[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.]*

|  |
| --- |
| **EXAMPLE**  Sterling Office Cleaners was founded in 2024 by Jordan, following his transition from a corporate office job. After noticing a growing demand for reliable and high-quality cleaning services, Jordan decided to take his business expertise and passion for delivering exceptional service into the commercial cleaning industry.  With a focus on small professional office spaces, Jordan began by offering cleaning services to a few local businesses. Word quickly spread, and within a few months, Sterling Office Cleaners was fully booked, thanks to its reputation for excellence.  Today, Sterling Office Cleaners offers a range of cleaning services tailored to meet the needs of businesses thanks to a small dedicated team committed to exceptional service. |

# 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.]*

|  |
| --- |
| **EXAMPLE**  Sterling Office Cleaners is a sole proprietorship that provides general office cleaning services to clients in Tucson, Arizona.  Operating from the owner, Jordan’s, fully equipped home office, Sterling Office Cleaners uses:   * Professional-grade cleaning tools and eco-friendly products * 2 industrial vacuum cleaners * 1 high-efficiency carpet cleaner * 3 sets of microfiber cloths, mops, and dusters * 1 company vehicle * 3 sets of PPE for staff safety * 1 laptop, 1 tablet, and 1 printer for managing scheduling, invoicing, and client communications   Sterling Office Cleaners is dedicated to providing a spotless and healthy environment for its clients while adhering to environmentally responsible practices. |

# Management Team

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

|  |
| --- |
| **EXAMPLE**  **Jordan Smith – Founder & CEO**  Jordan founded Sterling Office Cleaners in 2024, driven by a passion for providing high-quality cleaning services to commercial clients. With a strong background in corporate operations management and customer service, Jordan is dedicated to creating a culture of excellence within the company. He oversees the overall strategy, direction, and daily operations, ensuring that the business consistently meets and exceeds customer expectations.  **Lisa Adams – Administrative Assistant**  Lisa ensures that the administrative side of the business runs smoothly. With over 5 years of experience as an administrative assistant, Lisa handles office tasks such as answering phones, managing schedules, processing invoices, and maintaining customer records. |

# Industry analysis

*[Include a detailed breakdown of the the current commercial cleaning market landscape, including market trends, competition, and customer insights.]*

|  |
| --- |
| **EXAMPLE**  The cleaning industry is thriving, currently valued at approximately [$370.6 billion in the United States](https://www.grandviewresearch.com/industry-analysis/cleaning-services-market-report#:~:text=The%20cleaning%20services%20market%20was,USD%20616.98%20billion%20by%202030.) and is expected to continue growing. In the commercial space, this growth is fueled by an increased focus on hygiene and cleanliness, particularly in corporate offices, healthcare facilities, and educational institutions, as businesses prioritize creating safe environments for employees and customers.  Sterling Office Cleaners operates in a competitive landscape with both large companies and smaller local businesses. What makes Sterling Office Cleaners unique is its emphasis on exceptional customer service, tailored cleaning solutions, and the use of eco-friendly products, aligning with the growing demand for sustainable practices.  Overall, the commercial cleaning industry presents significant opportunities for growth, positioning Sterling Office Cleaners to succeed in this expanding market. |

# Operations plan

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

|  |
| --- |
| **EXAMPLE**  **Daily Operations:** Sterling Office Cleaners provides office cleaning services throughout Tucson, Arizona. We schedule according to client needs, offering flexible options such as weekly, biweekly, and customized cleaning plans.  **Staffing:** Currently, Sterling Office Cleaners is led by owner and CEO Jordan Smith, who is also the sole cleaner.  However, our goal for the upcoming year is to build a dedicated team of trained cleaning professionals who are well-versed in proper cleaning techniques, safety protocols, and exceptional customer service. This expansion will allow us to enhance service capacity and maintain high-quality standards.  **Quality Control:**  To perform quality control, we established a set of clear cleaning standards and procedures that all (future) staff must follow. We conduct regular inspections of completed work to assess adherence to these standards using checklists. We also encourage client feedback through surveys and direct communication to identify areas for improvement. |

# Marketing strategy

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

|  |
| --- |
| **EXAMPLE**  Sterling Office Cleaners primarily targets commercial clients, specifically corporate offices and educational institutions. Currently, the company employs the following marketing tactics:   * Google Search and Local Services Ads * Employing an active social media presence * Branded signage on job sites * Word of mouth and customer referrals |

# 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.]*

|  |
| --- |
| **EXAMPLE**  2024 Financial Overview:   * Monthly Recurring Revenue (MRR): $10,000 * Annual Revenue: $120,000   Projected Financials for 2025:   * Projected MRR: $15,000 * Projected Annual Revenue: $180,000   2025 Budget:   * Payroll: $100,000 * Vehicles and equipment: $15,000 * Cleaning supplies: $3,000 * Insurance: $2,200 * Marketing: $5,000 * Hiring and training: $4,000 * Software subscriptions (Jobber, QuickBooks Online): $1,200 * Miscellaneous (e.g., phone plan, office supplies, incidentals): $6,000   TOTAL 2025 BUDGET: $136,400  Projected Profit 2025: $43,600 |