

MARKETING PLAN

DUST-AWAY RENTALS



Affordable. Reliable. Spotless

- DATE OF SUBMISSION: - DECEMBER 1, 2022

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Executive Summary

At “Dust-Away Rentals” we aim to provide college students across the Richardson, Texas area (our target market) with an opportunity to rent equipment for cleaning their homes. We did thorough market research and analysed the target market by conducting online surveys across various colleges in the Richardson area. With the responses that we gathered, we were able to finalize the diverse types of equipment we ought to purchase, to meet the customers’ requirements. Our customers have an opportunity to rent anything, right from a broom and dustpan, duster, microfiber spin mop and buck, carpet cleaner, and vacuum cleaner to heavy-duty cleaning solutions. Along with huge product variation, we even plan to offer affordable rental rates and aggressive deals to all our customers. This attempt will enable our consumers to feel associated with our positioning statement which is “Affordable. Reliable. Spotless”.

Even though equipment rental is a service which is beneficial to students, working professionals as well as senior citizens alike. The primary reason for choosing college students as the Target Audience is that students tend to shift often from one place to another and may not be willing to buy the cleaning equipment since it is inconvenient to move the equipment during the shifting process. Moreover, since most of the students live in shared accommodations with two-three classmates, they might not have the space to store such equipment. In addition to this, after examining the data that was collected from our online survey, we also gathered that the purchasing power of students is low as compared to that of working professionals or families, students are reluctant to pay a high cost for purchasing home cleaning equipment. Taking all these points into consideration, we decided to market our services to college students, especially during the first year of our business.

Since we want to create brand awareness in the initial quarter of our establishment, we will make use of push marketing strategies to promote our services. We will do so by marketing our services by sending emails to our end users and putting up flyers on the bulletin boards of our target colleges. After reaching our first-year sales target we also plan to directly sell our services to the customers by opening brick-and-mortar stores across three strategic locations in the Richardson area. We will also make use of the pull strategy of marketing since nowadays most college students spend a lot of time online, and by exploiting the benefits of online advertising we will be able to pull the customers towards our business. We will do so by creating some appealing and interesting advertisements for promotions on various social media platforms such as Facebook, Instagram, Twitter, Snapchat, WhatsApp, and YouTube. Our objective is to attract customers to our business, and we desire to convert potential consumers into loyal ones. We will also be creating an online webpage for our business, that will be a huge repository of information regarding our business, store locations, services we offer, and an online booking platform. The strategy behind this is, when buyers search for some relevant keywords, phrases, or terms, they should be redirected to our website.

Following these strategies, our projection for our first-year sales target is \$27,711.04, which is roughly \$28,000. We will start our business by investing \$10,000 as the initial budget. By having the right mix of product, price, place, and promotion our team at “Dust-Away Rentals” will be able to make a profit by the end of the Year 2023. After achieving our first-year sales target, we plan to cover around 70-80% of the student accommodations across the Richardson area. Eventually, we intend to expand our services across a wider area, i.e., from Richardson, we plan to grow up to the DFW area.

Situation & Environment Analysis

Competitors: The pros and cons based on the analysis of the cleaning machine rental brands.

- **Home Depot**

Home Depot has a big market share and a big brand name that is rooted in customers' minds. Its professional customer base also links the name "Home Depot" with high quality and professionalism. These two factors make it easy gain trust from customers. Apart from that, its cleaning machine rental service has lots of product options including carpet cleaners, floor cleaners, floor sanders, floor polishers, vacuums, etc. Each category also has several brands. For instance, carpet cleaners have 3 product options in different brands like Rug Doctor and Karcher. Vacuums from Karcher and Hilti. Flexible payment is another way that Home Depot attracts customers. Subject to the model of carpet cleaner customers rent, they can expect to pay anywhere from \$27 per day to \$85 per day. Renters can also rent these machines for as little as four hours or up to four weeks, and pricing varies by rental period. However, the high preliminary fee stops some people. There are some additional fees associated with renting equipment from Home Depot, including deposits, taxes, and potential late fees, which are charged in case you fail to return the equipment on time. For example, Home Depot charges a\$50 deposit on carpet cleaner rentals and a \$150 deposit for extractor rentals, which is applied to the total cost of the rental. For most university students, this preliminary price is a bit high. In addition, Home Depot's carpet cleaning rentals also do not come with cleaning products which causes another inconvenience for users.

- **Lowe's**

Lowe's also has plenty of options for customers to choose from including floor scraper, floor sander, carpet cleaner, carpet stretcher, steam cleaner, vacuum, etc. As for marketing, Lowe's also has better public sentiment than Home Depot. Compared to Home Depot's feeling that it's geared toward professionals, Lowe's is more for "first-time home improvement customers" with lower shelves, more floor displays, and holiday items. This attracts more individuals who are not professionals to come.

The payment plan of Lowe's is also flexible, including a 4-hour rate, 24-hour rate, weekly rate and 4-week rate. Price can be lower at \$14 per 4 hours, which is cheaper than Home Depot. However, the prepayment amount is also high from \$25 to \$150.

- **Local renter.**

There are also some local cleaning machine stores but only a few. And they don't have a large audience. Most people don't know about it. Their products are so few for people to choose from.

Economic Factors

- In Fall 2022, the number of students who enrolled at UTD reached 31,570 students according to UTD website statistics. We expect our demand to increase this month and the following month due to the growing number of students in universities every year.

- Based on the questionnaire the team made, there is a need to provide students, in general, and international students, with cleaning equipment at competitive prices so they can facilitate the cleaning process and make it more affordable.
- The price of the vacuum was found to be between \$28 for a week, which is much lower than at retailers such as Home Depot, Lowes, and Rug Doctor. Moreover, it offers a rental service for large, high-priced carpet cleaning machines, which costs roughly \$40 per week.
- According to our research and review of competitors' prices, the vacuum rental value is much lower than the competitors'. Considering the research and survey, we did not find other cleaning services besides the vacuum, therefore the decision to offer other services will be of feasibility and importance.
- A variety of equipment will be provided, including a broom, dustpan, microfiber spin mop, bucket, steam floor cleaner, carpet cleaner, and vacuum cleaner.
- For the 4th consecutive month, US inflation slowed to 7.7% in October, the lowest since January, and below forecasts (Trading Economics Nov 2022). Slowing inflation rates in America are a good indication of the economy, an encouragement to start new businesses, and a good opportunity for job growth.

Cultural/Social Trends

The cleaning services industry is a consistently rising industry with a 6.6% growth rate per year (Source: Brian Gaille). Cleaning services are an integral part of the service industry it is used in an array of places ranging from hotels, lodges, restaurants, and skyscraper commercial buildings to tiny single-family apartments.

In our proposal for business, we are targeting the student population in the Richardson area. Most students live in a shared space which could be an apartment or a house. Given that students may or may not have a regular source of income this makes them more likely to go for a cheaper alternative which is renting the equipment. This makes high-quality cleaning equipment more affordable. Students empirically look for products with the least maintenance and most durability. Our services have benefits which also remove the cost of service from the customers and enable them to further lower their costs.

Almost all cultures across the world stress heavily on clean homes and surroundings. Since COVID-19 the demand and need for cleaning have seen an exponential increase. People are now cleaning their homes more frequently and using more cleaning supplies to ensure high levels of cleanliness. This makes an enticing time for us to step into this business with the aim of making cleaning affordable and accessible.

Impact of technology

A fresh and tidy home is the key to a calm and peaceful mind and a healthy body. Before the advent of the internet, searching for and contacting a cleaning equipment rental provider took a very long time for customers. However, as technology advanced, the process of renting home cleaning equipment became far easier than ever before. Technology has revolutionized our world

and changed our daily lives in countless ways. It has given us brand-new devices such as laptops, smartphones, smartwatches, and tablets through which customers can do numerous things. For instance, customers nowadays no longer need to enter a bank to withdraw money, even banks have made it possible for people to make online transactions that too from any location across the globe. Moreover, online money transfer platforms such as PayPal and Zelle have now made it possible for customers to instantly transfer money right away and rent or buy the desired home cleaning equipment.

Furthermore, as we all know, technology is making a direct impact on the marketing strategies that are being used by businesses today. It is now possible for business owners to advertise their business without leaving the comfort of their homes by using digital marketing strategies. Capitalizing on the strengths of digital marketing, we can use various social media platforms such as Facebook, Instagram, and Twitter to promote our equipment rental business “Dust-Away Rental”. By using the right kind of promotional material, such as digital advertisements, brochures, and flyers, we can easily reach the target audience within a few days. Social media platforms will allow us to share interesting content with our customers and empower us to grab their attention for a longer period. Since most people today are hooked to their smartphones, this will be the best time to unleash the full potential of digital marketing for building our brand and increasing our customer loyalty.

Another way technology can act as a catalyst to grow our business is by allowing us to have an overview of our assets at one glance. This technological development will enable us to plan better, forecast better and deliver the equipment on time. This will also make product offerings a smoother process and boost customer satisfaction as we gain an updated overview of any asset at any given point in time. Thanks to technology, it will also become much easier for us to analyse the most needed spare parts and consumables for any given equipment. Therefore, it can be concluded that there are countless ways in which technology can positively impact our business, “Dust-Away Rentals”.

Political and Legal Factors

Several external factors can affect our business both positively and negatively, however, as business managers, it is our duty to address these factors and make decisions to reduce the impact of various factors, the most important ones being political and legal factors.

