

University of Wales Trinity Saint David

Managing enterprise in the 21st century

(BMSW4006_ION)

Business Plan

- Cleopatra Chirilesciu (2010285)
- Corina Bistriceanu (2011101)
- Tatiana Mora Montoya (2010781)
- Nicu Tiberiu Nastasa (2010286)
- Bryan Espinoza (2010054)

Lecturer: Malani Gunaratnam – Rita Ukachi-Lois

OneTouch Cleaning Service

Morden, London, UK

NatWest Bank PLC

93 Central Rd, Worcester Park

KT4 8DZ

Dear Sir/ Madam,

We are 5 students from University of Wales Trinity Saint David of London, and we are pleased to introduce our business project, which is a cleaning company. We are enthusiastic and highly skilled young people and confident that in Morden is a strong market for cleaning. We are writing this letter with the consideration of asking for a £10.000 loan to set up our cleaning company. This loan with the money we already have from savings will allowed us to launch OneTouch Cleaning company in the Morden market and to purchase all the cleaning products, paperwork, technology and equipment's we need to support our business.

We had attached all the documents needed to apply for the loan and our business plan where we talk about our company, service, operations, organizational, financial plan, market analyses, and seals & marketing.

For any future questions, please do not outside to contact us via email onetouch@gmail.com or by phone 07933 460006.

Thank you for making time in your busy schedule to read and taking into consideration our cover letter and the business plan.

Sincerely,

OneTouch Cleaning Management Team

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INTRODUCTION - NICU TIBERIU (2010286)

Business description and history

"To open a business is easy, but to keep it open is an art" Chinese proverb.

Prior to the existence of money, there was a barter system, where people exchange goods for goods or services for services.

It is essential that job descriptions are not build arow the skills that current team member has. The people need to fit the job description, the job description should not be designed to fit the people.

Let us start with the essential questions.

Who we are?

(name of the business, unique and search engine friendly) Our business started in 2021, an ambitious project of 5 young and visionary students.

So, what business?

A cleaning business who wants to provide exceptional and seriousness services to people and other companies.

Why this business?

One of the biggest concern most people have starting a business is the fear not having a job security.

However, in today's economy, owning your own business gives more job security. Very few jobs are safe in the workforce. With the cleaning business, the work is very safe, the pays is awesome and get the free time to pursue your hobbies and goals. Starting a cleaning business is a great way to generate income.

How starts?

The cleaning crew will start wearing a uniform with the name of company and very quickly will grew on referrals, no need to do any marketing initially.

What service do we offer?

Carpet cleaning and floor waxing services, window washing, janitorial, private residence maid services, organic cleaning, swimming pool cleaning, commercial cleaning, car washing.

Where we run the business?

Well, we can start this business from our house (or commercial space) and move the business when we have some profit.

We focus on galleries, malls, educational institutions, champing grounds, stadiums, parks, apartments.

Which products do we use?

Vacuum cleaner, varied cleansing products such as: window cleaner, bleach, bathroom cleansers, posting rags, paper towels, sponge, trash bags to fit numerous sizes of containers, air freshener spray, rubber gloves.

S	W	O	T
• The hours are great - Monday-to Friday. • No accounts receivable- We clean, we get paid. • Recurring revenue stream - Good services, trust of our clients. • Minimal capital expenditures.	• Crowded marketplace. • Limited technological advances. • Providing consistent quality.	• Favorable factors with the potential to improve current positioning.	• Factors arising the external environment that have the potential to hurt a firm's business.

MANAGMENT AND ORGANIZATION - TATIANA MORA MONTOYA (2010781)

Personal history of the principals

One Touch Cleaning is General Company new in this market, based in London city, conformed by 5 partners and 1 employee.

The owners are:

- **CORINA BISTRICEANU (2011101):** A diligent, approachable, and resourceful hospitality manager for the past 14 years. Enjoy working with a team of people and help ambitious and hardworking team members in getting the work experience and knowledge to help them professionally. Her biggest achievement is when the team reaches its potential and exceed set targets.
- **BRYAN ESPINOZA (2010054):** Administration and management technician with 5 years of experience in housekeeping services, currently working as a night shift supervisor in the fast-food industry, with truly interest in the financial world, looking to develop and acquire new skills, knowledge and experience.
- **CLEOPATRA CHIRILESCIU (2010285):** Good communicator, passionate about work with people, ambitious, friendly, organised, multitask and resourceful. Working as a catering supervisor since 2018 and 10 yeas' experience of customer service and being aware about their needs. Looking for new challenges and always trying to achieve personal and professional goals.
- **NICU TIBERIU NASTASA (2010286):** A hardworking, ambitious, talkative, and reserved Optical technician. Looking for new goals to achieve and passionate about enjoying life. In charge of
- **TATIANA MORA MONTOYA (2010781):** A hardworking, professional, friendly, and proactive office assistant in an insurance company, with more than 4 years' experience handing confidential tasks and making routing office duties as efficient as possible, seeking to ease a good manage of the Human Resources department at the company.

Related work experience

Some of us have a wide experience in this competitive industry for the past 5 years, and one of us has a 14 years' experience as a manager in another kind of company but knowing as well from inside, the weaknesses and opportunities within the global market and on our way to achieve our principal goal that is to be the main company dedicated to cleaning London homes, buildings, schools, gym and offices, guaranteeing the trust and satisfaction of our clients with a staff highly committed to service and complying with high standards of hygiene, efficiency, quality and ethics.

Duties and responsibilities

The team members and their roles within the company are:

- **Tatiana Mora Montoya (2010781) Human Resources and administration manager:** In charge of recruiting and selecting staff, monitoring the hiring process, deciding the objectives and goals of the company, inspecting all the activities of each department developing, accepting and resolving the organizational policies, campaigns and programs, defining the hierarchical structure (selecting the managers, operation staff and other executive personnel as our commercial agent), controlling the financial resources and all the materials, and the human talent (coordinating the work of divisions and departments), representing the organization or delegate representatives who will perform official functions, health and safety program, attending meetings or Public Relations activities, being the ambassador of the identity of the company, for internal and external gatherings, providing training and advice on HR policies, practices and procedures.
- We will select, recruit, hire and train the future employees by ourselves, and keeping on mind the following requirements:
 - **Right to live and work in the UK:** To have access at all the benefits such as contract, insurance and holidays
 - **Driving license:** To drive our van and provide a quick and competitive service to all out costumers around the city.
 - **DBS:** Necessary in any kind of job but specially to work in Colleges and School.
 - **Demonstrable work experience as a cleaning staff:** Not mandatory but preferable.

- **Ability to handle heavy machinery and equipment:** It is not a mandatory requirement but could be a plus depending of the type of position to cover. The company will provide the correspondent training if needed.
 - **Knowledge of cleaning supplies and chemicals:** In case the candidate has not the knowledge, our company will be providing the correspondent training to avoid injuries.
 - **Familiarity with Material Safety Data Sheets:** In case the candidate has not the knowledge, our company will be providing the correspondent training.
 - **Integrity:** One of the most important pillars in our company.
 - **Secondary education degree:** Mandatory.
-
- **Bryan Espinoza (2010054) Finance and Accounting manager:** Performing managerial tasks, handling financial information, document, and raising reports, analysing trends, and evaluating the performance of the company, supervising the operations and development of the company's finance departments, devising alternatives to minimize costs and losses, investigating and determining opportunities to achieve financial expansion, providing advice and assistance in the execution of financial plans and goals, working together with HR in the recruitment and training of new employees.
-
- **Corina Bistriceanu (2011101) sales and Nicu Tiberiu (2010286) marketing managers:** In charge of identifying competitors and potential markets, developing and implementing marketing and advertising strategies and campaigns in the short and long term, having as a main objective to promote the influence of our company, defining the target audience, managing the budget assigned to the Marketing department, development of pricing strategies in alliance with the department of sales, with the goal of maximizing the profits and market participation and at the same time maintaining the satisfaction of our customers, event organization, supervision of the content and marketing strategy in social networks.
-
- **Cleopatra Chirilesciu (2010285) Operations manager:** In charge of planning, directing and ensuring the proper management of the resources of an organization in order to achieve the objectives set, making decisions about the process, having the ability to

solve problems and achieving maximum efficiency with minimum costs. Monitoring the routes and controlling the products will promote the identification of strengths and weaknesses, allowing the application of adjusted management strategies to meet these objectives.

- **Commercial agent:** In charge of reaching sales targets, developing of the new programmed markets, generating the minimum possible expense in sales operations, maintaining or improving the corporate image in customer relationships, communicating errors in the processes and/or proposing improvements, opening new distribution channels, planning business visits, giving advice on the proper use of the product, solving doubts about the service, having the competition well analysed, knowing the products/services of the competition.

ORGANIZATION



Social responsibility and sustainability

As Abrams said (2010): “Increasingly, companies judge their performance not merely on profit, but on the concept of the ‘triple bottom line’—or people, planet, profit” (p. 240)

People

The customers are the most important part of our company, and it is our goal to create and support a good relationship and where possible to recommend and use their services. We will supply reliable and high-quality service.

The other hand, employees are like family, and we know our reputation rests in their hands; that is why we empower our people by giving them the training, make them feel motivated giving the support they need to reach their fullest potential and comfort inside of our company, feeling that they belong to a big and united family where every single member is important. We believe that with their help and with our customers’ support, their working environment will not present a risk to health and safety.

In terms of our future employees, we have equal opportunity and diversity, making sure we select, recruit, train and promote individuals regardless of race, sex, marital status, age, nationality, ethnicity, sexual orientation, or religious belief (*Equality Act 2010*) All our employees will be treated with fairness and will not suffer harassment or intimidation by colleagues or customers. We also recognize the importance of the health and safety in the workplace, that is why we will make sure that the employees are provided with safe working conditions by our customers, which will lead to the avoidance and reduction of risks, whilst ensuring that they adhere to the *UK Health and Safety Act of 1974*. We are aware it is the duty of every of our employees to follow the safe working practices and that way prevent injuries to themselves and others in the workplace. (HSE, 2020)

As everybody knows, we are in a pandemic situation about Covid-19 and is being a challenge time worldwide, however in One Touch Cleaning we believe in the that the future will be much better for everyone and therefore we follow the necessary steps not only to mitigate the spread of the virus but also our priority as a company is protecting our customers and employees from any kind of harm, following the next steps:

- Updating our risk assessment.

