




Pressure Washing


Your clean home is our business.


Business Plan


[YEAR]

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Table of Contents

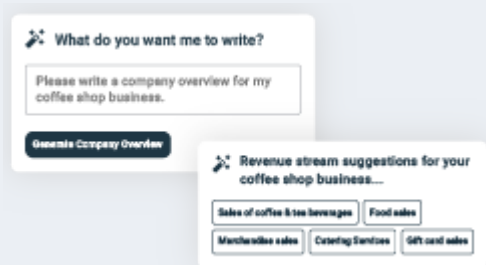
Executive Summary	5
Customer Focus	6
Mission Statement	6
Vision statement	7
Business Target	7
3 Year profit forecast	7
Company Summary	9
Business Structure	10
Startup summary	11
Startup cost	11
Products and services	14
Features	15
Market Analysis	17
Market Trends	18
Target Market	18
Market Segmentation	18
Corporate Sector	19
Institutions & Organizations	19
Residential Community	20
SWOT Analysis	21
Strategy & Implementations	24
Sales Strategy	25
Advertising Strategy	25
Pricing Strategy	25

Important Assumptions	27
Brake-even Analysis	27
Projected Profit and Loss	28
Projected Cash Flow	31
Projected Balance Sheet	32
Business Ratios	33

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1.

Executive Summary

Customer Focus

Mission Statement

Vision statement

Business Target



REMEMBER

Before you think about how to start a Pressure Washing business, you must create a detailed Pressure Washing business plan. It will not only guide you in the initial phases of your startup but will also help you

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Maxwell Pressure Washing

The name of our company is Maxwell Pressure Washing Company. We are a standard pressure washing business that is incorporated under the law of the United States of America. Our head office will be located in a densely populated business district in the he

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Customer Focus

Maxwell Pressure Washing

We will offer both in-station and out-off station services. Our customers will have the options of choosing from our different packages – we have the plans to serve both individual clients (households) and corporate clients (industries and the government) a

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Mission Statement

Maxwell Pressure Washing

Our mission as a pressure washing company is to develop a highly successful, profitable all-round pressure washing business that provides quality services in our community and to become a standard for an ideal pressure washing business not only in

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Vision statement

Maxwell Pressure Washing

Our Vision is to become the number one pressure washing company in the whole of Detroit - Michigan with an active presence in major cities in the United States of America and Canada.

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Business Target

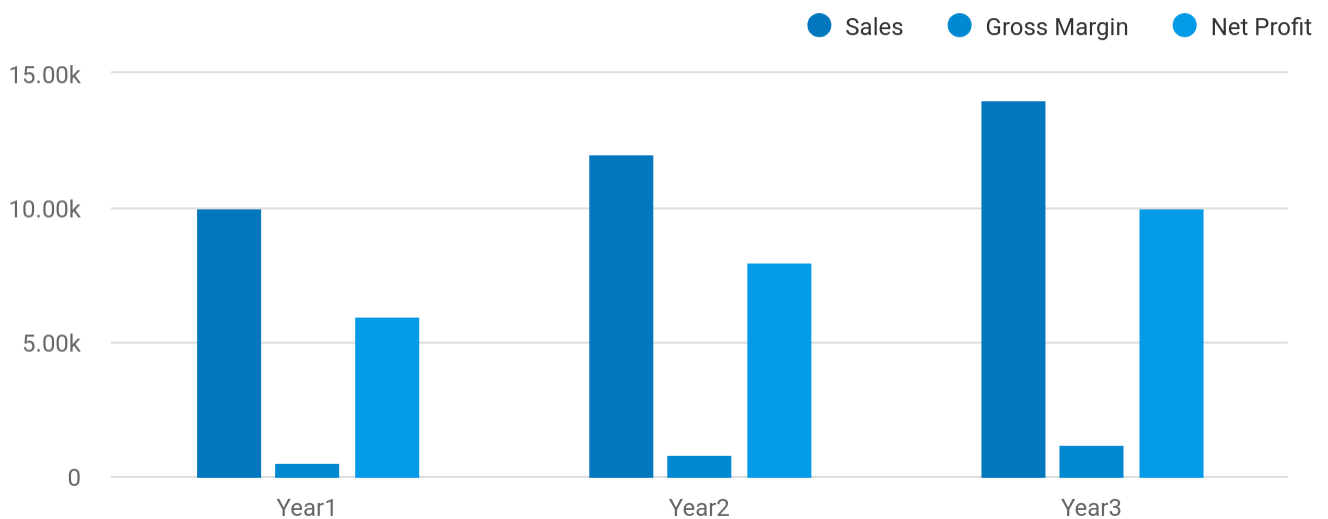
Maxwell Pressure Washing

Our business targets for the next three years are as follows:

