



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Managing Enterprise in the 21st Century

Title: (ALB&MNCEANING LIMITED)

Group: 4

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Introduction (**Marian Sandu 2112450**)

As the name suggests, a business plan describes in detail how a firm, generally a start-up, sets out to reach certain objectives. A company's advertising, financial, and operational plans are outlined in a business plan. A company's business plan is an important document that is read by both internal and external stakeholders(Kodama et al, 2006). It is possible to seek financing or finance before a company has proven itself via its business strategy. In addition, they assist executive teams remain on pace to meet their goals by keeping them focused on the most important actions to take. Having a business plan is vital for every company, but especially for start-ups. To determine whether or whether goals have been met or need to be adjusted, the strategy should be examined and altered on a regular basis. A new business plan may be created for a well-established firm that wishes to take a different direction(Marques and Santos, 2016).

Business Description and History(**Marian Sandu 2112450**)

The Business that has been chosen is cleaning business industry and high-class cleaning service that will provide healthy lifestyle to our consumers. As there is no prior knowledge with interim cleaning services since it is a new to the industry. nevertheless, there is a consistent over the years from another organisation available to us. It can be guaranteed that customers superior service and want to get the firm up and running as fast as feasible in this competitive industry(McKenzie and Woodruff, 2014). The aim is to leave a legacy by expanding the company to include a few others. The consumers able to achieve the target with the support of new stick strategy.

Business plans outline the company's major activities, objectives, and methods for accomplishing them. Plans for fledgling enterprises help them get off the mat and get investors. In comparison to a lean start-up approach, the regular business planning may be lengthy. Additionally, a strong business plan should include a budget and a marketing strategy in addition to the executive summary(Sayed, 2010). The foundation of each new company is a well-crafted business plan. Banks and venture capitalists frequently need a solid business plan before approving loans for new companies. As a general rule, a company plan is needed at some point.

Aim and Objectives (Marian Sandu 2112450)

The main aim of the business is to satisfy our customers to its maximum degree and provide best value proposition for our service.

The Objectives of the company is to provide jobs in our local community, offering best service a customer can get. The main motto is cleaning with affordability. The service is also customised for the employer and the customers.

Mission and Vision(Marian Sandu 2112450)

The main missions are –

- Working as a strategic partner.
- Support the client with priority
- Making noticeable difference in business.

The main visions are –

- Transforming the definition of success, from the completion of the transaction to the creation of the solution
- Become number ONE cleaning company in London.

Business Structure Lizzy Jest Esienna 2113584

ALB&MN will choose to operate as a sole trading business, this means that the operational decisions will be made by one person and the business has unlimited liability. ALB& MN will not be operating as agency at first to ensure regular cash flow movements therefore there will be a set rota.

Sole trader
Partnership
Limited liability company
cooperation

structure:
Nick Green
Financial Journalist

A sole proprietor ship partnership a limited liability corporation (Ltd)partnership with a limited liability (LLP)Depending on circumstances such as the size of your firm, the nature of your business, and your future intentions for it, each of these business structures has advantages and disadvantages.

Here's a quick rundown of the many types of business structures and how they compare.A sole trader (sometimes known as a "self-employed" person) is a person who works for himself or herself. Though there are various types of self-employment, being a lone trader is commonly referred to simply as "self-employed" (such as being a contractor). The most common and easiest structure for a business is the sole trader.

Because you pay income tax on your profits rather than corporation tax, any profits over £45,001 will be taxed at 40%, and profits over £50,000 will be taxed at 50%.

The first £150,000 will be taxed at a rate of 45 percent. You may also be required to pay National Insurance (NI) contributions, depending on your profits. You don't have to work alone if you're a sole trader.

You are allowed to employ people as long as you notify HMRC and obey all applicable employment laws. Benefits of Operating as a Sole Proprietorship. As a sole trader, you pay no registration fees, deal with very little red tape, and have complete control over your business decisions. You also get to keep all of the business profits after taxes. Being a lone trader has its drawbacks. The biggest disadvantage is that your personal and business finances are not legally segregated. This means that if the company has debts or is sued, it can be held liable.

Product Or Service Discretion:

Product service and analysis: ALB&MN will be offering commercial cleaning services as well as office cleaning services to small independent businesses such as high street accountants and small solicitor firms.

Market Analysis and Trends Lizzy Jest Esienna 2113584

As the business is based in London, some of our biggest competitors are Clean London professional, their prices currently are at £17 per hour for office cleaning and £14 per hour for commercial cleaning both at a minimum of two hours. They operate between zone 1 and zone 4, unlike ALB&MN who will operate across all zones. Quick Cleaning Services offer £15 per hour for office cleaning at a minimum of 4 hours offer, they also offer Same-Day services at £25 with a minimum of 4 hours per day, this is likely to attract customers due to convenience. Increased trend in minimum hours the cleaning hour is required for, likely because they have recognized the need to make substantial inflows and gross profits.

Cleaning is also one of the most recession-resistant industries available! In an interview with PuroClean, a restoration and sanitation company, the company underlines how its employees are viewed as community heroes for the crucial role they play - both when things are going well and even more so when things are going badly.

What are the Risk? Lizzy Jest Esienna 2113584

We always talk about how essential the customer's experience is in a business - especially for someone who uses cleaning services. When it comes to sanitation and cleanliness, this is not something to be taken lightly – especially since workplaces and homes should be safe places for people to mingle. During flu season, cleaning companies play an important role in ensuring that spaces are sanitised and that employees are able to come to work without becoming ill. There's more at risk here than just making sure your cleaning company has a good reputation; lives are on the line!

Cleaning Industry Career Opportunities Lizzy Jest Esienna 2113584

Cleanliness is a must-have that will never go out of style. Furthermore, many businesses are eager to expand into other areas in response to this demand! Are you debating which field to pursue as a career? Consider starting a house cleaning, office cleaning, or specialty cleaning business.