The political environment can change due to the guidelines and regulations of the prevailing government at every level, right from the federal to the local level. The political situation of a country can affect its financial setting, which in turn can directly affect the performance of the business. For instance, government rules may increase the income tax charges for some businesses and can lower the same for others. Such a decision can have a direct impact on our businesses and affect our bottom line. Hence, it is imperative for us to have a strategy in place that can deal with such unforeseen circumstances and maintain a stable business environment.

Moreover, as business owners, it is essential for us to also understand legal policies and regulations to run the business seamlessly. It is of utmost importance for us to be aware of all the legal laws and regulations that are in place within the territories of Richardson, Texas, where we

plan to start our business, “Dust-Away Rentals”. For instance, financing is one of the primary factors that we as an entrepreneur need to take into consideration. Securities law caters to the financing part of the business, and such policies determine legitimate dealings with the shareholders. Another factor that we need to be mindful of are the taxes that need to be paid based on the geographical location and revenue earnings of our business, any violation of the law could end the future of our enterprise. Lastly, we also need to comply with the national policies and rulings for promoting and implementing our service. It can be concluded that, during days of significant political or legal upheaval, the survival of our business will depend on our robust preparation in a wide variety of areas.

Natural Environment

As the population of the world continues to increase, so does the demand for house cleaning devices such as vacuum cleaners, carpet cleaners, mops, and dust pans. This growth is driven, in part, by rising incomes in developing nations and an improved focus on cleanliness and hygiene in the public. Moreover, due to the increase in global pollution levels, many patients have started getting asthma problems and dust allergies. Such allergies can be prevented by using appropriate home cleaning tools since these devices help to keep the atmosphere neat, clean, and healthy.

With the emergence of COVID-19, one thing has become mandatory in every household- cleaning and maintaining of houses. According to research published by World Health Organization, disinfection practices have become vital for homes to reduce the coronavirus’s possible contamination. It has become imperative to frequently clean surfaces that are constantly in contacts with our skin, such as doors and window handles, kitchen-slab, toilet taps, electronic devices, and many more. The equipment that we provide at “Dust-Away Rentals” takes care of all such requirements. By renting the appropriate devices from “Dust-Away Rentals” our customers can mop and vacuum carpets, blinds, every nook and corner of their homes to get rid of dirt, allergens, and pathogens.

SWOT Analysis

Strength

- A huge growing need for rental services. Rental is easier for customers than buying tools. By renting, customers don’t have to store or maintain the cleaning machines anymore. Rental is also cost-effective. Some cleaning might require a professional tool which customers won’t use very often. It is a waste of money to buy this machine. However, renting can help to reduce the cost of buying one. Consumers can save money instead. For another cleaning project, some people will also hire others due to the lack of machines. Now they don’t need to hire a professional cleaning service anymore since they can rent this professional machine from us.
- Located in the Richardson, Texas area, we are in a fast-growing city. More people are coming to this area. Focused on UTD and other universities nearby, we have lots of international students for whom buying machines is not worthwhile since they will only stay for a short while.
- Our tool rentals are always high quality because we buy new tools for students to rent, then cycle the used ones out to you for purchase, while still in good working condition. All used rental equipment for sale is serviced before giving it out again for the next round of renting.
- There are a variety of products for students to use which can satisfy different needs.

- Less preliminary fees. All students from UTD and other universities can use their student cards and add only a little extra as a deposit. This can reduce stress for students when renting machines.
- We don't need lots of staff at the beginning. This can save on the cost for personnel. Hiring people and management people always cost a lot. In the beginning stage, we can only start with our team members and our cooperated apartments. Lots of money and energy can be saved.

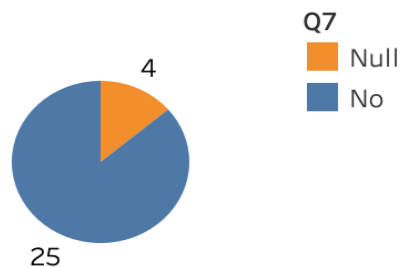
<Willingness to rent a cleaning machine>



Weaknesses

- It is not easy to increase brand awareness at the beginning. Not lots of people will search for cleaning services on social media. And word-of-mouth needs time to be built up.
- Very few students have knowledge and experience about renting cleaning machines. Based on our research, almost all the respondents of the survey said they had not rented any cleaning machines before. This means it is important for us to educate customers and gain more exposure.
- Product lines may be limited due to not having enough funds. Compared to large companies like Home Depot and Lowes', we do not have sufficient starting investment. That's why we may not have as many options as them to rent at the beginning.

<The renting experience before>



Opportunities

- Trend for renting cleaning machines. The concept of renting has been more popular. Consumers pay more attention to their money. Renting cars, renting houses, renting vents, and renting machines have gained a huge market share. Cleaning machine rental service has an audience advantage.
- The rental service market has been developing.
- With the development of globalization, more international students are coming to UTD.
- Social media Oriented Business Models: The growing social media is a good way for us to decrease the cost of entering a new demand and reaching customers. It can also help us learn about our target audiences and their purchase behaviors.

Threats

- Economic crisis: The downturn in the economy can affect consumer spending. When they don't have enough money, they may use cheaper machines and try to rent less than before. Our sales may go down with the economic crisis.
- Controversies with Safety Measures: If the products can't be returned on time or are returned ruined, it may influence the next usage and have a bad influence on our brand name.
- Government laws: We should pay more attention to the government, especially regarding environmental and rental service aspects.

Marketing Objectives

SMART – Specific, Measurable, Achievable, Relevant, and Time-bound.

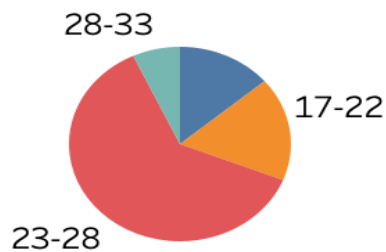
- Provide Quality cleaning equipment. Good quality equipment serves many purposes. It increases the efficiency of cleaning and reduces frequently high costs of maintenance.
- Rent cleaning equipment at a low cost. Good quality cleaners such as vacuum cleaners, steam cleaners, and cleaning robots use power (electricity) more efficiently hence reducing the running costs for the consumers.
- Generate awareness of clean and tidy surroundings. In today's world, recovering from a global pandemic, personal and communal hygiene is of utmost importance. We tailor cleaning 'plans' for specific purposes. For instance, we have specific plans for, Deep cleaning, Detailing, Disinfectant cleaning and so on.
- Provide the equipment based on various time plans – hourly, daily, and weekly.
- Provide various cleaning programs, based on the money the clients are willing to spend.
- Increase our social media followers by 30% and impressions by 30% by the end of Q2.
- Increase market share by 10% by the end of the year.
- Launch delivery service in the middle of the year.
- Reduce paid social ads by 20% by the end of Q4 and boost SEM efforts in Q3.
- Establish partnerships with 5 apartments near campus in Richardson.

Target Market

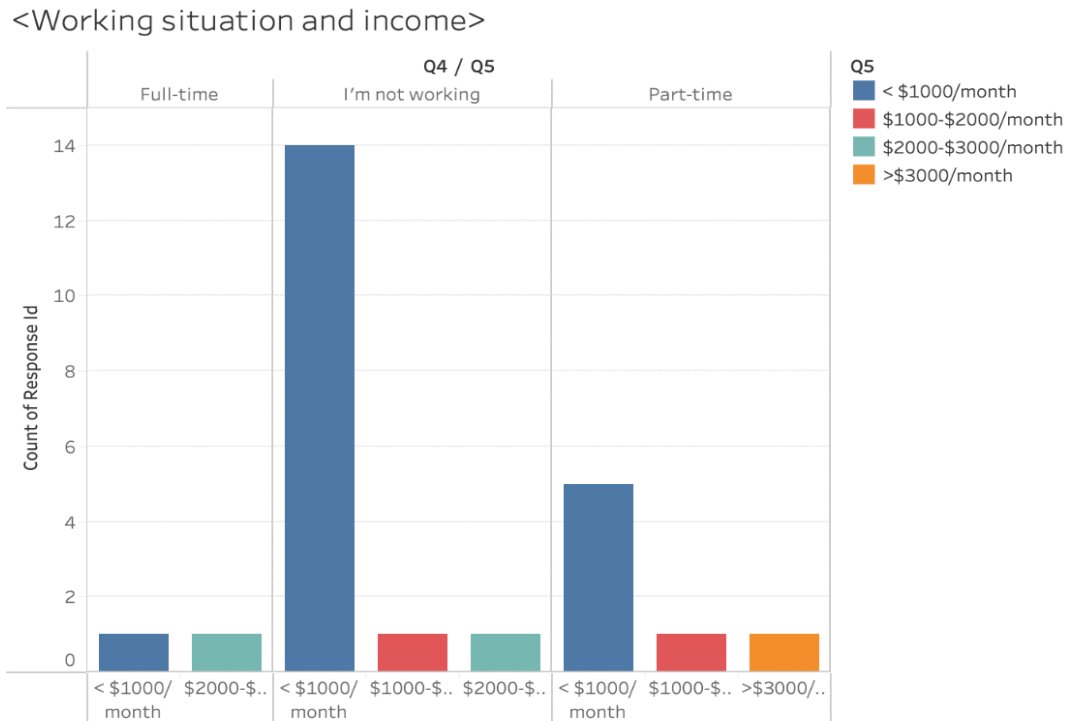
While picking the target market various factors are taken into consideration namely demographic segmentation, psychographic segmentation, geographic segmentation, benefits sought segmentation, situation segmentation, behavioral/usage segmentation.