- Keeping people 2 meters apart. If this is not viable, keeping 1 meter apart with risk mitigation is acceptable.
- Keeping our workplace clean and handwashing frequently to reduce the spread. This step is crucial to protect people and as a cleaning company we must put ourselves as an example of taking responsible hygiene measures.
- Having a good ventilation at the workplace. It is a simply measure but helpful to reduce the spread.
- Involving our employees, providing the right information, talking to them, taking the steps to manage the risk of coronavirus in our workplace and hearing their ideas about work safely.
- Making sure we protect vulnerable workers from the coronavirus and putting controls in place to reduce the risk. (HSE, 2021)

Planet

One Touch Cleaning will provide environmentally sensitive service to support the *International Organization for Standardization ISO 14001:2015 Environmental Management System*. Our goal is minimizing our carbon footprints and avoid any kind of damage to the environment through the reduction in the use of our chemical cleaning products, proper disposal of waste and the use of recyclable products.

We will give preference to suppliers with social responsibility and environmental statements, and we will buy our products in bulk to save on packaging and unnecessary plastic use. We are looking to buy refillable containers for our cleaning materials where possible we will try to use recycled paper and we will be encouraging customers to do the same.

In terms of environmental commitment, our policy is to:

- Reinforce and obey the requirements of ongoing environmental legislation and codes of practice in the United Kingdom.
- Reduce our waste and use again our containers or implement recycling methods as much as possible.
- Minimise the use of energy and water in the workplace, our vans, and technics of cleaning to reduce the utilization of natural resources, principally when they are non-renewable.

- Contribute to the improvement in respect of water, light pollution, noise and air and try to reduce any kind of impact from our cleaning services on the environment and our closer community.
- Use services and products that do not represent any damage the environment, encourage our duty of care to the generations of the future.
- Analyse the impact to the environment of any new processes or products we propose to use in advance.

In addition, we are aware that protecting our customers and employees from the Covid-19 situation, we will protect the planet and our environment from the spread of the disease.

To summarise, *One Touch Cleaning* believes in the good environmental practices and is running in a sustainable manner, and always supplying a reliable, honest, and responsible services to all the costumers and looking to find a balance between health, safety and reducing our environmental impact.

OPERATIONS - CLEOPATRA CHIRILESCIU (2010285)

Operations Plan

OneTouch Cleaning company will be based on B2B and B2C cleaning service. B2B includes office cleaning, pubs/restaurants cleaning, commercial cleaning, will include after builder's service and will be a daytime service or early mornings. On the other hand, the schools, and private nurseries, which are experimenting a high volume of people from Monday to Friday every day. The cleaning service will be daily, in a suitable time for our customers, also, the owners of the company and the employees, must be aware of the late or early working hours for completing the cleaning service when the schools, nurseries pubs and restaurants are closed.

B2C cleaning service will be:

- antiviral sanitisation,

- carpet cleaning,
- end of occupancy,
- mattress cleaning,
- sofa cleaning,
- rug cleaning,
- after party cleaning,
- ironing,
- after builders cleaning,
- window cleaning and one/off cleaning,
- party and events cleaning,
- floor scrubbing and polishing,
- vapor cleaning.

The same service from B2C it will be applied as a B2B service, where will be applicable. It is important for our company and clients to set up a flexible time for cleaning all the location from Morden area in London, we must run. Each customer must have a detailed work schedule which will specific the jobs from the site and each member of the team must receive a copy with the specific jobs must be completed daily for each client.

Facilities

OneTouch cleaning company will operate in Morden area and is offer an extensive range of cleaning service with eco-friendly cleaning products, from where every customer can choose. The customers have the option to choose which type of cleaning service or cleaning products is more adapted for the company's or house. To complete the task, as a later technology we will offer a vapor cleaning and the benefit of this machine is to clean and sanitize without cleaning products especially for the customers with allergens and respiratory problems.

Facility safety

Poor facility safety can potentially compromise the company reputation, productivity and is pooting at substantial risk the workplace safety. Effective cleaning is not just hygiene process, is an outgoing operation, including to keep the work area free of slip, trip o falls hazards, which may cause severe injury to the visitors, clients, and our bottom line. It is important to be aware of potential injures caused by the cleaning products as a skin reaction and respiratory illnesses.

Achieve excellence

To the achieve excellence our team will make sure that every job is approach with excellence, care, and passion, regardless of the scale, we will work through it methodically and efficiently, producing an overall positive result.

Honest and Ethical

OneTouch Cleaning company is based on honesty and ethical business practice with clients, employee, and community we serve with respect, trust, care, transparency, respect client's information and workplace diversity.

Expanding into Additional Market

In the first year the company set up a target of 10 commercial businesses and 100 householders to be serve. At the same time, our service will be extended in different areas from London as Haringey and Hackney.

Effective Cleaning

Our company will work in teams of two or more members for B2B and B2B location and every member must perform specific tasks for an effective and quicker cleaning process.

Control and Performing

MISSION

Health & Safety

Health, Safety and Hygiene is coming first, as is particularly important for us especially with the current pandemic. Our policies ensure ambitious standards of care for our employee and the people who may be affected by our service. All the staff members must be fully trained or a

safety use of cleaning products, machines, personal protection kit and all hazards may occur during the cleaning process. Every team must have a person, who is first aid trained for a prompted response in emergency which include accidental injuries.

The Health and Safety System design to show the Company's legal agreement the Health and Safety at work, Act 1974, and the later Regulation for example:

- The Health and Safety (First Aid) Regulation 1981,
- The Management of Health and Safety at Work Regulation 1999,
- The Reporting of Injuries, Diseases and Dangerous Occurrences Regulation 2013
- The Manual Handling Operations Regulation 1992
- The Control of Substances Hazardous to Health Regulation 2002

The Human Resources and Operational departments must be up to date with all the Safety and Health, OSHA regulation, legal consideration of OneTouch Cleaning company.

Employees

OneTouch Cleaning company will start with 4 employees for the first 6 months with the possibility to employ more people, depending of the cleaning contracts number. One employee will have a part time working hour between 16- 20 h/week, will depend on the operational department needs with the possibility to increase the working by covering sicknesses and holidays. The rest of the employees will have a full-time working hour between 30-35h/week and them duty is as cleaners. All the employees will have a 0-hour contract for the first year and all must have a Disclosure and Barring Service (DBS), which is a criminal records copy.

Performing People

Our strong values are to deliver excellence in everything we do by keeping in mind customer needs. To make this possible our Human Resource manager Tatiana Mora Montoya will create exceptional employee experience by offering support for a positive development in our organisation.

VISION

Customer satisfaction and needs.

To keep our customer satisfied is our priority by being an excellent partner which means we treat the customers from the beginning a long-term client with empathy, respect, trust, regular feedback and make the procedure easy for customers to understand. It is important for our company to get honest feedback from every customer, because will help us to understand better what they like and what they did not like in our service. Also, will give the opportunity to our clients to get involved in shaping our service and feel important. On the other hand, the feedback will help the company to improve the quality service. Everyone it will handle customer satisfaction and feedback. Every customer must be able to choose from a range of eco-friendly products which is more adapted to them needs taking into consideration pets, children, environment, and healthy matters.

GOALS

Research and Development

Every owner/department will handle research and development of the cleaning company, as is important to update, our service to the necessity of the market and clients. Based on this, is important to bring new cleaning techniques/ products and adapt them to each individual customer needs as a pet friendly, asthma friendly, allergy friendly, eco-friendly, child friendly and environmentally friendly.

Suppliers

Jangro, our supplier will offer an extensive range of eco-friendly cleaning product from where we can choose the one more adapted for our clients. The cleaning products and equipment's must be bought from a nominated supplier as detailed by the operation department. The supplier must provide relative up to data sheets with information about chemical products, safe use instruction and storage. All the cleaning products must be under Control of Substances Hazardous to Health regulation 2002 (COSHH) and Occupational Safety and Health Administration (OSHA) Work Rights and Protection 1970. All cleaning products and equipment

it will be safely stored at the company location. The operational department will handle suppliers.

Management system

Logistic

OneTouch Cleaning company is well organised, which helps to meet the deadline effectively and we use general excellent products. The operation department will be in constant communication with Bryan Steven Velastegui Espinoza, manager of the financial department, to cover the emergency costs. All the company departments are working closely together to be successful to meet our targets and to deliver the targets.

Quality Control

Every owner must make daily inspection on the sites to make sure the cleaning service was 100% completed and is maintaining the exacting standards. All the cleaning machines must be regularly checked by an accredited person to make sure everything is working in perfect conditions to avoid any harms to our bottom line. All the cleaning products must be under the General Product Safety Regulation (2005) and the Control of Substances Hazardous to Health Regulation (2002). Also, every month all the owners and staff members must hold a meeting to ensure we are meeting our customers' objectives. Our priority is to ensure we have a 100% customer service, and every feedback will be taken into consideration.

Company Network Support

All the company departments are working closely together to be successful to meet our targets and to deliver targets.

Contingency planning

The contingency plan is coming to support our cleaning company and employees with future action which everyone must take in emergency as spilling, fire, allergy reaction, injuries, environmental or in another situation. This plan contains essential information to who

everyone must report the emergency, to prevent or stop the potential hazards which can harm our health and the environment. In these types of circumstances everyone's duty is to report as soon as possible to the team leader, supervisor or to the operation department for future action. All the employees must have an emergency contact which should be able to be contacted out of the office working hours to offer support in this critical situation. In case of explosion, fire everyone must leave the site or in other situation, which is putting the health at considerable risk, call 999. On the other hand, the contingency plan includes the current situation of the SARS-CoV-2 infection. To make sure we can prevent the pandemic situation is important to follow the Department Health & Social Care (DHSC) and Public Health England (PHE) guidelines. OneTouch Cleaning company set up procedures to prevent COVID-19 infection as a:

- **Hand's hygiene measure includes washing more often the hands with soap and warm water before and after using the gloves when is possible or using hand gel sanitizer.**
- **Social respiratory measure is everyone's duty to cover the mouth and nose when we cough and sneeze with the arm or a paper napkin and throw it in the bin, wash your hands after you clean the nose and avoid touching the eye, mouth, and the nose. When you are indoor in contact with other people the mask must be worn all the time.**
- **Social contact measure includes social distance, avoid hugs, kisses and shaking hand. Where is possible the meetings must be kept on Microsoft Teams or Zoom.**
- **Personal hygiene measure it will not be allowed to share food, drink or other objects between employee, customers, and visitors. All the employees must have short and clean nails, the hair tied up and absence of rings, watch, bracelets, necklaces. On duty everyone must wear the Personal Protective Equipment (PPE) and a clean uniform which will be used just for work purposes.**

It is everyone's responsibility to follow all the measures to prevent and control the pandemic situation. Also, the plan proposes to have rapid and successful intervention of urgent needs of the employees replacing suspected or infected with COVID-19. In case of infection or suspected with COVID-19, the person must let know as soon as possible the team leader/supervisor or manager, must self-isolate, let know all the direct contacts about the situation and make a COVID test. All the surfaces, cleaning products, cleaning machines and other objects used by the infected person must be carefully sanitized to avoid any possibility of COVID-19 to spread.