[Residential Cleaning](#)
[Commercial Cleaning](#)
[Speciality Cleaning](#)

[Laundry and Dry Cleaning](#)

SWOT ANALYSIS Lizzy Jest Esienna 2113584

Some of the strengths of ALB&MN are the passionate staff who are committed to satisfying customers' needs through efficiency and attention to detail which has been achieved through years of training and experience as self-employed and agency staff. Furthermore, there are a wide of cleaning services available therefore we can compete with certain competitors like Clean London professional based on consumer choice leading to us developing a competitive

advantage. Another strength is service availability especially around busy periods of the year such as a Christmas time where often businesses would like a deep clean of their premises in time for the new year, we can offer great service availability by employing more staff on a temporary basis around busy times. Despite our strengths as a business which can lend themselves to giving ALB&MN a competitive advantage as a start-up. There have been some weaknesses identified such as communication difficulties, staff availability and being new in market as a sole trader. Communication difficulties have been identified because there is not a clear chain of command for employees to follow and also as there is only one CEO who makes all the decisions it may prove difficult for decisions to be made quickly and for ALB&MN to changes in the market quicker which puts ALB&MN at risk of cashflow problems in their first year of business operations. Staff availability is also a weakness for us when entering an already established market, this is because ALB&MN prides themselves on delivering a quality service therefore over 65% of our employees will be highly experienced and trained however this means that our highly skilled cleaners will have their efforts mainly reflected in the wages which means there will be high outflows, this will be difficult to manage initially whilst we build a regular client portfolio, however this will benefit us when trying to gain customer loyalty from small businesses such as high street accountants because we can provide a service with consistent high quality.

Additionally, being new in the market means high start-up costs will be incurred such, especially considering the location of the head office which is in London where property costs are significantly higher than other parts of the country. Also, we will have to buy cleaning products regularly to ensure they work at their optimum and buying vacuums. Other startup costs include advertisement, recruitment and selection ,because ALB&MN will have to advertise their services to small/independent businesses with strong ties to their local community in order to achieve high levels of customer awareness and other types of clients and may have to do trial sessions .Also we need to advertise to prospective employees why working for us is great and what type of benefits ALB&MN can offer them. As well as a lot of people believe cleaning is a job which requires little skill and experience and even very little personal attributes so it is likely there will be a high quantity of applicants at all however this is quite the opposite so it is likely the director and supervisor may spend a lot of time going through applications and interviewing.

Following the rise of modern technology in cleaning both domestic and commercially there lies some positive outcomes for ALB&MN, with products such as Hoover upright 700 Lift-Out + FREE Steam Mop 2in1 it decreases the need for extra equipment as a result there is more holding space. There are also clear opportunities for growth across England because hiring staff with licenses and cars will be a priority. This will allow ALB&MN to be mobile therefore allowing us to have a wider customer base leading to an increase in revenue. Other opportunities for growth include social engagement, this is because with the rise in social media marketing and businesses using Instagram and Twitter to connect with each other it is easier to gain attraction and create relationships with businesses. Some of the threats ALB&MN faces include competition from already established cleaning firms such as London Clean Professional because they have already built relationships with small firms with possibly lower prices therefore it will difficult to establish ALB&MN with high prices and expect an influx of customers initially. Additionally, weather may be a problem.

PESTLE Analysis Beenish malik 2113590

Strategically, ALB&MNCLEANING LIMITED's PESTEL Analysis is used to examine its external surroundings. PESTEL - political, economic, social, technical, environmental, and legal

variables affecting the factors that have an impact of the ALB&MNCLEANING LIMITED Company.

Political

A stable political climate and the significance of the cleaning products industry in the economy. There's a danger that people may act aggressively in general. The Incentives and tax rates should be impact in cleaning business.

Economic

The rate of unemployment, the growth in the economy and the cost of labor also plays crucial role in the cleaning business.

Social

The social factors are level of skill of the population as a whole and their attitudes towards leisure time.

Technology

Using new technology has an impact on the cleaning product's cost structure.

Environmental

The Changes in the weather and Regulations governing the pollution of air and water also have impact on cleaning industry.

Legal

The privacy and security of personal information are also connected to legal analysis of cleaning business.

Operations Beenish malik 2113590

The process of controlling the inner workings of your firm in order to enhance efficiency is referred to as "operations." It doesn't matter whether you're a manufacturer, a retailer, or a service provider, you'll need to set up and handle a variety of back-end operations.

Operations may be defined in a variety of ways, depending on the industry and the stage of the firm. Operations improvement may need redesigning systems and processes. It may be necessary to help provide the basis for a project, large or little, to come to fruition.

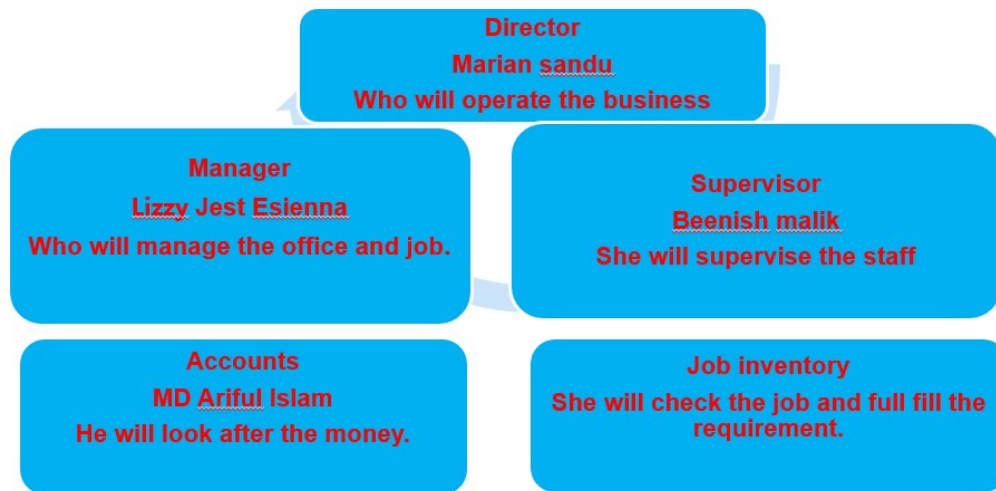


Figure 2: The Operation Plan for Th Business Plan

The operation plan for the proposed business is given above.

