

**MBA 595 Proposal**

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## **MBA 595 Proposal – Business Plan**

### **Executive Summary**

My proposal is for the idea of creating a cleaning company called “Clean and Sparkle LLC”. A limited Liability Company that provides cleaning services for both, residential and commercial environments. Our residential home cleaning services will give our customers an opportunity to scale our cleaning services as much as they desire with our easy to use schedule service provided on our website. We will give our customers the flexibility they deserve and the additional free time we “all” wish we had, because our main goal is not just cleaning, but to provide an opportunity for busy men and women to spend additional time on more important matters such as their families, kids, and careers while furthering their education.

Our commercial services will give our customers an additional opportunity to reduce their current cost while taking advantage of our long-term experience in the industry as well as the pride all of our employees have to get the job done to your satisfaction. We stride in creating relationships that will last a lifetime and we will do whatever is necessary to obtain and retain our customer’s business while helping them meet the first impression expectations of their own customers.

We also know how concerned our customers may be in terms of the kind of employees Clean and Sparkle hire. Our employees are industry leaders who have been screen and vetted, and we assure you, 100% of your homes and businesses will always be safe during the time we are providing services.

We will also leverage the purchase, payment and scheduling of our services using technology (such as website and possible android apps) to make it easier for our customers, as well as to provide them with opportunities to interact with us. In addition, our customers will know exactly when we enter their homes and when we leave, giving them a chance to talk to us about anything they wish to inform us about before and after our services.

### **Background**

In the United States, the cleaning industry shows a diverse opportunity for opening up a cleaning business whether is residential or commercial. In 2015 there were approx. 875,000 cleaning businesses employing about 3.5 million people in the US. The cleaning industry is very susceptible to economic downturns of the overall economy and between 2008 and 2009 revenue fell around 11%, especially the residential services because is deemed an expendable luxury when times are tough. (Franchise Help, n.d.) However, the economic strength since then have allow the industry to come back and in 2015 this industry generated around \$51 billion dollars. Strong economic activity is forecast for the next 5 years and the Bureau of labor statistics is predicting a growth of almost 6% in employment from 2014-2020. Great on-going opportunities in office and commercial cleaning.

## Research

During our research, we will take in consideration the following:

- Business Startup costs
- Marketing Environment and the economy of our region
- Evaluate and research our competition
- Research, evaluate and select technology
- Consider the regulatory environment – Employee vs Independent Contractor
- Legal and regulatory
- Political
- Sociocultural
- As well as many others aspects such as the market mix, pricing and financial projections.

We will use the internet, social media as well as interviews with current business owners to evaluate the viability and sustainability of our proposed business venture.

## References

CNN Money (n.d.). *Are you middle class?* Retrieved Aug. 16, 2016, from

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