

THE SPARKLE TOUCH

BUSINESS PLAN

CONFIDENTIALITY AGREEMENT

The undersigned reader of **The Sparkle Touch** business plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of the owner, Bryanna Clark.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to **The Sparkle Touch**

Upon request, this business plan document will be immediately returned to **The Sparkle Touch**.

This is a business plan. It does not imply an offer of any securities.

This contract shall be governed by any applicable law.

Signature

Printed Name

DISCLAIMER

Some of the statements contained in this business plan includes information incorporated by reference, discuss future expectations, and projected financial success gathered by the management, which is believed to be ultimately significant. Those statements are subjected to unknown risks, uncertainties, and other unforeseen factors, which could be beyond management control.

Important factors that may cause the actual results to differ from those expressed within may include, but are not limited to:

- ❖ The success or failure of the company's effort to successfully market its services as scheduled.
- ❖ The company's ability to maintain a substantial level of returned customers and a growing referral base.
- ❖ The effect of changing legislation and government regulation.

However, the assumptions disclosed herein are those that management believes are significant to the growth of the company.

PURPOSE OF THE BUSINESS PLAN

This business plan is written to describe the business activities of **The Sparkle Touch** under the management of Bryanna Clark its owner. We will ensure adequate marketing strategies so that a large part of our target market is informed about our service.

The business plan is also intended to:

- Provide a blueprint for the business and provide details of its activities.
- Provide market insights that aid the feasibility study of the business and brew a new market area.
- Highlight our operational plan, our vision and mission statements, the business objectives, our products and services, market analysis, and the financial projections, among other contents of the business plan.

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1.0 EXECUTIVE SUMMARY

The Sparkle Touch is a cleaning company dedicated to delivering high-quality commercial and residential cleaning services. Led by Bryanna Clark, the owner and operations manager, our mission is to provide exceptional cleaning solutions to local businesses and residents.

At **The Sparkle Touch**, we understand the importance of a clean and well-maintained environment. We believe that cleanliness not only enhances the aesthetic appeal of a space but also promotes a healthier and more productive atmosphere. With this vision in mind, we have developed a range of comprehensive cleaning services tailored to meet the unique needs of our clients.

Our commercial cleaning services are designed to cater to various industries, including office spaces, retail stores, educational institutions, and healthcare facilities. We utilize state-of-the-art equipment, eco-friendly cleaning products, and efficient cleaning techniques to ensure the highest standards of cleanliness and sanitation. Our team of trained professionals is experienced in handling large-scale commercial projects and can adapt to the specific requirements of each client.

For residential cleaning, **The Sparkle Touch** offers customized solutions to homeowners and tenants. Whether it's routine housekeeping, deep cleaning, or move-in/move-out cleaning, our dedicated team will leave your home sparkling clean and refreshed. We prioritize the satisfaction of our residential clients and work closely with them to understand their preferences and expectations.

At **The Sparkle Touch**, we strive to be your one-stop-shop for all your cleaning needs. Our team of professionals is committed to providing excellent services at affordable prices. Our excellent service transcends what is obtainable elsewhere because we are fully equipped with all necessary cleaning equipment and solutions. Our goal is to provide our clients with exceptional cleaning

services. Our service would be aimed at commercial spaces and residential homes within the cities of Suffolk, Virginia Beach, Chesapeake, Hampton, and Newport News, all in the state of Virginia.

At **The Sparkle Touch**, we take pride in offering wholesome cleaning services while creatively coming up with ways to provide a quick, reliable, friendly and quality service. We are passionate about integrating a model to solve and ease the stress of people regarding janitorial services while promoting cleanliness and a healthy lifestyle.

Bryanna Clark is the director of operations at **The Sparkle Touch**. She is highly experienced in the industry with over 3 years of experience in the cleaning industry, and she is ready to harness her experience over the years and expertise to take the company to scalable heights. Bryanna is very creative, forward-thinking, highly efficient, and results-oriented with exceptional management and organizational skills.

The Sparkle Touch is quite optimistic that our values and quality service offerings will help drive the business to enviable heights. We will map out a unique business model that will help us gain market acceptance and also limit the survival of a copycat in the market. We will major on both online and offline advertisements and collaborate with premium quality advertising firms. We will also feature brilliant marketing programs using both the electronic and print media to reach our potential customers. We are confident of developing the company as a major player to reckon with all over our target customer base.

1.1 MANAGEMENT TEAM

Bryanna Clark, the owner and operations manager of **The Sparkle Touch**, is a remarkable and accomplished businesswoman who has established multiple thriving enterprises through her relentless pursuit of excellence and unwavering commitment to success. With a strong background as a veteran, Bryanna deeply understands the importance of supporting fellow

veterans, which is why she prioritizes hiring veterans and actively contributes to veteran-related causes.

At **The Sparkle Touch**, the guiding principle is the belief that every space deserves to be immaculately clean and organized. Bryanna and her staff are dedicated to delivering exceptional service that exceeds customer expectations. Their commitment to quality, reliability, and customer satisfaction has earned them a well-deserved reputation as one of the leading cleaning companies in the industry.

Bryanna's entrepreneurial journey is a testament to her resilience, determination, and vision. Drawing upon her own experiences and skills, she has cultivated a team of talented professionals who share her values and passion for excellence. Under Bryanna's leadership, **The Sparkle Touch** has grown steadily, gaining a loyal customer base and expanding their reach in the community.

