

growthink

Free Cleaning Service Business Plan Template PDF

Written By: Dave Lavinsky

Dave Lavinsky is the Co-Founder and President of Growthink, a premier business advisory firm. With over 25 years of experience in business planning, capital raising, and new venture development, Dave has significantly impacted entrepreneurs and small business owners worldwide. He has assisted over one million clients in creating comprehensive business plans that drive growth and success.

Growthink's [cleaning service business plan template](#) is a comprehensive guide to help entrepreneurs and business owners create a professional and effective plan for their cleaning businesses.

PLEASE READ THIS FIRST:

NOTE: This is the Free version of Growthink's Ultimate Cleaning Service Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts, has been removed from this version. To upgrade to the full, paid version of Growthink's Ultimate Cleaning Service Business Plan Template, please go to <https://businessplantemplate.growthink.com/cleaning/>.

The real version of Growthink's Ultimate Cleaning Service Business Plan Template is much more than a fill-in-the-blanks template. That template professionally guides you step-by-step so you can quickly, easily, and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Cleaning Service Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet, and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

[Company Logo]

(if applicable)

[Company Name]
CLEANING SERVICE BUSINESS
PLAN
[Current Month], [Year]

[Name]

[Title]

[Company Name]

[Address 1]

[Address 2]

[City, State Zip]

Tel: []

Fax: []

Email: []

Website: []

CONFIDENTIAL

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I. Executive Summary

The [Executive Summary](#) should include a summary of the other sections of your business plan, highlighting the key points and your [business goals](#). This section should be concise yet compelling, as it will likely be the first part of your [business plan](#) that potential investors or partners read.

Key Questions to Answer:

- What does your business do?
- What market need does your business solve?
- What are 4-7 reasons why your business will be successful?
- How much capital, if any, are you seeking for your business?

Sample from Growthink's Ultimate Cleaning Service Business Plan Template:

[Company Name], located at [insert location here] is a new home cleaning service providing home and apartment cleaning to its clients. [Company Name] is headed by [Founder's Name], an experienced home cleaner and cleaning services manager.

Services

[Company Name] will focus on providing weekly home cleanings to upper-class residents as well as specialty cleaning services to other clients. These specialty services will include exterior cleaning services (porches, patios, building exteriors) and deep cleaning of homes that have a heavy build-up of debris and garbage (preparation for moving or estate sales).

The founder, [Founder's Name], will also develop proposals for cleaning services specific to the needs of the client and the amount of space to clean. [Founder's Name] will write newsletters to clients describing the best practices in home cleaning, reviewing new products, and answering frequently asked client questions.

II. Company Overview

The [Company Overview](#) section should provide a brief history and description of your company, as well as any current or future partnerships or alliances. This section should also include a [mission statement](#) and an overview of your unique selling proposition (USP).

Company Profile

- Where are you located?
- When were you formed?
- What is your legal entity form?

Company Vision/Mission Statement

- What goals is your company trying to achieve?

Past Accomplishments

- What successes has your company already achieved?

Sample from Growthink's Ultimate Cleaning Service Business Plan Template:

[Company Name], located at [insert location here] is a new home cleaning service providing home and apartment cleaning to its clients. [Company Name] is headed by [Founder's Name], an experienced home cleaner and cleaning services manager.

While [Founder's Name] has been in the cleaning services sector for some time, it was in [month, year] that he decided to launch [Company Name]. Specifically, during this time, [Founder] met with a former friend and fellow independent cleaning services provider in Fort Lauderdale, FL who has had tremendous success. After discussing the business at length, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

Specifically, the customer demographics and competitive situations in the Fort Lauderdale location and in his hometown were so similar that he knew the business

would work. After surveying the local population, [Founder's name] went ahead and founded [Company Name].

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III. Industry Analysis

For the [Industry Analysis](#) section, you will need to [conduct market research](#) and present an overview of the market in which your business operates. This includes identifying your target market, analyzing current trends and potential challenges, and examining competitors.

Market/Industry Overview

- In what market(s) do you compete?

Market/Industry Trends

- What are the key market trend(s) and how does that affect you?

Relevant Market Size

- How large is your relevant market (the # of customers who can realistically buy from you)?

