



GREENCLEAN

H O M E S O L U T I O N S

BUSINESS PLAN

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Melissa Fortin, Ashley Kightlinger, Megan Rubinstein
2500 N River Rd
Manchester, NH 03106
(800) 668-1249
<http://greencleanhome.com>
admin@greencleanhome.com

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01 Executive Summary

GreenClean Home Solutions offers residential cleaning solution that prioritizes its clients' health and the environment. GreenClean's eco-friendly approach uses non-toxic, plant-based cleaning products, ensuring a living space safe for families, pets, and the planet. As the name suggests, the mission is to provide a cleaner, greener, healthier home.

Product/Service

GreenClean's business model revolves around sustainable home cleaning practices, including using microfiber cloths that trap more dirt and are reusable, reducing waste. The company has developed cleaning methodologies to minimize water and energy consumption, ensuring not just a clean home but a sustainable one. Its cleaning products are derived from plants, posing no harm to residents or the environment, addressing the growing consumer demand for non-toxic home environments. GreenClean offers various cleaning services, including regular weekly or biweekly cleaning, deep cleaning, move-in/move-out cleaning, special event cleaning, and new construction cleaning.

Goals

The immediate objective in the first year is to firmly position GreenClean Home Solutions as the premier choice for sustainable residential cleaning. Through strategic marketing, exceptional service, and community engagement, GC will create a robust presence in the primary and secondary target markets, ensuring that working professionals and stay-at-home parents recognize and trust GreenClean's brand for their eco-friendly home cleaning needs.

Building on the success and reputation achieved in year one, GC will expand its portfolio to include commercial building cleaning by the third year. This growth will cater to businesses and corporations that align with eco-friendly values and are looking for sustainable cleaning solutions for their workspaces.

The long-term vision includes more than just service expansion. By year five, leveraging industry expertise and understanding of sustainable cleaning needs, GC plans to introduce a branded eco-friendly cleaning product line. This line will embody the company's core values and practices, ensuring customers can access and utilize the GreenClean standard of eco-friendliness even for their DIY cleaning needs.

Target Market

The primary target market comprises environmentally conscious working professionals who are short on time but still want a clean and healthy home. While this demographic often lacks the time for household chores, it has the purchasing power and the environmental inclination to invest in premium, eco-friendly cleaning services.

The secondary market consists of stay-at-home parents who prioritize the safety and well-being of their children and pets. Offering them a non-toxic cleaning solution aligns with their values and provides them peace of mind.

Competition

GreenClean Home Solutions goes beyond traditional cleaning. Its commitment to eco-friendly practices sets GCs apart in a market saturated with generic cleaning services. Not only are environmentally friendly products used, but the overall approach – from efficient cleaning methods to reusable supplies – speaks to a larger sustainability mission.

Management Team

The management team at GreenClean is a blend of seasoned professionals, each bringing a unique strength to the table. Melissa Fortin leads the charge in sourcing eco-friendly cleaning, while Patty Gonzalez manages the company's finances. Ashley Kightlinger spearheads the marketing division, driving business expansion and brand visibility. At the same time, Szadrii Medina focuses on customer outreach, ensuring top-notch service quality. Rounding out the team, Megan Rubinstein takes command of the day-to-day functions. Together, they form a cohesive unit, each pivotal to the company's success.

Financial Outlook

GreenClean Home Solutions has a robust financial roadmap to ensure its successful launch and operation. An initial investment of \$100,000 has been earmarked for start-up necessities, encompassing procurement of eco-friendly products, marketing, securing necessary licenses, and other operational overheads. The five partners will provide \$75,000 of this capital and seek the remaining \$25,000 from external sources, such as business loans, grants, angel investors, or other financial instruments.

02 Company Description

General Description

GreenClean Home Solutions is an eco-friendly, residential home cleaning business that has become a reality. GC uses non-toxic, plant-based cleaning products that are safe for families and the environment. In a constantly evolving world, GC believes that its services can effectively reduce the burden of maintaining a clean home while freeing up valuable time.

Mission and Goals

GreenClean Home Solutions provides premium cleaning services using only eco-friendly products, ensuring a spotless home and a safe family environment. GC believes in a cleaner home and a greener planet.

Strategy

Products and Services

GreenClean is committed to providing products and services that ensure a clean home and promote sustainability. In line with this vision, GC will offer a range of eco-friendly cleaning products its customers can purchase. These products have been carefully selected to minimize their environmental impact while effectively cleaning homes.

Moreover, GreenClean will utilize these eco-friendly cleaning products while servicing its clients' homes. By doing so, GC aims to create a healthier and more sustainable living environment for its customers. Its team of professional cleaners will use these products to ensure a thorough and environmentally responsible cleaning process.

- 1. Regular Weekly, Biweekly, and Monthly Cleaning:** With scheduled weekly or biweekly visits, the GC team ensures that spaces remain clean, fresh, and free from harmful chemicals.

Benefits:

- Consistent cleanliness and hygiene.
- Flexible scheduling according to client needs.
- Reduction in allergens and harmful chemicals.

- 2. Deep Cleaning:** An intensive cleaning service targeting often-neglected areas. The GC team ensures a thorough, comprehensive clean from grout cleaning to the meticulous dusting of fixtures.

Benefits:

- Restoration of cleanliness in overlooked areas.
- Enhancement of the overall indoor environment.
- Prolonging the lifespan of appliances and fixtures.

- 3. Move-In/Move-Out Cleaning:** A specialized service for those in transition, ensuring homes are pristine for new occupants or impeccably clean for final inspections.

Benefits:

- Hassle-free transitioning for renters and homeowners.
- Ensures the retrieval of security deposits.
- Creates a welcoming environment for new residents.

- 4. Special Event Cleaning:** The GC team takes care of venue preparation and post-event cleanup, allowing hosts to focus on their event.

Benefits:

- Stress-free event hosting.
- Quick restoration of venues post-event.
- Assurance of a clean and healthy environment for guests.

5. New Construction Cleaning: Transforming newly constructed spaces from construction zones to ready-to-occupy environments by eliminating building residue.

Benefits:

- Accelerates the readiness of new constructions for occupancy.
- Ensures the removal of potentially harmful construction materials.
- Enhances the final presentation of construction projects.

GreenClean provides not just a clean home but a sustainable one. Using eco-friendly cleaning products, its customers and the environment can benefit from a healthier and greener approach to cleaning. Furthermore, with services available on a weekly to bi-weekly schedule or contract basis, GC strives to meet the diverse needs of its clients while promoting sustainability in every aspect of the operations.

