

Cleaning and Janitorial Business Plan

Sample plan for BrightPath Cleaning Co. (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

BrightPath Cleaning Co. is a new cleaning and janitorial business based in [City, State]. We will serve busy households wanting weekly or biweekly service and offices and medical clinics, offering recurring residential cleaning, commercial janitorial contracts and deep cleaning and move-out cleaning. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$150,000, growing to \$216,000 by year three. Startup costs are estimated between \$6,000 and \$48,500. We are seeking \$27,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Cleaning businesses are inexpensive to start and can grow quickly with recurring clients. The plan should focus on how you will find steady accounts, how you price by the hour or by square foot, and how you will hire, train and keep reliable cleaners as you grow beyond yourself.

Item	Details
Legal name	[BrightPath Cleaning Co. LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

3. Products and Services

Offering	Description	Price	Cost to deliver
Recurring residential cleaning	[Describe]	[\$]	[\$]
Commercial janitorial contracts	[Describe]	[\$]	[\$]
Deep cleaning and move-out cleaning	[Describe]	[\$]	[\$]
Short-term rental turnovers	[Describe]	[\$]	[\$]
Post-construction cleanup	[Describe]	[\$]	[\$]

Revenue streams:

- Recurring residential clients
- Commercial contracts

- One-time deep cleans

4. Market Analysis

Target customers:

- Busy households wanting weekly or biweekly service
- Offices and medical clinics
- Property managers and short-term rental hosts
- Move-in and move-out clients

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

6. Marketing and Sales

Planned marketing activities:

- Google Business Profile and local service ads
- Nextdoor and neighborhood groups
- Partnerships with realtors and property managers
- Referral credits for existing clients

Channel	Monthly budget	Goal
Google ...	[\$]	[#]

Nextdoor ...	[\$]	[#]
Partnerships ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license [] obtained
- General liability insurance [] obtained
- Janitorial bond [] obtained
- Workers compensation once you hire [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Recurring client count	The base that makes revenue predictable.	[Target]
Revenue per labor hour	Checks that pricing covers wages and travel.	[Target]

Client churn	Clients lost each month.	[Target]
Employee retention	Turnover is the biggest operating cost in cleaning.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
High staff turnover	[Your plan]
Damage or theft claims	[Your plan]
Underpricing to win clients	[Your plan]
Reliance on a few large commercial accounts	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Cleaning equipment and supplies	\$1,000	\$5,000	[\$]
Vehicle (if needed)	\$0	\$25,000	[\$]
Insurance and bonding	\$1,000	\$3,000	[\$]
Business registration and licenses	\$200	\$1,000	[\$]
Scheduling software	\$300	\$1,500	[\$]
Marketing and website	\$500	\$3,000	[\$]
Working capital reserve	\$3,000	\$10,000	[\$]
Total	\$6,000	\$48,500	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$150,000	\$188,000	\$216,000
Cost of sales	\$67,500	\$84,600	\$97,200
Gross profit	\$82,500	\$103,400	\$118,800
Operating expenses	\$78,375	\$86,212	\$93,110
Net income before tax	\$4,125	\$17,188	\$25,691

Example assumptions: 55% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$27,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
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Cleaning equipment and supplies	[\$]
Vehicle (if needed)	[\$]
Insurance and bonding	[\$]
Business registration and licenses	[\$]
Scheduling software	[\$]
Marketing and website	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a cleaning and janitorial plan:

- Show your pricing sheet for common home sizes.
- Explain how you screen and train cleaners.
- Forecast growth in recurring clients, not one-time jobs.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.