

BUSINESS PLAN



CLEAN-NEAT MOBILE CLEANING AND LAUNDRY SERVICES

**BLK B53, NYERERE SQUARE.
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1.0 INTRODUCTORY PAGE

1.1 Name and Address of Business

CLEAN-NEAT MOBILE CLEANING AND LAUNDRY SERVICES

BLK B53, NYERERE SQUARE.

P. O BOX 239, DODOMA

1.2 Names and Addresses of Principals

1. ALFRED G MASSAWE

CEO

2. THEREZA KATUBA

ACCOUNTANT

1.3 Nature of Business

Laundry and cleaning business

1.4 Statement of Confidentiality of Report

This Business Plan is confidential and contains proprietary information and intellectual property of the group, and its content or ideas should not be shared without the consent of the plan authors.

2.0 EXECUTIVE SUMMARY

The name of our business is Clean-Neat mobile cleaning and laundry services which is yet to be started. Clean-Neat laundry services will be a residential, commercial and laundry and cleaning services that will provide all kinds of cleaning solutions for properties. Hygiene is one important thing that must be practiced with seriousness; as a matter of fact, it has to be a frequent practice but academics and work sometimes make it difficult for people get to time to wash their clothes and clean their homes and properties. We will be a registered laundry and cleaning facility that is built to serve the people of Dodoma, especially the busy corporate executives and students. Our Laundry and cleaning business will be located in the heart of Dodoma which is less than 30 minutes' drive from Saba-saba bus stand. We are strategically positioned in a commercial center and we are set to services the whole of the community as well as visitors and travelers alike. This location makes our business clearly visible and the environment is also conducive. Our goal is to address the needs of the customers who are looking for top notch cleaning laundry services at reasonable prices for their homes or their workplaces. This need of the customers will be addressed by providing them with the very best cleaning services that will be conducted by highly skilled cleaning professionals. The characteristics that will set our business apart from the rest will be the top quality of our services, the efficiency of our workers and the first class hospitality treatment that our clients can expect from our professionals every single time.

We currently, have not started operations but everything is set for it to kick start. This business plan therefore captures everything about the business. The main target market of the business is students and workers and most of them are located in the area, also the place is closer to campus and clients can easily locate us.

2.1 Objectives

Our objectives for the first three years of operation include:

- To create a service-based company whose number 1 goal is exceeding customer's expectations.
- To increase our number of clients served by 20% per year through superior service.
- To develop a sustainable home-based business, living off its own cash flow.
- The utilization of our facility on a regular basis by at least 30% of the leads that contact us for more information.

2.2 Vision Statement

Our Vision is to operate one of the most successful laundry and cleaning services in the country and beyond.

2.3 Mission Statement

Our mission is to develop a highly successful and profitable laundry business with state of the art facilities in the country; a business that will not only meet the needs of her clients but also supersede their expectations. Thus, we provide the customer with all residential cleaning services in an environmentally sound, completely trustworthy, and professional manner. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.

3.0 BUSINESS DESCRIPTION

Clean-Neat mobile cleaning and laundry services which is yet to be started. Clean-Neat laundry services will be a residential, commercial and laundry and cleaning services that will provide all kinds of cleaning solutions for properties. The business is ready to be started; the location, target market, pricing, marketing strategies have been determined. Our Laundry and cleaning business will be located in the heart of Dodoma which is less than 30 minutes' drive from Saba-Saba bus stand. We want to start as a small business and then grow it to a point where it becomes international. In doing this, we are targeting the students and workers as time goes on we will spread to the entire town and then to other regions. This means that we are going nationwide, with branches in all the regional capitals and big towns.

3.1 Company Ownership

The business is going to be a partnership business among the members of the group. All the partners will have equal shares in the company.

3.2 Startup Summary

Our start-up costs include equipment needed (to be detailed below), initial legal fees, marketing fees, cleaning equipment and supplies, uniforms, and signs for employee vehicles. The office equipment includes a computer system. Also required for the office is an additional land phone line, fax machine, pager, and cellular phone. A few pieces of furniture will also be needed. The legal fees are used for the formation of the business as well as reviewing/generating employee and client contracts. Marketing fees are for the production of business cards and brochures.

Cleaning equipment must also be purchased with one set of equipment per employee. The major per employee expense is a commercial vacuum cleaner (consumer models will not withstand continuous use) and assorted brooms, mops, and chemicals (biodegradable). Uniforms will be used to give off a professional image.

3.5 Table: Start-up

<i>Start-up</i>	Tsh
Requirements	
Start-up Expenses	
Legal	690,000
Stationery etc.	115,000
Brochures	460,000
Insurance	1,150,000
Uniforms	230,000
Cleaning Equipment	1,840,000
Office Furniture	230,000
Communication Equipment	230,000
Computer Equipment	3,450,000
Magnetic Car Signs	172,500
Cleaning Supplies	300,000
Other	0
Total Start-up Expenses	6,727,500
Start-up Assets	20,872,500
Cash Required	
Start-up Inventory	0
Other Current Assets	0
Long-term Assets	0
Total Assets	20,872,500
Total Requirements	30,000,000

3.6 Services we provide

Clean-Neat is a laundry and cleaning that will be equipped with state of the art facility specifically positioned to become the market leader in the industry. Our major purpose of starting this business is to provide a suitable and comfortable facility where people can easily do their laundries at an affordable fee. Much more than providing a facility where people can do their laundries, we also offer complementary services; services that will get our customers hooked to us. Bottom line is that we will go all the way to help our customers maximize their time when they patronize our Laundry services. These are the services and amenities that will be made available to our customers;

- washing
- Dry cleaning services
- Ironing
- Folding and packaging of clothes
- Home delivery services
- Coffee bar
- Snack bar
- Children playground
- Video games
- Free Wi-Fi

We will offer free pick-up and delivery. Our network of laundry professionals will give clients' clothes the personal care and attention that won't be found anywhere else.

