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PurposeNowadays the entry threshold of thecleaning industry is low, business is easier, and the classification ofcleaning jobs is not clear, which causes the whole cleaning industry to bemixed up.

The quality of employees is generally not high. The whole industryfeels low and irregular. As a famous cleaning company, it is very important forevery company to survive in the presence of competitors.

So we are now doing astudy of a company’s advice on how to gain an advantage with its competitors. Our purpose is to study in the cleaningindustry in the market, how to become the company’s outstanding problems andoccupy the market share, often because of excellent in service industries ofthe company can occupy a larger market share, better resources and more professionalservice, so we choose Crewcare as our research object. As a comprehensivecleaning company, it is relatively advanced from technology to practitioners. It also includes its promotion and the application of high technology such asInternet technology. We also found that there are a lot of smalllocal cleaning company in New Zealand, they are the most service groups arefixed and the backward technology, there are few special professional servicepersonnel, is basically a small cleaning team composed of several small groups, but sometimes family cleaning work want to reduce costs, small clean team. Theydon’t need advanced clean, just want a simple cleaning work, with the increaseof New Zealand residents, the housing increased, with the family as a unit ofclean environment, greatly increased the growth of small cleaning team. Marketanalysis is a quantitative and qualitative assessment of the market.

A completemarket analysis is a cornerstone of a successful marketing and advertisingcampaign. ? maxwell. p, (April 2017) The Importance of a Market Analysis https://marketingepic. com/blog/importance-market-analysis/)We have to use qualitative and quantitativemethods for market analysis to obtain more complete data to determine how theseproblems should be improved. Finally, the idea is to find out how to expand theshare of the company in the market from the perspective of the market.