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Task 1: Business Plan

Executive Summary

The assessment has developed a business idea for an eco-friendly cleaning service and the business overview has been described. Additionally, the location and the required equipment of the business have been identified so that the necessary operations can be planned. Besides, the industry environment has been analysed through market research and the risks have been recognised in the following task. A few mitigation strategies have been provided as well by which the problems can be handled effectively.

Details of the Service

Greenly Eco Solutions will offer complete environmentally-friendly cleaning services for both commercial and residential locations. The service activities will prioritise using non-toxic and biodegradable products to minimise environmental harm and improve indoor air quality (Silva et al., 2022). Besides, the offerings will include deep cleaning, routine cleaning features, carpet washing and other specialised services. Other personalised services including post-construction cleansing or move-out cleaning will be involved as well depending on the preferences of the clients. The executing team will use energy-efficient technology and eco-friendly equipment so that the water and energy waste can be reduced (Conn, 2024).

Business name and the type of ownership

Name of business

The name of the business will be Greenly Eco Solutions as it will reflect the overall service in some words. This will summarise the overall offering and which type of equipment the business will use such as 'eco-friendly equipment'.

Type of business ownership

The firm will be operated in a partnership where two experienced and innovative entrepreneurs will operate the organisational objectives. Both individuals will have a shared vision for sustainability and support eco-friendly approaches so that the business objectives can be accomplished with diverse expertise (Chmielewski, 2025). However, a potential risk is there regarding disagreements in certain matters and liability management. On the other hand, the partnership will help decrease the financial burdens and access multiple skills to accomplish the business targets (Keegan, 2025).

Mission statement, aim and objectives of the Business

Mission Statement

Mission

1. The mission of the firm will be to deliver comprehensive cleaning services while maintaining sustainable approaches in the activities. Additionally, it will contribute to a sustainable future while ensuring a healthier place for the planet.
2. The goal is to further enhance the already existing indoor air quality, healthy and safe surroundings for the client, and clean environment more than the competitors.
3. The company will offer deep cleaning to specialise post-construction or after move-out cleaning, all without using excessive amounts of water or energy and wasting resources due to the green technology.

Vision

1. the goals are to develop better and more innovative greener technologies with an aim to provide more healthier and cleaner environment for the clients and the world at large.
2. It is to extend its operations and services across the residential and commercial regions with the objective of establishing a wide base of customers who subscribe to environmentally sustainable practices.
3. The company seeks to change the perception of businesses and households in targeting eco-friendly solutions, offering them a reliable name to trust for Greenly Eco Solutions.

Aim

To provide environmentally-friendly solutions aligning with the growing demands for sustainable practices in the industry.

Objectives

1. To serve more than 50 clients with eco-friendly cleaning services within six months from the start of the business.
2. To decrease the carbon footprint of cleaning activities by using sustainable products and energy-efficient equipment.
3. To expand the organisation and build stores in different locations when it starts to earn basic profits within three years.

Physical presence of the business

Location of the business



Figure: Location of the Company in Liverpool Street

Source: (Google Maps, 2025)

Greenly Eco Solutions will establish a store in Liverpool Street and a warehouse will be developed to reach both residential and commercial customers. This will be the accurate location for the business as it will be easily accessible for both customers and employees (Undheim, 2023). Other than this, a webpage will be created to reach a wide range of customers and it will ensure its social media presence by uploading service information in different channels (Google Maps, 2025).

Equipment required in the organisational practices

Biodegradable cleaners, natural detergents, energy-efficient cleaning devices like vacuums, steam cleaners and vehicles for transportation will be required for business operations. Alongside this, an office and a warehouse will be needed from where the customer management, software and administrative tools will be operated (Jan Gilg, 2025).

Human resources

The organisation will hire a group of ten employees that involves one manager, two administrative staff and seven cleaners. When the demand will be increased, more staff will be employed to fulfil the client's requirements effectively (Bendig et al., 2022). However, the workers will be recruited through recruitment platforms, local job postings and advertisements on social media platforms. Managers will look after the marketing, operations and customer engagement while cleaners will do their job roles on-site and administrative staff will work on scheduling and finance (Cvetkovic, 2022).

