

Business Plan

# Quality Window Washing, LLC



Prepared By

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1. Executive Summary

a. What does the business provide?

Quality Window Washing, LLC (QWW) will be a bonded service company providing residential window cleaning for private homeowners in the Oregon County area. QWW uses organic cleaning products that are safe for people and pets that will not stain or damage surrounding wood or metal framing either inside or outside the home.

These patented cleaning products are purchased by QWW as a certified reseller of Earth Home Products Corporation (EHP) located in Wisconsin. QWW's reseller status gives it exclusive territorial selling rights to Oregon County.

QWW also sells these products in consumer labeled packaging to customers for routine cleaning between semi-annual visits by QWW to keep home windows crystal clear all year round.

b. Who and where are the company's customers?

Our initial focus is on single-family privately-owned homes in Oregon County between 1,500 and 3,000 square-feet. Based on our research of building permits, these homes typically have between 10 to 30 windows including sliding patio door units. This number of windows can be cleaned by a two person crew in half a day or less allowing each team to service at least eight to ten customer sites per week.

c. What niche or need does it fill?

Most residential window washing services are offered by general purpose handyman, home cleaning services or fly-by night day workers looking to make extra money. This results in uncertain quality of work that may not be corrected. Also, many of these providers use harsh and unpleasant smelling cleaning products that can linger indoors after cleaning - causing respiratory discomfort or worse.

As a result, home owners in Oregon County lack a dedicated window cleaning service that focuses solely on making the view from their homes look the best it can be while using people and pet friendly cleaning products.

d. Competitor brief overview and why better?

QWW has two direct competitors offering residential window cleaning in Oregon County. Neither of these use organic and people friendly cleaning products. One of the competitors appears to be a sole proprietor nearing the end of his business operations. The other is well established and does extensive billboard marketing in the area.

Neither offers a bi-annual cleaning contract arrangement which we believe will allow more competitive pricing while offering us opportunities to sell EHP products to our customers for additional revenues.

e. What is required to startup or expand?

QWW requires \$28,000 of startup capital to purchase a company van, washing equipment, office equipment and develop marketing materials.

f. Simple startup funding summary table

2. Business Background

a. Legal Entity Form

Quality Window Washing, LLC will be a Wisconsin Limited Liability Company.

b. Owner(s) and ownership shares

The sole owner will be Nancy Johnson.

c. Location(s) and owned or rented

The business will be operated from Nancy Johnson’s residence in a spare bedroom dedicated to the business. A portion of the garage will be used to store equipment and the company van. No rent will be charged initially for the space.

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d. CPA, Attorney, advisors, etc

The following professional service providers and advisors will help Nancy with specialized aspects of starting and running the business.

Description	Name	Role
CPA	Tim Thompson 555-555-1212 emailme@nowhere .com	Help with setting up QuickBooks, sales tax filing, tax returns and general bookkeeping questions
Banker	Alice Nice 555-555-1212 emailme@nowhere .com	Assist with getting company credit card, checking account and other banking products.
Insurance Agent	Alex Naught 555-555-1212 email@nowhere .com	Help obtain general liability insurance, bonding, worker comp insurance and review liability exposures
Marketing	Easy Marketing LLC 555-555-1212 emailme@nowhere .com	Easy Marketing provides small business friendly assistance with setting up websites, email and social media tools.
Industry Consultant	Danny Johnson 555-555-1212 emailme@nowhere .com	Mr. Johnson is Nancy’s father and has over 30 years of experience running a high-rise window cleaning company. He will help Nancy setup her business, procure the proper equipment, and develop training for employees.
Product Advisor	Earth Home Products 555-555-1212 emailme@nowhere .com	QWW’s supplier provides excellent support to help select the best products for warm/cold weather, special window treatments, and specific cleaning needs. EHP also assists with developing branded sales literature and sales approaches for its certified resellers.

