

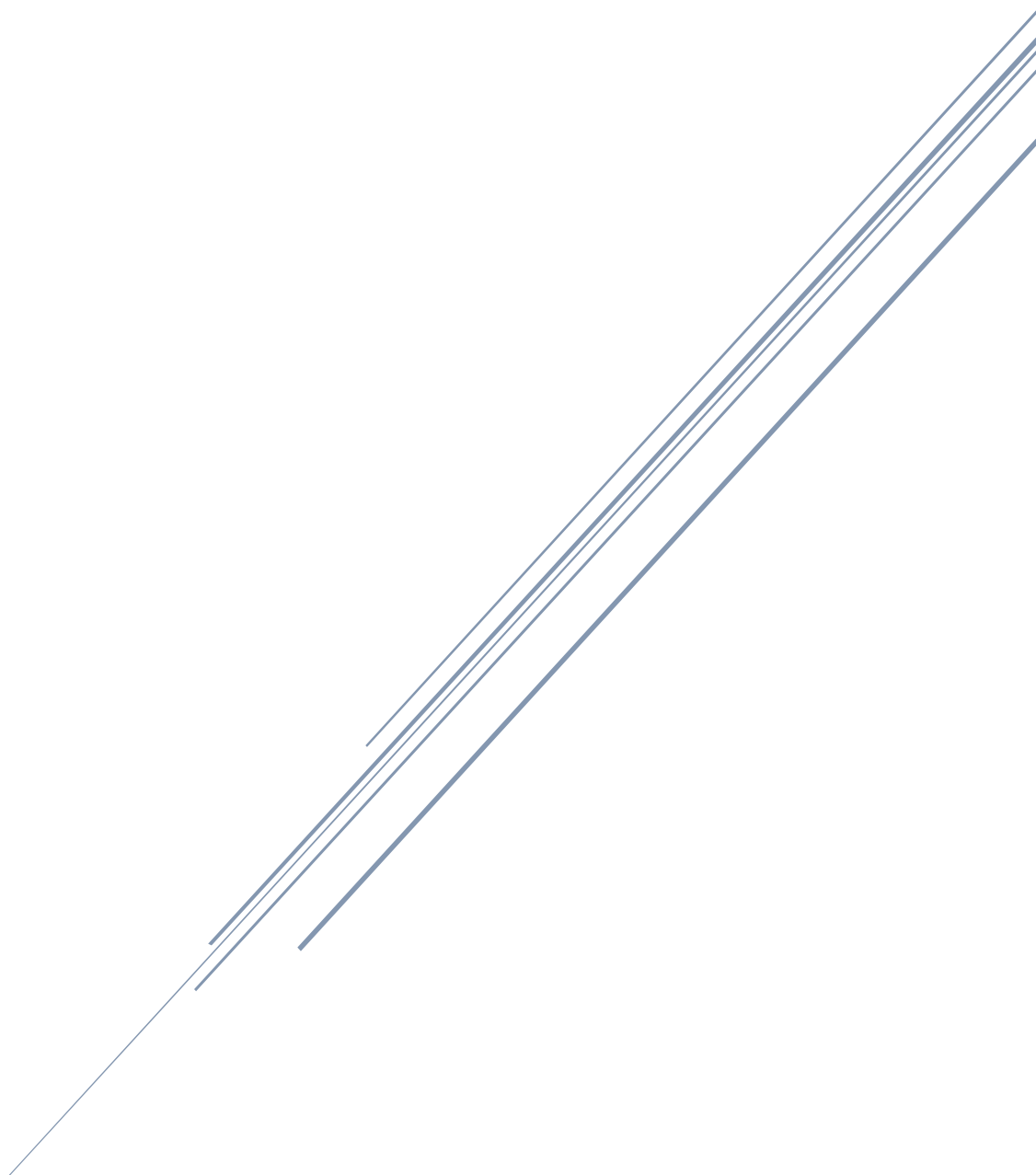


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1. Introduction

The student is looking towards becoming an entrepreneur and with the same concern, the student had developed a business idea of “Infinity Cleaning Service”. The student will be taking this study as an opportunity for sharing his proposed business growth plan for the same organization. The study will be highlighting all the critical items of the business including customers, competitors, skills analysis, vision, etc.

