

BUSINESS PLAN

2021



SMART CLEANING LLC
Commercial Cleaning Company

Confidentiality Agreement

The undersigned reader of Smart Cleaning LLC's business plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of Ms. Aaliyah Alexis.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of the same by the reader may cause serious harm and or damage to Smart Cleaning LLC.

Upon request, this business plan document will be immediately returned to Ms. Aaliyah Alexis.

This is a business plan. It does not imply an offer of any securities.

Applicable Law

This contract shall be governed by the laws of the County of _____ in the State of _____ and any applicable Federal law.

Signature

Printed Name

Date

CONFIDENTIAL – DO NOT DISSEMINATE, this plan contains confidential, trade-secret information and shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author

Contents

1.0 Executive Summary	4
2.0 Market Research	7
3.0 Marketing Plan	13

1.0 Executive Summary

Purpose

The purpose of this business plan is to strategically anticipate the path of action as well as the key management considerations for establishing and growing Smart Cleaning LLC into a viable, sustainable business, and to attract \$100,000 in financial investment through the investors for primary equipment, marketing as well as other requirements as detailed within the plan.

Brand Highlight

Smart Cleaning LLC will deliver high quality and effectiveness in service and a low price point. Our main purpose is to be the best alternative to the existing players on the market. We will offer our services for the commercial cleaning sector and outsourcing services for the industrial and hospitality industries. We will focus on 100% chemical-free cleaning and eco-friendly cleaning upon request. Also, we will offer move-in and move-out deep cleaning to office tenants as well as property management groups.

Our endeavor will be exceptionally well-organized through electronic order management and a time attendance system. We will like to offer discounts and create promotional offerings for our loyal customers and volume. In the next three years, Smart Cleaning LLC intends to create an icon commercial cleaning service brand through exceptional quality. We will expect to grow to over \$1,000,000 in revenues.

The company expects to position itself as a customer-centric business, which is why our offering and delivery methods will be customized and handy. It is our main purpose to wow our valuable customers. For this reason, our workers will be present wherever the customers need them and we will provide carefully heavily discounted trails to our clients to let them decide whether they want to work with us without signing a contract first. The company aims to make good use of the presently available technology and differentiate itself from the competition by leveraging the advantages of the modern connected society.

Mission

At Smart Cleaning LLC, our mission is to provide all commercial cleaning services professionally to exceed the expectations of our valuable customers.

Management of Smart Cleaning LLC

Smart Cleaning LLC is a commercial cleaning services startup that is owned and run by Ms. Aaliyah Alexis.

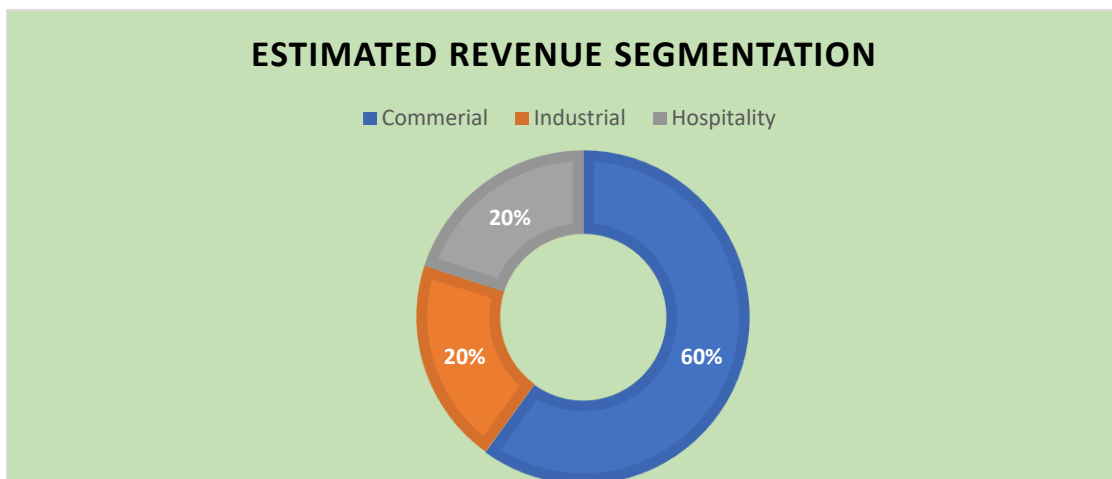
In the performance of management tasks, Ms. Aaliyah relies on other professionals to support the delivery of superior services to the marketplace. An accountant for payroll, bookkeeping, taxes, and reporting, as well as a small company consultant for technical support in assessing and making critical management choices, are among them.

