



Clean Big Apple:

Executive Summary

- **Clean Big Apple:** A New York City-based cleaning company specializing in eco-friendly cleaning solutions for offices and commercial spaces.
- **Eco-Friendly Focus:** Utilization of environmentally safe cleaning materials to promote sustainability and appeal to eco-conscious clients.
- **Local Employment:** Hiring of local contractors, providing them with necessary equipment to foster community employment and growth.

Market Overview

- **Target Market:** Commercial entities in NYC seeking green cleaning services.
- **Competitive Edge:** Emphasis on eco-friendly practices to differentiate from traditional cleaning services.
- **Growth Potential:** Increasing demand for sustainable business operations presents significant market opportunities.

Financial Projections

- **Startup Costs:** Estimated initial investment of \$10,000 covering equipment, materials, and marketing.
- **Revenue Streams:** Service fees from cleaning contracts with potential for expansion into related eco-services.
- **Break-even Analysis:** Detailed projections to be developed based on market rates and operational costs.