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Executive Summary

Sparklean Sdn Bhd is a partnership business founded by five Universiti Teknologi MARA graduates in the year 2026. This business startup is a service providing business focused on cleaning homes. As many working class citizens have little to no time and energy to thoroughly clean their homes after a long day at work, Sparklean Sdn Bhd gives people the opportunity to come back to a clean living space and rest comfortably without worrying about chores.

Sparklean Sdn Bhd aims to become the number one cleaning service provider in Kota Kinabalu by executing its detailed business plan and prioritizing the satisfaction of every customer. The business plan consists of 4 main sections which are organizational plan, marketing plan, operational plan and financial plan, all of which covers integral elements of a business.

The operational plan determines the future outlook and core values of the organization, and it covers key aspects in running a business such as labour force planning, remuneration schemes, and listings of necessary equipment. The marketing plan comprises the business' desired market area, business location, target market, analysis of potential competitors, sales forecasting, marketing strategy, and marketing budget. The operational plan uncovers general scheduling during operational hours, task delegation, equipment maintenance, and quality control, describing the work process from the moment a client books for the service, to the completion of the job. Lastly, the financial plan encompasses operational budgets, project costs, financing sources, cash flow, income statements, and balance sheets.

3.0 ORGANIZATIONAL PLAN

3.1 INTRODUCTION TO ORGANIZATIONAL PLAN

3.1.1 Vision

To be the most trusted and preferred cleaning service provider in the region, delivering spotless results and exceptional customer satisfaction.

3.1.2 Mission

To create clean and healthy environments for homes, offices, and businesses through eco-friendly practices and dedicated service.

3.1.3 Objective

- To consistently provide high-quality and reliable cleaning service that exceed customer expectations.
- To grow the business by expanding service to new areas and targeting residential, commercial, and industrial sectors.
- To support healthier living and working spaces by using safe, eco-friendly cleaning products and practices.