The self-cleaning service is a service which can be utilized by any age group in the market like working professionals, senior citizens, students, etc. What we are going to target is students who live in Richardson whose age group is between 23-28 years old, who may not have a job, and whose current salaries are below \$1000 a month. These students can be international students or students who come from another state of America or students who just live by themselves. According to our research, most students are between 23-28 years old.

<Age Group>

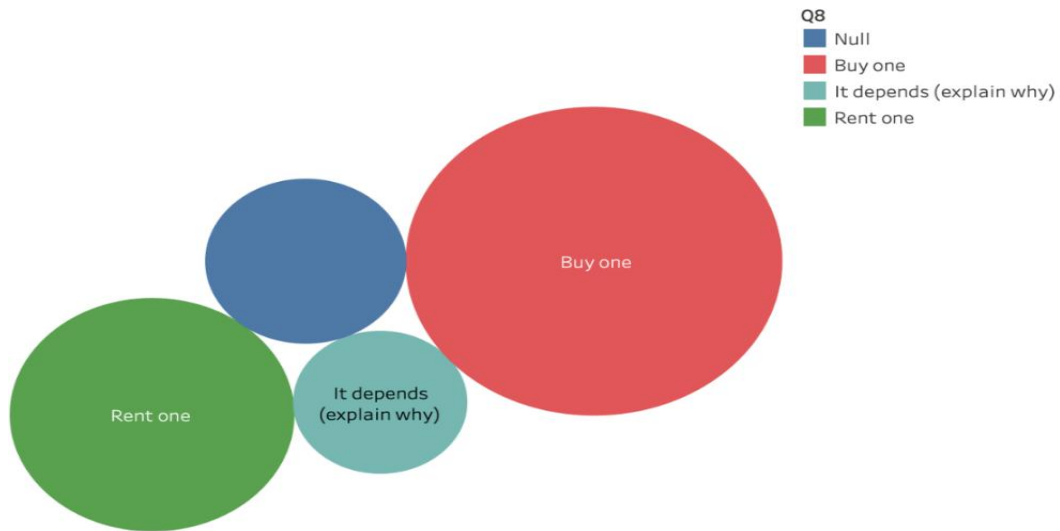


This age group also means our target customers are still in school and may not have a job. Some of them may do some part-time work, including TA or work off campus. However, the average salary is still below \$1000 a month.

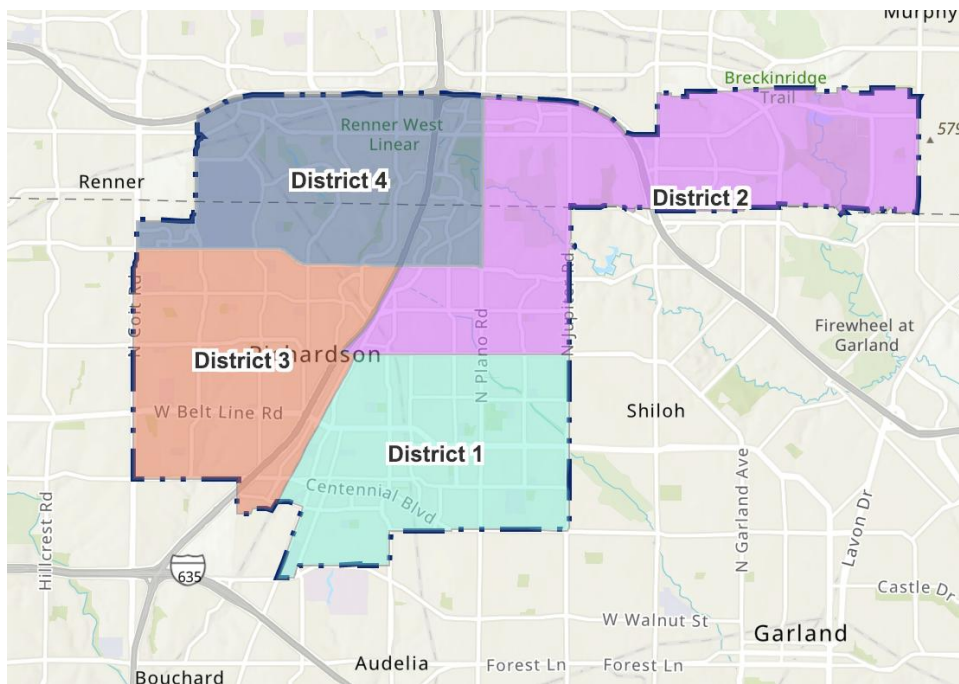


Psychographic segmentation is dividing people based on their lifestyle, social status, interest, activities, attitudes, and opinions. Students tend to move out frequently from one place to another and may not be willing to buy the equipment as it is difficult to move the equipment and might run out of space. Nowadays young people are being influenced by Minimalism which is the philosophy of living a simple life and owning less. People are not likely to buy a lot of stuff if they can just rent one. The Sharing Economy is also another new trend and lifestyle. Renting a car, renting a charger, renting a bike, etc. The conception of “renting” is rooted in millennials’ and Gen Z’s minds. Based on our research, a big group of students tend to rent. Those who didn’t choose “rent one” also have the willing to rent when the machine is too big or the price is too high to buy. Renting equipment would be easier as they don’t have to worry about maintenance. Renting equipment will also save money as they can afford more types of equipment for a lower price.

<Possibility of renting vs. buying>



Geographic segmentation is a segment of people where they live or work. Students from Richardson are our target. Our services are mainly focused on students around Richardson who tend to move a lot from place to place, which makes them maintain the equipment. In the Richardson area, we have students from the University of Texas at Dallas, Richland College, Westcoast University, and University of Phoenix Dallas Campus.

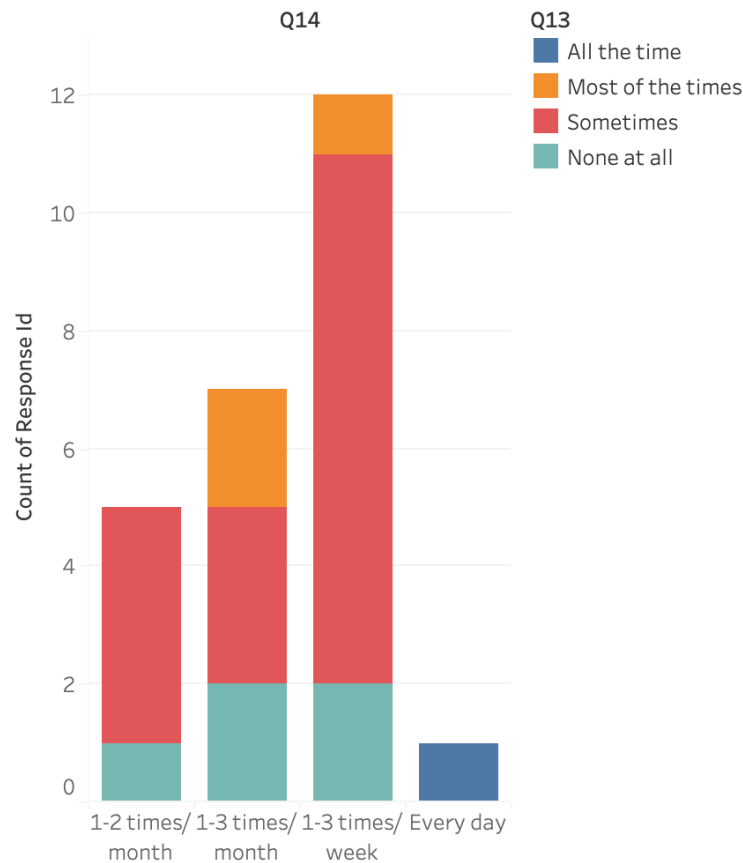


Map of Richardson

From the city of Richardson, <https://richardson.maps.arcgis.com/home/index.html>

Our target audience's behavior and usage will be those who need to clean their houses or apartments on a regular basis. The picture below shows our customers' cleaning behaviors. We can tell most students clean their homes quite often around 1-3 times a week, some of them 1-2 times or 1-3 times a month. We can see that a big portion of students who clean their home one to three times a month are highly possible to rent. People who clean their rooms every day also want to rent them all the time.

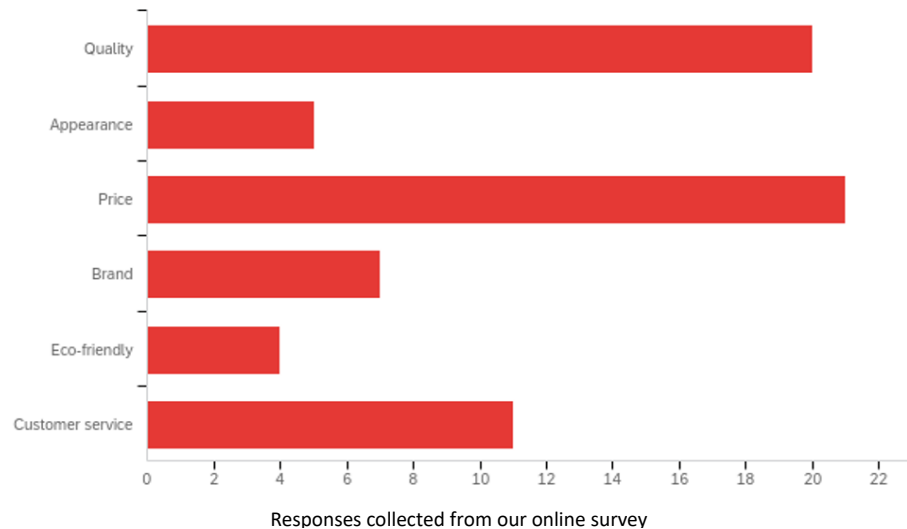
<Frequency of cleaning and willingness to rent>



Positioning

Our positioning statement at “Dust-Away Rental” is “Affordable. Reliable. Spotless”, which enables us to stay ahead of our competitors. Our positioning statement is a direct reflection of how our services satisfy a specific consumer need in a way that our opponents don't. Our services will be beneficial to the students living in shared accommodation, as it will be an economical alternative to purchasing cleaning equipment. Renting equipment from us will allow the students to not only save money but also reduce the time and energy that they spend looking for inexpensive and fail-safe equipment, for maintaining their homes. Our objective is to help our target audience keep their homes neat, healthy, and free of dust and diseases.

