our customers basic building services such as painting small buildings service electrician services known as handy man and etc. Most important and number one priority to make sure we know what we are doing and how we hoping to achieve it so by providing training to our staff members on the specific elements on these jobs we planning to build highly professional team of course we are also happy to expand our team of builder by recruiting new members with experience in this sphere which will be beneficial for us. As part of the building business, we are also looking at gardening which is a profitable business during most time of the year, and of course before we introduce or plan to our customers and on the market the first

thing to do is again start with small steps and then grow more when we have chance to do so. Recruiting new members with experience will be still an option because we always be open for new and creative people in our company who has already prove their selves with the work they do and the experience they gain thru their work. In our company we truly believe that success comes with hard work and a lot of trials and we are not giving up to the idea to be leaders on the market and to expend our business we us a team are extremely aware of the fact that it is not going to be easy and everything will take time to develop but that doesn't mean that we don't have the availability to succeed in the upcoming future. We as a company know very our strength and weaknesses which in the business is very beneficial to know especially when the market is growing every single day so it changes our plan but the base is still the same the idea of success and expending is still on the table, we are know Is not going to be easy at all but we are willing to take the risk because if we don't' try if we just sit and do nothing we never going to know what it means or in other words what might of happened if we did try.

Therefore, over time we are looking to build strong relationship with future partners and combine our idea for success, since we created our company, we happened to build very strong partnerships over time which have been not easy at all especially with all the competition on the market it is not easy to build one as everyone are looking at their own interest, which is normal because everyone wants to be successful and no one wants to share the light with others but like I said we manged otherwise and we are proud of this fact. In conclusion of business plan and all the details share I would like to say that with open eyes and very strong hopes we can't wait to see what future holds for us because we started in very critical time for everyone and now, we are standing here as one of the leaders on the market and it's just makes us very proud to say that and to have all these ideas for the future it only makes us more motivated then ever not only for our business but for the possibilities each and anyone of us will have afterwards. Success is not for everyone you need to be very motivated to want to be successful you need to be sure in that other and simpler words to believe you can so everyone else will and that's a success itself when you mastered you are already successful person, and our success will be for everyone not just for one person and for our business as well because we all going to contribute in that success. In order to succeed you need to believe that you can and take actions forward because Life is 10% what happens and 90% how you react on it –Charles L Swindoll- Pastor. So, with all been said and discased I am proud to say that I am in this project together with my team and we can't wait to see what future holds for us and what possibilities we are going to take so we can make sure we achieve our plan goal to succeed and grow our company and business as well

Thank you!