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BUSINESS PLAN REPORT



GREEN&KLEEN SDN. BHD.

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EXECUTIVE SUMMARY

GREEN & KLEEN SDN BHD is a new cleaning company based in Setapak, Kuala Lumpur, that specializes in residential and commercial spaces. This company was created in response to the ever-increasing consumer environmental awareness. We offer our customers the convenience of cleaning and maintenance with the added benefit of using only natural and biodegradable products.

The market for cleaning services is sizeable with the market size in Kuala Lumpur estimated at RM 24,935,400 total. Noticeably, the existing competitors have the advantage of variety in services provided and acknowledgements from years of experience. However, GREEN & KLEEN SDN BHD plans to combat this by displaying complete transparency in our business through our social media and our website, www.greenandkleen.com. We fully disclose all cleaning products used and do not charge for the transportation of our cleaning team. Our business targets customers from middle to high income background, which is why we operate from our office in Setapak as there is an abundance of both affordable and luxury residential and commercial areas.

This business is established by five partners, each with related certifications and years of experience. Ms Amirah Shahirah Amir Hamzah leads the company as the General Manager with Ms Aisah Rina A/P Indin as the Marketing Manager, Ms Delyah Syafiqah Binti Noordin as the Operational Manager, Ms Nurr Hidayah Najjwa Che Lanor' Disman as the Financial Manager and Ms Farhah Alwani Binti Mohd Zulkifli as the Administrative Manager.

GREEN & KLEEN SDN BHD is currently at its final development stage with our workforce sourced and our marketing, operational and financial plan completely established. Through financial analysis, our company is estimated to break-even in a year and acquire an accumulated net income of RM15,617,886 by 2023.

The company's major goal is to be recognized as an eco-conscious cleaning company and hopefully create our own line of organic cleaning agents. We also intend to build franchises throughout Malaysia to reach more potential customers and convince a larger audience about the ease in switching to more eco-friendly cleaning methods.

This business plan further demonstrates the company's background, market focus, operational plan and financial plan in order to garner interest and financial support from potential investors which can then be used to realise our vision.