3. Product/Services

a. List

QWW's primary focus is on signing up customers in advance for bi-annual window cleaning visits scheduled for two selected months a year. This will provide stability to the company's income and take the guesswork out of scheduling employees and work schedules. Customer requests for extra cleaning visits will be welcomed and charged in addition to the bi-annual contract cost.

The list below summarizes QWW's products and services.

- Bi-annual cleaning contract
- Additional cleaning visit
- Earth Home Products

b. Pricing

QWW has developed a customized estimating spreadsheet to calculate the price for each specific home cleaning job. Below are the general variables used and are based on estimates for workers to setup on site, move ladders for exterior work and move furniture for interior cleaning access.

- \$100 base site trip/visit charge
- \$ 15 per 2<sup>nd</sup> floor window
- \$ 10 per 1<sup>st</sup> floor window or patio door

Earth Home Products are resold at a 200% markup. The selling prices of the primary products expected to be sold are:

- \$35 24 oz. spray bottle of Crystal Brite
- \$50 100 sheet box of disposable window wipes

c. Patents or IP rights

QWW does not have any patents but does have exclusive reseller rights for Earth Home Products inside Oregon County.

d. Future offerings

As a women-owned company, QWW will eventually seek to become WBE certified by the State of Wisconsin. QWW will then work to develop a new market via the Wisconsin Department of Transportation cleaning residential windows near major road projects that become constantly soiled during roadwork. The goal would be for WisDOT to subsidize nearby homeowner's QWW service as a public service to offset the inconvenience of the road project.

QWW will also explore becoming a subcontractor to firms specializing in final cleaning of new home construction prior to owner occupancy.

4. Market/Competition/Sales Methods

a. Customer Description – quantity, location, habits & priority

Our initial focus is on single-family privately-owned homes in Oregon County between 1,500 and 3,000 square-feet. Based on our research of building permits, these homes typically have between 10 to 30 windows including sliding patio door units. This number of windows can be cleaned by a two person crew in a day or less allowing each team to service at least five customer sites per week.

There are at least 43,215 homes in Oregon County fitting our target market description. Based on market data, household incomes for this size of houses ranges from \$50,000 to \$220,000 per year. For smaller homes, our bi-annual contract will be in the neighborhood of \$220 with larger homes running as high as \$1,000. We believe with the proper sales tools and quality delivery, a sufficient number of customers will like the idea of having clean windows without the risk or hassle of doing it themselves.

We performed a small market survey of potential customers last summer by asking friends and family questions about their window washing habits and openness to hiring a company to help. We also walked around our neighborhood and an adjacent one last year casually asking those outside doing yard work what they would pay for a window washing service. During this process, we learned about our two main competitors and customer's positive and negative feelings about them.

b. Decision Maker

We expect the customer decision maker to usually be the woman of the home who might be more aware of dirty windows and the resulting hazy view. Our marketing and sales will focus on how our service is safe and creates a brighter and more enjoyable experience for household members. For two-story homeowners, our service dramatically reduces risk of injury from falling if windows need cleaning from the outside.

c. Competitors

i. Direct

Our direct competitors are other dedicated window cleaning companies. However, there are only two in Oregon County that service residential customers – Tony's Window Polishers and ACE Window Washers.

ii. Indirect

Numerous handyman and home cleaning services operate in and around Oregon County. Some of these are franchises which have some quality control oversight while others are more mom and pop operations.

Of course homeowners themselves represent a source of competition for the do-it-yourself community.

iii. Comparison Chart showing advantages

Type	Name	Pros	Cons
Direct	Tony's	Been in area for 20 years	Not bonded and appears to be sole prop. Uses harsh chemicals, no uniforms for workers, no warranty and reports he may be shutting down in next few years
Direct	ACE	Has bucket truck, uses billboard advertising, is bonded and insured, incorporated	On-call basis – no contracts. Uses harsh chemicals. Will not move furniture if in the way.
Indirect	Handyman USA	Franchised, massive advertising, uniformed crews, offer other services, will move furniture	Expensive hourly rate – not offered by job. Crews jack of all trades, master of none. Cleaning quality varies. Harsh chemicals
Indirect	MousyMaids	Franchised, massive advertising, uniformed workers, clean whole house. They have 'some' friendly cleaning supplies but usually relies on Windex type product for glass windows.	WILL NOT clean exterior of window if requires going outside of home!