Bryanna and her team at **The Sparkle Touch** are honored to serve their community and are passionate about creating clean, organized, and inviting spaces. With their dedication to quality, reliability, and customer satisfaction, they continue to set the bar high for cleaning companies. When you choose **The Sparkle Touch**, you can expect nothing less than exceptional service and a commitment to making your space shine.

1.2 RISK MANAGEMENT

The Sparkle Touch is not exempted from the risks every cleaning company is exposed to. With the emergence of our business, the possible risks are:

1. **Health and Safety Risks:** The potential for accidents or injuries to employees or clients during cleaning operations.

Mitigation: **The Sparkle Touch** will prioritize employee training on proper handling of cleaning equipment, safe work practices, and adherence to health and safety regulations.

We will provide personal protective equipment (PPE) to all employees and conduct regular safety audits to identify and address any potential hazards.

2. Damage to Property: Accidental damage to client property during cleaning activities.

Mitigation: **The Sparkle Touch** will implement rigorous protocols to ensure careful handling of client property. We will conduct thorough assessments prior to cleaning to identify any delicate or valuable items that require special attention. In case of any damage, we will have comprehensive insurance coverage to compensate clients appropriately.

3. Security Risks: Potential theft or unauthorized access to client premises during cleaning.

Mitigation: **The Sparkle Touch** will implement stringent security measures, including background checks and thorough vetting of all employees. We will also enforce strict access control procedures to minimize the risk of unauthorized entry. Additionally, we will maintain a clear chain of custody for keys or access codes and ensure they are stored securely.

4. Service Quality and Consistency: Inconsistent or subpar cleaning standards leading to client dissatisfaction.

Mitigation: **The Sparkle Touch** will implement a robust quality assurance program. This will include regular inspections, performance evaluations, and feedback mechanisms to continuously monitor and improve service quality. We will also maintain open lines of communication with clients to address any concerns promptly and take corrective action when necessary.

5. Staffing and Training: Shortage of qualified cleaning staff or inadequate training leading to service disruptions.

Mitigation: **The Sparkle Touch** will proactively recruit and retain a skilled workforce to ensure sufficient staffing levels. We will invest in comprehensive training programs to equip our employees with the necessary skills and knowledge. Regular training sessions and performance evaluations will be conducted to identify areas for improvement and provide ongoing professional development opportunities.

6. **Environmental Impact:** Potential harm to the environment through the use of harmful cleaning chemicals or improper waste disposal.

Mitigation: **The Sparkle Touch** is committed to using environmentally friendly cleaning practices and products. We will prioritize the use of non-toxic, eco-friendly cleaning agents and implement waste management procedures that adhere to local regulations. Regular training will be provided to employees to promote environmental awareness and responsible cleaning practices.

1.3 SUCCESS FACTORS



A critical success factor that is pertinent to the growth of our company is the number of clients we are able to attract with our quality service. Our effort as a company will continually focus on increasing and improving our client base.

This would easily be achieved through ascertaining the following:

- **Service Excellence:** **The Sparkle Touch** recognizes that providing exceptional cleaning services is crucial to our success. We strive to consistently exceed client expectations by delivering high-quality results, attention to detail, and superior customer service. Our commitment to service excellence sets us apart from competitors and helps us build long-term relationships with satisfied clients.

- **Skilled Workforce:** Our success hinges on the expertise and dedication of our cleaning professionals. **The Sparkle Touch** invests in recruiting, training, and retaining a skilled workforce. We prioritize hiring individuals with relevant experience and provide comprehensive training programs to enhance their skills. By fostering a supportive work environment and offering opportunities for growth, we maintain a motivated team that consistently delivers outstanding service.
- **Strong Client Relationships:** Building strong and lasting relationships with our clients is a fundamental factor in our success. **The Sparkle Touch** values open communication, actively listens to client needs, and tailors our cleaning services accordingly. We foster trust, reliability, and responsiveness, ensuring that our clients feel valued and understood. By consistently exceeding their expectations, we cultivate loyalty and receive positive referrals, contributing to our growth.
- **Effective Operations Management:** Efficient operations management is key to the success of **The Sparkle Touch**. We employ streamlined processes, use advanced cleaning equipment and technology, and implement effective scheduling and resource allocation strategies. By optimizing our operations, we can deliver timely and reliable services, meet client deadlines, and ensure cost-effective operations, contributing to our profitability and reputation.
- **Embracing Sustainability:** **The Sparkle Touch** recognizes the growing importance of sustainable practices in the cleaning industry. We have integrated environmentally friendly cleaning methods, such as using eco-friendly products and implementing waste management procedures. By aligning our operations with sustainable practices, we appeal

to environmentally conscious clients, differentiate ourselves in the market, and contribute to a healthier planet.

- **Adaptability and Innovation:** **The Sparkle Touch** understands the importance of adaptability and staying ahead of industry trends. We monitor market changes, technological advancements, and emerging cleaning techniques to continuously improve our services. By embracing innovation and adapting to evolving client needs, we remain competitive, attract new clients, and expand our service offerings.
- **Reputation and Branding:** Building a strong reputation and recognizable brand is a critical success factor. **The Sparkle Touch** consistently delivers exceptional service, fosters positive client experiences, and actively seeks feedback to improve our performance. We employ effective marketing strategies, maintain a professional online presence, and leverage positive reviews and testimonials to enhance our brand reputation and attract new clients.