2. Proposed Future Business

The proposed future Business is “Infinity Cleaning Service”. The organization will be offering workplace or home-based cleaning services to the customers as per the desired package. It will be possible for the customers to select the desired level of service with a benefit of fee reduction meeting his budget constraints effectively (Walters et al., 2018). The innovative aspect related to the business idea is an offering of the customized solution to the customers with the feasibility of choosing their preferable cleaning time daily through the mobile application (Coles et al., 2017). The customers can also call the cleaning service directly without subscribing to any package at standard pricing. ICS will be registering its trademark at the UK for making sure that no other player in the market can imitate the business idea of ICS.

The business idea is quite feasible as there are about 2.5 million houses, apartments and commercial spaces in the United Kingdom, where the construction industry is also experiencing a 5.2% annual growth (Walters et al., 2018). The current household income of an average person in the UK is also reaching to £29,520 which provides information that the customers carry certain purchase power for using the cleaning service being provided by Infinity Cleaning Service (Coles et al., 2017). It is the proposed business idea that the organization that is being expected to take over the UK market by storm.

3. Customers

There are various key customers of the business including

- **Organizations – B2B:** ICS will be offering cleaning service to the manufacturing or similar organizations at their workplace (Ferreira, Loiola, and Gondim, 2017).
- **Commercial Spaces – B2B:** The organizational offices, as well as other commercial spaces like photo-studio, retail shop, etc., will also be offered services by ICS.

- **Restaurants and Hotels – B2B:** ICS will also offer its services to different restaurants and hotels operating within the United Kingdom (Ibidunni, Peter, and Ogbari, 2017).
- **Residential Houses – B2C:** The residential house owners will also be offered services by ICS.
- **Residential Apartments – B2C:** ICS will also be offering cleaning service to the residents living in the apartments in the UK (Mani, 2018).

It is imperative to mention that ICS will be offering a customized package to all the potential customers in the same entity. The package will be depending upon the number of individuals required as well as frequency and level of cleaning required regularly (Ibidunni, Peter, and Ogbari, 2017). Moreover, the period of contract will also be making a key role in offering an appropriate package to the customers. The USP of ICS in the same market will be high quality at optimum pricing.

4. Competitors

Currently, the cleaning service business in the UK is not organized effectively. However, about 39 companies are operating positively in the same business. They tend to carry the potential to give a tough time to ICS; therefore, ICS must evaluate their competitors effectively so that it is possible for them to develop sufficient competencies and abilities to compete with them (Mani, 2018). The key competitors of ICS include

- **Top TD Cleaning Company:** It is mainly offering house cleaning service with good quality and high pricing (Coles et al., 2017).
- **The Cleaning Company:** It is mainly offering house cleaning service at optimum quality with optimum pricing (Walters et al., 2018).
- **The English Cleaning Company:** It is mainly offering window cleaning services to customers with high quality and pricing.

These three companies are the occupying the 39% market share of cleaning service in the UK (Walters et al., 2018). ICS will be offering appropriate quality to the customers at low pricing for gaining the customers' attention and boosting business sales. Moreover, ICS will also offer customized cleaning package to the customers for attracting the customers towards the business.

5. Skills Analysis

There are various skills required within the entrepreneur for starting the business. Therefore, it is important to evaluate the presence and absence of the same skills so that a suitable plan could be formulated for developing missing skills as below:

Skills Possessed	Skills Missing
• Problem Solving • Team work • Creativity • Project Management and Planning • Communication • Customer Service • Negotiation	• Finance Management • Stress Management • Decision Making • Delegation and Time Management

It is imperative for the entrepreneur to set a clear plan for developing the missing skills from his portfolio as follow:

Skills Missing	Action	Resources	Timeline
Finance Management	The entrepreneur will be engaging in FM courses for managing the financial aspects of the business effectively	FM Training FM Short Courses	Jan 21 – Dec 21
Stress Management	The entrepreneur will be looking at the positive side of the issues for managing the stress effectively	Training Stress Management Model	Jan 21 – Dec 21
Decision Making	The entrepreneur will be analysing the situations clearly to carry out best decision making	Rationale Decision Making Model Decision Tree	Jan 21 – Dec 21
Delegation and Time Management	The entrepreneur will ensure to collaborate effectively with the team members for delegating the	Action Plan Time Log Team work	Jan 21 – Dec 21

	tasks uniformly		
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6. Project 2-year profit and loss account

Figure 1 provides information regarding the 2 year projected cash flow of the ICS

