Prifysgol Cymru
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Managing Enterprise in the 21st Century

SPARKLING
CLEANING
CLEAN SPACE, BETTER PLACE

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Executive Summary

Sparkling Cleaning is a new cleaning company based in Kent provides residential and commercial cleaning services. The company focuses on reliable, affordable and high-quality cleaning using trained staff, flexible booking and environmentally friendly products. Target customers include families, professionals, landlords, estate agents and small businesses.

Business Concept

Sparkling Cleaning was established to provide reliable, professional and affordable cleaning services for both residential and commercial customers across Kent. The business recognises that many people have busy lifestyles and often do not have enough time to maintain their homes or workplaces to a high standard. By offering flexible appointments, competitive prices and personalised cleaning services, the company aims to meet the different needs of each customer. The business is committed to building a strong reputation based on trust, quality and customer satisfaction. Every cleaning service will be carried out by trained and reliable staff using professional equipment and environmentally friendly cleaning products wherever possible. Sparkling Cleaning believes that excellent customer service is just as important as delivering high-quality cleaning results. By encouraging repeat business and positive recommendations, the company intends to develop long-term relationships with its customers and establish itself as a trusted cleaning provider within the local community.

Business Description

Sparkling Cleaning will operate as a private limited company (Ltd) based in Kent, providing residential and commercial cleaning services. The business will initially focus on local customers before gradually expanding into neighbouring towns as demand increases. Customers will be able to make bookings through the company website, social media platforms and by telephone. Services will include regular home cleaning, deep cleaning, office cleaning, carpet cleaning, end-of-tenancy cleaning and specialist cleaning. To ensure consistent service quality, the business will use modern equipment, environmentally friendly products and standard operating procedures.

Product Description

Sparkling Cleaning provides professional residential and commercial cleaning services across Kent. The company offers reliable, affordable and high-quality cleaning using trained staff, professional equipment and environmentally friendly products. Flexible appointments and personalised cleaning plans ensure services meet customers' individual requirements.

Business Objectives (SMART Objectives)

SMART objectives provide a framework for measuring the success of Sparkling Cleaning during its first year of operation. They help monitor business performance, customer growth, service quality and financial stability while supporting informed business decisions.

Short-Term Objectives (less than a year)

Focus on successfully launching Sparkling Cleaning and establishing a strong presence in the local market during the first year. These objectives will help build a loyal customer base, develop an effective online presence and create a solid operational foundation. See Appendix A.

Long-Term Objectives (More than a year)

Sparkling Cleaning is to expand the business by increasing the number of regular customers and introducing additional cleaning services. As demand grows, the company plans to recruit additional staff while maintaining high customer satisfaction and profitability.

Market Analysis and Marketing Plan

Demand for professional cleaning services continues to grow across the UK as households and businesses increasingly outsource cleaning tasks. Sparkling Cleaning will provide reliable, affordable and flexible services for residential and commercial customers across Kent. The business will compete through excellent customer service, trained staff, environmentally friendly products and convenient

booking via its website, telephone and social media. Competitive pricing and positive customer reviews will support customer growth and repeat business.

Market Analysis (Competitors, Customers, Target Groups)

Competition

The cleaning market in Kent is highly competitive, with many local companies offering similar services. Sparkling Cleaning will compete through competitive pricing, flexible booking and high-quality customer service to build long-term customer relationships.

Customer Target Groups

Sparkling Cleaning will target families, working professionals, landlords and small businesses across Kent. These customers require affordable cleaning services tailored to their individual needs.

Marketing Strategy

Marketing activities will focus on the company website, social media, local advertising and customer referrals. A detailed Marketing Mix (4Ps) is presented in Appendix B.

PESTEL Analysis

The business operates in a competitive market where political, economic, social, technological, environmental and legal changes can affect business performance. Understanding these factors supports informed decision-making, effective planning and sustainable growth. A detailed PESTEL analysis is presented in Appendix C.

SWOT Analysis

A SWOT analysis evaluates the internal strengths and weaknesses of a business together with the external opportunities and threats that may influence its performance. For Sparkling Cleaning, this analysis helps identify competitive advantages, recognise areas that require improvement and prepare for future challenges. Before developing the business plan, the owner carefully observed the

local cleaning market and analysed how similar companies operate. This helped identify customer needs, understand industry standards and develop a business that focuses on reliability, quality and customer satisfaction. The owner and the cleaning team are committed to working hard, continuously improving their services and building a successful business for the future. Understanding these factors supports effective decision-making, reduces business risks and contributes to long-term business success. The SWOT analysis is presented in Appendix D.

Marketing Mix (4Ps)

The Marketing Mix (4Ps) outlines how Sparkling Cleaning will position its services in the market. By carefully considering the product, pricing, place and promotion strategies, the business aims to attract its target customers, remain competitive and build a strong reputation within the local community. The Marketing Mix (4Ps) is presented in Appendix E.

