

GDC CLEANING

We do the cleaning,
environmentally friendly, so you
have time for what really
matters to you.

Available 7 days week, 09:00-19-00

Environmentally friendly Products Available for
sale

Car Cleaning Service Available



The Poster's Design has been chosen by the researcher as a result of the Primary Research. The Questionnaire has provided valuable information regarding the age of the audience (26-44), meaning that not every individual will access social networking applications, such as Instagram, Twitter, Facebook or Facebook Messenger.

The audience is a mix between male and female working mostly during day time, information resulting in a 09:00-19:00 schedule. Most individuals interested in the researcher's cleaning services lives in Cardiff which lead to the decision of choosing a regular Poster.

The Primary Research shown that most of the audience's use of cleaning services is Seasonal, pushing the research to finding additional methods of generating income, in this case being the Car Washing Service message on the Poster.

As a result of the Questionnaire, most of the audience prefers environmentally friendly products, a short percentage having an allergic reaction to detergents and chlorine, a detail that the researcher adjusted in his attempt of bringing in as many customers as possible avoiding any unnecessarily situations. As the future customers shown a great interest in buy environmentally friendly products, the researcher has shaped the business plan in that direction, bringing it in the attention of people reading the Poster.

The researcher has identified 50% of the audience having children, resulting in the Poster containing positive images and relaxing colours, an easy to read format using simple word, easy to understand, highlighting the main services available for people who are interested in cleaning and protecting the environment.