Pro Forma Cash Flow		
Cash Received	2022	2023
Cash from Operations		
Cash Sales	€324,700	€422,110
Subtotal Cash from Operations	€324,700	€422,110
Additional Cash Received		
Sales Tax, VAT, HST/GST Received	€0	€0
New Current Borrowing	€0	€0
Subtotal Cash Received	€324,700	€422,110
Expenditures	Year 1	Year 2
Expenditures from Operations		
Cash Spending	€115,860	€121,653
Bill Payments	€133,714	€191,828
Subtotal Spent on Operations	€249,574	€313,481
Additional Cash Spent		
Purchase Long-term Assets	€10,000	€0
Dividends	€0	€0
Subtotal Cash Spent	€259,908	€313,481
Net Cash Flow	€64,792	€108,629
Cash Balance	€84,792	€193,421

Figure 1: Projected Cash flow at ICS (Self-Developed)

Figure 2 provides information regarding the projected profit and loss statement of ICS within the first two years of operations in the targeted UK market.

Pro Forma Profit and Loss		
	2022	2023
Sales	€324,700	€422,110
Direct Cost of Sales	€35,652	€46,348
Other Costs of Sales	€0	€0
Total Cost of Sales	€35,652	€46,348
Gross Margin	€289,048	€375,762
Gross Margin %	89.02%	89.02%
Expenses		
Payroll	€115,860	€121,653
Marketing/Promotion	€2,250	€2,700
Depreciation	€4,500	€4,000
Rent	€14,400	€15,000
Utilities	€11,100	€12,000
Telecommunications	€4,800	€5,000
Insurance	€10,200	€11,000
Payroll Taxes	€0	€0
Maintenance	€1,200	€1,500
Gas	€5,250	€6,500
Equipment lease	€20,000	€20,000
Office cleaning	€3,600	€4,000
Other	€12,000	€20,000
Total Operating Expenses	€205,160	€223,353
Profit Before Interest and Taxes	€83,888	€152,409
EBITDA	€88,388	€156,409
Interest Expense	€1,967	€1,967
Taxes Incurred	€24,576	€45,133
Net Profit	€57,345	€105,310
Net Profit/Sales	17.66%	24.95%

Figure 2: Project Profit and Loss of ICS for 2 years (Self-Developed)

The breakeven point of the business will be coming at €18,000 within one year operations of ICS in the same targeted market of the United Kingdom as per figure 3.

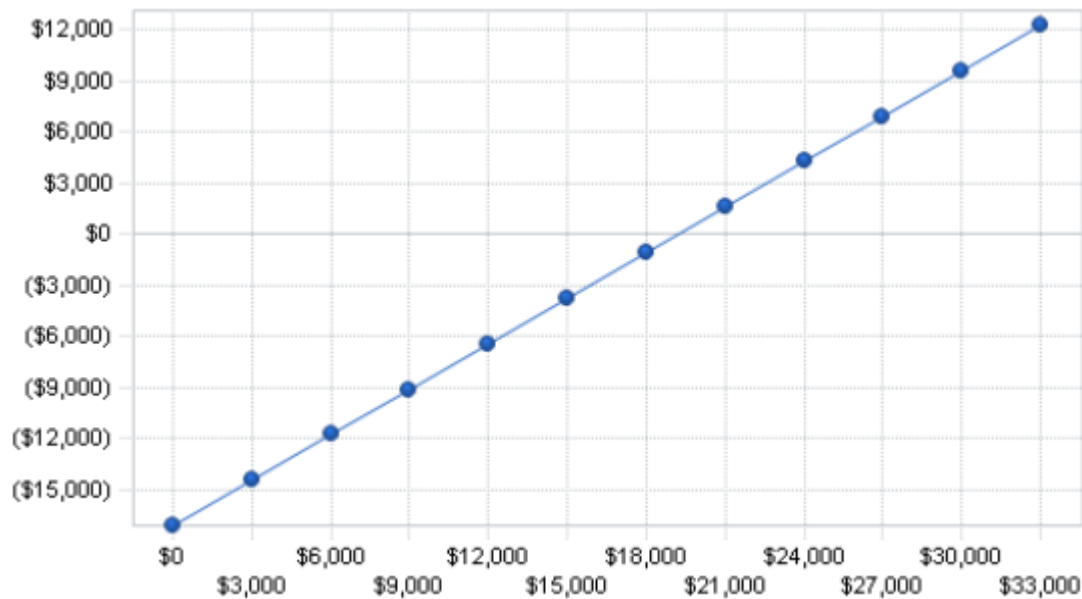


Figure 3: Break-Even Point at ICS (Self-Developed)

