

# BUSINESS PLAN

## FreshStart Cleaning Services

### Small-Scale Startup Cleaning Business

## Executive Summary

FreshStart Cleaning Services is a small startup cleaning company established to provide affordable and dependable cleaning services to households, apartments, small offices, and local businesses. The business is designed to start lean, requiring minimal capital while generating consistent income through recurring clients and referrals.

The company will focus on delivering professional cleaning services that save customers time and provide clean, healthy living and working environments. By emphasizing reliability, attention to detail, and excellent customer service, FreshStart Cleaning Services aims to build a strong local reputation and achieve profitability within its first six months of operation.

The business seeks startup capital of KES 300,000 to KES 500,000 to purchase equipment, cleaning supplies, marketing materials, and working capital.

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## Business Overview

### Business Name

FreshStart Cleaning Services

### Industry

Cleaning and Maintenance Services

### Business Structure

Sole Proprietorship or Limited Company

### Location

The business will operate within residential estates, apartment complexes, and commercial centers within the local area.

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# Vision

To become the most trusted local cleaning service provider known for quality, reliability, and affordability.

# Mission

To provide professional and affordable cleaning services that improve the comfort and hygiene of homes and workplaces.

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# Market Opportunity

Many households and small businesses require cleaning assistance but cannot afford premium cleaning companies. At the same time, customers often struggle to find trustworthy and dependable cleaners.

FreshStart Cleaning Services addresses this need by providing:

- Affordable rates
- Reliable service
- Flexible scheduling
- Professional conduct
- Consistent quality

The target market includes working professionals, families, landlords, tenants, and small business owners.

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# Services Offered

## Residential Cleaning

Services include:

- Sweeping and mopping floors
- Dusting furniture
- Kitchen cleaning
- Bathroom cleaning
- Bed making
- Waste disposal

Average Service Fee:

KES 1,500 – 4,000 per visit

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## Deep Cleaning

Services include:

- Intensive floor cleaning
- Wall spot cleaning
- Cabinet cleaning
- Appliance cleaning
- Bathroom sanitization

Average Service Fee:

KES 5,000 – 10,000

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## Move-In / Move-Out Cleaning

Target Customers:

- Landlords
- Property managers
- Tenants

Average Service Fee:

KES 4,000 – 12,000

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## Office Cleaning

Target Customers:

- Small offices
- Shops
- Salons
- Clinics

Monthly Contract Value:

KES 5,000 – 20,000

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## Additional Services

- Carpet cleaning
- Sofa cleaning

- Window cleaning
- Post-renovation cleaning

These services can be outsourced initially until equipment is acquired.

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## Target Customers

### Residential Clients

- Working professionals
- Families
- Apartment residents
- Elderly homeowners

### Commercial Clients

- Small offices
  - Retail shops
  - Beauty salons
  - Medical clinics
  - Restaurants
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## Competitive Advantage

FreshStart Cleaning Services will stand out by offering:

### Personalized Service

Every customer receives individual attention and customized cleaning plans.

### Reliability

Customers can depend on scheduled services being completed on time.

### Affordable Pricing

Services designed for everyday households and small businesses.

### Professional Image

- Uniformed staff
- Branded cleaning materials
- Clear communication

## **Customer Satisfaction**

Customer feedback will be collected regularly to improve service quality.

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# **Marketing Strategy**

## **Word-of-Mouth Marketing**

The primary growth strategy will be referrals from satisfied customers.

## **Social Media Marketing**

Use:

- Facebook
- WhatsApp Business
- Instagram

Activities:

- Posting before-and-after photos
  - Customer testimonials
  - Promotional offers
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## **Local Advertising**

- Flyers
  - Posters
  - Community notice boards
  - Apartment management offices
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## **Referral Incentives**

Existing customers receive discounts or free services for successful referrals.

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# Operations Plan

## Initial Staffing

### Owner/Manager

Responsible for:

- Client acquisition
- Scheduling
- Customer service
- Financial management

### Cleaning Staff

- 2 Cleaners

The owner may participate directly in cleaning during the startup phase to reduce costs.

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## Startup Requirements

Item	Cost (KES)
Vacuum Cleaner	30,000
Cleaning Chemicals	20,000
Buckets, Mops & Brushes	15,000
Uniforms & PPE	15,000
Marketing Materials	20,000
Business Registration	20,000
Transport & Logistics	30,000
Working Capital	150,000
Total Startup Cost	300,000

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# Revenue Projections

## Monthly Revenue Estimate

### Residential Clients

20 jobs per month

Average Revenue: KES 2,500 per job

Monthly Revenue: KES 50,000

### Deep Cleaning Services

8 jobs per month

Average Revenue: KES 6,000

Monthly Revenue: KES 48,000

### Office Contracts

5 contracts

Average Revenue: KES 8,000

Monthly Revenue: KES 40,000

### Total Monthly Revenue

KES 138,000

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## Monthly Expenses

Expense	Amount (KES)
Salaries	40,000
Transport	15,000
Cleaning Supplies	10,000
Marketing	5,000
Communication	3,000

Expense	Amount (KES)
Miscellaneous	7,000
Total Expenses	80,000

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## Estimated Monthly Profit

Monthly Revenue: KES 138,000

Monthly Expenses: KES 80,000

Estimated Monthly Profit: KES 58,000

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## First-Year Financial Forecast

Item	Amount (KES)
Annual Revenue	1,656,000
Annual Expenses	960,000
Net Profit	696,000

Profit Margin: Approximately 42%

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## Growth Plan

### Year One

- Build a customer base of 100 regular clients.
- Secure at least 10 recurring office contracts.
- Achieve positive cash flow.

### Year Two

- Increase workforce to 5–7 employees.
- Purchase carpet and upholstery cleaning equipment.
- Expand service area.



## Year Three

- Open a second service team.
  - Introduce facility support services.
  - Double annual revenue.
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## Funding Request

FreshStart Cleaning Services seeks startup funding of KES 300,000 to KES 500,000.

The funds will be used for:

- Equipment purchase
- Marketing
- Business registration
- Staff recruitment
- Working capital

The business expects to reach operational break-even within 4 to 6 months and generate sustainable profits through recurring clients and service contracts.

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## Conclusion

FreshStart Cleaning Services represents a practical and low-risk business opportunity with strong demand, manageable startup costs, and significant growth potential. By focusing on quality service, customer satisfaction, and disciplined financial management, the company can establish a profitable presence in the local cleaning market and expand steadily over time.

The business is well-suited for entrepreneurs seeking a service-based venture with predictable cash flow, low overhead costs, and opportunities for long-term growth.