The graph below highlights the responses that we gathered from the online survey that we conducted. Based on the responses that we collected we were able to finalize the positioning statement. Since this positioning statement is something with which every customer of ours will resonate.



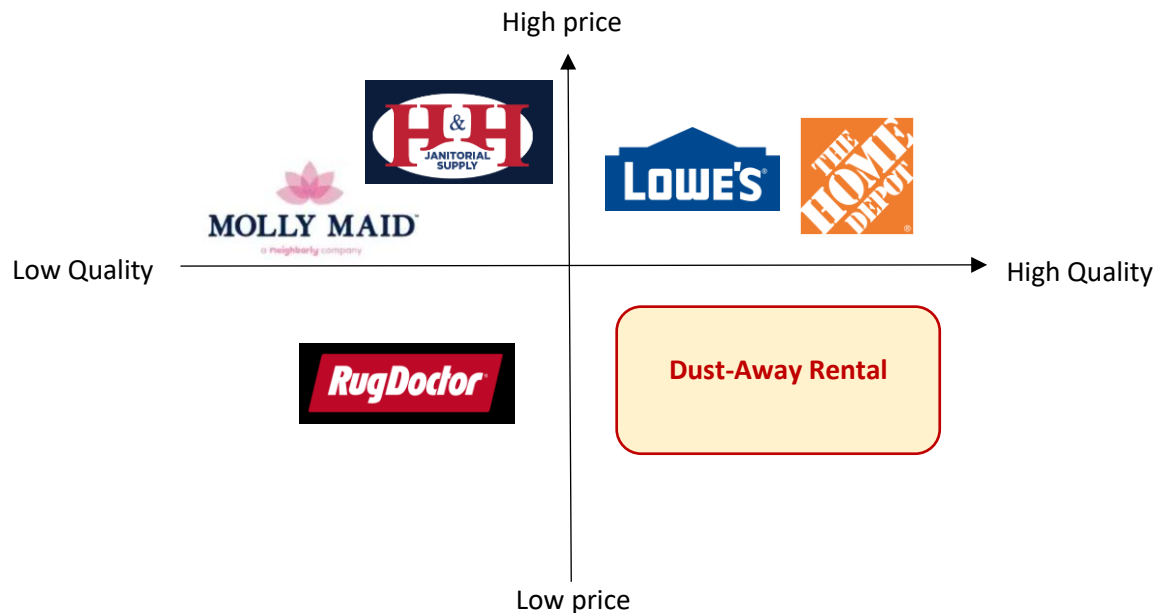
According to the data that was collected from our online survey, we gathered that since the purchasing power of students is low compared to that of working professionals or families, students are unwilling to pay a high cost for home cleaning equipment. Due to this, we have reached the conclusion to make our service reasonably priced for our primary target audience, who are college students in the Richardson, Texas area. We decided to use competitive pricing as the approach to pricing our services and gain a foothold in the market. This approach will directly resonate with our positioning statement, of providing affordable services to our customers. For instance, cost of renting a vacuum cleaner at “Dust-Away Rentals” will be \$13.99 per day, which is a very budget-friendly price, especially when compared to that being offered by our competitors.

In addition to this, various social media platforms, such as Facebook, Instagram, WhatsApp, and YouTube will be used to advertise and promote the service. Since nowadays college students spend a lot of time on their smartphones, laptops, and desktops, taking advantage of online advertising will be a great way to put our advertisements right where our target audience spends their maximum time. Using appropriate keywords and phrases that are relevant to our service in our advertisements will facilitate us to achieve a certain position in the buyer’s mind.

Furthermore, we will be using the direct sales method to provide our services to the customer. We plan to open three “Dust-Away Rental” stores across various tactical locations in Richardson, wherein our customers can walk into the stores to directly rent the equipment of their choice. We also plan to make use of intermediaries, such as the leasing office of several housing complexes which are located close to the Universities in the Richardson area. These intermediaries will refer our services to any student who needs to rent cleaning equipment. The distribution channels that we will use

will ensure that our customers are aware of the benefits of our services, easy accessibility of our services and admirable post-sales services.

The positioning map for our service will be as follows: -



Services

There are various factors that make our business and brand distinctive from that of our opponents. We did thorough market research and studied the target market by conducting online surveys across various colleges in Richardson, Texas (target market). With the responses that we collated, we were able to finalize the different varieties of equipment we ought to purchase, to meet the customers' requirements. Along with huge product diversification, we even plan to offer reasonable rental rates and competitive deals to all our customers. This tactic places us one-up against our competitors since it will make our customers feel that they're getting value for money services at "Dust-Away Rentals".

At "Dust-Away Rentals" we believe that the equipment shouldn't just work like new, it should even look like new. Therefore, we devise to regularly maintain all our equipment. Our goal will be to identify and repair any potential problems much before our consumers do. We aspire to provide all our customers with exceptional after-sales service. This will enable us to build higher customer satisfaction, increased brand loyalty, and stronger customer relationships.

Moreover, we also plan to create a visible online presence, which means everything from advertising our service to facilitating our consumers to book their rental equipment online. Our strategy is to do so by designing a website that will be a huge repository of information regarding our business, store locations, services we offer, and an online booking platform. Having an online booking service will offer the unique benefit of allowing our customers to book a piece of equipment anytime and anywhere, and on whatever device they're using. By keeping up to date with the latest trends and technology, we intend to make "Dust-Away Rental" a one-stop shop for anyone who wants to rent home cleaning equipment. Our target is to deliver such services that all our customers connect with our positioning statement "Affordable. Reliable. Spotless".

Price

We did thorough market research and studied the target market (Richardson, Texas) by conducting online surveys across various colleges in Richardson. The responses that we collated, enabled us to develop various key strategies to establish our business. We were able to finalize the different varieties of equipment we ought to purchase, to meet the customers' requirements. We also decided to pay for a minimum viable inventory, during the initial days of our business, and intend to purchase more of the equipment that is high in demand and profitable at the same time, after achieving our first-year sales target. This tactic places us one-up against our competitors since it is both cost-effective and convenient to buy more equipment later than to get rid of excess unwanted equipment.

The below table shows how much inventory we are planning to purchase in the first year of our business, i.e., the Year 2023. The quantity of equipment that we should purchase to run our business in the first year was based on the demand that is anticipated for seven different housing locations in an around Richardson University Area. The communities so far identified are, Northside Apartments, Marquis at Waterview, Pearl on Frankford, Estates of Richardson, University Place, Chatham Court & Reflections, and Palencia.

Product name	Product Price	Quantity	Total
Broom and dustpan	\$19	35 (5 units/location)	\$665
Dusters (small)	\$8	35 (5units/location)	\$280
Microfiber spin mop and bucket	\$20	35 (5 units/location)	\$700
Carpet cleaner	\$85	7 (1 unit/location)	\$595
Vacuum cleaner	\$50	28 (4units/location)	\$1400
Heavy duty cleaning sol.	\$30	14	\$420
Total	\$212	154	\$4060

The table below highlights the pricing difference between rates charged by "Dust- Away Rentals", and the rates of our competitors, for the purpose of comparison, Home Depot has been considered here.

Note: The following table compares the prices of the weekly rental plans of "Dust-Away Rentals" and the weekly rental plans of Home Depot.

Product	Dust-Away Rentals	Competitor Pricing
Broom and dustpan	\$10.08	Does not offer equipment for rent purposes
Duster	\$6.72	Does not offer equipment for rent purposes
Microfiber spin mop and bucket	\$20.16	Does not offer equipment for rent purposes
Carpet Cleaner	\$39.28	\$148
Vacuum Cleaner	\$28	\$92
Heavy Duty cleaning solution	\$7	Does not offer equipment for rent purposes

The table below is a snapshot of our inventory plus the rent rates that will be charged. It also highlights the number of days in which “Dust-Away Rentals” will be achieving its Break- Even situation. Break- Even column in the table below explains the time that will take (expressed in weeks, as well as in days) for each product to pay for itself before producing profits.