7. Evaluating suitable sources for funding to grow

There are various suitable sources available for the ICS to grow their business effectively by improving the financial strength of the company. The suitable options available for ICS in this regard include

- **Angel Investors:** ICS management will be pitching the business idea to various angel investors in person (Ferrerias-Garcia, Hernández-Lara, and Serradell-López, 2020). The company will be offering a proportionate share in the profit to the angel investors for making their investment at ICS for gaining certain profits with peace of mind.
- **Personal Investment:** ICS management is quite confident of their idea; therefore, they will also be sharing a portion of their personal investment in the business so that it is possible to accelerate the same business effectively for gaining desired positive benefits (Bridge, 2017).
- **Business Incubators:** ICS management will be presenting their business plan along with all the financial leverages at various incubators so that it is possible to gain the desired push from their side for operating the business effectively (Lussier et al., 2016). ICS will be sharing a percentage of their profit to a particular cause or individual as per the requirements of a business incubator.

It is imperative to mention that ICS will not be taking any loans from the bank as it will create a financial burden over the company from the beginning which will make it quite difficult for the company to operate smoothly in the targeted market for generating desired profit benefits.

8. Plan for obtaining the resource

ICS will be obtaining their tangible resources through the competitive selection process. It means that ICS will be placing their requirement regarding the tangible resources over the internet as well as newspaper encouraging the potential suppliers to place their bid. Afterwards, ICS will be selecting the most competitive bids for the purchase of tangible resources (Mani, 2018). Similarly, ICS will be obtaining tangible resources like workforce making use of a competitive recruitment process. ICS will be encouraging the applications from the potential candidates after placing the advertisement over the internet (Bridge, 2017). A fair and uniform evaluation process will be carried out by the organization for selecting the most suitable intangible resources for the company. ICS will be obtaining intangible resources with the support of the workforce. It will be including the list of potential customers available in the UK market for ICS. Figure 4 provides information regarding the start-up cost of the business in the same regard.

Start-up Funding	
Start-up Expenses to Fund	€23,000
Start-up Assets to Fund	€27,000
Total Funding Required	€50,000
Assets	
Non-cash Assets from Start-up	€17,000
Cash Requirements from Start-up	€10,000
Additional Cash Raised	€10,000
Cash Balance on Starting Date	€20,000
Total Assets	€37,000
Liabilities and Capital	
Liabilities	
Current Borrowing	€0
Long-term Liabilities	€20,000
Accounts Payable (Outstanding Bills)	€0
Other Current Liabilities (interest-free)	€0
Total Liabilities	€20,000
Capital	
Planned Investment	€40,000
Other investors	€0
Additional Investment Requirement	€0
Total Planned Investment	€40,000
Loss at Start-up (Start-up Expenses)	(€23,000)
Total Capital	€17,000
Total Capital and Liabilities	€37,000
Total Funding	€60,000

Figure 4: Start-up cost of ICS (Self-Developed)

9. Type of Organization and Management Information System

ICS will be making use of Knowledge Management System at the workplace. It an effective resource or information system available to ICS which will benefit the company in managing all the data and record of the potential customers as well as the workforce of the company (Mani, 2018). The company will be finding it much convenient to manage all of its resources effectively for providing appropriate and quality service to the clients. It will also provide a great opportunity to the company for managing all the record of the relevant stakeholders at the single platform leading towards easy management and positive results (Ferreira, Loiola, and Gondim, 2017). It will also contribute towards effective communication and collaboration between all the key stakeholders of the business leading towards positive results. It will benefit ICS in solving relevant problems clearly. It will be also contributing towards improved business process of the organization (Lussier et al., 2016). The organization will also be able to experience the desired level of innovation in the business.

10. Vision for business

The key vision of ICS in the target UK market is to become a number one cleaning service in the United Kingdom. ICS desires to make a valuable contribution to sustainable aspects by managing the waste properly to make a valuable contribution to the environment.

11. Conclusion

Overall, Infinity Cleaning Service is entering the UK market with a vision of becoming a leading cleaning service provider in the UK with a maximum positive contribution towards sustainability. The developed business growth plan in this study carry the potential to benefit the company in achieving its vision positively.

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