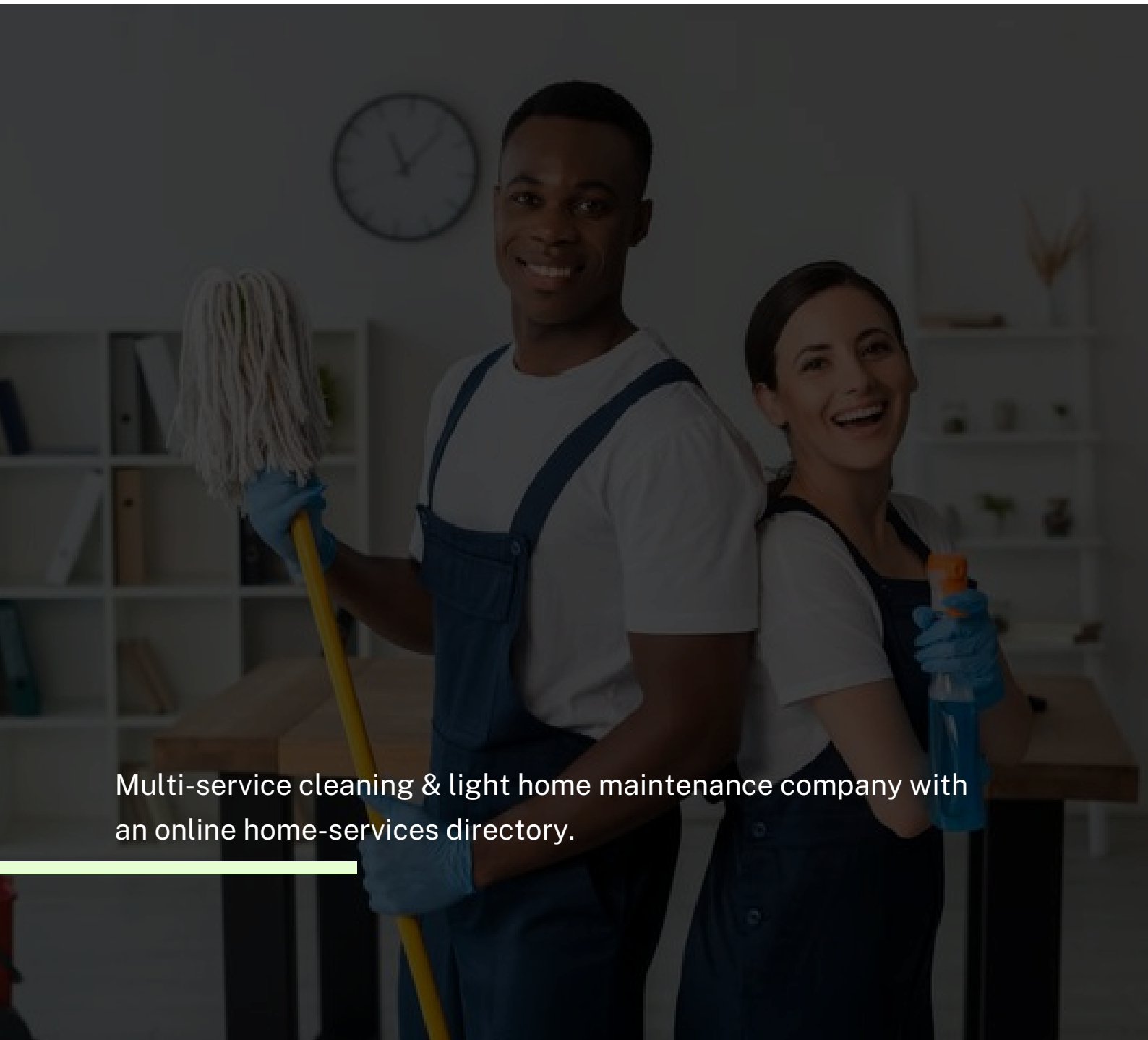


Cleaning Company Business plan

MODULE

A photograph of a man and a woman, likely cleaners, standing in a room. The man is on the left, wearing a white t-shirt and blue overalls, holding a mop. The woman is on the right, also in a white t-shirt and blue overalls, holding a spray bottle. They are both smiling. The background shows a clock on the wall and some shelves.