Location

The OneTouch Cleaning company office location will be based at Morden, London. U.K. The location will offer a good accessibility in a minimum time, to access all the costumers addresses and could be rich easily from the suppliers, which will deliver the products for the cleaning service.

Operating costs

The utilities for the cleaning company office as a rent (if is applicable), council tax, water, heat, phone, internet, computer, light, products, machines, company insurance and for van, petroleum, road tax it will be the responsibility of the company owners and in direct contact with financial department under Mr. Bryan Steven Velastegui Espinoza, Finance manager guidance and Operational manager. Financial department will in charge for all staff members wage payments under National Living Wage (NML) and National Minimum Wage (NMW), as a new rate updating every year on the 1st of April and deciding if will be a weekly or monthly payment. Also, the financial department and Operating department will keep the level of suppliers to the minimum, by getting proper number of products per each month, taking in consideration, waste, spilling, theft, and stock.

FINANCE AND ACCOUNTING - BRYAN ESPINOZA (2010054)

Product price break-down

As a cleaning business, we have previously mentioned that we will be offering our services to residential and commercial customers.

We have set our prices at an hourly rate, and it's based on a standard cleaning including all the necessary to complete the service. We have calculated this according to U.K. average cleaning services price and it will be as follows:

PRODUCT BREAKDOWN							
SERVICE PRICES	CLEANING SERVICES				CARPET SERVICES		
	1	2			3	4	
	RESIDENTIAL	COMMERCIAL			RESIDENTIAL	COMMERCIAL	
SALE/HOUR	£ 20,00	£ 30,00			£ 50,00	£ 60,00	
COST/HOUR	£ 12,50	£ 12,50			£ 24,75	£ 26,25	
MARGIN	£ 7,50	£ 17,50			£ 25,25	£ 33,75	

However, we are open to work and fit any customer needs and prices will vary depending on the service length, budget or services required.

Costs and expenses

STARTING POINT

At the starting point, we require the following equipment/services:

2 vans and 2 carpet cleaning machines: 2 second hand vans and 2 brand new carpet cleaning machines.

Office software: this includes a Microsoft suit, accounting programs, business antivirus protection and a webpage development fee.

Office equipment: a selection of desks, shelves, storages and a printer.

Supplies: first cleaning supplies and equipment order.

Advertising: promotional flyers with opening offers around our operations area.

Budgeted as follows:

STARTING POINT PURCHASES							
2 VANS	£	7.000,00	SOFTWARE	£	300,00	2 CLEANING MACHINE	£ 4.000,00
SUPPLIES	£	800,00	ADVERTISING	£	150,00	OFFICE EQUIPMENT	£ 800,00
TOTAL				£	13.050,00		

Cost of service

Our variable cost are our employees cleaning staff, cleaning supplies and the transport fuel, this includes a parking fee.

Prices area as follow:

VARIABLE COSTS							
PETROL	£	1,25	CLEANING SUPPLIES	£	1,50	EMPLOYEE COST	£ 11,00

Monthly expenses

Rent: the base of our daily operations, we have not decided a property yet but have set the price according to Morden, London average commercial property price.

Council tax: 12 months instalments.

Supplies: while our cleaning supplies order will go according to our sales, our office supplies is based on a flat budget; cost of uniforms.

Internet and website: monthly provider fee, includes telephone.

Electricity: this will vary depending the station of the year, we would like to keep this as a average budget.

Insurances: 12 months liability and car insurance payable as monthly instalments.

Other car expenses: MOT and road TAX; fuel according to our sales.

Maintenance: this has been set as a budgeted to cover possible breakdowns.

Advertising: this monthly budgeted will vary according to the company needs and marketing strategies.

Commercial agent: regular monthly salary for a commercial agent destined to visit houses or commercial places in person.

Salaries: this refers to cleaning employees. It will vary goes according to our sales.

Partners salaries: Calculated as a fixed salary for each partner. This will be explained in-deep shortly.

Interests: loan/investors repayments.

A 12 months expenses assumption will show on the next table:

	JANUARY		FEBRARY		MARCH		APRIL		MAY		JUNE	
RENT	£	350,00	£	350,00	£	350,00	£	350,00	£	350,00	£	350,00
OFFICE SUPPLIES	£	50,00	£	50,00	£	50,00	£	50,00	£	50,00	£	50,00
CLEANING SUPPLIES	£	934,50	£	1.038,00	£	1.090,50	£	1.090,50	£	1.141,50	£	1.194,00
MAINTENANCE	£	80,00	£	80,00	£	80,00	£	80,00	£	80,00	£	80,00
INTERNET	£	50,00	£	50,00	£	50,00	£	50,00	£	50,00	£	50,00
WEBSITE	£	15,00	£	15,00	£	15,00	£	15,00	£	15,00	£	15,00
ADVERTISING	£	500,00	£	700,00	£	700,00	£	500,00	£	700,00	£	700,00
CAR INSURANCE	£	66,67	£	66,67	£	66,67	£	66,67	£	66,67	£	66,67
LIABILITY INSURANCE	£	41,67	£	41,67	£	41,67	£	41,67	£	41,67	£	41,67
ELECTRICITY	£	150,00	£	150,00	£	150,00	£	150,00	£	150,00	£	150,00
COMMERCIAL AGENT	£	1.416,67	£	1.416,67	£	1.416,67	£	1.416,67	£	1.416,67	£	1.416,67
SALARIES	£	7.832,00	£	8.701,00	£	9.141,00	£	9.141,00	£	9.570,00	£	10.010,00
PETROL	£	333,75	£	371,25	£	390,00	£	390,00	£	408,75	£	427,50
MOT	£	10,00	£	10,00	£	10,00	£	10,00	£	10,00	£	10,00
ROAD TAX	£	33,33	£	33,33	£	33,33	£	33,33	£	33,33	£	33,33
COUNCIL TAX	£	125,00	£	125,00	£	125,00	£	125,00	£	125,00	£	125,00
UNIFORMS	£	200,00	£	-	£	-	£	200,00	£	-	£	-
PARTNERS SALARY	£	8.654,86	£	8.654,86	£	8.654,86	£	8.654,86	£	8.654,86	£	8.654,86
INTERESTS	£	133,33	£	133,33	£	133,33	£	133,33	£	133,33	£	133,33
TOTAL	£	20.976,77	£	21.986,77	£	22.498,02	£	22.498,02	£	22.996,77	£	23.508,02
	JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
RENT	£	350,00	£	350,00	£	350,00	£	350,00	£	350,00	£	350,00
OFFICE SUPPLIES	£	50,00	£	50,00	£	50,00	£	50,00	£	50,00	£	50,00
CLEANING SUPPLIES	£	1.248,00	£	1.194,00	£	1.248,00	£	1.194,00	£	1.194,00	£	1.300,50
MAINTENANCE	£	80,00	£	80,00	£	80,00	£	80,00	£	80,00	£	80,00
INTERNET	£	50,00	£	50,00	£	50,00	£	50,00	£	50,00	£	50,00
WEBSITE	£	15,00	£	15,00	£	15,00	£	15,00	£	15,00	£	15,00
ADVERTISING	£	500,00	£	700,00	£	700,00	£	500,00	£	700,00	£	700,00
CAR INSURANCE	£	66,67	£	66,67	£	66,67	£	66,67	£	66,67	£	66,67
LIABILITY INSURANCE	£	41,67	£	41,67	£	41,67	£	41,67	£	41,67	£	41,67
ELECTRICITY	£	150,00	£	150,00	£	150,00	£	150,00	£	150,00	£	150,00
COMMERCIAL AGENT	£	1.416,67	£	1.416,67	£	1.416,67	£	1.416,67	£	1.416,67	£	1.416,67
SALARIES	£	10.461,00	£	10.010,00	£	10.461,00	£	10.010,00	£	10.010,00	£	10.901,00
PETROL	£	446,25	£	427,50	£	446,25	£	427,50	£	427,50	£	465,00
MOT	£	10,00	£	10,00	£	10,00	£	10,00	£	10,00	£	10,00
ROAD TAX	£	33,33	£	33,33	£	33,33	£	33,33	£	33,33	£	33,33
COUNCIL TAX	£	125,00	£	125,00	£	125,00	£	125,00	£	125,00	£	125,00
UNIFORMS	£	200,00	£	-	£	-	£	200,00	£	-	£	-
PARTNERS SALARY	£	8.654,86	£	8.654,86	£	8.654,86	£	8.654,86	£	8.654,86	£	8.654,86
INTERESTS	£	133,33	£	133,33	£	133,33	£	133,33	£	133,33	£	133,33
TOTAL	£	24.031,77	£	23.508,02	£	24.031,77	£	23.508,02	£	23.508,02	£	24.543,02
TOTAL CASH OUT-FLOW									£ 290.645,03			

Break-even

Cleaning services

- **Residential:** we aim to keep this around a 15% of the total number of services, because the difference between sale and cost is not rentable. However, this will help advertise our services between local people and possible help expanding our operation area.
- **Commercial:** a 25% of total services. This service has a better margin compared to residential cleaning but still not very profitable. However, is a good source of stability and income as we are looking to keep long term contracts.

