

Business Plan

Concept of the business plan: - We saw high-quality cleaning services lacking in India. This is why we established Pixie Dust cleaners Pvt. Ltd. We take great pride in what we do. Thus, we direct our attention to details and reliability when performing our services. We believe that every element of the cleaning job, no matter how small, contributes to the overall quality of our service.

Why use pixie dust cleaners:-

It is simple – we provide **Measurable Cleaning. Guaranteed Results.** Pixie Dust Cleaners focuses exclusively on clients that require quality-cleaning services, and we have built our client base and reputation on that premise. Pixie Dust Cleaners operating systems, branded processes and outstanding client service have formed the foundation for delivering exceptional cleaning services.

Our price is very low as compare to other cleaning services.

Need of customers: - there is lots of buildings, schools, offices and outer side we can see the factories also. They all have a need of good services of cleaning and the most difficult thing is that the searching of trustable maids in Mumbai.

Market position:-

We have to target on given places

- Law firms
- Doctor's offices
- Private schools
- Larges industry or office facilities
- Churches
- Government contracts

Which are decent, maybe?

- Restaurants
- Apartments
- Mall stores
- Convenience stores
- Nursing homes
- Retail stores

Needs of customers: - The main need of customers is better cleaning service with low budget on that sectors

Financial statement:-

As a startups it's very important that where will we get the profit?

If we provide our services in bunch, then it will be more profitable to us.

Eg.

If we provide 10 people in a building. Each person's cost is 11k

So $10 \times 11,000 = 110,000$

We put 10% management fees on that so that we got 11,000/month on 10 employee.

Our 70% profit will we got from housekeeping from buildings, restaurants, hospitals. It's our recurring amount.

And 30% profit will we get from homes.

Our Aim:-

Our aim is to provide housekeeping services in all over India.

Short term goal: - our short term goal is to get some building, malls, hospitals and schools contracts and give our best services to them in all over Mumbai.

Middle goal: - our midterm goal is that to cover metro cities and launched our cleaning apps so that people easily find our services.

Long term goal: - our long term goal is that we will cover all over India as well as we provide our services out of country.

Advantage over the competitor: -

1. Our application is our advantage over the competitors because lots of companies provide housekeeping services in metro cities but no one have their application.

The advantage of application is that the peoples easily book maids and also they will got one day services through the application with offers.

The purpose of pixie dust cleaners pvt. Ltd. is to fulfill the need of customers by the help of computerized equipment's (like application, website) and full-fledged computer software fulfilling their requirements. The required application easy to work with thus by this all it proves it is user friendly. It can assist user to concentrate on their other activities rather to concentrate on searching maids, customer can view a complete profile of the hundreds of available maids and shortlist as per their preference.