1.4 CORE VALUES

At **The Sparkle Touch**, we will uphold premium and distinct values such as:

- **Excellence:** **The Sparkle Touch** is committed to delivering excellence in all aspects of our work. We strive for exceptional quality, attention to detail, and superior customer service. We take pride in exceeding client expectations and continuously improving our services to maintain the highest standards of excellence.
- **Integrity:** We operate with unwavering integrity and ethical conduct. Honesty, transparency, and trust are at the core of our business practices. We maintain open and respectful communication with our clients, employees, and partners. We honor our commitments, act with professionalism, and uphold the highest ethical standards in everything we do.

- **Reliability:** **The Sparkle Touch** is dedicated to being a reliable and dependable partner. We understand the importance of meeting deadlines, honoring agreements, and consistently delivering on our promises. Our clients can trust us to be punctual, efficient, and responsive to their needs. We strive to build long-term relationships based on reliability and trust.
- **Respect:** We treat everyone with respect, dignity, and fairness. **The Sparkle Touch** values diversity, inclusivity, and equal opportunity. We foster a supportive and inclusive work environment that embraces the unique strengths and perspectives of each team member. We also respect our clients' privacy, property, and individual preferences.
- **Sustainability:** **The Sparkle Touch** is committed to promoting sustainability and minimizing our environmental impact. We embrace environmentally friendly practices, use eco-friendly cleaning products, and implement waste management procedures. We strive to be responsible stewards of the environment and contribute to the well-being of the communities we serve.
- **Continuous Improvement:** We embrace a culture of continuous improvement and innovation. **The Sparkle Touch** encourages learning, professional development, and staying up-to-date with industry trends and best practices. We actively seek feedback from our clients and employees to identify areas for improvement and implement proactive changes that enhance our services and operations.
- **Teamwork:** Collaboration and teamwork are at the heart of **The Sparkle Touch's** success. We value the contributions of each team member and recognize that together we can achieve more. We foster a supportive and collaborative work environment where ideas are shared, and diverse perspectives are welcomed. By working together, we create

a positive and harmonious atmosphere that translates into exceptional service for our clients.

1.5 BUSINESS MODEL CANVAS

Key Partners Owner	Key Activities • Cleaning services.	Value Proposition • Excellence • Integrity • Reliability • Respect • Sustainability • Continuous Improvement • Teamwork	Customer Relationship • Office Facility • Website • Social networks: Facebook, Twitter, Instagram.	Customer Commercial spaces and residential homes within the cities of Suffolk, Virginia Beach, Chesapeake, Hampton, and Newport News, all in the state of Virginia.
	Key Resource Human Resources, Financial Resources Technical Resources		Channel: • Company website • Social Media Platforms • Word of Mouth	
Cost Structure Rent Phone Website Advertising Office Supply Insurance		Revenue Streams Revenue generated from cleaning services. Revenue generated from other sources.		

2.0 COMPANY OVERVIEW

2.1 COMPANY DESCRIPTION

Name of Company	The Sparkle Touch
Owner	Bryanna Clark
Location	Hampton Roads Virginia
Telephone	(757) 907-9399
Email	info@thesparkletouch.com
Website	https://thesparkletouch.com

SERVICE DESCRIPTION

The Sparkle Touch offers comprehensive cleaning services for both commercial and residential spaces. Our dedicated team of cleaning professionals is committed to delivering exceptional results and ensuring a clean and healthy environment for our clients.

Commercial Cleaning Services: We specialize in commercial cleaning solutions tailored to meet the unique needs of various industries. Our services encompass office spaces, retail stores, educational institutions, healthcare facilities, and more. We understand the importance of maintaining a clean and organized workplace, and our team is equipped to handle projects of any scale. Our commercial cleaning services include:

1. **General Cleaning:** We provide routine cleaning services such as dusting, vacuuming, mopping, and trash removal to keep your commercial space neat and tidy.
2. **Deep Cleaning:** Our deep cleaning services go beyond regular maintenance, targeting hard-to-reach areas, upholstery, carpets, and more. We eliminate deep-seated dirt and grime, leaving your space refreshed and revitalized.

3. **Floor Care:** We specialize in floor care services, including sweeping, mopping, waxing, buffing, and polishing, to maintain the appearance and longevity of your floors.
4. **Window Cleaning:** Our team is skilled in window cleaning techniques to ensure streak-free and spotless windows, enhancing the overall aesthetic appeal of your space.

Residential Cleaning Services: **The Sparkle Touch** understands that a clean and well-maintained home is essential for comfort and peace of mind. We offer a range of residential cleaning services to suit the unique needs of homeowners and tenants. Our residential cleaning services include:

1. **Regular Housekeeping:** We provide routine cleaning services to keep your home clean and organized. This includes dusting, vacuuming, mopping, bathroom sanitization, and kitchen cleaning.
2. **Deep Cleaning:** Our deep cleaning services tackle hard-to-reach areas, such as behind appliances, baseboards, and grout, to thoroughly clean and refresh your living spaces.
3. **Move-In/Move-Out Cleaning:** If you are moving into a new home or vacating a property, our move-in/move-out cleaning services ensure a spotless and welcoming environment for you or the next occupants.
4. **Specialized Cleaning:** We offer specialized cleaning services for specific areas or occasions, such as post-construction cleaning, party/event clean-up, and more.

Additional Services: In addition to our core cleaning services, **The Sparkle Touch** provides additional services to enhance your cleaning experience. These include:

1. **Green Cleaning:** We prioritize environmentally friendly practices by using eco-friendly cleaning products and techniques that are safe for your health and the environment.