Carpet services

- **Residential:** a 20% of total services. This service will provide a good margin but we are keeping this as a low ratio as most services won't be repeated by the same customer for a period of time.
- **Commercial:** we are keeping this as a 40% of total services. We are looking to provide a regular service based on a yearly contract. Providing a notable margin, it could be a good source of income, specially at the starting years for reinvestments.

Break-even point

According to the above figures, we have calculated our break-even point at 494 hours of service and it shows on the following figure:

BREAK-EVEN									
SERVICE RATIO	1		2		3		4		Total
	15%		25%		20%		40%		100%
WAVG. SELLING PRICE	£	3,00	£	7,50	£	10,00	£	24,00	£ 44,50
WAVG. VARIABLE EXPENSES	£	1,88	£	3,13	£	4,95	£	10,50	£ 20,45
BREAK-EVEN POINT	74		123		99		198		494
VERIFICATION									
BREAK-EVEN POINT IN £	£	1.480,00	£	3.690,00	£	4.950,00	£	11.880,00	£ 22.000,00
LESS VARIABLE EXPENSES	£	925,00	£	1.537,50	£	2.450,25	£	5.197,50	£ 10.110,25
			MONTHLY FIXED EXPENSES						£ 11.876,52
			NET OPERATING INCOME VERIFIED						£ 13,23

On the verification chart, the net operating income shows as a negative result because we have rounded the decimals for an entire number. The verification should show as a 0.00£ result but we have rounded the decimals to make easy the calculations of hours.

Sales

Service assumptions

We have set the total numbers/hours of service by a percentage above our break-even. Despite our professional experience with cleaning services, is the first time we are doing a partnership. we think our firsts months of operation will be hard while we adapt to a responsibility environment and the company pace.

For that reason, our target for the first month of operations has been set to at least a 90% below our break-even point.

We aim to reach at least to our break-even point in the second month.

Beyond the third month, we would like to go from 5% to 25% above our break-even.

It would look as follow:

SERVICE/SALES ASSUMPTIONS						
MONTH	NUMBER OF SERVICES PER MONTH					
	SERVICE				MONTHLY SERVICES	%
	1	2	3	4		
JANUARY	67	111	89	178	445	0,90
FEBRARY	74	123	99	198	494	1,00
MARCH	78	129	104	208	519	1,05
APRIL	78	129	104	208	519	1,05
MAY	81	135	109	218	543	1,10
JUN	85	141	114	228	568	1,15
JULY	89	148	119	238	594	1,20
AUGUST	85	141	114	228	568	1,15
SEPTEMBER	89	148	119	238	594	1,20
OCTOBER	85	141	114	228	568	1,15
NOVEMBER	85	141	114	228	568	1,15
DECEMBER	93	154	124	248	619	1,25
TOTAL	990	1643	1326	2650	6599	13,35

Sales assumption

A sales chart according to the previous service assumptions figure:

SALES								
MONTH	SERVICE							
	1	2	3	4	MONTHLY SALES			
JANUARY	£ 1.340,00	£ 3.330,00	£ 4.450,00	£ 10.680,00	£	19.800,00		
FEBRARY	£ 1.480,00	£ 3.690,00	£ 4.950,00	£ 11.880,00	£	22.000,00		
MARCH	£ 1.560,00	£ 3.870,00	£ 5.200,00	£ 12.480,00	£	23.110,00		
APRIL	£ 1.560,00	£ 3.870,00	£ 5.200,00	£ 12.480,00	£	23.110,00		
MAY	£ 1.620,00	£ 4.050,00	£ 5.450,00	£ 13.080,00	£	24.200,00		
JUNE	£ 1.700,00	£ 4.230,00	£ 5.700,00	£ 13.680,00	£	25.310,00		
JULY	£ 1.780,00	£ 4.440,00	£ 5.950,00	£ 14.280,00	£	26.450,00		
AUGUST	£ 1.700,00	£ 4.230,00	£ 5.700,00	£ 13.680,00	£	25.310,00		
SEPTEMBER	£ 1.780,00	£ 4.440,00	£ 5.950,00	£ 14.280,00	£	26.450,00		
OCTOBER	£ 1.700,00	£ 4.230,00	£ 5.700,00	£ 13.680,00	£	25.310,00		
NOVEMBER	£ 1.700,00	£ 4.230,00	£ 5.700,00	£ 13.680,00	£	25.310,00		
DECEMBER	£ 1.860,00	£ 4.620,00	£ 6.200,00	£ 14.880,00	£	27.560,00		
TOTAL	£ 19.780,00	£ 49.230,00	£ 66.150,00	£ 158.760,00	£	293.920,00		

Cost of sales

A chart that shows the cost of sales from each service.

COST OF SALES								
MONTH	SERVICE							
	1	2	3	4	MONTHLY COST			
JANUARY	£ 837,50	£ 1.387,50	£ 2.202,75	£ 4.672,50	£	9.100,25		
FEBRARY	£ 925,00	£ 1.537,50	£ 2.450,25	£ 5.197,50	£	10.110,25		
MARCH	£ 975,00	£ 1.612,50	£ 2.574,00	£ 5.460,00	£	10.621,50		
APRIL	£ 975,00	£ 1.612,50	£ 2.574,00	£ 5.460,00	£	10.621,50		
MAY	£ 1.012,50	£ 1.687,50	£ 2.697,75	£ 5.722,50	£	11.120,25		
JUNE	£ 1.062,50	£ 1.762,50	£ 2.821,50	£ 5.985,00	£	11.631,50		
JULY	£ 1.112,50	£ 1.850,00	£ 2.945,25	£ 6.247,50	£	12.155,25		
AUGUST	£ 1.062,50	£ 1.762,50	£ 2.821,50	£ 5.985,00	£	11.631,50		
SEPTEMBER	£ 1.112,50	£ 1.850,00	£ 2.945,25	£ 6.247,50	£	12.155,25		
OCTOBER	£ 1.062,50	£ 1.762,50	£ 2.821,50	£ 5.985,00	£	11.631,50		
NOVEMBER	£ 1.062,50	£ 1.762,50	£ 2.821,50	£ 5.985,00	£	11.631,50		
DECEMBER	£ 1.162,50	£ 1.925,00	£ 3.069,00	£ 6.510,00	£	12.666,50		
TOTAL	£ 12.362,50	£ 20.512,50	£ 32.744,25	£ 69.457,50	£	135.076,75		

Cash flow forecast

We are looking to reach a total of 20.000£ loan/investment, which will be explained in the next topic, but I have to mention it to be able to show a 12 months cash flow forecast.

After the first purchases prior to start our business, supposing a 20.000£ investment/loan, we will be left with 6950.00£ to cover some of the expenses.

If we are able to keep at least the same percentage of gross profit from the previous charts, we could end the year with a very positive result.

Our target is to reach at least the same levels as the above figures, and go over it whenever is possible.

Results would be as follow:

12 MONTH CASH FLOW FORECAST					
	NET CASH FLOW		MTH. OPEN. BANK BALANCE		CLOSING CASH POSITION
STARTING POINT	£	6.950,00		£	6.950,00
JANUARY	-£	1.176,77	£	6.950,00	£ 5.773,23
FEBRARY	£	13,23	£	5.773,23	£ 5.786,45
MARCH	£	611,98	£	5.786,45	£ 6.398,43
APRIL	£	611,98	£	6.398,43	£ 7.010,41
MAY	£	1.203,23	£	7.010,41	£ 8.213,64
JUNE	£	1.801,98	£	8.213,64	£ 10.015,61
JULY	£	2.418,23	£	10.015,61	£ 12.433,84
AUGUST	£	1.801,98	£	12.433,84	£ 14.235,82
SEPTEMBER	£	2.418,23	£	14.235,82	£ 16.654,04
OCTOBER	£	1.801,98	£	16.654,04	£ 18.456,02
NOVEMBER	£	1.801,98	£	18.456,02	£ 20.258,00
DECEMBER	£	3.016,98	£	20.258,00	£ 23.274,98
TOTAL	£	23.274,98	£	23.274,98	£ 23.274,98

Investments and loan

Partners investment

Each partner will contribute with 2.000£ in the form of a loan. We know that a investment will create a rentability on a percentage, we have decided to make it as a loan because we will only be able to withdraw a percentage of the gross profit as a share. This will add extra money to each partner.

That's has been represented with the following figure:

INVESTMENT/LOAN					
PARTNERS INVESTMENT			BANK LOAN		
AMOUNT	£	10.000,00	AMOUNT	£	10.000,00
YEARS		5	YEARS		5
INTEREST RATE		9%	INTEREST RATE		7%
TOTAL INTEREST	£	4.500,00	TOTAL INTEREST	£	3.500,00
INTEREST/YEAR	£	900,00	INTEREST/YEARS	£	700,00
INTEREST/MONTH	£	75,00	INTEREST/MONTH	£	58,33

Bank Loan

We will make a loan request to the bank for a total of 10.000£. The interest rate may vary at the time of the application, the figure is similar to the above, changing the interest rate.

If negotiation is required, because the bank find the company need of liquidity at the beginning months, each partner will make a extra contribution of 1000\$ and the total amount of loan requested will go up to 15.000£ for the same time period of 5 years.

Making a total starting cash of 30.000£ in total and changing the starting point at the 12 months cash flow forecast.

PARTNERS SALARY

Our salaries are limited by a percentage each year, and this will vary 5% each year. The limitations are the same for each partner and are based according to the lack of enterprise experience. This will also help the whole company work together and harder for better results, showing us progression, and stopping bad thoughts as per example "giving up" as our rewards increases.

The salary is calculated on U.K. gross average salary of 27.695.54£. Starting with a 25% reduction, increasing 5% every year.

PARTNERS SALARIES						
TOTAL PARTNERS	5		TARGET ANNUAL SALARY		£	27.695,54
YEARS	%	TOTAL	MONTHLY	TOTAL PARTNERS ANNUAL	TOTAL MONTH	
1	75%	£ 20.771,66	£ 1.730,97	£ 103.858,28	£	8.654,86
2	80%	£ 22.156,43	£ 1.846,37	£ 110.782,16	£	9.231,85
3	85%	£ 23.541,21	£ 1.961,77	£ 117.706,05	£	9.808,84
4	90%	£ 24.925,99	£ 2.077,17	£ 124.629,93	£	10.385,83
5	95%	£ 26.310,76	£ 2.192,56	£ 131.553,82	£	10.962,82
6	100%	£ 27.695,54	£ 2.307,96	£ 138.477,70	£	11.539,81

PROFITS

Partners share

As we mentioned before, our share will be only a percentage of the gross profit. Specially at the starting years, is crucial to reinvest in the company to reduce costs and maximise profit.

