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Managing Enterprise in the 21st Century

Business Plan



Elite carpet Solutions

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Executive Summary

Elite Carpet Solutions is a London-based business providing professional carpet cleaning services to commercial clients such as offices, hotels, and healthcare facilities. The business focuses on delivering reliable, high-quality cleaning using professional equipment and safe products.

The main objective is to build long-term relationships with companies and cleaning agencies. The business will also operate as a subcontractor for larger cleaning companies.

The estimated start-up cost is £1,800–£2,000. Based on realistic London prices, the business expects to generate £3,500–£5,000 monthly revenue and become profitable within the first 2–3 months.

Business Concept

Elite Carpet Solutions is a specialised service business focused on providing professional carpet cleaning for commercial clients in London. The concept is based on offering high-quality deep cleaning and maintenance services that improve hygiene, extend carpet life, and support a professional business environment.

The business targets organisations that prefer to outsource specialised cleaning to experts. This approach allows clients to maintain high standards without investing in equipment or training (British Cleaning Council, 2023; Office for National Statistics, 2023).

By focusing only on carpet cleaning, the business positions itself as a specialist provider, delivering better results than general cleaning companies. It also offers flexible working hours and aims to build long-term contracts and subcontracting relationships.

Business Description

Elite Carpet Solutions operates as a London-based sole trader business providing on-site services to commercial clients. The business focuses on how services are delivered, including scheduling, customer interaction, and daily operations.

Services are mainly provided during evenings and weekends to avoid disrupting client activities. The business uses professional equipment and safe cleaning products to ensure consistent and reliable results.

In addition, the business is committed to delivering a friendly and professional customer experience, helping to build trust and long-term relationships with clients.

Product Description

Elite Carpet Solutions will provide the following services:

- Deep carpet cleaning
- Stain removal
- Maintenance cleaning
- Odour removal

Deep carpet cleaning removes dirt, bacteria, allergens, and trapped dust from carpets.

Stain removal improves the appearance of carpets and helps extend their useful life.

Maintenance cleaning allows businesses to keep carpets in good condition over time.

Odour removal improves hygiene and creates a cleaner and more pleasant environment for employees, visitors, and customers.

The business will use professional carpet cleaning equipment to provide superior cleaning results compared to standard cleaning services.

Business Objectives (SMART Objectives)

Short-Term Objectives (less than a year)

- Gain 10 regular clients within 6 months
- Achieve £3,500 monthly revenue
- Build partnerships with 2 cleaning companies
- Recover investment within 2–3 months

Long-Term Objectives (More than a year)

- Expand to a limited company
- Hire at least 2 employees

- Reach £6,000+ monthly revenue

Market Analysis and Marketing Plan

Market Analysis (Competitors, Customers, Target Groups)

The UK cleaning industry is large and stable, with consistent demand from commercial clients. According to the British Cleaning Council (2023), the sector contributes over £60 billion to the UK economy, indicating strong and ongoing demand for services such as carpet cleaning.

In London, the concentration of offices, hotels, and commercial buildings increases the need for regular and specialised cleaning. Many organisations choose to outsource these services to reduce costs and focus on their core activities. Data from the Office for National Statistics (ONS, 2023) shows that service-based industries continue to dominate the UK economy, supporting demand for outsourced services.

Customers:

- Offices and corporate buildings
- Hotels and hospitality businesses
- Healthcare facilities and clinics
- Cleaning companies (subcontracting)

Competitors: The market includes large cleaning companies and small independent cleaners. However, many competitors focus on general cleaning rather than specialised carpet cleaning, which creates an opportunity to differentiate.

Target Market: The primary target market is small to medium-sized businesses in London that require reliable and high-quality carpet cleaning services on a regular basis.

PESTEL Analysis

Political:

The UK government supports small businesses through simplified registration systems, Start Up Loans, grants and advice for sole traders and self-employed workers. This creates a positive environment for Elite Carpet Solutions to begin operating with relatively low start-up barriers. Government-backed support may also help the business expand in the future if it decides to invest in additional equipment or employ staff (UK Government, 2024).

Economic:

Demand for carpet cleaning services remains relatively stable because offices, hotels and healthcare facilities require regular cleaning regardless of economic conditions. However, inflation, rising fuel prices and increased costs of chemicals, equipment and wages may affect profitability. Since Elite Carpet Solutions will operate across London, transport and fuel expenses are particularly important to consider (ONS, 2023).

Social:

There is increasing awareness of hygiene, cleanliness and workplace appearance, especially after the COVID-19 pandemic. Businesses want to maintain clean and professional environments for employees, visitors and customers. This creates a strong demand for specialist cleaning services such as carpet cleaning. In addition, the UK cleaning industry is valued at more than £60 billion, demonstrating that cleaning services continue to be an important and growing sector (British Cleaning Council, 2023).