Technology plan **Beenish malik 2113590**

Technologies in the cleaning industry is changing the expectations of customers. Today's cleaning company innovation is driven by technology. Cleaning companies, in contrast to many others, have just recently begun using technology(Wagner et al, 2016). For this reason, if you're planning to start a cleaning business, One should focus on contemporary digital marketing tools and automation administration in order to compete with its competitors and up to date on cleaning trends. Technology has transformed the cleaning industry and individual work habits. The new methods and efforts have so far reduced costs and improved service quality.

For decades, companies cleaned by hand with soap, disinfectant, and a lot of elbow grease. Improved floors cleaners, right hand household appliances, and scrubber dryers have made it easier for automated devices to do a wide range of common tasks. Human assistance is no longer required for their operation(Kodama et al, 2006). The device is programmed to clean itself after a trail has been established.

Monitoring tools have made it easier for companies to identify areas where they aren't as effective as they may be. Using geofencing technology, operators may be notified when their equipment departs a designated region. It can also track how much energy is being used and

point out places that may require more productivity. That boosts the profitability of any company that hires them.

Cleaning supplies no longer pollute the environment. Some of the most advanced gadgets are being used to keep water and other pollutants out of the environment(Sayed, 2010). In dry regions, this is essential. Even more, this new offering is environmentally friendly as well.

Management and Organization **Nazia Afzal 2112460**

Having efficient and productive management is the key to achieving success for every organisation in the world. To manage a cleaning business effectively and efficiently, the company must have a productive workforce who performed remarkably to gain the goals of the company. It is a must to ensure that all the members and employees of the company are working productively and efficiently to get effective results for the sustainable growth of the company (Easterby-Smith, 2021). There are many steps in managing a cleaning company to perform admirably in the market.

The most important step in the management process of the organisation is to prioritise the time management process in the operational activities of the company (Erasmus, 2017). Understanding the focus of the company is really important to divide time appropriately. Realising where most of the time is being wasted and where the company should focus more is really important for gaining success in a cleaning company.

Structure of ALB&MN CLEANING Limited **Nazia Afzal 2112460**

ALB&MN CLEANING Limited will follow the structure of sole proprietorship in operating the business of the company. This structure will ensure that the company is controlled by the owner of the company which will negate the chances of arguments in terms of decision-making. The company will be operated through the structure of a bureaucratic business (Verbeke, 2015). A bureaucratic business structure will help the company to operate effectively and maintain productive communication between the leader and the employees. As communication is an essential part of operating a business, the company will be able to achieve a productive and efficient communication process in the working environment of the company (Erasmus, 2017).

The company will be started with a minimum of 10 employees which will be no more than 25 employees to run as a small business organisation. A senior manager will coach and give guidance to perform the activities in the business for other employees. An accountant who will be in charge of the company's bookkeeping and financials will be employed to keep this section under control. Under the general manager, the company will have three separate line managers or assistant managers. The staff who will be given the responsibilities of the equipment will be overseen by a single line manager. Another line manager will oversee the service providing process and manage the working environment of the company. The other line manager will be in

charge of communicating with the customers and solving the problems and complaints reported by the customers (Verbeke, 2015).

Strategies of ALB&MNCLEANING Limited **Nazia Afzal 2112460**

ALB&MN CLEANING Limited which will be a cleaning service provider ensure the company's performance by following several strategies and theories of management. These theories help the company by increasing productivity and efficiency to ensure effective performance. The performance of the company depends on using the appropriate process of management to gain competitive advantages and productive results (Chang, 2016). The company will use theories like resource-based theory, contingency theory, and agency theory of strategic management that will help in developing a sustainable business plan for the company. This will ensure that the company performs remarkably in the market and has flexible strategic thinking which will help countering unforeseen situations and problems (Easterby-Smith, 2021). By changing strategies according to the situation, the company will be able to overcome the barriers of the market and gain competitive advantages over its competitors. The company will analyse the market to choose the necessary strategies to perform in the market by using these strategies. This will ensure sustainable strategic management for the company to perform admirably in the cleaning service industry of the UK.



Figure -1: Strategic Management Elements (Chang, 2016).

Service Management of ALB&MNCLEANING Limited

Providing effective and efficient services is an essential activity for every organisation to be successful in the market and to gain customer loyalty. ALB&MNCLEANING Limited will provide effective services by using productive and efficient operational processes to gain the satisfaction of the customers (Hodgkinson, 2017). The company will follow the selected strategies for the company and utilise them in providing service to the customers. The process will include the feedback of the consumers to develop better service management for the company. By analysing the system and the people, the company will select the strategies for providing service to the customers. This will ensure the quality and the effectiveness of the

service for the consumers. Quality service will earn customer loyalty and a more customer base for the company to have a rapid growth rate which will ensure the sustainability of the company (Hodgkinson, 2017).



Figure -2: Service Management Process.

Service types of ALB&MNCLEANING Limited **Nazia Afzal 2112460**

As there are many types of services that a cleaning service company can provide, the company must act according to the service which is selected by the company to succeed in the market (Easterby-Smith, 2021). Different types of services have different types of activities and management processes. That's why ALB&MN CLEANING Limited must use the management process according to the service the company is providing.



Figure – 3: Types of Cleaning Service (Zhang, 2014).

Daily cleaning services are the most commonly used cleaning service in the UK. It has the benefits of earning more customers on a daily basis that helps the company to grow faster and

gain more fame in the market. The other services provide more profits than daily cleaning services and have a harder process of execution. That's why ALB&MNCLEANING Limited should provide the services of daily cleaning as a start-up business in the industry of the UK to earn a place in the market. After the company has many customers and has a proper revenue model, the company should expand and offer other services as well to gain more profits and a more customer base. This will help the company to grow rapidly and have a sustainable business plan to perform productively in the market and gain effective results (Zhang, 2014).

