

BUSINESS MASTER PLAN

2022-2023

Module: Managing Enterprise in the 21 Century (BMSW400)



PVST CLEANING SERVICES
KEEP IT AS NEW

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Corporate Overview

The company PSVT Is a cleaning company and through this business plan, you can find the history and the future of the company, understand the value that the company was built on and how we improved our materials and services, the financial situation of the company and what are the expectation to improve in the future, also you would find how the company did face the terrible situation of almost bankrupt. You have detailed of all the services we offer, and you can find a detail section where we explain that this company that is made not only for make money, but we are looking forward to helping other people to improve their live, not only financial but emotionally.

Through the almost 3 years that the company has we have created a list of loyal costumer and long list of satisfied costumers. After all this the company is happy to deliver a very good service and be honorable

Business History

PVST Cleaning Services (PVST) is a Partnership company that was founded by four people (Sindi, Sojib, Pranchesco). The business was founded in 2020 and. It was a result of the overdemand of cleaning services after the difficult moment that the world was going through because of the COVID-19. We saw an opportunity to create a company that will help to remove the virus at workplace. As a result we created a company where we offered to disinfect the workplace. Eventually the virus became stronger, and the people were forced to stay at home, and everyone went to a stage of quarantine. As a consequence of the quarantine the offices were empty so, the company began to see negative numbers in our books, and we couldn't expand the company. In the middle of 2021, thankfully the world starts to reopen, and the people slowly start to get back to work and everyone was a little extra careful and try to make sure that is safe. During the quarantine the company started to go down and we were almost at the border of the bankrupt. But the reopening of everything helped us to wake up again. The virus creates a fear on people, so once everything was getting back to normal, all the company was looking for deep cleaning and disinfecting their offices in order to make sure that everyone is as safe as possible. And we had a strong demand, and we were able to manage it, eventually we became strong financially and we expanded the business around the UK.

Description

The company is proud to be a reliable company with strong values of honesty and hard work, and we are one of the best cleaning companies not only because our services are very efficient, but the main concept of the company is not only to have a lot of customers, our focus on the business quality of the services we offer, because the company believes that the image of the company is a big factor in order to move forward and expand the business. Also, we are competing with other companies with more experience in the industry, so we are having very competitive rates and we are making sure that everything you paid you can see in the result.

As a business's entrepreneurs, we are very ambitious and after we rebuilt the company, we decided to expand our services for more general cleaning services, for example:

- Standard House Cleaning
- Office cleaning Services
- Windows Cleaning
- Deep Cleaning Carpet Cleaning

Now we have a strong position in the cleaning industry we'll look to expand us around Europe and making sure to create a strong image around the industry and having a loyal list of customers.

Aims and Objective

We have achieved a lot as a business through these years, we were able to survive the covid experience and manage to adapt to the situation, once we are structurally strong, we are now looking to move forward and generate more opportunities for the business to grow. A cleaning company's objectives are frequently included in a business plan not only to provide direction towards fulfilling its goals, but also to show the investors, the company's ambitions. PVST (Cleaning services) can develop its objectives by deciding its ultimate goals and identifying a series of targets that must be met in order to attain them. PVST objectives have included a statement about the company's principal goal and the time frame for achieving it. Just like it was stated in the presentation, our goal is to become one of the most well-known organizations in the cleaning sector through the entire UK, with the eventual goal to expanding the business globally. We strive to deliver the best cleaning service and ensure that all our customers are satisfied with our work. We are

working hard to establish a solid corporate foundation. Aside from the obvious environmental benefits of implementing an eco-friendly cleaning regimen.

Sustainable services can give a variety of other benefits to our organization, such as lower spending, improved employee welfare, and increased brand value. These objectives will provide some helpful suggestions in increasing the sustainability of our cleaning services systems. It is widely acknowledged that carrying goods and services has a significant impact on an organization's carbon footprint. Several variables, such as where your items are sourced, amount per box, and product concentrations, can be addressed to reduce your transportation requirements.

It is critical that we select goods that are intended for both sustainability and safety. Make certain that we collaborate with suppliers who manage their manufacturing impacts properly. We will strive to choose more concentrated items because we will require less product each use.