2. Customized Cleaning Plans: We understand that every client has unique needs and preferences. We work closely with you to create customized cleaning plans that align with your specific requirements.
3. One-Time Cleaning: If you require cleaning services on a one-time basis, we are available to assist you with a thorough and efficient cleaning session.

COMPANY'S COMMITMENT

The Sparkle Touch is committed to building its business on professionalism, courtesy, reliability, and will demonstrate its dedication to building long-lasting relationships with clients to ensure constant revenue from its services. With the intent to build a nationally recognized brand, the company will hire reliable employees, stay present in the industry, keep a good business credit rating, keep claims to a minimum, achieve its goals quickly and develop a strong reputation for excellence.

The Sparkle Touch will at all times demonstrate commitment to sustainability, both individually and as a company, by actively participating in our communities and integrating sustainable business practices wherever possible. We are committed to growing our business through developing strong partnerships and by emphasizing on providing high levels of customer satisfaction.

At **The Sparkle Touch**, we understand the need to be flexible and responsive, to satisfy our clients by offering them what they want, when they want it. We believe that customer service should be proactive, informative in nature, intent-driven. We will ensure that we hold ourselves accountable to the highest standards by meeting our customer's needs precisely and completely whenever they use our services.

2.2 MISSION STATEMENT

Our mission is to provide exceptional cleaning services to local businesses and residents. We are dedicated to elevating our clients' professional and personal environments to the highest quality of cleanliness. Through our commitment to excellence, attention to detail, and superior customer service, we aim to create clean and healthy spaces that promote productivity, well-being, and peace of mind.

2.3 VISION STATEMENT

Our vision at **The Sparkle Touch** is to be the leading provider of cleaning services, recognized for our exceptional quality, reliability, and commitment to customer satisfaction. We strive to set the standard for excellence in the cleaning industry by consistently delivering outstanding results and exceeding client expectations. We envision a future where every local business and resident can enjoy the benefits of a clean and pristine environment, thanks to **The Sparkle Touch**.

2.4 GOALS AND OBJECTIVES

Every business has a goal to be successful. Success means a large customer base, continually increasing patronage, and hence, rapid business growth. Our goal is to run a business that will succeed in revenue and size and have a landmark impact locally and nationally. **The Sparkle Touch** intends to serve customers by redefining what our services should be. Over the years of operations, **The Sparkle Touch** will seek to meet the following goals.

1. **Maintain Customer Satisfaction:** Ensure high levels of customer satisfaction by consistently delivering exceptional cleaning services.

Objectives:

- Regularly assess client satisfaction through surveys and feedback mechanisms.
- Address any concerns or issues promptly and take corrective actions as needed.

- Continuously improve service quality based on client feedback and industry best practices.

2. **Grow Recurring Client Base:** Increase the number of recurring clients who rely on **The Sparkle Touch** for their cleaning needs.

Objectives:

- Develop customer loyalty programs and incentives to encourage repeat business.
- Establish long-term contracts and service agreements with clients.
- Provide personalized and customized cleaning plans to meet individual client needs.

3. **Enhance Marketing Strategy:** Strengthen the company's marketing efforts to reach a wider audience and increase brand visibility.

Objectives:

- Develop a comprehensive marketing plan that includes targeted online and offline marketing campaigns.
- Improve online presence through an updated website, social media engagement, and online reviews.
- Implement effective lead generation strategies to attract new clients and expand the client base.

4. **Continuously Grow Profits:** Achieve sustainable financial growth and profitability.

Objectives:

- Optimize operational efficiency and cost-effectiveness without compromising service quality.
- Monitor and manage expenses, including supplies, equipment, and labor costs.
- Identify opportunities for upselling additional cleaning services to existing clients.

5. Expand into Additional Markets: Explore and enter new markets to expand the reach and impact of **The Sparkle Touch**.

Objectives:

- Conduct market research to identify viable target markets and potential growth opportunities.
- Develop strategies for market entry, including market analysis, competitive positioning, and pricing strategies.
- Establish partnerships and collaborations with complementary businesses or industry leaders in new markets.

3.0 MARKET RESEARCH

REPORT OVERVIEW

The global cleaning services market size was valued at \$55,715.0 million in 2020, and is projected to reach \$111,498.8 million by 2030, registering a CAGR of 6.5% from 2021 to 2030. The floor care segment was the highest contributor to the market, with \$12,293.8 million in 2020, and is estimated to reach \$22,820.2 million by 2030, at a CAGR of 5.7% during the forecast period. Cleaning services encompass a wide range of services such as window washing, floor cleaning, vacuuming, furniture cleaning, carpet cleaning, air duct cleaning, water damage restoration, and other similar services. These services are used by both commercial and residential customers.

Cleaning is the process of removing undesired items from an object or environment, such as dirt, infectious agents, and other contaminants. Cleaning takes place in a variety of settings and with a variety of techniques. Cleaning is a job that many people do. Cleaning services encompass a wide range of services such as window washing, floor cleaning, vacuuming, furniture cleaning, carpet cleaning, air duct cleaning, water damage restoration, and other similar services. These services are used by both commercial and residential customers. Offices, schools, universities, hospitals, health centers, large and small retail outlets, and others are commercial customers. Individuals' busy lifestyles have led to a greater acceptance of such services.

