

**ResComm Cleaning, Inc.**

**A Residential and Commercial  
Cleaning Service**

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Data Sheet) with every chemical you have. This is the law. The M.S.D.S. explains all hazards, medical treatment, etc and protects you from someone getting hurt on the job by a chemical and not having proper identification for it.

Target your accounts. If you want to do residential cleaning, you will not need a lot of heavy equipment or a lot of chemicals. With the husband and wife both working nowadays there is a market for a single person, or a team to go into a house and customize a cleaning program to their needs. Charge accordingly. Some people want you to do laundry, make beds, start supper, windows, driveways, etc. Time is money. So Get Paid For It.

### **Executive Summary**

ResComm Cleaning, Inc. is a residential and commercial cleaning service. The name reflects the business and services offered. ResComm will concentrate on large residential homes and small-to-medium sized commercial buildings. This market is less price sensitive and consistent with ResComm's strategy.

ResComm was founded in 2000 when Edgar Pekin decided to start his own cleaning business from his garage. The purpose of this business plan is to articulate what Mr. Pekin is thinking and provide a road map for the future. This plan will provide the proper organization that ResComm needs to be successful. No outside funds will be required, as Mr. Pekin has \$16,000 to start the business.

### **Company Situation and Outlook**

ResComm Cleaning, Inc. will concentrate on large residential homes exceeding 2,500 square feet and small-to-medium commercial buildings with 10,000 - 40,000 square feet. Mr. Pekin has already contracted with six homes and one business.

Start-up costs will be approximately \$3,000 and a monthly overhead budget of \$2,000. The start-up costs include; equipment, chemicals, legal fees, professional services, and licenses. Complete listing of start-up costs is included in the appendix. Mr. Pekin will be purchasing a used 1996 or 1997 van for \$8,000 which will be paid over 36 months. The van will be used to haul equipment and supplies to the jobs. A second vehicle will be purchased beginning of the third year or after two employees are hired. This will add \$300 to monthly expenses and \$8,000 to assets.

The monthly overhead budget includes; mortgage, utilities, supplies, van payment and insurance, phone, and miscellaneous. Mr. Pekin will utilize his cellular phone as the business phone. That way he can answer the phone directly and from anywhere. Mr. Pekin has \$16,000 in a savings account he will use to start ResComm. The savings account will ensure ResComm has enough cash to cover six months in expenses without any revenue. With the current contracts, Mr. Pekin is confident the savings will not be needed.

The name ResComm Cleaning was chosen because it is short for residential and commercial cleaning. Prospects will have an idea of the types of services offered.

## Start-up Cost Estimates

### Appendix B-1

The start-up costs included in the appendix are all the costs pre-opening. Attorney and accounting fees are for incorporation filing and legal documents. ResComm will be filing state incorporation papers and there are several tax fees they are required to pay. The deposits are for miscellaneous things such as supplies, equipment, etc.

## Cash Budget Statement

### Appendix C

Appendix C-02, Year Ending March 31, 2002

Appendix C-03, Year Ending March 31, 2003

Appendix C-04, Year Ending March 31, 2004

## Income Statement

Appendix D-02, Year Ending March 31, 2002

Appendix D-03, Year Ending March 31, 2003

Appendix D-04, Year Ending March 31, 2004

ResComm is confident they can acquire one net customer per month and grow the business. They realize that not every customer will stay with their service. However, with professional etiquette and cleaning, ResComm will gain one new customer each month.

## Balance Sheet

Appendix E, Starting Balance Sheet

Appendix E-02, March 31, 2002

Appendix E-03, March 31, 2003

Appendix E-04, March 31, 2004

## Break-even analysis

### Appendix F

The break-even analysis determine the number of services that ResComm must perform in a month to reach a level where they neither make a profit nor incur a loss.