Marketing activities

Market Research

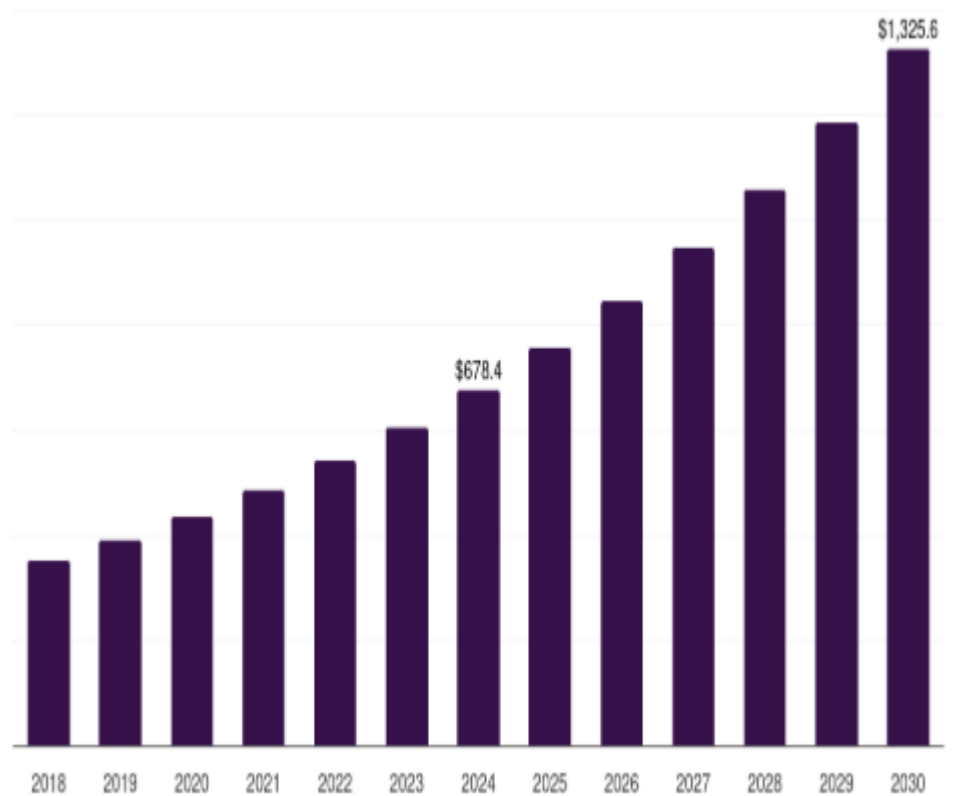


Figure: UK natural household cleaners' market, 2018-2030

Source: (Sewell, 2022)

Analysis

The eco-friendly household cleaners' market in the United Kingdom has earned around 678.4 million US Dollars in the year 2024. Besides, there is an opportunity for growth in this market as the demand for this service is increasing (Martins de Souza et al., 2024). Other than this, people prefer sustainable firms over others so eco-friendly organisations can create a loyal customer base. However, it is expected that this industry may reach a projected revenue of 1325.6 million USD by the year 2030. A growth of around 11.8% is expected annually in this industry from 2025 to 2030 (Gelderman et al., 2021).

Financial resources

The business will resource its funds by investing from personal savings and collecting bank loans so that the basic infrastructure can be created at first. A possible start-up cost will be £30,000 and it will include the cost of buying equipment, marketing activities and operational expenses. A 12-month cash flow forecast will be developed mentioning the expenses of marketing, payroll and equipment maintenance (Hegeman and Sørheim, 2021).

Cash Flow and Cost Analysis

Projected Financial Position

Greenly Eco Solutions: Projected Financial Position		
PROJECTED BALANCE SHEET 2024	Amount1	Amount2
<u>NON CURRENT ASSETS</u>		
Machinery	10000	
Land	20000	
Equipment	1500	
<u>Total Fixed Assets</u>		31500
<u>Current Assets</u>		
Inventory	10000	
Cash	5000	
	0	
<u>Total Current Assets</u>		15000
<u>Current Liabilities</u>		
Creditors	3000	
Overdraft	4000	
Short term bank loan	7000	
<u>Total Current Liabilities</u>		14000
<u>Net Current Assets</u>		1000
<u>Non-current liabilities</u>		-
Business loan		0
-		
<u>NET ASSETS</u>		32500
<u>Financed by:</u>		