Target Market

At GreenClean Home Solutions, the primary focus is the residential market. As the business grows, GC will explore opportunities in the commercial sector, establishing contracts with new construction building companies and apartment complexes.

Residential Market: The initial target market is homeowners with the financial means to invest in GC's services and who seek convenient solutions to save time. These individuals typically

have busy schedules and prioritize efficiency in their daily lives. GreenClean aims to capture their attention and meet their needs by offering a reliable, time-saving service.

Key Characteristics:

1. **Extra Income:** The ideal customers are homeowners with extra income to spend on services that simplify their lives. These individuals are more likely to invest in GC's offerings as they perceive the value in saving time and effort.
2. **Busy Schedules:** The target market consists of individuals who have demanding lifestyles, leaving them with limited time for household tasks. By emphasizing the time-saving benefits of its services, GC can attract their attention and meet their needs effectively.

Commercial Market: As the business expands and gains momentum, GC will explore opportunities in the commercial sector, which involves setting up contracts with new construction building companies and apartment complexes.

1. **New Construction Building Companies:** By establishing contracts with new construction building companies, GC can provide its services as an added convenience for homeowners moving into newly constructed homes. This partnership can lead to a steady stream of clients and increased brand exposure.
2. **Apartment Complexes:** Apartment complexes are an ideal target market for GC's services, as they often house busy professionals who value convenience. The company can tap into a large customer base and establish long-term contracts by offering services to these complexes, ensuring a stable revenue stream.

Basis for Differentiation and Competitive Advantage

In today's rapidly changing world, "green" has become a prevailing theme across various industries. From dietary choices to the clothing people wear, there is an increasing emphasis on sustainable and environmentally friendly options. GreenClean recognizes this movement's significance and is committed to aligning its product line with the principles of environmental responsibility and customer well-being.

1. **Environmental Awareness and Responsibility:** At GreenClean Home Solutions, the importance of protecting and preserving the environment is understood. GC believes businesses are responsible for minimizing their ecological footprint and contributing positively to sustainability. With this in mind, the product development process will prioritize using environmentally friendly materials and sustainable manufacturing practices. By doing so, GreenClean aims to reduce waste, conserve resources, and mitigate the negative impact on the planet.
2. **Green Cleaning without Harsh Chemicals:** One of the critical aspects of the product line is natural and non-toxic ingredients. GC firmly believes that effective cleaning does not have to come at the expense of health or the environment. The products offer a safe yet powerful alternative to traditional cleaning agents using plant-based and biodegradable formulas. Customers can confidently use GC products, knowing that they are not only effective but also free from harsh chemicals that can have detrimental effects on their well-being.
3. **Promoting Health and Well-Being:** GC's products contribute to environmental sustainability and prioritize the health and well-being of its customers. Traditional cleaning products often contain chemicals that can be harmful when inhaled or come into contact with

the skin. By avoiding these harsh ingredients, GC products provide a safer and healthier alternative for both its customers and the environment. GreenClean believes everyone deserves access to products promoting a cleaner and healthier lifestyle.

4. **Engaging with Customers:** To ensure that GC's product line aligns with the values and needs of its customers, the company actively seeks feedback and engages in a continuous dialogue. GC understands that its customers play a vital role in shaping the direction of the company and product offerings. By listening to their concerns and preferences, GC can refine its existing products, develop new ones that meet their expectations, and enhance the environmental benefits.

GreenClean Home Solutions is committed to creating a product line that not only meets the needs of its customers but also contributes to a healthier and more sustainable world. GC firmly believes that adopting environmentally friendly practices and avoiding harsh chemicals can offer effective cleaning solutions without compromising people's health or the environment.

Customers can be confident that they positively impact the planet while safeguarding their well-being.

Current Status

GreenClean Home Solutions is poised to begin operations on December 1, 2023. Several milestones have been achieved since it was incorporated on September 18, 2023. However, some tasks must be accomplished before the company can begin its operations.

Milestones Completed:

- Selected and registered the company's name
- Feasibility analysis, prospect survey, and focus groups completed

- A five-member management team is in place
- Board of directors and general advisory board, in place
- \$75,000 invested by the management team
- Acquired business license & insurance

Milestones Remaining to Be Completed:

- Prepare business plan
- Obtain additional funding (see specifics below)
- Purchase equipment and supplies
- Create standard operating procedures

Funding Sought

Initially, GreenClean intends to use personal savings and grants as a starting point to cover essential expenses such as equipment, marketing, and initial staffing requirements. In addition to personal funds, the business plan includes seeking external funding through grants and loans specifically targeted at companies that will qualify for green and sustainable initiatives. By actively researching and pursuing these opportunities, the aim is to secure financial support from organizations and institutions that share our commitment to environmental sustainability.

Another avenue for securing funding is exploring potential partnerships with investors who align with our mission and values. By demonstrating the viability and potential market demand for an eco-friendly home cleaning service, GreenClean Home Solutions seeks to attract like-minded investors who recognize the long-term financial prospects of this venture.

Ultimately, the funding strategy for the company revolves around a well-balanced combination of personal investment, external grants and loans, and potential partnerships with environmentally conscious investors. This approach will ensure that adequate resources are available to establish a solid foundation for the business and drive its growth sustainably and responsibly.

Legal Status and Ownership

GreenClean Home Solutions is a Limited Liability Corporation (LLC) duly incorporated under the laws of New Hampshire. The choice of an LLC structure ensured a flexible management approach, limited personal liability for its members, and potential tax advantages that this legal form offers.

At present, ownership of GreenClean Home Solutions rests with its management team. Each member's percentage of ownership, contributions, rights, and responsibilities are clearly defined to ensure transparency and accountability. As GreenClean Home Solutions continues to grow and evolve, there may be considerations for restructuring, welcoming new investors, or transitioning ownership. Any such decisions will be made collectively by the current ownership and in alignment with the company's long-term strategic goals.

03 Industry Analysis

Industry Attractiveness

The home cleaning services industry is part of the more extensive “Janitorial Services” sector, represented by NAICS code 561720. This sector encompasses services for both residential and commercial properties, with various specializations like commercial buildings, industrial facilities, and areas like hospitals or schools. The demand for home cleaning has grown due to factors like busy lifestyles, dual incomes, an older population, and heightened hygiene awareness from the COVID-19 pandemic. While the industry is competitive, featuring both large chains and local businesses, it has a high potential for growth and profitability, particularly in the sustainable and eco-friendly segment. The demand for professional cleaning services has been steadily increasing due to factors such as busier lifestyles, dual-income households, an aging population, and the heightened importance of cleanliness and sanitation brought about by the COVID-19 pandemic.

