






# Pressure Washing


*Your clean home is our business.*


# Business Plan [YEAR]

 John Doe

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@upmetrics.co

 <https://upmetrics.co>

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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 later on.

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#### TIP

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 heart of Detroit - Michigan, U.S.

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## Customer Focus



#### TIP

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) as well which is why we designed various packages.

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## Mission Statement



#### TIP

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 the State of Michigan but also throughout the United States of America and Canada where we intend sell.

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## Vision statement



TIP

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



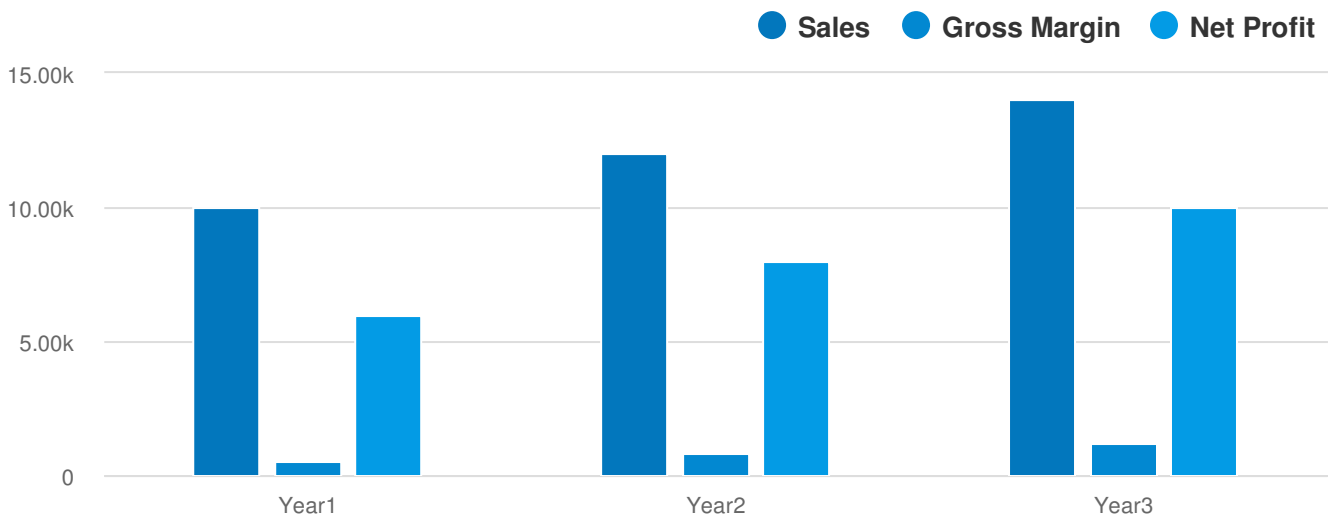
TIP

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

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## 3 Year profit forecast





**TIP**

Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

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# 2.

## Company Summary

Business Structure

Startup summary



TIP

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 United States of America and Canada prior to starting Maxwell Pressure Washing Company.

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## Business Structure



TIP

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.

As a matter of fact, we are set out to build a pressure washing company. To unlock help try Upmetrics!

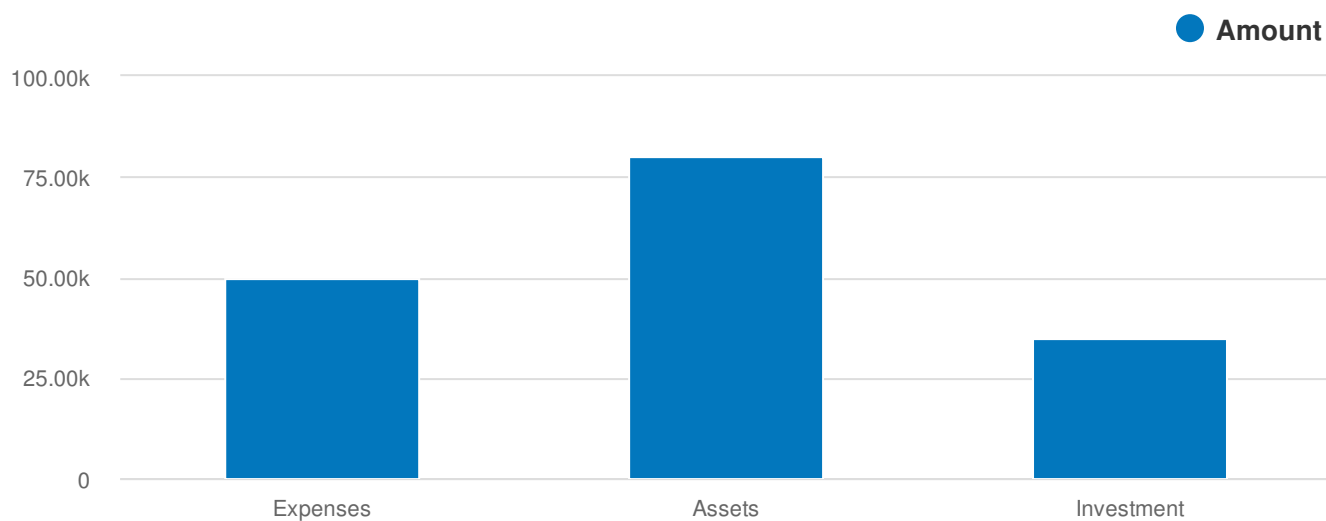
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# Startup summary