Using novel chemical-free cleaning materials, such as microfiber technology clothing, can assist lessen the health impact on cleaning service personnel as well as other building occupants. Make sure to service our cleaning equipment on a regular basis, especially key elements like dosing pumps for automated machines, to ensure the correct amounts of materials are administered. We will educate our personnel on how to lessen their environmental impact by providing environmental awareness training. We will also verify that all employees adhere to the same set of processes to maximize work efficiency. Ensure that our employees are appropriately taught to use as little electricity as possible when doing cleaning activities, and that electrical resources are only used when truly necessary and cost-effective. If possible, we should aim to conduct our cleaning services during the day so that the heating and lighting can be turned off overnight. It is critical that we endeavor to lower your overall energy use to protect the world's natural resources, reduce emissions, and reduce pollution. We shall employ environmentally friendly materials, reducing the influence on river and marine water pollution. Non-biodegradable chemicals take a long time to degrade, which can affect wildlife and eventually enter the human food chain. We will also try to obtain recyclable products with zero waste-to-landfill. With these essential goals in mind, transitioning our organization's cleaning services to a more sustainable method does not have to be a difficult or time-consuming operation. As a starting point, we will use these points to lead our transition to a more sustainable cleaning schedule, reaping the benefits in the long run

Services Description

As a cleaning company we have develop new services and now we have long list of services that we offer such as:

House Cleaning

Not to be confused with Housekeepers or janitors, residential cleaning services work strictly within residential areas. The cleaners are responsible cleaning the home and require sound knowledge of chemicals and methods in house cleaning.

The cleaner in the house cleaning sector is on charge on some responsibilities:

- Dusting, sweeping, mopping, and washing floors, toilets, showers, tubs, driveways, windows and counters.
- Vacuuming carpets, upholstery, and any other dusty surface.
- Cleaning all surfaces in the kitchen and bathroom.
- Making beds and fluffing pillows.
- Folding clean Laundry
- Scrubbing and sanitizing all relevant surfaces.

Office Cleaning services

A clean office presents a welcoming, positive and professional first impression to your clients from the outset. Creating a clean and healthier environment for your staff result in less sickness and boost overall morale and productivity

- Responsible for all basic cleaning in and around residences or office buildings.
- Clean floors and rooms, including dust mopping, damp mopping, sweeping, vacuuming, dusting, picking up larger objects off the floor, and spot cleaning glass windows.
- Clean restrooms, including restocking dispenser, emptying trash, cleaning and sanitizing fixtures, cleaning mirrors, spot cleaning partition doors and walls, sweeping and mopping tile floors, and cleaning toilets and urinals.
- Empties trash and replaces liners.
- Sets up, stocks, and maintains cleaning equipment and supplies.
- Monitors and maintains sanitation and organization of assigned areas.
- Transport dirty linens to correct areas to be cleaned and restocks areas with the clean linens.
- Perform additional duties as needed.

Window cleaning Services

To be successful as a window cleaning cleaner, you should be knowledgeable of health and safety regulations and have a good sense of balance. Ultimately, an outstanding window cleaning technician should be able to safely operate lift equipment as well as demonstrate excellent communication and problem-solving skills. Responsibilities:

- Removing dirt and from windows and glass surfaces using a non-abrasive glass cleaning solution, water, and rubber squeegee blades.
- Determining whether window glass is clear. Reflective, or tinted, and adapting window cleaning techniques accordingly.
- Using toweling cloths to remove excess water and moisture from windowsills.
- Ensuring that all window cleaning and lift equipment are in good working order
- Ensuring that the company vehicle is adequately always stocked with window cleaning supplies.

Deep Cleaning

Deep cleaning is a thorough cleaning that eliminates visible dirt, bacteria, and germs. The method emphasizes commonly touched surfaces and accessible area. But it should also involve cleaning less often used areas like a bookcase.

Home deep cleaning services are usually a two-step process. First, those who are cleaning should physically clean surfaces. Then they will use disinfection chemicals to destroy microorganisms. House cleaning is required before disinfection because organic matter and grime can limit the effectiveness of disinfectants.

