



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN:

CLEANING SERVICE



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EXECUTIVE SUMMARY

The Sweeper Wiper Agency is a private organisation that provides cleaning services to everyone, specifically to working adults that are too busy or too exhausted to clean their house after such a long day at work. Our service is assured to be satisfied and professional since all the workers we have are specially qualified for their responsibilities. On top of that, we also employ the latest technology to ensure the house that we clean will be pristine and dust-free. It is our main focus in making sure that our customers are delighted with our work.

There is a wide variety of folks that find the Sweeper Wiper Agency to be valuable. For example, new parents that just give birth to a newborn infant could find everything to be stressful and always keep themselves on their toes. They could find themselves too fatigued to even be bothered about domestic tasks because of how chaotic they are in adjusting to a new life with a newborn child. This is where our firm comes in helpful. They no longer have to worry about domestic duties and leave everything in our hands. Our professional efforts will undoubtedly make them return back home to an uncluttered and aromatic residence, leaving them satisfied with their own home. They also get the chance to spend more time with their family members and friends, while crossing off one of the chores that they have to take care of, leaving no worries any longer.

Sweeper Wiper Agencies headquarter is at Cheras, Kuala Lumpur, where all the customer's service is situated. The firm is known for great customer service, as the Sweeper Wiper Agency inspires that nobody will be overlooked and left behind while utilising the company's service. We also create multilingual customer service that clients will be able to converse correctly with little language barrier. The website will also be available in various languages as well so people will have a good experience in contacting us.

INTRODUCTION

PURPOSES OF BUSINESS PLAN

Sweeper Wiper was founded in 2021 to provide cleaning services, specifically for working people, to make their lives easier. The term "Sweeper Wiper" was chosen because we feel that a clean house leads to the happiness of the house owner and, as a result, makes their home much brighter and more pleasant. It has been brought to our founders' attention that adults these days are too preoccupied with their own work, whether it is meetings at the office or being tired of caring for a newborn infant alone at home. This prompted the notion of offering cleaning services to everyone to make their lives easier.

The company's service is only available once; all consumers need to do is contact us, set up a date, and we will send our personnel to clean their homes. The house owners can choose to stay and supervise our work, or they can leave the house keys with us and let us clean their houses while they are at work, so that when they return home, all they are greeted with is a clean and fragrant home, hopefully boosting their moods right away after such a long day. Our service is convenient since consumers do not have to commit to paying us every month, as they would if they hired a cleaner. As a result, they will have less financial strain and will be stress-free because they have no commitment or contract with our organisation