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3 Year profit forecast



Maxwell Pressure Washing

Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

Business Structure

Startup summary

Maxwell Pressure Washing

Maxwell Pressure Washing Company is owned and managed by Mr. John Moore and his family. John Moore has over 15 years of experience managing some of the leading pressure washing companies and industrial cleaning brands in different cities in the Uni

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Business Structure

Maxwell Pressure Washing

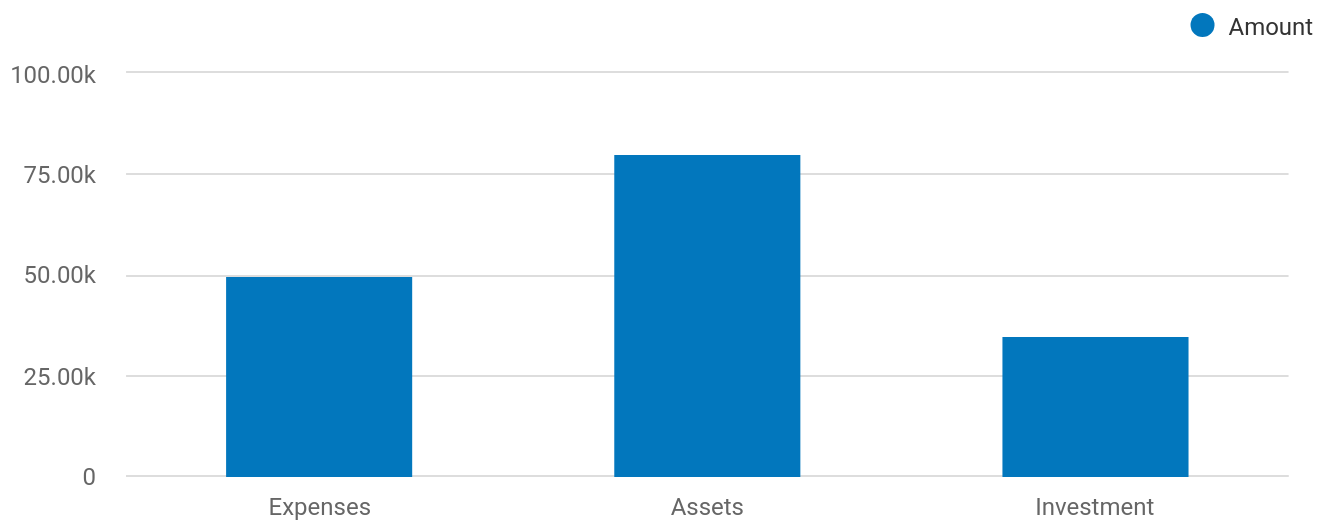
We are quite aware that the success of any business lies in the foundation on which the business is built, which is why we have decided to build our pressure washing company on the right business foundation.

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Startup summary

Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000

Start-up Expenses	Amount
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services

Features

Maxwell Pressure Washing

Maxwell Pressure Washing Company is a standard and well-equipped pressure washing company that offers a wide range of services that revolves around the pressure washing cum industrial cleaning industry and other complementary services.

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Features



Swimming pool cleaning & maintenance



Parking lot sweeping



Graffiti removal / washing



Drain & gutter cleaning



Snowplowing



Ventilation duct cleaning



Chimney sweep services



Window washing



Drain, duct and gutter cleaning



Pool maintenance



Parking lot and driveway washing



Chimney sweep services



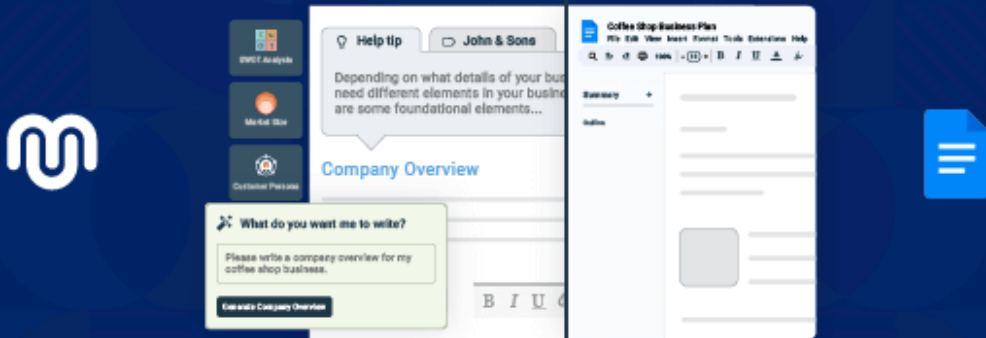
Providing other outdoor maintenance services