The cleaning services market is developing due to rising awareness about workplace hygiene, as well as increased concerns about workplace sustainability and employee wellness. Cleaning services, which include floor, upholstery, carpet, and window cleaning, are largely provided by commercial and industrial enterprises in order to maintain a clean and healthy environment. For business entities, particularly large businesses, engage into contractual agreements with service providers. Business organizations are charged primarily depending on two factors: the type of

service requested and the frequency of services desired, which might be daily, once a week, once a month, semiannually, or annually.

The acceptance of cleaning services has improved as a result of the economic upturn, increasing discretionary income, and the rise in dual-income households, supporting market expansion. Furthermore, expansion in the commercial sector and real estate investment are expected to fuel demand for various cleaning services. High competition, particularly in industrialized countries, is one of the key reasons limiting market cleaning services market growth. Rapid urbanization has had a favorable impact on the cleaning services business, albeit having a detrimental impact on the environment due to infrastructure strain. Many governmental garbage management operations, such as mobile applications for smart cities, are influencing the cleaning services market. The market for cleaning services is likely to continue to develop as public awareness of the benefits of a green and healthy environment grows.

Domestic cleanliness has become obligatory as a result of the ongoing COVID-19 pandemic. Disinfection techniques are critical for houses, according to the World Health Organization, to limit the risk of contamination from the new coronavirus. Surfaces that come into contact with your flesh on a frequent basis, such as door and window knobs, kitchen counters, toilet taps, electronic devices, and so on, are among the cleaning priorities. Household cleaning services are now required due to health restrictions and a growing awareness of wellness. Furthermore, the governments of numerous countries have released a number of SOPs/guidelines that firms must follow in order to reduce the risk of subsequent waves of the existing pandemic. Commercial and industrial companies must follow the criteria set forth not only to ensure the safety of their personnel, but also to avoid legal action.

COMMERCIAL CLEANING SERVICES INDUSTRY IN THE U.S. - STATISTICS & FACTS

The commercial cleaning services industry in the United States remains a large part of the market in 2022 and continues to employ a significant amount of the American population. In 2021, there were nearly three million people working in the cleaning services industry in the United States. Janitors and cleaners (not including maids and housekeeping cleaners) made up the largest portion of employees in this industry and earned a mean annual income of approximately 32,000 U.S. dollars. Janitors and cleaners are largely employed within the services to buildings and dwellings industry and in elementary and secondary schools. In 2022, the market size of the janitorial services industry in the United States was almost 100 billion U.S. dollars.

OUTSOURCING OR IN-HOUSE?

Across North America, the provision of janitorial and cleaning services predominantly occurs in-house. In a 2022 survey of facility managers, approximately 30 percent of respondents stated that they outsource cleaning and maintenance, compared to 40 percent of respondents who stated that outsourcing is simply not an option. It is most common for organizations who require facility management to employ less than ten full-time equivalent employees in their cleaning/maintenance department. In total, roughly 60 percent of relevant organizations employ less than 50 full-time equivalent employees for cleaning and maintenance and approximately 65 percent have 20 or less buildings to take care of.

LEADING PROVIDERS

Of the outsourced cleaning service providers in the United States, the largest company in terms of franchised establishments is Jan-Pro. In 2020, the Georgia-based company reported that they franchised almost 10,000 cleaning establishments in the United States. In terms of system-wide sales Jani-King remains an industry leader, generating 774 million U.S. dollars in 2020. Founded

by a university student in Oklahoma in 1969, Jani-King had over 7,000 establishments franchised in 2020.

3.1 TARGET MARKET

The Sparkle Touch serves two primary target markets: commercial spaces and residential homes. By catering to the distinct needs of these markets, we aim to provide exceptional cleaning services that align with their specific requirements.

1. Commercial Spaces:

Small and Medium-Sized Businesses: We target local businesses, including small and medium-sized enterprises (SMEs) that require professional cleaning services to maintain clean and organized work environments. This includes office spaces, retail stores, restaurants, and other commercial establishments.

Corporate Offices: We cater to larger corporate offices that need comprehensive cleaning solutions to create a clean and hygienic workspace for their employees and clients.

Educational Institutions: We offer cleaning services to schools, colleges, and universities, ensuring a clean and healthy learning environment for students and staff.

Healthcare Facilities: We serve healthcare facilities, including clinics, hospitals, and medical offices, where stringent cleanliness and sanitization protocols are essential.

2. Residential Homes:

Homeowners: We target homeowners who value a clean and well-maintained living space but may not have the time or expertise to handle regular cleaning tasks. Our services cater to individuals and families seeking professional cleaning solutions to keep their homes fresh and inviting.

Tenants: We provide cleaning services to tenants who are moving in or moving out of rental properties, ensuring a spotless environment for both landlords and new tenants.

High-End Residences: We serve owners of high-end residences who desire a premium cleaning service that meets their specific needs and maintains the luxurious standards of their homes.

Our target market consists of individuals and businesses who understand the importance of cleanliness and seek reliable, efficient, and professional cleaning services. We strive to build long-term relationships with our clients by delivering exceptional results, exceeding their expectations, and tailoring our services to meet their unique requirements.

3.2 SWOT ANALYSIS

The SWOT analysis includes the strength and weakness possessed by **The Sparkle Touch** and the opportunities and threat we face as challenges as we go into day-to-day activities and business operations.

Strengths:

- **Strong Reputation:** **The Sparkle Touch** has built a strong reputation for delivering exceptional cleaning services, earning the trust and loyalty of clients.
- **Skilled Workforce:** The company employs a dedicated team of skilled cleaning professionals who are trained to provide high-quality services.
- **Service Excellence:** **The Sparkle Touch** prioritizes service excellence and attention to detail, ensuring client satisfaction and positive word-of-mouth referrals.
- **Customized Solutions:** The company offers personalized cleaning plans tailored to meet the unique needs of clients, enhancing customer satisfaction.