Management Team

The business will be managed by the owner, who will be responsible for daily operations, marketing, finance, customer service and quality control. During the first year, the owner will be supported by two cleaners to ensure that all services are delivered efficiently and meet customer expectations. As the business grows, additional staff may be recruited to meet increasing demand.

Management Team and Their Background

The owner has strong organisational, communication and customer service skills, supported by previous experience in retail and team supervision. These skills will help maintain high service standards, build positive relationships with customers and ensure the smooth day-to-day operation of the business. The owner is also developing business knowledge through university studies, which will support effective planning, marketing and financial decision-making. The organisational chart is provided in Appendix F.

Key Milestones

Key milestones provide a clear timeline for the first year of Sparkling Cleaning's operations. They identify the most important business objectives, expected financial commitments and measurable performance targets. Regular monitoring of these milestones will help ensure that the business remains on schedule and achieves sustainable growth. The detailed Table is presented in Appendix G.

Financial Plan (One Year)

The financial plan outlines the expected income, operating costs and profitability of Sparkling Cleaning during its first year of operation. Financial forecasts have been prepared using realistic assumptions based on local market conditions, expected customer demand and estimated operating expenses. Detailed financial forecasts are presented in the Appendices.

Sources of Finance

The business will be financed through the owner's personal savings together with a small business loan. These funds will cover business registration, equipment, insurance, marketing activities and the initial operating expenses required during the first year. Detailed financial forecasts are presented in Appendices H-K.

Operations and Management Plan

The business will operate through an online booking system and telephone enquiries. Daily schedules will be organised by the owner to ensure efficient service delivery. All staff will follow health and safety procedures and use professional cleaning equipment. Regular quality checks and customer feedback will help maintain high service standards.

Production of Goods and Services

Cleaning service will be provided by trained staff using professional equipment and environmentally friendly cleaning products. Services will be delivered according to customer requirements and scheduled appointments.

Technology Plan

Sparkling Cleaning will use a professional website, an online booking system and accounting software to manage appointments, invoices and customer records. Social

media platforms will support marketing activities and communication with customers. These technologies will improve efficiency and customer satisfaction.

Human Resource Plan

Employees will receive induction training, health and safety training and ongoing performance reviews. Regular feedback and additional training will help maintain service quality and encourage professional development. As the business grows, additional cleaners will be recruited according to customer demand.

Expansion Plan

During the first year, the business aims to build a strong customer base throughout Kent. Future expansion will include additional commercial contracts, recruitment of extra staff and investment in new cleaning equipment. The long-term objective is to increase market share while maintaining high customer satisfaction.

Conclusion

This business plan demonstrates that Sparkling Cleaning has the potential to become a successful and sustainable cleaning business in Kent. Through competitive pricing, professional service, effective marketing and careful financial planning, the company aims to achieve steady growth during its first year of operation. Regular monitoring of business performance and customer feedback will support continuous improvement and long-term success.

Reference List

- Kotler, P. and Armstrong, G. (2021) Principles of Marketing. Pearson.
- Health and Safety Executive (2025) Health and Safety at Work Guidance.
- Office for National Statistics (2025) UK Business Statistics.
- British Cleaning Council (2024) The Cleaning Industry Overview.

Appendices:

Appendix A – Short-Term Objectives	
Short-Term Objective	**Target Timeframe**
Register the business as a private limited company (Ltd).	Month 1
Launch a professional website and social media pages.	Months 1–2
Purchase cleaning equipment, products and uniforms.	Month 2
Obtain business insurance and any necessary licences.	Month 2
Gain the first 50 regular residential and commercial customers.	Within 12 months

Appendix B – Market Analysis		
Comparison Criteria	**Sparkling Cleaning**	**Local Competitors**
Average Price per Hour	£18–22	£20–30
Online Booking	Available	Limited or unavailable
Eco-friendly Products	Yes	Available in some companies
Service Availability	7 days a week	Usually weekdays
Customer Satisfaction Target	90%+	Not always specified
Special Offers	Introductory discounts and referral rewards	Occasional promotions
Response Time	Within 24 hours	24–72 hours

Appendix C – PESTEL Analysis			
PESTEL Factor	**Impact on Sparkling Cleaning**	**Estimated Cost / Financial Impact**	**Business Response**
Political	Changes in UK employment regulations and minimum wage.	£250–£500 per year	Monitor legislation and update company policies regularly.
Economic	Inflation, fuel prices and increasing supply costs.	Operating costs increase by 8–10% annually	Review service prices annually and negotiate supplier contracts.
Social	Growing demand for residential and commercial cleaning services.	Potential customer growth of 10–15%	Target busy families, working professionals, landlords and elderly customers.
Technological	Investment in an online booking system and digital marketing.	£500 setup + £20/month	Develop a professional website, online booking system and social media marketing.
Environmental	Use of eco-friendly cleaning products and sustainable practices.	Additional £60–£100/month	Promote environmentally friendly services and reduce chemical waste.
Legal	Public liability insurance, GDPR and Health & Safety compliance.	£400–£700 per year	Maintain insurance, staff training and full legal compliance.

