



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

Managing Enterprise in the 21st Century

Business Plan



ShinyNest cleaning service

Website: [ShinyNest](#)

Module: Enterprise and Career Development

Module Code: LCLM4006

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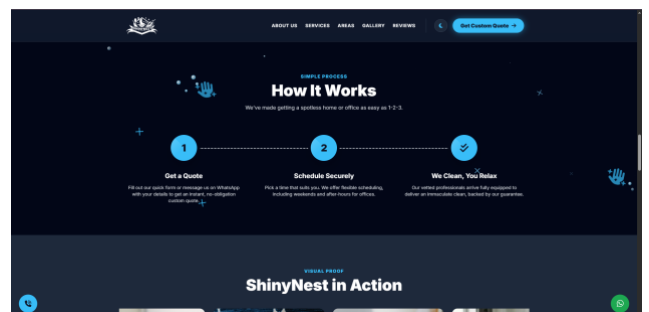
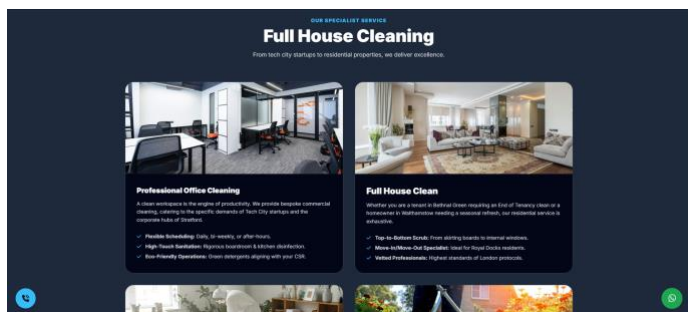
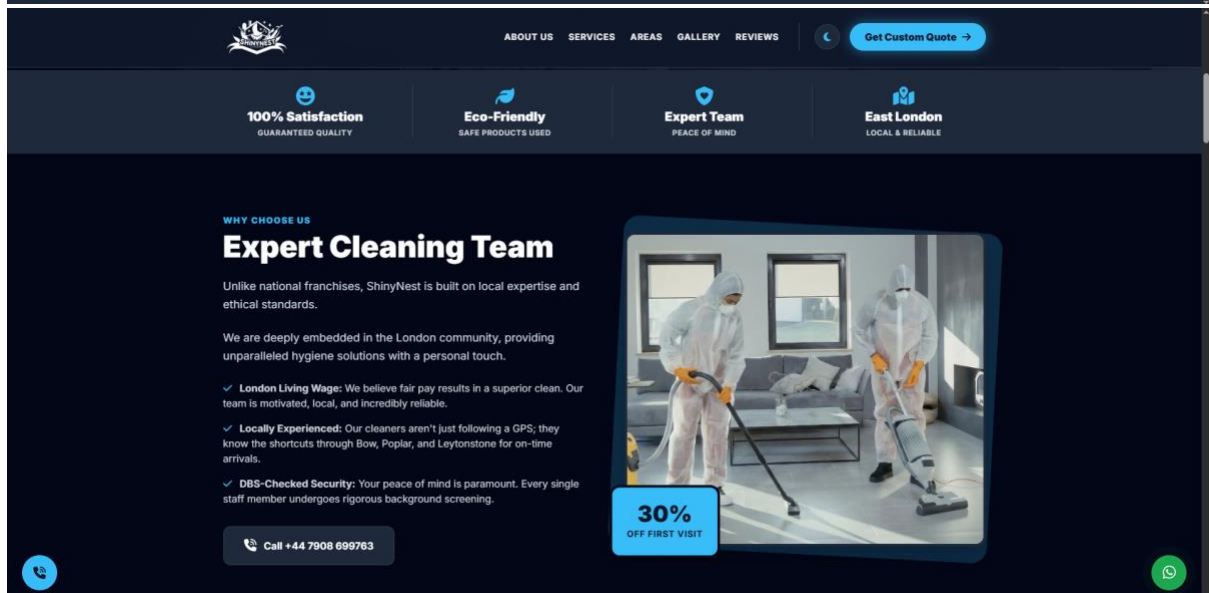
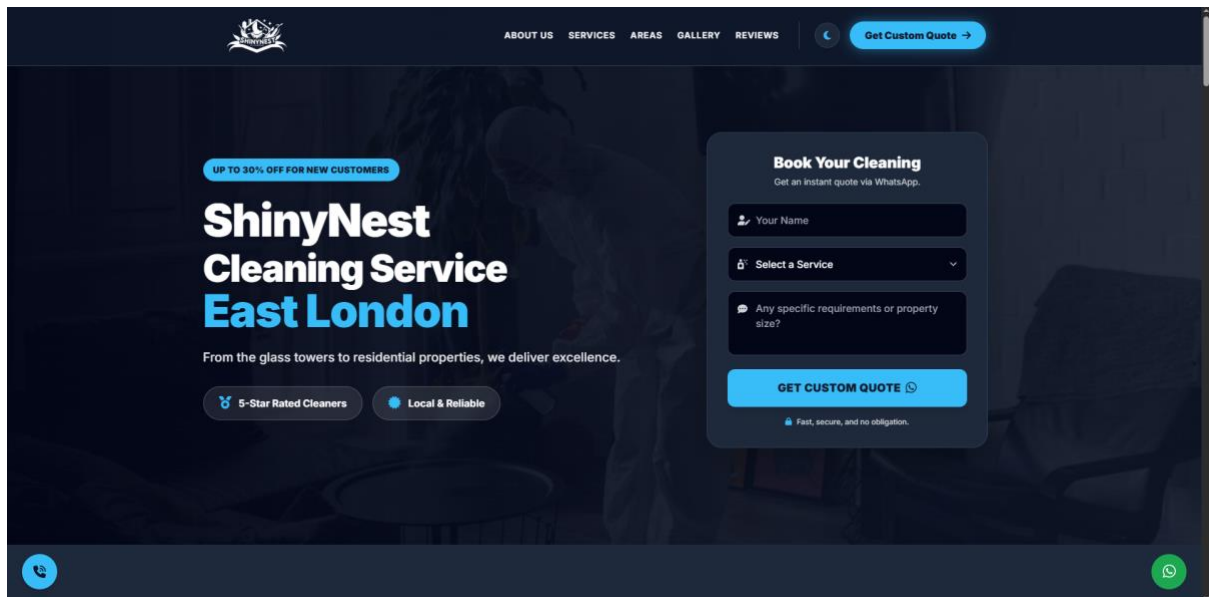
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WEBSITES: [ShinyNest](#)



