



University of Wales Trinity Saint David

Program: Business

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Assignment Title: Business Plan – Residential & Small Office Cleaning Service

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Overview of the Business Idea

My business idea is to start a **residential and small office cleaning service** in **Birmingham**. I will operate the business on my own, providing **regular cleaning, deep cleaning, and optional services** such as carpet or window cleaning. By running the business personally, I can ensure a **reliable, high-quality, and tailored service** for each client.

The cleaning industry in the UK is steadily growing, with a rising number of households and small businesses seeking professional cleaning services (ONS, 2024). Birmingham's dense residential areas and small office clusters provide a strong market opportunity.

My **unique selling point (USP)** is offering **affordable, eco-friendly cleaning services with flexible scheduling**, which allows me to stand out from larger cleaning companies that may not provide personalized attention.

Legal Format and Management Structure

The business will be registered as a **Limited Liability Company (LLC)**. This legal format is ideal because it:

- Protects my personal assets from business liabilities (Harper, 2022).
- Provides credibility to clients.
- Allows for future growth if I decide to hire employees or expand services.

Management Structure:

- **Owner/Operator:** Responsible for cleaning services, client communication, scheduling, and marketing.

Since I am running this business alone, all decisions and operations will be handled personally, making the structure simple and cost-efficient.

PESTEL Analysis

Political: Compliance with UK labor laws, health and safety regulations, and insurance requirements is essential for a cleaning business.

Economic: Economic growth increases demand for cleaning services, while recessions may reduce discretionary spending.

Social: Busy lifestyles and working professionals drive demand for domestic cleaning services. There is also a growing preference for environmentally friendly cleaning solutions.

Technological: Online booking platforms, social media, and mobile payment apps will allow convenient scheduling and customer communication.

Environmental: Using eco-friendly cleaning products reduces environmental impact and appeals to environmentally conscious clients.

Legal: Compliance with health and safety standards, employment laws (if hiring in the future), and insurance regulations is mandatory to avoid legal issues.

Marketing Plan

My marketing strategy will focus on both **online and offline channels**:

- **Website:** A simple website showcasing services, pricing, and online booking.
- **Social Media:** Facebook and Instagram accounts to share promotions, tips, and customer reviews.
- **Local Advertising:** Flyers, posters, and community bulletin boards in residential neighborhoods and office buildings.
- **Referral Program:** Offering discounts or free services to clients who refer others.

The business will operate in areas of Birmingham with **high residential density and clusters of small offices**, ensuring visibility and a steady flow of clients.

Funding and Expenses

Funding Required: £8,000 – £10,000

Funding Sources:

- Personal savings
- Small business loan from a UK bank
- Potential government grants for small enterprises

Estimated Startup Expenses (First Month):

- Cleaning supplies and equipment: £2,000
- Marketing (website, flyers, social media ads): £1,500
- Uniforms and branding: £500
- Insurance and licenses: £1,000
- Miscellaneous/contingency: £1,000

Starting as a one-person operation keeps initial costs low while allowing room for growth in the future.

Reference List

- Harper, J. (2022). *Business Structures and Legal Formats*. London: Business Press.
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