- Embracing Sustainability: **The Sparkle Touch** has integrated environmentally friendly practices into its operations, appealing to eco-conscious clients and differentiating itself in the market.

Weaknesses:

- Limited Geographic Reach: The company's current operations may be limited to a specific geographic area, potentially limiting its potential client base and growth opportunities.
- Dependence on Workforce: The success of **The Sparkle Touch** relies on the availability and performance of its cleaning professionals, making workforce management critical

Opportunities:

- Market Expansion: The cleaning industry continues to grow, presenting opportunities to expand into new geographic areas and target untapped markets.
- Technological Advancements: The adoption of innovative cleaning technologies can enhance efficiency, improve service quality, and differentiate **The Sparkle Touch** in the market.
- Growing Demand for Green Cleaning: The increasing focus on sustainability creates an opportunity for **The Sparkle Touch** to expand its eco-friendly cleaning services and attract environmentally conscious clients.
- Partnerships and Collaborations: Forming strategic partnerships with complementary businesses, such as property management companies or real estate agencies, can generate new client leads and expand the customer base.

Threats:

- **Intense Competition:** The cleaning industry is highly competitive, with numerous established and emerging competitors offering similar services, posing a challenge for market share.
- **Economic Volatility:** Economic fluctuations may impact businesses' cleaning budgets, leading to potential fluctuations in demand for **The Sparkle Touch**'s services.
- **Changing Customer Preferences:** Shifting customer preferences, such as a preference for in-house cleaning or alternative cleaning methods, may impact the demand for external cleaning services.
- **Regulatory Compliance:** **The Sparkle Touch** must stay updated on and comply with industry regulations, including health and safety standards, to avoid legal issues and reputational damage.

3.3 COMPETITOR'S ANALYSIS

Our competitors are other cleaning companies offering similar services within our target area. They are considered competitors because they are established and have spent a considerable amount of time operating in the market. However, this does not deter us as we are compelled to provide the highest quality service when it comes to cleaning, lawn care, and mobile detailing.

- **CleanCo Solutions:**

Strengths:

1. **Established Presence:** CleanCo Solutions has been operating for over a decade, establishing a strong presence and brand recognition in the local market.

2. **Diverse Service Offerings:** The company offers a wide range of cleaning services, including commercial, residential, and specialized cleaning, attracting clients from various industries.
3. **Technological Integration:** CleanCo Solutions has invested in advanced cleaning equipment and technology, enhancing service efficiency and quality.
4. **Large Workforce:** The company maintains a sizable workforce, enabling them to handle multiple projects simultaneously and accommodate diverse client needs.
5. **Customer Loyalty Program:** CleanCo Solutions offers loyalty programs that incentivize repeat business and foster long-term client relationships.

Weaknesses:

1. **Limited Sustainability Initiatives:** CleanCo Solutions has not emphasized green cleaning practices, potentially missing out on environmentally conscious clients.
2. **Limited Customization:** The company may lack the flexibility to provide highly customized cleaning plans, which could be a disadvantage for clients with specific requirements.

- **Sparkling Cleaners Inc:**

Strengths:

1. **Specialized Cleaning Services:** Sparkling Cleaners Inc. specializes in post-construction cleaning and offers comprehensive services tailored to this niche market.
2. **Expertise and Experience:** The company's team has extensive experience in post-construction cleaning, making them a go-to choice for contractors and construction firms.

3. **Strong Industry Relationships:** Sparkling Cleaners Inc. has established strong relationships with local construction companies, providing a steady stream of project-based contracts.
4. **Timely Service Delivery:** The company is known for its ability to complete post-construction cleaning projects efficiently and promptly, meeting tight deadlines.

Weaknesses:

1. **Limited Residential Cleaning:** Sparkling Cleaners Inc. focuses primarily on post-construction cleaning and may not offer a wide range of residential cleaning services.
2. **Narrow Market Focus:** The company's specialization in post-construction cleaning may limit its customer base during periods of reduced construction activity.

- **FreshStart Cleaning Services:**

Strengths:

1. **Budget-Friendly Services:** FreshStart Cleaning Services positions itself as a budget-friendly option, attracting cost-conscious clients.
2. **Quick Turnaround:** The company prides itself on its ability to respond promptly to client requests and provide fast turnaround times for cleaning projects.
3. **Online Booking System:** FreshStart Cleaning Services offers an easy-to-use online booking system, streamlining the client onboarding process.
4. **Local Community Engagement:** The company actively engages with the local community through social initiatives and partnerships, building brand loyalty.

Weaknesses:

1. **Limited Marketing Reach:** FreshStart Cleaning Services may not have an extensive marketing presence, potentially affecting brand visibility compared to larger competitors.

2. **Limited Specialty Services:** The company primarily offers general cleaning services and may lack specialized cleaning expertise for unique client needs.