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Executive Summary

This business plan is developed for ShinyNest Cleaning Service, a company providing professional cleaning services in the East London area. ShinyNest offers a variety of interior, exterior, and carpet cleaning options, specializing in delivering the highest standards of satisfaction and quality.

To ensure such goals, it is critical to develop a sustainable pricing strategy and invest heavily into the marketing efforts to raise awareness about the brand and attract customers via online channels and traditional marketing means, including flyers and newspaper ads. These described factors contribute to the likelihood of success and support the ability of this business to grow large and profitable in East London.

Business Concept

Business Description

ShinyNest offers office cleaning, full house cleaning, carpet cleaning, and garden cleaning services in East London. The staff is professional and uses eco-friendly products for every job so that our customers get quality services and are completely satisfied with our work.

Product Description

ShinyNest Cleaning Service provides professional cleaning services to individual customers. The cleaning experts are qualified and offer high-quality cleaning services to satisfy their clients. The company cleaning technicians are also trained in using modern machines and equipment while maintaining the environment friendly approaches. ShinyNest guarantees its customers of excellent service, satisfaction, reliability, and quality cleaning services.

Business Objectives (SMART Objectives)

Objective 1: Attract 100+ regular clients in East London within the first year to establish a steady customer base.

Objective 2: Achieve 95% customer satisfaction and build a strong online presence with 50+ positive reviews within the first year.

Objective 3: Expand services to two additional communities and adopt eco-friendly cleaning products within 18 months to support sustainable growth.

Short-Term Objectives (less than a year)

ShinyNest Cleaning Service aims to build a strong local brand, achieve over 95% customer satisfaction, attract new customers through online marketing and promotional offers, and maintain profitability to support future growth.

Long-Term Objectives (More than a year)

The primary objective of ShinyNest Cleaning Service is to become a trusted and sustainable brand across Greater London within five years by expanding its team, adopting modern booking technology, promoting eco-friendly practices, and maintaining high customer satisfaction.

Market Analysis and Marketing Plan

Market Analysis (Competitors, Customers, Target Groups)

The UK cleaning service market is now a competitive arena where the demand for professional services is on a constant rise. The increasing number of individuals who prefer to lead a busy lifestyle, work a full-time job, focus on their health, and reside in commercial buildings is especially common in large cities, such as London (*PolicyBee, 2026*). These factors combine together to form a substantial increase in people who are obliged to rely on professional services to maintain their houses and other living spaces. Therefore, it can be concluded that the current state of the market is favorable for ShinyNest Cleaning Service, whereas the forecasted trends carry enormous potential for the considered business. (*IBISWorld, 2025*)

Customers

ShinyNest Cleaning Service's primary customers are individuals and organizations that want to maintain their homes and businesses in good condition on a regular basis but do not have sufficient time and resources to do that. (*Office for National Statistics, 2025*)

Therefore, ShinyNest Cleaning Service's customers can be divided into the following categories:

Homeowners

Tenants

Working people and families

Offices and corporations

Landlords

Property management companies

These customers seek to find professional cleaners who can provide them with high-quality services on a regular basis. Thus, they want to receive professional cleaning with eco-friendly products and have control of the process.(National Carpet Cleaners Association, 2025).

Target Groups

ShinyNest Cleaning Service is primarily aimed at people and organizations that reside in East London and its vicinity. In this area, the company's target groups are working individuals, small families, elderly people, office workers, and small business owners. In addition, ShinyNest Cleaning Service targets people who have recently moved, renters, and landlords.

Therefore, the target group of ShinyNest Cleaning Service is individuals and organizations that seek to receive professional cleaning services on a regular basis. These people and organizations are usually time-constrained and value professional services provided by experienced cleaners. As a result, ShinyNest Cleaning Service offers a wide range of professional cleaning services for its clients.

Competitors

ShinyNest Cleaning Service has two major types of competitors. The first type is large national cleaning companies Like Mitie Cleaning & Hygiene and Initial Cleaning (Rentokil Initial) that provide professional services to individuals and organizations on a large scale. Although such competitors may have a weaker presence in the local market, they still have a significant advantage over small local companies as they have an established brand image and sufficient resources to compete with other firms. Like Jani-King and Skweeky Kleen . The second type of competitors of ShinyNest Cleaning Service is local cleaners and small cleaning companies. Such competitors usually offer their services at a lower price, but they may lack the necessary experience and resources to provide high-quality services. In addition, they may not have appropriate insurance and security measures and may use harmful substances during cleaning.