Market Timeliness

The market is ripe for a sustainable home cleaning service, as consumers increasingly recognize the harm of traditional cleaning methods on health and the environment. With rising sustainability consciousness, there is a growing demand for eco-friendly cleaning services. By entering the market early, GreenClean can gain a competitive edge, establish strong brand loyalty among eco-aware customers, influence industry standards, and position itself as an industry leader by championing the advantages of a green cleaning approach.

04 Market Analysis

Segmentation and Selection

GreenClean focuses on environmentally conscious products and services; therefore, GC's target market is ecologically conscious consumers. Consumers are primarily motivated by their values, attitudes, knowledge, product prices, and awareness. Their prime motivation is their interest in maintaining eco-friendly habits (Kim, 2023). Market segmentation further requires the market to be divided into smaller, specific segments that will show the primary reason to purchase these services. These segments can be divided by location, demographics, psychographics, actions, and product types. Marketing strategies are most successful when determining where the strategy will have the most impact and net the most customers. This is where it is possible to decide on untapped market identification that may create any entirely underserved segment.

Selection

Market selection is based on a business's desire to grow and be profitable (Barringer, 2014). Residential cleaning companies in the US are seeing slow but steady growth and nets 11.9 billion annually (Placeholder1) (Residential Cleaning Services in the US, 2021). This large segment overall means a market for eco-cleaning more than exists. With low unemployment and a household average income of \$77,923 in New Hampshire, consumers can afford GC's services (New Hampshire, 2021).

GC's target market is consumers who need assistance with their home cleaning but also appreciate and seek out ecologically sound products. GC's market segmentation will initially focus on dual-income or higher earning single income households that are short on time for

cleaning. This could further be focused on those with children and pets, who have a high demand for cleanliness but reduced free time to fulfill those outstanding obligations.

Buyer Behavior

GreenClean Home Solutions performs market analysis for buyer behavior as a critical aspect for the company, primarily because it operates in a specialized and niche green and sustainable cleaning service industry. Understanding the consumers' preferences, attitudes, and motivations towards eco-friendly practices is essential for developing effective marketing strategies within the business. By conducting thorough market research, analyzing trends, and identifying target audiences, GreenClean, a sustainable cleaning service company, can tailor its offerings to meet the demands of environmentally conscious consumers while maximizing market potential.

The National Library of Medicine states that consumers' buying behavior for sustainable and green products is influenced by their awareness of environmental issues, concern for personal health, and willingness to pay premium prices for eco-friendly alternatives. Understanding this buyer behavior is crucial to the overall business plan. By emphasizing the use of non-toxic and biodegradable products, showcasing the positive impact on air quality and health, and educating customers about the benefits of eco-friendly practices, GC can effectively attract environmentally conscious consumers willing to invest in sustainable options for a healthier home and planet.

According to a recent study published by Business Wire (2021), more than a third of global consumers are willing to pay more for sustainable products, showcasing the increasing demand for environmentally friendly alternatives. This willingness presents a significant opportunity for a new cleaning business with a business plan centered around eco-friendly and providing green

and sustainable services. The study also reveals that 47% of consumers actively consider sustainability factors when making purchasing decisions. By catering to these conscious consumers, GreenClean can tap into a growing market segment and differentiate itself from competitors. By leveraging this demand and offering quality eco-friendly cleaning services, the business can attract a loyal customer base and experience growth in sales and reputation.

Overall, GreenClean feels that the buyer behavior trends in today's market strongly support the company's overall growth and ability to continue to scale. With the desire of buyers wanting and moving towards buying more of the sustainable and eco-friendly/ green products in the marketplace, GC will provide services that align with most consumers day to day-to-day lives and be able to contribute to the overall health and safety of the environment.

Competitor Analysis

The residential cleaning sector consists of numerous local enterprises and well-known national chains. Despite the competitive landscape, the demand for cleaning services remains robust. Several cleaning companies have waiting lists due to their inability to cater to the growing needs (20 Cleaning Industry Trends, 2023). Moreover, many of these services are small-scale, family-run ventures with limited staff. While clients prioritize quality in cleaning services, not all providers in the industry consistently deliver it.

Clients choose cleaning services based on their reputation, cost, and the range of services provided. Although most cleaning companies do not primarily compete based on price, franchises occasionally use it as a competitive edge. While a recognizable brand name might appeal to some, many understand that large and smaller businesses utilize similar equipment and staff. Consequently, positive recommendations and reviews often hold more weight for them.

GreenClean's competitive advantage is two-fold. The first is its focus on environmentally sustainable cleaning practices. Most competitors do not offer eco-friendly cleaning; if they do, they do not highlight the service. Molly Maid, for example, offers eco-friendly cleaning; however, it is one of many services, and it is unclear if eco-friendly cleaners are constantly used or if only when requested. GC's business model was built around eco-friendly cleaning; therefore, there is no ambiguity. Second, as a locally owned business, GC can offer more tailored services, cater to specific needs and preferences, and offer a personal touch that larger companies might not match.

The growth in the cleaning service sector remains steady, and there is always a demand for such services. Data from the residential cleaning market indicates an annual growth rate of 20%, forecasting that 80% of homes will use house cleaning services by 2024. By 2027, the projected revenue for the cleaning sector will exceed \$468B, marking a 51.67% surge from its 2020 valuation of \$308.7B (20 Cleaning Industry Trends, 2023).

Sales Estimates

GreenClean Home has four founding, active partners. Initial start-up funds will be approximately \$200,000, with the partners contributing \$75,000 and the remaining coming from investors, loans, etc. GC does not require a brick-and-mortar building, cutting rent costs to zero. Each team member would require a laptop to perform their respective positions within the company. Initial equipment and cleaning supplies would be a significant expense, and then resupply supplies as needed. Salaries for each team member are approximately \$24,750; these salaries would allow the company to eliminate the need for additional team members.

GreenClean Home Solutions anticipates strong sales in the first year with a potential revenue of \$312,000. This estimate stems from the average income of \$1200/week for an individual cleaner, even with a modest client base. Year two expects a growth in revenue to \$512,000. This projection is due to expanded services, like new construction cleaning, which, while lucrative, will also bring additional costs. These expenses arise from extended cleaning durations, increased staffing, and potential hiring. This second-year revenue projection is benchmarked against the earnings of other cleaning entities in the New Hampshire region and emphasizes the need for strategic growth. To maintain relevance after a promising first year, Green Clean Home Solutions should consider hiring more staff, broadening its service range, and potentially venturing into the more profitable but labor-intensive commercial cleaning sector. GC offers many different services, and each team member can offer all services to the client base. The benefits are priced accordingly, and pricing is set across the board for each team member.

