

Presentation Business plan

by Beata Bereczki

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BUSINESS PLAN

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Business Plan

Hello!

- Introduction
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- About the company Idea



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Overview



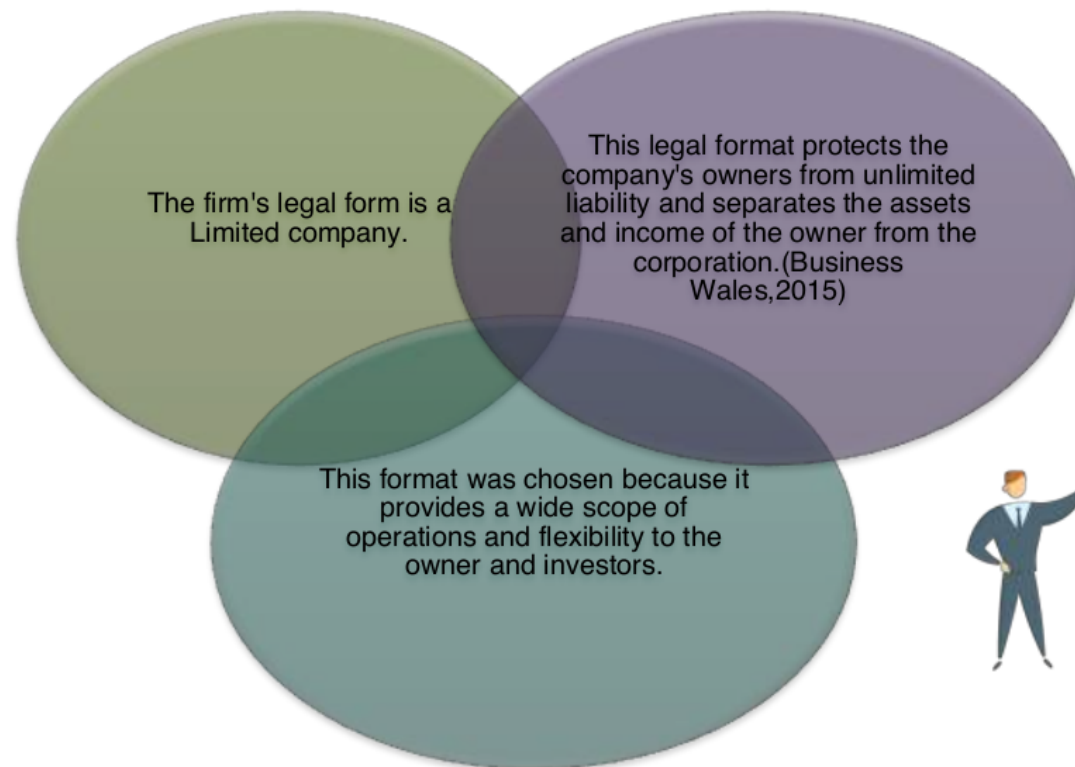
The business strategy aims to launch a household cleaning company that provides cleaning services to residents and consumers.

People are having busy lives these days, leaving less time for housework and cleaning.



The company will provide deep cleaning, house cleaning, move-in and move-out cleaning, and other services to tenants and homeowners.

Legal format



Management

Beata Berezki, the company's owner and managing director, was the driving force behind its creation.

Andrei Stefoane, the operations director. He has knowledge of coordinating and managing staff as well as offering high-quality services to clients.

The company will also require an IT and marketing manager, a human resources manager, a finance manager, and employees. Most of these roles will be fulfilled by the owner and the operation director in the early stages of the business.

As the company expands, building a dedicated management team becomes critical for successful and sustainable business management.

Target Market

The target market for the firm comprises busy tenants, working parents, and individuals who do not have time for cleaning but want a clean and orderly home. (Kumbhat and Sushil, 2022).

The major sector of the firm is working professionals that are more focused on their jobs and have limited time.

Another target market for the organisation is people who seek cleaning services before or after moving in or out.



Figure.2. Components of Target market.
Source: (www.kompassinfo.co.uk, 2020).

Marketing strategies

The Company will use digital marketing services and run personalized commercials to promote awareness of the services and reach the target market segment.

The company will also collaborate with local businesses such as property management companies and real estate agencies to reach renters.

In order to grow its customer base, the company will provide unique incentives and referral bonuses to its partners.

To make services more accessible to clients on a restricted budget, the company will utilize a competitive pricing strategy. (Hooley, Piercy and Nicoulaud,2020)



Figure.3. Digital marketing channels.
Source: (Chris, 2019).

Industry and competitor Analysis

The global cleaning industry market, which includes both commercial and residential cleaning, was valued at around \$74 billion in 2019 and is expected to grow to \$96 billion by 2025. (Du Toit, 2020).

The sector requires minimal capital to enter the market, and new entrants pose a substantial danger.

The danger of replacements in the sector is modest. (Rice, 2022).

Clean2Clean, Maid2Clean, Ariyola2Clean, and others are among the company's main rivals.

Funding Requirements

In order to establish the company, the funding requirements will be £70,000. The funding will be collected from a combination of government loans, family, and the use of personal funds.

£30,000 will come from personal funds, £10,000 from family while the other £30,000 will come from a government loan.

Uses	Funds
Equipment and supplies	£10,000
Marketing and Advertising	£20,000
Staffing and training	£20,000
Operational Expenses	£10,000
Technology Integration	£10,000
Total	£70,000

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