Multi-service cleaning & light home maintenance company with an online home-services directory.

Executive Summary

BUSINESS NAME:...**BUSINESS TYPE:**

Multi-service cleaning & light home maintenance company with an online home-services directory.

VISION:

Become the leading household and small business cleaning + home maintenance service in Madagascar, and launch a trusted online directory for all home services.

PROBLEM STATEMENT:

- Busy urban households, offices, and Airbnb rentals lack access to reliable professional cleaning and maintenance.
- Informal cleaners dominate the market but provide inconsistent service.
- Property owners struggle to maintain homes or apartments without time-consuming DIY work.

SOLUTION:

- Multi-service cleaning packages (Basic, Deep, Premium “Back to New”, Move-In/Move-Out).
- Optional add-on services (laundry, ironing, gardening, pest control, vehicle cleaning).
- Online home-services directory for plumbers, electricians, gardeners, carpenters, and other maintenance professionals.

MARKET OPPORTUNITY:

- Antananarivo: ~500,000 urban households + 10,000 commercial properties.
- Airbnb & rental growth increasing demand for professional cleaning.
- Growing demand for home-maintenance services across Madagascar.

UNIQUE VALUE PROPOSITION

- First structured cleaning + maintenance service with clear service packages, trained staff, and premium “Back to New” refresh option.
- Convenience: multi-service, bundled offerings, online booking.
- Directory integration: customers can find vetted home-maintenance professionals.

FINANCIAL SNAPSHOT (Year 1 projected):

- Monthly revenue: ~8,400,000 MGA
- Monthly net profit: ~3–4 million MGA
- Break-even expected within 6–8 months

Market Analysis

MARKET OVERVIEW:

- Madagascar urbanization is increasing, leading to higher demand for cleaning & home maintenance.
- Homeowners and Airbnb operators need reliable, professional service providers.

COSTUMER SEGMENTS:

1. **Residential:** families, apartments, townhouses, villas.
2. **Commercial:** offices, clinics, schools, small shops, restaurants.
3. **Real Estate:** rental turnover, property staging, pre-sale maintenance.

COMPETITOR ANALYSIS:

Competitor	Services Offered	Pricing	Gaps
Informal cleaners	House cleaning	20–40k MGA	Unreliable, inconsistent
Local small agencies	Home & office cleaning	50–150k MGA	Limited packages, no premium service
International cleaning franchises	N/A	200–500k MGA	Not available locally

MARKET TRENDS:

- Rentals growing in Antananarivo
- Busy professionals prefer outsourced cleaning
- Increasing awareness of hygiene and eco-friendly products
- Small business directory services gaining traction

PAIN POINTS SOLVED:

- Reliable, trained personnel
- Transparent pricing
- Convenience: multiple services in one provider
- Home refresh without full renovation

Services Overview

A- Home Cleaning Packages

Package	Services Included	Duration	Price (MGA)
Basic / Standard	Sweeping, mopping, dusting, bed making, bathroom & kitchen light cleaning, trash emptying	1–3 hrs	...
Comfort / Medium	Basic + vacuum carpets, change bed sheets, full kitchen cleaning, windowsills & baseboards	2–4 hrs	...
Premium VIP	Comfort + deep bathroom & kitchen scrub, interior windows, balcony & outdoor areas, light ironing	3–5 hrs	...

B. Deep Cleaning Packages

Package	Services Included	Duration	Price (MGA)
Standard Deep Clean	High dusting, behind furniture, tiles & grout scrubbing, appliance interior cleaning, disinfection	4–8 hrs	...
Move-In / Move-Out	Full deep clean, cabinets, windows, appliance cleaning, outdoor areas	5–9 hrs	...