Ms. Aaliyah Alexis highly is highly motivated and knowledgeable in the cleaning industry and she is confident of the potential for success in this business. Additionally, she will be attending classes and seminars to remain 'on top of changes within the commercial cleaning industry, routinely reviewing videos and reading materials to improve her service skills, abilities, and work ethic.

As the owner of the business, Ms. Aaliyah has the energy and stamina to complete her work and she is highly motivated to make it successful. She is a diligent reader and reads on various topics and practices that can benefit and streamline her business. The owner will be expecting to hire an accountant for assisting in the preparation of documents and reports, as well as access to a lawyer for legal advice. She will also recruit a suitable employee as per the requirement of the company while it is developing.

Business Model

"Smart Cleaning company" will be targeting prospective customers living in **State** – USA. Our base of operations will be a warehouse space located at the periphery of the **city, State – USA**. We will have 10 employees and equipment transportation for large projects. Below is our service segmentation chart and it presents the percentage of revenue that we expect to obtain from each service category during the first year of operations.



CONFIDENTIAL – DO NOT DISSEMINATE, this plan contains confidential, trade-secret information and shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author

Objectives

- To create a service-based company whose main goal is exceeding customer's expectations
- To develop a substantial, regular client base.
- To grow the number of customers served by 30% per year through superior service.
- To develop a sustainable and eco-friendly business.
- To establish the operations infrastructure, including a central headquarters, delivery vans, professional management, and documented processes for operations and cleaning practices.

Financial Expectations

The company will expect to reach \$500,000 in annual sales in its second year of operations. Net profit of \$30,000 will be achieved in the first year and will double in the second year. Our break-even will be achieved quickly partially due to the fact that the management is experienced with sales, marketing, and operations, and that all cleaning staff will be paid only for hours worked, reducing the payroll risk for the business.

The startup cost is assumed as approximately \$120,000. Following is a rough projection of the financial situation of the business for the next 03 years.

2.0 Market Research

USA - Cleaning Industry Analysis 2020 - Cost & Trends

Industry Background

The cleaning industry is packed with opportunities – an earlier forecast reflected that the industry will earn over 46 billion dollars in 2020, and grow 10% by 2026. More than 1.7 million people are currently employed in the cleaning industry, yet it is still forecasted to spur a 6% year-on-year growth in new jobs because of the increase in demand. Let's not forget how popular this industry is, especially amongst the single-person households that make up 27% in America.



What are the risks?

Risks!!!

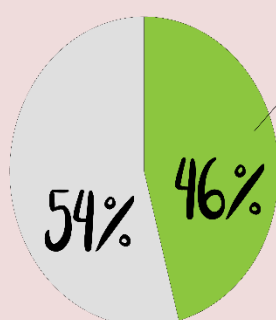
Customer's Experience is key

Cleaning cannot be taken lightly - especially because workspaces and homes should be safe places for people to come and mingle together!



Automation of Jobs

Large-scale, industrial cleaning rely less on manpower and more on technology and machinery. Higher unemployment?



customers that prefer environmentally friendly products

Be Clean. Go Green.

Use environmentally-friendly cleaning products and processes to appeal to increasingly eco-conscious consumers, and to make sure your employees are well and healthy while doing their job.

Cleaning Industry 2020: Things you gotta know!

powered by
Franchise Help

Opportunities in the Cleaning Industry

Opportunities



Residential Cleaning

Exponential increase in popularity, especially popular in single-person households

Eg. Molly Maid, The Maids, Home Cleaning Centres of America

% single-person households in America

27%



Specialty Cleaning

Recession proof business model - we can't do without professional cleaning when it comes to windows, flooring, carpets and more!