Our professionals will meet and exceed every expectation of our clients and make sure your laundry receives the utmost care and attention. We believe in providing the highest quality laundry service available. We also provide cleaning services to banks, schools, hotels, churches, etc. The cleaning aspect of the business is divided into two; first is the commercial cleaning service and the second is the residential cleaning service.

Commercial clients usually demand cleaning companies that can provide them with state of the art janitorial services and garbage removal and disposal services. Residential clients on the other

hand look for cleaning companies that can provide comparatively less heavy-duty services such as carpet cleaning, upholstery, 6 hour maid services, vacuuming etc. Clients can subscribe to daily or weekly cleaning services. With commercial cleaning services we will provide janitorial services where we do general cleaning of the office area for clients. We will also provide garbage removal and disposal services where we daily collect the waste and garbage of clients for safe disposal. We provide a variety of office cleaning services to a wide range of clients. From estate agent offices to computer service companies, we know that your office environment projects the image of your company, it is important to project the kind of image that your clients expect to be welcomed into. A clean working environment is paramount and your staff will not only work better but they will have fewer days off with coughs and colds if surfaces, telephones and communal areas are kept clean and germ free. We also do window cleaning for both domestic and commercial clients. We also provide after construction cleaning services where we clear debris in newly constructed buildings. Our services offer immense of benefits to clients. We help clients save much time to concentrate on their studies and work to increase their productivity. Students and workers sometimes have very tight schedules that do not allow them time or luxury to do the cleaning of their homes and washing of their clothes. Also, clients do not have to bring their clothes to us, all they need to do is to give us a call and we will attend to them immediately. We do not just provide any service to clients but we ensure our services are quality to meet the expectation of clients and even exceed their expectations. We also make sure that we pick-up client's clothes on time and return them on time and clean their homes and offices quickly. Efficiency is our hallmark; we do dirt free clean making sure that not even a perk of dirt is left. Treating clients' properties with care and respect is something we do not take lightly. This means that those properties are safe in our hands. We save clients a great deal of their time and make them convenient since they do not have to worry about their cleaning chores. Our aim is to put our clients first, and we are always flexible to help satisfy your cleaning needs.

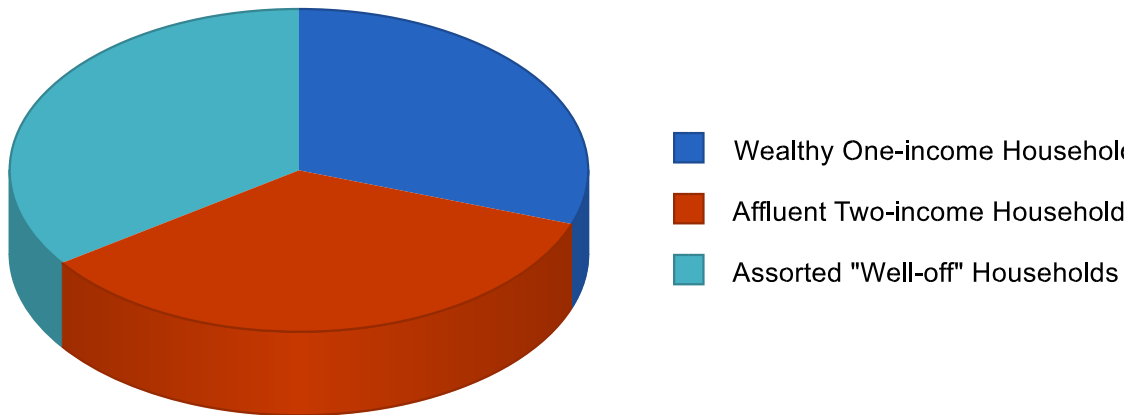




4.0 MARKET RESEARCH AND ANALYSIS

The overall size of the cleaning industry is quite huge in Ghana. Cape Coast is one of the major locations in the industry mainly because it is becoming an industrialized and commercialized city where cleaning services have become a necessity in nearly every neighborhood that is flocked with commercial complexes and residential buildings. A lot of tertiary institutions also abound, where students and lecturers sometimes get so busy with academics that they can afford the time to clean their properties and do their laundry. Also, a lot of constructions are being carried out which need an after-construction cleaning. The analysis of the cleaning and laundry industry can be easily divided into two categories due to the distinct nature of the two kinds of services that cleaning companies in this industry concentrate on. The first is the commercial cleaning service and the second is the residential cleaning service. The market analysis for both of them were done separately because the nature and intensity of the demand in both of them are highly different. Commercial clients usually demand cleaning companies that can provide them with state of the art janitorial services and garbage removal and disposal services. Residential clients on the other hand look for cleaning companies that can provide comparatively less heavy duty services such as carpet cleaning, upholstery, 6 hour maid services and vacuuming.

