

# Business Plan for EcoPure Cleaners

## *Executive Summary*

EcoPure Cleaners is a New York City-based cleaning company specializing in eco-friendly cleaning solutions for offices and commercial premises. Our mission is to provide high-quality, environmentally conscious cleaning services while supporting the local community by employing local contractors and using sustainable cleaning materials. With an initial investment of $10,000, we aim to establish a strong presence in the market and build a loyal customer base.

## *Market Overview*

The market for green cleaning products and services is growing rapidly. The global green cleaning products market was valued at USD 3.9 billion in 2019 and is expected to grow at a rate of 8.4% annually until 2027. This growth is driven by increasing awareness of environmental and health benefits associated with eco-friendly cleaning products. EcoPure Cleaners aims to capitalize on this trend by offering customized and flexible cleaning solutions that cater to both eco-friendly and quality-seeking customers.

Our target market includes:

* Environmentally conscious businesses looking to reduce their carbon footprint.
* Companies seeking high-quality cleaning services that prioritize health and safety.
* Local businesses that value community support and job creation.

### Financial Projections

Startup Costs:

* Equipment and materials: $6,000
* Marketing: $2,000
* Miscellaneous expenses: $2,000
* Total: $10,000

Revenue Projections:

* Year 1: $50,000
* Year 2: $75,000
* Year 3: $100,000

Expense Projections:

* Year 1: $30,000
* Year 2: $40,000
* Year 3: $50,000
* **Net Profit:**
* Year 1: $20,000
* Year 2: $35,000
* Year 3: $50,000

EcoPure Cleaners aims to achieve steady growth by focusing on customer satisfaction, environmental sustainability, and community support. By offering high-quality, eco-friendly cleaning services, we will build a strong reputation and a loyal customer base in New York City.