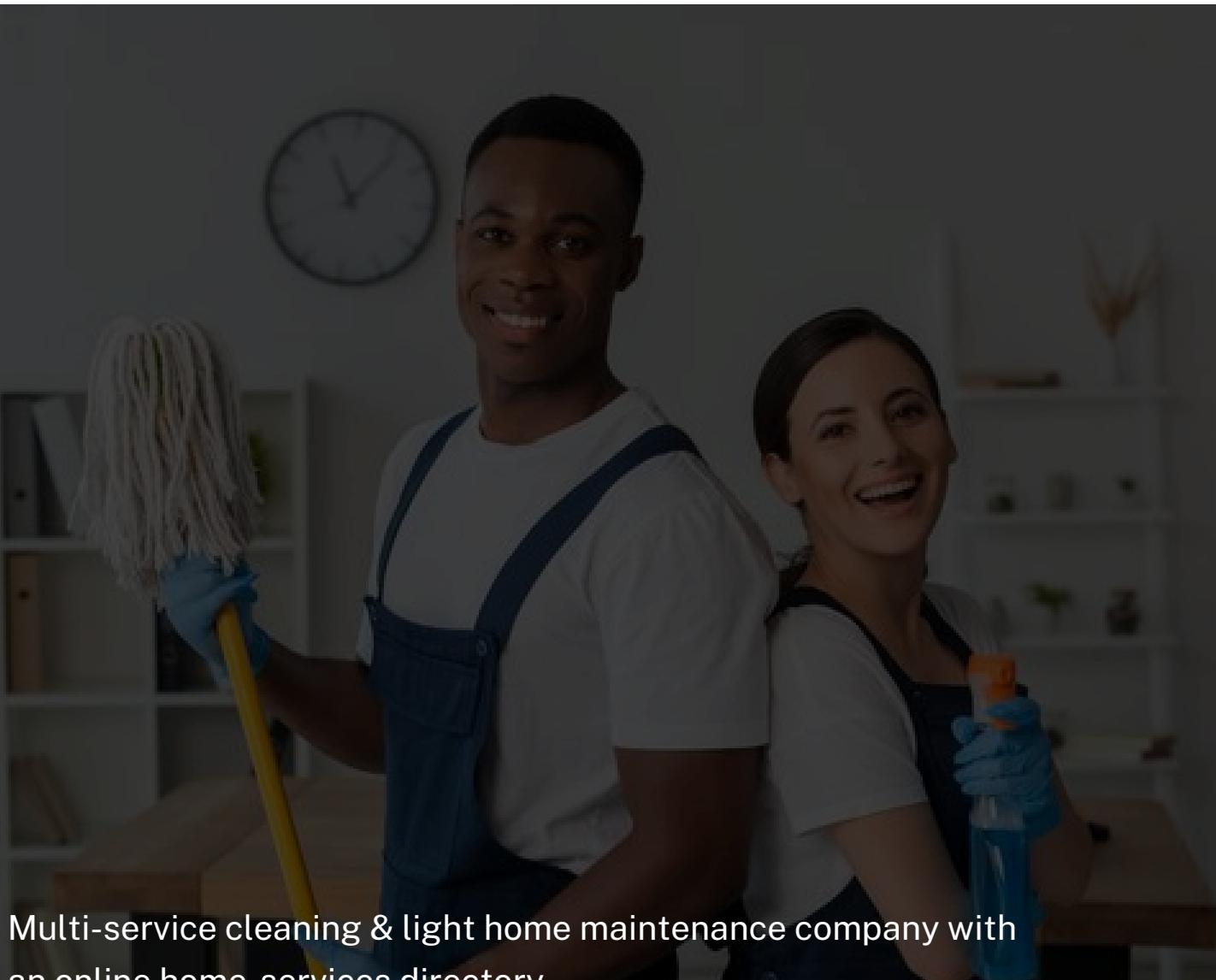


# Cleaning Company Business plan

MODULE



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

## EQUIPMENT 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