4.1 Chart: Market Analysis (Pie)



4.2 Table: Market Analysis

<i>Market Analysis</i>							
		Year 1	Year 2	Year 3	Year 4	Year 5	
Potential Customers	Growth						CAGR
Wealthy One income Households	11%	7	8	9	10	11	11.96%
Affluent Two income Households	13%	8	9	10	11	12	10.67%
Assorted "Well-off" Households	6%	8	8	8	8	8	0.00%
Total	7.75%	23	25	27	29	31	7.75%

4.3 Changes in the Cleaning Industry Marketplace

During the time of the depression, the office rent rates went up and that compressed the ability of several corporations and large businesses to afford cleaning services. Since the depression faded way into oblivion, the office rent rates have somewhat become flatter and companies and corporations have regained the need and ability to subscribe to cleaning services. With that being said, certain areas of the city are experiencing a rise in rent of residential spaces. If the rates continue to rise in a similar fashion, then we will be forced to make our prices more competitive and increase the efficiency of our services to residential clients. This may sound like an intimidating scenario for most start-up cleaning businesses, but our company sees this as an opportunity to adapt, evolve and let the market changes mold our path to success. One of the major changes that led to a boom in the cleaning industry in the recent years is the development and increased authority of the healthcare industry. Residing and working in unclean and filthy places posed several health hazards to residents and workers around the country. This forces the home owners and corporate heads to resort to cleaning services, since their personal cleaning professionals unable to meet the standards that were set by the esteemed organizations in the health care industry. As a result, cleaning companies were suddenly exposed to far more contracts than before, and most of the clients preferred to have long term arrangements with the cleaning companies instead of having a one off affair with the cleaning services. One lesser known factor that influenced the growth of the cleaning industry is the ever increasing demand for aestheticism and visual appeal in homes and offices around the country. People want their homes and offices to look good from both the inside and the outside. As a result, they cannot afford to have dirt and filth lying around in their office or residential space. This prompted them to seek the professional help of cleaning services. Cleaning companies around the company are making sure that homes and offices retain and maintain the visual appeal with which they were built so that they do not become labelled outdated or unsuitable for future tenants.

4.4 Market Segments in the Cleaning Industry

Most cleaning companies do not provide an all-encompassing service. The cleaning service itself can be divided into various segments, and the demand for these segmented services in the commercial or residential market is quite different from one another.

Some of the most common segmented services include janitorial services, maid services, window cleaning services, carpet cleaning services, dry cleaning, vacuuming, furniture polishing, washroom cleaning, waste removal and disposal etc.

We understand the diversity in the demand for these services across various platforms. For example, it would be erroneous for us to assume that the market demand for window cleaning in commercial complexes is the same as the market demand for window cleaning in residential homes. We have decided to enlarge our scope in the market by adding laundry services to take care of the clothes of busy clients.

4.5 Target Market and Customers

One of the more impressive aspects of the cleaning industry is the endless possibilities it provides when it comes to the target market and customers. Sure, each cleaning company that establishes itself in the cleaning industry has its own niche and therefore its own target market and clients. However, for a start-up company like ours, we had the luxury of choosing from a wide selection of target customers.

In the commercial sector, businesses ranging from small companies to large corporations are all in need of cleaning services of one kind or the other. Schools, colleges, libraries and other variants of educational institutions too require the assistance of cleaning companies to provide a cleaner, safer and health hazard free studying environment for the bright minds of tomorrow.

In the residential sector, there are those living modern day busy urban lives who hardly have time to make their bed and keep their shoes aligned. For them, maid services are perfect to restore some order in their homes and their lives. Then again, there are clients within the residential sector who are looking to provide their newborn children with a cleaner and safer abode. This is when they call upon the cleaning service companies to help make their homes a better place for their children to live in. As far as our operations are concerned, we are looking to cater for the commercial clients, students and lecturers, and the general public. Since we are equipped with the right size of cleaning staff and the appropriate cleaning equipment, we believe that we can cover massive office spaces as long as the clients appoint us a reasonable deadline. Window cleaning services, janitorial services and waste removal services in collaboration with

the city authorities will be the major concentration areas of our business going forward. With that being said, we will be keeping a watchful eye on the residential sector and always be open to the idea of expanding our business if lucrative opportunities present themselves. Whether or not a client will express their interest to subscribe to a cleaning service company will depend on two things. The first is the expertise and experience of the cleaning service company which is known to people in the neighborhoods, city or the country. Secondly, the effectiveness and the efficacy of the marketing and advertising strategies that are created by the cleaning company. There can also be a third factor in the mix, and that is the company's ability to impress their clients during trial periods of service, if there are any on offer. Our company, being a start-up cleaning business, will lack the experience and renown that is required to draw in new clients. However, what we lack in experience, we will make up with the high quality of services during the trial cleaning sessions that we will offer to our clients and also through the dynamism and strong appeal of our outbound and inbound marketing campaigns. We hope to build a brand that can consistently influence the buying decision of the customers in the industry.

4.5 Competitive Environment

From our recently concluded feasibility studies and market survey, we observed that there are several cleaning and laundry businesses scattered all over the city of Dodoma, as a matter of fact, there are two or more laundries in same locations in some areas. This goes to show that there is stiffer competition in the industry. Before launching our Laundry, we have critically studied the market and we know that we will have some form of competitive edge. Our competitive advantage is that we will have a standard Laundry and cleaning facility that offers additional complementary services that will definitely help us attract and retain customers. With time, we will be having state of the art Laundry facility with latest and easy to use laundry machines (washing machines, dryers, industrial irons et al). We will be centrally located in one of the busiest areas in Nyerere square and we are open to all the available opportunities that the city has to offer. Nyerere square is one of the densely populated communities in Dodoma, and indeed the population translates to opportunities. Once a Laundry is conducive and relaxing, it sure attracts customers. This is the strategy that will help Laundry attract customers. This is why we will add fun centers, snacks and hiring attendants who are friendly and helpful. We also ensure that we provide are cleaning services as quickly as possible and within the set time as prescribed by the

client. We will of course provide quality services. We are a new business competing largely against established companies. To significantly build sales, we must not just find new customers—we must take customers away from existing firms. However by offering a superior and quality services we can quickly build strong relationships.

