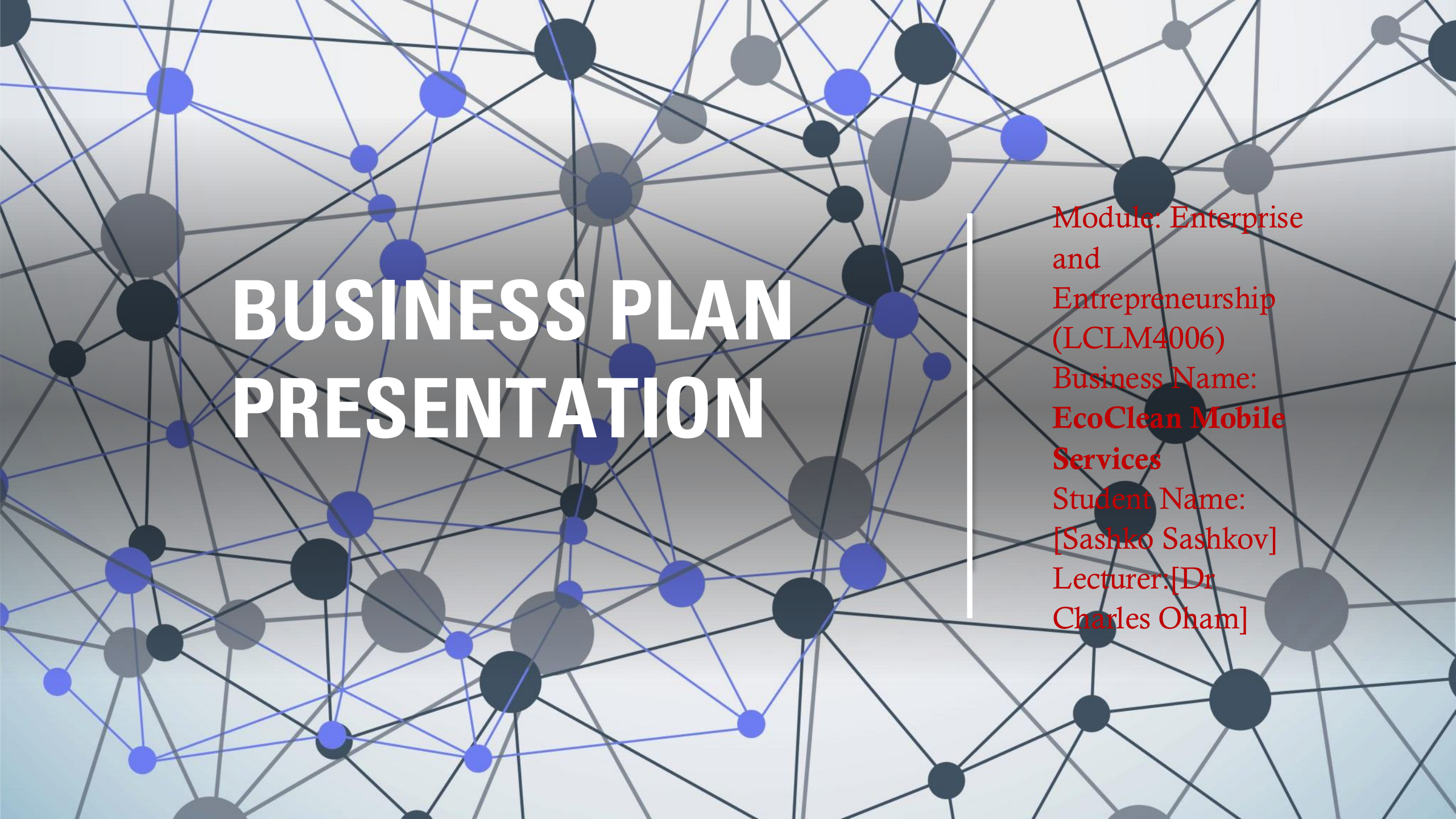


A complex network diagram with numerous nodes of varying sizes (black, blue, and grey) connected by thin lines, creating a web-like structure across the entire slide.