Carpet cleaning

We deliver a deep cleaning services and work with the best quality materials and last technology in order to deliver the best service possible. The cleaner has some responsibilities:

- Meeting with clients to discuss their needs.
- Assessing the state of the floors and carpets that need to be cleaned.
- Applying stain and pre-cleaning treatments to the carpets and floors.
- Carefully removing furniture to access all areas that new to be cleaned.
- Cleaning carpets and floors using machine and hand washing techniques.
- Drying carpets using drying machines.
- Resetting the furniture.

PESTLE analysis

PESTLE analysis is a marketing analysis where each company practice or examine their business to determine their new company or product, it's a method used to understand the nature of their business structure. PESTLE analysis is also determined to understand the environment of a company, including how they operate, in which they find different methods to operate in different sections. (CIPD, 2021)

Each letter of the word PESTLE stands for a specific word, with P standing for political, E for economic, S for social, T for technological, L for legal and E for environmental. All those words have important meanings and functions to prevent and solve the companies' weakness. (CIPD, 2021)

We have created a cleaning company which was made by three of us, on our group presentation. Each of us explained how our company will work and how we will monitor it in the field. We talked and showed how our cleaning company will work and how we will operate it in the market. We also talked what is our aim and what kind of cleaning service we will offer. I will summaries my part of the presentation regarding our company.

POLITICAL

The word "political" refers to what is the current political situation of the country and how it will affect the company. Currently, there is an ongoing war between Russia and Ukraine, which has impacted the global economy. In fact, we are facing and will face more issues in the business sector due to the war, such as sanctions imposed on direct supply chains, which caused increased prices for raw materials, energy supply, several produces and their transport, because of which we are facing delays of primary material for many companies. (Glanz and Schmeltzer, 2022)

Due to the war currently, we are also in a situation of continuous inflation and high interest rates, which means extra expenses for companies and employers. (OECD, 2022)

Additionally, with the introduction of BREXIT, now employees need to provide further documentations and employers need to follow new rules made by the country to recruit workers.

Recently the queen died, and her son is now king. Many people are not happy with this change in the monarchy, and many people are also now against it. This type of political change also can have an impact on the business sector.

ECONOMIC

COVID-19 has impacted the economic situation of every country. Since we have faced COVID-19, the situation of the country became worst especially for the business sectors, both the employees and employers. The recession because of COVID-19, caused a decrease in GDP by 9.7% in 2020, which is the biggest decline after 1948. (Keep and Harari, 2021).

The classical way of working by going in the office/workplace has changed because many companies couldn't send their workers to the office/workplace and losing their business revenue, in fact many companies had to cut or suspend their employees, and some had to close also, such retail shops and restaurants. In fact, during COVID-19 the unemployment rate increased a lot. From 4.0% to 5.2%. On the other hand, some companies started "working from home", which is still used for some jobs. In fact, with time, the employment rate has increased a little bit but remain low (Keep and Harari, 2021).

After COVID-19 people are more caring about sanitizing, cleaning and be safe. This change in the awareness of cleaning in people can be very useful for cleaning companies like us.

SOCIAL

With the 21st century our planet changed dramatically especially on the business sector and the way we approach it. Not only the business sector but also our lifestyle, new study areas new ideas, policies, marketing strategies, which led to extraordinary inventions, such as the building of planes, helicopters, trains, underground trains, which made travel easier. With these new discoveries people from different parts of the world are more connected and can exchange their different ideas of business, marketing, share good and bad points of an organization. In fact, many companies have headquarters in different countries. I think socializing is very important part of running a business, it helps to understand the business market and gives opportunity to listen and work on different idea from employees.

Also, with these improvements many cultural barriers have decreased. London is already a city with many culture that live together and is a perfect example of how different cultures and idea impact well the business sector.

TECNOLOGICAL

The introduction of internet in 1983 has dramatically impacted the technological advancement, at that moment internet was not used widely or accessible to many people because initially internet was expensive and was not available and accessible everywhere, but with time it started to become affordable and available to general public also.