d. Sales Methods

i. Direct Sales

Door hangers will be designed offering a discount for new customers. Following a map of the most highly concentrated houses meeting our target size will be used to blanket 2 to 5 neighborhoods. We will obtain any required permits for this and wear logo shirts and carry picture ID. While walking these routes, data will be collected on the typically number and placement of windows for the most common home designs to help develop more accurate pricing models for each area.

Potential customers will be invited to visit our website which will promote our advantages and services. It will allow them to schedule an appointment online for a free consultation and estimate or request more information to mailed or emailed.

ii. Online Sales

We do not expect many customers to sign-up online without meeting us and learning more about our products and services. However, the website will have the capability to execute a contract and collect advance payment from new customers.

This may be more useful for existing customers wanting an extra visit, but we expect email or phone to be a more convenient method for them to do this,

We will use emails to stay in touch with customers between cleaning visits offering helpful window and homecare tips. Our Facebook page will provide additional tips for customers and long-term we will explore the possibility of allowing complimentary homecare services to advertise on our page.

iii. Referrals

Our initial meetings with window replacement and installation companies was a disappointment. None of them were interested in a collaborative referral arrangement where they would promote our services to new window customers and in return we would promote them to our customers with older obsolete windows. This avenue will

be explored again in the future as we identify the reluctance of window installers to refer our company.

iv. Resellers

There may be a market for our services in new construction by being a subcontractor for cleaning services specializing in the ‘final clean’ before occupancy. While this would not be a bi-annual contract, it would be a contract ensuring a certain number of cleaning jobs per year. If permitted, QWW would also place a small decal on several windows in the house for the new homeowner to find after moving in. That potentially could generate future business.

e. Sales and Marketing Tools

Below are the sales tools QWW plans to use for gaining and retaining customers.

Tool	Description	Who will do	Cost
Door Hangers	4x8 printed card with hole to hang on door handles. Placed in target neighborhoods to promote QWW.	Easy Marketing LLC will design and print.	\$300 design \$250 per 1K
Website	Simple four page website with our services, contact information, testimonials and contact request form.	QWW using GoDaddy.com	\$250 / year
Email Marketing	ConstantContact will be used to manage email blasts and design attractive/informative emails.	Easy Marketing LLC and QWW	\$120 setup \$480 / year
Business Cards	Two sided business cards with contact info on one side and our services on the back side.	Easy Marketing LLC	\$250 design \$ 80 / 500
Logo Uniforms	Golf and long sleeve shirts with company logo and name with slogan written across the back.	Uniforms Plus	\$180 setup \$35-\$75/shirt
Vehicle Signs	Magnetic company signs for vehicles at job sites. Can be put onto company or employee cars.	Easy Marketing LLC Signage Universe	\$200 design \$85 / sign
Window Decals	Small 1.5 x 3 inch stickers to affix to windows after cleaning with company logo and contact.	Easy Marketing LLC Quicker Print	\$ 80 design \$ 100 / 1000
Work Order	8x11 work order design with company logo and format to describe job and obtain customer sign-off.	Tim Thompson Using QuickBooks	\$ 0 included in QB setup

5. Operations

a. Overview of sales – delivery – service process

After a potential customer connects with us, a visit is scheduled to verify window count and prepare a customized bi-annual quotation on the spot using our estimating excel workbook. Customers can sign-up right away, or emailed a copy for further consideration.

If they do not sign-up right away, we will put their contact into a follow-up file and reach out the next day and then every few days until they either decide to purchase or not. The follow-up will be done either by phone, text or email – whichever method the customer says they prefer after our initial visit. For those not making a decision after a month, we will add them to our email list to keep promoting our company. Customers can opt-out of emails at any time by clicking on a link in the emails.

