

Mary's maids cleaning services

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Executive Summary Mary Maids Cleaning Services (MMCS) is a residential house cleaning service serving upper-class families in Plano, TX. Through generous human capital investments, MMCS will exceed our customer's expectations. We will be servicing the wealthy single-income households and affluent two-income households. These targeted families will be willing to pay a premium for our service because of the high level of professionalism and trustworthiness that we offer, not replicated by any of our competition.

MMCS projected growth rate is very high each year with respectable profit margins as a percentage of sales. MHCS will be a home-based business. By the end of year one, MHCS will have five additional employees. There are many options for maid services, but there is only one that stands out as the best Mary Maids that is. Mary Maids Cleaning Service's mission " Is to provide the customer with all residential cleaning services in an

environmentally sound, completely trustworthy, and professional manner. We exist to attract and maintain customers.

When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers. Mary Maids Cleaning Service's objectives for the first four years of operation include:

- To create a service based company whose #1 goal is exceeding customer's expectations.
- To increase our number of clients served by 20% per year through superior service.
- To develop a sustainable home-based business, living off its own cash flow.
- The utilization of Mary Maids Cleaning Service on a regular basis by at least 30% of the leads that contact us for more information.

Product/ Services Description Situation Analysis MMCS will offer a wide range of services to the residential client, from general room cleaning to child/pet disasters which can go hand in hand. We will be going after the upper end of the market, typically the affluent whose spouse does not have a full-time job but chooses to do other things with his/her time, or the two income family who chooses not to clean the home themselves. The business will be based out of the CEO Mary Blanktrip's home office.

Between the hours of 6AM-8AM Mary will work on scheduling, estimates, inventory, ordering, and customer care management. The home office will include a computer, land phone line, and a fax machine. From 9AM-5PM Mary will clean homes until additional staff is hired. Mary Maids Cleaning Service's start-up costs include equipment needed for a home-based business (Exhibit 1), initial legal fees, marketing fees, cleaning equipment and supplies,

uniforms, and signs for employee vehicles. Employee expense is a commercial vacuum cleaner and assorted brooms, mops, and chemicals (biodegradable). SWOT Strengths CEO of Mary Maids Cleaning Services was a stay at home mom for 25 years • Mary understands what it takes to balance home, children, and work • Mary will achieve this high level of service through extensive training and a continuous learning process Weakness • Major competition Molly Maids • New company to the area • First time business owner Opportunity • MMCS will be qualifying leads over the phone with estimates • MMCS will arrange a in house meetings to give estimates • The sales process will begin through the qualification of leads generated from our marketing campaign Threats Balancing the whole business (includes office paper work & cleaning services) • Getting customers to trust new business owner Target Market Mary Maids Cleaning Service will provide a residential house cleaning service for the upper end of the market. We will have two target customers: 1. The affluent that does not work, but is not inclined to do housework. To many a maid/house cleaner is a symbol of wealth, and this idea symbolizes this group of customers. 2. The two-income households whose opportunity costs are too great to spend time cleaning the house.

MMCS offers house cleaning to these targeted customers. House cleaning ranges from cleaning of standard rooms such as kitchen, bathrooms, bedrooms, as well as more unusual jobs like small disasters from children and pets. The first is the affluent where only one spouse works. Although the other spouse is at home and has time to clean, he/she chooses not too. This spouse would rather volunteer for a public interest organization, play tennis

and golf, or just spend time how he/she chooses to. They have no desire to clean the house day in and out.

To them that is not enjoyable and they have the money to pay someone to do that kind of work. This market has annual incomes over \$200, 000 and lives in expensive homes. According to Money Magazine Plano has 150, 100 that fall into this category, this group reliably uses cleaning services. The second segment of the market that we are targeting is the two income family. Over the last couple of decades, the number of two-income households has increased. This is to a point where in parts of the country they exceed one income families. Our target customer is two income families whose combined annual income is over \$125, 000.

These families don't really have the time to clean, can afford a cleaning service, and choose to hire a service because the opportunity costs are too high to waste time cleaning their house. These households are typically age 32-55 and live in houses valued over \$250, 000. According to Money Magazine Plano have 100, 000 families that fall into this demographic. It is this segment which has tremendous potential for us. Nearly 80% of dual income households use an outside cleaning service for some of their house cleaning according to the U. S. Department of Commerce.

Additionally, there are some potential customers that MMCS has labeled as assorted " well-off" households. These are families that have the money for our services that do not fit neatly into the two previous categories. Competitor Molly Maids have been in service for 25 years and offer services in different states. They offer cleaning services in all rooms of the home and

use a company car. Molly's is major cooptation that allows potential customers to view their services online. They have earned their trust with their clients by being in the business so long by offer great services.

They use at least two2 people to clean the home to oversee the work of each other (Molly Maid. com). Although there are lots of competitors in the cleaning service space, there is good reason for this competition, and demand is high. Cleaning service customers want quality, and not everyone in the cleaning service space offers quality. How often when you ask one of your friends for a referral do they tell you they have been using a bunch of different companies and they have yet to find one that they are truly happy with.

The residential house cleaning market is serviced predominately by independent companies. There are however, a few large franchises.

Residential services are divided into a couple of different categories, maid or house cleaners, carpet cleaners, window cleaners, and a variety of other services that are required on a less frequent basis. We charge a premium for our services, and people are willing to pay to get our unsurpassed level of professionalism, trustworthiness, and attention to detail. We provide the most pleasant experience possible.

Price | Exhibit 1 | | Start up Requirements | | Start-up Expenses 300. 00 | | Legal 50. 00 | | Stationery etc. 200. 0 | | Brochures \$200 | | Insurance \$500 | | Uniforms \$100 | | Cleaning Equipment \$800 | | Office Furniture \$100 | | CommunicationEquipment \$100 | | Computer Equipment \$1, 500 | | Magnetic

Car Signs \$75 | | Cleaning Supplies \$200 | | Other \$0 | | Total Start-up
Expenses \$3, 925 | References