Since then, technology has changed our lifestyle immensely, making any task easy and fast, and connecting people from all around the world. Internet is now essential for everything, from education, to healthcare, to the government, to run a business.

Other than internet, also many improvements in technology, like phones, computers, tv, planes and many more have helped a lot of businesses. Improvement in the technologies used for cleaning equipment, like hoover that show bacteria on the floor, or cleaning and drying sofa, and many more, have helped cleaning companies like ours.

LEGAL

When joining an organization or company the first thing is that is checked is the legal status of the workers, including the background, their nationality, work permit, residency and criminal record.

Apart from the workers even the company must take care of its paperwork. Companies must follow laws of the country they operate in and follow law provided by country for the workers. Other than the law imposed by the country, each company has its own policies which the workers must follow.

Health and safety are also a very important part of legality of a company. The company must make sure that the workers know about health and safety and follow the rules, but also the company must follow rules for the health and safety of the workers.

Consumer safety is important, the company must give the customer proper information about the products we use (GOV.UK, 2022). Our company also make sure we use and buy products that are not harmful to our workers and customer, we also teach our workers how to deal with some products that can be toxic or dangerous and what to do if there is some problems or damage. (GOV.UK, 2022).

ENVIRONMENTAL

For a company or business organization it is important to know the impact its products due to the environment. With so much pollution in the world, every company or organization must be careful and keep in mind if the products are safe for the environment and are not dangerous or toxic. Our company test our products, ingredient and make sure they are safe to use. (Unilever PLC, 2021)

Also, company need to make sure the environment workers are working is also safe and make sure there aren't any hazard. Our company follow environmental safety policy making sure to take care of the safety of the workers and customers or anyone in the surroundings.

Our company is a cleaning company, and we know that unfortunately we use some products that harmful to the environment. That's why are very careful of discarding our products and waste. Recycling is also important; such wasting less water and recycle the water by filtering it and using equipment that last long time.

SWOT analysis

SWOT analysis is a planning technique that helps to find the strengths, strengths, weaknesses, opportunities and threats of a company, project, organization. Like PESTLE, each letter of SWOT stands for a word. S stands for strength, W for weakness, O for opportunity, T for threats (CIPD, 2021).

This tool was created by Albert Humphrey in 1960-70s, and it is used to plan to understand a company's goals and abilities and match it which with the environment it works in (Schooley, 2022). It helps to find the positive and negative points of the company that will help or not help the company to reach its goals (CIPD, 2021). This analysis method helps to find the weaknesses and strengths, which helps to work effectively in the parts of the company that need work. Other than internal strengths and weakness, SWOT analysis, also help find external factors, like opportunities and threats. SWOT analysis helps a company to be completely aware of all points important to be make a business decision, and it can also be used to decision-making generally (Schooley, 2022).

SWOT analysis has advantages like it's a quick method and a comprehensive management method. But is also need a lot of effort, especially teamwork, because it's not easy to understand the strengths and weakness of a company, but also to find the threats and opportunities (CIPD, 2021). People that are involved in SWOT analysis must be very honest and critical to do the analysis properly, and it's good to have more than one person doing the analysis, because you can get different opinions and points of views. (Schooley, 2022)

In our group presentation I spoke about SWOT ANALYSIS, where I mentioned the strengths and weaknesses of companies, opportunities and threats a company can face. I explained these four words and how these are use in a company or in a business. I also explained about our company how will face or solve problems using these four methods.

STRENGTHS

There are a lot of things our company do well compare to others, like receiving excellent customer satisfaction and feedback, giving good service. Our company is also well equipped, with all the new technologies used to excellent cleaning. We provide very good customer service not only with our very friendly staff with bookings, but also the workers that do the cleaning. Our staff are skilled in their jobs, they are nice and polite, because of which all our customer give us very high ratings and very feedback. We also have staff with very good knowledge of market, which helps to manage better the financial resources and invest better.

WEAKNESSES

Our company unfortunately has some resources limitations. We need to use some advances technology, equipment and techniques to waste less water and filter the dirty water.

Also, our company is a small company now, we don't have too many staff. Also, our company does not reach to many people.

