

# INVESTOR BUSINESS PLAN

## EcoClean Facility Services Ltd.

### Executive Summary

EcoClean Facility Services Ltd. is a professional cleaning and facility support company established to meet the growing demand for reliable, technology-enabled, and environmentally responsible cleaning solutions for residential, commercial, industrial, and institutional clients.

The company seeks to capitalize on rapid urbanization, increasing hygiene awareness, growth in commercial real estate, and the outsourcing trend among businesses seeking cost-effective facility management solutions.

Our mission is to create healthier, safer, and more productive environments through professional cleaning services delivered by highly trained personnel using modern equipment and environmentally sustainable products.

EcoClean Facility Services intends to launch operations with a focus on office buildings, apartment complexes, retail establishments, healthcare facilities, educational institutions, and high-income residential clients. Within five years, the company aims to become one of the most recognized cleaning and facility support brands in East Africa.

To support growth, EcoClean seeks an investment of KES 5 million, which will be used to acquire equipment, establish operational infrastructure, recruit and train staff, implement technology systems, and fund market expansion.

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## Company Overview

### Vision

To become East Africa's most trusted provider of cleaning and facility management services.

### Mission

To deliver exceptional cleaning solutions that improve health, productivity, and quality of life while creating meaningful employment opportunities and promoting environmental sustainability.

### Core Values

- Excellence
- Integrity

- Reliability
  - Innovation
  - Accountability
  - Sustainability
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## The Opportunity

The cleaning industry has evolved significantly over the past decade. Businesses and households increasingly recognize cleaning not as a luxury but as an essential service.

Several factors are driving market demand:

### Growing Urban Population

Rapid urban development has led to increased demand for professional maintenance services for residential and commercial properties.

### Increased Hygiene Awareness

Following global public health events and changing consumer expectations, organizations now prioritize cleanliness as part of their operational strategy.

### Outsourcing Trend

Companies are increasingly outsourcing non-core activities such as cleaning and facility maintenance to specialized service providers, creating recurring revenue opportunities.

### Real Estate Expansion

Growth in office parks, shopping centers, apartment developments, hospitals, and educational facilities creates continuous demand for professional cleaning contracts.

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## Products and Services

### Commercial Cleaning

Daily, weekly, and monthly cleaning services for:

- Corporate offices
- Retail stores
- Shopping malls
- Financial institutions

- Government offices
- Co-working spaces

## **Residential Cleaning**

- Regular house cleaning
- Deep cleaning
- Move-in/move-out cleaning
- Post-renovation cleaning
- Apartment turnover services

## **Industrial Cleaning**

- Warehouses
- Manufacturing facilities
- Industrial compounds
- Logistics centers

## **Specialized Services**

### **Carpet and Upholstery Cleaning**

Professional steam-cleaning and stain-removal services.

### **Window Cleaning**

High-rise and commercial window cleaning solutions.

### **Post-Construction Cleaning**

Cleaning newly completed construction projects before handover.

### **Sanitization and Disinfection**

Hospital-grade sanitation services for healthcare facilities, schools, and corporate environments.

### **Facility Support Services**

Future expansion into:

- Landscaping
- Pest control
- Waste management
- Security support
- Building maintenance

# Market Analysis

## Industry Size

The cleaning and facility management sector continues to experience strong growth globally and throughout Africa.

The rise of middle-income households, commercial real estate development, and institutional outsourcing creates a substantial market opportunity for professional service providers.

## Target Market

### Commercial Clients (60%)

Commercial contracts provide predictable recurring revenue.

Target customers include:

- SMEs
- Corporate offices
- Banks
- Shopping centers
- Educational institutions
- Healthcare facilities

### Residential Clients (25%)

Targeting:

- High-income households
- Apartment residents
- Busy professionals
- Property managers

### Industrial Clients (15%)

Targeting:

- Warehouses
  - Manufacturing plants
  - Distribution centers
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# Competitive Advantage

Most small cleaning businesses operate informally, resulting in inconsistent service quality, poor customer experience, and limited scalability.

EcoClean differentiates itself through:

## Professional Workforce

All staff receive structured training in:

- Cleaning procedures
- Customer service
- Workplace safety
- Equipment operation
- Quality assurance

## Technology Integration

The company will utilize:

- Digital scheduling
- Mobile workforce management
- Customer service portal
- Electronic invoicing
- Real-time quality inspections

## Environmental Sustainability

Eco-friendly cleaning products reduce environmental impact while improving workplace health.

