

BIN BLAST CO. — OFFICIAL BUSINESS PLAN (2026 LAUNCH)

1. EXECUTIVE SUMMARY

Bin Blast Co. is a residential and commercial trash can cleaning service based in Georgia, launching in Peachtree City and Fayetteville with future expansion into surrounding counties and eventual franchising. The company provides high-pressure sanitation, eco-friendly cleaning solutions, and subscription-based services. Operations are supported by a custom Next.js website that automates customer onboarding, address verification, subscription management, route creation, and employee assignments.

2. BUSINESS STRUCTURE

Phase 1 (2026):

- Register Georgia LLC.
- Launch Fayette County operations.
- Build custom website system.
- Acquire 150 recurring customers.
- Elect S-Corp once annual profit exceeds \$70,000.

Phase 2 (2027):

- Expand into Henry, Clayton, and Coweta counties.
- Purchase first enclosed trailer.
- Hire 3–5 employees.

Phase 3 (2028–2029):

- Add company-branded vehicles.
- Expand commercial services.
- Begin franchise onboarding.

3. SERVICES AND PRICING

One-Time Cleaning:

- \$35 for the first bin.

- \$10 for each additional bin.

Premium Twice-a-Month Plan:

- \$65 per month for the first bin.
- \$10 for each additional bin.

Bi-Monthly Plan:

- \$50 for the first bin.
- \$10 per additional bin.

Quarterly Plan:

- \$60 for the first bin.
- \$10 per additional bin.

4. WEBSITE SYSTEM (NEXT.JS)

The custom platform includes:

- Homepage with service overview.
- Address finder to determine county and trash pickup schedule.
- Subscription builder with automated price calculation.
- Stripe checkout and customer portal.
- Employee route app for job tracking and photo uploads.
- Admin dashboard for route control, customer data, and analytics.

5. OPERATIONS SYSTEM

Customer Flow:

1. Customer visits the website.
2. Enters address and receives trash pickup day.
3. Selects subscription plan and number of bins.
4. Chooses available cleaning day.

5. Completes Stripe subscription checkout.
6. Receives reminders before service day.
7. Employee completes service and uploads photos.
8. Customer receives before and after images.

Employee Setup:

- Employees use their own vehicles.
- Company provides pressure washer, tank, chemicals, PPE, and branding.
- W2 employment recommended for legal structure and operational control.

6. INITIAL SERVICE ZONES

Fayette County divided into:

- Zone A: Peachtree City.
- Zone B: Fayetteville.
- Zone C: Tyrone and North Fayette areas.

7. EQUIPMENT ROLLOUT

Phase 1 (2026):

- Pressure washer setup.
- 50 to 100 gallon tank.
- Eco-safe chemicals.
- Branded uniforms.

Phase 2 (2027):

- Company trailers.
- 300 to 500 gallon tank upgrades.
- Hot water systems.

Phase 3 (2028–2029):

- Full branded sanitation trucks with bin lift systems.

8. MARKETING STRATEGY

Digital:

- Facebook and Instagram ads.
- Local SEO and Google Business optimization.
- TikTok before and after content.
- Google Local Service Ads.

Offline:

- Door hangers and flyers.
- HOA meetings.
- Farmers market presence.
- Referral cards.

9. FINANCIAL FORECAST

Startup Costs:

- LLC Registration: \$100
- Website Development: \$0 to \$300
- Washer and Tank Setup: \$1,200
- Chemicals: \$300
- Marketing: \$1,500

Total Estimated Startup Cost: \$3,100

10. GROWTH TIMELINE

2026:

- 150 recurring customers.

- 1 to 2 employees.

- S-Corp election.

2027:

- Expansion to 3 additional counties.

- Trailer acquisition.

- 3 to 5 employees.

2028:

- Company vehicle acquisition.

- Commercial service expansion.

2029:

- Franchise system rollout.

This business plan outlines the structure, pricing, operations, equipment, and growth strategy necessary for launching and scaling Bin Blast Co. as a top-tier trash can cleaning company in Georgia with long-term franchising potential.