05 Management

Team & Skills Profile

Melissa Fortin, Product Manager, Co-Owner

- **Role:** Responsibilities include sourcing eco-friendly cleaning products and techniques and ensuring adherence to all cleaning techniques.
- **Experience:** Responsible for sourcing eco-friendly cleaning products and techniques and ensuring staff-wide adherence to all cleaning techniques to remain true to the company's goal of a Clean Green. Melissa has over twenty years of customer service and management experience. Her prior management experience in the financial industry required strict compliance adherence, auditing, and vendor relationship development, making her an ideal candidate for adherence to strict standards of sustainability and healthy homes.

Ashley Kightlinger, Marketing Manager, Co-Owner

- **Role:** Responsibilities include oversight of marketing and business expansion efforts.
- **Experience:** With a decade of experience in marketing, she holds an Associate's degree in sales and marketing from Southern New Hampshire University. She is furthering her studies for a Bachelor's degree. Beyond her professional achievements, Ashley's personal experience as a single mother gives her unique insights into time management challenges, particularly the need for services like home cleaning that can ease the load for busy parents. Her passion for the business idea stems from her experiences and is focused on its future success.

Patty Gonzalez, Finance Manager, Cofounder

- **Role:** Responsibilities include creating financial reports, managing investment activities, and developing plans to achieve long-term financial goals

- **Experience:** Patty is skilled in analyzing rising trends and identifying expansion opportunities for the company’s growth. She has a solid background in the field of finance. Her educational background, combined with her practical experience, enables her to effectively manage the financial aspects of CleanGreen Home Solutions.

Szadrii Medina, Customer Manager, Co-Owner

- **Role:** Responsibilities include customer outreach and quality assurance.
- **Experience:** With a passion for understanding the unique needs of clients and a knack for problem-solving, Szadrii has successfully overseen the growth and retention of key accounts in various industries. His expertise in leveraging customer feedback to drive product innovation and his dedication to fostering positive client relationships will help build GreenClean’s reputation for excellence in customer satisfaction.

Megan Rubinstein, Operations Manager, Co-Owner

- **Role:** Responsibilities include oversight of all general business requests, implementation of processes, and scheduling.
- **Experience:** With over two decades under her belt, Megan blends strategic vision with hands-on leadership to steer businesses toward unparalleled efficiency and growth. Her journey spans diverse industries where she has consistently transformed challenges into opportunities. A natural problem solver, Megan brings knowledge in optimizing processes, reducing operational costs, and leading cross-functional teams.

Name	Position	Base Salary	Percent Ownership	Personal Investment
Melissa Fortin	Product Manager	\$ 40,000	20%	\$ 15,000
Ashley Kightlinger	Marketing Manager	\$ 40,000	20%	\$ 15,000

Patty Gonzalez	Finance Manager	\$ 40,000	20%	\$ 15,000
Szadrii Medina	Customer Manager	\$ 40,000	20%	\$ 15,000
Megan Rubinstein	Operations Manager	\$ 40,000	20%	\$ 15,000
Total		\$ 200,000	100%	\$ 75,000

Board of Directors/Advisors

GreenClean Home Solutions will operate utilizing Donna Raymond in an advisory role. Donna will guide business management to the team of founders and ensure that business solvency is possible and ethically achieved.

Organization Structure

GreenClean Home Solutions will be structured as a New Hampshire-based Limited Liability Corporation, separating the business assets from each owner's assets. While an LLC will require the owners to file self-employment taxes, it will net the business the best tax advantages by providing lower tax rates than a corporation structure (*Choose a Business Structure*, n.d.).



06 Operations Plan

Operating Model and Procedures

There has been a growing demand for sustainable and eco-friendly home cleaning services in recent years. As more people become aware of the impact of traditional cleaning methods on the environment, they seek alternatives that prioritize both cleanliness and sustainability. According to an article by Toolsense (2021) titled “Sustainability in the Cleaning Industry,” there are several key points to consider when developing an operational model and preparing for a sustainable and eco-friendly home cleaning service business. One may wonder how this information will play into GreenClean Home Solutions’ operating model and preparation. According to an article by Business News Daily (n.d.), there are several key elements to consider when developing the operation model and preparation section of a business plan for an eco-friendly, sustainable home cleaning company. Firstly, it is important to establish a clear mission and vision statement that emphasizes the commitment to sustainability, which will serve as a guiding principle for the entire company and help to differentiate it from competitors in the market. The mission and vision statement should convey the company’s dedication to promoting environmental responsibility through cleaning practices and operations.

Secondly, the article recommends conducting thorough market research to identify the target audience and understand their preferences and needs. By gaining insights into the demand for eco-friendly cleaning services in the local area, the business can tailor its offerings to meet customers’ expectations. Additionally, this research can provide valuable information about

competitors, allowing the company to analyze their strengths and weaknesses and develop strategies to stand out.

The business must shift towards using environmentally friendly cleaning products. Traditional cleaning products often contain harmful chemicals that can negatively affect human health and the environment. The business can significantly reduce its ecological footprint while ensuring effective cleaning by opting for green cleaning products made from natural and biodegradable ingredients. The implementation of energy-efficient practices should be a top priority. This includes utilizing energy-efficient equipment and appliances, such as vacuum cleaners and washing machines, specifically designed to consume less energy. Moreover, adopting innovative scheduling techniques can minimize travel time between clients, reducing fuel consumption and overall emissions. By integrating these practices into the operational model, the business can significantly contribute to environmental conservation.

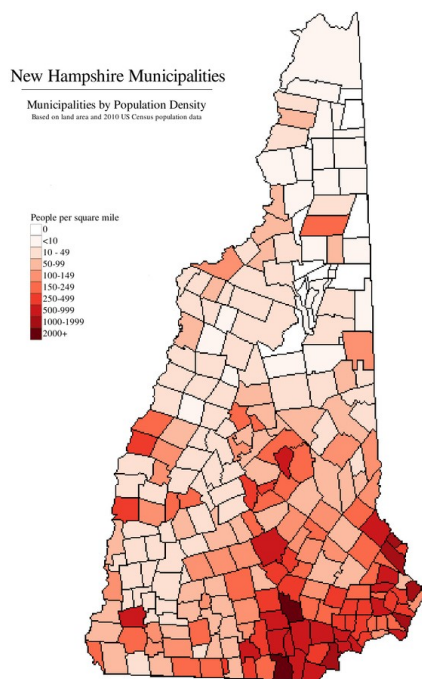
Lastly, the article Toolsense emphasizes the importance of waste management in the home cleaning service industry. The company should adopt a comprehensive recycling program and encourage employees to follow sustainable waste management practices. By educating employees and customers about the significance of waste reduction and proper disposal, the business can play a vital role in minimizing landfill waste and promoting a circular economy. Also, developing a comprehensive employee training program focusing on sustainable cleaning practices. This training should cover the usage of eco-friendly cleaning products and emphasize the importance of energy conservation and waste management. By equipping employees with the necessary knowledge and skills, the company can ensure that every aspect of its operations aligns with its commitment to sustainability.

