


# Pool Cleaning Business Plan

*Refreshing Waters, Sparkling Smiles*

# BUSINESS PLAN [YEAR] ---

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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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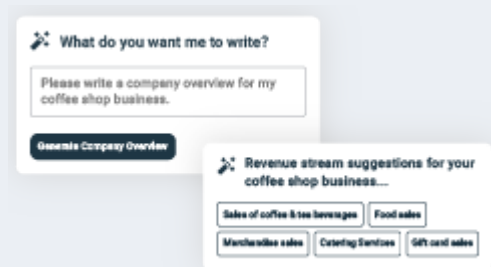
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# Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

Upmetrics has everything you need to create a comprehensive business plan.



## AI-powered Upmetrics Assistant

### AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

## Financial Forecasting Tool

### All the financials are calculated for you

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# 1.

## Executive Summary

Market opportunity

Services Offered

Marketing & Sales Strategies

Financial Highlights



#### REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

To unlock help try Upmetrics!

#### Help tip

#### Pool Cleaning Business Plan

Start your executive summary by briefly introducing your business to your readers.

This section may include the name of your pool cleaning business, its location when it was

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*Start writing here..*

## Market opportunity

#### Help tip

#### Pool Cleaning Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

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## Services Offered

#### Help tip


#### Pool Cleaning Business Plan


Highlight the pool cleaning services you offer your clients. The USPs and differentiators you offer are always a plus.

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*Start writing here..*

## Marketing & Sales Strategies

 **Help tip**

 **Pool Cleaning Business Plan**


Outline your sales and marketing strategies—what marketing platforms you use, how you plan on acquiring customers, etc.

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## Financial Highlights

 **Help tip**

 **Pool Cleaning Business Plan**

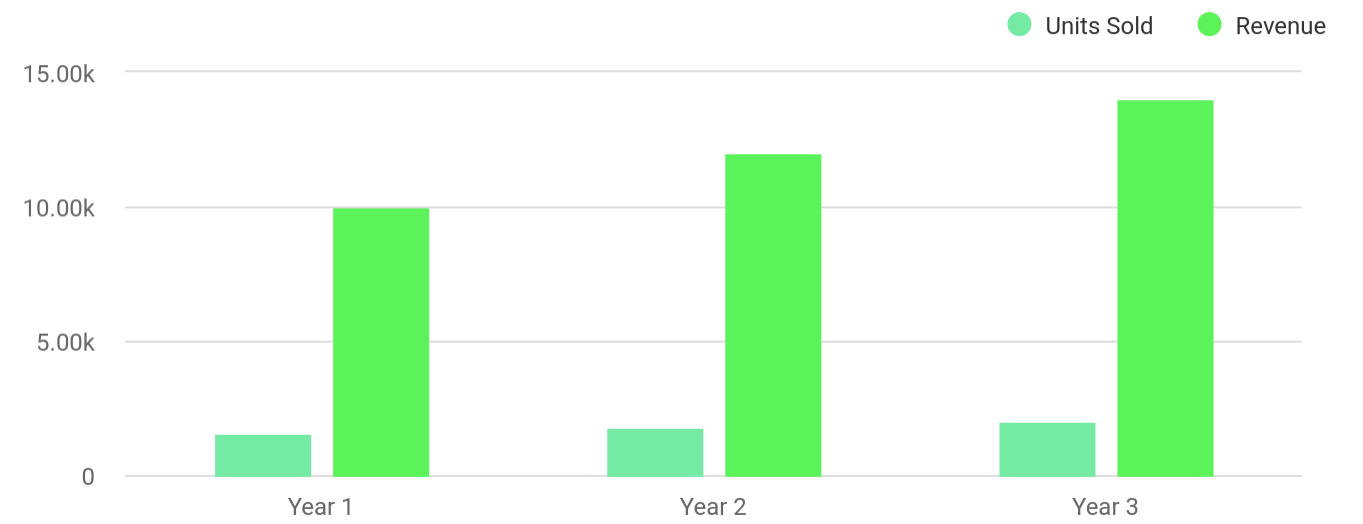
Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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*Start writing here..*



Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

Help tip

Pool Cleaning Business Plan

Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment.

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Write a call to action for your business plan.

# 2.

## Company Overview

Ownership

Mission statement

Business history

Future goals



#### REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

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#### Help tip

#### Pool Cleaning Business Plan

Describe your business in this section by providing all the basic information:

Describe what kind of pool cleaning company you run and the name of it. You may specialize in

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*Start writing here..*

## Ownership

#### Help tip

#### Pool Cleaning Business Plan

List the names of your pool cleaning company's founders or owners. Describe what shares they own and their responsibilities for efficiently managing the business.

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*Start writing here..*

## Mission statement

💡 Help tip

📄 Pool Cleaning Business Plan

Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

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At [Crystal Clear Pools], our mission is to provide unparalleled pool cleaning and maintenance services, ensuring every pool we service is crystal clear, safe, and ready for enjoyment. We are committed to excellence, sustainability, and building lasting relationships with our clients.



