

## **Maid-to-Clean Business Plan**

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### **Executive Summary**

Maid-to-Clean is a residential and commercial cleaning service providing the Nelson County and surrounding areas with an eco-friendly clean area for organization and a better lifestyle. We focus on educating families and business partners on the importance of helping the environment and keeping strong the accelerated everyday life that leads to each one's success.

### **Objective**

To create a convenient-based company whose values exceed every customer's expectation. Due to continued superior success, we hope to increase our number of clients year after year. To provide families and businesses with trust of knowing that

Maid-to-Clean offers complete confidence for the environment and hygienic responsibilities.

Mission: We strive for the goal of complete satisfaction in a professional manner and the honesty between ourselves as businesspeople and superior customers that we serve. We believe to breed our success through continued customers giving an honest word of our specialties.

### **Market Analysis**

Cleaning businesses usually serve customers in their mid-twenties through early forties. As Maid-to-Clean, we hope to reach all age groups. Young business professionals that are constantly working towards their dreams to elderly people who don't have the physical capabilities of cleaning anymore. We would like to serve anyone. That also entails gender and socioeconomic status. We tend to attract more females because of the homemaking type, but male prospects have grown through recent years for cleaning services. When cleaning servicing comes to most peoples' minds, they think of wealthy people whom don't "dirty their fingers" but we'd like to give you a new prospective!

Maid-to-Clean offers competitive prices and trustworthy quality with a new spin- helping the environment. Businesses and neighborhoods will appreciate what we can do and how punctual and professional we are. The size of our target market we hope to achieve is ten to fifteen houses/businesses a week. As convenience in families increases with everyday items and chores, households buy their cleaning products as-is (Clorox, Window Cleaner, etc.). We use basic products to clean and polish your area (vinegar, skim milk, etc.) Maid-to-Clean will strive to make every customer a repeat customer because satisfaction is definitely a priority.

### **Company Description**

Maid-to-Clean offers a residential home cleaning service and professional business cleaning service. We offer a wide range of services residentially including, but not limited to: all kitchens and bathrooms, all bedrooms and living rooms, an all-room

package, pet care, and many others. Commercial cleaning services also include, but are not limited to: high-traffic area cleaning, all restrooms, cubicles, lobbies, kitchenettes, along with others. If companies want to gain a reputable status, trustworthy personnel and eco-friendly awareness, then Maid-to-Clean will jump start your passion by offering packages to suit your cleaning needs.

### **Organization & Management**

The business will be based out of Danielle Allgeier's residential property as a dual proprietorship with Faith Leonard. The current employers are assigned manager positions and responsibilities below to better the company: Faith Leonard: Customer Care, Payroll, and Scheduling Manager Danielle Allgeier: Training, Advertisements, and Inventory Manager Martez Johnson: Ordering and Estimates Manager

### **Market & Sales Strategies**

Market: Maid-to-Clean plans to promote business by providing business cards, creative flyers for the community and a general-audience survey for neighborhoods of all incomes. Our customers purchase from us a facility/home that offers cleanliness by our usage of products and supplies that do not harm the environment which produces a healthier world for all. To entice non-customers, we offer competitive prices compared to our neighboring counties' cleaning services and a different approach to the ideal of clean. Eco-friendly cleaning. Our packages are practical; we don't clean "room by room" and we don't overprice cleanliness. We have a staff that is dedicated to superior satisfaction and punctual arrival no matter where you're located. Sales: Maid-to-Clean offers bonuses and deals to better suit your lifestyle and the cleaning that comes with it. With a \$35.00 extra, we offer a recycling center (four bins and a carrying cart, all of which are recycled!) conveniently located in or around high-traffic areas within businesses and homes that store paper, plastic, cardboard, and glass. Then you can choose whether or not you would like for us to pick the recycled material up weekly or if you can do it within your own time. We also offer anniversary packages every year you're a customer- one year: one week free, two years: two weeks free, etc. Proper cleaning skills can be a great characteristic to have and can show people around you hygienic responsibility of their surroundings. With our cleaning service, we wish to instill a sense of pride; not only of a clean house, but the knowledge to care for our Earth for everyday lifestyles. It has become such a practical reality, people do not see how much commercial cleaning wastes energy, destroys natural resources and promotes "buying in bulk". Big businesses or small businesses; family owned or internationally managed, they're the heart of our world. They use, use, use, and don't realize the damage they are causing.

### **Service/Product Line**

Leadership has a broad science and connects with everyone in some way. We promote entrepreneurship, leadership, and a green mindset to better each one's community. Home is where the heart is, and as our fellow green cleaner, Martez, says "If it isn't clean, it isn't safe to live in". Maid-to-Clean uses that statement to great heights; our products do not contain harsh chemicals that most household and faculty areas do. Every product and supply we manage has natural qualities, durability, and cleanliness to not only clean the space, but to better the lives of those who interact there. And as another added plus,

they're homemade! Tons of paper that is in perfect shape is thrown out every single day by businesses that could've reused them for business letters, scrap paper, note-taking, even taking it to a recycling center to gain profit or to help the environment. Chemical cleaners used by the masses to clean the public bathrooms, the breakroom, the lobby area. Packaging used to communicate ideas, mail business plans, hold pounds of storage. With our services, we can drastically reduce the amount of things that go into a landfill which can be recycled just as easily.

**Funding Requests/Financial:**

Maid-to-Clean plans to get the finances from public donations, personal attributes, and loans from banks. Maid-to-Clean's start-up costs include equipment needed for a home-based business (more detail below) includes: legal fees, cleaning equipment, uniforms, supplies, and signs for employee vehicles. \* All are close-ranging estimates Stationary (business cards, name tags, etc.) \$35 Legal (business license, government taxes, etc.) \$250 Insurance \$500 Uniforms (pants, shirts, aprons, etc.) \$120 Cleaning Equipment (mops, buffer, dusters, etc.) \$550 Communication Equipment (fax machine, office computer, etc.) \$585 Car Advertisements (sticky signs, etc.) \$75 Products & Supplies \$200 Other \$240 -----  
----- Estimated Cost: \$2,555.00 \*\*\*\*\*layout is correct on  
Microsoft\*\*\*\*\*