Eg. Oxi Fresh Carpet Cleaning, Chem-Dry Carpet Cleaning, Green Life Carpet Cleaning



Commercial Cleaning

Most promising and profitable segment, at 54% market share!
Conducive, clean working environment = High employee wellbeing

Eg. PuroClean, Forte Commercial Cleaning, Office Pride Commercial Service Centres

54%



Laundry & Dry Cleaning

Laundry is high on to the list of chores Americans outsource, and are loyal especially once it becomes part of their lifestyle.

Eg. American Laundry, The Eco Laundry Company, WaveMAX Laundry

Cleaning Industry 2020: Things you gotta know!

powered by

Franchise Help

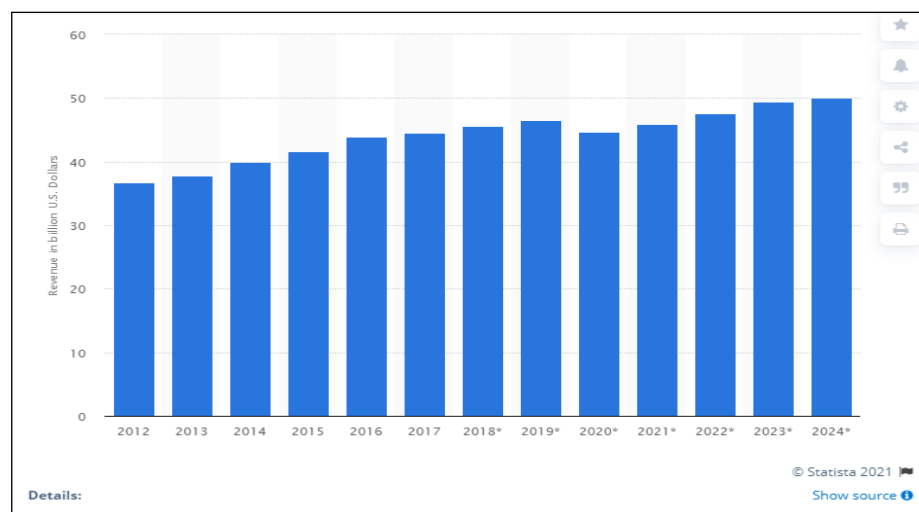
Commercial cleaning services industry in the U.S. - Statistics & Facts

As of May 2018, over 3.24 million people were working in the cleaning services industry in the United States. Janitors and cleaners (not including maids and housekeeping cleaners) made up the largest portion of employees in this industry and earned a mean annual income of 28,950 U.S. dollars. Janitors and cleaners are largely employed within the services to buildings and dwellings industry and in elementary and secondary schools. In 2019, the revenue of janitorial services in the U.S. reached 61 billion U.S. dollars.

Across North America, the provision of janitorial and cleaning services predominantly occurs in-house. In a 2019 survey of facility managers, just over 24 percent of respondents stated that they outsource cleaning and maintenance, compared to 51.7 percent of respondents who stated that outsourcing is simply not an option. It is most common for organizations that require facility management to employ less than ten full-time equivalents (FTE) employees in their cleaning/ maintenance department. Overall, just under 61 percent of relevant organizations employ less than 50 FTE for cleaning and maintenance and just over 65 percent have 20 or fewer buildings to take care of.

Of the outsourced providers in the U.S., by far the largest company in terms of revenue is ServiceMaster. In 2018, the Memphis-based company reported annual revenue of 1.9 billion U.S. dollars and franchised around 5,000 cleaning establishments worldwide. However, their operations are diversified, meaning this figure includes revenue from other areas such as pest control. When looking only at cleaning services, the largest U.S. provider is Jani-King. Founded by a university student in Oklahoma in 1969, Jani-King generated 727 million U.S. dollars in sales from around 7,600 franchise establishments across the world. Rounding out the top three providers by revenue is Coverall, which generated 457 million U.S. dollars in sales from around 8,300 franchises worldwide in 2018.

Industry revenue



CONFIDENTIAL – DO NOT DISSEMINATE, this plan contains confidential, trade-secret information and shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author

Commercial Cleaning Services Industry & COVID-19

This \$117 billion U.S. business, which encompasses basic janitorial services, pest control, and other building maintenance, is huge but very competitive, comprised of mainly small operators, including 36,000 franchised outlets. Competitors run the gamut, from sole proprietors to giants such as ABM Industries with \$6.5 billion in revenues. This is a low-investment business that's easy to enter, and many do.