To conclude, developing a sustainable and eco-friendly home cleaning service business requires careful consideration of the operational model and preparation. The business can provide high-quality services while minimizing its environmental impact by shifting towards environmentally friendly cleaning products, implementing energy-efficient practices, and adopting comprehensive waste management strategies. Embracing sustainability aligns with the growing consumer demand for eco-friendly practices and contributes to a healthier and greener future for all. When preparing the operation model for an eco-friendly, sustainable home cleaning company, it is essential to establish a clear mission and vision statement, conduct thorough market research, and develop a comprehensive training program for employees. By incorporating these elements into the business plan, the company can position itself as a leader in the industry and attract environmentally conscious customers who prioritize sustainability in their cleaning services.

Business Location

Location is a significant logistical part of business planning. Location requires an informed decision-making process and demographic understanding. Given the nature of GC's business, a brick-and-mortar location will not be necessary. The company's services come to the customer and at their convenience. However, this requires understanding where the company can provide service areas and how to maximize profits through appropriate service areas.

Given the number of rural areas in New Hampshire, in conjunction with a beginning staff of five cleaners, it is necessary to find places where the market is not saturated, there is an appropriate number of prospective clients available, and the travel time to and from locations is manageable for GC's employees.



(HalfLife1MasterRace, 2020)

New Hampshire's population is far denser in the southern area of the state, so GC will focus on serving the Manchester, Nashua, Concord, Derry, and Dover areas. These are the most populated towns in New Hampshire and will allow each employee to work in these areas, meet the most client needs, and achieve profitability by servicing more clients in the shortest timeframe (New Hampshire Cities by Population, n.d.). These initial areas are also populated with businesses. After establishing an upstanding reputation and the capital required for expansion, GC can also market to companies in these existing markets.

GC would not be restricted to only these towns but would also provide service to surrounding areas. As employees are gained through profitability in the years following the initial launch, additional areas with less dense populations could be serviced, creating a greater market reach.

Lastly, few cleaning companies service as wide an area as GC can offer, namely Merry Maids and Homeaglow (Home Cleaning Services, n.d.). GC provides a more unique, sustainable service to these areas, setting the company apart and inspiring a more loyal customer base.

Facilities, Equipment & Supplies

Facilities

GreenClean Home Solutions (GC) is a home-based business with a dedicated space in the operations manager's home. This office has all the necessary administrative tools, including a computer, printer, file storage, and telecommunication devices, allowing efficient scheduling, client communication, and administrative tasks.

GreenClean has rented a climate-controlled storage unit to store equipment and cleaning supplies. A climate-controlled environment ensures all cleaning products and equipment are stored in a cool, dry, and easily accessible location (Commercial & Business Storage Solutions, n.d.). This ensures the longevity of GC's products and equipment and enables efficient preparation before each cleaning assignment.

Equipment & Supplies

- **Eco-Friendly Cleaning Products:** GreenClean only uses eco-friendly, plant-derived cleaning agents. These products are purchased from trusted suppliers who prioritize household and environmental safety. The concentrated formulas help reduce plastic waste, and GC utilizes refillable containers for dilution and application.
- **Microfiber Materials:** Microfiber cleaning materials, such as mops, are durable and last up to 1,000 wash cycles, outlasting conventional mops fivefold. Additionally, microfiber

boasts efficient water absorption, dries faster than cotton, and ensures a lint-free finish, making it a preferred choice for streak-free cleaning, especially on glass and stainless steel (Cleaning Benefits of Microfiber Cloth, n.d.).

- **Reusable Cleaning Supplies:** To minimize waste, GreenClean invested in long-lasting equipment such as sturdy buckets, brushes, mops, and sponges. Wherever possible, GC avoids disposable products, choosing tools that can be cleaned, maintained, and used for an extended period.
- **Water and Energy-Efficient Equipment:** GreenClean prioritizes equipment that conserves resources, such as energy-efficient vacuum cleaners equipped with HEPA filters, to ensure minimal energy usage and optimal dust and allergen removal. Thanks to modern technology, GC's equipment uses less water, emphasizing its sustainability commitment.
- **Mobile Application/Software:** GreenClean uses specialized cleaning business software as part of its operational efficiency. This tool assists with scheduling, client management, feedback, and route optimization to reduce fuel consumption during transit (Boost Efficiency, n.d.).
- **Vehicles:** Given the nature of the business, reliable, fuel-efficient vehicles have been purchased to transport cleaning personnel, equipment, and products to and from client residences. The vehicles are serviced regularly to ensure they operate efficiently.

Maintenance and Upgrades

GreenClean Home Solutions is committed to ensuring its equipment operates efficiently. Regular maintenance checks are conducted, and any tools or equipment showing signs of wear are

repaired or replaced. As the green cleaning industry evolves, GC remains vigilant in updating its product line and equipment to benefit from the latest sustainable and efficient innovations.

Operations Strategy and Plans

GreenClean Home Solutions' operations strategy and plans are to provide innovative cleaning solutions that prioritize its clients' health and the environment. As the name suggests, the company's mission is to provide a cleaner, greener, healthier home. GreenClean Home Solutions offers premium cleaning services using only eco-friendly products, ensuring a spotless home and a safe family environment. GC believes in a cleaner home and a greener planet.

Moreover, CG utilizes eco-friendly cleaning products while servicing its clients' homes. By doing so, GC aims to create a healthier and more sustainable living environment for its customers. GC's team of professional cleaners will use these products to ensure a thorough and environmentally responsible cleaning process.

1. **Regular Weekly, Biweekly, and Monthly Cleaning:** With scheduled weekly or biweekly visits, the GC team ensures that spaces remain clean, fresh, and free from harmful chemicals.

Benefits:

- Consistent cleanliness and hygiene.
 - Flexible scheduling according to client needs.
 - Reduction in allergens and harmful chemicals.
2. **Deep Cleaning:** An intensive cleaning service targeting often-neglected areas. From grout cleaning to the meticulous dusting of fixtures, the GC team ensures a thorough, comprehensive clean.

Benefits:

- Restoration of cleanliness in overlooked areas.
- Enhancement of the overall indoor environment.
- Prolonging the lifespan of appliances and fixtures.

