

BUSINESS PLAN

BrightCare Cleaning Services Ltd.

A Practical and Scalable Cleaning Business for the Middle-Income Market

Executive Summary

BrightCare Cleaning Services Ltd. is a startup cleaning company designed specifically to serve the growing middle-income residential and small-business market. The company will provide affordable, reliable, and professional cleaning solutions for households, apartment complexes, offices, retail shops, and small institutions.

Unlike premium cleaning firms that target luxury clients or informal cleaners that often lack consistency, BrightCare occupies the middle market—offering professional service at prices accessible to working families and small businesses.

The business will launch with a modest capital investment and a lean operating model, allowing it to become profitable within its first year while building a strong reputation for quality and reliability.

The company seeks startup funding of KES 1.5 million to establish operations, purchase equipment, recruit staff, and support initial marketing activities.

Within three years, BrightCare aims to become one of the most trusted neighborhood cleaning brands, generating annual revenues exceeding KES 10 million while creating sustainable employment opportunities.

Business Concept

Middle-income households and small businesses increasingly require cleaning services but are often underserved by both high-priced corporate cleaning companies and unstructured informal cleaners.

BrightCare Cleaning Services will bridge this gap by providing:

- Affordable pricing
- Consistent service quality
- Trained and supervised staff
- Flexible scheduling
- Convenient booking options

The company will operate on a customer-first model focused on long-term relationships rather than one-time transactions.

Vision Statement

To become the most trusted and accessible cleaning service provider for middle-income families and businesses.

Mission Statement

To provide dependable, affordable, and high-quality cleaning services that improve the comfort, health, and productivity of our customers.

Market Opportunity

Growing Urban Middle Class

Urban areas continue to experience growth in middle-income households where both adults often work full-time. These families have disposable income but limited time for household maintenance.

Increasing Demand for Convenience

Consumers are increasingly willing to outsource domestic chores to save time and improve quality of life.

Expanding Small Business Sector

Small offices, shops, clinics, salons, restaurants, and professional service firms require regular cleaning but cannot justify hiring permanent cleaning staff.

This creates a large and growing market for outsourced cleaning services.

Services Offered

Residential Cleaning

Standard Home Cleaning

Services include:

- Sweeping and mopping
- Dusting
- Bathroom cleaning
- Kitchen cleaning

- Waste disposal

Average price: KES 2,500–5,000 per visit

Deep Cleaning

Services include:

- Intensive scrubbing
- Appliance cleaning
- Interior window cleaning
- Detailed bathroom sanitization

Average price: KES 6,000–15,000

Move-In and Move-Out Cleaning

Targeting tenants, landlords, and property managers.

Commercial Cleaning

Small Office Cleaning

Services include:

- Workstation cleaning
- Washroom maintenance
- Floor care
- Waste management

Monthly contracts: KES 8,000–40,000

Retail Store Cleaning

Targeting:

- Pharmacies
 - Boutiques
 - Supermarkets
 - Beauty salons
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Specialized Services

Carpet Cleaning

Sofa and Upholstery Cleaning

Mattress Cleaning

Window Cleaning

Post-Renovation Cleaning

These services generate higher profit margins and provide opportunities for upselling.

Target Customers

Residential Segment

Primary customers include:

- Working professionals
- Young families
- Apartment residents
- Elderly homeowners

Commercial Segment

Target customers include:

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

BrightCare will compete on value rather than price alone.

Reliability

Customers receive service on agreed schedules without cancellations or delays.

Trained Personnel

All staff undergo training in:

- Cleaning techniques
- Customer service
- Workplace safety
- Professional conduct

Affordable Pricing

Competitive rates designed specifically for middle-income consumers.

Customer Satisfaction Guarantee

If customers are not satisfied, corrective cleaning is provided at no additional cost.

Community Presence

The business will focus on becoming the preferred local cleaning provider through referrals and repeat business.

Marketing Strategy

Phase One: Building Awareness

Social Media Marketing

The company will maintain active presence on:

- Facebook
- Instagram
- TikTok
- WhatsApp Business

Content will include:

- Before-and-after cleaning photos
- Customer testimonials

- Promotional offers
 - Cleaning tips
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Direct Community Marketing

- Apartment notice boards
 - Flyers
 - Door-to-door introductions
 - Local business visits
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Referral Program

Existing customers receive discounts for successful referrals.

Because cleaning services depend heavily on trust, referrals are expected to become a major source of new business.

Operational Plan

Business Structure

Founder/Manager

Responsible for:

- Operations oversight
- Customer acquisition
- Financial management

Cleaning Team

Initial workforce:

- 4 Full-Time Cleaners
- 1 Supervisor

As demand increases, additional teams will be added.

Equipment Requirements

Item	Cost (KES)
Commercial Vacuum Cleaner	80,000
Carpet Cleaning Machine	150,000
Cleaning Supplies	50,000
Uniforms and PPE	40,000
Mops, Buckets, Tools	30,000
Branding Materials	50,000
Office Setup	100,000
Working Capital	1,000,000
Total Startup Requirement	1,500,000

Revenue Model

The business will earn revenue from:

One-Time Cleaning Services

Approximately 30% of revenue.

Recurring Residential Clients

Approximately 40% of revenue.

Commercial Contracts

Approximately 25% of revenue.

Specialized Cleaning Services

Approximately 5% of revenue.

The long-term goal is to increase recurring monthly contracts because they provide predictable cash flow.

Financial Projections

Year One

Customers:

- 50 recurring residential clients
- 10 commercial contracts

Revenue:

KES 4,800,000

Operating Expenses:

KES 3,700,000

Net Profit:

KES 1,100,000

Year Two

Revenue:

KES 7,200,000

Net Profit:

KES 2,000,000

Year Three

Revenue:

KES 10,500,000

Net Profit:

KES 3,500,000

Risk Management

Staff Turnover

Mitigation:

- Fair compensation
- Performance bonuses
- Continuous training

Competition

Mitigation:

- Superior customer service
- Strong referral network
- Consistent quality standards

Economic Slowdowns

Mitigation:

- Diversified customer base
- Flexible service packages
- Recurring contract focus

Growth Strategy

Year One

Establish brand presence and profitability.

Year Two

Expand service teams and increase commercial contracts.

Year Three

Open a second operating location and introduce facility support services.

Year Four and Beyond

Develop franchise opportunities and regional expansion.

Investment Opportunity

BrightCare Cleaning Services seeks KES 1.5 million in startup capital.

The investment will support:

- Equipment acquisition
- Workforce recruitment
- Marketing and customer acquisition
- Working capital requirements

The business offers investors exposure to a service industry with low barriers to entry, recurring revenue potential, strong cash-flow generation, and scalable growth opportunities.

Conclusion

BrightCare Cleaning Services is designed as a practical, affordable, and profitable cleaning company serving the expanding middle-income market. By focusing on customer trust, operational efficiency, and recurring service contracts, the business can achieve sustainable growth while maintaining manageable startup costs.

With disciplined management and strategic expansion, BrightCare has the potential to become a recognized local brand and a highly profitable service enterprise within three years.