4.6 Sales Forecast

The first month will be used to set up the business. It is unlikely much/any business will be officially transacted. In addition to dealing with legal and accounting issues for the business, office equipment will be purchased and set up. Once the physical office is ready we will then develop the employee policy and procedure manual. Then we will develop our training program. This will take a bit of time therefore it is very important it is set up at the outset, ensuring that it is completed and done properly when there are far less time constraints. The second month will begin to see some activity. We will begin to field inquiries over the phone and expect to turn some of those into contracts. The first week of jobs will be done as a team, with Sarah and one employee. As the number of contracts begin to pick up at the end of the second month an additional person will be hired to form the first employee team. By the end of month four we will have built up enough demand that a new team of two will be trained and begin working. Having two teams of two will be sufficient until month seven when two more people will be brought on. We expect to remain with a six person head count into mid-year two when we expect to bring on one more team. The sales forecast is based on the assumption that increased demand will occur at a steady pace. This is based on the assumption that a large part for our new clients after month two will be from word of mouth referrals. All this will happen steadily and incrementally. This forecast is on the conservative side, it is possible that because we are superior to competing services that things really take off, however, it would not be prudent to take that aggressive of a forecast. It is always better to err on the side of caution.

4.7 Table: Sales Forecast

<i>Sales Forecast</i>				
		Year 1	Year 2	Year 3
Sales				133,064,200
Wealthy	One-income	127,960,000	128,832,200	
Households				
Affluent	Two-income	283,675,100	288,597,100	
Households				296,111,200
Total Sales		411,631,000	417,429,300	429,175,400
Direct Cost of Sales		Year 1	Year 2	Year 3
Wealthy	One-income	3,682,300	3,813,400	4,105,500
Households				
Affluent	Two-income	8,986,100	9,763,500	10,039,500
Households				
Subtotal Direct Cost of Sales		12,668,400	13,576,900	14,145,000
Tsh				

4.8 Marketing plan

Socialization will be at the center of our marketing strategy. We believe that in order for our business to thrive, we must reach out to people and give them genuine reasons to subscribe to our services. Our brand of marketing will be an aggressive and effervescent one, where we will strive to convert every potential prospect into a client within a period of 30 days.

This is the reason why we will be channeling our resources towards inbound marketing, as it allows us to connect with potential clientele and stay in touch with them at all times. Not only will we be having our own website, blog and newsletter programs, but we will also be taking our business to the social media platform, where the goal would be to change people's general perception towards laundry and cleaning service businesses and keep them informed about the advantages and benefits of hiring a cleaning service company, using both a direct and indirect approach.

4.9 Cleaning Business Advertising Strategy

Our advertising strategy will be no less exuberant than our marketing strategy. We believe that it is all about forming a brand and enticing people to associate themselves with the brand in ways that appeal to them the most. Unlike other cleaning companies, we do not simply want to sell services that people can make use of. Instead, our goal is to sell experiences that people can thoroughly enjoy. For example, our janitorial service advertisements will be specifically addressing the needs of those business owners who want to provide a wonderful working environment for their employees and thus curb down the number of complaints about their company's working conditions.

4.9.1 Sales Strategy

Once a client shows interest in our cleaning service, our sales team will be implementing a number of different tactics to retain the interest of the client and make sure that a contractual agreement is reached. In order to do this, we will be offering our first time customers with various unknown complimentary services and discounts that will turn out to be a surprise package for them and will thus intensify their desire to contractually obligate us to clean their

offices. The idea is to make the clients feel that they are getting more than what they are paying for.

4.9.2 Publicity

Our approach to generating publicity for our business will be divided into three steps. The first step is to convince trade magazine to publish a feature on our start-up company and the potential of our services to change offices across the neighbourhood. The second step is to send our representatives to the local radio stations to promote our business and educate listeners on what we have in store for them. The third and final step is to partner up with manufacturers of cleaning products and provide discounts on our services to people who purchase their cleaning products. Short videos will also be circulated to create the awareness of the general public. We will also open our business with a party and free trial for all our visitors for the first three days of launching the business. We will also do door to door advertisement, sharing stickers and posters, make use of attractive hand bills to create awareness and also to give direction to our facility. We will also position our signage/flexi banner at strategic location to create awareness.

4.9.3 Services

Our services are going to be driven basically by making available standard and safe Laundry facility, excellent customer service and provision of complimentary services. We will work hard to build a loyal customer base; customers that will always patronize us over and over again and as well help us use word of mouth publicity to get their friends and acquaintance to patronize us. We want to drive sales via making available easy to use washing machines, dryers and industrial irons et al. We are quite aware of how satisfied customers drive business growth especially businesses like Laundry and cleaning services which is why we will always ensure that our customer service and facility are top notch.

4.9.4 Pricing

Our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than our competitors are offering. However, we would use penetration pricing for the start where our pricing is very lower than that of our competitors then later switch to completion based pricing where we would not charge more than our competitors; either the same pricing or a bit

lower but not as low as it was at start. Be that as it may, the management have put plans in place to offer discount services once in a while and also to reward our loyal customers especially when they refer clients to us. The prices of our products (snacks, detergents et al) will be same as what is obtainable in any part of the country.