Core Values of ALB&MNCLEANING Limited

ALB&MNCLEANING Limited must decide on the core values that the company will be providing based on the market demands and market valuation of the company. As a cleaning service provider, the company should include ethical activities to serve customers for the well-being of the communities. Ethical activities that are accepted by everyone help a company do better in the market and attract more customers to gain more market (Porter, 2014). By pushing the limits every time while providing a service, the company can achieve better results and productive outcomes that help the company to have a rapid growth rate and to gain sustainability in the market.



Figure – 4: Core Values of a Cleaning Service Provider (Porter, 2014).

Corporate Social Responsibility of ALB&MN CLEANING Limited

CSR or Corporate Social Responsibility is an idea in which corporations improve their public image and consumer interactions by evaluating how they might better assist society as a whole. These activities aid in the faster development of society and the protection of the environment (Ali, 2017). Businesses can help the wider community through decreasing carbon footprints, investing to solve environmental challenges, strengthening labour policies, participating in philanthropic global giving, and so on (Porter, 2014).

ALB&MN CLEANING Limited can use Carroll's Pyramid of CSR which has 4 levels that are economic, legal, ethical, and philanthropic (Rangan, 2015).



Carroll's CSR Pyramid

Figure - 5: Archie Carroll's Pyramid of CSR (Ali, 2017).

Economic duties are the first and most important responsibility of a business which is at the bottom of the pyramid. Because profit is required for a firm to function properly, ALB&MN CLEANING Limited has to engage in CSR initiatives to have a long-term business strategy to carry out the duties of the organization (Rangan, 2015). The next responsibility, which is on the second level of the pyramid, is a legal responsibility, which includes the company's legal obligation to avoid breaking the law. This is the most crucial obligation that every organization should have. The next set of responsibilities is an ethical responsibility, which is found on the third layer of the pyramid and involves activities such as acting fairly and correctly (Ali, 2017). ALB&MN CLEANING Limited will make customers feel more at ease and attracted to the company by fulfilling these duties. Philanthropic responsibilities are the model's final responsibility at the top of the pyramid. Instead of simply doing the right thing to create greater value, this obligation motivates the corporation to engage in more socially beneficial initiatives.

Process of Gaining Sustainability

As a cleaning service provider, the company will engage in ethical actions in order to serve consumers and gain sustainability through it. To ensure long-term sustainability, the organization will ensure that its operations have the smallest carbon impact possible (Asikis, 2015). A sustainable supply chain will be developed for the company, with the goal of recycling as much of the company's recyclable items and equipment as possible. The company will use a sustainable performance management process that will ensure productive results for the company which will help the company to gain sustainability in the market (Akisik, 2015). By ensuring sustainable performance, the company will be able to contribute to society as an environment-friendly company.



Figure – 6: Performance Management Process(Bradley, 2020).

By using the process of planning, coaching, evaluating, and rewarding the company can perform remarkably in the market and gain major competitive advantages over its competitors which will help the company to sustain itself in the market in an excellent manner (Bradley, 2020). By setting a long term vision that supports holistic thinking and by turning sustainable activities into the core activities of the company, ALB&MN CLEANING Limited can create a sustainable business model which will help the company gain long term sustainability in the market and active productive results to ensure rapid growth.

Development

To have a sustainable business, the development of the company is an essential part of a business that must be achieved through operational activities. By ensuring the growth of the company, positive development of the organisation can be achieved by performing sustainable activities. ALB&MN CLEANING Limited can use its operational activities to gain sustainability in the market as the people of the UK are using cleaning services more frequently than ever before. According to a statistical report of the UK, almost 85% of people are going to use house-cleaning services regularly by 2024 (Schermerhorn Jr, 2020). This is great news for the company as the company operates by providing cleaning services and earns profit from it.

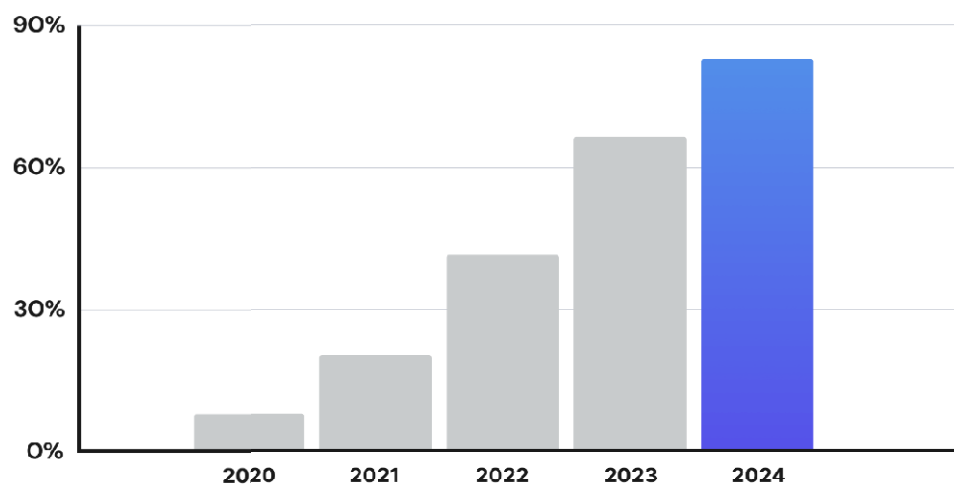


Figure - 7: Growth of Cleaning Service Industry in the UK.

The company can also ensure development by recruiting employees with unique qualities and skills who perform excellently and achieve productive results for the company in future. By using the AMO theory and the Michigan framework of HRM, the company can recruit a productive workforce which can give the benefits of increasing the productivity of the employees and gaining effective results. This will help the company to develop rapidly and ensure a remarkable growth rate in the market (Schermerhorn Jr, 2020).

