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1. EXECUTIVE SUMMARY

All Things Clean, LLC (ATC) is a new small company located in Joliet, IL. ATC's emphasis will be on providing commercial cleaning services from office buildings to coin operated laundromats.

1.1 Objectives

1. To be viewed as a premium commercial cleaning service and state of the art coin laundry operator.
2. Cleaning Services
 - a. To maintain gross cleaning service contracts of \$200k per year
 - b. To maintain a gross profit margin of greater then 90%
 - c. To maintain a net profit margin of greater then 15%

Coin Operated Laundromat

- a. Two locations: store 1, in year 2 of ACT's life cycle, store 2, year 4
- b. To maintain gross coin laundry sales of \$500k per year
- c. To maintain a gross profit margin of greater then 90%
- d. To maintain a net profit margin of greater then 15%

1.2 Mission

All Things Cleaned, LLC mission is to obtain and maintain a happy growing customer base by providing top quality and state of the art commercial cleaning services and laundry facilities.

(**Note:** Future plans and development of the coin operated laundry facilities will TBD at a later date. For the remainder of this business plan the focus will be on the Jan-Pro Cleaning System franchise.)



2. COMPANY SUMMARY

The company is solely owned and operated by [REDACTED] and will be funded by an initial investment of \$4,150. ACT will be a state of Illinois registered Limited Liability Corporation.

2.1 Start-Up Summary

All Things Cleaned, LLC (ATC) will purchase and operate a Jan-Pro Cleaning Systems franchise. The Jan-Pro franchise will be a single business entity operating under the ATC Corporation.

The purchase price of the franchise will be \$2,520. At this purchase price, Jan-Pro will guarantee service contracts with a gross value of \$5,000 per year. This will be an all cash transaction with no additional financing required.

The Jan-Pro Cleaning Systems franchise will focus on small to mid-size office buildings. These office sites will be located in the following Illinois cities Joliet, Plainfield, Bolingbrook, Romeoville, and Naperville.

An attorney and accountant will be hired and retained through prepaid legal and accounting agreements. Initial tasks for both parties will be to verify the legality and soundness of the Jan-Pro franchise system.

Franchise operations will be conducted from the basement of [REDACTED], Shorewood, IL. Initially all tasks pertaining the actual cleaning service and business administrative requirements will be performed by [REDACTED].



COMPANY SUMMARY Continued

2.2 START-UP COST

	Expenses	Investment
Investment		
Franchise Cost		\$ 2,520.00
Operating Capital		<u>500.00</u>
Total Capital Investment		\$ 3,020.00
Expenses		
Insurance	150.00	
Legal	300.00	
Accounting	150.00	
Stationery & Business Cards	60.00	
Equipment (see Equipment List)		
Advanced Equipment Package	<u>470.00</u>	
Loss at Start-Up		<u>1,130.00</u>
Total Start-Up Cost		\$ 4,150.00



3. SERVICES

3.1 Jan-Pro Cleaning Systems

Services

1. Office Cleaning
2. Restroom Cleaning
3. Hard Floor Care
4. Carpet Care
5. Window Cleaning



4. MARKET ANALYSIS

4.1 Market Analysis Summary

All Things Cleaned, LLC will service the following Chicago, Illinois suburbs Joliet, Plainfield, Bolingbrook, Romeoville, and Naperville. These cities located South and Southwest of Chicago are experiencing significant residential and commercial growth.

Due to high demand and a shortage of commercial cleaning services, there is currently an unlimited growth potential within the industry. In addition the industry is:

- Recession resistant and stable
- A \$100 billion industry and one of the fastest growing industries in North America

4.2 Market Segments

- Office Complexes
- Banks
- Retail Shopping Centers
- Industrial Facilities
- Medical Centers
- Educational Facilities

4.3 Competition

- Other cleaning services franchises or independents
- In house cleaning staffs
- Do-it themselves customers

4.4 Jan-Pro

Insert Jan-Pro's market analysis



5. STRATEGY AND IMPLEMENTATION SUMMARY

5.1 March 2011 Through June 2011

All Things Cleaned, LLC (ATC) will maintain a Jan-Pro franchise at the \$5,000 yearly gross level. During this period, [REDACTED] will function as both manager and laborer for the company. The intent here is to achieve two goals:

1. To learn and become an expert of the cleaning service process
2. To build the company's capital base prior to hiring employees

Strategically ACT will seek out a single building contract or 2 to 3 small buildings that are within close geographical proximity to each other. Service to these buildings will be provided evenings after 6:00 PM.

5.2 July 2011 Through September 2011

ATC will invest in and maintain a Jan-Pro franchise at the \$35,000 yearly gross level. During this period, [REDACTED] will function as both manager and laborer for the company.

5.3 September 2011 Through January 2011

ATC will invest in and maintain a Jan-Pro franchise at the \$50,000 yearly gross level. During this period, [REDACTED] will function as both manager and laborer for the company.

5.4 January 2012 Through June 2012

ATC will invest in and maintain a Jan-Pro franchise at the \$85,000 yearly gross level. ACT will hire and maintain a staff of 3 part-time employees. [REDACTED] will continue to function as both manager and laborer for the company.

Larger and more geographically dispersed contracts will be sought is the Joliet, Plainfield, Bolingbrook, Romeoville, and Naperville areas.

5.5 July 2012

ATC will invest in and maintain a Jan-Pro franchise at the \$125,000 yearly gross level. ACT will hire and maintain a staff of 4 part-time employees. [REDACTED] will continue to function as both manager and laborer for the company.