4.9.5 Payment Options

Payment policy is going to be all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available in every of our clients

- Payment by cash
- Payment via bank
- Payment via Mobile money

In view of the above, we will choose banking platforms that will help us achieve our payment plans without any difficulty. We will offer door to door pick up and return of clients clothes. This will alleviate that burden on customers to bring their things to the place. Quick response to clients when called to clean their offices and homes.



4.9.5 Revenue Model

We have a well-structured revenue model that will help sustain our business. Without a well-defined revenue model, that is, a clear plan of how to generate revenues, new businesses will more likely struggle due to costs which they will not be able to sustain. By having a clear, a business can focus on a target audience, fund development plans for a product or service, establish marketing plans, begin a line of credit and raise capital. We have identified which revenue source to pursue, what value to offer, how to price the value and who pays for the value. We have chosen two revenue models that well suit our business and will help in revenue generation. These are; subscription model and fee-for-service model.

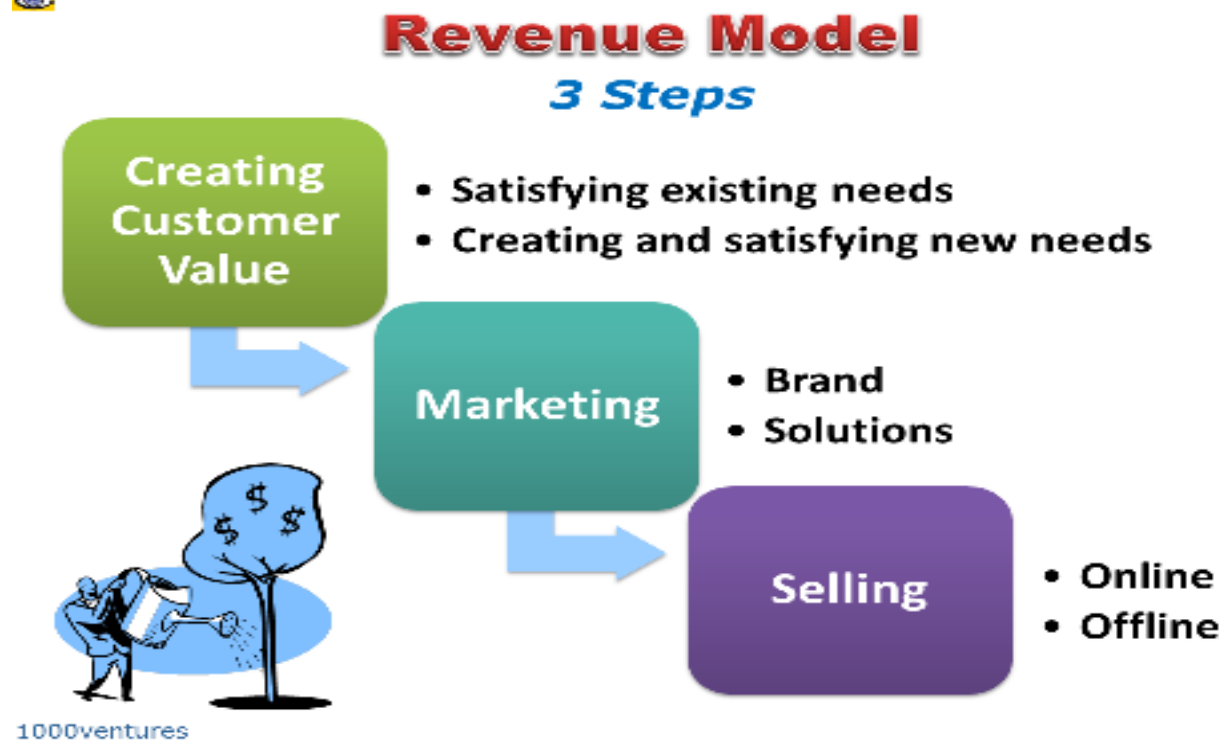
4.9.6 Fee-for-service model

In fee-for-service model, the business only charges customers for the amount of service offered. Thus services are unbundled and are paid for separately. With model we will charge our clients

considering the area of the place to be cleaned or the number of clothes to wash which they will pay either before or after the service is offered.

4.9.7 Subscription model

In the subscription model, the business provides a service to a customer who in turn pays a pre-determined fee at contracted period of time to the business. With this model we intend to offer weekly, monthly and possibly yearly subscriptions to clients in which they would pay a fee for the laundry or cleaning services we would offer for a particular period of time. We would continue to offer the services paid for by the client until the contract expires.



5.0 OPERATIONS/MANUFACTURING PLAN

The geographical location of a business is very important to its success. Our Laundry and cleaning business will be located in the heart of Dodoma which is less than 30 minutes' drive from saba-saba bus stand. We are strategically positioned in a commercial center and we are set to services the whole of the community as well as visitors and travelers alike. This location makes our business clearly visible and the environment is also conducive.

5.1 Facilities

We plan to lease approximately 10,000 square feet of space as soon as our financing is finalized. We have a specific property in mind and have a tentative agreement with the landlord's agent. This building located near Nyerere square has 8,500 feet of space and a small 850 square foot office. The building is located in a busy neighborhood. This building will be furnished with state-of-the-art laundry and cleaning equipment. We also have complementary services. These include;

- Coffee bar
- Snack bar
- Children playground
- Video games
- Big screen movies
- Free Wi-Fi

5.2 Strategy and Plans

Our strategy is to focus much of our efforts on the students. By focusing all of our effort and energy on this particular niche, we expect to quickly develop and maintain a leadership position. While other firms try to be all things to all people, we believe that our singular focus will give us significant advantages. Most of the companies serving this niche now also serve much larger markets and give only secondary attention to the students. On the other hand, our firm will give our total focus to this niche; our key people will stay in personal touch with customers in this niche; and we will be able to respond to changes in this market much faster than our competitors.