Technological:

Modern carpet cleaning machines, extraction systems and eco-friendly chemicals allow Elite Carpet Solutions to deliver high-quality results efficiently. Technology can also support scheduling, invoicing, online marketing, customer communication and

digital payments. By investing in professional equipment, the business can complete work faster and achieve better cleaning results than general cleaning companies.

Environmental:

Many businesses prefer contractors who use eco-friendly cleaning products and sustainable practices. Using environmentally friendly chemicals, reducing water waste and disposing of waste safely can improve the reputation of Elite Carpet Solutions. Sustainable practices may also attract environmentally conscious commercial clients and provide a competitive advantage (HSE, 2023).

Legal:

Elite Carpet Solutions must comply with UK health and safety laws, especially the Control of Substances Hazardous to Health (COSHH) Regulations when handling cleaning chemicals. Proper staff training, risk assessments, safe storage of products and use of protective equipment are necessary to protect both workers and clients. The business may also require Public Liability Insurance and Employer's Liability Insurance when staff are hired (HSE, 2023).

SWOT Analysis

Strengths

- Low start-up costs
- High demand for carpet cleaning services
- Specialist service focus
- Flexible working hours
- Opportunity to subcontract with larger cleaning companies

The continued growth of the UK cleaning industry supports business opportunities for specialist cleaning services such as carpet cleaning (British Cleaning Council, 2023).

Weaknesses

- New business with limited brand recognition

- Limited financial resources
- Dependence on a small number of clients in the early stages

Many new small businesses face challenges related to limited financial resources and lack of reputation in competitive markets (Federation of Small Businesses, 2022).

Opportunities

- Growing awareness of hygiene and cleanliness
- Expansion across London
- Building long-term contracts with businesses
- Subcontracting work from larger cleaning companies

Demand for outsourced services continues to grow as service industries dominate the UK economy and businesses seek specialist support (ONS, 2023).

Threats

- Strong competition in London
- Pressure to reduce prices
- Rising fuel, chemical, and equipment costs

Economic pressures such as inflation and increasing operating costs may affect profit margins for small service businesses (ONS, 2023).

Marketing Mix (4Ps)

Product: Professional carpet cleaning services

Price:

- Small jobs: £120–£180
- Medium jobs: £200–£350

- Large jobs: £400–£700+

Place: London (client locations)

Promotion:

- Email marketing
- LinkedIn networking
- Direct contact with companies
- Word of mouth

Management Team

Structure (3 People)

1. Owner / Manager

Responsible for operations, clients, and finance.

Estimated income: £2,000–£3,000/month (depending on profit)

2. Carpet Cleaning Technician

Responsible for service delivery.

Average salary: £14–£16 per hour (~£2,200/month)

3. Assistant (Part-time)

Supports operations and logistics.

Average salary: £12–£14 per hour (~£1,000–£1,200/month)

Management Team and Their Background

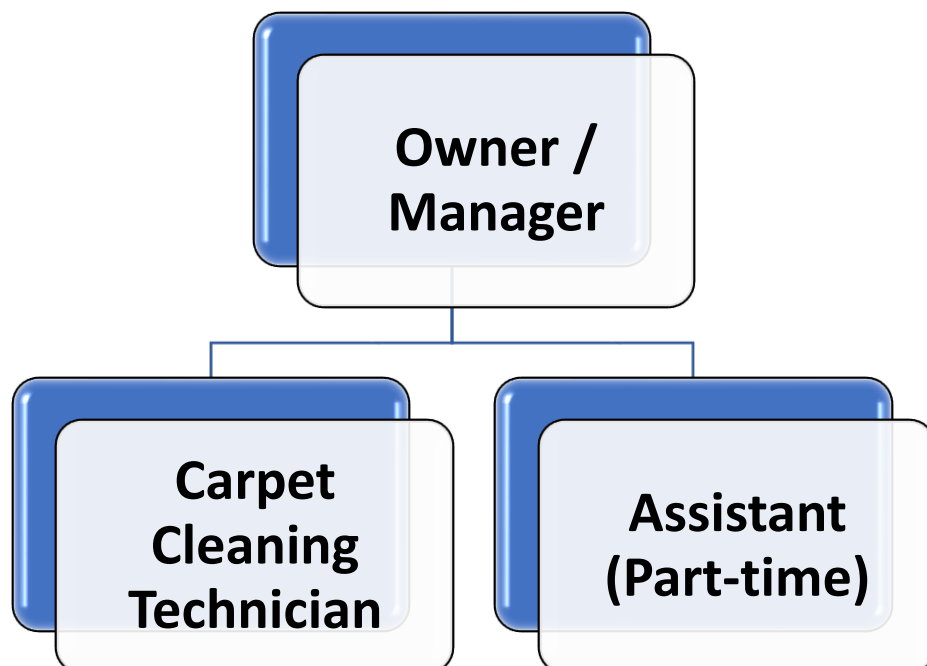
The management team will initially consist of the business owner, supported by a carpet cleaning technician and a part-time assistant as the business grows.