3.4 COMPETITIVE ADVANTAGES

We have done our research and we have highlighted some factors that will give us a competitive advantage in the marketplace; some of the elements are competence, trust, honesty, effectiveness, and excellent relationship management. We are committed to customer satisfaction and fulfilling their demands. The following are what we believe in making us unique;

- **Exceptional Service Quality: The Sparkle Touch** differentiates itself by delivering exceptional cleaning services characterized by attention to detail, thoroughness, and a commitment to exceeding client expectations. Our dedication to service excellence sets us apart from competitors and fosters long-term customer satisfaction.
- **Customized Cleaning Solutions:** We offer customized cleaning plans tailored to the unique needs of each client. By understanding their specific requirements, we can deliver personalized cleaning services that address their preferences and maintain the highest standards of cleanliness.
- **Green Cleaning Practices: The Sparkle Touch** prioritizes environmentally friendly cleaning practices. We use eco-friendly cleaning products and methods that minimize the environmental impact and promote healthier living and working environments. Our commitment to sustainability resonates with clients who value eco-conscious services.
- **Skilled and Reliable Workforce:** Our cleaning professionals are skilled, trained, and reliable individuals who take pride in their work. They undergo rigorous screening and receive ongoing training to ensure they possess the necessary expertise to deliver exceptional cleaning results consistently.

- **Customer-Centric Approach:** At **The Sparkle Touch**, customer satisfaction is at the core of our operations. We actively seek client feedback, respond promptly to inquiries and concerns, and go the extra mile to accommodate their needs. Our commitment to building strong relationships and providing excellent customer service sets us apart from competitors.
- **Innovative Technology and Equipment:** We stay up-to-date with the latest cleaning technologies and equipment to enhance service efficiency and quality. By leveraging innovative tools and techniques, we can deliver optimal cleaning results in a shorter time frame, giving us a competitive advantage.
- **Versatility in Service Offerings:** **The Sparkle Touch** caters to both commercial spaces and residential homes, providing a versatile range of cleaning services. Our ability to serve diverse markets positions us as a one-stop solution for clients with varying cleaning needs.
- **Transparent Pricing and Value:** We offer competitive and transparent pricing structures that ensure clients receive excellent value for their investment. Our pricing reflects the high-quality services we provide, giving clients confidence in their decision to choose **The Sparkle Touch**.

4.0 STRATEGY AND IMPLEMENTATION PLAN

4.1 MARKETING STRATEGIES

Every business no matter its level requires marketing in order to thrive and this is why we have set aside a budget for marketing our company. Marketing is vital for the growth of any business because not only does it generate revenue and boost a company's growth, it also allows the companies generate interest and increase awareness amongst its target market. The marketing strategies we would draft for our company are ones that would allow us penetrate the target market and gain a huge share.

Marketing Objectives

Our overall advertising and promotional objectives at **The Sparkle Touch** are;

- **Increase Brand Awareness:** Increase brand recognition and visibility within the target market by implementing effective marketing strategies and campaigns. Aim to achieve a certain percentage increase in brand awareness metrics, such as website traffic, social media engagement, and online mentions.
- **Generate Qualified Leads:** Implement lead generation strategies to attract potential clients who fit our target market criteria. Focus on capturing contact information through website inquiries, social media interactions, and other marketing channels. Aim to achieve a specific number of qualified leads per month or quarter.
- **Expand Client Base:** Acquire new clients from both the commercial and residential sectors. Set a specific growth target for the number of new clients within a defined period, considering factors such as market size, competition, and company capacity.
- **Increase Customer Retention:** Implement strategies to enhance customer loyalty and encourage repeat business. Aim to increase the percentage of clients who become repeat

customers by a certain percentage, focusing on developing long-term relationships and providing exceptional service experiences.

- **Enhance Online Presence:** Strengthen the company's online presence and engagement across various digital platforms. Increase the number of followers, likes, shares, and positive online reviews on platforms such as social media, review sites, and industry-specific directories.
- **Improve Conversion Rate:** Optimize marketing efforts to improve the conversion rate of leads into paying customers. Analyze and refine the customer journey, website user experience, and sales processes to increase conversion rates and maximize the return on marketing investments.

Marketing strategies that would be employed by **The Sparkle Touch** are:

1. Digital Presence and Online Marketing:

- Develop a professional website that showcases our services, expertise, and customer testimonials. Optimize it for search engines to increase online visibility.
- Implement a strong content marketing strategy, including blog posts, articles, and cleaning tips, to establish ourselves as a trusted authority in the industry.
- Utilize social media platforms to engage with the target audience, share valuable content, run promotional campaigns, and encourage client feedback and reviews.
- Leverage online advertising channels, such as Google Ads and social media ads, to reach a wider audience and generate leads.

2. Referral and Loyalty Programs:

- Implement a referral program that incentivizes existing clients to refer our services to their network, offering rewards or discounts for successful referrals.

- Develop a loyalty program to reward recurring clients, providing exclusive benefits, discounts, or priority service to encourage long-term engagement and repeat business.

3. Targeted Local Marketing:

- Establish partnerships with local businesses, such as real estate agencies, property management companies, and office supply stores, to gain referrals and increase brand exposure.
- Attend local trade shows, community events, and networking gatherings to promote our services, build relationships, and generate leads.
- Utilize local online directories and listings to ensure our business information is accurate and easily accessible to potential clients in the area.

4. Online Reviews and Reputation Management:

- Encourage satisfied clients to leave positive reviews on platforms like Google, Yelp, and social media. Monitor and respond to reviews to demonstrate our commitment to customer satisfaction.
- Implement a reputation management strategy to address any negative feedback or concerns promptly and effectively, turning them into opportunities for improvement and showcasing our dedication to service excellence.

5. Targeted Marketing Campaigns:

- Develop targeted marketing campaigns for specific segments, such as healthcare facilities, educational institutions, or corporate offices, showcasing our expertise in meeting their unique cleaning needs.