BUSINESS PLAN PRESENTATION

Module: Enterprise
and
Entrepreneurship
(LCLM4006)

Business Name:
**EcoClean Mobile
Services**

Student Name:
[Sashko Sashkov]

Lecturer:[Dr
Charles Oham]

2. *OVERVIEW OF THE BUSINESS IDEA*

Our startup offers mobile cleaning services for homes, cars, and office spaces. Customers can easily book a service online or by phone, choosing a convenient time and type of cleaning.

Our main advantage is flexibility—we provide on-site service using modern equipment and eco-friendly products that are safe and effective. We also focus on fast service, convenient scheduling, and transparent pricing.

The business will be managed by the owner, supported by a small team of trained staff, with plans to expand as the company grows.

The legal structure will be a single-member limited liability company, ensuring easy management and limited personal liability.

ECONOMIC FACTOR

Changes in income levels and inflation can affect customers' willingness to pay for cleaning services, especially non-essential ones.

Technological Factor – The use of modern cleaning equipment and online booking systems improves efficiency and customer experience, giving a competitive advantage.

Environmental Factor – Increasing demand for eco-friendly services encourages the use of safe and sustainable cleaning products, which can attract more customers.

TWO MAIN MARKETING STRATEGIES

Social Media Marketing – The company will use platforms like Facebook and Instagram to promote its services, share before-and-after results, and engage with potential customers. This will help build brand awareness and attract new clients at a low cost.

Referral and Loyalty Programs – The business will encourage existing customers to recommend the service by offering discounts or bonuses. This strategy helps build trust and brings in new customers through word-of-mouth.

FUNDING REQUIREMENTS AND ALLOCATION

The startup requires an initial investment of approximately €10,000–€15,000. This funding will be used to cover the main startup costs.

Around 40% will be allocated to purchasing professional cleaning equipment and eco-friendly cleaning products. About 25% will be used for marketing activities such as social media advertising and brand development. Another 20% will cover transportation costs, including a vehicle or equipment transport setup. The remaining 15% will be used for business registration, insurance, and other administrative expenses.

This initial funding will ensure smooth startup operations and support early business growth.



Startup Business Plan

Professional. Reliable. Eco-Friendly.

 **Team Members:**
Add names here



1 Overview of the Business Idea



Our startup offers **mobile cleaning services** for homes, cars, and office spaces. Customers can easily book a service **online or by phone**, choosing a convenient time and type of cleaning.



Our main advantage is **flexibility**—we provide on-site service using **modern equipment** and **eco-friendly products** that are safe and effective. We also focus on **fast service**, convenient **scheduling**, and **transparent pricing**.



The business will be managed by the owner, supported by a **small team** of trained staff, with plans to **expand** as the company grows.



The legal structure will be a **single-member limited liability company**, ensuring easy management and limited personal liability.

2 Three Key External Factors from PESTEL Analysis



Economic Factor

Changes in **income levels** and **inflation** can affect customers' willingness to pay for cleaning services, especially non-essential ones.



Technological Factor

The use of **modern cleaning equipment** and **online booking systems** improves efficiency and customer experience, giving a competitive advantage.



Environmental Factor

Increasing demand for **eco-friendly** services encourages the use of **safe** and **sustainable** cleaning products.

3 Two Main Marketing Strategies



1. Social Media Marketing

The company will use platforms like **Facebook** and **Instagram** to promote its services, share before-and-after results, and engage with potential customers. This will help build **brand awareness** and attract new clients at a low cost.



2. Referral and Loyalty Programs

The business will encourage existing customers to recommend the service by offering **discounts** or **bonuses**.

4 Funding Requirements and Allocation

The startup requires an initial investment of **€10,000 – €15,000**.

This funding will be used to cover the main startup costs.



- 40% Equipment & Products**
Purchasing professional cleaning equipment and eco-friendly cleaning products.
- 25% Marketing**
Marketing activities such as social media advertising and brand development.
- 20% Transportation**
Vehicle or equipment transport setup and fuel costs.
- 15% Administration**