It's a mixed bag this year for this industry. Some contractors who serve retail outlets, schools, and even commercial office spaces are seeing steep declines, requests for credits, withholding of payment, and facility closures, while others are booming as building managers scramble to do deep cleaning and more frequent cleaning.

Commercial cleaning industry size	Market data estimates that industry receipts will decline by 1.6% this year, due to COVID-19-related shutdowns and lost business, to a value of \$117.3 billion. However, the recession is expected to be sharp but short-lived, with a 7.4% gain and recovery forecast for 2021, and 5.4% annual gains thereafter to 2025.
Effects of COVID-19	The large and mid-sized cleaning contractors will be stimulated by the Coronavirus crisis—including disaster restoration firms. More facilities will need to be “deep cleaned” in the aftermath of the virus, and building managers will probably increase the frequency of cleaning to prevent future outbreaks. COVID-19 may well redefine the industry, with many small or heavily leveraged businesses shutting their doors.
Competitors	The top 12 commercial cleaning services companies (mostly franchise systems) now operate 35,000+ U.S.-based units and had combined sales of \$13.5 billion. Franchise total start-up costs vary widely, and royalty rates equal 8% of net sales.
End-user demand	90% of contract cleaners service office buildings. Thanks to COVID-19, most office buildings across the larger cities are currently standing pretty much empty because employees are working from home. However, office space is typically leased for

	a longer period (usually five years), which means leases won't be canceled just now because of the crisis.
Workers	The industry employs 2.4 million workers. Salaries are low, there is high turnover, and there is no clear career path. Many workers, including recent immigrants, consider this to be temporary work until they find something better. Most workers earn less than \$10/hr.
Market Segmentation	Within the industry, the greatest share of the business goes to janitorial services. There are 60,219 janitorial service establishments, with total revenues of \$50.4 billion, and average yearly revenues of \$837,000. Pest control establishments number 14,465, with receipts of \$13 billion

References

- <https://www.franchisehelp.com/industry-reports/cleaning-industry-analysis-2020-cost-trends/>
- <https://www.statista.com/forecasts/409788/janitorial-services-revenue-in-the-us>
- <https://blog.marketresearch.com/117-billion-commercial-cleaning-services-industry-takes-on-new-importance-due-to-coronavirus>

3.0 Marketing Plan

Smart Cleaning LLC would depend on multiple strategies to grow and develop its market share. The major strategy is superior customer service. The organization will prioritize cultivating a quality business relationship with the target market in the industry and actuate measures expected to use on its network of value to attract customers all around. This is compulsory to expand the customer base and broaden the company's brand equity in the commercial cleaning market. The sales and marketing team shall involve effective marketing platforms necessary to command a share of the market.

The company's strategies will use the following elements:

- **Leverage** - Gained via communicated benefits and guaranteed satisfaction to customers.
- **Communication** – develop an end-end mechanism that addresses feedbacks.
- **Efficiency** – Design the best operational structure for a mutually beneficial relationship with the target market.
- **Risk Management** – Identify potential risks by preventing operational disruption and providing solutions to minimize interruptions.
- **Continuous Improvement** – Engage in continuous review of feedbacks from customers and strive to assist most professionally.
- **Collaboration** - Establish a community of loyal customers and maximize opportunities to drive business growth locally and globally. Additionally, the company plans to use direct and relationship selling to reach its target market. These channels are most appropriate because of the embedded capacity to maximize time/space, reduce capital requirements, and fasten access to established marketing networks.

Marketing Objectives

- To build and develop a strong presence in the commercial cleaning market.
- Build market trust through sponsorship of events that relate to commercial cleaning activities.
- Develop an excellent brand image and awareness through consistency and distinctiveness in the marketing program of the Company. This Marketing program will focus on Company promotion through social media, blog, Google AdWords, and Company website.
- To create excellent brand recognition through the exploits of word-of-mouth marketing and loyalty programs.

