## Business Idea

A cleaning company based in New York City that specializes in cleaning offices and commercial premises.

* Use eco-friendly cleaning materials
* Employ local contractors and provide them with cleaning equipment.
* Initial startup costs will include equipment and materials, and marketing, with a budget of $10,000.

## Initial market analysis

This business idea has a promising market opportunity, as it can meet the needs of both environmentally conscious and quality-seeking customers, while also creating social and economic value in the local area.

* The business idea has a growing market because:
  + More people want to use green cleaning products that are good for the environment and health.
  + The global green cleaning products market was worth USD 3.9 billion in 2019 and is expected to grow by 8.4% every year until 2027.
* The business idea can also benefit the local community by:
  + Hiring local contractors and giving them cleaning equipment.
  + Saving money on transportation and building customer loyalty
  + Creating jobs and income for the locals.
* The business idea can stand out from the competitors by:
  + Offering cleaning solutions that are customized and flexible for each client.
  + Meeting the needs and preferences of both eco-friendly and quality-seeking customers.
  + Creating social and economic value in the local area.