Milestone **Nazia Afzal 2112460**

Setting milestones for the company is essential to ensure the accurate growth rate of the company to gain long-term sustainability in the market. As there are many competitors of ALB&MN CLEANING Limited in the same industry in the UK, it is important to reach these milestones to ensure the effective performance of the company. The first milestone of the company should be acquiring over 100 employees and earning a profit of over £200,000 by 2024. This will turn the company into a medium enterprise that will help the company to grow even more and make the operating process of the company easier. Another milestone of the

company should be to gain the title of aneco-friendly Company in the UK by 2025 to ensure the sustainability of nature. This will help the company to achieve the consumer's attention and penetrate the market. By 2030, the company must get another big investor which will help the company to grow at a faster rate and to develop at a rapid pace. By 2035, the company must have several branches in the UK, which will ensure the long-term sustainability of the organisation in the cleaning service industry of the UK.

Exit Plan **Nazia Afzal 2112460**

The main purpose of the company is to make the world cleaner by providing cleaning services and earning profits by it to ensure the sustainable operating process of the company (Erasmus, 2017). By 2040, the company should be able to get enough investors for the company to operate properly and efficiently to earn a respectable place in the market. When that happens, the leadership of the company can be transferred to an investor if an exit plan becomes necessary

Financial Data **Md Ariful Islam 2111561**

Financial data is essential to be determined in terms of providing knowledge to the investors regarding financial health. Financial data consists of a different set of information and data that is further used by management to understand business performance. Effective tactics and strategies are made in commercial business organisations along with the usage of financial data. Based on the words of Jan (2018), financial data are collected by stakeholders of an organisation in terms of understanding business situations and making decisions for future investment processes. Analysis of external data is also made by an organisation in terms of setting operational processes effectively. In this case, a business idea is made for cleaning for which different analysis is necessary to be made by the organisational employees in terms of making decisions. Financial factors are essential matters to be identified as the process helps in making decisions for future investments.

In the operational factor of the cleaning business the financial factor that is very necessary to be considered includes that costing factors and funding necessity. Based on the financial data for the cleaning business, the beginning inventory of the company is addressed to be 2000 pounds. In the time of starting a business there are different types of costs that are necessary to be involved

as the process helps in making decisions for funding to be made for mitigating needs. In the cleaning business, marketing cost that is involved within the organisation is addressed to be 5000 pounds. Money that is included for equipment in the cleaning business is addressed as 25000 pounds. Based on the cost determination that is made for cleaning business, effective financial data are derived that helps in making decisions for business funding. Effective satisfaction of shareholders can be obtained along with the determination of effective financial factors and data involved in new business. The legal expenses of the company is considered to be 5000 pound. The company has plan to invest 35000 pound in relation to rent and renovation purpose. 11000 pound is expected to be considered as beginning expenses of the company. Premises facility expenses, extra money for safety purpose amounted 3000 and 30000 pound respectively.

Financial Data	
Beginning of starting Business	
Legal	£5000
Marketing	£5000
Rent and Renovation	£35000
Insurance public liability	£5000
Equipment	£25000
Premises facility	£3000
Others	£15000
Beginning expenses	£11000
Extra money needed	£30000
Beginning inventory	£2000
Subtotal	£136000

Profit and Loss Account **Md Ariful Islam 2111561**

Profit and loss statement refers to a financial statement that helps in knowing summarization of revenue, cost or expenses that is involved with an organisation during a financial year. Preparation of profit and statement is analyzed to be a factor in terms of recording information about companies' ability or inability to generate profit. Presentation of profit and loss statement is identified to be made in cash or accrual basis of accounting. Profit and loss statement preparation helps an organisation to record effective sales that are generated from different

operations. According to the study of Traina(2018), preparation of profit and loss treatment is identified to be effective in terms of knowing expenses that are to be incurred in the time of operational procedure. Under the expenditure section of profit and loss statement operating expenses, cost of goods sold and tax expenses are involved. Research and development processes are effective to be used within an organisation in terms of determining profit and loss that is earned in specific time. Financial analysis likewise alluded to as fiscal summary investigation or accounting investigation or Analysis of money, alludes to an appraisal of the suitability, steadiness, and benefit of a business, sub-business or task. It is performed by experts who get ready reports utilizing proportions and different procedures that utilize data taken from budget summaries and different reports. These reports are generally introduced to top administration as one of their bases in going with business choices. In the year of operational process use income statement is necessary in terms of determining efficiency in operational facts. Composition in the performance can be effectively made by an organisation along with the use of financial statement preparation (Chen *et al.* 2019). Investors present in an organisation uses financial statement determination in terms of having proper performance analysis. Profitability determination is addressed to be a necessary aspect as the process helps in determining health. Attraction of investors can be made effective based on the profitability determination through income statement preparation.

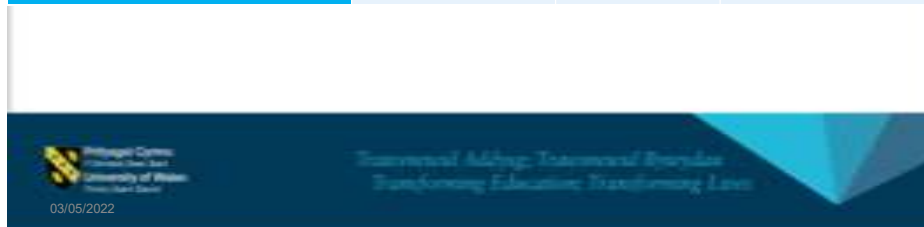
In this case, a business idea is prepared for a cleaning based organisation where profit and loss statement preparation is necessary to be made. In the initial stage of business organisation, the estimation process is a very effective factor to be involved in terms of knowing approximations of expenses to be involved. As per the words of Akhmedjanov(2019), profit and loss statement preparation is important in terms of addressing efficiency of business in competing in the market. In cleaning business, preparation of profit and loss statements is necessary in terms of judging business situations. Sales process is necessary to be initiated in terms of having knowledge for income. In the cleaning business, determination is made for income as on the operational process of 3 years. Based on the operational analysis in the initial stage net revenue earning is addressed to be 11.5 in the 1 year of operation. On the other hand, in the second and third year of operation analysis is effectively made that sales is valued as 3.0 and 3.5 respectively. On the other hand, expenditures are effectively derived in terms of knowing income that is to be involved. In the cleaning business, expenses are also estimated for the 3 years of operation. Total expenditure that