Other related industrial cleaning services

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4.

Market Analysis

Market Trends

Target Market

Market Segmentation



REMEMBER

The most important component of an effective Pressure Washing business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from Upmetrics.

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Market Trends

Maxwell Pressure Washing

The pressure washing and industrial cleaning market is a market that is dependent on loads of factors. The fact that it helps keep our environment clean and also helps in saving energy gives room for people to patronize the business. As a matter of fact, it is no longer a niche market.

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Target Market

Maxwell Pressure Washing

Before choosing a location for our pressure washing and industrial cleaning business, we conducted our feasibility studies and market survey and we were able to identify those who will benefit greatly from our service offerings. Basically, those who will benefit from our service offerings are those who have a lot of outdoor areas that need to be cleaned.

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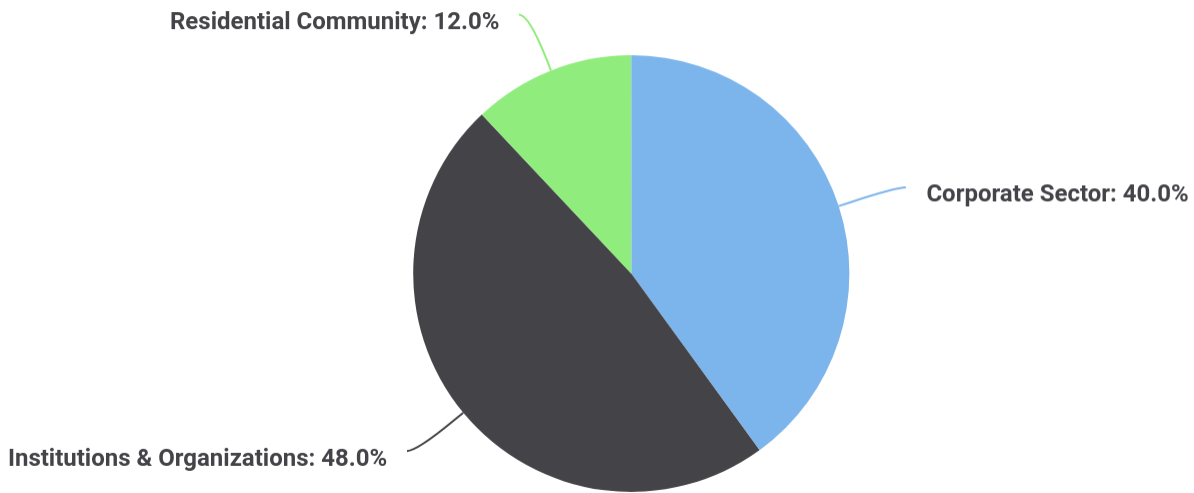
Market Segmentation

Maxwell Pressure Washing

We are strategically located midway between the residential and commercial zones of Michigan so that we may easily target the residential community as well as the corporate and industrial sectors. Our experts have identified the following type of target market:

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Maxwell Pressure Washing

This target group comprises factories, industries, and product manufacturers. These industries frequently need pressure washing services for cleaning and maintaining heavy industrial machines as well as industrial discharge outlets.

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Corporate Sector

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Maxwell Pressure Washing

Our second target group comprises various institutions and organizations located in Manhattan including government and public-sector organizations. This group seldom needs pressure washing services, such as occasional cleaning of parking and driveways.

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Institutions & Organizations

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Maxwell Pressure Washing

This will be our biggest target group as well as the biggest generator of our revenue. This target group will need our services for cleaning and maintaining their swimming pools, drains, gutters, etc.

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Residential Community

Start writing here..

Maxwell Pressure Washing					
	Growth	Year1	Year2	Year3	CAGR
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Start writing here..

5.