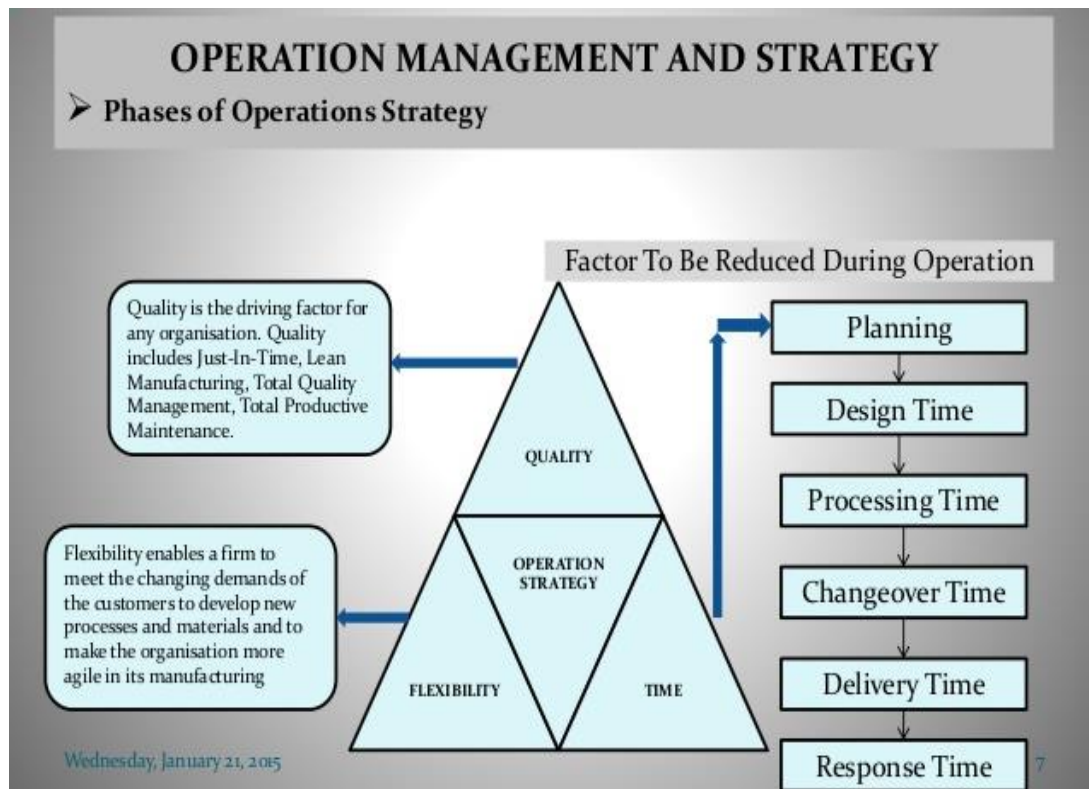
We will offer the best, most highly personalized service in the marketplace we serve. Especially being a very small, owner-operated company, we intend to use this to our advantage to be absolutely certain that every one of our customers receives excellent service. We will go out of our way to make sure that our customers know that they truly matter to us. We will also make display suggestions and to create a number of displays that can be adopted to the needs of particular customers. Sales reps and in-house employees who deal with customers will be carefully trained and will be given wide latitude for ensuring that customers are always satisfied. As we focus on the students initially, we will be widening out to reach lecturers, offices, and corporate organizations, individuals in the community. With time we will cover the entire city of Cape Coast and then start widening our tentacles to the other regions of the country.

5.3 Regulatory and legal issues

Processes of getting the business registered have been started to ensure that we legally operate according to certain guidelines that we will be given. We would also put down certain regulations and modalities that will guide the operation of our business and the conduct of the employees.

5.4 Operational strategies

We will be open from 6 a.m. and close 10 p.m. from Mondays to Thursdays and will run a 24 hours service from Friday to Sunday. We decided to operate in this format because from our market survey and feasibility studies, we realized that customers usually do most of their laundry during weekends. We are quite aware that in order to become the number one laundry and cleaning company in Ghana, we must continue to make our facility welcoming and relaxing and that is exactly what we will do. We are open to the use of latest technology in the industry. No doubt our excellent customer service and the range of additional complementary services we offer will position us to become one of the leading laundry and cleaning company.



5.5 Service Delivery

In order to deliver high quality, personalized service we will carefully select all employees—especially sales reps and customer service representatives who deal directly with customers. We are currently interviewing candidates for sales reps; we will carefully review references from past employers those sales reps have served. We will also make sure that each employee understands our way of delivering quality service to each customer. We will have immediate back-up support available by phone from our office for more difficult service issues. And we will give employees enough latitude so that they can respond immediately to almost all customer requests or complaints, which in this industry usually mean granting prompt credit for damaged items.

5.6 Customer Service Support

We intend to prioritize customer service and make it a key component of our marketing programs. We believe that providing our customers with what they want, when and how they want it, is the key to repeat business and to word-of-mouth advertising. Not only will we train our employees to deliver excellent service, we will give them the flexibility to respond creatively

to client requests. In addition, we will continually monitor our clients' level of satisfaction with our service through surveys and other convenient feedback opportunities. Two of the partners would be there to handle all customer service issues. As our business grows we intend to hire additional customer service people one at a time and pay a premium over market labor rates to attract and retain quality help.