Owners' investment		30000
<u>Drawings</u>		
CAPITAL EMPLOYED:		30000

Projected Income Statement

Greenly Eco Solutions: Projected Income Statement

Column1	Amount1	Amount2
Time Period 2024		
Sales Revenue		
Sales Revenue		150000
Cost of Goods Sold		
Opening Inventory	0	
Purchases	80000	
Less: Closing Inventory	10000	
COST OF GOODS SOLD		70000
GROSS PROFIT		80000
Expenses		
Advertising	600	
Amortization	0	
Rates	0	
Bank Charges	0	
Utilities	1200	
Commissions	0	
Salary	21600	
Depreciation	4000	
Dues and Subscriptions	0	
Vehicle Expenses	0	
Insurance	2644	
Interest	0	
Legal and Professional Fees	0	
Licenses and Fees	0	
Miscellaneous	400	
Office Expense	0	
Wages	360	
Postage	0	
Rent	14400	

Repairs and Maintenance	0	
Supplies	0	
Telephone	0	
Travel	0	
TOTAL EXPENSES		45204
NET PROFIT BEFORE TAX		34796
CORPORATION TAX (19%)		6611
NET INCOME AFTER TAX		28185

Projected Cash Flow Forecast

<u>Greenly Eco Solutions: - Projected Cash Flow Forecast</u>												
Column1	January	February	March	April	May	June	July	August	September	October	November	December
	£	£	£	£	£	£	£	£	£	£	£	£
<u>INCOME</u>												
Sales	10,000	12,000	11,000	13,000	13,500	14,000	13,000	14,000	15,000	12,000	16,500	17,000
Bank Interest	0	232	409	569	772	990	1,221	1,438	1,679	1,944	2,155	2,460
One-off Income												
Loan	0											
Grant												
Total Income	10,000	12,232	11,409	13,569	14,272	14,990	14,221	15,438	16,679	13,944	18,655	19,460

<u>EXPENDITURE</u>												
Rent	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
Insurance	220	220	220	220	220	220	220	220	220	220	220	220
Rates	0	0	0	0	0	0	0	0	0	0	0	0
Utilities	100	100	100	100	100	100	100	100	100	100	100	100
Overdraft Charges	0	0	0	0	0	0	0	0	0	0	0	0
Loan Repayments	0	0	0	0	0	0	0	0	0	0	0	0
Loan Interest	0	0	0	0	0	0	0	0	0	0	0	0
Salary	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800
Vehicle charges	0	0	0	0	0	0	0	0	0	0	0	0
Advertising	50	50	50	50	50	50	50	50	50	50	50	50
Wages	30	30	30	30	30	30	30	30	30	30	30	30
Total Expenditure	3,400	3,400	3,400	3,400	3,400	3,400	3,400	3,400	3,400	3,400	3,400	3,400
Opening Bank Balance	5,000	11,600	20,432	28,441	38,609	49,482	61,071	71,893	83,931	97,209	1,07,753	1,23,008
Net Cash Flow	6,600	8,832	8,009	10,169	10,872	11,590	10,821	12,038	13,279	10,544	15,255	16,060

Closing Balance	11, 600	20,4 32	28, 44 1	38, 60 9	49, 48 2	61, 07 1	71, 89 3	83, 931	97,20 9	1,07 ,753	1,23, 008	1,39, 069
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SWOT Analysis

