

Smelly Bin Cleaners
Business Plan
April 2024

CONFIDENTIAL

Owner: Brandon Pearson
bpear003@odu.edu
(804)-xxx-xxxx
Richmond, Virginia

Table of Contents:

Executive Summary	3
Business Description	4
Organization and Management	5
State Business Goals	6
Products or Services	7
Market/Industry Analysis.....	8
Marketing and Sales Strategy.....	9
Funding Request.....	10

Executive Summary:

Smelly Bin Cleaners is an ambitious company hoping to provide an excellent trash can cleaning service to those in need. Aiming to bring a cheap yet effective service to the Greater Richmond area. Smelly Bin Cleaners wants to satisfy its commercial and residential customers to the best of its ability. This will be done by employing the use of the highest quality machinery to get the job done. As well as, employing skilled individuals that will ensure that the service meets expectations at every service.

Smelly Bin Cleaners' target audience will be residential neighborhoods and commercial businesses. Providing a service to those who have disposable income and would rather have someone else clean out their trashcans. Trashcans over time become funky, stinky, and overall unhygienic to have around. Cleaning a trashcan in this state could be a hard task for those who don't have the correct materials. It can also be difficult for individuals to perform the task due to it being rather gross or disgusting to them. This service will provide a solution to those who fall into these two cases. There are numerous other reasons people may not be able to clean their trashcans which is why this service can be of use.

Our mission is to provide a service that will improve the lives of its customers. Improving the overall cleanliness of customers' environments. To promote a more hygienic lifestyle and community by providing an effective trashcan cleaning service.

Our vision is to become a competitive trashcan cleaning service within the region. Maintaining a top-of-the-line service while keeping it affordable and cheaper than the competitors. The company wants to be known for its affordability and its commitment to fostering a customer-centric service.

Business Description:

Smelly Bin Cleaners is a trash can cleaning service. Clients can purchase the service in two different formats. Clients have the choice between a subscription-based service or paying for a single service each time. As most subscription-based services operate it will come with additional perks and at a discounted price compared to a singular service price. The subscription-based format will allow customers to pick the service frequency and dates that are best for them. Smelly Bin Cleaners wants to be a flexible service that can meet the needs of each and every client.

This service provides a service that most customers don't want to have to do themselves. Outsourcing this task to Smelly Bin Cleaners will solve this issue for them. Ensuring that the bins are cleaned and sanitized to a brand new state at each service. Additionally, creating a professional relationship between the business and its clients.

The business prides itself on creating a hygienic environment and ensuring it is done in an environmentally responsible way. Smelly Bin Cleaners uses eco-friendly cleaning products in order to protect the environment. Avoiding harsh chemicals that could disrupt or harm pets, wildlife, or land.

This business will beat out competitors by bringing forth a flexible and friendly service. Utilizing proper tools and machinery to get the job done to clients' expectations. Smelly Bin Cleaners also wants to press the importance of environmental responsibility by utilizing eco-friendly cleaning products. Making sure that trash cans are clean to promote a healthier living environment or community.

Organization and Management:

Smelly Bin Cleaners is a sole proprietorship owned by Brandon Pearson. A sole proprietorship will allow the company to be under the control and decision-making of the owner. Allowing for more control over the business in comparison to other forms of company structures. This company is a startup and at the beginning stages will be kept as a sole proprietorship. As the company grows and expands this form of structure may change.

A sole proprietorship will give more control over the business. Making it easier to change things or alter the direction of the business. If the market is changing or responding better to a certain form of service then the business can move towards it at a faster rate. Since the business wouldn't have a complex business structure resulting in changes having to be okayed.

Brandon Pearson is the Owner making him in charge of all aspects of the business. Having to handle business planning, customer relations, human resources, marketing, and other important areas. This would be under Pearson's responsibility to manage and ensure is taken care of. As the business grows these responsibilities could be offloaded onto managers or employees that focus on these aspects of the business. While these responsibilities may be handled by managers or employees it would still be Pearson's responsibility to look over these areas. Having the final say or decision on operations.