- To help reduce advertisement costs and use the most appropriate online channel targeted towards attracting potential customers.
- To remain within the letter of set laws regarding Smart Cleaning LLC's business activities.
- To align the brand and Smart Cleaning LLC with the target's expectations.
- To build and maintain loyalty amongst customers through positive third-party experience

Competitive Edge

Smart Cleaning LLC will become dominant in the commercial cleaning market and maintain its position from the following competitive advantages and barriers to entry:

- **Relationships** - The Company has continuous dealings with the publicists, "A-list" industry figures, and executives who control and influence their respective industries. This gives Smart Cleaning LLC a critical and powerful strategic advantage.
- **Management, Speed, Flexibility** - Smart Cleaning LLC will make the highest and excellent quality management team, having experience in technology and other relevant industries. Our team will represent business ethics; values such as integrity, hard work, and transparency are key to make our projects successful. Our team will also have the necessary knowledge, as well as the ability to learn and evolve, and the willingness to do whatever it takes to turn Smart Cleaning LLC into the winner.
- **First/Early Mover Advantage** - Smart Cleaning LLC will try to achieve a high degree of brand awareness through a combination of integrated advertising, service offerings, public relations, and strategic relationships.
- **Excellent Customer Service** –This is often at the heart of our business which aims to provide an exceptional service that leaves the customer feeling valued and respected. In Smart Cleaning LLC client's best interest will always come first, and everything we do will be guided by our values and professional ethics. Our excellent Customer service will enable us to stand out from the industry competition, maintain a positive reputation among future customers and encourage existing customers to purchase from our business again.

Marketing Campaign

We will divide the marketing campaign into two parts,

1. Online / Web-based Marketing
2. Offline / Local/Domestic Marketing

The main focus of the company is Online / Web-based marketing because they are willing to expand the service to many more states in the USA.

Online / Web-based Marketing

The web-based marketing campaign can be divided into further 5 categories. The roadmap is as follows.



1. SEO

- a) On-page Optimization – before doing anything, the company is optimizing its page first. It includes titles, headings, content, and images.
- b) Posting as a Guest - publishing an article on someone else's website or blog. Even today it generates results and is a better way to get a good contextual link.

2. **E-mail Marketing** - This is one of the best ways to communicate with potential clients and organizations. The more company shows its services and the more e-

mails send, the more chance it has to come to our company or contact us and get services. Some of the best marketing methods are:

- Sending more e-mails to both old and new customers informing them about new offers and improvements.
- A monthly call to discuss and hold them accountable.
- The pleasant attitude in every email or call with them.
- It would be great if you keep it friendly.
- Send e-mails to your customers during the holidays, so that they know you don't write them just for the money.

3. PPC

- Google AdWords – Google AdWords is a great way to get the business off the ground fast by driving targeted traffic
- Listing Ads – This type of ad cost much lower and conversions are high too.
- Facebook Ads – This is an excellent way to build up a mass contact list for the business. This will lead to having many positive impacts on the business.

4. Social Media

- Social Media Profiles – Maintaining profiles on Twitter, Facebook, and Google+ helps to communicate with customers and build brand awareness.
- Service Reviews – This is also a strong marketing strategy. A good review of a satisfied customer is so much value to attract many other people as it encourages them to experience this new service that they have never tested.

5. Others

- Video Marketing – This is also the best marketing method and it is mainly done via the use of YouTube.
- Forums and Q and A sites – Posting solutions on these sites and let people know about and post on forums and build a conversation about benefits.

Offline Marketing

This is the second part of our marketing campaign. It is critical to bring this service to the attention of potential clients in the early days and moving forward client word-of-mouth recommendations and visual tributes will accelerate the potential clients' knowledge of the product and contribute significantly to the ongoing growth of Smart Cleaning LLC. This will mainly include,

- a) **Newspaper advertisements** – Newspaper advertisement is also a cost-effective traditional way of advertising. It is much better to place advertisements in weekend newspapers as it will go to people more than other newspapers.
- b) **Flyers, brochures** – We will distribute flyers and brochures to potential clients as these will bring initial details to the public and let them check its website.
- c) **Word of mouth** – This is one of the best and powerful ways of marketing. It is possible to get good faith from the clients by delivering better customer support and help them to understand that Smart Cleaning LLC is what they are looking for.
- d) **Meeting with business bureaus in the area and participate in beauty exhibitions etc.** – Get into a strong relationship with related parties within the country will generate positive results towards the success of the company. Also, participating in related conferences and trade exhibitions will give a vast promotion for the product.
- e) **Corporate Social Responsibility** – We will get involved with related social activities with their brand name and it will generate a positive picture of the company towards the society and they will highly concentrate on that. This is one of the modern marketing strategies that many organizations are using. The necessity of this product and service is mainly to save valuable lives. So, this is beyond business and offers a community service.