SWOT Analysis

Maxwell Pressure Washing

The pressure washing business is one of the many businesses that can easily generate sales with little stress, as long as it is well-positioned and equipped to carry out the various services. We are building a standard pressure washing business with a variety of services.

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Strength

Maxwell Pressure Washing Company is centrally located in a densely populated industrial and residential estate in Detroit - Michigan; our location is in fact one of our major strengths. We have a well-equipped state-of-the-art facility and we are also one of the very few pressure washing companies in the whole of Detroit - Michigan that offers a wide range of services for both households and industries.

Another strength that counts for us is the power of our team; our workforce and management. We have a team that is considered experts in the pressure washing cum industrial cleaning industry, a team of hardworking and dedicated individuals.

Weakness

Maxwell Pressure Washing Company is a new business which is owned by an individual (family), and we may not have the financial muscle to sustain the kind of publicity we want to give our business and also to attract some of the technocrats in the pressure washing and industrial cleaning industry.

Opportunity

We are centrally located in one of the busiest areas in Detroit - Michigan and are open to all the available opportunities that the city has to offer. Our business concept also positions us to be a one-stop-shop in the pressure washing and industrial cleaning industry.

The truth is that there are no standard and well-equipped pressure washing businesses within the area where ours is going to be located; the closest industrial cleaning facility to our proposed location is about 6 miles away. In a nutshell, we do not have any direct competition within our target market area.

Threat

Some of the threats that are likely going to confront Maxwell Pressure Washing Company are unfavorable government policies, seasonal fluctuations, demographic/social factors, the downturn in the economy which is likely going to affect consumers spending, and of course the emergence of new competitors within the same location where ours is located.

6.

Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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Sales Strategy

Maxwell Pressure Washing

For encouraging sales during the initial months of our launch, we will offer a 10% discount on our services for the first three months. We will also give out cold calls and advertise our business in relevant newspapers, TV stations, and social media.

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Advertising Strategy

Maxwell Pressure Washing

Maxwell Pressure Washing Company is set to create a standard for pressure washing and industrial cleaning business in Detroit - Michigan and throughout the United States which is why we will go all the way to adopt and apply best practices to promote

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Pricing Strategy

Maxwell Pressure Washing

Our pricing system is going to be based on what is obtainable in the pressure washing and industrial cleaning industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than our competitors.

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7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Pressure Washing business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will

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Maxwell Pressure Washing

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Pressure Washing business start-up, no equity funding or outside loans will be required. With the h

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$282,726.30	\$414,007.40	\$693,098.10
Residential Pressure Washing	\$90,150	\$144,334.50	\$231,100.50
Unit Sales	601	962	1,541
Unit Price	\$150	\$150	\$150
Commercial Pressure Washing	\$150,000	\$208,970	\$375,450
Unit Sales	300	418	751
Unit Price	\$500	\$500	\$500
Vehicle Pressure Washing	\$42,576.30	\$60,702.90	\$86,547.60
Unit Sales	1,419	2,023	2,885
Unit Price	\$30	\$30	\$30
Cost Of Sales	\$19,452.77	\$24,834.25	\$31,998.08
General Costs	\$19,452.77	\$24,834.25	\$31,998.08
Equipment and Supplies	\$9,096.53	\$10,819.10	\$12,912.99
Pressure Washing Equipment Maintenance	\$5,072.96	\$5,716.24	\$6,441.23
Cleaning Chemicals	\$4,023.57	\$5,102.86	\$6,471.76
Transportation and Utilities	\$10,356.24	\$14,015.15	\$19,085.09
Fuel Costs for Transportation	\$7,095.96	\$10,117.14	\$14,424.58
Water and Electricity Utilities	\$3,260.28	\$3,898.01	\$4,660.51
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$263,273.53	\$389,173.15	\$661,100.02
Gross Margin (%)	93.12%	94%	95.38%
Operating Expense	\$292,754.76	\$313,990.66	\$337,899.47
Payroll Expense (Indirect Labor)	\$245,455.20	\$257,644.20	\$270,440.40
Management	\$112,500	\$118,125	\$124,031.28
Operations Manager	\$60,000	\$63,000	\$66,150
Administrative Manager	\$52,500	\$55,125	\$57,881.28
Field Staff	\$93,600	\$98,280	\$103,194
Pressure Washing Technician	\$43,200	\$45,360	\$47,628
Field Supervisor	\$50,400	\$52,920	\$55,566
Support Staff	\$39,355.20	\$41,239.20	\$43,215.12
Customer Service Representative	\$36,000	\$37,800	\$39,690
Office Assistant	\$3,355.20	\$3,439.20	\$3,525.12
General Expense	\$47,299.56	\$56,346.46	\$67,459.07
Operational Expenses	\$22,094.56	\$26,711.96	\$32,502.37
Office Rent	\$16,094.56	\$20,411.96	\$25,887.37
Insurance	\$6,000	\$6,300	\$6,615
Marketing and Advertising	\$16,487.19	\$18,578.02	\$20,934.21
Online Advertising	\$10,145.95	\$11,432.68	\$12,882.69
Print Media Advertising	\$6,341.24	\$7,145.34	\$8,051.52
Miscellaneous	\$8,717.81	\$11,056.48	\$14,022.49
Office Supplies	\$5,364.79	\$6,803.94	\$8,629.37