We are more focussed on creating business stability and the foundation to a long healthy company life, instead of personal profit.

For that reason, over a 5 years period, we will be able to withdraw a total share of 15% calculated from the gross profit on year one. This will increase gradually each consecutive year as follow: 25%, 40%, 55%; and 60% on year 5; up to a maximum of 70% from year 6. The rates may vary depending on business needs.

Employees

A small percentage of the gross profit will be shared between employees, the total amount will be calculated based on monthly and annual targets. However, this will be rewarded as a part of a loyalty program and performance.

Company

The remaining amount will be reinvested in the company with total priority of company development and growth the first years.

MILESTONES

REINVESTMENT

First, second and third year

The rest of gross profit will be reinvested mainly to increase our sales, reduce costs, develop our infrastructure, build customer loyalty and demand, expand to adjacent areas and settle between the competence. We will study the possibility to expand between cities and/or restructure the business model.

On this stage we will also study the benefits of expanding our services range within the cleaning industry. Specially a large analysis on the impact in our revenue.

Fourth year

The reinvestment will mainly be used to maintain our customer base and improve our internal operations. In this period, we will make a high investment in marketing strategies to keep the company alive and reduce the drop rate.

Fifth and beyond

From this year our priority will be to maintain our operations.

DEVELOPMENT AND GROW

First, second and third year

Over the first 3 years, our target is to grow to at least 4 times our size, investing on each department accordingly.

Fourth and fifth

We will study and research the market to whether is a good possibility t in becoming a franchise or opening a second operation centre in a different area of London. we could increase our presence, developing and performing a better customer experience.

CUSTOMERS AND EMPLOYEES

One of our visions is to treat our customers and employees on a fair way, as a business, we would not be possible without their contribution.

Within the first 3 years of reinvestment and development, we will implement the best methods of feedback, we will hear from both parties and will always help in creating new solutions for their needs and success.

VALUATION

We will work and do everything in our hand to reach a high valuation in the market, allowing each partner to accomplish with personal milestones and make their way to the exit plan.

EXIT PLAN

Our way

Our perfect exit plan is to successfully reach year 6 of business and complete our milestones, leave our managers positions and hire staff to replace us. Going to the next level of management and each of giving guidance and targets to each department. Here is where we would reach some financial freedom, having more time to explore new experiences or start different projects.

Apart from that, we have researched and listed other exit strategies to offer to our partners, being able to sell their share at any time using a market valuation.

Any partner that sells their share percentage, will only be transferred the right to receive that monetary amount of share and the new owner will not become a new partner.

The amount of share sold to a different party, will be shared between the remaining partners just as a directive purpose.

- Sell to partners
- Sell to a third party
- Sell to a family

Looking for new investments/partners

From the time of getting repeated negative monthly results, we will try to search for more investors, have a restructuration and extra investments. We will also consider the purchase from a company in expansion.

Liquidate the company

At the worst case, we would sell the assets of the company. Is a very dangerous decision as is very probably that we will keep part of the debt.

SALES – CORINA BISTRICEANU (2011101)

Market and business analysis

To ensure that we have a successful business plan in place we must include a market analysis to identify quantitative and qualitative factors, market segmentation and regulation as well as competitors and customer's analysis and trends against economic climate and spend pattern in the Merton Borough area where our business is looking to operate. The objectives of a market analysis are to understand if our business endeavour would be a successful one, as well as to demonstrate knowledge when presenting our business idea to a prospective investor or

creditor to draw in funds. As well, it will help us determine the segment of the market targeted by our business and understand customer behaviour in relation to the related cleaning service marketed by our Company and identify if the market in the area is large enough to sustain our business. The following factors are to be considered:

Demographic and Segmentation

Looking at the size of our business, an assessment of the market segment targeted needs to be performed to measure competition and the potential client base in the Merton Borough area before we launch ourselves in a new business venture. Questions such as how our business idea compares locally will offer an answer as to what will make us stand out in the market, such as for instance our unique selling point (our customised interactive mobile app), introductory business rates and professional outstanding service delivered by exceptionally full trained staff, which should at least in theory place us against our competitors in appealing to an-already existing customer base and attract potential new customers. In our case, our business mission statement goal is to deliver outstanding customer service and impeccable service realisation to our prospective customers, while also ensuring that our clients' base benefits of a range of eco-friendly service delivery means as part of our green policy mission-statement contribution towards protecting the environment.

Volume and Value

When assessing the potential of the market, there are 2 very important factors to be looked at: the size of the market and the size of the prospective customer base for the segment of the market targeted as detailed in the example below.

UK MARKET VS LONDON MARKET-CLEANING SECTOR		
AREA	UK	London
MARKET VALUE	£7 billion	£3 billion
POTENTIAL CUSTOMERS	66.65 million (2019)	8.982 million (2019)
COMPETITION	65,000 competitors	11,000 competitors

Customer base

The analysis of the potential customers' base for our business will tell us who our potential customers might be, based on the demographic pattern of Merton area intertwined with the market needs for this area location. To help analyse this correctly, we need to look at elements such as social factors, earning potential of the residents, gender and professions practiced by the locals as to study the demand for commercial, domestic, and environmental cleaning services that we have to offer. Below is just an example of some of the information that needs gathering in building a complex data set on our potential customers base residing within the Merton Borough Area:

MERTON BOROUGH STATISTICS		
POPULATION	206,106 inhabitants (2018)	Projected to increase to 222,717 inhabitants by 2025
GENDER SPLIT	Estimated 50:50	Males/101,615 Females/104,933
LIVING CONDITION	Considered to be a relatively wealthy borough	Significantly less unemployment compared to other London boroughs/areas
AGE GROUPS	(As of 2019)	0-17 years/47,409 individuals 18-64 years/132,672 individuals 65+ years/26,467 individuals
EARNING POTENTIAL	Recorded median salary for Merton area £32,197 (2020)	Recorded median salary in London £32,533 (2020)
EMPLOYMENT	An estimated 76% of Merton residents engaged in a form of employment (2019)	An overall of 74,7% employment rate for London (2019)
HOUSEHOLDS	1 in 3 households classed as single households	1 in 4 households classed as family households with children

Professional background	Active professions of the residents range from managerial, to admin, skilled and elementary occupations	(as of 2020)
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Market value

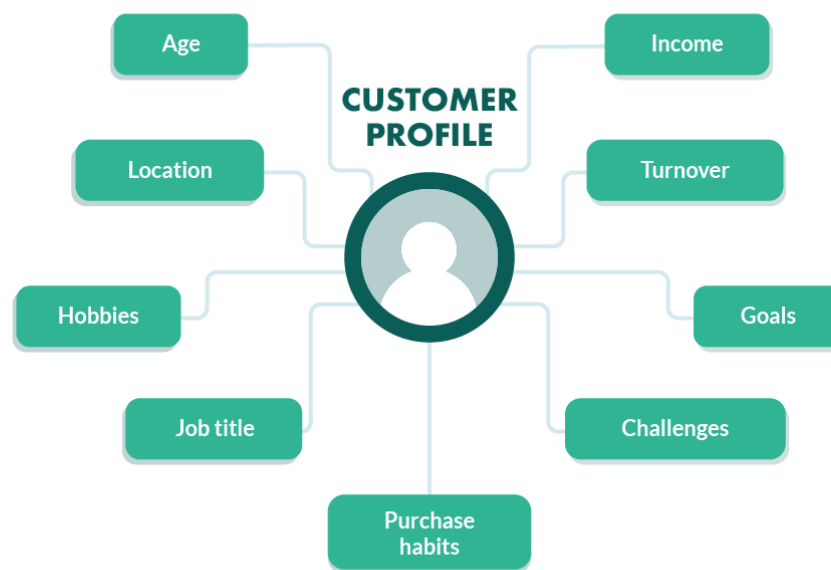
Building an estimate of the market is not a straightforward process as it requires consistent data resource that may not be widely available; however, a rough national estimate statistic should exist and be available online. The data gathered on the Market Value should provide us with an indication on the potential return on investment that we should be looking at for a period of 1-5 years so that we can factor in the relevant data into our business plan.

Target Market

To ensure that we take all the necessary steps for our business to be successful, we need to identify our potential customer base as well as the feasible sales and marketing concepts and strategies to promote our products and services in appealing to the wider market and the segment of the market that we target. To achieve an ample view and understanding of the target market, we need to build a customer profile data set and factor in the statistics of interest in trying to establish the percentage of the market customers likely to be using our services. As well, we need to be looking at the successful market and sales strategies that we can put in place and find a consistent channel of advertising our services locally as well as to a wider scale further down the line, without over exceeding our set sales and marketing budget.

Customer's profile analysis

For a more detailed outlook of our customers' profile, we could use a similar template as below- to run an analysis and gather information relevant to our market analysis exercise on factors such as the age, location, professional background, earning potential and spending habits, goals and challenges and the way we can help achieve easing some of these by offering a range of professional services supporting residents' lifestyles and the busy daily routines of our potential future clients.



Market need

This section is very important in demonstrating our potential investors or lenders our understanding of the market and offering them extra confidence as to why they should invest in our Company.

This is also the section of the marketing analysis meant to highlight our business authenticity and main vectors driving our business success forward against our competitors in the current market.

We must make a clear point as to what differentiates us from our competitors in terms of being the preferred supplier of services in our field, as well as we must underline at the same time what we perceive to be our strengths, weaknesses, opportunities, and threats against our competitor in the current market.

Competition

Competition is another key factor to be taken into account in preparing our market and business analysis. By analysing our direct and indirect competitors reporting we get an understanding of the specifics of the area that we target geographically, estimated return on investment and profitability as well the range of products and services that we can offer to

balance the current needs of the market and earn the desired customers base in the area targeted. More often a comprehensive analysis of direct business competitors on the area of interest (Morden in our case) will provide an answer to the opportunities and the limitations of the area in question on the segment of the market that we aim at. Having performed a comprehensive analysis of our competitors results, will demonstrate to our potential lenders and investors that we prepared into detail all the aspects of a solid business plan and will hopefully confer our potential lenders the required confidence in investing financially in our business. There is however another aspect that we must look at as well when running a competitor's analysis and that is finding a potential weakness in the market on the service they provide. If we can identify correctly and then exploit to our advantage the gap in service/market identified, we can benefit of entering the market specifically on the market niche where we found an element/area lacking the required attention. This could ultimately become our main advantage in entering an-already established market in the field that we want to activate.

