

CleanPro Services Comprehensive Business Plan

1. Executive Summary CleanPro Services is an innovative on-demand cleaning company based in Ethiopia, offering high-quality, eco-friendly, and accessible cleaning services for homes, offices, hotels, buildings, and event venues. Our mission is to deliver professional-standard cleaning while creating job opportunities and promoting environmental sustainability. Services can be booked easily through our mobile app, website, or dedicated call center.

We also function as an agency, training and supplying skilled cleaning professionals to clients in need. Our unique eco-friendly waste management system involves categorizing collected waste into recyclable, organic, and inorganic materials and reselling them to recycling businesses—creating both environmental and economic value.

2. Business Description CleanPro Services operates in the cleaning industry with a focus on flexibility, professionalism, and sustainability. Our trained staff use modern cleaning tools and follow standard operating procedures to deliver exceptional results. Clients can schedule cleaning anytime—one-time, regular (subscription), or specialized (event-based, post-construction, etc.).

We aim to meet the growing demand for reliable cleaning services while solving unemployment issues through our training and staffing model. Our eco-conscious operations align with the global shift toward greener business practices.

3. Services Offered

Residential and Commercial Cleaning

Hotel and Building Cleaning

Pre-Event and Post-Event Cleaning

Deep Cleaning

Post-Construction Cleaning

Eco-Friendly Cleaning Solutions

Waste Categorization and Resale to Recycling Companies

Professional Cleaner Staffing (Agency Model)

Subscription Plans for Regular Clients

4. Unique Value Propositions

Professional Quality: Staff are trained to professional cleaning standards.

Convenience: Multiple booking channels (app, website, call center).

Sustainability: Waste is sorted into recyclable, organic, and inorganic types and sold to recycling businesses.

Accessibility: Services are available on-demand and tailored to customer needs.

Scalability: Business model can expand across cities and sectors.

5. Market Problem Customers currently face challenges such as:

Inconsistent service quality

Lack of trained and trusted cleaners

Limited or no availability of eco-conscious cleaning options

Inefficient booking and scheduling

Inadequate waste handling after cleaning

Businesses also suffer from:

Difficulty in finding reliable cleaning staff

Limited flexibility in service contracts

6. Target Market

Households

Hotels and Apartments

Offices and Corporate Buildings

Event Venues and Planners

Real Estate Developers (Post-construction)

Cleaning companies needing outsourced trained staff