<i>Strengths</i>	<i>Weaknesses</i>
Eco-friendly focus Greenly Eco Solutions is one of the first to offer non-toxic and ecofriendly biodegradable cleaning products, resulting in attracting clients that care about green solutions for their cleaning (Plando and Maquiling, 2024). Specialised Service The ability to provide conventional and custom post-construction or other specialised cleaning services offers more flexibility in meeting the needs of various clients.	Higher operational costs The use of environmentally friendly products and renewable resources may increase operational costs for the cleaning business and, consequently, the service fees for clients due to the higher cost of these cleaning products and equipment. Limited brand recognition Greenly Eco Solutions cleaning business will find it hard to establish brand recognition and customer loyalty because other cleaning service businesses will already have more experience, a stronger workforce, and a broader network of clientele (Puriwat and Tripopsakul, 2021).
<i>Opportunities</i>	<i>Threats</i>
Expanding market for green services There has been a growing concern for ecological issues which has escalated the need for cleansing services because such worries provide a market gap for companies like Greenly Eco Solutions to reach greater heights.	Competition from established brands It is expected that bigger, conventional cleaning service providers will be the first to adopt a more sustainable method due to already having a larger customer base and superior resources, creating a more difficult atmosphere for a newer business to thrive (Buhalis and Park, 2021).

Threats and Mitigation Strategies

A remarkable threat to the business will be intense competition in the industry as there are multiple well-established cleaning organisations. Additionally, eco-friendly products are way more costly than normal products which can increase the production cost (Veleva, 2021). However, the company will focus on maintaining a strong relationship with the customers and innovative and fulfilling service will be provided to gain their trust. Besides, a bulk of products will be collected from eco-product suppliers so that the expenses become less and effective financial planning will be required to mitigate the cost risk (Dijkstra et al., 2021).

Conclusion

The assessment has developed a business plan for eco cleaning service, namely Greenly Eco Solutions and its ownership type and business objectives have been mentioned. Additionally, the activities for human resource management have been highlighted by following which talented employees can be hired. On the other hand, multiple marketing strategies that can be used by the organisations have been pointed out in the task. Market research has been illustrated elaborating on the condition of this industry in the United Kingdom. Moreover, financial resource planning has been provided to manage effective operations of the firm and potential risk as well as its mitigation methods have been demonstrated.

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Task 2: Individual Reflection

According to the market research, I as an entrepreneur came to know multiple trends in the current industry and developed a new business plan based on that. To cater to the market demands, I have designed a new trade on environment-friendly cleaning services to protect biodiversity and maintain sustainability. I have gained various entrepreneurial skills in developing a new business, Greenly Eco Solutions. I have learned to think strategically, research the current market, and plan the budget based on the forecasted financial value. By identifying customer behaviours and their demand for eco-friendly services, I have decided to create this business. As per the current market opportunities, I have enhanced my entrepreneurial skills and knowledge to meet the customers' growing demand. This knowledge has helped me to make effective business decisions regarding cleaning services aligning with environmental concerns. Through my new service practices, I will reduce my carbon footprint and minimise waste to ensure the safety and security of the community.

I have conducted a detailed market analysis to gain valuable insight into the industry demand and target the customer base. I have addressed potential competitors of the business based on the results of the surveys and identified market gaps. Based on the market gaps, I have validated the reliability and viability of the business. To ensure the growth and expansion of the new business, Greenly Eco Solutions, I have developed new and effective marketing strategies and a competitive pricing model. I have considered demographic segmentation to target environment-conscious people for Greenly Eco Solutions. This process has helped to develop attractive aspects, USP, and select the best advertising channel for the new start-up.

One of the most crucial aspects of the new business development process is financial planning. I have developed a detailed budget and cash-flow forecast based on my understanding of the financial needs of the business such as investment and income. With this forecasted budget, I have managed all the operational expenses to ensure cost-effectiveness and sustainability. This knowledge will help me to create a financial roadmap, make informed decisions, and ensure the long-term growth of the business.

I have enriched my several soft skills, such as analytical, problem-solving, decision-making, and strategic thinking during this new business plan development process. At the

initial stage of the process, I faced multiple problems regarding the high start-up expenses, increasing competition, poor infrastructural support, and limited-skill employees. By collaborating with potential stakeholders of the business, I have developed various strategies to mitigate business challenges. Apart from that, I have generated a clear mission and vision strategy for the business based on its aims and objectives to measure the long-term success rate of Greenly Eco Solutions. With my effective communication skills and presentation skills, I have conveyed clear information to the stakeholders in an effective manner. Greenly Eco Solutions has helped me to increase my entrepreneurial skills such as strategic planning, market research, and financial management so that I can confidently apply them in the growth and development of my business. By using these skills, I can assure the development of a sustainable and eco-friendly cleaning services to provide the best service experiences to the customers.