## Business history

💡 Help tip

📄 Pool Cleaning Business Plan

If you're an established pool cleaning service provider, briefly describe your business history, like—when it was founded, how it evolved over time, etc.

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## Future goals

💡 Help tip

📄 Pool Cleaning Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

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# 3.

## Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



#### REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

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#### Help tip

#### Pool Cleaning Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

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## Target Market

#### Help tip

#### Pool Cleaning Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

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## Market size and growth potential

#### Help tip

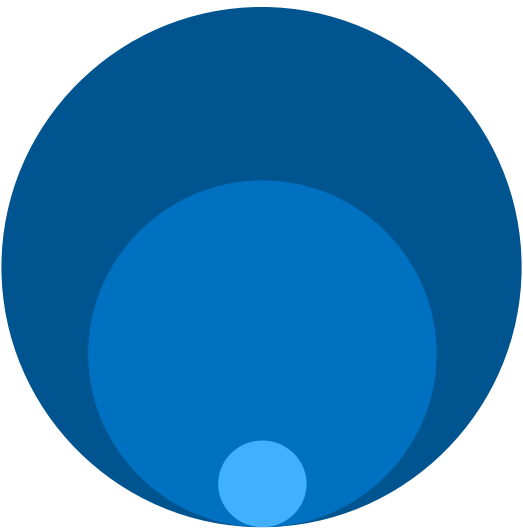
#### Pool Cleaning Business Plan

Describe your market size and growth potential and whether you will target a niche or a much broader market.

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Market Size



<b>Available Market</b> All potential pool owners in [City/Region]	<b>120k</b>
<b>Served Market</b> Pool owners looking for professional cleaning	<b>80k</b>
<b>Target Market</b> Mid to high-end residential pools	<b>20k</b>

**Help tip**

**Pool Cleaning Business Plan**

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your pool cleaning services from them.

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Competitive analysis

Blue Haven Pools

Blue Haven Pools is a well-established player in the market, with over [X years] of experience. They have built a solid reputation for reliability and professionalism, serving a broad customer base that includes both residential and commercial clients.

Features	Strengths	Weaknesses
Comprehensive pool cleaning and maintenance services	Extensive experience in the industry	Higher pricing compared to other competitors
Seasonal pool opening and closing	Strong reputation and brand recognition	Limited flexibility in scheduling
Pool renovation and repair services	Broad service offerings catering to a wide range of customer needs	Potential delays in service during peak season
Online appointment scheduling		

## Aqua Pool Services

Aqua Pool Services is known for its competitive pricing and rapid response times. They cater primarily to the residential market and have gained popularity for their promotional deals and discounts.


Features	Strengths	Weaknesses
Standard pool cleaning and maintenance	Highly competitive pricing	Less comprehensive service offerings
Emergency cleaning services	Quick response and turnaround times	Limited expertise in handling complex pool issues
Cost-effective maintenance packages	Attractive promotions and discounts	May use lower-quality cleaning products
User-friendly website with online booking		


## EcoPools

EcoPools has carved out a niche for itself by focusing on eco-friendly pool cleaning solutions. They have a smaller but loyal customer base that prioritizes sustainable practices


Features	Strengths	Weaknesses
Eco-friendly pool cleaning and maintenance	Strong commitment to eco-friendly practices	Limited service offerings outside of eco-friendly solutions
Green pool restoration services	Niche positioning attracts a specific target audience	Smaller operational scale can lead to limited service availability
Water conservation solutions	Expertise in green pool restoration	Higher pricing due to specialized services
Educational content on sustainable pool care		

## Market trends

 Help tip

 Pool Cleaning Business Plan


Analyse emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.


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# Regulatory environment

 **Help tip**

 **Pool Cleaning Business Plan**

List regulations and licensing requirements that may affect your pool cleaning company, such as business licenses, insurance, environmental regulations, safety regulations, etc.

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Start writing here..



 SWOT Analysis

 Market Size

 Customer Persona

 **Help tip**

 John & Sons

Depending on what details of your business you need different elements in your business plan. Here are some foundational elements...

**Company Overview**

 What do you want me to write?

Please write a company overview for my coffee shop business.

Create Company Overview

 **Coffee Shop Business Plan**

File Edit View Insert Format Tools Extensions Help

Summary +

Outline



You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.

Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

Start your planning today

# 4.

## Products and Services

Services

Quality measures

Additional Services



## REMEMBER

The product and services section of the pool cleaning business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

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### Help tip

### Pool Cleaning Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

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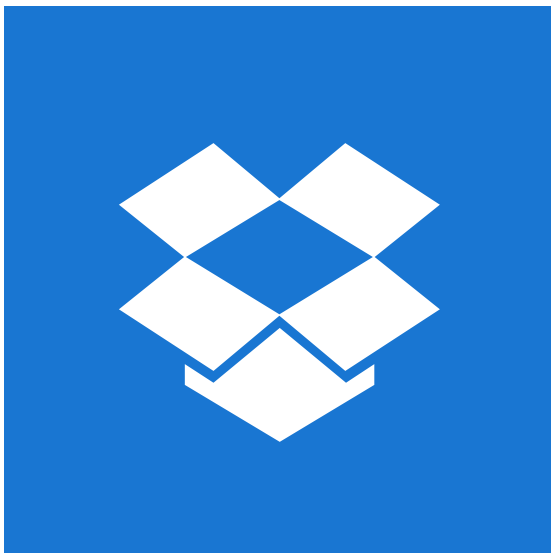
### Help tip

Mention the pool cleaning services your business will offer. This list may include services like,

- Regular pool maintenance

To unlock help try Upmetrics!