State Business Goals:

Smelly Bin Cleaners hopes to become a successful business that captures the customers within the region. Starting off with a humble beginning with the hope that it could grow and expand to meet the demand. The main goal would be to provide a service that customers value and would recommend to others. At the same time promoting environmental safety and hygiene along the way.

The best way to measure the success of a business is to set short-term goals that the business could reach. This will provide a way to benchmark how far the business has come since its creation. This business has more short-term goals than long-term goals. The first goal Smelly Bin Cleaners has is to establish a customer base. This will make sure that there is a demand for our service as well as provide a form of income for the business. In order to gain customers Smelly Bin Cleaners will have to build up brand recognition and awareness. This will hopefully be done by posting advertisements on social media apps, additionally, after servicing a customer if they allow the business to put up a small advertisement sign in their yard. This will allow potential customers to see it as they pass by their neighbor's houses. This could potentially lead to them using our business or feeling compelled to since other neighbors have recently cleaned their trash cans. Aside from these two short-term goals the business wants to ensure there are opportunities in a friendly and user-centric manner. This will be gauged by asking customers to submit feedback after a service.

When it comes to long-term goals many of these will take some time to reach. These will be goals that the business will strive to meet over time. Most companies have to change or adapt over time and for Smell Bin Cleaners one long-term goal will be to expand the service we offer. This can be by expanding outside of the trash can cleaning service or by improving the ways we provide our main service. Another goal would be to increase our customer base and expand the area we offer our services. As the demand increases, we hope to be able to offer our service in more regions or states. In turn, this could allow the business to gather more clients and grow. Lastly, the business wants to reach a point that the business is at a sustainable point. Reaching a point where the business's profits are more than its expenses.

Products or Services:

This service allows clients to have someone come out and clean their trash cans. This would work by using a pressure washer and cleaning materials to ensure that the bin is thoroughly cleaned. As the business grows a powerwashing trash truck will be used to speed up the process as well as allow for a deeper clean.

Clients can call XXX-XXX-XXXX to reach the business and set up a service. They can also go to our website “Smellybincleaners.com” to set up a service online. Lastly, clients can download an app on their mobile phones that will allow them to book a cleaning.

The service has multiple different services and the price range depends on what extras someone would want to go along with the cleaning. Each service can be purchased a single time for a one-time service. While it is highly encouraged for clients to subscribe to our subscription-based service since it offers various benefits. Clients that have a subscription get reduced prices on services that would save them money compared to purchasing a single-use service.

Clients have the option of four different services: Monthly, Bi-monthly, Quarterly, or a one-time service. A monthly subscription will cost \$25.00 for 2 cans and \$5.00 for extra cans. Bi-monthly costs \$35.00 for 2 cans and \$5.00 for extra cans. The quarterly cost is \$45.00 for 2 cans and \$5.00 for extra cans. A single service is \$50.00 for 2 cans. These prices are competitive in comparison to other trash can cleaning services. These prices also incentivize clients to purchase a subscription instead of a one-time service.

The service is provided after the trash cans have been picked up by waste services. This ensures that the cans are cleaned after they were recently emptied. At each service, the inside of the cans will be cleaned as well as the outside. The bins will be cleaned with chemicals and disinfectants will be used on the inside. The bin will be left with the top open to ensure that they dry. For an extra \$3.00 a deodorizer will be used to ward off bad smells.

Market/Industry Analysis:

The trash can cleaning service industry provides a service that allows clients to have waste bins cleaned. Most trash can cleaning services offer cleanings that will powerwash the inside and outside of the trashcans. Larger companies will use trash trucks equipped with pressurewashers in order to get the task done quicker. Smaller companies may employ individuals with pressure washers to clean the bins. Trash can cleansing is a service that is in demand due to clients wanting to maintain a clean environment. This may be households, neighborhoods, or businesses. Trash cans that are left untreated can often become gross leading to bacteria growing in them. Using a trash can cleaning service will prevent this from occurring promoting a more hygienic environment.