## Conservative & Aggressive Financials

Conservative Income Statement

Appendix J-02, Year Ending March 31, 2002

Appendix J-03, Year Ending March 31, 2003

Appendix J-04, Year Ending March 31, 2004

Conservative Balance Sheet

Appendix K-02, Year Ending March 31, 2002

Appendix K-03, Year Ending March 31, 2003

Appendix K-04, Year Ending March 31, 2004

**Aggressive Income Statement**

Appendix L-02, Year Ending March 31, 2002

Appendix L-03, Year Ending March 31, 2003

Appendix L-04, Year Ending March 31, 2004

**Aggressive Balance Sheet**

Appendix M-02, Year Ending March 31, 2002

Appendix M-03, Year Ending March 31, 2003

Appendix M-04, Year Ending March 31, 2004

**Appendix N, Financial Statement Comparison**

The conservative and aggressive financial statements are gauges for ResComm. These will be used to monitor their performance and what-if analysis.

**Legal Documents**

Appendix O

**Intellectual Property Documents**

Appendix P

**Company Documents**

Appendix Q

## Appendix D-04

ResComm Cleaning, Inc.  
ProForma Income Statement  
March 31, 2004

		April	May	June	July	August	September	October	November	December	January	February	March	Total
<b>Sales Revenue</b>	# Clients	28	29	30	31	32	33	34	35	36	37	38	39	
Cleaning Hours per Week	4	112	114	117	119	121	124	126	129	131	134	137	139	1,502
Monthly Emp Hours		320	330	340	350	350	360	380	400	420	440	450	460	4,600
Revenue per job	\$ 85	\$ 9,520	\$ 9,710	\$ 9,905	\$ 10,103	\$ 10,305	\$ 10,511	\$ 10,721	\$ 10,935	\$ 11,154	\$ 11,377	\$ 11,605	\$ 11,837	\$ 127,683
Total Revenue		\$ 9,520	\$ 9,710	\$ 9,905	\$ 10,103	\$ 10,305	\$ 10,511	\$ 10,721	\$ 10,935	\$ 11,154	\$ 11,377	\$ 11,605	\$ 11,837	\$ 127,683
<b>Expenses</b>														
Cleaning	\$ 19.00	\$ 2,128	\$ 2,171	\$ 2,214	\$ 2,258	\$ 2,303	\$ 2,349	\$ 2,396	\$ 2,444	\$ 2,493	\$ 2,543	\$ 2,594	\$ 2,646	\$ 28,541
Employee	\$ 12.00	\$ 3,840	\$ 3,960	\$ 4,080	\$ 4,200	\$ 4,200	\$ 4,320	\$ 4,560	\$ 4,800	\$ 5,040	\$ 5,280	\$ 5,400	\$ 5,520	\$ 55,200
Cost of Sales		\$ 5,968	\$ 6,131	\$ 6,294	\$ 6,458	\$ 6,503	\$ 6,669	\$ 6,956	\$ 7,244	\$ 7,533	\$ 7,823	\$ 7,994	\$ 8,166	\$ 83,741
Gross Profit		\$ 3,552	\$ 3,580	\$ 3,611	\$ 3,644	\$ 3,801	\$ 3,841	\$ 3,765	\$ 3,691	\$ 3,621	\$ 3,554	\$ 3,611	\$ 3,671	\$ 43,942
Operating expenses	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 2,629	\$ 31,544
EBIT		\$ 923	\$ 951	\$ 982	\$ 1,016	\$ 1,173	\$ 1,213	\$ 1,136	\$ 1,062	\$ 992	\$ 925	\$ 982	\$ 1,042	\$ 12,398
Interest	10%													
		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Taxes	34%	\$ 314	\$ 323	\$ 334	\$ 345	\$ 399	\$ 412	\$ 386	\$ 361	\$ 337	\$ 315	\$ 334	\$ 354	\$ 4,215
After tax profit		\$ 609	\$ 628	\$ 648	\$ 670	\$ 774	\$ 800	\$ 750	\$ 701	\$ 655	\$ 611	\$ 648	\$ 688	\$ 8,183