Product	Price	Total Units	Total cost	Daily Rent Rates	Weekly Rents (20% reduction)	Break-Even (weeks) and (days)
Broom and dustpan	\$19	35	\$665	\$1.8	\$10.08	1.88(weeks) (About 12 days)
Duster	\$8	35	\$280	\$1.2	\$6.72	1.19(weeks) (About 8 days)
Microfiber Spin Mop and Bucket	\$20	35	\$700	\$3.6	\$20.16	0.99(weeks) (About 7 days)
Carpet Cleaner	\$85	7	\$595	\$7	\$39.2	2.16(weeks) (About 15 days)
Vacuum Cleaner	\$50	28	\$1,400	\$5	\$28	1.78(weeks) (About 12 days)
Heavy Duty cleaning solution	\$30	14	\$420	\$1.25	\$7	4.28(weeks) (about 30 days)
Total	\$212	154	\$4060	\$19.85	\$111.16	

Promotion

Since we want to create brand awareness in the initial quarter of our establishment, we will make use of push marketing strategies to promote our services. Since this strategy is widely accepted and is commonly used to gain and increase service exposure. Our primary objective is to simply make as many buyers as possible aware of the services that we provide and the benefits of the same. Through “Push” our company will try to make our services visible to potential customers. Since our goal is to gain immediate sales within the first two quarters of the Year 2023, will make use of the Push Marketing strategy. We will do so by marketing our services by sending emails to our end users and putting up flyers on the bulletin boards of our target colleges.

In the first year of our business, we will self-manage our email marketing and communication. We will get the list of college students who are studying in the four target colleges across the Richardson area (namely University of Texas, Dallas, West Coast University, Richland College and University of Phoenix Dallas Campus) and send them emails to make the customers on our email list aware of our new services, discounts, and promotions. This will allow us to educate our audience on the value of our brand and keep them engaged. We will begin by sending newsletters and promotional emails to all the students on our email list. Thereafter, for those customers who opt-in to our emails, we will send them attractive offers for being our active customers. To keep our audience connected with our brand we will also regularly request constructive feedback via our online surveys which we will be

sending out to our email subscribers. This strategy will be very beneficial since it will assist us to improve our business and maintain customer brand loyalty.

In addition to this, we will also put-up flyers on the bulletin boards of our target colleges. This approach will facilitate us to make a fantastic first impression, connect with prospective clients, and inform customers about our brand and services. Moreover, flyer printing does not need a huge budget and large quantities of excellent quality flyers can be produced very reasonably and instantly, as opposed to other marketing strategies. Moreover, flyers are something our customers can touch and feel, and the visibility of flyers can make our customers feel more associated with the business as compared to digital marketing.

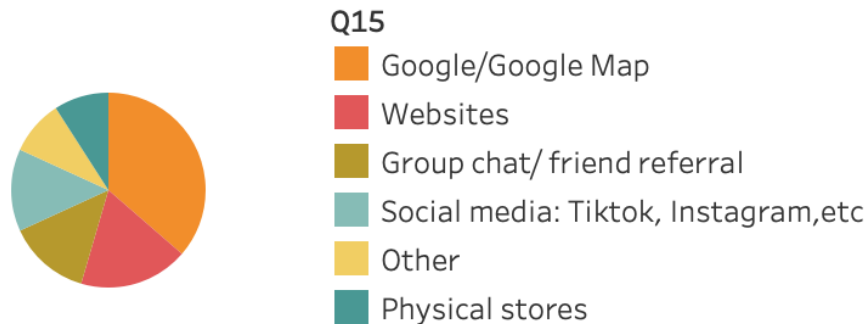
The total budget that we will allocate for our Push Marketing Strategy will be \$250. (Calculations and Justifications are added). After reaching our first-year sales target we also plan to directly sell our services to the customers by opening brick-and-mortar stores across four strategic locations in the Richardson area. (Future budget allocation for brick-and-mortar stores added)

We will also make use of the pull strategy of marketing since nowadays most college students spend a lot of time online. By exploiting the benefits of online advertising, we will be able to pull customers towards our business. We will do so by creating some appealing and interesting advertisements for promotions on various social media platforms. Our objective is to attract customers to our business, and we desire to convert potential consumers into loyal ones. We will also be creating an online webpage for our business, which will be a huge repository of information regarding our business. The idea behind this approach is, when buyers search for some relevant keywords, phrases, or terms, they should be redirected to our website.

Since social media marketing is an important strategy for pulling customers to our business, we will create a variety of different commercials and campaigns relevant to different social media platforms such as Facebook, Instagram and TikTok. We will include relevant hashtags that will make it easy for consumers to find our content if they search for specific keywords. For instance, Facebook ads can help our service get more visibility and boost traffic to our core website. In addition to this, the engagement rate on Instagram is very high and it can even enable us to measure the success rate of any of our online campaigns. Additionally, TikTok Ads will help provide us connect with a wide variety of audiences. Facebook, Instagram and TikTok have now become gigantic and diverse online platforms with unlimited marketing potential.

Based on the responses that we collected from our online survey, we were able to finalize the marketing promotion channel for our business.

<Channels to learn about
cleaning machine rental
service>



Responses from our online survey

Furthermore, around the holidays such as Thanksgiving, Christmas, and New Year, we will create special online advertising that will focus primarily on the discounts and special deals that we will be offering to our loyal customers.

Apart from this, we will also be designing our own website which will be a huge repository of information regarding the services we provide, our store locations, our price packages, and the special deals that we offer to the customers. Making use of Search Engine Optimization tools (SEO) we will include popular keywords on our website to rank higher in search results. High-ranking search findings can boost the “Dust-Away Rentals” brand image in the eye of the customers and may lead to increased trades and new shoppers. The final budget for our pull marketing strategy will be \$404. (Calculations and Justifications are added below. In addition to that, advertising messages and sample ads are attached in the appendix).

Budget for Push Marketing

Particular	Cost per year	Remarks
Email Marketing	\$120	Setting up self-managed email marketing will roughly cost us \$10 per month. Since our initial email list will be of a few subscribers, the total cost for email marketing will be roughly \$120 for the first year of our business

Flyer Printing	\$110	After searching various flyer printer providers, we found one that is giving us the most reasonable rate for printing 4000 flyers, printing on one side, on gloss sheet (100lb. Paper). We will be printing 4000 flyers for 4 colleges (our target market), roughly 1000 flyers per college. And will place them across the college at different times of the year.
Contingency Budget	\$20	A contingency of \$20 will be kept aside to meet the needs of any unforeseen situations
Total Push Budget	\$250	

Future Projection Budget for opening Brick and Mortar Stores (Push Marketing Strategy)

Particular	Cost per Year	Remarks
Shop Size	42 sq. ft.	Planned to keep the shop size at 42 square feet since it will roughly accommodate 5-6 people at one time. This leaves us with sufficient space to store our equipment too.
Per Month Rent	\$630	
Per Year Rent	\$7,560	
Budget Total	\$30,240	4 Shops across four target colleges. Will not be hiring any external employees to manage the stores for the initial 2 years of opening the stores. The four stores will be managed by us (5 business partners), and salaries will be drawn based on the profit earned by the stores.

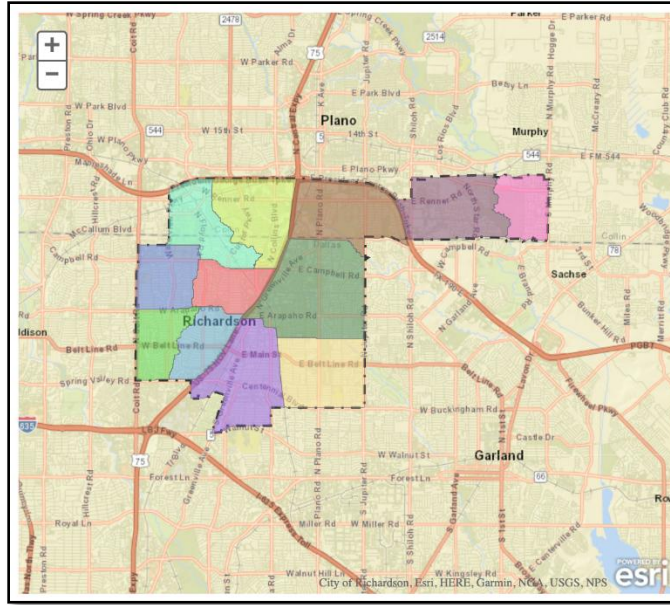
Budget for Pull Marketing

Particular	Cost per year	Remarks
Instagram	\$40	Since the CPM (Cost per thousand) for Instagram is \$6, we will be allocating a budget of \$40, as it will enable us to reach around 6000 students. Since we assume a rough 32,000 college students in all the four colleges that we target, and we plan to target 10% of these target students through our Instagram promotions in the Year 2023.
Facebook	\$42	Since the CPM (Cost per thousand) for Facebook is \$7, we will be allocating a budget of \$42, as it will enable us to reach around 6000 students. Since we assume a rough 32,000 college students in all the four colleges that we target, and we plan to target 10% of these target students through our Instagram promotions in the Year 2023.

TikTok	\$60	Since the CPM (Cost per thousand) for TikTok is \$10, we will be allocating a budget of \$60, as it will enable us to reach around 6000 students. Since we assume a rough 32,000 college students in all the four colleges that we target, and we plan to target 10% of these target students through our Instagram promotions in the Year 2023.
Google Ads	\$42	Since the cost of featuring on Google Ads is \$7, we will be allocating a budget of \$42, as it will enable us to reach around 6000 students. Since we assume a rough 32,000 college students in all the four colleges that we target, and we plan to target 10% of these target students through our Instagram promotions in the Year 2023.
Designing own Website	\$200	For designing a website, we will be needing a domain name (at least \$12 per year), a shared hosting plan (at least \$60 per year), a premium theme (\$60), premium plugins (\$60 per year), and a website builder (\$12 to \$15). Since the website will enable us to target 50% of our target audience, we plan to do this within the first year of our business, i.e. the Year 2023.
Contingency Budget	\$20	A contingency of \$20 will be kept aside to meet the needs of any unforeseen situations
Total Pull Budget	\$404	

Place

The first method that we will use for distributing our service will be via direct sales. Our direct sales service will be provided through an online booking platform, through which our customers can directly order the required equipment from anywhere, anytime, from the comfort of their own homes. In addition to this, In addition, after our first-year sales target is met, we plan to open four stores across various tactical locations which are close to the four target Universities (namely University of Texas, Dallas, West Coast University, Richland College and University of Phoenix Dallas Campus), in the Richardson area. The idea behind having brick-and-mortar stores is that these stores will make it convenient for customers to have direct access to our services. Direct selling will be a great way to control our expenses, as we won't have to pay extra to other individuals to handle the marketing and sales needs of our service. It will also give us an opportunity to build stronger customer relationships with our target audience. By directly engaging in personal interactions with our customers we will be able to understand the customers' ever-changing needs and demands and serve them as per their requirements.