PESTEL Analysis

Factor	Analysis
Political (Living Wage Foundation, 2025)	Rising National Living Wage requirements will increase operational costs and impact staffing, potentially offsetting the benefits of the UK's business-friendly policies.
Economic (IBISWorld, 2025)	Due to the increasing national minimum wage requirements that will affect the company's operational costs and staffing policy, and therefore, may balance out the benefits of the UK's pro-business environment.
Social (PolicyBee, 2026)	While the rising inflation and prices of energy may increase the operating costs, the demand for professional cleaners is increasing due to the growing number of full-time workers who seek to outsource household chores due to the lack of time and a shift in housing trends resulting from lifestyle changes.
Technological (Deloitte, 2025)	This will be supported by the company's ability to offer online booking, WhatsApp button, card payments, and social media marketing, which will help to provide a consistently high level of client care and attract more customers.
Environmental (Gadenne, Kennedy and McKeiver, 2009)	ShinyNest has an opportunity to position itself as a preferred provider of eco-friendly cleaning services and benefit from the increasing demand for sustainability and environmentally friendly business practices.
Legal (Living Wage Foundation, 2025)	ShinyNest will also maintain compliance with UK laws and regulations, including the Health and Safety at Work Act, COSHH, National Minimum Wage Act, insurance, and staff criminal record checks, to build trust with clients and avoid legal issues and liabilities.

SWOT Analysis

Strengths: The company offers eco-friendly cleaning services with skilled professionals and convenient online booking.

Weaknesses: As a new business, the company has a limited budget and a small team. This may reduce its ability to serve many customers at the beginning.

Opportunities: The demand for cleaning services continues to grow. Expanding into new areas and using digital marketing can help the business reach more customers.

Threats: The cleaning market is highly competitive. Rising labour costs and economic uncertainty could also affect the company's growth and profits.

Marketing Mix (4Ps)

Product: The company offers high-quality residential and commercial cleaning services such as office cleaning, house cleaning, carpet cleaning, and garden cleaning by using professional and eco-friendly products.(IBISWorld, 2025)

Price: The company provides moderate prices for each cleaning service level depending on the area and complexity of the job. Moreover, the company provides special rates for first-time customers and those who select standard cleaning services.(Kotler, Keller and Chernev, 2022)

Place: Serves East London, where it can be booked on the website and through WhatsApp, ensuring customer convenience. (Statista, 2025)

Promotion: Utilizes social media contacts and online marketing to spread the word about the business and encourage people to leave positive reviews on Google Business. (Chaffey and Ellis-Chadwick, 2022)

Management Team

Management Team and Their Background

Managing Director	Sets strategy, manages finances, and oversees growth.
Operations Supervisor	Manages schedules, staff allocation, and safety compliance.
Cleaning Team	Trained professionals delivering high-quality, eco-friendly services.
Customer Service & Admin	Handles inquiries, bookings, and communication

Table 1: Management Team

Organisational Chart

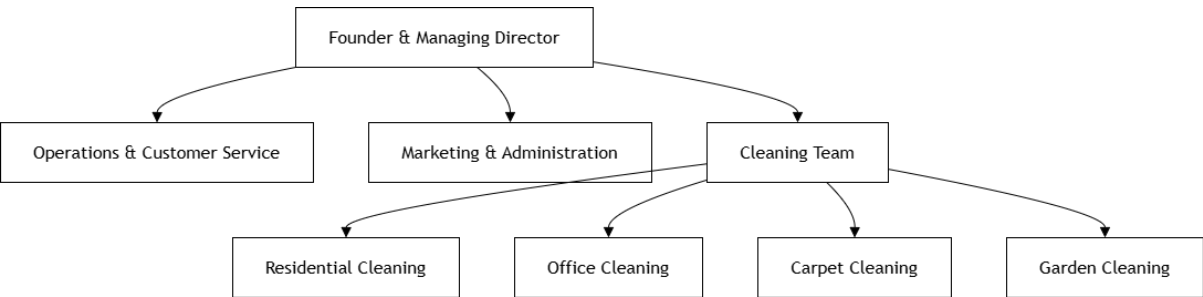


Chart 1: Organisational Chart

The organisational chart shows the company's structure. The Founder and Managing Director supervises all departments and cleaning services.

