[LOGO]

[COMPANY NAME]

Business Plan

[DATE]

[YOUR NAME, JOB TITLE]

[ADDRESS]

[PHONE] **|** [EMAIL]

[WEBSITE]

# Executive Summary

*[Provide a quick overview of your cleaning business that includes your background and history, values, business goals, and competitive advantage.]*

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| **EXAMPLE**  Squeaky Clean Pros was founded in 2024 by Jenna, after she noticed an opportunity to fill a gap in her local cleaning market. It all started when a neighbor asked Jenna to help clean their home before a family gathering, as their regular cleaning service had become unreliable. Jenna agreed, and her neighbor was thrilled with the results.  Encouraged by the positive feedback, Jenna invested in professional cleaning supplies and offered her services to others in the community. Within just a few weeks, her schedule was booked with customers looking for a reliable, detail-oriented cleaner. Jenna chose the name Squeaky Clean Pros, printed business cards, and quickly established herself as a trusted name in the cleaning industry.  Today, Squeaky Clean Pros offers a range of residential and commercial cleaning services. With a dedicated team and satisfied clients, the company continues to uphold its commitment to delivering spotless, reliable cleaning solutions that customers can depend on. |

# Company Overview

*[Describe the services you offer, where, who you work with, and what type of business structure you have. List any assets and startup costs associated with the business.]*

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| **EXAMPLE**  Squeaky Clean Pros is a sole proprietorship that provides professional cleaning services to residential and commercial clients in Rochester, New York.  Operating from owner Jenna’s home office, the company is equipped with:   * Professional-grade cleaning supplies and eco-friendly products * 2 vacuum cleaners * 1 carpet cleaner * 3 sets of microfiber cloths, mops, and dusters * 1 company vehicle for service transportation * 1 laptop, 1 tablet, and 1 printer |

# Management Team

*[Showcase the people behind your business, what there role is, and what experience they bring to your company.]*

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| **EXAMPLE**  **Jenna Young – Founder & CEO**  Salary: $55,000  Jenna founded Squeaky Clean Pros in 2024 after identifying a demand for reliable, high-quality cleaning services in her community. With a background in customer service and operations management, Jenna brings a strong focus on customer satisfaction and efficient business processes. She is responsible for the company’s overall direction, strategy, and day-to-day operations. |

# Services

*[Include a detailed breakdown of the exact services your business provides.]*

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| **EXAMPLE**  As of fall 2024, Squeaky Clean Pros provides the following residential and commercial cleaning services:   * General cleaning (dusting, vacuuming, mopping) * Deep cleaning * Window cleaning * Carpet and upholstery cleaning * Floor care (sweeping, mopping, buffing) * Move-in/move-out cleaning   These services are available on a weekly, biweekly, or customized schedule based on the client’s needs. |

# Operations plan

*[Describe your cleaning processes, staff management, scheduling, and what equipment you’ll use]*

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| **EXAMPLE**  **Daily Operations:** Squeaky Clean Pros provides residential and commercial cleaning services across Rochester, New York. Our cleaning teams are scheduled based on client needs, offering weekly, biweekly, and customized services.  Each day, teams are dispatched to multiple client locations with all necessary cleaning supplies and equipment, ensuring timely and efficient service delivery.  **Staffing**:  Squeaky Clean Pros currently only has one cleaner, owner and CEO Jenna Young.  However, our goal in the next year is to operate with a dedicated team of cleaning professionals trained in proper cleaning techniques, safety protocols, and customer service.  **Scheduling and Client Management:**  All appointments are managed through our online scheduling system, which allows customers to book, reschedule, or modify their services. |

# Marketing & Sales

*[List your current sales and marketing tactics, as well as any new ones you*’*ll be using this year.]*

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| **EXAMPLE**  Squeaky Clean Pros targets homeowners and small businesses looking for reliable cleaning services.  Squeaky Clean Pros currently uses the following marketing tactics:   * Facebook advertising * A robust social media presence on Instagram * Word of mouth * Google Search and Local Services ads * Branded signs placed at customer locations while cleaning services are being performed   In 2025, the company will expand its marketing efforts to include email marketing to keep clients informed about new services, contract renewal dates, and special promotions. Subscribers will receive tips on maintaining a clean home, seasonal cleaning checklists, and exclusive offers.  Squeaky Clean Pros does not have a dedicated sales team as we provide information and service details to potential customers who express interest while we’re on the job. |

# Financial Plan

*[Use this section to tell potential investors that your business is financially stable. Include your startup costs, pricing strategy, revenue, goals, and profits.]*

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| **EXAMPLE**  2024 Financial Overview:   * Monthly Recurring Revenue (MRR): $8,000 * Annual Revenue: $96,000   Projected Financials for 2025:   * Projected MRR: $ 13,000 * Projected Annual Revenue: $156,000   2025 Budget:   * Payroll: $90,000 * Vehicles and equipment: $11,000 * Cleaning supplies: $2,500 * Insurance: $1,800 * Marketing: $4,000 * Hiring and training: $3,000 * Software Subscriptions (Jobber, QuickBooks Online): $850 * Miscellaneous (e.g., phone plan, office supplies, incidentals): $5,000   TOTAL 2025 BUDGET: $118,150  Projected Profit 2025: $40,850 |