ResComm Cleaning, Inc.  
ProForma Income Statement  
March 31, 2003

175%		April	May	June	July	August	September	October	November	December	January	February	March	Total
<b>Revenue</b>														-
<b>Revenue</b>		\$ 9,520	\$ 10,115	\$ 10,710	\$ 11,305	\$ 11,900	\$ 12,495	\$ 13,090	\$ 13,685	\$ 14,280	\$ 14,875	\$ 15,470	\$ 16,065	\$ 153,510
		\$ 9,520	\$ 10,115	\$ 10,710	\$ 11,305	\$ 11,900	\$ 12,495	\$ 13,090	\$ 13,685	\$ 14,280	\$ 14,875	\$ 15,470	\$ 16,065	\$ 153,510
Total Revenue		\$ 9,520	\$ 10,115	\$ 10,710	\$ 11,305	\$ 11,900	\$ 12,495	\$ 13,090	\$ 13,685	\$ 14,280	\$ 14,875	\$ 15,470	\$ 16,065	\$ 153,510
<b>Expenses</b>														
Cost of Sales		\$ 4,424	\$ 4,543	\$ 5,082	\$ 5,621	\$ 6,160	\$ 6,699	\$ 7,238	\$ 7,567	\$ 8,106	\$ 8,645	\$ 9,394	\$ 9,513	\$ 82,992
Cost of Sales		\$ 4,424	\$ 4,543	\$ 5,082	\$ 5,621	\$ 6,160	\$ 6,699	\$ 7,238	\$ 7,567	\$ 8,106	\$ 8,645	\$ 9,394	\$ 9,513	\$ 82,992
Gross Profit		\$ 5,096	\$ 5,572	\$ 5,628	\$ 5,684	\$ 5,740	\$ 5,796	\$ 5,852	\$ 6,118	\$ 6,174	\$ 6,230	\$ 6,076	\$ 6,552	\$ 70,518
Operating expenses	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 2,123	\$ 25,476
All other expenses	0.00%	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
EBIT		\$ 2,973	\$ 3,449	\$ 3,505	\$ 3,561	\$ 3,617	\$ 3,673	\$ 3,729	\$ 3,995	\$ 4,051	\$ 4,107	\$ 3,953	\$ 4,429	\$ 45,042
Interest	10%													
		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Taxes	25%	\$ 743	\$ 862	\$ 876	\$ 890	\$ 904	\$ 918	\$ 932	\$ 999	\$ 1,013	\$ 1,027	\$ 988	\$ 1,107	\$ 11,261
After tax profit		\$ 2,230	\$ 2,587	\$ 2,629	\$ 2,671	\$ 2,713	\$ 2,755	\$ 2,797	\$ 2,996	\$ 3,038	\$ 3,080	\$ 2,965	\$ 3,322	\$ 33,782

# **SMALLBUSINESSPOINT.COM**

## **The Business Plan Generator**

SmallBusinessPoint.com was created as a result of introspective realization of skills, experiences, and dreams. These three collective entities, combined with a heavy dose of entrepreneurship, are the motivation behind 'The Business Plan Generator'. Many people dream of owning their own business or doing what they want to do. However, few people follow their dreams to success. Whatever the reason, adequate direction should not be one. The purpose of 'The Business Plan Generator' is to give you the direction needed to identify your skills, exercises to generate ideas, resources to evaluate the venture, questions to ask in the business plan, and key indicators to measure implementation.

The SmallBusinessPoint.com concept was not born in a day, but over time. Today, the concept continues to evolve as we incorporate more of our skills and bring in new ideas daily. We at SmallBusinessPoint.com, currently combine the experiences, knowledge and education of: engineering, marketing, finance, banking, supply chain management, venture capital, MBA, business ownership, professor of entrepreneurship, logistics, writer, and publisher (just to name a few), and a healthy dose of enthusiasm. This enthusiasm is the product of setting our dreams in motion and helping others find the road to their dreams.

SmallBusinessPoint.com appreciates the opportunity to help you, and wishes you the best of success.

**We believe in your dreams!**