OPPORTUNITIES

Our company can increase publicity and marketing by using social media and reach more people and increase in business. Also, the excellent feedback from previous customers and attract more people.

Because this cleaning services are new and there are few cleaning companies, we have few competitors in this field. Also, that we less competition because of our very good service.

THREATS

However, because this is field is becoming more popular, there is the threat of emerging competitors. Now there is the risk that more cleaning companies will also open. Also, there is the risk that some new companies have more money and budget and can afford latest technologies and attract more customers. This means slowly customers will move companies that provide more latest services.

Finding threats and pairing with the weakness of the company can be very useful to understand the most important problems of the company and what problems can come. So, you can work on the weakness also to prevent threats (Schooley, 2022).

Marketing trends and strategy

Social Media Marketing

We may use social media marketing to advertise themselves on sites like Facebook, Instagram, and Twitter. In addition to providing sponsored advertisements that entice new individuals to visit our social media pages or otherwise interact their brand, the objective is to create online communities around their enterprises. Not only we will create online advertising, but we will hire some celebrity to promote our business in their pages, with the purpose to expand the image.

Budget for marketing expenses

In order to have a sustainable marketing campaign we need have enough money to pay the publicity, we must create a book to manage the expenses. We must calculate a percentage of the profit. Of year to destinate for marketing publicity. But not only spend in publicity we will do a study and see if the marketing campaign is working or not.

Create and design a business card

As business we decided to create a business card that represent the image of our company. We must make sure that the type of card and the logo everything represent us, so the clients can identify us with the business cards. We will be going through company offering our services with cards in order to amplify our costumer list.

Reward Loyal costumer

In the business industry is very important how loyal are the costumers to your business, because once you have a loyal costumer you can trust the person is going to tell another person about you, so it creates a chain campaign.

We have decided to create deal or rewards for the costumer who have been with us for a certain time and for those who bring new people to our business, they will get discount and some services for free once a year.

Operations

We chose to start a cleaning service because we desire our customers to be happy with their homes. We really would like to ensure them sense at ease in their surroundings, which is why we strive to give them with the best and most economical services possible.

The first step in cleaning is to remove any loose debris or chemicals from the contaminated surface. Wiping with a disposable cloth, sweeping, or rinsing will suffice. The goal is to remove as much loose debris as possible before moving on to the next stage of cleaning.

The second stage of cleaning involves removing any contaminants, filth, grease, or debris that were not removed during the pre-cleaning stage. This requires the use of hot water and a detergent. You may be able to wipe away the loosened substances immediately using a suitable tool, such as a cloth or mop, or you may need to wait for the disinfectant to perform its work for a particular amount of contact time before doing so.

The third stage of cleaning is to remove all the loosened particles, filth, and debris, as well as the detergent from the second stage. We will do this with a clean, heated cloth, mop, squeegee, or similar tool.

The fourth stage of cleaning is disinfection, which kills bacteria and other microbes. For example, enough contact time can be achieved by utilizing heat or a chemical disinfection. Follow the manufacturer's directions for any products or equipment you use.

The fifth stage of cleaning is to use clean, hot water to eliminate any disinfectants from the previous stage. This step is not always necessary, depending on the disinfectant and the surface being cleaned. As indicated in the previous stage, follow the manufacturer's instructions, and seek additional assistance if necessary.

The sixth and last stage of cleaning is to dry the surface, which should be done as naturally as possible. We will use drying cloths, if necessary, but just once, especially in a commercial context. We will not air dry or reuse any moist drying cloths since bacteria could grow on them and provide a contamination risk.

These were the stages we go through when we start cleaning a house or office. We will provide cleaning indoors and outdoors, which that means we will not clean only the inside of a house but also garages and gardens. We will also vacuum carpets and floors as well as sweeping and mopping floors from high and low dust. Carpets are subjected to a great deal of wear and tear as a result of being tracked in dust, muck, and spills. Soils, dirt, food, and bacteria can all become firmly lodged in the body of the carpet. These soils are normally invisible, but they can damage the carpet pile and decrease its life.

Dusty windows sills and ledges will also be cleaned in every small detail. Window washing for your facility can be performed as an add-on to your usual janitorial services contract or as an independent, one-time service as part of our special cleaning services menu.