The owner has experience within the cleaning industry and understands the importance of reliability, customer service, and maintaining high cleaning standards. This experience will support the business in building strong client relationships and ensuring quality service delivery.

The carpet cleaning technician will be responsible for carrying out specialist carpet cleaning services using professional equipment and safe cleaning products.

The assistant will support daily operations, logistics, equipment preparation, and customer communication.

Organisational Chart



Key Milestones

- Month 1: Purchase equipment and launch the business
- Month 2: Begin marketing and secure first clients
- Month 3: Reach break-even point
- Month 6: Gain 10 regular clients and 2 cleaning company partnerships
- Year 1: Achieve stable monthly revenue of £5,000+
- Years 2–3: Hire additional staff and expand into a limited company.

Financial Plan (One Year)

Owner / Manager

Responsible for operations, client relationships, scheduling, and finance.

Estimated income: £2,000–£3,000 per month depending on business profit.

Carpet Cleaning Technician

Responsible for delivering carpet cleaning services.

Estimated salary: £14–£16 per hour (approximately £2,200 per month).

Assistant (Part-Time)

Responsible for supporting operations, logistics, and equipment handling.

Estimated salary: £12–£14 per hour (approximately £1,000–£1,200 per month).

Sources of Finance

Sources of Finance

The business will mainly be funded through personal savings.

Additional funding could come from:

- Family support
- Small business loans
- Government Start Up Loans

- Reinvested business profits

Start-up Costs

Item	Cost (£)
Carpet Machine	1,000
Vacuum	150
Chemicals	150
Equipment	100
Marketing	100
Fuel	300
Total	1,800

Monthly Costs

Expense	Cost (£)
Technician Salary	2,200
Assistant Salary	1,100
Fuel	250
Supplies	100
Maintenance	50
Phone	30
Total	3,730

Cash Flow Forecast

Cash Flow Forecast		
Income (£)	Expenses (£)	Profit (£)

5,280	3,730	1,550
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Sales Forecast

Sales Forecast (Monthly)		
Jobs per Week	Average Price (£)	Monthly Revenue (£)
6	220	5,280

Cost of Production Forecast

The estimated direct cost of delivering one average carpet cleaning job is approximately £70–£90.

This includes:

- Cleaning chemicals
- Fuel and transport
- Equipment maintenance
- Labour costs
- Protective equipment

With an average job price of £220, the business can achieve a healthy profit margin on each completed service.

Break Even Analysis

The business is expected to break even within 2–3 months.

Based on monthly costs of £3,730 and an average job value of £220, Elite Carpet Solutions would need approximately 17 jobs per month to cover all expenses and begin generating profit

Operations and Management Plan

Production of Good and Service

Elite Carpet Solutions does not manufacture physical goods. Instead, the business provides professional carpet cleaning services directly at client locations.

The service process includes:

1. Initial client contact and booking
2. Inspection of the carpet condition
3. Deep cleaning and stain treatment
4. Drying and final inspection
5. Customer feedback and follow-up

This process helps ensure high-quality service and customer satisfaction.

Technology Plan

Services will be delivered on-site at client locations using professional carpet cleaning equipment.

Work will mainly be scheduled during evenings and weekends to avoid disrupting client activities.

Technology Used

- Carpet cleaning machine
- Commercial vacuum cleaner

- Vehicle
- Mobile phone
- Invoicing and scheduling software

Human Resource Plan

The business will initially operate with one person and gradually expand to a team of three as demand increases.

Expansion Plan

- Expand services across more areas of London
- Hire additional staff
- Invest in more equipment
- Secure long-term commercial contracts
- Expand into a limited company in the future

Reference List

- British Cleaning Council (2023) *The Cleaning Industry in the UK*.
- Federation of Small Businesses (2022) *UK Small Business Statistics*.
- Health and Safety Executive (2023) *COSHH Regulations*.
- Office for National Statistics (2023) *UK Service Sector Data*.
- UK Government (2024) *Set up as a Sole Trader*.

Appendices:

Appendix A: Equipment List

- Professional carpet cleaning machine
- Commercial vacuum cleaner
- Cleaning chemicals
- Brushes and stain removal tools
- Buckets and spray bottles
- Protective gloves and masks
- Uniforms and PPE

Appendix B: Example Service Prices

Service Type	Estimated Price (£)
Small Office Carpet Cleaning	120–180
Medium Office Carpet Cleaning	200–350
Large Commercial Carpet Cleaning	400–700+
Stain Removal Service	50–100
Odour Removal Service	50–120

Appendix C: Example Health and Safety Documents

The business may require the following documents:

- COSHH Risk Assessment
- Public Liability Insurance Certificate
- Employer's Liability Insurance Certificate
- Equipment Maintenance Log
- PPE Checklist
- Accident Report Form

Appendix C: Example Marketing Materials

Marketing methods that may be used include:

- Business cards
- Flyers
- LinkedIn business page
- Google Business profile
- Facebook and Instagram posts
- Before-and-after photos of completed jobs
- Email templates for contacting businesses