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Spokane Clean Co. – Business Plan

1. Executive Summary

Spokane Clean Co. is a commercial janitorial services company headquartered in Spokane, Washington. Our mission is to deliver high-quality, reliable, and environmentally conscious cleaning services to businesses, offices, and public facilities throughout the region. With a growing demand for health-conscious and professional cleaning solutions, Spokane Clean Co. will fill a crucial niche in the local market.

2. Company Description

Spokane Clean Co. was founded to meet the growing need for professional and eco-friendly janitorial services in the Spokane area. Our core offerings include daily office cleaning, restroom sanitation, floor care, post-construction cleanup, and specialty disinfecting services. Our operations emphasize sustainability through the use of green-certified products and best practices. Our client base will include office buildings, medical clinics, schools, and small retail chains.

3. Market Analysis

Spokane's commercial property growth and post-pandemic hygiene expectations have boosted demand for regular, certified cleaning services. The janitorial services industry is valued at over \$78 billion in the U.S. and is projected to grow at 6% annually. With minimal local competition specializing in eco-friendly options, Spokane Clean Co. will capture market share by emphasizing professionalism, transparency, and consistent service.

4. Services Offered

- Daily/weekly office cleaning
- Restroom sanitization
- Floor stripping, waxing, and carpet cleaning
- Post-construction cleaning



EXAMPLE

- Emergency disinfection and deep cleaning
- Custom commercial contracts

5. Marketing Strategy

Marketing efforts will focus on digital visibility and professional branding. Strategies include:

- Launching a high-end website with SEO content
- Local Google Ads and Facebook promotions
- Outreach to property managers and developers
- Yelp and Google My Business optimization
- Uniformed staff and branded company vehicles for visibility

6. Financial Plan

Start-up costs: \$27,000 (equipment, website, insurance, initial marketing)

Year 1 projected revenue: \$120,000

Year 2 projected revenue: \$190,000

Year 3 projected revenue: \$270,000

Net margins expected to improve from 18% in Year 1 to 30% in Year 3

Break-even point expected within first 9 months

7. Funding Request

We are seeking a loan of \$20,000 to cover initial operating expenses, marketing, and equipment.

This funding will enable Spokane Clean Co. to secure initial contracts and scale its operations without compromising service quality or brand reputation.

8. Management Team

Founder and CEO John Michaels brings 10 years of janitorial and operations management experience. He will lead a small team of trained technicians, supported by administrative help for client coordination and billing. As the business scales, we plan to onboard a dedicated operations manager and part-time bookkeeper.



EXAMPLE

9. Appendix

- Business License: WA #602345987
- EIN: 91-2345678
- Sample service agreement
- Forecasted cash flow chart