COMPANY	COMPETITOR 1 (SMALL BUSINESS)	COMPETITOR 2 (MEDIUM SIZE BUSINESS)	COMPETITOR 3 (CHAIN)	OUR COMPANY
REVENUES	£ 450,000	£ 675,000	£ 1,155,000	£293,920 (year 1 target)
NO. EMPLOYEES	5	10	20	5-6
SIZE	1 branch in Morden	1 branch in Morden 1 branch in Hackney	1 branch in Morden 2 branches in Bank/Monument	1 branch in Morden
PRICE	Low	Average	Average	High
QUALITY	Low	Average	Average	Superior
SERVICE DELIVERY	Average	Average	Good	Very Good

Sales target

The sales target of a company needs to include measurable means of quantifying a product or service market deployment against competition and the overall business climate and forecast against risk factors and market instability. Therefore, any business model needs to include a strategic sales marketing and analysis to determine market's potential and movement as well as trends, financial risk and competitors. Our sales target has been built to reflect our aims for the next 1-5 years. On the first year, our aim is to ensure that we build and stabilise our client base around the area where we are looking to activate. Once we have an established customer base in the Merton area, we will look to further develop our client base to the adjacent areas and way outside these areas, progressively. As part of our sales strategy, we recognize the fact that as we will be growing, in order to maintain progress, we must be able to deliver the same level of consistency to our expanding client base including the most familiar ones. As mentioned earlier, we make feedback our primary tool in measuring and achieving our customers' satisfaction. However, we also intend on using feedback as a secondary sales strategy as will encourage our clients to leave genuine feedback on the services received from our company as to encourage other users in trialling our services with confidence.

SWOT Analysis

- *Strengths*

Our strategy of entering the market will be at the beginning by accessing the domestic cleaning sector with sustainable but very attractive introductory rates as well as we will be targeting smaller commercial outlets as opposed to larger ones, where the competition is already fierce. Although our business will be new to the market, our advantage presents itself in the amount of experience and expertise of our company's management board and the fact that we have selected as part of our recruitment processes the required number of highly experienced individuals constituting our future workforce and who we will employ to deliver exceptional customer and cleaning services to our client base.

- *Weaknesses*

Our main weakness stems from the fact that our business will be new to the market, therefore with all the opportunities created by our expertise and our staff solid skills and experience, on entering the market we will most likely be unable to strike deals and sell our services to a large client-base. Therefore, at the beginning we will have to rely heavily on the capital that we put in and find the right opportunities of maximising our income by accessing the various potential avenues on the market, such as by offering one-off carpet cleaning or environmental cleaning services, for instance, regardless of these not being offered to us as periodical cleans. These practices however could turn out to be detrimental to our business and weaken our financial perspectives on the long run due to the deployment of resources and the cost involved in the process, against spent and our financial targets.

- *Opportunities*

The cleaning industry business offers a huge potential presenting itself through the constant expanding residential areas and new homes developments, leading to an increased demand of cleaning services to be utilised by future residents. At the same time, Covid19 has led to an increased necessity of enhanced sanitation and hygiene measures across businesses interacting in person with customers, as well as increased Health and Safety measures being introduced in the corporate sector, the healthcare industry and various other sectors and diverse workplaces. This demand creates the right opportunity for the cleaning market to expand and grow further, despite the immediate economic uncertainty arising post-lockdown.

- Threats

As a small business entering the cleaning market, we are not expecting to make a huge, initial impact. Quite on the contrary, it is very likely that we remain unnoticed by competitors and by a large segment of the target market. Therefore, it is crucial at this stage that we implement a robust sales and marketing strategy, to ensure that we progress gradually and steadily in our efforts towards developing and increasing our initial customer base. We also must avoid the risk of being expelled from the market by our well-established competitors, therefore we must remain aware of the risks and have a contingency plan in place, most likely by targeting areas of the market currently presenting less interest to our direct competitors or similar-sizes business.

PESTEL Analysis

Other important elements that we need to look at while building out market analysis are factors such as economic, political, social and environmental factors that will largely contribute and influence the outlook of our business in the short as well as in the long run. Factors such as the general economic uncertainty, coupled with Brexit and the looming recession could contribute potentially alter dramatically the success of our business project and influence its outcome. At the same time however, we remain optimistic, due to having stabilised potentially a very experienced team for our business start-up and we endeavour to look very carefully at any challenges and find opportunity where others see impediments and turn a negative market trend into a positive one by exploiting the windows of opportunities arising with each challenge. The market as a whole presents enormous potential and we just need to be able to assess correctly the right potential for our business and identify the areas where we can benefit of turning a negative trait into a positive one and tap in all the financial rewards coming along with that.

POLITICAL

ECONOMIC

SOCIAL

TECHNOLOGY

ENVIROMENTAL

ECONIMIC

LAW

P	E	S	T	E	L
- Government policy - Political stability - Corruption - Foreign trade policy - Tax policy - Labour law - Trade restrictions	- Economic growth - Exchange rates - Interest rates - Inflation rates - Disposable income - Unemployment rates	- Population growth rate - Age distribution - Career attitudes - Safety emphasis - Health consciousness - Lifestyle attitudes - Cultural barriers	- Technology incentives - Level of innovation - Automation - R&D activity - Technological change - Technological awareness	- Weather - Climate - Environmental policies - Climate change - Pressures from NGO's	- Discrimination laws - Antitrust laws - Employment laws - Consumer protection laws - Copyright and patent laws - Health and safety laws

MARKETING - NICU TIBERIU NASTASA (2010286)

Successful marketing starts with the customer's needs. As a marketing strategy, our company will be focused to be flexible, socialize and emphasize with the needs of potential customers. The owners of the company will oversee the business page on Facebook, Twitter, Liked, Instagram, Company web, and mobile app.

Using online platforms, will allow being transparent with the potential clients to find out all the information they want to know about housekeeping, cleaning services, commercial products and technology our company is using for a high standard service.

The company marketing plan will be focused to sell the cleaning services to B2B and B2C. As a B2C customer's target will be an average age above 25 years old and will include housekeeping. B2B target for potential clients will be constructions and educational for the first year.

The market budget will a total of 600 pounds per month and will be used for flyers, Google Ad, Facebook Ad, YouTube ad, Local newspaper, and posters.

Plan

1. Set up a commercial route to visit offices that regularly hire a cleaning service.
2. Some of these offices may include apartment complexes, large industrial complexes, private schools, attorney offices, doctor offices, and churches.
3. Pick two or three types of businesses to go after and look up 10;20 businesses to pursue, printing out a google map and mark our businesses.
4. Schedule an afternoon each week to visit these places.

5. Set up a commercial referral route to visit offices that are in the position to refer our cleaning services, carpet retailers, flooring retailers, maid services, plumbers, interior designers
6. Visiting the businesses

offer them a £25, £50, or even £100 gift card to give to use or to give their clients. It's super cheap to print and super effective.

7. Making them an offer they can't refuse

Gift cards are a great offer that everyone understands, but we don't stop here. A free trial offer with 3 gifts consisting of £25 in free carpet cleaning, tile cleaning, upholstery cleaning so they can try out all three of our services putting an expiration date on our offer.

8. Professional, educational literature.

Using brochures, booklets, and handouts to educate our commercial prospect about various topics and to tell more about our services.

9. Target commercial prospects on Facebook.

Join to a local business networking group on Facebook, interacting with helpful advice.

80% of internet users use Facebook

93% of marketers use Facebook

1.9 billion total reach potential

How much do Facebook ads cost? Well, we can buy a Facebook ad with any budget.

Facebook charges us to reach people on Facebook. If a Facebook ad costs 10\$ may reach 1000 people, this is also named CPM.

10. Running a Google Ads campaign to specifically target people looking for commercial cleaning
11. Some keywords to use are " Commercial, Carpet cleaning, Janitorial services "
12. Creating a YouTube video that shows how we clean a commercial facility

Nothing fancy, just a prospect to see us, our equipment, and how we clean.

13. Add our commercial prospects to our clients' mailing list.

Every time we send out a client newsletter or postcard, we send the same mailer to our commercial prospects. It's an easy way to touch base with them and it will show them our professionalism.

Now let's see a few Free marketing. First of all is Door to door, Calling, e-mail marketing.

Door to door, visiting houses wearing uniforms with our logo and company name.

Calling them, here we can use Google and search for example: dentist office, lawyer's office in London and it'll list the different businesses, we take the phone number and put it in Excel file or some type of organized chart that we can put their name, the phone number, and a comment box where we can leave comments for what happened when we call them or what happened when we visit them. We may call 200 businesses before we finally get one, just keeping do it until we get the conversion rate down so we can say that for example, after 200 calls we got 1 or 4 costumers. Doing that every single month repeating the process.

Sales is not something we do to someone it's something we do for and with someone. Knowing what the costumers already wants by making it easier for them to buy. We will fallow 7 steps, let's see which.

1. Establish rapport: the way we do that is call them by name knowing to be cordial.
2. Connect emotionally: people who are getting cleaning can be concerned about who's in their home, they are concerned about the spot, the spill the condition of their carpet or whatever and so don't overlook that, we must be not insensitive to that people are fearful of who's in their houses so we must be sensitive to that and say, hey listen I understand that you've got a challenge here and you know I'm here to help you reach your goal.
3. Build credibility, the way we do that is having a message that establishes we as the authority and bring up the market message that we use, talking about our reputations briefly, our experience, training or the system we are going to use and guaranteed to put them at ease.
4. Identifying problems, here we can say identify no just the problem of the soiling, on the carpet and that sort of thing, but the problem behind the problem. In sales, selling isn't telling. Good selling proper selling is asking good questions and getting as much information; the more they tell the more we sell.
5. Outline the solution, again asking a lot of questions. How to do it, what we do, this is the process does that make sense to us.
6. Quote the investment. Not the price, the investment. A price is something we pay, money's gone forever and investing is where we invest money and we get a return on that investment.
7. Questions and objections. Asking to costumers their opinion, for example, if they say it's to high can you tell me more about that, what are you comparing that to, what is your budget. So, working with them by asking them clarifying questions to find out what the real objection is. Maybe they're comparing us with someone that's no comparison.