We have the greatest window washing equipment in the janitorial services market. We will be emptying rubbish from the garden, garage, or within the house, or from all three.

Door handles and light fixtures will be cleaned by our new antibacterial equipment which will make it easier for us and quicker for the customers to have a clean house. And lastly, we will be cleaning sinks, bathtubs and/or showers, we will be able to unblock them as well.

Technology Plan

Our main objective is to create profit and looking forward to upgrading our technology to deliver satisfying services. We will use QR codes in our business to make it easier for our employees to acquire cleaning checklists and schedules, and our customers will be able to scan the code and discover when and how an area was last cleaned. Janitorial management software may help us with so many things.

The correct software can assist us in providing on-site bids, tracking inventory, communicating with clients and our team, tracking employee hours, managing work orders, managing our calendar, doing inspections, and much more. Electrostatic sprayers will also aid us since they will allow us to disinfect big areas more equally, such as business buildings and homes. We will also use modern vacuum cleaners which in that case we will have satisfying results for our customers. It will help us as well because we will finish our tasks quickly which will save us a lot of time.

Cloth materials will be chosen carefully because we want better cleaning results. Improving the use of friendly environment cleaners are far better on hand surfaces. This is due to the compounds being less corrosive and cleaning gently without being harsh or harmful.

Chemical-based cleansers that are not biodegradable can be harsh and emit annoying smells and allergens. And lastly, we will try to find and use the best machines to clean carpets. Carpets are the dirtiest part of a house and office; they have thousands and thousands of bacteria's that need to be destroyed. Cleaning carpets is one of the most important parts of our job and we make sure to get it done nicely for our customers.

Social Responsibility and Sustainability

PVST Cleaning services is company who have very strong values of honesty and generosity, and our next important step looking in the future is to create a charity society where we helped people with disabilities who are not enabled to work and create a system where they can work and earn, their money, without a minimum of discrimination at your workplace.

For the moment have put our focus into expand the business around Europe and we are not able to create the charity society so we have decided to create an expense in our book, where a percentage of our income is going to be destinate for charity, we'll give the money for society which help people until we can be financially strong, and we can create our own society.

PVST Cleaning services is also a company who focus on helping the environment because we understand the importance of improve the world looking in the future. That's why our company had a big change in the product we use, now we are only using product eco-friendly and try to reduce the waste of materials as much as possible not only for economic purposes but for the environment

Development

As it was said before our main objective is create a strong base of business and create a strong image of our company, in order to achieve this, we want to develop a loyal list of costumers creating a trust company where people can feel capable of believe in the values of business.

Milestones

As business we care a lot of who is coming to work for us because based on the people who work-hard and their behavior the business is going to be represent good. We also want to give opportunity to people who can't work for a paper problem because we understand the difficulty that it could but for us is very important that the people who is going to deliver the services, they are capable to deliver the standards services of the company

Exit Plan

Once we create a strong image and have create base around the London, we will start to create a plan to expand the business around Europe, we will try slowly taking place in another country, firstly have a revision of all the legal requirements and eventually start to work and create a base in another country, of course we want to be very careful because it anything goes wrong we want to be stable to survive any situation.

Financial Data

The Profit and Loss report depicts our company's performance over a specific time. We have been running our business for one year, and this is the profit and loss for the year 2022. It displays the value of sales, direct expenses (including cost of sales), and overheads for the specified period. It also displays the gross and net profit or loss.

This year the total money of sales that our company had was **£50,000.00**. The Net Revenue was calculated the same cost as the sales that we had which is **£50,000.00** as well. The cost of goods sold (Less cost of sales) was calculated - **£8,500.00**, which leave as with a gross profit of **£41,500.00**.

An operating expense is a cost incurred by a company as a result of its routine business activities. Rent, equipment, inventory costs, marketing, payroll, insurance, step charges, and cash allocated for research and development are all examples of operating expenses. The cost was of operation expenses was - **£15,000.00**.