3. **Move-In/Move-Out Cleaning:** A specialized service for those in transition, ensuring homes are pristine for new occupants or impeccably clean for final inspections.

Benefits:

- Hassle-free transitioning for renters and homeowners.
- Ensures the retrieval of security deposits.
- Creates a welcoming environment for new residents.

4. **Special Event Cleaning:** the GC team takes care of venue preparation and post-event cleanup, allowing hosts to focus on their event.

Benefits:

- Stress-free event hosting.
- Quick restoration of venues post-event.
- Assurance of a clean and healthy environment for guests.

5. **New Construction Cleaning:** Transforming newly constructed spaces from construction zones to ready-to-occupy environments by eliminating building residue.

Benefits:

- Accelerates the readiness of new constructions for occupancy.
- Ensures the removal of potentially harmful construction materials.
- Enhances the final presentation of construction projects.

GreenClean provides not just a clean home but a sustainable one. Using eco-friendly cleaning products, its customers and the environment can benefit from a healthier and greener approach to cleaning. With services available on a weekly to bi-weekly schedule or contract basis, GC strives to meet the diverse needs of its clients while promoting sustainability in every aspect of its operations.

The immediate objective in the first year is to firmly position GreenClean Home Solutions as the premier choice for sustainable residential cleaning. Through strategic marketing, exceptional service, and community engagement, GreenClean will create a robust presence in its primary and secondary target markets, ensuring that working professionals and stay-at-home parents recognize and trust the GC brand for their eco-friendly home cleaning needs.

Building on the success and reputation achieved in year one, GC will expand its portfolio to include commercial building cleaning by the third year. This growth will cater to businesses and corporations that align with eco-friendly values and are looking for sustainable cleaning solutions for their workspaces.

The long-term vision includes more than just service expansion. By year five, leveraging its industry expertise and understanding of sustainable cleaning needs, GreenClean plans to introduce its branded eco-friendly cleaning product line. This line will embody the company's core values and practices, ensuring customers can access and utilize the GreenClean standard of eco-friendliness even for their DIY cleaning needs.

GreenClean Home Solutions has a robust financial roadmap to ensure its successful launch and operation. An initial investment of \$100,000 has been earmarked for start-up necessities, encompassing procurement of eco-friendly products, marketing, securing necessary licenses, and

other operational overheads. The five partners will provide \$75,000 of this capital and seek the remaining \$25,000 from external sources, including business loans, angel investors, or other financial instruments.

07 Financial Projections

Sources and Uses of Funds Statement

Source	Amount
Management Team Investment	\$75,000.00
Woman-Owned Business Grant	\$25,000.00
Total Source	\$100,000.00

Uses of Funds

Cost	Item
Payroll* (House Cleaner Salary, 2023)	\$50,000.00
Cleaning Supplies*	\$9,000.00
Cleaning Equipment	\$3,000.00
Storage Unit*	\$300.00
Marketing & Advertising*	\$750.00
Insurance	\$2,000.00
Vehicles	\$25,018.00
Vehicle Maintenance*	\$2,250.00
Fuel*	\$1,200.00
Telephone/Internet*	\$450.00
Equipment Maintenance*	\$250.00
Training / Development*	\$375.00
Total	\$94,593.00

* 3-months

Assumptions Sheet

General (Assumptions)

1. Interest in eco-friendly cleaning services will remain strong. (*Cleaning Services Market Size*, n.d.)

Financial Statements (Assumptions)

Income Statements

1. Sales projections are based on an average of 5 customers per cleaner, with an average fee of \$216.
2. Sales are projected to increase 30% per year.
3. Officer's compensation is based on the "Ownership and Compensation" table in this business plan's "Management Team" section.

CleanGreen Home Solutions' first-year sales are based on individual cleaners earning \$1,200 weekly, while its second-year income projection aligns with New Hampshire's industry standards. Further, the expectation of a gradual and consistent surge in demand supports the sales projection. This assumption is rooted in the belief that a substantial portion of its new clients will be referred by satisfied customers, particularly after the second month of service. It is essential to recognize that it typically takes several visits before a new client becomes a source of referrals. The sales forecast leans towards the conservative side. While the company's quality surpasses that of competitors, and there is a potential for accelerated growth, it is prudent that a more cautious approach be taken.

Pro Forma Income Statement

	YR1	YR2	YR3
Gross Sales	\$312,000.00	\$405,600.00	\$527,280.00
(Returns and Discounts)	\$0.00	\$0.00	\$0.00
Net Sales	\$312,000.00	\$405,600.00	\$527,280.00
(Cost of Goods Sold)	\$36,000.00	\$46,800.00	\$60,840.00
GROSS PROFIT	\$276,000.00	\$358,800.00	\$466,440.00
Expenses - General and Administrative			
Officer's Compensation	\$200,000.00	\$225,000.00	\$250,000.00
Salaries & Wages	\$0.00	\$62,400.00	\$124,800.00
Payroll Taxes	\$0.00	\$4,773.60	\$9,547.20
Marketing & Advertising	\$3,000.00	\$3,450.00	\$3,967.50
Vehicle Maintenance	\$9,000.00	\$10,350.00	\$11,902.50
Telephone/Internet	\$1,800.00	\$2,070.00	\$2,380.50
Equipment Maintenance	\$1,000.00	\$1,150.00	\$1,322.50
Training & Development	\$1,500.00	\$1,725.00	\$1,983.75
Storage Unit Rental	\$1,200.00	\$1,380.00	\$1,587.00
Fuel	\$4,800.00	\$5,520.00	\$6,348.00
Total Expenses	\$222,300.00	\$317,818.60	\$413,838.95
NET INCOME	\$53,700.00	\$40,981.40	\$52,601.05

Balance Sheets

	First Year	Second Year	Third Year
Current Assets			
Cash	\$100,000.00	\$120,000.00	\$150,000.00
Accounts Receivable	\$36,000.00	\$46,800.00	\$60,840.00

Inventory	-		
Prepaid Expenses	\$172,267.00		
Other Initial Costs			
Total Current Assets	\$308,267.00	\$166,800.00	\$210,840.00
Fixed Assets			
Real Estate -- Land	-	-	-
Real Estate -- Buildings	-	-	-
Leasehold Improvements	-	-	-
Equipment	\$1,000.00	\$1,500.00	\$2,000.00
Furniture and Fixtures	-	-	-
Vehicles	\$25,018.00	\$45,018.00	\$65,018.00
Other	-	-	-
Total Fixed Assets	\$26,018.00	\$46,518.00	\$67,018.00
(Less Accumulated Depreciation)	\$-	\$-	\$-
Total Assets	\$334,285.00	\$213,318.00	\$277,858.00