Due to a rise in environmental awareness over the recent years the market surrounding cleaning services has been on the rise. This has made the demand for trash can cleaning services rise. “Cleaning services market share in the United States is expected to grow at a CAGR of 6.2% from 2021 to 2030 – a remarkably high number for any small business. The report also states that rapid urbanization has had a favorable impact on the cleaning services business.”(GoSite Team).

Since this service can be sold as a subscription-based service it allows for a business to secure repeat business. The barrier to entry is also lower since it doesn’t require a physical location. The upfront cost will be primarily for the equipment that will be used to clean the trash cans.

Various competitors are also within the trash can cleaning service industry. The major competitor for Smelly Bin Cleaners would be *Funky 2 Fresh Cans*. This company offers a similar service to ours and would be competing for the same customer base since it is based in Richmond.

Marketing and Sales Strategy:

The target audience for our service would be residential customers and commercial customers. Residential customers will be easier to obtain since you can market to neighborhoods. Commercial customers are harder to obtain as a new business since they will usually look to find a business that is already established.

Smelly Bin Cleaners will utilize various ways to garner clients. Utilizing advertisements on popular social media apps and making an account on the Nextdoor app hoping to introduce our business to people. Once the service is completed leave an advertisement sign in the customer's yard. This could drive engagement from people within the neighborhood who pass by.

A referral program could be implemented to incentivize clients to recommend the service to others. Allowing them to get benefits or reduced prices on select services. Smelly Bin Cleaners hopes to provide a cheaper service of the same quality as potential competitors to drive more customers.

Funding Request:

During the business's initial starting phase, most expenses will be for equipment. This could be pressure washers, trashcan cleaning trucks, and chemicals. Depending on what equipment and the condition of the equipment can cause a vary in expenses. At the start of the business anywhere from \$10,000 to \$40,000 will be needed.

Starting out a pressure washer and chemicals would be the first things that would have to be purchased. A pressure washer can range from \$200 to \$2,000 depending on the brand and type. Since this business relies on pressure washers to clean the trash cans getting good equipment would be best. Getting a gas-power pressure washer would be ideal since it is better for heavy-duty jobs. Therefore, gas would have to be factored into expenses.

Chemicals would cost anywhere from \$10 to \$50 per gallon or unit. Chemicals are a large part of what ensures the bins are truly cleaned. At least \$5,000 would be put aside for any chemicals that would have to be purchased for the first year.

The primary expense would be for a trash can cleaning truck or trailer. Looking at prices from SparklingBins this could cost around \$12,000 for a single trash bin trailer. This would be sufficient for a smaller business since it can clean over 100 bins with the water it stores. Having this piece of equipment would speed up the rate of service and could lead to a better cleaning service.

Smelly Bin Cleaners would be funded by Brandon Pearson personally. Requiring funding from business loans and funds that have been acquired from working. As the business grows trying to make business partners would be ideal. This could allow the business to grow faster due to more funding from additional sources.

References:

Administrator, S. B. B. (n.d.). Home. SB1 Single Bin Trailer - Trash Can Cleaning Trailer.

<https://www.sparklingbinsbusiness.com/trailers/sb1-single-bin-trailer>

Administrator. (2024, February 19). Trash bin cleaning: A growing business opportunity in the Gig Economy. Trash Bin Cleaners Direct. <https://www.trashbincleanersdirect.com/trash-bin-cleaning-a-growing-business-opportunity-in-the-gig-economy/>

GoSite Team. (n.d.). How to start a trash can cleaning business in 7 easy steps. GoSite.

<https://www.gosite.com/blog/how-to-start-a-trash-can-cleaning-business>