On a company's income statement, amortization and depreciation are non-cash expenses. Depreciation represents the cost of using capital assets on the balance sheet over time, whereas amortization represents the cost of utilizing intangible assets like goodwill over time. Which lead as with a cost of - **£4,700.00**. Net income is the money we bring home after taxes and deductions are deducted from our paycheck. Net income is the money left over after all business expenses have been paid. Our Net Income for the year 2022 was **£21,800.00**. Below you will see a chart of our Profit and Loss Account that I created so it is clear and simple to understand what I am trying to explain.

<u>For The Year Ended December 31, 2022</u>	
Sales	£50,000.00
Net Revenue	£50,000.00
Less Cost of Sales	- £8,500.00
Gross Profit	£41,500.00
Less Operative expenses	- £15,000.00
Less Interests, Taxes, Depreciation, Amortization	- £4,700.00
Net Income	£21,800.00

Company Expenses

Start equipment (Vacuum, carpet cleaning machine		£4,750
First Marketing Campaign		£500
Legal Process and Papers		£6,000
Hire an insurance		£375/per month

Clothes with the brand. details	£500
Startup inventory (chemicals, cloths, mops)	£2,500
Expenses for mobility (Van and petrol)	£6,000
Total investment requirements	£15,879.75

Balance Sheet

Assets	Amount
Cash	£25,000.00
Long Term Investment & Funds	£10,000.00
Petty cash	£30,000.00
Equipment	£4,500.00
Intangible Assets	£2,000.00
Other assets	£3,766.00
<u>Total Assets</u>	£75,266.00
LIABILITIES	
Current liabilities	£10,000.00
Long-term liabilities	£30,000.00
<u>Total Liabilities</u>	£40,000.00

Conclusion

PVST Cleaning services is a company with the objective of deliver the best cleaning services and have the best feedback possible from our costumers

Our objective as business is to expand around the UK and eventually in Europe looking to have a strong presence in every country we work.

Looking in the next year we want to keep up a good cashflow in the business and manage to improve the business net worth.

Next year we predict to profit will raise by £20,000 and increase the number of contracts by 200.

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Presentation Slides

PVST CLEANING SERVICES

Pranchesco Jordan (2131033)

Sindi Shukulli (2129224)

Sojib Amin (2129217)

Lecture:



INTRODUCTION

- Pyst cleaning services is a company that was create with the purpose to offer cleaning service indoor and outdoor.
- We provide a reliable and efficient service at competitive rates.
- Our cleaning services will provide you with a professional services.
- Some of the main services that we offer are:
 - Commercial cleaning
 - Residential cleaning
 - Carpet Cleaning
 - Windows cleaning
 - Deep site cleaning





BUSINESS BACKGROUND

- Our business was created in 2020 and it was created by 3 people in order to deliver a cleaning services to different clients.
- The company has suffered a lot to create a strong base.
- Our main motivation is to create a strong list of loyal customer.
- The main values of our company is honesty and hard work.



LEGAL REQUIREMENTS

ISO 45001.- Health & safety. Many cleaning companies work on premises that are not under their direct control. This makes it vital that they have a robust health and safety management system in place to protect employees and contractors working off site.

ISO 900-Quality .- is another great standard for cleaning companies because it demonstrates you have a competent team and value your clients' needs. This can help you win new business and retain existing business. Its simple 'plan-do-check-act process will also help you drive continual improvements and reduce costs.

ISO 14001.- Environment.- Demonstrates your commitment to protecting the environment. It will help you evaluate the environmental effect of all your products and activities. As well as helping you reduce waste, save money and comply with environmental regulations, it will also support continual improvements in your business performance.





AIMS AND OBJECTIVES

- Our **Aim** is to be one of the most known companies in the Cleaning industry around the UK, Eventually we have a future vision to expand the business around the world. We want to provide the best cleaning service and make sure all our costumer are satisfied with our services. We are focusing in create strong business base.

OBJECTIVES

- Develop our transport for our cleaning equipment
- Choose the best quality product in order to deliver an excellent services
- Reduce the consumption of electricity for improvement the environment
- We'll expect to create a profit of 25000 the first year and with a plan of increasing the profit percentage every year

OUR VISION

Transforming the definition of success, from completing transactions to creation solutions.

