[LOGO]

[COMPANY NAME]

Business Plan

[DATE]

[YOUR NAME, JOB TITLE]

[ADDRESS]

[PHONE] **|** [EMAIL]

[WEBSITE]

# Executive Summary

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

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| **EXAMPLE**  Elite Junk Patrol is a junk removal business based in Pittsburgh, PA, serving both residential and commercial clients. We specialize in fast, affordable removal of unwanted items, including:   * Appliances * Construction debris * Furniture * Yard waste   Our mission is to provide eco-friendly disposal options so that as much waste as possible is recycled or donated.  Founded in 2024 by Jake Johnson, Elite Junk Patrol was born out of Jake’s desire to offer dependable junk removal services with a personal touch. After working in the moving industry, Jake noticed a growing demand for junk hauling that prioritized sustainability. With a focus on customer satisfaction and community impact, he launched Elite Junk Patrol to fill that gap in the Pittsburgh area.  Unlike many competitors, Elite Junk Patrol offers same-day service and transparent, upfront pricing. We also provide specialized services like estate cleanouts and post-construction debris removal. Our team is committed to minimizing environmental impact by partnering with charities and recycling centers.  In our first six months, we completed over 100 jobs, serving homeowners, property managers, and small businesses. Our goals include expanding our fleet of trucks and hiring additional crew members. We’re also considering introducing a subscription-based service for regular pickups.  By combining efficient service and eco-conscious practices, Elite Junk Patrol aims to become a trusted junk removal leader in the Pittsburgh community. |

# 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**  Elite Junk Patrol is a limited liability company (LLC) offering junk removal services to residential and commercial clients in Pittsburgh, PA.  Our customer base includes homeowners, real estate agents, property managers, and small business owners. We offer a range of services, such as:   * Furniture removal * Appliance disposal * Yard waste clearing * Construction debris cleanup   Elite Junk Patrol operates out of a rented warehouse in Pittsburgh. The facility serves as our hub for equipment storage and vehicle maintenance. Our assets include:   * 2 trucks outfitted with lift gates * 1 utility trailer for larger debris hauls * 3 sets of hand tools, including dollies, pry bars, and sledgehammers * 2 power washers * Safety gear for the team, including gloves, goggles, and steel-toed boots * 2 laptops and a printer for managing schedules and client records   We’re currently a team of three, including founder Jake Johnson and two full-time crew members. As we expand, our goal is to add a third truck and hire two additional team members to meet growing demand. |

# Licensing Information

*[If your state, county, or city requires specific licenses or permits to take junk away, be sure to include the type of license or permit, issuing authority, renewal requirements, and related regulations..]*

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| **EXAMPLE**  Elite Junk Patrol holds a commercial hauling license issued by the City of Pittsburgh.  To maintain this license, we submit an annual report to the Pennsylvania Department of Environmental Protection. We document the volume and type of waste we recycle or dispose of.  Elite Junk Patrol also completes quarterly vehicle inspections. We provide proof of liability insurance to ensure all equipment and practices meet city regulations. |

# Market analysis

*[Include the research you’ve performed on your target audience, market size, customer demographics, pain points, pricing expectations, and industry trends.]*

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| **EXAMPLE**  Elite Junk Patrol’s ideal clients include the following:   * Homeowners and renters in Pittsburgh, PA, who need help with decluttering, clearing out storage spaces, or handling large-item disposals. * Households earning $45,000+ annually, with disposable income to invest in junk removal services. * Ages 25–60, including young professionals, families, and empty nesters. * Single-family homes, apartments, and rental properties undergoing turnover or renovation. |

# Competitor analysis plan

*[Describe who your competitors are and why they’re successful.]*

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| **EXAMPLE**  **Fusion Junk Removal** is a mid-sized business that serves commercial clients, such as construction companies and office buildings. They specialize in bulk debris removal and offer competitive rates for large-scale jobs. However, Fusion doesn’t cater to smaller residential projects, leaving an opportunity for Elite Junk Patrol to attract homeowners needing affordable junk removal.  **Junk Elimination Pros** has been a fixture in the Pittsburgh junk removal market for over a decade. They’re known for high-quality service and eco-friendly disposal practices, but their premium pricing can be a barrier for customers on a budget. Their larger operation sometimes results in scheduling delays, which allows Elite Junk Patrol to position itself as a faster, more accessible option.  **Junk Renegade Crew** is a new competitor, founded just one year prior to Elite Junk Patrol. They’ve gained a following among residential clients thanks to their low rates and simple booking process. Having a small team, however, leads to long wait times—especially during weekends. Elite Junk Patrol can capitalize on this by offering prompt service and flexible scheduling. |

