

Sparkle London

CLEANING SERVICES LTD

Eco-Friendly Residential & Commercial Cleaning Services

Enterprise and Entrepreneurship (LCLM4006)

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Business Overview

Business Idea

Eco-friendly residential and commercial cleaning company serving customers across London.

Target Customers

Busy professionals, families, landlords, estate agents, Airbnb hosts and small businesses.

Legal Structure

Private Limited Company (Ltd) to support credibility, limited liability and future growth.

- Residential & office cleaning
- ☐ End of tenancy & Airbnb cleaning
- Deep & after-builders cleaning
- Eco-friendly products
- Transparent pricing & online booking

Market Opportunity

Customer segment	Need	Sparkle London response
Busy professionals	Limited time	Regular scheduled cleaning
Landlords / agents	Tenant changeovers	End-of-tenancy service
Airbnb hosts	Fast turnaround	Flexible short-notice cleaning
Small businesses	Clean workplace	Recurring office contracts

Key implication

The strongest opportunity is to combine convenience, trust and sustainability rather than competing only on price.

Management Structure & Legal Format

Director / Owner

Strategy • Finance • Marketing •
Customer relationships

Cleaning Supervisor

Scheduling • Training • Quality
control

Professional Cleaners

Residential • Commercial •
Customer service

PESTEL Analysis

Factor	External issue	Business response
Social	Busy lifestyles and demand for convenience	Flexible recurring cleaning and trusted staff
Technological	Customers expect digital convenience and reviews	Online booking, digital payments and Google reviews
Environmental	Growing interest in sustainable services	Biodegradable products, refillable bottles and reusable cloths

Marketing Strategy

Strategy	Channels / actions	Purpose
Digital marketing	Website, Google Business Profile, Instagram, Facebook, local ads	Generate enquiries and build credibility
Referral programme	Customer discounts, recommendations, repeat-booking incentives	Lower acquisition cost and increase loyalty

Content

Before-and-after results
Customer testimonials
Eco-friendly messaging

Conversion

Easy quote
Online booking
Quick response

Retention

Reliable service
Same cleaner whenever possible
Referral rewards

Funding Requirements & Allocation

Expense category	Purpose	Cost (£)
Cleaning equipment	Professional tools and machines	1,500
Eco-friendly products	Initial cleaning stock	700
Website development	Booking and online presence	800
Marketing	Launch advertising and promotion	900
Insurance	Initial business cover	600
Company registration	Ltd registration	100
Office equipment	Laptop and administration	1,400
TOTAL	Start-up requirement	6,000

Personal Savings
£3,500

Small Business Loan
£2,500

Funding Mix
58% owner funds
42% loan

Revenue Model

Revenue stream	Examples	Income pattern
Recurring residential	Weekly / fortnightly domestic cleaning	Predictable recurring
Recurring commercial	Regular office contracts	Predictable recurring
Property turnaround	Airbnb / end-of-tenancy cleaning	Higher-value variable
Specialist one-off	Deep / after-builders cleaning	Higher-value variable
Add-on services	Laundry and ironing	Incremental revenue
Growth strategy		

Use one-off jobs to win trust, then convert suitable customers into weekly, fortnightly or contract clients.

Financial Outlook

Financial priority	Approach
Revenue growth	Increase repeat domestic and office contracts
Cost control	Monitor labour, transport, products and marketing
Cash discipline	Keep a working buffer and avoid unnecessary fixed costs
Reinvestment	Use early surplus for marketing, equipment and capacity
Target	Reach break-even within the first year of trading

Start-up Capital
£6,000

Owner Funding
£3,500

Loan
£2,500

Conclusion

Investment strength	Evidence from the plan
Clear customer need	Residential, rental, Airbnb and office demand
Differentiated proposition	Eco-friendly, reliable and transparent service
Scalable model	Simple management structure and repeat contracts
Practical marketing	Digital acquisition plus referrals
Lean funding requirement	£6,000 initial capital
Responsible growth	Break-even target within year one

Thank You for Your Attention

**Sparkle London Cleaning
Services Ltd**