## Quality Assurance

Every commercial contract will be supervised through standardized inspection systems and customer satisfaction audits.

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# Business Model

The company will generate revenue through:

## Long-Term Contracts

Monthly and annual cleaning agreements with businesses and institutions.

## **One-Time Projects**

- Deep cleaning
- Construction cleanup
- Event cleanup

## **Subscription Packages**

Residential clients may subscribe to recurring cleaning services.

## **Specialized Services**

Higher-margin services such as carpet cleaning, sanitization, and window cleaning.

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# **Marketing Strategy**

## **Brand Positioning**

EcoClean will position itself as a premium yet affordable cleaning partner focused on reliability and measurable results.

## **Customer Acquisition**

### **Digital Marketing**

- Search Engine Optimization
- Social media advertising
- Google Business Profile
- Content marketing

### **Direct Sales**

Dedicated sales representatives will target:

- Property managers
- Facility managers
- Developers
- Corporate procurement departments

### **Strategic Partnerships**

Partnerships with:

- Real estate agencies
- Construction firms

- Property developers
- Facility management companies

### **Referral Program**

Existing customers receive incentives for successful referrals.

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## **Operations Plan**

### **Phase One (Year 1)**

Launch operations with:

- 1 Managing Director
- 1 Operations Manager
- 1 Business Development Executive
- 10 Cleaning Technicians
- 1 Administrative Officer

### **Phase Two (Years 2–3)**

Expand workforce to:

- 30–50 cleaning professionals
- Additional supervisors
- Regional operations teams

### **Quality Control**

Every client site will be evaluated using:

- Daily inspection checklists
  - Monthly audits
  - Customer feedback reports
  - Service performance metrics
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## **Management Team**

### **Chief Executive Officer**

Responsible for strategic leadership, partnerships, and investor relations.

## Operations Manager

Responsible for service delivery, workforce management, and quality assurance.

## Business Development Manager

Responsible for customer acquisition and contract growth.

## Finance and Administration

Responsible for financial management, reporting, and compliance.

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# Financial Projections

## Initial Investment Requirement

Item	Amount (KES)
Equipment & Machinery	1,500,000
Vehicles	1,200,000
Office Setup	300,000
Technology Systems	400,000
Marketing & Branding	500,000
Recruitment & Training	300,000
Working Capital	800,000
Total Funding Required	5,000,000

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## Revenue Projections

### Year 1

Commercial Contracts: KES 7,200,000

Residential Services: KES 2,400,000

Specialized Services: KES 1,400,000



Total Revenue: KES 11,000,000

Net Profit: KES 1,650,000

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## **Year 2**

Total Revenue: KES 18,500,000

Net Profit: KES 3,300,000

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## **Year 3**

Total Revenue: KES 29,000,000

Net Profit: KES 6,200,000

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## **Year 4**

Total Revenue: KES 43,000,000

Net Profit: KES 10,000,000

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## **Year 5**

Total Revenue: KES 60,000,000

Net Profit: KES 15,500,000

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# **Social Impact**

EcoClean aims to create sustainable employment opportunities, particularly for youth and women.

By Year 5 the company expects to employ over 100 individuals directly while supporting numerous suppliers and subcontractors.

The company will also promote environmentally sustainable cleaning practices through responsible waste management and green cleaning solutions.

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# Investment Proposal

EcoClean Facility Services seeks KES 5 million in exchange for an equity stake to be negotiated with investors.

Investment funds will be used to:

- Scale operations
- Acquire commercial equipment
- Expand marketing efforts
- Recruit and train personnel
- Build technology infrastructure

Projected investor exit opportunities include:

- Dividend distributions
  - Strategic acquisition
  - Management buyout
  - Regional expansion and valuation growth
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## Conclusion

EcoClean Facility Services is positioned to capture a significant share of the rapidly growing cleaning and facility management market. Through professional service delivery, recurring contract revenue, operational efficiency, and scalable systems, the company is expected to achieve strong profitability and sustainable long-term growth.

The proposed investment provides an opportunity to participate in a resilient service business with predictable cash flow, strong market demand, and significant expansion potential throughout East Africa.