## Startup cost



### Cost distribution

### Amount

<b>Expenses</b>	50000
<b>Assets</b>	80000
<b>Investment</b>	35000

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
<b>TOTAL START-UP EXPENSES</b>	<b>\$247,500</b>
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
Loss at Start-up (Start-up Expenses)	\$313,125

<b>Start-up Expenses</b>	<b>Amount</b>
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and services



TIP

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**

# 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 this Pressure Washing business plan sample or other Pressure Washing business plans available online.

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## Market Trends



**TIP**

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 now common and trendy to find pressure washing and industrial cleaning companies leveragi

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## Target Market



**TIP**

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 offering are households, facility managers, industries (manufacturing plants),

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## Market Segmentation

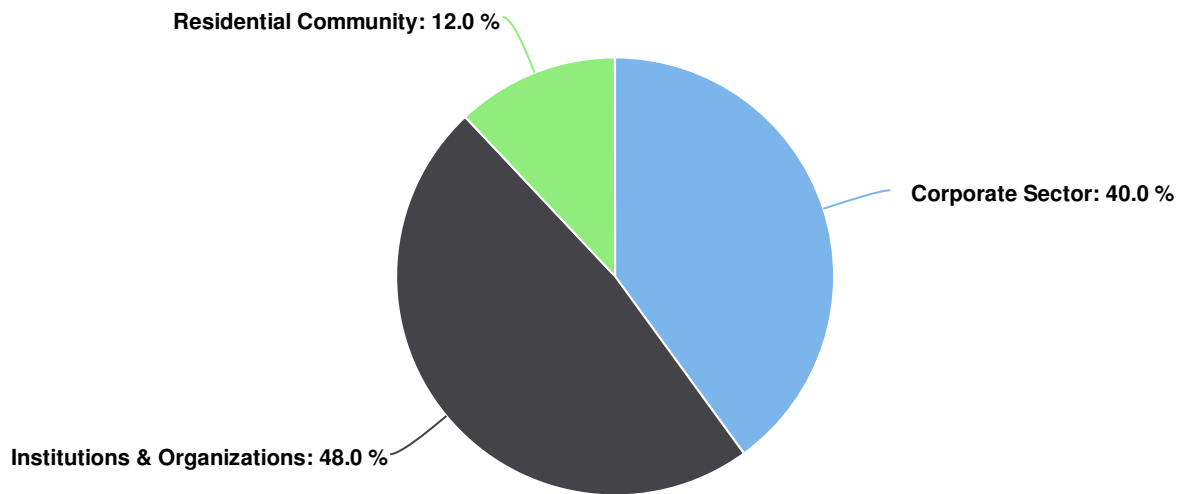


**TIP**

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 audience which can become our future consumers:

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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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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, so it has a little contribution to our sales and revenue.

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## Institutions & Organizations

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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

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**TIP**

	Growth	Year1	Year2	Year3	CAGR
Residential Community	48%	22,334	32,344	43,665	10.00%
Commercial Community	48%	11,167	16,172	21,833	10.00%

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# 5.

## SWOT Analysis



**TIP**

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 which is why we have decided to subject our business idea (company) to SWOT Analysis.

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## Strengths

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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.

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## Weaknesses

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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.

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## Opportunities

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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.

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## Threats

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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.

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# 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, sales strategy is also an important component of a Pressure Washing business startup and must be properly planned before you think about starting your business.

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## Sales Strategy



### TIP

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



### TIP

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 our business.

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## Pricing Strategy



### TIP

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 are offering in Detroit - Michigan.

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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 be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered.