LIABILITIES & EQUITY

Liabilities

Accounts Payable	\$483,267.00	\$368,800.00	\$450,018.00
Commercial Loan Balance	\$25,000.00	\$20,000.00	\$15,000.00
Commercial Mortgage Balance	-	-	-
Credit Card Debt Balance		-	-
Vehicle Loans Balance	\$25,018.00	\$48,018.00	\$60,840.00
Other Bank Debt Balance	\$1,000.00	\$1,500.00	\$2,000.00
Line of Credit Balance	-	-	-
Total Liabilities	\$534,285.00	\$438,318.00	\$527,858.00

Equity

Common Stock	-	-	-
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Retained Earnings	-	-	-
Dividends Dispersed/Owners Draw	\$200,000.00	\$225,000.00	\$250,000.00
Total Equity	-\$200,000.00	-\$225,000.00	-\$250,000.00
Total Liabilities and Equity	\$334,285.00	\$213,318.00	\$277,858.00
Balance sheet in or out of balance?	-	-	-
	Balanced!	Balanced!	Balanced!

Pro Forma Cash Flows

	Yr 1 Totals	MO1	MO2	MO3	MO4
Beginning Balance		\$0	\$3,139	\$6,278	\$0
Cash Inflows					
Cash Sales	\$312,000	\$33,800	\$33,800	\$33,800	\$33,800
Accounts Receivable	\$36,000	\$3,900	\$3,900	\$3,900	\$3,900
Total Cash Inflows	\$308,267	\$37,700	\$37,700	\$37,700	\$37,700
Cash Outflows					
Investing Activities		\$0	\$0	\$0	\$0
New Fixed Asset Purchases	\$25,018	\$0	\$0	\$15,000	\$0
Additional Inventory	\$12,000	\$1,400	\$1,400	\$1,400	\$1,400
Cost of Goods Sold	\$0	\$0	\$0	\$0	\$0
Operating Activities					
Operating Expenses	\$172,267	\$8,716	\$8,716	\$8,717	\$8,717
Payroll	\$0	\$5,200	\$5,200	\$5,200	\$5,200
Taxes	\$6,000	\$395	\$395	\$395	\$395
Financing Activities					
Loan Payments	\$0	\$100	\$100	\$100	\$100
Owners Distribution	\$200,000	\$18,750	\$18,750	\$18,750	\$18,750
Line of Credit Interest	\$0	\$0	\$0	\$0	\$37
Line of Credit Repayments	\$0				
Dividends Paid	\$0				
Total Cash Outflows	\$53,700	\$34,561	\$34,561	\$49,562	\$34,599

Net Cash Flows	\$0	\$3,139	\$3,139	(\$11,862)	\$3,101
Operating Cash Balance	\$254,567	\$3,139	\$6,278	(\$5,584)	\$3,101
Line of Credit Drawdown	\$0	\$0	\$0	\$5,584	\$0
Ending Cash Balance	\$3,139	\$3,139	\$6,278	\$0	\$3,101
Line of Credit Balance	\$0	\$0	\$5,584	\$5,584	
	MO5	MO6	MO7	MO8	MO9
Beginning Balance	\$3,101	\$6,202	\$0	\$3,063	\$6,126
Cash Inflows					
Cash Sales	\$33,800	\$33,800	\$33,800	\$33,800	\$33,800
Accounts Receivable	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900
Total Cash Inflows	\$37,700	\$37,700	\$37,700	\$37,700	\$37,700
Cash Outflows					
Investing Activities	\$0	\$0	\$0	\$0	\$0
New Fixed Asset Purchases	\$0	\$15,000	\$0	\$0	\$0
Additional Inventory	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400
Cost of Goods Sold	\$0	\$0	\$0	\$0	\$0
Operating Activities					
Operating Expenses	\$8,717	\$8,717	\$8,717	\$8,717	\$8,717
Payroll	\$5,200	\$5,200	\$5,200	\$5,200	\$5,200
Taxes	\$395	\$395	\$395	\$395	\$395
Financing Activities					
Loan Payments	\$100	\$100	\$100	\$100	\$100
Owners Distribution	\$18,750	\$18,750	\$18,750	\$18,750	\$18,750
Line of Credit Interest	\$37	\$37	\$75	\$75	\$75
Line of Credit Repayments					
Dividends Paid					
Total Cash Outflows	\$34,599	\$49,599	\$34,637	\$34,637	\$34,637
Net Cash Flows	\$3,101	(\$11,899)	\$3,063	\$3,063	\$3,063
Operating Cash Balance	\$6,202	(\$5,698)	\$3,063	\$6,126	\$9,188
Line of Credit Drawdown	\$0	\$5,698	\$0	\$0	\$0
Ending Cash Balance	\$6,202	\$0	\$3,063	\$6,126	\$9,188
Line of Credit Balance	\$5,584	\$11,282	\$11,282	\$11,282	\$11,282
	MO10	MO11	MO12	YR2 Totals	MO13

Beginning Balance	\$9,188	\$12,251	\$15,314		\$18,377
Cash Inflows					
Cash Sales	\$33,800	\$33,800	\$33,800	\$405,600	\$43,940
Accounts Receivable	\$3,900	\$3,900	\$3,900	\$46,800	\$5,070
Total Cash Inflows	\$37,700	\$37,700	\$37,700	\$452,400	\$49,010
Cash Outflows					
Investing Activities	\$0	\$0	\$0		
New Fixed Asset Purchases	\$0	\$0	\$0	\$30,000	\$0
Additional Inventory	\$1,400	\$1,400	\$1,400	\$16,800	\$1,600
Cost of Goods Sold	\$0	\$0	\$0	\$0	\$0
Operating Activities					
Operating Expenses	\$8,717	\$8,717	\$8,717	\$104,602	\$0
Payroll	\$5,200	\$5,200	\$5,200	\$62,400	\$7,800
Taxes	\$395	\$395	\$395	\$4,740	\$596
Financing Activities					
Loan Payments	\$100	\$100	\$100	\$1,200	\$100
Owners Distribution	\$18,750	\$18,750	\$18,750	\$225,000	
Line of Credit Interest	\$75	\$75	\$75	\$563	\$75
Line of Credit Repayments				\$0	
Dividends Paid				\$0	
Total Cash Outflows	\$34,637	\$34,637	\$34,637	\$445,305	\$10,171
Net Cash Flows	\$3,063	\$3,063	\$3,063	\$7,095	\$38,839
Operating Cash Balance	\$12,251	\$15,314	\$18,377		\$57,216
Line of Credit Drawdown	\$0	\$0	\$0	\$11,282	\$0
Ending Cash Balance	\$12,251	\$15,314	\$18,377		\$57,216
Line of Credit Balance	\$11,282	\$11,282	\$11,282		\$11,282
	MO14	MO15	MO16	MO17	MO18
Beginning Balance	\$57,216	\$96,054	\$114,893	\$153,731	\$192,569
Cash Inflows					
Cash Sales	\$43,940	\$43,940	\$43,940	\$43,940	\$43,940
Accounts Receivable	\$5,070	\$5,070	\$5,070	\$5,070	\$5,070
Total Cash Inflows	\$49,010	\$49,010	\$49,010	\$49,010	\$49,010

