



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

DIRTBUSTERS CLEANING SERVICES'

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EXECUTIVE SUMMARY

DirtBusters Cleaning Services is a residential house cleaning service serving upper-class families in Alamesra, Kota Kinabalu. Through generous capital from our member, DBCS will exceed our customer’s expectations. We will be servicing the wealthy single-income households and affluent two-income households. These targeted families will be willing to pay a premium for our service because of the high level of professionalism and trustworthiness that we offer, not replicated by any of our competition.

DirtBusters Cleaning services projected growth rate is very high each year with respectable profit margins as a year with respectable profit margins as a percentage of sales.