Sample from Growthink's Ultimate Cleaning Service Business Plan Template:

The cleaning services industry is generally strongly correlated with the strength of the real estate market. However, last year, according to Freedonia, the commercial and residential contract cleaning services market was \$48.4 billion in the US. Freedonia reports that the market will grow at 5.3 % annually for the next three years and that "gains will be driven by the shift toward "do-it-for-me" cleaning services in the residential market and by the outsourcing of non-core functions in the non-residential market."

This industry includes nonresidential interior buildings, residential interiors, swimming pools, street and parking lots, exterior buildings, chimneys, transportation equipment, windows, and more. Within the residential interior segment, some providers specialize in areas such as carpets, kitchens, walls, and floors. Major competitors include Jani-King, COVERALL CLEANING CONCEPTS, ServiceMaster, JAN-PRO, ABM Industries, CleanNet USA, and Chem-Dry, although local markets are often dominated by small businesses.

IV. Customer Analysis

The [Customer Analysis](#) section will include a detailed description of your target customers, including demographic information, needs, buying behavior, and purchasing preferences. This section should also highlight the potential growth and retention strategies for acquiring and retaining customers.

Customer Needs

- What are the key needs of your target customers?

Target Customer Profile

- Who are your target customers? Give a detailed demographic profile.

Sample from Growthink's Ultimate Cleaning Service Business Plan Template:

The Company will primarily target the following three customer segments:

1. **Middle- and Upper-Class Homeowners:** The area in which the Company will operate has a significant population of homeowners. Many homes have two working parents with limited time to keep up with housekeeping and cleaning. Even homes with one parent staying at home can have a need for regular cleaning services or specialty services from time to time, especially when there are three or more children to care for.
2. **Wealthy Renters:** Many wealthy singles and couples choose to rent apartments and homes rather than buy because of a temporary living situation in [company location]. These renters tend to work long hours at consulting companies, banks, and financial services and do not have the time or interest to clean their apartments regularly.
3. **Apartment Management Companies:** There are five apartment buildings in the vicinity that may be interested in outsourcing their cleaning services for apartment units when they are vacated.

V. Competitive Analysis

The [Competitive Analysis](#) section will provide a detailed overview of your competitors, including their [strengths and weaknesses](#). This section should also highlight how your company differentiates itself from the competition.

Direct Competitors

- Who are your direct competitors? What are their strengths and weaknesses?

Indirect Competitors

- Who are your indirect competitors? What are their strengths and weaknesses?

Competitive Advantage

- What are your competitive advantages? Are these sustainable (can competitors emulate them)?

Sample from Growthink's Ultimate Cleaning Service Business Plan Template:

The following two cleaning services firms are estimated to serve 50% of the house cleaning services customers within a 10-mile radius of [Company Name], as determined by a survey of 100 homes. Independent housekeepers are used by many more, although the exact number is difficult to determine.

King's Cleaning

King's Cleaning is an established local business and home cleaning service that has been in operation for ten years. The company earns approximately half of its revenue through residential cleaning and half through business and office cleaning. [Founder's Name] is very familiar with this competitor, having served as its sales manager for the past five years.

King's customer reviews are often mixed. There are often reports of cleanings being incomplete. While King's does send crews back to redo any shoddy work, their reputation has been damaged by these incidents over time.

[Company Name] will create a brand built around the specific cleaning needs of homeowners and renters rather than serving both home and business owners.

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VI. Marketing Plan

In the [Marketing Plan](#) section, you will outline your strategies for promoting and selling your products or services. This includes identifying target markets, pricing strategies, distribution channels, and promotional tactics.

Branding

- What is your desired brand positioning?

Promotions Plan

- How do you plan to promote your company's products and/or services?

Sample from Growthink's Ultimate Cleaning Service Business Plan Template:

[Company Name] will use several strategies to promote its name and develop its brand. By using an integrated marketing strategy, [Company Name] will win clients and develop consistent revenue streams.

The [Company Name] Brand

The [Company name] brand will focus on the Company's unique value proposition:

- Client-focused home cleaning services, that treat each home individually and get the job done right the first time
- Service built on long-term relationships
- Big-firm expertise in a small-firm environment

Promotions Strategy

Targeted Cold Calls

[Company Name] will initially invest significant time and energy into contacting potential clients via telephone. In order to improve the effectiveness of this phase of the marketing strategy, a highly focused call list will be used; targeting individuals in homes who are most likely to demand the services of a cleaning company. As this is a very time-consuming process, it will primarily be used during the startup phase to build an initial client base.