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University of Wales Trinity Saint Davis

Managing enterprise in the 21 century
(BMSW4002_LON)

Group presentation

Cleopatra Chirilesciu (2010285)
Corina Bistriceanu (2011101)
Tatiana Mora Montoya (2010781)
Nicu Tiberiu Nastasa (2010286)
Bryan Espinoza (2010054)

Lecturer: Rita Ukachi-Lois



Your time matters

 OneTouch
Cleaning Services

CONTENT

INTRODUCTION

MANAGEMENT AND ORGANIZATION

OPERATIONS

FINANCE

SALES AND MARKET RESEARCH

MARKETING

Nicu Tiberiu Nastasa (2010286)

INTRODUCTION

BUSINESS DESCRIPTION

"In every crisis, there is opportunity" Chinese proverb

- Who we are?
- What business?
- Why this business?
- What service do we offer?
- Where we run the business?
- Which products do we use?

S.W.O.T. ANALYSIS

STRENGTHS

- The hours are great - Monday- to Friday
- No accounts receivable- We clean, we get paid
- Recurring revenue stream-Good services, trust of our clients
- Minimal capital expenditures

WEAKNESSES

- Crowded marketplace
- Limited technological advances
- Providing consistent quality

OPPORTUNITIES

- Favorable factors with the potential to improve current positioning

THREATS

- Factors arising the external environment that have the potential to hurt a firm's business

SERVICE DESCRIPTION

COMERCIAL
CLEANING

DOMESTIC
CLEANING

OFFICE CLEANING

PARTY AND EVENT
CLEANING

SCHOOL/NURSERY
CLEANING

PUBS/RESTAURANT
CLEANING

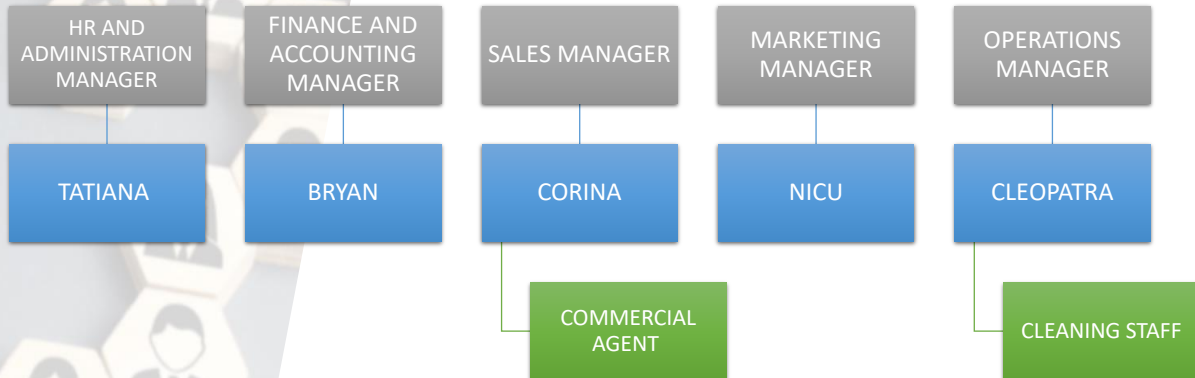
CARPET SHAMPOO

FLOOR SCRUBBED
AND POLISHED

Tatiana Mora Montoya (2010781)

MANAGEMENT AND ORGANIZATION

ORGANIZATION



Duties and Responsibilities

1. Human resources and Administration manager:

Recruiting, selecting, hiring, advising and training staff.

2. Finance and Accounting manager: Handling financial information, document, and raising reports, analysing trends, and evaluating the performance of the company.



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3.Sales and marketing managers: Identify, developing, implementing, advertising and marketing strategies.

4.Operations manager: Planning, directing and ensuring the proper management of the resources.



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SOCIAL RESPONSIBILITY AND SUSTAINABILITY

- **PEOPLE:** Customers, employees.
- **COVID-19 MEASURES**
- **PLANET:** Minimizing our waste, recycling, respecting of air, water, noise, and light pollution
- **PROFIT:** Break-even point 491 hours working/month.

Cleopatra Chirilescu (2010285)

OPERATIONS

OPERATIONAL PLAN



MISSION

FACILITY SAFETY



VISION

ACHIEVE EXCELLENCE
HONEST AND ETHICAL



GOAL

EXPAND INTO ADDITIONAL MARKET
EFFECTIVE CLEANING
CUSTOMER SATISFACTION

CONTROL
AND
PERFORM



HEALTH & SAFETY



PEOPLE PERFORMING



CUSTOMER NEEDS



RESOURCES



TECHNOLOGY



LOGISTIC



QUALITY CONTROL



COMPANY NETWORK
SUPPORT

MANAGEMENT
SYSTEM

Bryan Espinoza (2010054)

FINANCE

PRODUCT BREAKDOWN							
SERVICE PRICES		CLEANING SERVICES		CARPET SERVICES			
		1	2	3	4		
		RESIDENTIAL	COMMERCIAL	RESIDENTIAL	COMMERCIAL		
SALE/HOUR		£ 20,00	£ 30,00	£ 50,00	£ 60,00		
COST/HOUR		£ 12,50	£ 12,50	£ 24,75	£ 26,25		
MARGIN		£ 7,50	£ 17,50	£ 25,25	£ 33,75		
VARIABLE COSTS							
PETROL	£ 1,25	CLEANING SUPPLIES		£ 1,50	EMPLOYEE COST	£ 11,00	
BREAK-EVEN							
SERVICE RATIO	1		2		3	4	Total
	15%	25%	20%	40%	100%		
WAVG. SELLING PRICE	£ 3,00	£ 7,50	£ 10,00	£ 24,00	£ 44,50		
WAVG. VARIABLE EXPENSES	£ 1,88	£ 3,13	£ 4,95	£ 10,50	£ 20,45		
BREAK-EVEN POINT	74	123	99	198	494		
VERIFICATION							
BREAK-EVEN POINT IN £	£ 1.480,00	£ 3.690,00	£ 4.950,00	£ 11.880,00	£ 22.000,00		
LESS VARIABLE EXPENSES	£ 925,00	£ 1.537,50	£ 2.450,25	£ 5.197,50	£ 10.110,25		
		MONTHLY FIXED EXPENSES				£ 11.876,52	
		NET OPERATING INCOME VERIFIED				£ 13,23	

PRODUCT
BREAKDOWN,
BREAK-EVEN

SERVICE/SALES ASSUMPTIONS						
MONTH	NUMBER OF SERVICES PER MONTH				MONTHLY SERVICES	%
	SERVICE					
	1	2	3	4		
JANUARY	67	111	89	178	445	0,90
FEBRARY	74	123	99	198	494	1,00
MARCH	78	129	104	208	519	1,05
APRIL	78	129	104	208	519	1,05
MAY	81	135	109	218	543	1,10
JUN	85	141	114	228	568	1,15
JULY	89	148	119	238	594	1,20
AUGUST	85	141	114	228	568	1,15
SEPTEMBER	89	148	119	238	594	1,20
OCTOBER	85	141	114	228	568	1,15
NOVEMBER	85	141	114	228	568	1,15
DECEMBER	93	154	124	248	619	1,25
TOTAL	990	1643	1326	2650	6599	13,35

SALES ASSUMPTIONS

SALES						
MONTH	SERVICE				MONTHLY SALES	
	1	2	3	4		
JANUARY	£ 1.340,00	£ 3.330,00	£ 4.450,00	£ 10.680,00	£	19.800,00
FEBRARY	£ 1.480,00	£ 3.690,00	£ 4.950,00	£ 11.880,00	£	22.000,00
MARCH	£ 1.560,00	£ 3.870,00	£ 5.200,00	£ 12.480,00	£	23.110,00
APRIL	£ 1.560,00	£ 3.870,00	£ 5.200,00	£ 12.480,00	£	23.110,00
MAY	£ 1.620,00	£ 4.050,00	£ 5.450,00	£ 13.080,00	£	24.200,00
JUNE	£ 1.700,00	£ 4.230,00	£ 5.700,00	£ 13.680,00	£	25.310,00
JULY	£ 1.780,00	£ 4.440,00	£ 5.950,00	£ 14.280,00	£	26.450,00
AUGUST	£ 1.700,00	£ 4.230,00	£ 5.700,00	£ 13.680,00	£	25.310,00
SEPTEMBER	£ 1.780,00	£ 4.440,00	£ 5.950,00	£ 14.280,00	£	26.450,00
OCTOBER	£ 1.700,00	£ 4.230,00	£ 5.700,00	£ 13.680,00	£	25.310,00
NOVEMBER	£ 1.700,00	£ 4.230,00	£ 5.700,00	£ 13.680,00	£	25.310,00
DECEMBER	£ 1.860,00	£ 4.620,00	£ 6.200,00	£ 14.880,00	£	27.560,00
TOTAL	£ 19.780,00	£ 49.230,00	£ 66.150,00	£ 158.760,00	£	293.920,00

CASH IN-FLOWS			
TOTAL ANTICIPATED SALES			
JANUARY	£ 19.800,00	JULY	£ 26.450,00
FEBRARY	£ 22.000,00	AUGUST	£ 25.310,00
MARCH	£ 23.110,00	SEPTEMBER	£ 26.450,00
APRIL	£ 23.110,00	OCTOBER	£ 25.310,00
MAY	£ 24.200,00	NOVEMBER	£ 25.310,00
JUNE	£ 25.310,00	DECEMBER	£ 27.560,00