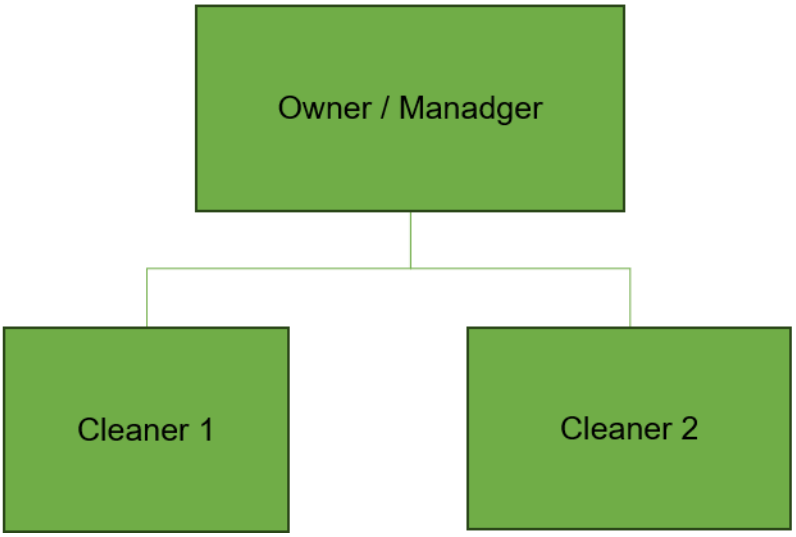
Appendix E – Marketing Mix (4Ps)

Element	Strategy	Estimated Cost / Value	Expected Business Impact
Product	Residential, commercial and end-of-tenancy cleaning using eco-friendly products	Service prices from £25–£180	Customer satisfaction target 90%+
Price	Competitive pricing with transparent quotations and repeat-customer discounts	Average booking £65–£120; referral discount 10%	Increase repeat bookings by 20%
Place	Services across Kent with online and telephone booking	Travel cost approx. £50–£100/month	Coverage across key towns in Kent
Promotion	Website, Google Business Profile, Facebook and referrals	Marketing budget £150–£250/month	Increase enquiries by 15–20%

Appendix D – SWOT Analysis

Strengths	Weaknesses
High-quality service (customer satisfaction target 90%+)	New business with no established reputation
Flexible booking (7 days/week, response within 24 hours)	Limited marketing budget (£150–£250/month)
Eco-friendly products reduce chemical use by approx. 30%	Small team (Owner + 2 cleaners) limits daily capacity
Low start-up costs (approximately £3,500–£5,000)	Cash flow may fluctuate by 10–15% during the first year
Opportunities	**Threats**
Growing demand for cleaning services (5–8% annual market growth)	Rising operating costs (8–10% annually)
Commercial cleaning contracts worth £500–£2,000/month	Increases in National Minimum Wage may raise staffing costs
Online marketing could increase enquiries by 15–20%	Strong competition from established local companies
Referral programme may increase repeat bookings by 20%	Fuel price increases could add £50–£100/month to travel costs

Appendix F Organisational Chart



Appendix G – Key Milestones

Timeframe	Business Milestone	Estimated Cost / Investment	Success Indicator (KPI)
Month 1	Register the business, purchase insurance and licences	£850	Business legally registered
Month 2	Launch website and social media marketing	£650	Website live and first 10 enquiries
Month 3	Purchase professional equipment and uniforms	£1,400	Equipment ready for operations
Month 4–6	Secure residential and commercial contracts	£200/month marketing	30 regular customers
Month 6	Achieve monthly sales of approximately £3,500	Within operating budget	Customer satisfaction 90%+
Month 9	Expand referral programme and local advertising	£300	Repeat customers increase by 20%
End of Year 1	Employ an additional cleaner and reach profitability	Recruitment £500	Annual revenue £45,000–£50,000

Appendix H – Sales Forecast

Month	Expected Jobs	Average Price	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**

Appendix I – Cost Forecast

Expense	Monthly Cost	Annual Cost
Cleaning supplies	£180	£2,160
Fuel	£120	£1,440
Insurance	£60	£720
Marketing	£200	£2,400
Equipment	One-off £1,500	£1,500
Uniforms	One-off £350	£350
Business software	£20	£240
Total	**£580/month**	**£8,810**

Appendix J – Cash Flow Forecast

Item	Amount
Total Revenue	£48,480
Operating Costs	£8,810
Staff Costs	£24,000
Marketing	£2,400
Net Cash Flow	**£13,270**

Appendix K – Break-even Analysis

Item	Value
Average Price per Job	£80
Average Variable Cost	£22
Contribution per Job	£58
Annual Fixed Costs	£8,810
Break-even Point	**152 jobs**