is involved in Cleaning business is addressed to be 5 in all the 3 years of estimation. Effective profitability can be addressed in the cleaning business that helps in knowing competitiveness in the market. The profit and loss statement of the cleaning company logically and clearly showed that the company is earning good profit in first 3 years of operation. It is evident that the company have not left any expenses unnoticed so that the financial statement can calculate the exact result as possible. For a cleaning company, preservation and following up of every financial transaction can ensure increment in profits for coming financial years.

Profit and Loss Account

Income statement

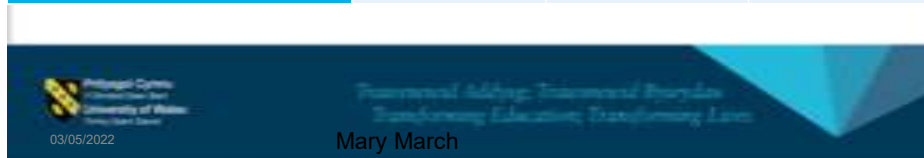
	Current year	Year 2	Year 3
Sales commission revenue	1.5	3	3.5
Package promotion revenue	5	5	5
Advertisements	5	5	5
Total net revenue	11.5	13	13.5
Primary costs	1.5	1.5	1.5
Increasing profit	10	11.5	12



Profit and Loss Account

Earning statement

Expenses:			
Look after	.5	.5	.5
Offers	.5	.5	.5
Pickup drop-off	2	2	2
Supplies	1	1	1
Advertisement	1	1	1
Total expenses	5	5	5
BTE(before tax earning)	5	6.5	7
Net earning	5	6.5	7



Cash Flow Statement **Md Ariful Islam 2111561**

Cash flow statement shows the cash transaction that a company performs all the financial year round. Having more cash balance in a company like cleaning company ensures an increase in current assets and this helps to solve daily basis financial obligations. From the above

calculation. It is clear that the increase in sales that has been projected in the chart can be quite fruitful for the company. The revenue of the company is current or 1st year is 330000 pound. The assumption has projected that in the 2nd and 3rd year, the amount has increased from 330000 pound to 480000 pound and 65000 pound respectively. Out of which, 10% is projected to have cash transactions. The current cash flow statement has also identified the possible expenses that the company projects in 1st 3 years of operation. The wages are expected to be static at 100000 pound for the 1st 3 years. The same has been assumed for accountant and advertisement which is 30000 pound and 5000 pound respectively. Increment in advertisement can be considered as a suggestive measure that the cleaning company can adopt in order to perfectly project its cash flow statement. The marketing and insurance expenses are also expected to be similar in the first 3 years amounting 5000 respectively. The company has assumed that the software update for their virtual activity can cost 80000 pound in 1st 3 years which is a bit higher than regular software update cost. However, the company has considered this in cash which can highly impact its current assets declining the cash reserve of the company. The company has also assumed the car cost of 84000 pounds which is also higher than usual and is expected to have been made in cash.

The starting balance of the company is 1000 pound which is expected to have increased to 22000 pound at the end of the financial year. In the 2nd year, the amount of opening balance is expected to be 21000 which can be expected to be increased till 192000 and in the 3rd, it can be 533000 pound. This clearly identifies that the Cleaning Company has a target to increase its business very logically and rapidly in the coming financial years.

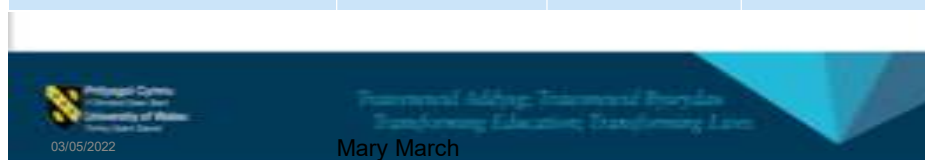
Cash Flow Statement

	1 st year	2 nd year	3 rd year
Number of sale	£30000	£40000	£50000
price of selling	£11	£12	£13
Revenue sales	£330000	£480000	£650000
Budget in cash for 3 years			
Receipts (inflow cash)			
Sales on cash	£330000	£480000	£650000
Investment			
Payment (outflow cash)			
Wages	- £100000	- £100000	- £100000
Accountant	- £30000	- £30000	- £30000
Advertise	- £5000	- £5000	- £5000
Marketing	- £5000	- £5000	- £5000



Cash Flow Statement

	1 st year	2 nd year	3 rd year
Insurance	- £5000	- £5000	- £5000
Software update	- £80000	- £80000	- £80000
Car cost	- £84000	- £84000	- £84000
Balance of cash	£21000	£171000	£341000
Starting balance	£1000.00	£21000	£192000
Closing balance	£22000	£192000	£533000



Balance Sheet **Md Ariful Islam 2111561**

According to Sutopoet *al.* (2018) a balance sheet is considered to be the financial statement that a company prepares to understand the overall financial performance of the company. The cleaning company has come up with a calculated balance sheet for the current financial year. The

accounts receivable of the company is found to be 5000 and petty cash is 5000. The petty cash can be assumed to be in good condition, however, having a huge amount of accounts receivable to some extent created problems for a company to hold. In times, it is found that the chances of facing bad debt becomes very obvious in times of having huge amount of accounts receivable. It is also found that the cash balance of the company is 10000 which in the time of starting was 1000 only. This scenario clarifies that the company has primarily focused on transacting in liquid cash to have enough current asset present in the company. Having current assets in good amounts ensures a company to liquefy the amount more easily to meet financial obligations. Printer and inventory is 500 which is also a positive side of the company. The total amount of current assets for the company is 22000.