6.0 MANAGEMENT TEAM/ENTREPRENEURIAL TEAM

We want to build a team, a dedicated workforce that will work together to help the organization achieve its set targets. We would employ skilled people to occupy the following position; Managers, Accountant / Cashier Marketing Officer, Laundry Attendants, and Snacks Bar Manager, Children's Play Ground Manager, mobile Cleaners and delivery personnel, Security Guard.

6.1 Key Management Personnel

The Company will be managed by the founding partners, whose individual areas of expertise cover many of the functional aspects of the business. Mr, Alfred Massawe will serve as the President of the Company, and will be responsible for services and Sales & Marketing. Mashauri Bisaga will be the Vice President, in charge of Administration. Thereza Katuba she will be responsible for customer service, accounting, and the general administration of the business. The other partners will take care of the accounting, and supervisory roles, market analysis and new trends. The resumes of the partners contain their qualifications and skills.

6.1.1 Table: Personnel

<i>Personnel Plan</i>			
	Year 1	Year 2	Year 3
Owner	55,200,000	57,960,000	60,858,000
Employees	199,844,700	213,900,000	234,600,000
Total People	0	0	0
Total Payroll	255,044,700	271,860,000	295,458,000

6.2 Organizational Structure

The organizational structure is very simple. The laundry attendants and mobile cleaning and delivery team will report to the president. And support staff at the office and warehouse will

report to the vice president who will be able to support any day-to-day needs that the reps may have.

The business is a partner between all the members of the group. All members will own equal shares and therefore profit will be equally shared among them. A number of people will be employed as laundry attendants whose work is to wash, dry, iron and pack the clothes of customers. We would also have mobile cleaners and delivery personnel and their work is to go to clients' homes, offices, and properties to get them cleaned. They are also to pick-up clients' clothes and items from their homes to the laundry to be washed, and after which they will return them. All employees will receive monthly salaries. Bonuses and commissions will be put when employees work beyond certain times or when they offer outstanding services. Hardworking staff will be awarded to motivate the rest to work hard and deliver quality services.



7.0 FINANCIAL PLAN

7.1 Financial Projections

It is important to state that our sales forecast is based on the data gathered during our feasibility studies and also some of the assumptions readily available on the field with reference to similar business in Las Vegas.

We know that we are well positioned and we will definitely attract clients that will not only patronize our Laundry and cleaning services but clients that will patronize our coffee care and snacks bar et al meaning that we will generate additional income from these sources. Below is the sales projection, it is based on the location of our Laundromat and the type of services and products that we will be offering;

7.2 Key Assumptions

The first month will be used to set up the business. It is unlikely much business will be officially transacted during this month. In addition to dealing with legal and accounting issues for the business, office equipment will be purchased and set up. Once the physical office is ready the employee policy and procedure manual will be developed. Then the training program will be constructed. This will take a bit of time therefore it is very important it is set up at the outset, ensuring that it is completed and done properly when there are far less time constraints.

The second month will begin to see some activity. We will begin to field inquiries over the phone and expect to turn some of those into contracts. The first week of jobs will be done as a team, two employee. As the number of contracts begin to pick up, probably at the end of the second month, an additional person will be hired to form the first employee team. By the end of month four there will be enough demand that a new team of two will be trained and begin working. Having two teams of two will be sufficient until month seven when two more people will be brought on.

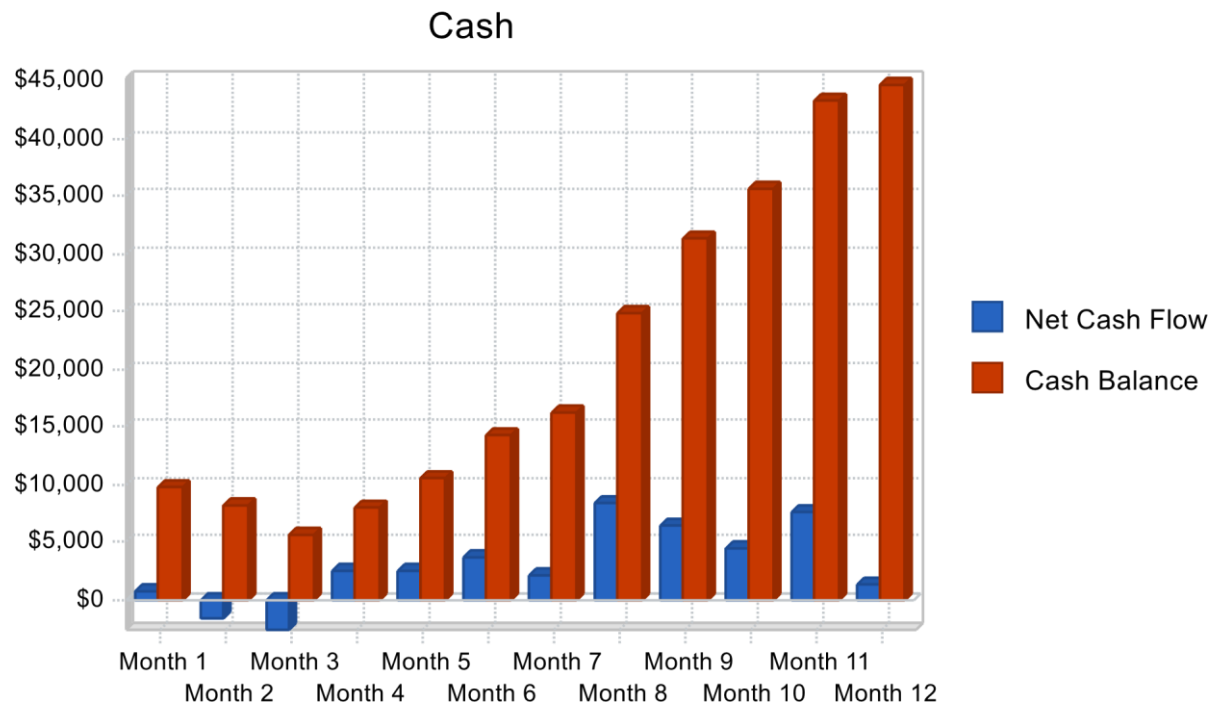
The sales forecast is based on the assumption that increased demand will occur at a steady pace. This is based on the assumption that a large part of the new clients after month two will be from word-of-mouth referrals. All this will happen steadily and incrementally. This forecast is on the conservative side, it is possible that because we are superior to competing services that things