	2024	2025	2026
Equipment Repairs	\$3,353.02	\$4,252.54	\$5,393.12
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$29,481.23)	\$75,182.49	\$323,200.55
Additional Expense	\$7,884.72	\$7,014.79	\$5,760.25
Long Term Depreciation	\$3,809	\$4,125	\$4,125
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$33,290.23)	\$71,057.49	\$319,075.55
Interest Expense	\$4,075.71	\$2,889.79	\$1,635.26
EBT	(\$37,365.95)	\$68,167.70	\$317,440.30
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$320,092.25	\$345,839.70	\$375,657.80
Net Income	(\$37,365.95)	\$68,167.70	\$317,440.30
Net Income (%)	(13.22%)	16.47%	45.80%
Retained Earning Opening	\$0	(\$52,365.95)	\$15,801.75
Owner's Distribution	\$15,000	\$0	\$0
Retained Earning Closing	(\$52,365.95)	\$15,801.75	\$333,242.05

Projected Cash Flow

	2024	2025	2026
Cash Received	\$282,726.30	\$414,007.40	\$693,098.10
Cash Paid	\$316,283.25	\$341,714.70	\$371,532.80
COS & General Expenses	\$66,752.33	\$81,180.71	\$99,457.15
Salary & Wages	\$245,455.20	\$257,644.20	\$270,440.40
Interest	\$4,075.71	\$2,889.79	\$1,635.26
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$33,556.95)	\$72,292.70	\$321,565.30
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$22,500	\$0	\$0
Net Cash From Investments	(\$22,500)	\$0	\$0
Amount Received	\$80,000	\$0	\$0
Loan Received	\$80,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$36,035.24	\$22,221.17	\$23,475.90
Loan Capital	\$21,035.25	\$22,221.17	\$23,475.89
Dividends & Distributions	\$15,000	\$0	\$0
Net Cash From Financing	\$43,964.76	(\$22,221.17)	(\$23,475.90)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$12,092.19)	\$37,979.34
Cash In	\$362,726.30	\$414,007.40	\$693,098.10
Cash Out	\$374,818.49	\$363,935.87	\$395,008.70
Change in Cash	(\$12,092.19)	\$50,071.53	\$298,089.40
Ending Cash	(\$12,092.19)	\$37,979.34	\$336,068.74

Projected Balance Sheet

	2024	2025	2026
Assets	\$6,598.81	\$52,545.34	\$346,509.74
Current Assets	(\$12,092.19)	\$37,979.34	\$336,068.74
Cash	(\$12,092.19)	\$37,979.34	\$336,068.74
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$18,691	\$14,566	\$10,441
Gross Long Term Assets	\$22,500	\$22,500	\$22,500
Accumulated Depreciation	(\$3,809)	(\$7,934)	(\$12,059)
Liabilities & Equity	\$6,598.80	\$52,545.33	\$346,509.74
Liabilities	\$58,964.75	\$36,743.58	\$13,267.69
Current Liabilities	\$22,221.17	\$23,475.89	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$22,221.17	\$23,475.89	\$0
Long Term Liabilities	\$36,743.58	\$13,267.69	\$13,267.69
Long Term Debt	\$36,743.58	\$13,267.69	\$13,267.69
Equity	(\$52,365.95)	\$15,801.75	\$333,242.05
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$52,365.95)	\$15,801.75	\$333,242.05
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%

	Year 1	Year 2	Year 3	Industry Profile
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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