[LOGO]

[COMPANY NAME]

Business Plan

[DATE]

[YOUR NAME, JOB TITLE] [ADDRESS]

[PHONE] **|** [EMAIL] [WEBSITE]

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

**EXAMPLE**

Clean Scene began in 2024 with a simple idea: providing reliable, top-quality cleaning services to busy homeowners. Founder Lisa experienced firsthand the frustrations of inconsistent cleaners to accommodate her corporate work schedule, so she decided to step up and fill the gap.

After offering to help a neighbor in need of dependable cleaning, Lisa received glowing feedback that sparked the beginning of something special.

What started with just one client has now grown into a reliable residential cleaning business known for its impeccable attention to detail and reliability. With a full suite of cleaning services and dozens of 5-star reviews, Clean Scene has become the go-to choice for homeowners looking to keep their spaces sparkling.

The mission is simple: to make homes shine while giving clients more time to enjoy what matters most.

*[Briefly introduce your residential cleaning business. Provide a company description, your business location, and business structure.]*

**EXAMPLE**

Clean Scene is a sole proprietorship offering professional residential home cleaning services to clients in Norfolk, Virginia.

Operating out of the owner Lisa’s home, Clean Scene is fully equipped to handle all home cleaning needs with efficiency and care, using:

* Cleaning tools and equipment, including high-performance vacuums and steam cleaners.
* Eco-friendly cleaning supplies for every surface.
* PPE to ensure safety and hygiene.
* A laptop, tablet, and printer for administrative tasks.

Clean Scene is committed to delivering spotless results and reliable service, helping Norfolk residents enjoy cleaner, healthier homes.

# Management Team

*[Showcase the people behind your residential cleaning business. Include a short biography for each key member showcasing who they are and why they’re qualified for the role.]*

**EXAMPLE**

**Lisa Harper – Founder & CEO**

Salary: $40,000

Lisa founded Clean Scene in 2024 after recognizing the need for dependable residential cleaning services in her neighborhood. With an extensive background in corporate management and customer service, Lisa prioritizes delivering exceptional client experiences. As the driving force behind Clean Scene, she personally oversees the cleaning of your home while also focusing on the company's growth and daily operations.

*[Include a detailed breakdown of the services your residential cleaning business provides. Afterward, explain your pricing strategy.]*

**EXAMPLE**

Clean Scene offers the following residential cleaning services:

* Vacuuming
* Mopping
* Dusting
* Window cleaning
* Upholstery cleaning
* Deep cleaning

Clean Scene charges a flat rate of $40/hour for standard cleaning jobs. Additional fees vary for deep cleaning. Clients are provided with an estimate based on their desired home cleaning service.

*[Describe the industry's current state and explain what makes your residential cleaning business unique enough to succeed in the market.]*

**EXAMPLE**

Residential cleaning services focus on maintaining and organizing homes, with an emphasis on care and attention to detail. Current trends in the cleaning industry include the growing demand for eco-friendly products and sustainable practices and the rising popularity of subscription-based cleaning services for convenience and consistency.

Clean Scene’s target demographic includes busy homeowners—particularly working professionals in Norfolk, Virginia, who value reliable, high-quality cleaning services. These customers often seek services that save time and create a healthy living environment for their families.

Competitors in the area typically offer standard cleaning packages (dusting, vacuuming, mopping) ranging from $80–$150 per session, with additional fees for deep cleaning or specialty services. Currently, there are no other cleaning companies in the area that offer primarily eco-friendly cleaning supplies.

Clean Scene stands out by providing transparent pricing, committing to using 100% eco-friendly cleaning products, and focusing on exceptional customer service.

*[List your current sales and marketing strategies and any strategies you plan to implement as you grow.]*

**EXAMPLE**

Clean Scene currently employs the following marketing tactics:

* **Business cards and flyers:** Materials can be found in small businesses in the areas.
* **Word of mouth:** Customers receive 10% off of their next service for referrals.
* **Social media advertising:** Using Facebook ads to reach local homeowners seeking cleaning services.
* **Google Search and Local Services Ads:** Ensuring Clean Scene appears at the top of search results for residential cleaning in Norfolk.

In 2025, Clean Scene will expand its marketing efforts with email marketing and Google ads.

While Clean Scene does not yet have a sales team, after finishing a cleaning job, Lisa door knocks in the neighborhood to engage with neighbors and find new potential customers.

*[Provide a sense of how profitable your residential cleaning business is currently and how profitable it might be in the future. Include your yearly budget, sales forecast, balance sheets, existing and/or required funding, cash flow statements, and expenses.]*

**EXAMPLE**

2024 monthly recurring revenue: $5,000 2024 annual revenue: $72,000

**2024 Budget**

* Payroll: $40,000
* Vehicles and equipment: $1,000
* Fuel: $5,000
* Insurance: $1,150
* Cleaning business license: $100
* Marketing: $500
* Miscellaneous (e.g., phone plan, office supplies, incidentals): $1,200 Total 2024 Budget: $48,950

**Sales Forecast 2025**

Based on current demand, Clean Scene forecasts an average 25% increase in monthly revenue in 2025, for a projected annual revenue of $87,000.

Clean Scenes’s goal is to hire two part-time cleaners and an administrative assistant to respond to demand and increase the services provided. In addition to the projected annual revenue for 2025, $20,000 of funding is required to meet this goal.