# Services

*[List the junk removal services you plan on offering.]*

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| **EXAMPLE**  Elite Junk Patrol provides a variety of junk removal services for both residential and commercial clients in Pittsburgh, PA.  **Residential services:**   * Furniture and appliance removal * Garage and basement cleanouts * Yard waste cleanup * Estate cleanouts   **Commercial services:**   * Office furniture and equipment removal * Construction and renovation debris removal * Storage unit cleanouts   Clients can choose from one-time cleanups or ongoing service contracts for regularly scheduled junk removal. Elite Junk Patrol’s approach is to meet a wide range of needs. |

# Pricing

*[Explain your pricing strategy - including how you plan to cover costs, stay competitive, and turn a profit.]*

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| **EXAMPLE**  Elite Junk Patrol uses an hourly pricing model, so clients only pay for the time spent on their specific job. Here’s our pricing breakdown:   * **Residential junk removal:** $80 per hour for general household junk, such as old appliances, furniture, and yard debris. * **Commercial junk removal:** $100 per hour for office cleanouts or removing larger quantities of materials. * **Construction debris removal:** $120 per hour for hauling away heavy materials like concrete, drywall, and wood. * **Specialty item removal:** $150 per hour for oversized or difficult-to-move items, including hot tubs, pianos, or large safes. * **E-waste disposal:** $90 per hour for the removal of electronics such as computers, TVs, and printers. * **Emergency service:** $200 per hour for urgent removal requests, such as last-minute cleanouts or hoarding cleanup situations.   These rates include transportation and basic disposal fees. Additional charges may apply for landfill fees or requirements for specialized disposal. |

# Marketing Strategy

*[Include the marketing strategies you currently use to attract customers, and how you plan on expanding your marketing efforts in the future.]*

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| **EXAMPLE**  Elite Junk Patrol uses the following marketing strategies:   * **Word of mouth:** Happy customers often recommend our services to friends and neighbors. * **Google Search and Local Services ads:** We invest in targeted ads to connect with local customers searching for junk removal online. * **Social media advertising:** Our Facebook and Instagram ads showcase real job photos, special offers, and customer testimonials. * **Branded wraps and decals:** Our trucks and equipment display the Elite Junk Patrol logo and contact details.   In 2025, Elite Junk Patrol plans to expand its marketing efforts by adding:   * **Flyers and door hangers:** We'll distribute flyers with deals in targeted areas, especially after community events or yard sales. * **Customer referral program:** Existing clients can earn discounts by referring new customers. * **Email campaigns:** We'll send emails to remind customers about bulk pickup events and offer exclusive promotions. |

# Employee Planning

*[Include all of your labor costs and you plan for growing your team.]*

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| **EXAMPLE**  Elite Junk Patrol currently operates as a team of three—the founder and two full-time crew members. We plan to hire two part-time crew members, who don’t need prior junk removal experience. However, they must be physically fit and able to work flexible hours (including weekends).  With a total team of five, Elite Junk Patrol will be equipped to handle more same-day service requests and reduce wait times for scheduled jobs. This will enable us to serve an additional 15 residential clients and five small businesses per week.  Each new client is expected to generate an average of $150 per job, potentially increasing annual revenue by $200,000.  Employee salaries:   * Founder: $50,000 * Full-time crew member #1: $40,000 * Full-time crew member #2: $40,000 * Part-time Laborer #1: $22,000 * Part-time Laborer #2: $22,000   **Total payroll budget:** $174,000 |

# Business Financials

*[Include all of your financial information, including the startup funding you’ll need, any current loans, your overhead costs, sales forecast, employee costs, and budget for expenses.]*

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| **EXAMPLE**  Elite Junk Patrol has ambitious financial targets for 2025. We’re focused on increasing revenue through efficient operations and a larger client base.  2024 Monthly Recurring Revenue (MRR): $15,000  2024 Annual Revenue: $180,000  Projected 2025 MRR: $25,000  Projected 2025 Revenue: $300,000  2025 budget:   * Payroll: $174,000 * Vehicle and equipment (loan payments, maintenance): $30,000 * Fuel (for multiple trucks): $15,000 * Insurance: $4,000 * Marketing (ads, vehicle wraps, referral program): $12,000 * Hiring and training: $4,000 * Software subscriptions ([junk removal software](https://getjobber.com/industries/junk-removal-software/), accounting): $850 * Miscellaneous (e.g., uniforms, office supplies): $5,000   **Total 2025 budget:** $244,850 |