STARTING POINT		TOTAL CASH-IN FLOWS	
PARTNERS INVESTMENT	£ 10.000,00		
START UP LOAN	£ 10.000,00		
			£ 313.920,00

CASH OUT-FLOWS																	
EXPENSES ASSUMPTION																	
STARTING POINT PURCHASES																	
2 VANS				£	7.000,00	SOFTWARE				£	300,00	2 CLEANING MACHINE				£	4.000,00
SUPPLIES				£	800,00	ADVERTISING				£	150,00	OFFICE EQUIPMENT				£	800,00
TOTAL £ 13.050,00																	
	JANUARY	FEBRARY	MARCH	APRIL	MAY	JUNE		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER				
RENT	£ 350,00	£ 350,00	£ 350,00	£ 350,00	£ 350,00	£ 350,00	RENT	£ 350,00	£ 350,00	£ 350,00	£ 350,00	£ 350,00	£ 350,00				
OFFICE SUPPLIES	£ 50,00	£ 50,00	£ 50,00	£ 50,00	£ 50,00	£ 50,00	OFFICE SUPPLIES	£ 50,00	£ 50,00	£ 50,00	£ 50,00	£ 50,00	£ 50,00				
CLEANING SUPPLIES	£ 934,50	£ 1.038,00	£ 1.090,50	£ 1.090,50	£ 1.141,50	£ 1.194,00	CLEANING SUPPLIES	£ 1.248,00	£ 1.194,00	£ 1.248,00	£ 1.194,00	£ 1.194,00	£ 1.300,50				
MAINTENANCE	£ 80,00	£ 80,00	£ 80,00	£ 80,00	£ 80,00	£ 80,00	MAINTENANCE	£ 80,00	£ 80,00	£ 80,00	£ 80,00	£ 80,00	£ 80,00				
INTERNET	£ 50,00	£ 50,00	£ 50,00	£ 50,00	£ 50,00	£ 50,00	INTERNET	£ 50,00	£ 50,00	£ 50,00	£ 50,00	£ 50,00	£ 50,00				
WEBSITE	£ 15,00	£ 15,00	£ 15,00	£ 15,00	£ 15,00	£ 15,00	WEBSITE	£ 15,00	£ 15,00	£ 15,00	£ 15,00	£ 15,00	£ 15,00				
ADVERTISING	£ 500,00	£ 700,00	£ 700,00	£ 500,00	£ 700,00	£ 700,00	ADVERTISING	£ 500,00	£ 700,00	£ 700,00	£ 500,00	£ 700,00	£ 700,00				
CAR INSURANCE	£ 66,67	£ 66,67	£ 66,67	£ 66,67	£ 66,67	£ 66,67	CAR INSURANCE	£ 66,67	£ 66,67	£ 66,67	£ 66,67	£ 66,67	£ 66,67				
LIABILITY INSURANCE	£ 41,67	£ 41,67	£ 41,67	£ 41,67	£ 41,67	£ 41,67	LIABILITY INSURANCE	£ 41,67	£ 41,67	£ 41,67	£ 41,67	£ 41,67	£ 41,67				
ELECTRICITY	£ 150,00	£ 150,00	£ 150,00	£ 150,00	£ 150,00	£ 150,00	ELECTRICITY	£ 150,00	£ 150,00	£ 150,00	£ 150,00	£ 150,00	£ 150,00				
COMMERCIAL AGENT	£ 1.416,67	£ 1.416,67	£ 1.416,67	£ 1.416,67	£ 1.416,67	£ 1.416,67	COMMERCIAL AGENT	£ 1.416,67	£ 1.416,67	£ 1.416,67	£ 1.416,67	£ 1.416,67	£ 1.416,67				
SALARIES	£ 7.832,00	£ 8.701,00	£ 9.141,00	£ 9.141,00	£ 9.570,00	£ 10.010,00	SALARIES	£ 10.461,00	£ 10.010,00	£ 10.461,00	£ 10.010,00	£ 10.010,00	£ 10.901,00				
PETROL	£ 333,75	£ 371,25	£ 390,00	£ 390,00	£ 408,75	£ 427,50	PETROL	£ 446,25	£ 427,50	£ 446,25	£ 427,50	£ 427,50	£ 465,00				
MOT	£ 10,00	£ 10,00	£ 10,00	£ 10,00	£ 10,00	£ 10,00	MOT	£ 10,00	£ 10,00	£ 10,00	£ 10,00	£ 10,00	£ 10,00				
ROAD TAX	£ 33,33	£ 33,33	£ 33,33	£ 33,33	£ 33,33	£ 33,33	ROAD TAX	£ 33,33	£ 33,33	£ 33,33	£ 33,33	£ 33,33	£ 33,33				
COUNCIL TAX	£ 125,00	£ 125,00	£ 125,00	£ 125,00	£ 125,00	£ 125,00	COUNCIL TAX	£ 125,00	£ 125,00	£ 125,00	£ 125,00	£ 125,00	£ 125,00				
UNIFORMS	£ 200,00	£ -	£ -	£ 200,00	£ -	£ -	UNIFORMS	£ 200,00	£ -	£ -	£ 200,00	£ -	£ -				
PARTNERS SALARY	£ 8.654,86	£ 8.654,86	£ 8.654,86	£ 8.654,86	£ 8.654,86	£ 8.654,86	PARTNERS SALARY	£ 8.654,86	£ 8.654,86	£ 8.654,86	£ 8.654,86	£ 8.654,86	£ 8.654,86				
INTERESTS	£ 133,33	£ 133,33	£ 133,33	£ 133,33	£ 133,33	£ 133,33	INTERESTS	£ 133,33	£ 133,33	£ 133,33	£ 133,33	£ 133,33	£ 133,33				
TOTAL	£ 20.976,77	£ 21.986,77	£ 22.498,02	£ 22.498,02	£ 22.996,77	£ 23.508,02	TOTAL	£ 24.031,77	£ 23.508,02	£ 24.031,77	£ 23.508,02	£ 23.508,02	£ 24.543,02				
TOTAL CASH OUT-FLOW									£290.620,03								

FORECAST

12 MONTH CASH FLOW FORECAST					
	NET CASH FLOW		MTH. OPEN. BANK BALANCE		CLOSING CASH POSITION
STARTING POINT	£	6.950,00		£	6.950,00
JANUARY	-£	1.176,77	£	6.950,00	£ 5.773,23
FEBRARY	£	18,23	£	5.773,23	£ 5.791,45
MARCH	£	616,98	£	5.791,45	£ 6.408,43
APRIL	£	616,98	£	6.408,43	£ 7.025,41
MAY	£	1.208,23	£	7.025,41	£ 8.233,64
JUNE	£	1.806,98	£	8.233,64	£ 10.040,61
JULY	£	2.418,23	£	10.040,61	£ 12.458,84
AUGUST	£	1.801,98	£	12.458,84	£ 14.260,82
SEPTEMBER	£	2.418,23	£	14.260,82	£ 16.679,04
OCTOBER	£	1.801,98	£	16.679,04	£ 18.481,02
NOVEMBER	£	1.801,98	£	18.481,02	£ 20.283,00
DECEMBER	£	3.016,98	£	20.283,00	£ 23.299,98
TOTAL	£	23.299,98	£	23.299,98	£ 23.299,98

Corina Bistriceanu (2011101)

SALES AND MARKET ANALYSIS

STATISTICS

NATIONALLY

- Pre pandemic the domestic cleaning industry in the UK was reportedly worth £4.7 billion pounds.
- The commercial cleaning business generated £884 million pounds as of January 2020
- The expanding cleaning market in the UK was estimated at over £9bn in 2020
- As of July 2020, the cleaning sector employed over 970,000 people within the UK, representing an average of 5% of the UK's total workforce.

LOCALLY

- As of 2019, an estimated a number of 13,220 active business were registered in the Merton Borough (where our company is looking to reside and provide services for the start)
- There had been an estimated number of 1,865 new business forming in the Borough as of 2019
- However, at the same time, a number of 1575 business ceasing their activity locally in the area as of 2019
- As of 2020, an estimated related and unrelated 250+ large businesses, as well as 50-249 medium size and 10-49 small business were recorded as being active in the Merton area

DEMOGRAPHICS

- The London Borough of Merton is a borough in south-west London, England.
- As of 2018, Merton Borough had a population of 206,186 people
- As of 2018, an increase in population of 15,080 (7.89%) has been recorded since 2001
- Data based on 2011 census revealed that there is a 50:50 gender split in the borough
- As of September 2020, an average of 76% of Merton residents were actively engaged in a form of employment
- Active professions of the residents range from managerial to administrative, to skilled and elementary occupations
- Age group of the population in the area (as of 2019), 0-17 years/ 47,409 residents, 18-64 years/ 132,672, 65+ years/ 26,467 residents
- Recorded median annual salaries for Merton residents in 2020 very closely matching the average London's median annual salary (£32,197 per annum vs £32,533 per annum)
- Overall, London population is projected to grow from the current estimated 9 million to 11 million by 2050.

SCOPE OF MARKET ANALYSIS

- To measure competition
- To determine feasibility of business
- To create a structured business plan
- To assess if project makes sense financially
- To understand current gaps in the market
- To look at unexploited potential in the current market and address needs
- To assess risk factors

London Borough of Merton
Ward Map, 2002-present



SWOT ANALYSIS

STRENGTHS

Location: potential to tap in the cleaning market the area

Unique selling point: customised, one touch mobile app

Strong management: experienced managers within the running of the Company

WEAKNESSES

Lack of capital: a percentage of the capital will come from loans and investors

Lack of reputation: we have yet to establish ourselves on the cleaning market and make a name for ourselves

OPPORTUNITIES

Area Growth: population growth in the area

Working families with children: parents working from home

Elderly residents/working professionals: two categories of residents looking to benefit from professional cleaning services for their homes

Commercial infrastructures: offer of introductory rates and competitive, professional service

THREATS

Competition: cleaning business is an increasingly growing market across the country (65,000 active cleaning businesses recorded in the UK)

The post-pandemic economic climate: due to unemployment and job uncertainty some potential customers will not make use of professional cleaning services

SALES AND MARKETING PLAN

- Various selling points
- Enhanced mobile app including:
 - real time communication (interactive)
 - customer satisfaction monitoring tool
 - include customer's genuine feedback
- Introductory business rates
- Use of online platforms to advertise our business, services and rates
- Use of incentives on recommendation



Nicu Tiberiu Nastasa (2010286)

MARKETING

Marketing

- Set up a commercial route to visit offices that regularly hire a cleaning service.
 - Making them an offer they can't refuse.
 - Running a Google Ads campaign to specifically target people looking for commercial cleaning.
 - Creating a YouTube video that shows how we clean a commercial facility.
-

THE 7P OF MARKETING



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Q&A