Key Milestones

Time Period	Key Milestone
Month 1	Complete business registration, obtain the necessary insurance, purchase cleaning equipment and supplies, and launch the official website and social media pages.
Month 2–3	Begin full business operations, establish a customer booking system, and secure the first 20 regular customers through digital marketing and promotional offers.
Month 4–6	Build a strong online presence by collecting positive customer reviews, increasing social media engagement, and improving customer satisfaction.
Month 7–12	Expand the customer base to more than 100 regular clients, recruit additional cleaning staff if required, and achieve stable monthly revenue.
Year 2	Expand cleaning services into additional areas of London, introduce improved booking and customer management systems, and establish long-term contracts with offices and property management companies.
Year 3	Strengthen the ShinyNest brand across London, increase operational capacity, expand the workforce, and become a recognised provider of professional and eco-friendly cleaning services.

Table 2: Key Milestone. Source (Self Produced)

Financial Plan (One Year)

Sources of Finance

Proposed Sources of Finance

Source of Finance	Purpose
Owner's Personal Investment	Upfront costs such as start up costs, purchasing equipment, insurance, website development, and marketing.
Government Start Up Loan (Barrow, Barrow and Brown, 2018)	Expansion of business, purchasing equipment, and working capital.
Family and Friends	Short term funding needs, additional working capital, and start up costs.
Small Business Bank Loan	For future business needs and expansion.

Table 3: Proposed Sources of Finance (Self Produced)

Cash Flow Forecast

Month	#	Cash Inflow (£)	#	Cash Outflow (£)	#	Net Cash Flow (£)	#	Closing Balance (£)
January		3,500		5,000		-1500		-1500
February		4,500		4,300		200		-1300
March		5,500		4,500		1000		-300
April		6,500		4,700		1800		1500
May		7,500		5,000		2500		4000
June		8,500		5,300		3200		7200
July		9,500		5,600		3900		11100
August		10,500		5,900		4600		15700
September		11,500		6,200		5300		21000
October		12,500		6,500		6000		27000
November		13,500		6,800		6700		33700
December		15,000		7,200		7800		41500

Table 4: Cash Flow Forecast (Self Produced)

The forecast shows that the business may face an initial cash deficit due to start-up costs. However, increasing sales are expected to generate positive cash flow and improve the closing balance throughout the year.

Sales Forecast

Sales of ShinyNest Cleaning Service are expected to rise due to the growing demand for their services and the number of customers that are likely to be acquired through referrals, advertisements, and sustained patronage from the customers. (*IBISWorld, 2025*)

Month	Estimated Customers	Average Revenue per Customer (£)	#	Projected Sales Revenue (£)
January	35	100		3,500
February	45	100		4,500
March	55	100		5,500
April	65	100		6,500
May	75	100		7,500
June	85	100		8,500
July	95	100		9,500
August	105	100		10,500
September	115	100		11,500
October	125	100		12,500
November	135	100		13,500
December	150	100		15,000

Table 5: Sales Forecast

Total Projected Sales Revenue (Year 1)

Description	Amount (£)
Total Customers	1,085
Total Sales Revenue	£108,500

Table 6: Sales Revenue (Year-1)

Cost of Production Forecast

The cost of production forecast below will help me understand the amount of funds needed to finance my ShinyNest Cleaning Service in the initial years. (*Living Wage Foundation, 2025*)

Cost Category	Annual Cost (£)
Staff Wages	42,000
Cleaning Equipment & Maintenance	5,500
Cleaning Supplies (Eco-friendly Products)	7,000
Transportation & Fuel	8,000
Insurance (Public Liability & Business Insurance)	2,500
Marketing & Advertising	4,500
Website & Booking System	1,500
Utilities & Office Expenses	2,500
Miscellaneous Expenses	2,000
Total Cost of Production	75,500

Table 6: Cost of Production Forecast

Estimated Gross Profit

Description	Amount (£)
Total Sales Revenue	£108,500
Total Cost of Production	£75,500
Estimated Gross Profit	£33,000

Table 7: Estimated Gross Profit

Break Even Analysis

Assumptions

Item	Value (£)
Annual Fixed Costs	£18,000
Average Selling Price per	£100
Variable Cost per Customer	£53