VII. Operations Plan

The [Operations Plan](#) should include details about your day-to-day operations, including location and facilities, equipment and technology needed, and staffing requirements. This section should also outline your production processes and any necessary inventory management systems.

Key Operational Processes

- What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?

Business Milestones

- What milestones will you need to accomplish over the next 1-3 years in order to achieve success?

Sample from Growthink's Ultimate Cleaning Service Business Plan Template:

[Company Name] will carry out its sales operations through phone calls and home visits/consultations. House cleanings will be scheduled within time ranges (i.e. 10 am – 4 pm Wednesday) rather than at exact times to allow leeway for jobs that may be longer or shorter than expected. After clients are served a number of times, appointments will be scheduled more tightly together based on the average service time for each home.

The headquarters will not be used for client meetings, allowing savings on the renovation costs needed for this space. This space will house the three full-time, non-cleaning staff as well as cleaning supplies for the cleaning staff. Cleaning staff will be required to travel to client homes in their own vehicles and will be reimbursed for travel expenses.

[Founder's Name] will work as the primary salesperson for the company's services, although the assistant manager and administrative assistant may be trained in sales activities over time. The assistant manager will manage company operations, under [Founder's Name]'s supervision. The administrative assistant will handle basic scheduling work for the assistant manager, as well as light bookkeeping, answering phones, and organizing human resources.

VIII. Management Team

The [Management Team](#) section of the business plan must prove why the key company personnel are “eminently qualified” to execute the [business model](#).

Management Team Members

- Who are the key members of your management team?

Management Team Gaps

- Who do you still need to hire?

Sample from Growthink’s Ultimate Cleaning Service Business Plan Template:

[Company Name]’s most valuable asset is the expertise and experience of its founder, [Founder’s Name]. [First name] has been a cleaning services manager for the past 15 years. He has spent much of his career working with Regal Hotel Management, where he oversaw housekeeping operations for fifteen hotels. At Regal, [First name] learned the requirements for detailed cleaning from both a technical and customer service perspective.

[First name] spent the more recent portion of his career at a smaller firm, King’s Cleaning, where he sold cleaning services worth over \$1 million to homes and businesses over the past five years. During this time, he witnessed firsthand successes and failures in service operations and service quality, while developing deep expertise as a customer service representative.

IX. Financial Plan

The Financial Plan will include financial projections for your business, including income statements, balance sheets, and cash flow statements. This section should also highlight any [assumptions](#) made in creating the [financial projections](#).

Revenue Model

- In what ways do you generate revenues?

Financial Highlights

- What are your topline 5-year financial projections?

Go to <https://businessplantemplate.growthink.com/cleaning/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- How much money do you need to start and/or run your business? What are the primary uses of these funds?

Sample from Growthink's Cleaning Service Business Plan Template:

[Company Name]'s revenues will come primarily from cleaning fees to residential clients.

[Company Name]'s main revenue streams will be:

Capital Requirements and Use of Funds

[Company Name] is seeking a total funding of \$92,000 of debt capital to open its cleaning business. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

Specifically, these funds will be used as follows:

- Headquarters design/build: \$46,000

- Working capital: \$46,000 to pay for marketing, salaries, and lease costs until [Company Name] reaches break-even

Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
Total Revenues	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
Expenses & Costs					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$1,375,530	\$1,561,763	\$1,866,977	\$2,027,436	\$2,107,349
EBITDA	\$604,595	\$1,270,268	\$1,542,183	\$1,756,011	\$1,993,364
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
EBIT	\$231,835	\$897,508	\$1,169,423	\$1,383,251	\$1,620,604
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
PRETAX INCOME	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
NET INCOME	\$43,585	\$489,661	\$679,794	\$832,171	\$999,839
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

X. Appendix

The [Appendix](#) is used to support the rest of the business plan.

Include the following (if applicable) in the Appendix:

- Projected [Income Statements](#), [Balance Sheets](#) and [Cash Flow Statements](#)
- Technology: Technical drawings, patent information, etc.
- Product/Service Details
- Partnership and/or Customer Letters
- Expanded Competitor Reviews
- Customer Lists

Sample from Growthink's Ultimate Cleaning Service Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5-Year Annual Income Statement
- 5-Year Annual Balance Sheet
- 5-Year Annual Cash Flow Statement
- Quarterly Income Statement for the First 3 Years
- Quarterly Balance Sheet for the First 3 Years
- Quarterly Cash Flow Statement for the First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

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