Cash Outflows					
Investing Activities					
New Fixed Asset Purchases	\$0	\$20,000	\$0	\$0	\$0
Additional Inventory	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600
Cost of Goods Sold	\$0	\$0	\$0	\$0	\$0
Operating Activities					
Operating Expenses	\$0	\$0	\$0	\$0	\$0
Payroll	\$7,800	\$7,800	\$7,800	\$7,800	\$7,800
Taxes	\$596	\$596	\$597	\$597	\$597
Financing Activities					
Loan Payments	\$100	\$100	\$100	\$100	\$100
Owners Distribution					
Line of Credit Interest	\$75	\$75	\$75	\$75	\$75
Line of Credit Repayments					
Dividends Paid					
Total Cash Outflows	\$10,171	\$30,171	\$10,172	\$10,172	\$10,172
Net Cash Flows	\$38,839	\$18,839	\$38,838	\$38,838	\$38,838
Operating Cash Balance	\$96,054	\$114,893	\$153,731	\$192,569	\$231,406
Line of Credit Drawdown	\$0	\$0	\$0	\$0	\$0
Ending Cash Balance	\$96,054	\$114,893	\$153,731	\$192,569	\$231,406
Line of Credit Balance	\$11,282	\$11,282	\$11,282	\$11,282	\$11,282
	MO19	MO20	MO21	MO22	MO23
Beginning Balance	\$231,406	\$250,244	\$289,082	\$327,920	\$366,758
Cash Inflows					
Cash Sales	\$43,940	\$43,940	\$43,940	\$43,940	\$43,940
Accounts Receivable	\$5,070	\$5,070	\$5,070	\$5,070	\$5,070
Total Cash Inflows	\$49,010	\$49,010	\$49,010	\$49,010	\$49,010

Cash Outflows					
Investing Activities					
New Fixed Asset Purchases	\$20,000	\$0	\$0	\$0	\$0
Additional Inventory	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600
Cost of Goods Sold	\$0	\$0	\$0	\$0	\$0
Operating Activities					

Operating Expenses	\$0	\$0	\$0	\$0	\$0
Payroll	\$7,800	\$7,800	\$7,800	\$7,800	\$7,800
Taxes	\$597	\$597	\$597	\$597	\$597
Financing Activities					
Loan Payments	\$100	\$100	\$100	\$100	\$100
Owners Distribution					
Line of Credit Interest	\$75	\$75	\$75	\$75	\$75
Line of Credit Repayments					
Dividends Paid					
Total Cash Outflows	\$30,172	\$10,172	\$10,172	\$10,172	\$10,172
Net Cash Flows	\$18,838	\$38,838	\$38,838	\$38,838	\$38,838
Operating Cash Balance	\$250,244	\$289,082	\$327,920	\$366,758	\$405,595
Line of Credit Drawdown	\$0	\$0	\$0	\$0	\$0
Ending Cash Balance	\$250,244	\$289,082	\$327,920	\$366,758	\$405,595
Line of Credit Balance	\$11,282	\$11,282	\$11,282	\$11,282	\$11,282
	MO24	YR3 Totals			
Beginning Balance	\$405,595				
Cash Inflows					
Cash Sales	\$43,940	\$527,280			
Accounts Receivable	\$5,070	\$60,840			
Total Cash Inflows	\$49,010	\$588,120			
Cash Outflows					
Investing Activities					
New Fixed Asset Purchases	\$0	\$40,000			
Additional Inventory	\$1,600	\$19,200			
Cost of Goods Sold	\$0	\$0			
Operating Activities					
Operating Expenses	\$0	\$0			
Payroll	\$7,800	\$93,600			
Taxes	\$597	\$7,161			
Financing Activities					
Loan Payments	\$100	\$1,200			
Owners Distribution		\$0			

Line of Credit Interest	\$75	\$903
Line of Credit Repayments		\$0
Dividends Paid		\$0
Total Cash Outflows	\$10,172	\$162,064
Net Cash Flows	\$38,838	\$426,056
Operating Cash Balance	\$444,433	
Line of Credit Drawdown	\$0	\$0
Ending Cash Balance	\$444,433	
Line of Credit Balance	\$11,282	

Ratio Analysis

Profit and Loss Statement	
Sales	\$312,000.00
Cost of sales	\$36,000.00
Gross margin	\$276,000.00
Overheads	\$94,593.00
Profit before interest tax and amortisation (PBITA)	\$181,407.00
Depreciation	\$1,932.00
Profit before interest and tax (PBIT)	\$179,475.00
Interest	\$5,000.00
Profit before tax	\$174,475.00
Tax	\$5,000.00
Net profit	\$169,475.00

Balance sheet	
Fixed assets	\$25,967.00
Cash	\$100,000.00
Trade debtors	\$25,967.00

Stock	\$0.00
Current assets	\$125,967.00
Trade creditors	\$22,300.00
Current liabilities	\$22,300.00
Working capital	\$103,667.00
Bank overdraft	\$0.00
Loans	\$25,000.00
Borrowings	\$25,000.00
Net assets	\$104,634.00
Capital	\$3,000.00
Reserves	\$75,000.00
Equity	\$78,000.00

Profitability ratios

Gross profit	\$0.88
Overhead ratio	\$0.30
Return on sales	\$0.58
Net profit ratio	\$0.54
Return on capital employed	\$1.38

Efficiency ratios

Asset turnover ratio	\$2.05
Fixed asset turnover ratio	\$12.02
Working Capital ratio	\$0.01

Liquidity ratios

Current ratio	\$5.65
Quick (acid test) ratio	\$5.65

<u>Leverage ratios</u>	
Gearing ratio	\$0.24
Debt equity ratio	\$0.32
Interest coverage ratio	\$35.90

<u>Activity ratios</u>	
Accounts receivable days	\$30.38
Accounts payable days	\$62.33
Stock days	\$0.00

<u>Investor ratios</u>	
Return on equity	\$2.17

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