Table 8: Even Analysis

Break-even Calculation

Contribution per Customer

= Selling Price – Variable Cost

= £100 – £53 = £47

Break-even Point (Customers)

= Fixed Costs ÷ Contribution per Customer

= £18,000 ÷ £47

= 383 Customers (approximately)

Break-even Summary

Description	Value
Break-even Customers	£383
Average Revenue per	£100
Break-even Sales Revenue	£38,300

Table 9: Even Sales Revenue

Operations and Management Plan

Production of Good and Service

ShinyNest Cleaning Service to cover all the costs both fixed and variable without making any profit or loss and based on the financial projections it will reach the break-even point when the sales will be enough to cover all the expenses. This way the company will become profitable and the further growth of the business will be possible.

Technology Plan

The business uses their website, WhatsApp, social media and Google Business Profile to manage bookings, communicate with customers, and advertise their services effectively.

Human Resource Plan

ShinyNest utilizes experienced cleaners and provides them with training to guarantee high-quality service, customer satisfaction, and conformity to the UK's health and safety regulations.

Expansion Plan

ShinyNest utilizes experienced cleaners and provides them with training to guarantee high-quality service, customer satisfaction, and conformity to the UK's health and safety regulations.

Reference List

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Appendices:

Appendix A – ShinyNest Cleaning Service Website

Website: <https://www.shinyneestcleaning.co.uk/>

This website was used to collect the information below:

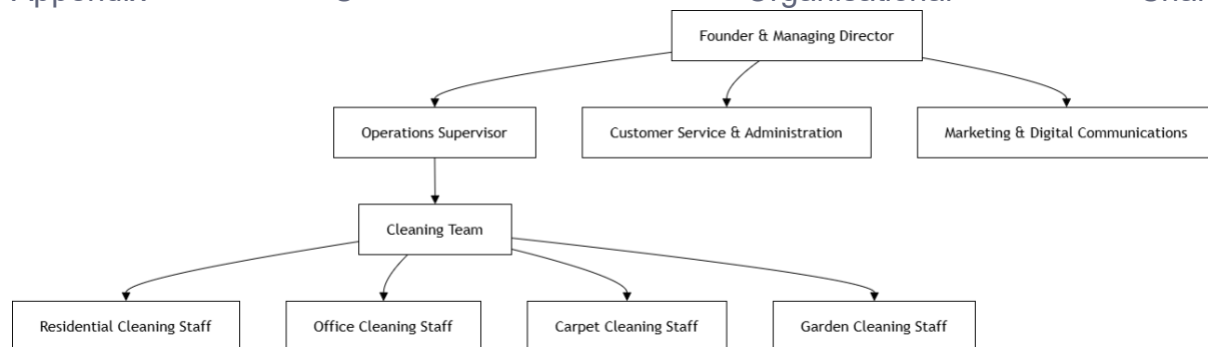
- The company's services
- Area of operations
- Contact information
- Marketing channels

Appendix B – Services Offered

The company currently offers the following services:

- Office Cleaning
- Full House Cleaning
- Carpet Cleaning
- Garden Cleaning

Appendix C – Organisational Chart



Appendix D – SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Professional services	New business	Growing UK cleaning market	Strong competition
Eco-friendly products	Limited brand awareness	Business expansion	Rising operating costs
Online booking	Limited resources	Digital marketing	Economic uncertainty

Appendix E – PESTEL Analysis

Factor	Impact
Political	National Living Wage
Economic	Inflation
Social	Increasing demand for
Technological	Website & WhatsApp
Environmental	Eco-friendly cleaning
Legal	Health & Safety

Appendix F – Financial Forecast Summary

Item	Amount (£)
Total Sales Revenue	108,500
Total Cost of Production	75,500
Estimated Gross Profit	33,000
Break-even Revenue	38,300

Appendix G – Marketing Channels

The business promotes its services through:

- Official Website
- WhatsApp
- Facebook
- Instagram
- TikTok
- LinkedIn
- X (Twitter)
- Google Business Profile