Total liabilities of the company amounts to 20000 which includes 10000 for accounts payable and 10000 credit. The company is needed to focus on this part. As mentioned earlier, a company having a good amount of current asset helps to liquefy the asset. However, having more accounts payable than receivable creates issues for a company. This scenario identifies that the company does not have the possibility to meet its current liabilities with its existing current assets. The owner's equity of the company is found to be 1500 and retained earnings is 500 which totals an amount of 1000 is liability side of the balance sheet.

Based on the above explanation, it is clear that the amount of liabilities and assets Cleaning Company have, is in good position. The current existing cash and the starting balance itself shows that the company has successfully run all through the year. It is important to mention that for more development in business, the company must increase its asset balance to decrease the

amount payable so that the existing current asset of the company increases.

Balance Sheet				
		31st	December 2022	
Assets			Liabilities & Equity	
Current Assets				
Accounts receivable	5000		Credit card	10000
Petty cash	5000		Accounts payable	10000
Cash	10000		Total liabilities	20000
Starting balance	1000			
Fixed Assets			Owner 's Equity	
Printer	500		Equity	1500
			Retained earnings	500
Inventory	500		Total Equity	1000
Total assets	22000		Total liabilities + Equity	22000

Conclusion **Md Ariful Islam 2111561**

Business ideas are related with several concepts that help the associations to pick up better growth in the trade market. In establishing a company, the steps follow gathering resources as well as collecting funds for enhancing the research in greater ways. In the mentioned piece of research, enhancement of product development as well as evaluating various elements regarding the production aspect has been approached. It has been identified that the measures regarding the business factors are necessary to be practiced in an efficient method. In terms of making a business with greater methods. A profound and secured business idea relates with the factor of gathering funding's from various different resources and bodies.

In order to mention the ideas that relate with a better business process, the resource and fund gathering are the two parts that are necessary to be approached within the organisational process. The functionality of fund gathering enhances the quality of the product as well as improving the products in a better method. In order to secure an efficient business process, the method of fund gathering and raising can be proved as an effective method for enhancing the business process in better ways. Highlighting all the aspects, it can be concluded that there are various ideas that has

been mentioned in the paper which can be proved as effective for approaching a better business process.

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ALB&MNCLEANING LIMITED

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03/05/2022

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- >. PESTLE analysis
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Introduction

>.We are committed to give domestic cleaning service in our community. And it will be high class cleaning service where our client will get healthy life style.

>.Our target is very clear that is cleaning service will be 100% satisfied. Until they happy to our job will go back and do the job again and make them happy.

>.And price will under their budget. So overall we will try our best to make our customer happy. And make our communitycleaning.

Business Description and History

When it comes to provisional cleaning service, our experience is totally new because of we are new in this business. But we have experienced worker from other company. We are promised to give better service to our customer and we want to established our business in this competition market as soon as possible. We want o make history to develop our business to bit other companies. Our future stick plan will help us to reach our goal.

Aim and Objectives

Our business aim is to make comfortable the present marketing policies to help marketing and sales goals for customer happy.
AND

The objective are as follows;

- >. To Offer jobs to our local community
- >. To Offer 100% satisfaction service
- >. To Affordable to any pocket
- >. To Comfortable for the employer and the customer



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Mission and Vision

Our cleaning company

Mission

- >. We work as a strategic partner
- >. Supporting our client will be our first priority
- >. We will make noticeable difference to the business we serve, the communities in which we operate, and the staff which we employ.

Vision

- >. Transforming the definition of success, from the completion of the transaction to the creation of the solution
- >. Become number ONE cleaning company in London.



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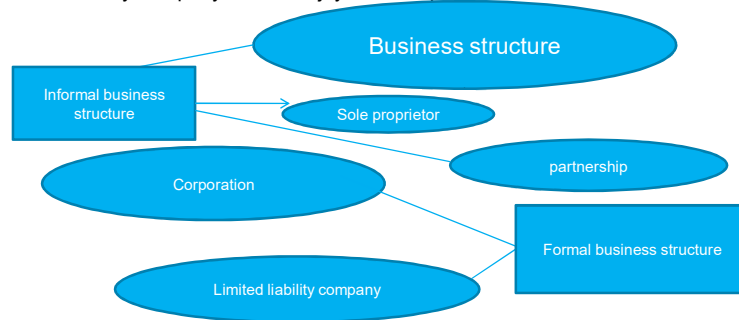
Business Structure

Sole proprietor capture both business expenses and personal income while filling or tax return.

A partnership firm is owned by two people.

A Corporation clearly separates the business entity from its owners.

A limited liability company or LLC enjoys and corporation business structure



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Product or Service Description

>.Product details are often the last thing my customers read before checkout.

>.It's the last chance to make or break the sale. If it's right then customer will feel confident and complete the purchase, they may bounce if it goes wrong.

>.It's a lot of stress, we understand. But with the right words, the important information and the precise tone of voice, we can see a significant increase in our sales.

[Wix Ecommerce; May 3, 2020.]



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Marketing Analysis and Trends

Business policy is changing day by day very fast. It has become more challenging to identify market trends that affect my particular business.

- > Marketing analyses involves looking at past and current market data
- > By taking into account shifts in consumer preferences and wider market trends,
- > We will draw market scenarios to build up sure fire marketing strategies.

[[Natalia Zhukova](#) Sep 30, 2020]



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SWOT Analysis

Strength • passionate • Range of cleaning services • Product availability	Weakness • Communication • Staff availability • New in market
Opportunities • Social engagement • Growth in business • Modern technology help our service	Threats • Competitors • Chemical [Nicholas G. Coriano © 2011-2018] • Weather



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Mary March

PESTLE Analysis

ALB&MNCLEANING LIMITED PESTEL Analysis is a strategic tool for analyzing the macro environment of the organization. The full form of PESTEL - political, economic, social, technological, environmental and legal factors that affect the macro environment of the ALB&MNCLEANING LIMITED Company.