Services Overview

C. PREMIUM “BACK TO NEW”

- **Purpose:** Restore a home’s appearance with cleaning + small repairs + cosmetic touch-ups
- **Includes:** Deep cleaning, minor repairs (door handles, plumbing, electrical), wall touch-ups, polishing, outdoor refresh
- **Custom quote (Devis):** ... MGA depending on house size and work required

D. ADD-ON SERVICES

- Laundry & ironing
- Sofa & mattress deep cleaning
- Carpet shampooing
- Gardening
- Pest control
- Pool cleaning
- Vehicle interior cleaning

Operations Plan

TEAM STRUCTURE

Role	Quantity	Responsibilities
Cleaners	4-30	Daily cleaning, deep cleaning tasks
Maintenance Technician	1-5	Premium service repairs, touch-ups
Team Leader	1-5	Supervise cleaning teams
Admin / Booking	1-2	Scheduling, customer service
Driver	1-2	Transport of staff & equipment
Sales / Marketing	1-2	Lead generation, partnerships

EQUIPEMENT AND INVENTORY

- Vacuum cleaners, mops, buckets, microfiber cloths, pressure washers
- Cleaning detergents, disinfectants, polishing products
- PPE: gloves, masks, uniforms

Operations Plan

WORK FLOW

- Client books online or via phone
-
- Booking system assigns team
-
- Staff check equipment & supplies
-
- Cleaning / maintenance service delivered
-
- Supervisor verifies quality
-
- Customer feedback & review logged

QUALITY CONTROL

- Checklist per service package
- Spot checks by supervisor
- Customer satisfaction surveys
- Internal audit monthly

Marketing & Sales Strategy

QUALITY CONTROL

- Online Channels: Facebook, Instagram, Google My Business, WhatsApp Business
- Offline Channels: Flyers, partnerships with apartments, real estate agencies, Airbnb hosts
- Promotions: Referral discounts, bundle packages, first-time customer offers
- Directory Monetization: Paid listings, featured placements, lead generation fees
- Expected Leads: 20-40 per week via online + referrals

Financial Plan

STARTUP COSTS (MGA)

Item	Cost
Equipment	3,500,000
Cleaning Products	500,000
Pressure Washer	1,000,000
Uniforms	300,000
Marketing	400,000
Transport	500,000
Miscellaneous	300,000
Total	6,500,000

Financial Plan

Monthly Revenue Projection (Year 1)

Service	Avg Price	Orders/Month	Revenue
Home Cleaning	40k	40	1,600,000
Deep Cleaning	250k	10	2,500,000
Premium Back-to-New	700k	3	2,100,000
Move-In / Move-Out	400k	4	1,600,000
Add-ons	—	—	600,000
Total	—	—	8,400,000

Financial Plan

Expenses

Expense	Amount
Salaries	3,500,000
Transport	400,000
Cleaning Products	400,000
Marketing	200,000
Maintenance	150,000
Data / Phone	50,000
Total	4,700,000

Net Profit: 3.7 million MGA per month

Break-Even Analysis: ~40 standard cleaning orders/month + 10 deep cleaning services/month to cover costs

Recruitment & HR

- **Year 1:** 4 cleaners, 1 technician, 1 admin
- **Year 2:** Expand to 8 cleaners, 2 technicians, 1 supervisor
- **Year 3:** Add 12–15 cleaners, sales/operations manager
- **Year 4:** Gardeners, pool maintenance, senior technicians, HR coordinator
- **Year 5:** 25–30 cleaners, branch managers, logistics, marketing leads

TRAINING MODULES

- Cleaning techniques, deep cleaning, safety
- Soft skills & customer service
- Advanced technician skills (painting, minor repairs, plumbing, electrical)
- Certification system: Bronze → Platinum

CAREER PATH: Cleaner → Senior → Team Leader → Supervisor → Operations Manager

Technology & Website Platform

WEBSITE STRUCTURE

- Home page: services + directory
- Cleaning services page: detailed packages + booking
- Directory page: plumbers, electricians, gardeners, etc. with filters & reviews
- Blog/FAQ for SEO & credibility

FEATURES

- Online booking & quote requests
- Ratings & reviews
- Directory monetization: premium listings & lead fees
- WhatsApp & mobile integration

Growth & 5-Year Roadmap

Year	Focus	Key Goals
1	Launch	Build client base, marketing, small directory
2	Stabilize	Expand teams, refine services, directory growth
3	Expansion	Introduce Premium, offices, Airbnb, more cities
4	Diversification	Add gardening, pool services, internal academy
5	Scaling	Franchises, second branch, online marketplace spin-off

Risk Assessment & Mitigation

Risk	Mitigation
Staff turnover	Training, incentives, career path
Equipment failure	Regular maintenance, backup supplies
Cash flow issues	Track AR/AP, flexible payment plans
Competition	High service quality, branding, loyalty
Reputational	Quality audits, client feedback system