- Use direct mail, email marketing, and personalized outreach to engage with potential clients and highlight the benefits of our services tailored to their specific industry or requirements.

6. Community Involvement and Sponsorships:

- Engage in community involvement initiatives, such as sponsoring local events or participating in charitable activities, to enhance brand visibility and build a positive reputation within the community.
- Collaborate with local organizations or nonprofits that align with our values and offer mutually beneficial partnerships to create brand awareness.

7. Monitor Competitors and Industry Trends:

- Continuously monitor competitor activities, pricing, and service offerings to identify opportunities for differentiation and stay ahead in the market.
- Stay updated on industry trends, new cleaning technologies, and sustainable practices, positioning ourselves as an innovative and forward-thinking cleaning service provider.

4.2 ACTION PLAN

Revenue Planning: We strategically begin the action plan from the revenue, putting the company's investment into play, combining efforts, dedication, commitment and professionalism into business towards forecasting the revenue that the company envisages to realize to make it a worthwhile business.

Gap Mapping: Prior to kick starting this business, we will categorically identify our position, itemize where we want to be in all aspects; financial, non-financial, brand recognition, community services among many others.

Knowing the Customer/Clients: Following our sales strategy effort, we will ensure to know our clients and all entities that are attached to our business activities.

Documentation: We will document all information about our potential customers/clients; we will ensure that we are offering them the personalized unique services that every one of them requires.

Action to Dominate: It is the immediate goal of the company to launch itself into the market, challenge any competitor, either established or new, and catapult our brand to scalable heights while putting every effort into our vision to dominate the larger market as a whole.

Creation of unique position in the market: To a greater and enviable extent, the information earlier collected and the documentation at the earlier stage will ensure that our services are streamlined to the needs of our clients, thereby offering us the unique advantage of positioning in the market.

4.3 PRICING STRATEGY

We have come up with a pricing strategy that will meet with the budget of our clients. The prices used in this pricing strategy are approximate, and it is considered competitive and affordable for everyone. We want to be flexible with our prices as they are subject to change at any time. We will charge a more affordable fee to keep up with our customers, however, we will not compromise our service's standard in a bid to offer at an affordable rate.

4.4 SALES STRATEGY

Our sales strategy involves giving clients value beyond their money. With our experience, expertise and human relationship skills, we intend to offer services that are value for money, such that we would continually surpass customer's expectations. We will pay close attention to all the details from customers and ensure a 100% understanding of their requests, after which we will tailor the process to meet their demands specifically.

4.5 GROWTH STRATEGY

Based on the aggressiveness of our media campaigns as well as local advertisements, our business is poised to experience unprecedented growth, especially from the first six months from which the awareness kicks off. Moreover, the reviews gathered by our excellent services from our customers who have enjoyed its use will greatly contribute to the growth of our company.

5.0 MANAGEMENT OVERVIEW

5.1 MANAGEMENT STRUCTURE

Having the right business structure is very important to us at **The Sparkle Touch**, Therefore, we have laid the right plans that will ensure that our foundation is not only right but also stays true to our core values, mission and vision as a company. We will source for and hire competent professionals who are diligent and true to work ethics into the various positions we have in our business.

Our aim is to provide an excellent service that is not only well accepted now but also whose acceptance and use will continue to grow at an accelerated rate into the future. We are sensitive to our clients' needs and dedicated to their satisfaction. This is why all the staff we will hire will not only identify with our aims, goals, objectives and mission but also know what it takes to take our company from where we are at present to where we intend to and should be in the future. Our staff will also have the expertise required to work in this industry and bring our business to a standard that is envied by our competitors.

5.2 MANAGEMENT

Bryanna Clark is the owner of **The Sparkle Touch** and would serve as the manager handling administrative duties. Her outstanding interpersonal skills combined with proven ability to drive profitability, deliver business growth, form strategic partnerships, and successfully implement challenging projects will be successful tools to achieving set goals.

Our aim at **The Sparkle Touch** is to continually improve revenue growth, operational efficiency, and excellent stewardship of revenue. We have a strong customer service orientation to work effectively with clients, the leadership of client companies, and others.

As the operations manager at **The Sparkle Touch**, Bryanna Clark has various responsibilities, including:

- ✓ **Developing and implementing operational policies and procedures:** Bryanna Clark is responsible for developing and implementing operational policies and procedures that ensure efficient and effective delivery of services to clients.
- ✓ **Overseeing the day-to-day operations:** Bryanna Clark is responsible for overseeing the day-to-day operations of the company, ensuring that all departments are functioning effectively, and that goals are met.
- ✓ **Managing the company's finances:** Bryanna Clark is responsible for managing the company's finances, including creating budgets, tracking expenses, and ensuring that financial goals are met.
- ✓ **Ensuring quality control:** Bryanna Clark is responsible for ensuring that the company provides high-quality services to clients by implementing quality control measures, supervising the work of employees, and resolving any issues that may arise.
- ✓ **Hiring employees:** Bryanna Clark is responsible for recruiting and hiring employees to ensure that the company has a skilled and motivated workforce.
- ✓ **Establishing and maintaining relationships with clients:** Bryanna Clark is responsible for establishing and maintaining relationships with clients, ensuring that their needs are met, and addressing any concerns they may have.
- ✓ **Developing and implementing marketing strategies:** Bryanna Clark is responsible for developing and implementing marketing strategies that promote the company's services and attract new clients.