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### TIP

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 help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial

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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

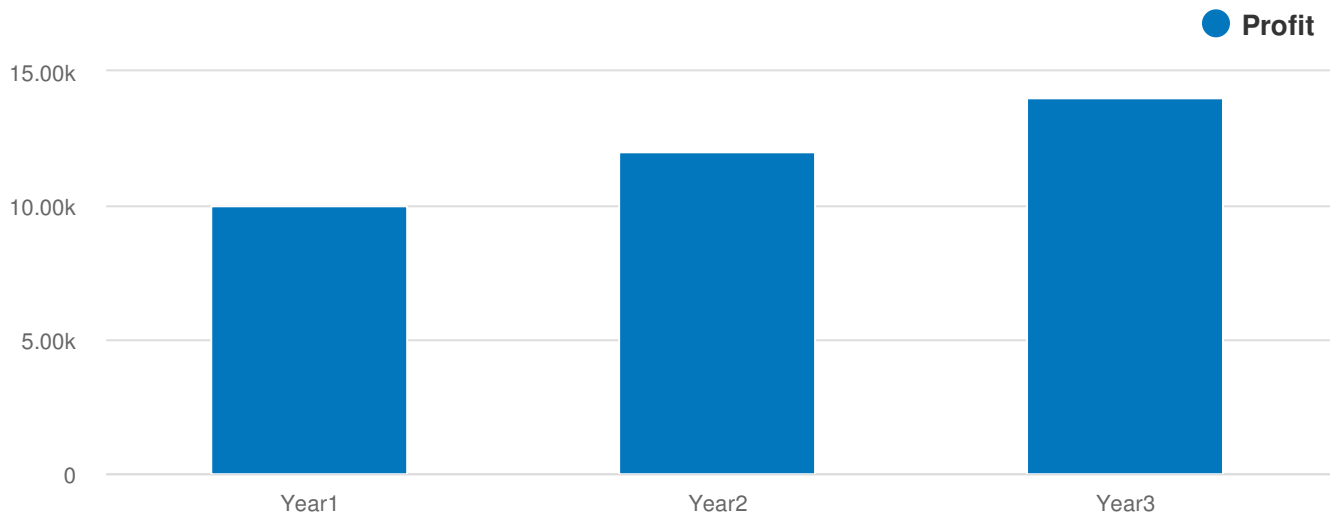
## Brake-even Analysis

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

## Projected Profit and Loss

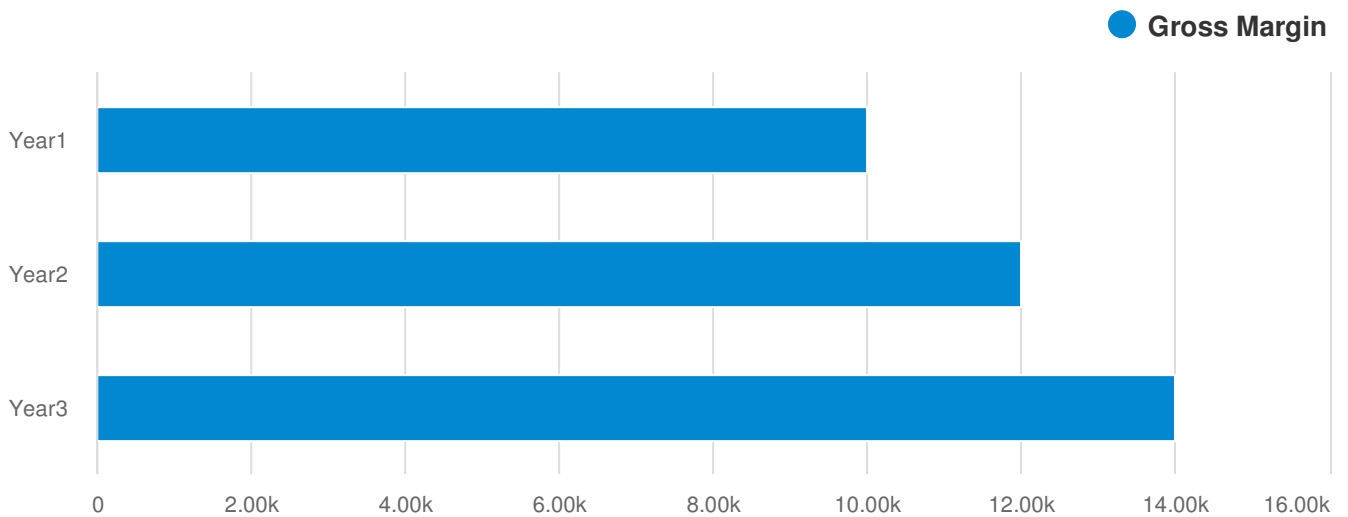
	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

# Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
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%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
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%
<b>Main Ratios</b>				
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%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.



	Year 1	Year 2	Year 3	Industry Profile
<b>Activity Ratios</b>				
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.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
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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