In conjunction with direct sales efforts, we will also be using indirect sales or making use of intermediaries to deliver our services. We plan to develop partnerships with the leasing office of various housing apartments which are popular student accommodations, across the Richardson University area. We plan on keeping certain equipment in these offices, herein the consumers can directly walk in and book a service of their choice. Else, the leasing offices can refer “Dust-Away Rentals” as service providers to any student who is in dire need of home cleaning equipment. Since our business will be entering a new territory, where our brand doesn’t have a strong presence yet, indirect sales channels will allow us to enter the new markets instantly and effortlessly, often at low initial risk. Moreover, since we will be newcomers in this sector it will take a lot of time and energy to build trust with our end users. However, using an indirect sales channel, leasing offices of various apartments in this case, can enable us to reach more customers by leveraging our partners’ brand recognition. Referrals coming from trusted sources will create a positive impact and enhance the credibility of our business. In addition to this, indirect sales will also allow us to increase our sales rapidly without having to hire more sales personnel. Benefitting from the established logistics of our indirect sales channel partners will give us more time to focus on improving our services.

Implementation

Month	Tasks
Quarter 1(January-March)	Target new students and build awareness.
January	For the first month, we will get everything ready including all the personnel, equipment, and locations. Build cooperation with apartments nearby. This month we also need to build our own websites which can show our service, our products, the guidance of using, introduction about our team, etc. In addition, we are going to start all social media accounts, and post regularly on all the platforms. This month, our social media will be focused on

	<p>videos because videos nowadays are encouraged on all platforms so it would be possible for us to get more exposure through organic search. Since we target all the college students in the Richardson area whose age group is between 18-35 years old, we will choose those platforms whose active users are young people including Instagram, Facebook, TikTok, YouTube, WhatsApp, WeChat, and Snapchat. To build awareness, we will also reach out to most of the group chats among college students. In January, new students from the upcoming spring semester are our potential customers who are new here from other countries or other cities. This group of students just move here and will have a great need of getting room cleaning products. Hence, we will join the new students' group chats, answer questions for them, and write some blogs on the website to help them aim to gain trust and convert them to our group, follow our accounts, and choose our service. We will also set up offers for students.</p>
February	<p>This month we will start to use email marketing. Since all the members are from Richardson, this month we will mainly focus on students using MS Teams Channel to send emails to all our students. Students check their school emails on a regular basis, which can guarantee we get more exposure. Apart from email marketing, we will change the strategy for social media. Our social media accounts will focus on pictures of our team, our products, and our spots. At this stage, some potential customers may already know but are still waiting for the chance to purchase our service. More real pictures can gain trust from them. Another important way of gaining new customers is to put more effort into more group chats. Due to the high frequency of checking messages from group chats, we are going to get a huge and highly involved audience group using this method. We need to find more student group chats and get permission to send messages to those groups.</p>
March	<p>From March, we are going to focus on feedback. We will collect reviews and feedback from all the social media channels but specifically from WhatsApp, and WeChat where we can create a community for our customers to share their opinions. These reviews will be in multiple forms combining both pictures and videos. Then we are going to post feedback on our social media to convince others of our credibility. Also, we are going to get more involved in the group chats we join and build more connections with both current and potential customers. All students check messages from their groups daily, especially groups they have strong connections, that's why we need to talk with them more and help them solve their problems in life. Group chats are also beneficial to create word-of-mouth which is the most cost-effective and important way to gain new customers at the beginning stage. This month we are also going to run a new referral</p>

	offer which is to give students who use our service and recommend us to others up to 10% off for their next rental.
Quarter 2(April-June)	Target future students and create more events to get students involved.
April	From this month, we are going to start the second quarter. This quarter we may not have new students anymore. So, we are going to focus on cultivating more potential customers and preparing for the coming fall semester. After the first quarter, we should make some profits and are going to invest more money in advertising from this month. The first thing we need to do is to start our paid search on Google and paid ads on Instagram and TikTok. For the investments, Instagram is going to have \$40 a month, and TikTok \$60 a month. Second, we will design and print some brochures and posters about our service and products, and then send them out on campus.
May	Spring is a season full of creativity so we will launch a program called "Shining UTD". To perform better than competitors and better prepare for attracting upcoming students, we are going to redesign our products this month. All the machines being rented from other stores are industrial style which is not very welcome among college students. To compete with others and differentiate ourselves from them, we are going to paint some of our machines with Dallas and UTD styles (since the business partners are UTD students, we will have some machines with UTD-specific designs too). Our team will finish part of the redecorating, and another part is going to be finished as a contest. We will send posters on campus billboards and on our social media collecting innovative ideas from all the college students. The top three winners will get 15% off, 10% off and a free carpet solution sample respectively. Then we will use their ideas and share their stories to attract more students. We will also cooperate with other student clubs and some art students to paint machines together.
June	June is the time that new Fall 2023 students start to look for places to live, things about college campuses, student accommodations, etc. Current students are going to be on summer vacation, and some may go away for travel or home. In that regard, this month we will focus on developing new customers by joining their group chats and helping them figure out things about school. Alongside getting new customers, providing better service is another goal of ours. On the one hand, we will start a delivery service. Students who book one week ahead can get free delivery to their places. During the whole week, we will gather information about all the orders, and then deliver orders in the same area together. On the other hand, the machines will also be updated. Some broken ones

	will be repaired or replaced so previous users will be more satisfied and new users will be happy to use our products.
Quarter 3(July-September)	Target new students and create better service.
July	New Fall 2023 students are coming to campus this month. We will run 3 different offers this month. One is the “Early Bird” offer for new students who register us before school starts. Each one gets 10% off. Another offer is for new students. All Fall 2023 students can enjoy a 5% discount and free delivery on their first order. The third offer is for students who have used our service before. They can get \$10 off if they share our link with 5 people and all 5 people order from that link. Taken together, they will provide a broad-based channel to gain new customers. Next, to attract potential consumers and build trust, we will use the same strategy as January. We will engage in all the websites and group chats for new students. Moreover, we are going to collect feedback and stories about us from our customers since half a year passed. Using the feedback, we are going to adjust our service and strategy.
August	The surge of new students coming to campus will provide an opportunity for us to get more people involved in our rental service. This month we are going to organize two activities. The first one will be focused on new students. A small experience-sharing chat between new students and current students will be held. Current students are going to share their experiences of living in an unfamiliar city and how they thrive. We are going to send this information to all group chats and post it on social media. The second event is going to be a hunting treasure game. All students can join. We will design a map and provide lots of clues for players. The stops will be our machine rental locations. The winner can also get a \$20 gift card for the next order. Pictures and videos about this event will be posted on social media platforms.
September	In the last month of Quarter 3, the task will be designing our “Dust-Away Rental” application. This app will have one logging-in page and one home page including “Renting”, “Buying”, “Browse”, and “Chat”, information about us and information about our offers. The “renting” part is to show all our options for rental. The “Buying” part will have prices and products for sale. Customers can reach out to us just by typing in the app from “Chat”. By “browsing”, people can just type in their zip code and get the pick-up locations. We will also have a button to introduce how to use our service and a button about the most recent offer. The referral offer will be set up at the top right running all the time. Anytime when a customer refers us to a friend and their friend downloads our app and orders using the app, they can get \$10 (must be used two different times).

Quarter 4(October-December)	To be more available, get a wider audience and have more locations
October	We aim to attract a larger audience group this quarter. We are going to use Google Maps and Google SEO. Some paid searches will be used at this stage. Each month we will invest \$200 in paid search. We may also start Yelp if we have enough funds. After we start Google and Yelp, this month we will focus on the review since most people get an impression from how your reviews are. Each customer can get a sample cleaning solution or a towel for free if they leave a review on Google or Yelp. We will also respond to each of the reviews and create a brand image through our responses.
November	November is also the Thanksgiving holiday. The orders will increase since people start to clean their houses. We are going to make it more available for customers. More locations need to be set up from this month. 3 spots on campus and at least 5 pick-up locations in apartments nearby campus will be finished. For instance, for the apartments, we are going to choose from Northside apartments, Estate of Richardson, Marquis at Waterview, MAA, Estate of Frankford, Madison at Melrose, The flats at Palisades, etc. We will start from where our team member lives so that we can save some travelling cost. If we need more locations, we will hire other students who live in apartments nearby and give them some commission. We will also have a special Thanksgiving campaign—“Dust-Away from The Heart”. Being grateful is the best way to get rid of negative feeling which is the “dust” from the “heart”. This campaign will collect stories and words our customers want to say to their friends or family members or even just a stranger. Gathering all the thanks together to create a better world.
December	In the last month of 2023, we will focus on customer service, product function, and gaining larger customers. For customer service, we will make our website and mobile application work more smoothly, change some modes and add new functions based on feedback. For products, we will repair and update machines. To have a wider influence, we are going to prepare to build cooperation with other universities in the Richardson Area. We may recruit campus agents in universities nearby like SMU, TCU, UNT, Baylor, etc. The responsibilities of agents will be included sending emails, managing group chats, and providing pick-up and delivery service, etc. This month we will also have the Christmas offer. If students top up more than \$100 at once, they can get a \$10 credit.