After a new customer signs up, we will recommend a bi-annual cleaning schedule consisting of two target weeks each year. The exact date of service will be finalized 1-2 weeks in advance based on weather and customer preference. A thank you card will be mailed with the scheduled weeks. Customers provide a valid credit card and sign permission for QWW to auto-charge it after each visit for the agreed upon amount.

3 weeks prior to each visit, an email will be sent reminding customers of the upcoming visit and invite them to reply if vacations or other schedules preclude getting inside. As soon as weather can be somewhat predicted, 1-2 weeks prior a target date email and morning or afternoon slot will be sent. Again, customers may request changes.

2 days before a visit, a phone call, text or email reminder will be sent – whichever the customer said they prefer.

On the day of the cleaning, a work order showing any special notes (pets, fragile outdoor plants or gardens, furniture moves, etc) will be given to each 2 worker crew. Workers will show up and do the cleaning. Afterwards, customers will be asked to inspect the work and sign-off on the work order – noting any issues not rectified by the workers. Customers will also be given the opportunity to purchase exclusive consumer grade Earth Home Products by adding those to the work order and approving the purchase. Workers will carry a small number of retail products ready for sale.

The following day after service, customer credit cards for completed work orders are charged with receipts emailed to customers (or mailed if customers specifically request that). Their signed approval of the work order will help defend against any customer's contested charge later on.

b. Facility description or requirements if any

Products, equipment and company van will be kept in Nancy Johnson's garage and the business operated from a dedicated bedroom in her home.

c. Key equipment or systems if any

The following equipment is needed to start and operate the company with two 2-person crews working each day. One of the employees will use their own pickup truck for taking equipment to worksites.



## Microenterprise Business Plan Sample

Qty	Item	Supplier	Description	Cost
1	Used Van	Xcel Auto	2005 GMC panel van used	\$12,500
4	Ladder	Home Depot	35' extension	\$480
8	5 gal bucket	Home Supply	Blue color	\$80
10	Towels	Home Supply	Microfiber 8x8	\$110
4	Bar washer	Home Supply	Washer unit	\$200

The following equipment is needed to setup the business office.

Qty	Item	Supplier	Description	Cost
1	Computer	Dell	Dimension 3330	\$430
1	QuickBooks	Intuit	Online	\$49/ month
1	MS Office	Dell	Home Office	\$278
1	Printer	HP	HP 2340	\$280
1	Desk	Office Max	Sku BVC-190	\$250
1	Chair	Office Max	Sku CCX-100	\$105

d. Suppliers if any

Earth Home Products will be QWW's primary supplier. QWW has a 5 year renewable exclusive territory for Oregon County for EHP product lines. IN addition, QWW is allowed to sell products via the internet as long as customers are in Wisconsin.

All other supplies can be competitively priced from multiple cleaning, restaurant, and home improvement outlets.

e. Employees

Nancy Johnson the owner will focus on sales, customer service and managing the business. Four to six part-time workers will be needed to perform window washing. These workers will be scheduled 1 to 2 weeks out and typically work between 20 and 30 hours per week during peak months, and less than 12 during colder months.

Currently the plan is to hire off-duty firefighters looking for additional money and to have something to do between shifts. The flexible work schedules offered by QWW are an ideal fit for these individuals and their familiarity with ladder work will increase safety. They are also all routinely background checked as part of their firefighting positions with various companies in Oregon County.

Nancy has already contacted several dozen firefighters through her brother Mark Johnson who works for the City of Herald's fire department. Because none of the firefighters are looking for full-time work, all are interested in the flexible work option offered by QWW.

Workers will be paid as W2 employees and compensated for the time worked each day. For workers using their vehicles, mileage will be paid to reimburse their expense. QWW will purchase additional insurance to cover liability for employee vehicles.

## Microenterprise Business Plan Sample

\$20 / hour hourly wage (typical workday will be 4 to 6 hours)

\$51 / mile

f. Contractors

No independent contractors will be used to ensure that QWW's insurance policies including worker compensation are effective.