1.0 Executive Summary

Your House Cleaning Service (YHCS) is a residential cleaning service that serves mainly to upper class families in Sarasota, FL. A professional staff that is committed to exceeding customer expectations will be the core principal that YHCS is built on. There are two sectors of the residential community that YHCS will be serving: the wealthy single income household and the affluent two income household. This high end demographic is willing to pay a premium for our house cleaning service because YHCS provides a high level of professionalism not found anywhere else in the house cleaning industry.

YHCS is a home based business with Jane Smith as the sole proprietor. The projected growth rate is very high each year with good profit margins as a percentage of sales. After the first year, YHCS will have six additional employees. This residential cleaning business plan will assist Jane with the start up process and manage the developing business.

2.0 Company Summary

Your House Cleaning Service staple offering will be residential home cleaning services. Along with residential cleaning services YHCS will also offer other cleaning services to the residential client such as general room cleaning, pet clean up and after party clean up. The target market for YHCS will be the high end where affluent families have other things to do with their time and choose to hire someone to clean for them. Also, included in this high end demographic are the two income family that does not have the time to clean themselves and are forced to hire a cleaning service like YHCS.

2.1 Start-Up Summary

The start up costs for Your House Cleaning Service include equipment that is needed for a home based business, initial legal fees, marketing fees, cleaning equipment and supplies, uniforms, and signage for employee vehicles.

The home office equipment includes a lap top computer and a cell phone. Along with a desk and three office chairs.

Go to www.AtYourBusiness.com for more free business forms
The legal fees will be used to create the business and reviewing and generating employee and client contracts.

Marketing fees are for the production of business cards and brochures.

Cleaning equipment must also be purchased for each employee. A commercial vacuum cleaner for each employee will be the highest expense. Other items included in the employee cleaning kit will be brooms, mops, and cleaning chemicals that are environmentally friendly.

Uniforms will also need to be purchased for a professional appearance something that is very important for our elite clientele.

Finally, Your House Cleaning Service will purchase magnetic company signs for employee vehicles for an additional touch of professionalism.

3.0 Services

Your House Cleaning Service will provide a residential house cleaning service for the high end market. Our two primary target customers will consist of:

1. The affluent family who has a stay at home mother that is too busy to do house work while caring for her family.

2. The two income family household who simply does not have the time to spend cleaning the house.

YHCS will target these two niche groups. Services offered will be standard cleaning of the kitchen, bathrooms and bedrooms. A laundry service will also be offered after the first year.

4.0 Market Analysis Summary

At first glance it would appear that there is not a need for another residential cleaning service in Sarasota, FL. However, Your House Cleaning Service is not your average house cleaning business. YHCS is offering a very high quality and trustworthy service that far exceeds anything else currently being offered for high income family households.

Sarasota, FL currently has a wide range of different house cleaning services. The services offered range from independent companies to franchise services. There is no other company that is specifically targeting the wealthy high end customer base. Within this
high end group there two sub-sectors. The wealthy one-income family and the affluent two-income family. Both groups prefer a professional and reliable cleaning service and are willing to pay a little more for this professional level of service. The central marketing method will be word of mouth advertising and membership lists from the various elite clubs around the Sarasota area.

5.0 Strategy and Implementation Summary

Your House Cleaning Service will be focused on the high income families of Sarasota, FL. These families will use our service instead of others because of our commitment to professional and trustworthy service. This high level of service will be gained through extensive training and a continuous professional education process. YHCS will be qualifying leads over the phone with estimates and on site meetings. Starting in the second month of operation this sales strategy should begin to yield a steady increase in new business accounts.

5.1 Sales Forecast

The first month of operation will be used to set up the business. It is highly unlikely that any business will be transacted during this first month of business. While setting up the business from an administrative stand point, office equipment will be purchased and set up. After the physical office is ready the employee policy and procedure manual will be developed. After this is completed the YHCS will develop a proprietary employee training program.

The second month will begin to see some business activity. We will begin to take calls over the phone and expect to convert some of those enquiries into contracts for house cleaning services. Initially the cleaning services will be conducted by Jane Smith and one other employee. As the number of new contracts increases near the end of the second month an additional employee will be recruited to form the first employee team. By the end of month four we are projecting enough demand to create an additional employee team of two. The two teams of two will be sufficient until month seven when one more additional employee team will be brought on board.

The current sales forecast is based on the thinking that demand will increase steadily. This is mainly based on our focus on word of mouth advertising. This
forecast is on the conservative side and we believe growth will be stronger due to the lack of competition in this high end niche market.

5.2 Milestones

There will be several significant milestones for Your House Cleaning Service early on:

1. The completion of the Business Plan. This will create a roadmap for the organization.

2. Setting up of the office. This will be done during the first month of operation.

3. Setting up the supply room. This task will also be completed during the first month of operation.

4. Development of The YHCS’s Elite Employee Training Program.

5. Completing our first year in business with 3 two person employee teams.

6.0 Management Summary

Jane Smith is the sole owner and operator of Your House Cleaning Service. She has a degree from the University of South Florida in English Literature. While attending USF Jane worked for Marriot as a maid for three years. After graduation she worked full time for Marriot and worked her way up to supervisor. After five years with Marriot Jane has decided it is time to take that experience and transform it into a company that she can call her own. She decided to move to Sarasota an upscale seaside community to start Your House Cleaning Services.
7.0 Financial Plan

[Summarize the financial aspects of your Business Plan.]

7.1 Start-Up Funding

[Explain where your funding will come from and if it will be an investment or a loan. Also, include how this funding will be sufficient to cover all start-up cost requirements that are included in the Start-Up Table.]

7.2 Projected Profit and Loss

[Explain all the key points of your Profit and Loss projections. For example, break down the percentage increase in sales and profits, your gross margin, and important budget items.]