Web Marketing Plan

The website will be key to the business. It must be well designed, user-friendly, and fully operational at all times. The website serves both business owners and consumers, so the design must be done by a hired professional with experience with these sites.

Website Marketing Strategy

- The website address will be included in a variety of printed marketing materials, including business cards and informational brochures.
- The website can feature testimonials of how the company exceeded the expectations of clients by providing care and premier services.

Customer Testimonials: Posting customer testimonials regarding positive services is an excellent marketing tool. These testimonials can be placed on the website where they can be viewed by potential customers.

Create a solid “About Us” Page: Typically, one of the top 10 most popular pages of any Website is the “About us” page. It provides a personalized glimpse of the company and its owner. It is a very effective tool because people are simply curious. They want to know who is behind the company. More often than not, a potential client will select a company with a “real” person behind it, rather than a faceless company that does not provide even a little bit of personal information.

The statistic, Tracking, and Analytics: Google is a great resource for providing this type of information since it is a primary search engine. In this day and age, this type of information is essential to any business no matter how large or small. By implementing this marketing strategy, they can ascertain the following information:

- How many hits does the site receive?
- How many of these are from unique visitors?
- How are people finding the Website?
- What search terms are they finding the company under?
- Who is the average visitor?

Pricing Strategy

Smart Cleaning Company will ensure that price and service are perceived to be a good value to our customers. Our high-quality cleaning services will be offered at a reasonable price. Our pricing strategy will be competitive, but will not rely on the selling price to overshadow other advantages of doing business with our company. Additionally, we will recognize that price flexibility is critical to our success. We will be prepared to offer discounts and allowances, sales promotion prices, and to reduce the price over limited periods during the slow-sales hours, in order to increase our operating capacity usage, and reduce or eliminate idle capacity and subsequent losses.

At Smart Cleaning LLC our payment policy is all-inclusive because our business is quite aware that different people prefer different payment options as it suits them. Below are the payment options that will be available in our business;

- Payment by via bank transfer
- Payment via online bank transfer

- Payment via cheques
- Payment via bank draft
- Payment via mobile money
- Payment with cash

SWOT Analysis

This is the foundation of the business and services. A SWOT analysis includes an examination of both internal and external factors that affect the business most. In other words, this assessment often is called a SWOT.

Internal Factor	Strengths	Weaknesses
Service Range	<ul style="list-style-type: none"> ▪ Fast, reliable, and affordable. ▪ The High quality of the service standard. ▪ Latest technology used ▪ Experience and expertise ▪ The user-friendly service. ▪ The best customer support 	<ul style="list-style-type: none"> ▪ Lack of reputation ▪ Lack of investment power
Price	<ul style="list-style-type: none"> ▪ Competitive Pricing ▪ Special Promotional Discounts ▪ Seasonal Offers 	<ul style="list-style-type: none"> ▪ High operating cost
Promotion	<ul style="list-style-type: none"> ▪ Use of both modern and traditional marketing ▪ Use of latest technology ▪ Go with new marketing trends 	<ul style="list-style-type: none"> ▪ Lack of funds ▪ Lack of marketing experience in the same field ▪ The difficulty of arranging the marketing mix
External Factor	Opportunity	Threat
Competition	<ul style="list-style-type: none"> ▪ Market Growth ▪ Market Value 	<ul style="list-style-type: none"> ▪ New competitors ▪ Strategy changes of current leaders
Rules and Regulations	<ul style="list-style-type: none"> ▪ Getting the support for expansion ▪ Positive conditions for existing businesses. 	<ul style="list-style-type: none"> ▪ Changes in government rules and regulations ▪ Changes in corporate tax rates