Financial Projections

The month-wise income statement for “Dust-Away Rentals” are captured below in the table followed by the graph to show a clear picture of how the Net Income is increasing significantly for our business every month from January 2023 to December 2023.

The following assumptions were made while calculating the Net Income for “Dust-Away Rentals”: -

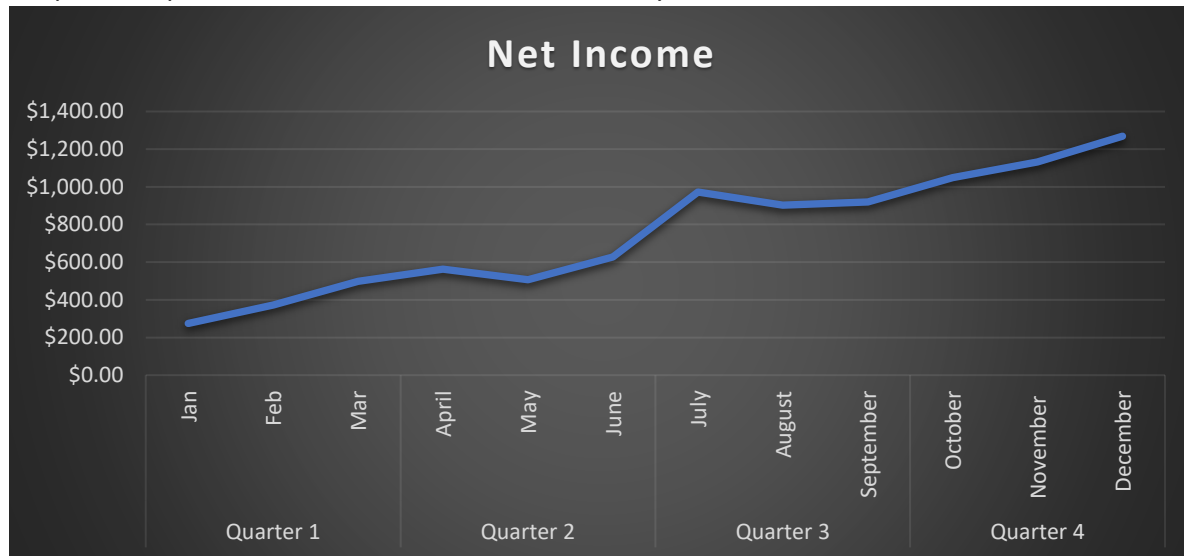
- In Q1 we will lease out 35% of equipment i.e., around a total of 54 pieces of equipment will be rented. In Q1 i.e., from the month of January to March, the number of equipment that will be rented will be the lowest as we will be new to the market, so it will take us some time to attract customers and build our brand image. However, since the equipment will be fresh and brand new, the Repair & Maintenance Expenses will be zero for this whole quarter. Additionally, we are also assuming the advertising cost and transportation cost in this first quarter will roughly be the same, with a slight change from one month to the other. On top of this, we are considering an Income Tax slab rate of 35% throughout the first year of our business. Above and beyond this, in every month we have also included miscellaneous costs to cover any unforeseen situations, for instance, we use this capital to change our marketing and sales strategy in case we are unable to meet our projected sales targets.
- In Q2 a total of 50% of equipment or 77 pieces of equipment will be rented out to our customers. In Q2 i.e., from the month of April to June, the number of equipment that will be rented will increase in comparison to that of Q1. Though, the sales won't be very rampant, as some of the international students might go back to their home countries or student may travel to other locations for their Summer Internships. However, since the equipment will now be used for a whole three months, we will have to include Repair & Maintenance costs for this quarter. Moreover, we are also assuming the advertising cost will be lower for April and May since the number of students living in off-campus accommodations will be lower for the above-stated reason. The transportation cost in this quarter will also roughly be the same as that in the first quarter, assuming there is no major change in gasoline prices over the past two quarters.
- In Q3, a total of 70% of equipment will be leased, i.e., a total of 108 of our equipment would have been rented out to our end users. In Q3 i.e., from the month of July to August, the number of equipment that will be hired will increase significantly in comparison to that of Q1 and Q2 sales. This is because both existing and new students will be coming for attending their schools for the Fall Semester. As we would have created a significant presence among our customers, we expect a considerable increase in sales in this quarter. Moreover, since several college students start coming to the States in the month of July, we are expecting a peak in sales during this month. Given that the equipment would now have been used for a whole six months, we will have to increase the Repair & Maintenance costs for this quarter. Furthermore, we are also assuming the advertising cost will be higher since we will have to market aggressively to make the most of the opportunity at hand, of an increased number of end users. The transportation cost in this quarter will also increase as we are assuming the gasoline prices rise with time.
- In Q4, 90% or a total of 138 pieces of equipment would be borrowed. In Q4 i.e., from the month of September to December, the number of equipment that will be rented will increase noticeably in comparison to sales of the previous quarters. This is because by this time our marketing strategies would have captured a wide range of audiences, and we would have an increased

customer base by this time. Apart from that, since the equipment would now have been used for more than six months, we would have to increase the Repair & Maintenance costs for this quarter. Besides, we are also assuming the advertising cost will be higher since we will have to ensure that our existing customers continue to rent our equipment while at the same time, we should also be able to capture new customers. The transportation cost will increase in this quarter as well since we are assuming the gasoline prices rise with time.

Income statement for Dust Away Rentals from January 2023 to December 2023

	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Jan	Feb	Mar	April	May	June	July	August	September	October	November	December
Revenue	\$780.64	\$1,167.04	\$1,512.00	\$1,520.96	\$1,547.84	\$1,928.64	\$2,736.16	\$2,779.84	\$2,942.24	\$3,223.36	\$3,620.96	\$3,951.36
Cost of Goods Sold (COGS)	\$262.00	\$491.00	\$630.00	\$511.00	\$627.00	\$812.00	\$1,051.00	\$1,197.00	\$1,326.00	\$1,379.00	\$1,635.00	\$1,741.00
Gross Income/ Gross Profit	\$518.64	\$676.04	\$882.00	\$1,009.96	\$920.84	\$1,116.64	\$1,685.16	\$1,582.84	\$1,616.24	\$1,844.36	\$1,985.96	\$2,210.36
Operating Expenses												
Advertising Costs	\$54.00	\$54.00	\$54.00	\$53.00	\$53.00	\$55.00	\$60.00	\$65.00	\$65.00	\$70.00	\$70.00	\$75.00
Transportation expenses	\$15.00	\$15.00	\$20.00	\$20.00	\$20.00	\$20.00	\$25.00	\$25.00	\$25.00	\$30.00	\$30.00	\$30.00
Repair & Maintenance Expense	\$0.00	\$0.00	\$0.00	\$25.00	\$25.00	\$25.00	\$30.00	\$30.00	\$35.00	\$40.00	\$45.00	\$45.00
Miscellaneous	\$10.00	\$10.00	\$10.00	\$12.00	\$12.00	\$12.00	\$15.00	\$18.00	\$20.00	\$25.00	\$30.00	\$30.00
Total Operating Expenses	\$79.00	\$79.00	\$84.00	\$110.00	\$110.00	\$112.00	\$130.00	\$138.00	\$145.00	\$165.00	\$175.00	\$180.00
Operating Income	\$439.64	\$597.04	\$798.00	\$899.96	\$810.84	\$1,004.64	\$1,555.16	\$1,444.84	\$1,471.24	\$1,679.36	\$1,810.96	\$2,030.36
Income Tax Expenses	\$164.87	\$223.89	\$299.25	\$337.49	\$304.07	\$376.74	\$583.19	\$541.82	\$551.72	\$629.76	\$679.11	\$761.39
Net Income	\$274.78	\$373.15	\$498.75	\$562.48	\$506.78	\$627.90	\$971.98	\$903.03	\$919.53	\$1,049.60	\$1,131.85	\$1,268.98

Graphical Representation of Net Sales of “Dust-Away Rentals”



Evaluation Control

Figures considered for calculation:

- Student population of UTD in 2022 is 32,000
- Students living on campus: 22% i.e., 7,040 students
- Students living off-campus campus facilities in the Richardson area: 78% i.e., 24,960 students
- Considering that student living off-campus is roughly the same for all four target colleges, therefore total student population living off-campus= 24,960 x 4= 99,840
- The students in off-campus housing usually share the living space with typically 3 – 5 people
- Our computations are based on the average of 4 people per home
- Therefore, $99,840/4 = 24,960$ homes
- In Q1 we will lease out 35% of the equipment
- In Q2 a total of 50% of the equipment will be rented
- In Q3, a total of 70% of equipment will be leased
- In Q4, 90% of our total equipment will be leased out