really take off, however, it would not be prudent to take that aggressive of a forecast. It is always better to error on the side of caution.

7.3 Projected Cash Flow

The following table will indicate projected cash flow.

7.3.1 Chart: Cash



7.3.2 Table: Balance Sheet

<i>Pro Forma Balance Sheet</i>			
	Year 1	Year 2	Year 3
Assets			221,375,000
Current Assets			
Cash	102,511,000	161,959,100	

Inventory	3,431,600	2,470,200	250,2400
Other Current Assets	0	0	0
Total Current Assets	105,942,600	164,429,300	223,877,400
Long-term Assets			
Long-term Assets	0	0	0
Accumulated Depreciation	0	0	0
Total Long-term Assets	0	0	0
Total Assets	105942600	165464300	223877400
Liabilities and Capital	Year 1	Year 2	Year 3
Current Liabilities			6058200
Accounts Payable	11943900	6642400	
Current Borrowing	0	0	0
Other Current Liabilities	0	0	0
Subtotal Current Liabilities	11943900	6642400	6058200
Long-term Liabilities	0	0	0
Total Liabilities	11943900	6642400	6058200
Paid-in Capital	29900000	2,990,000	2,990,000
Retained Earnings	9,027,500	64,098,700	127,886,900
Earnings	73,126,200	63,788,200	60,032,300
Total Capital	93,998,700	157,786,900	217,819,200
Total Liabilities and Capital	105,942,600	16,4429,300	223,992,400
Net Worth	4939,98,700	157,786,900	217,819,200

8.0 CRITICAL RISKS ANALYSIS

When starting a business, it is understood that there are **risks and problems** associated with development. Therefore, some assumptions about these factors are provided.

8.1 Operating Risk

The two main issues that need to be addressed in the operation are the price of the major equipment, washing machines, vacuum cleaners etc. and the quality and supply of the componentry. As this venture is located in a place farther away from the market where we would be buying our supplies from cost will be high due to the high transport costs. Strong relationships will be developed with suppliers of the equipment and detergents which will ensure favorable trading terms. Quality control checks have been introduced. To ensure only the best supplies are sourced, two or three suppliers will be sought in the early stages of the venture.

8.2 Financing Risk

As no traditional funds are required, this venture is not susceptible to fluctuating interest rates. However, the venture partner requires to be confident that their expected (or promised) returns are assured at all stages of the venture. In addition, the venture is self-funding and it is not envisaged that further injections of venture capital will be required in the future.

8.3 Marketing Risk

The initial marketing risk is minimized because of the sensitization that will be carried out before we finally start operation. However, the broader market needs to be educated in the benefits and quality of our services. This will involve time and effort but will be assisted greatly with the involvement of our marketing team.

8.4 Management Risk

Although there is a strong team in place, there is always a risk of human relationships souring over time. This may also be exacerbated given that the partners involved will be required to

relocate. The team are familiar with all facets of the project and are confident that, should one member be replaced, the skills required to fill that void can be found within the team. This would be a short-term solution and a professional person would be recruited to permanently replace the team member who may decide to his/her position. In addition, all management team members have had bottom line responsibility and have successful track records in developing profitable business ventures.

9.0 MILESTONES

Laundry Business Plan will have several milestones early on:

- Business plan completion. This will be done as a roadmap for the organization. While we do not need a business plan to raise capital, it will be an indispensable tool for the ongoing performance and improvement of the company.
- Set up the office. This will be done within the first month. This includes setting up the physical office where business will be transacted.
- Set up the supply room. This will be done in Sarah's garage. It will occur in the first month and will be the place where all of the bulk, environmentally sound, chemicals will be mixed into the proper concentrations.
- Training program. This will be the development of a training program for the employees. The employees will receive initial sessions of training up-front, but will undergo constant training, part of our constant learning process.
- Welcoming our sixth employee.

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9.1 Table: Milestones

<i>Milestones</i>						
Milestone	Start Date	End Date	Budget	Manager	Department	
Business Plan Completion	1/3/2022	2/5/2022	0	Reward	Management	
Office Set-up	6/5/2022	2/6/2022	0	Reward	Management	
Set-up Supply Room	8/6/2001	3/7/2022	0	Reward	Management	
Training Program	9/7/2022	2/8/2022	0	Reward	Management	
Welcome Sixth Employee	10/8/2022	6/9/2022	0	Everyone	Everyone	
Totals			0			

Chart: Milestones