Political:

- >. stability and importance of cleaning products sector in the country's economy.
- >. Danger of general aggression
- >. tax rates and incentives

Economic:

- >. Unemployment rate
- >. Economic growth rate
- >. Labor cost



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PESTLE Analysis

Social:

- >. populations and population skill level of the skill.
- >. Interest in leisure
- >. Attitudes

Technological:

- >. Using new technology
- >. Impact on cost structure in the cleaning products

Environmental:

- >. Weather change
- >. Air and water pollution regulations

Legal:

- >. Data protection
- >. Public liability

[Available from: <http://fernfortuniversity.com/term-papers/pestel/nyse4/814-stepan-company.php>]



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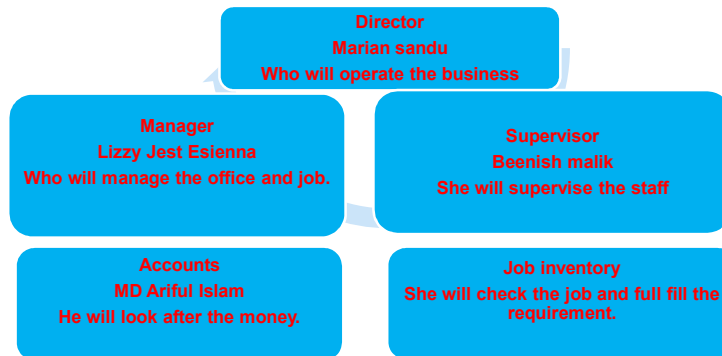
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Mary March

Operations

Operation for a cleaning company is very important. So we divided our team and responsibility .



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Technology Plan

- Plan to start a new small business, actually a future of any business .
- We offer all type of cleaning.
- maintain high standard of facilities



- Contact costumers and workers with technology
- Improve communication with apps for field reporting.
- Use of advance machines for window clean, carpet clean, polish atc

[Available from: <https://workever.com/blog/how-new-technology-can-transform-your-cleaning-service-business/> 2020]



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Mary March

Management and Organization

Management (LIZZY AND BEENISH):

- >.Customer happiness and satisfaction is our priority.
- >. Need to focus on Employs. How many we need in initial stage.
- >. Look after Financial statues

Organization (NAZIA and ARIF):

- >.Time management such as we will fix the time for every single job.
- >. Growing the business has some bad and good side,
Bad side is if we suddenly grow the business we will fail.
- >. Serve all customer and worker equally.
Good side is making money.

[Sample Management Structure of a Cleaning Service, Shane deubell Aug 22, 2018]



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Social Responsibility and Sustainability

Now a days. People are getting more conscious regarding the issues of that are going on with the environment and community.

- >.Better brand reputation always needed
- >. We need to increase our sales and profit
- >. Happier employs always good for business

[<https://aspireapp.com/blog/small-business-social-responsibility> November 2nd 2020.]



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Development, Milestone, and Exit plan

There is an old saying that ideas are a dime a dozen but people who put them into action are priceless.

Development:

- >. To meaningful progress
- >. To risks to success are identified
- >. In relationship develop between management and employs and customer.

Milestone:

- >. To removed risk related work.
- >. To the desired result
- >. results are defined and specified.

Exit plan:

- >. launching the concept.
 - >. contingency planning is underway
- [<https://www.startupbreakdown.com/module7-development-plan-milestones/>, Craig Markovitz]



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Financial Data

Beginning of starting Business

Legal	£5000
Marketing	£5000
Rent and Renovation	£35000
Insurance public liability	£5000
Equipment	£25000
Premises facility	£3000
Others	£15000
Beginning expenses	£11000
Extra money needed	£30000
Beginning inventory	£2000
Subtotal	£136000



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Profit and Loss Account

Income statement

	Current year	Year 2	Year 3
Sales commission revenue	1.5	3	3.5
Package promotion revenue	5	5	5
Advertisements	5	5	5
Total net revenue	11.5	13	13.5
Primary costs	1.5	1.5	1.5
Increasing profit	10	11.5	12

Profit and Loss Account

Earning statement

Expenses:			
Look after	.5	.5	.5
Offers	.5	.5	.5
Pickup drop-off	2	2	2
Supplies	1	1	1
Advertisement	1	1	1
Total expenses	5	5	5
BTE(before tax earning)	5	6.5	7
Net earning	5	6.5	7

Cash Flow Statement

	1 st year	2 nd year	3 rd year
Number of sale	£30000	£40000	£50000
price of selling	£11	£12	£13
Revenue sales	£330000	£480000	£650000
Budget in cash for 3 years			
Receipts (inflow cash)			
Sales on cash	£330000	£480000	£650000
Investment			
Payment (outflow cash)			
Wages	- £100000	- £100000	- £100000
Accountant	- £30000	- £30000	- £30000
Advertise	- £5000	- £5000	- £5000
Marketing	- £5000	- £5000	- £5000

Cash Flow Statement

	1 st year	2 nd year	3 rd year
Insurance	- £5000	- £5000	- £5000
Software update	- £80000	- £80000	- £80000
Car cost	- £84000	- £84000	- £84000
Balance of cash	£21000	£171000	£341000
Starting balance	£1000.00	£21000	£192000
Closing balance	£22000	£192000	£533000

Balance Sheet

		31st	December 2022	
Assets			Liabilities & Equity	
Current Assets				
Accounts receivable	5000		Credit card	10000
Petty cash	5000		Accounts payable	10000
Cash	10000		Total liabilities	20000
Starting balance	1000			
Fixed Assets			Owner 's Equity	
Printer	500		Equity	1500
			Retained earnings	500
Inventory	500		Total Equity	1000
Total assets	22000		Total liabilities + Equity	22000

Conclusion

- As a new business we will face lots of difficulties but we are optimistic. We already describe lots of facts and our plan. Our main target will be stable our business as soon as possible.

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Thank you!

Any Question?



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