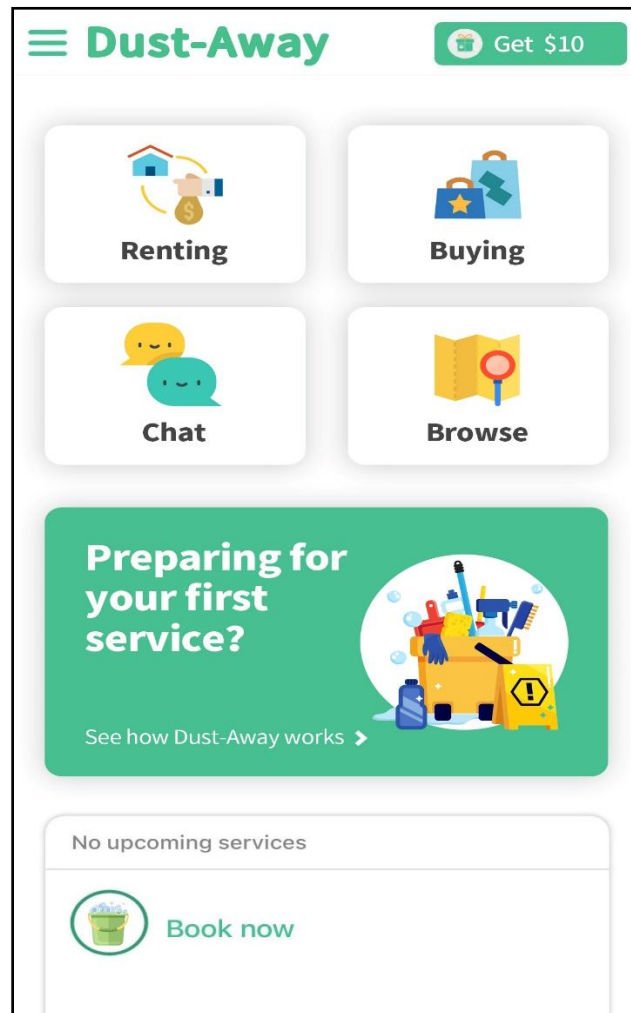
Quarterly Projections:

Quarter	Projection	Actions	Changes, if we don't achieve the set targets
Quarter 1(January-March)	We aim to be service providers for 10% of total homes in the area	We plan on introducing a lot of introductory offers and giving benefits to our early bird customers. We will market our business using offline mediums like flyers, ads, and pamphlets along with online advertising using Instagram and Facebook marketplace. <u>Quarterly Sales Target: \$3,459.68</u>	If we don't meet the initial targets, a series of measures will be taken, starting with ramping up the intensity of our marketing campaign and limiting our inventory growth.
Quarter 2(April-June)	We aim to increase our customer base by 10%, and service 20% of the total homes in the area.	Accelerated marketing efforts will be channelized to increase the customer to 20% in this quarter. We plan to expand our place factor by enrolling several Community Offices and Apartment complexes to join us as partners and act as our agents. We predict that this model would allow us to capture a broader customer base. <u>Quarterly Sales Target: \$4,997.44</u>	If this target is not met, a more intense enrolling drive to reel in more communities and apartment complexes to sign up with us. We would also increase the profit sharing and add other benefits as an introductory bonus for the said partners

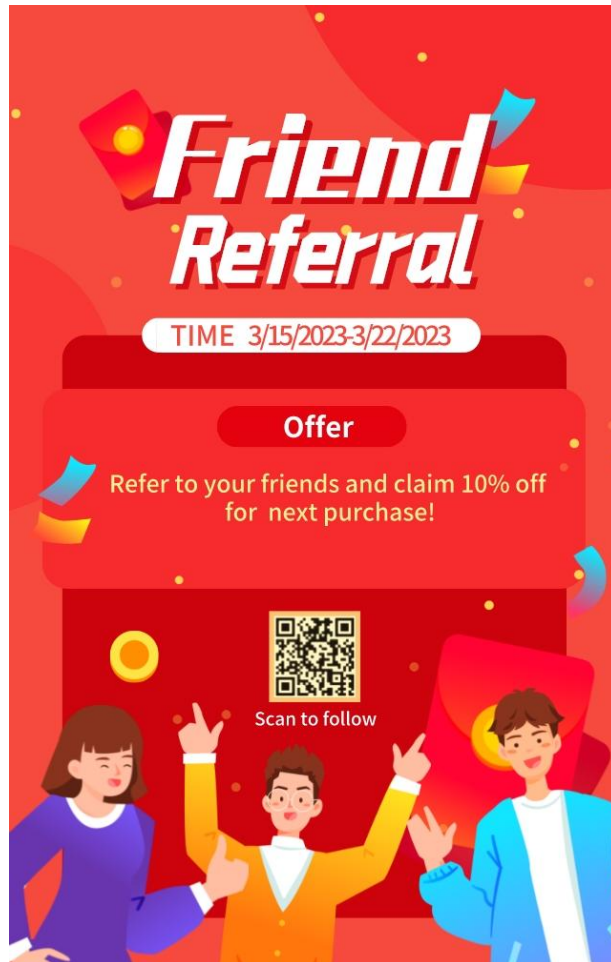
Quarter 3(July-September)	We expect 35% of the homes to be our customers.	<p>This quarter for us is an opportunity to significantly increase our sales and expand as this is the quarter where the semester ends and the new one begins. We categorize this area with mass move-ins and move-outs in the homes around the university. Subsequently, the need for cleaning equipment is increased.</p> <p><u>Quarterly Sales Target: \$8,458.24</u></p>	<p>If this target is not met, we plan to build a stronger online presence. This is because when students from other cities or countries plan on moving, they use the internet as a tool to look at what's around that they may need. So, having a good presence online and using SEO to our benefit, we are confident of achieving this target.</p>
Quarter 4(October-December)	We are projecting to have 50% of the total homes be our customers.	<p>This quarter has a lot of festivals of several cultures like Diwali, Halloween, Thanksgiving, Christmas, and New Year's Eve. Generally, the demand for cleaning equipment increases around and at festivals. As this quarter is characterized by frequent festivals, we are expecting the most growth in this quarter.</p> <p><u>Quarterly Sales Target: \$10,795.68</u></p>	<p>If we are unable to reach the target in this quarter, we would like to increase our offline presence in stores which are busy around festivals and set up a temporary stand to rent out our equipment. We believe that there is a genuine need for this service and with the right amount of online and offline visibility, we could meet our targets.</p>

Appendix

- We first created the User Interface or Front-End look of our website that we will be creating for “Dust-Away Rentals”. This website will be accessible from desktops, laptops as well as smartphones. The page looks as follows-



- Next, we created the flyers that we plan to put across the bulletin boards of our four target colleges. These flyers will also be made available at the leasing offices of our partner apartments. The flyer looks as follows-



Dust-Away

Affordable. Reliable. Spotless



EARLY BIRD

Register before
school starts

Get **10%** off

New students only
call us at 888-888-8888
Dust-Away Rentals

- We also created some sample advertisements that we will be using for our “Shining UTD Campaign”. The equipment in our model commercials will be portrayed as follows-



- The advertisement for our “Shining UTD” campaign will look as follows: -



- Before we started our project, we did research to know about our target customers and got 40 responses from the student. Online Qualtrics survey conducted for data gathering. The survey was as follows:-

Start of Block

Hi, we are a graduate student team from UTD and would love to hear a bit about your cleaning machine choice!

Q1 May I know your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender

Q2 What is your academic class standing?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Graduate Student

Q3 Which age group do you belong to?

- ☐ 17-22
- ☐ 23-28
- ☐ 28-33
- ☐ 34 or more

Q4 Are you currently working either full-time or part-time?

- ☐ Full-time
- ☐ Part-time
- ☐ I'm not working

Q5 Your current salary belongs to which of the following range?

- ☐ < \$1000/month
- ☐ \$1000-\$2000/month
- ☐ \$2000-\$3000/month
- ☐ >\$3000/month

Q6 What machines do you use when cleaning your house?

- ☐ Vacuums
- ☐ Carpet cleaners

- Hard floor cleaners
- Floor sanders
- Floor polishers
- Floor mops
- Broom and dust pans
- Scrub brushes
- Spray bottles

Q7 Have you ever rented a cleaning machine before?

- No
- Yes

Q8 Do you prefer to buy a cleaning machine or rent one when you have to clean your house?

- Buy one
- Rent one
- It depends (explain why) _____

Q9 If you are going to rent a machine, which place might you go to?

- Homedepot
- Lowe's
- Bissell
- Rent one online
- From school if it is provided

Q11 What machines do you prefer to rent?

- Vacuums
- Carpet cleaners
- Hard floor cleaners
- Floor sanders
- Floor polishers
- Floor mops
- Broom and dust pans
- Scrub brushes
- Spray bottles

Q12 How will you score your willingness to rent a machine?

Q13 How much do you think you need to rent a cleaning machine?

- None at all
- Sometimes
- Most of the times
- All the time

Q14 How often do you clean your house?

- ☐ 1-2 times/month
- ☐ 1-3 times/month
- ☐ 1-3 times/week
- ☐ Every day

Q15 You know about cleaning machine rental service through which channels or platforms?

- ☐ Google/Google Map
- ☐ Social media: Tiktok, Instagram,etc
- ☐ Group chat/ friend referral
- ☐ Physical stores
- ☐ Websites
- ☐ Magazines/Newspapers
- ☐ Other

Q16. Which item below is the major factor that have an influence on your decision of choosing products?

- ☐ Quality
- ☐ Appearance
- ☐ Price
- ☐ Brand
- ☐ Eco-friendly
- ☐ Customer service

End of Block

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