Reimagining the role of services provider, providing expertise, cleaning services, and insight, as well as services.

Re-envisioning the vendor client relationship as a partnership, with mutual benefits and a shared vision of success

Become a industry leader



BUSINESS STRUCTURE

- In the UK we can find 3 of the main business structure:
 - Partnership
 - Limited company
 - Sole ship
- Our business structure is Partnership, we are 4 partner who is Infront of the company and we are on charge of:
 - Manage the business
 - Look for opportunities to grow
 - Be responsible





SERVICES WE WILL OFFER:

- Standard house Cleaning
- Office cleaning services
- Windows cleaning
- Deep cleaning
- Carpet cleaning



MARKETING STRATEGY



Create a social media campaign



Create an advertisement expenses to spread the image of our business



Create and design a business card



Offer Deal for Loyal costumers





OPERATIONS



Cleaning indoors
and outdoors



Vacuuming
carpets and floors



Sweeping and
mopping floors



High and low
dusting



Dusting windows,
windows sills and
ledges



Emptying trash



Cleaning door
handles and light
fixtures



Cleaning the sink,
bathtubs and/or
shower



P

- RUSSIA&UKRAINE WAR
- NEW MONARCH
- TRADE POLICY

E

- INFLATION RATE
- INTEREST RATE
- UNEMPLOYMENT RATE

S

- LIFESTYLE ATTITUDE
- CULTURAL BARRIER

T

- LEVEL OF INNOVATION
- INTERNET AVAILABILITY&SPEED
- CYBERSICURITY

L

- EMPLOYMENT LAWS
- HEALTH&SAFETY
- CONSUMER SAFETY

E

- RECYCLING
- POLLUTION
- ENVIRONMENTAL POLICY



- **STRENGTHS**

- Things our company does well
- Internal resources such as knowledgeable staff
- Our Company Management is motivated by satisfaction, recognition and rewarding our staff

- **WEAKNESSES**

- Things our company lacks
- Resources Limitations

- **OPPORTUNITIES**

- Few competitors in my Area
- Press/Media coverage of our company
- Following startup, the company will pursue new revenue opportunities in the cleaning industry

- **THREATS**

- Emerging Competitors
- Changing customer attitudes toward our company

SWOT ANALYSIS





SOCIAL RESPONSIBILITY

- PVST cleaning services is a company made for deliver cleaning services to different kind of costumers.
- We also are working to inspire people to use chemicals that are harmless to the environment
- We are looking to create a charity plan when some percentage of profit is going to be for charity.



DEVELOPMENT, MILESTONE, AND EXIT PLAN

Development:

Our focus is trying to create a strong base of customer and create a good image for the company

Milestones

Create a system of employee where they must keep the standards of the company

Exit Plan

Once we have created a strong image and have create a strong base around London, we will start to create a plan to expand the business around the uk

PROFIT AND LOSS ACCOUNT

For The Year Ended December 31, 2022

Sales	£50,000.00
Net Revenue	£50,000.00
Less Cost of Sales	- £8,500.00
Gross Profit	£41,500.00
Less operative expenses	- £15,000.00
Less Interests, Taxes, Depreciation, Amortization	- £4,700.00
Net Income	£21,800.00



Assets	Amount
Cash	£25,000.00
Long Term Investment & Funds	£10,000.00
Petty cash	£30,000.00
Equipment	£4,500.00
Intangible Assets	£2,000.00
Other assets	£3,766.00
<u>Total Assets</u>	£75,266.00
LIABILITIES	
Current liabilities	£10,000.00
Long-term liabilities	£30,000.00
<u>Total Liabilities</u>	£40,000.00

BALANCE SHEET
PVST CLEANING SERVICES
(SATURDAY, DECEMBER 31, 2022)



CONCLUSION

- PVST Cleaning services is a company with the objective of deliver the best cleaning services.
- We are looking forward to expand the business around the UK and eventually in Europe.
- Looking in the next year we want to keep up a good cashflow in the business and manage to improve the business net worth.
- Next year we predict to profit will raise by £20,000 and increase the number of contract by 200.



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