



Commercial Carpet & Tile Cleaning Business Plan- Example

Summary

Description- providing specialty cleaning services to local businesses. New start up independently owned, S-corp with 1 shareholder.

Services- Carpet steam cleaning, tile/grout, low moisture carpet and VCT floor care

Market- All businesses with 10 or more employees located in XYZ County. A focused will be placed on medical, restaurants and churches.

Operations- Most services will use a 2 man team (lead/technician). Local distributor is providing van/equipment brand new and most supplies. Two online suppliers for specialty items and back up. Insurance required is commercial vehicle and liability of \$1 million, plus all payroll taxes.

Back up plan has been established with 2 local contractors for emergencies and overflow work. Initial location is working out of the home office with 2 vans (1 new/1 very used). Minimal inventory of 1 week supply for common detergents/supplies.

Sales & Marketing- an initial target of 1000 businesses will be contacted 4-6 x year through a combination of door to door sales, telephone and direct mail. Research will be done to see search volume in internet marketing space and social media.

Financial- Revenue goals of \$150k a year in new business will be based on a goal of 55% gross profit with the long term goal of 60%. Net profit goal is 20% and long term 25%. Cash reserves of 3x monthly billing must be kept and debt ratio of 1:3 of cash. Debt will only be used for long term purchases of vans, building, large equipment.

Management- determine strength and weaknesses of owners in sales/admin/operations. Seek out professional help through courses, training, equipment selection and hiring of future staff in weak areas.

Breakeven Point