Larger and more geographically dispersed contracts will be sought is the Joliet, Plainfield, Bolingbrook, Romeoville, and Naperville areas.



6. MANAGEMENT SUMMARY

All Things Clean, LLC will be established under a Limited Liability structure. It will be managed and operated by [REDACTED]. [REDACTED] has over 15 years of management, budget, communication, and supervision experience. He will be responsible for implementation of long term strategy and day to day operations of all business within the ACT group.

6.1 Organizational Structure

Limited Liability Corporation

6.2 Management Team

[REDACTED]

6.2 Management Team Gaps

1. Legal Consulting – Mitigation: Will employ through a pre-paid agreement.
2. Tax Accounting Consulting – Mitigation: Will employ through a pre-paid agreement.

6.4 Personnel Plan

- | | |
|--------------|---|
| September 06 | <ul style="list-style-type: none">• 1 part-time employees• 20 hours per week• \$600 per month• ACT will employ contractors. This will allow the company to pay higher salaries while avoiding the costs associated with employees. |
| January 07 | <ul style="list-style-type: none">• 3 part-time employees• 20 hours per week• \$600 per month• ACT will employ contractors. This will allow the company to pay higher salaries while avoiding the costs associated with employees. |
| July 07 | <ul style="list-style-type: none">• 4 part-time employees• 20 hours per week• \$600 per month• ACT will employ contractors. This will allow the company to pay higher salaries while avoiding the costs associated with employees. |



7. FINANCIAL PLAN

7.1 Important Assumptions

That Jan-Pro will provide service contracts in accordance with its franchise agreement that will meet the yearly gross revenue assumed in the profit and loss projections.

7.2 Projected Profit and Loss

	Monthly Operating Expenses	Monthly Revenue
Franchise		
Projected Monthly Revenue		\$ 417.00
Franchise Fee (5% of gross revenue)	\$ 21.00	
Management Fee (10% of gross revenue)	<u>42.00</u>	
		<u>(63.00)</u>
Sub Total		\$ 354.00
Operating		
Salaries	\$ 000.00	
Insurance (5.7% of gross revenue)	24.00	
Cleaning Supplies	20.00	
Cell Phone	20.00	
Broadband	20.00	
Gasoline	30.00	
Prepaid Legal Service	20.00	
Misc	<u>20.00</u>	
Sub Total		<u>(154.00)</u>
Expected Net Income		\$ 200.00



FINANCIAL PLAN Continued

7.3 Long Term Plan

	July 06		September 06		January 07		July 07	
Franchise	35K (Investment \$10,000)		50K (Investment \$3,750)		85K (Investment \$8,750)		125K (Investment \$10,000)	
Projected Monthly Revenue		\$ 2,917		\$ 4,167		\$ 7,083		\$ 10,417
Franchise Fee (5% of gross revenue)	\$ 146		\$ 208		\$ 354		\$ 521	
Management Fee (10% of gross revenue)	292	(438)	417	(625)	708	(1,062)	1,042	(1,563)
Sub Total		\$ 2,479		\$ 3,542		\$ 6021		\$ 8853
Operating								
Salaries	1500 ¹		2400 ²		3600 ³		5400 ⁴	
Insurance (5.7% of gross revenue)	166		202		404		594	
Cleaning Supplies	75		75		75		75	
Cell Phone	60		60		60		60	
Answering Service	50		50		50		50	
Broadband	50		50		50		50	
Gasoline	75		75		75		75	
Prepaid Legal Service	40		40		40		40	
Misc	40	(560)	40	(2,996)	40	(4,394)	40	(6,384)
Expected Net Income		\$ 419		\$ 546		\$1,627		\$2,469

¹ Includes \$1,500 per month salary to [REDACTED].

² Includes \$600 per month for 1 part-time employees working 20 hrs per week at a contractor rate of \$7.50 per hour. \$1,800 per month salary to [REDACTED].

³ Includes \$1,800 per month for 3 part-time employees working 20 hrs per week at a contractor rate of \$7.50 per hour. \$1,800 per month salary to [REDACTED].

⁴ Includes \$2,400 per month for 4 part-time employees working 20 hrs per week at a contractor rate of \$7.50 per hour. \$3,000 per month salary to [REDACTED].



Appendix A: Equipment List

Equipment	Included	Equipment	Included
Back Pack Vacuum	Yes	Furniture Polish	Yes
Micro Fiber Kit	Yes	All Purpose Cleaner	Yes
Wet Dry Vacuum	No	Metal Cleaner	Yes
Carpet Cleaner	No	Glass Cleaner	Yes
Upright Vacuum	Yes	Carpet Spot Remover	Yes
Dust Mop	Yes	Deodorizing Cleaner	Yes
Wool Duster	Yes	Floor Cleaner	Yes
High Duster	Yes	Dust Pan and Brush	Yes
Mop Bucket w/Wringer	Yes	Rags	Yes
Spray Bottles	Yes	Comet Cleaner	Yes
Bowl cleaning mop	Yes	Gloves	Yes
Trash Can w/Wheels	Yes	Putty Knife	Yes
Extension Cords	No	Vehicle ⁵	No
Ladder	No	Cleaning Cart	No
Squeegee	No	Sponges	No

⁵ Will use own vehicle initially. Will purchase company if needed



Appendix B: Franchise Plans



Appendix C: Jan-Pro Franchise Agreement