## Services



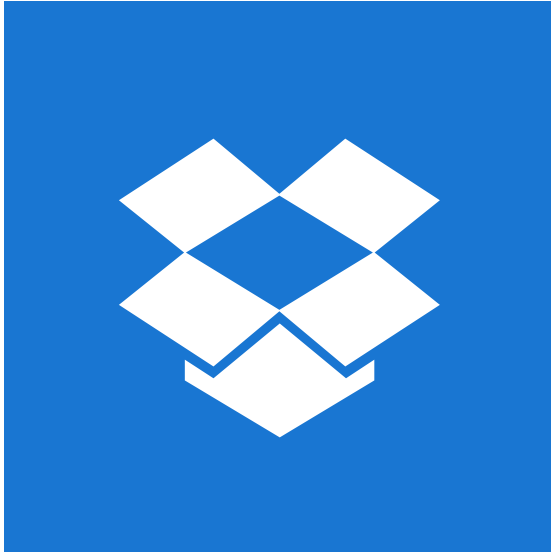
### Regular Pool Maintenance

Price: **[\$150] per month**

Our regular pool maintenance service ensures your pool remains in pristine condition all year round. This service includes skimming, vacuuming, brushing, filter cleaning, and basic chemical balancing.

#### Specifications

- Frequency: Weekly visits
- Duration: 1-2 hours per visit
- Includes cleaning of pool surface, walls, and floor
- Basic chemical check and balance (chlorine and pH levels)



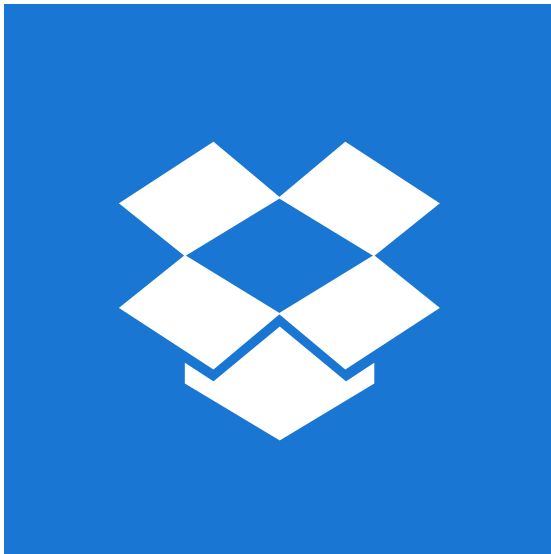
## Chemical Balancing

Price: **[\$80] per session**

Ensure the safety and comfort of your pool water with our chemical balancing service. We adjust chlorine, pH, alkalinity, and other essential levels to maintain a balanced and sanitary swimming environment.

### Specifications

- Frequency: As needed
- Duration: 30-45 minutes
- Comprehensive water testing
- Adjustment of chemical levels
- Recommendations for maintaining water balance



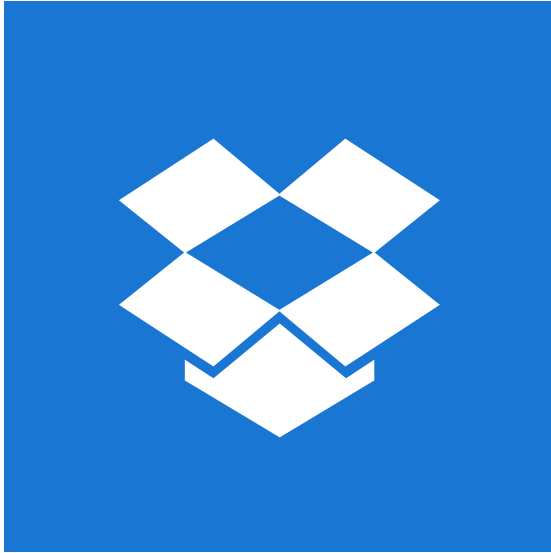
## Filter Cleaning

Price: **[\$100] per cleaning**

Prolong the life of your pool equipment and ensure efficient operation with our filter cleaning service. We disassemble, clean, and reassemble your pool filter, ensuring it's in top condition.

### Specifications

- Frequency: Every 3-6 months (depending on usage)
- Duration: 1-2 hours
- Suitable for all types of pool filters
- Includes inspection of filter parts for wear and tear
- Recommendations for filter care and maintenance



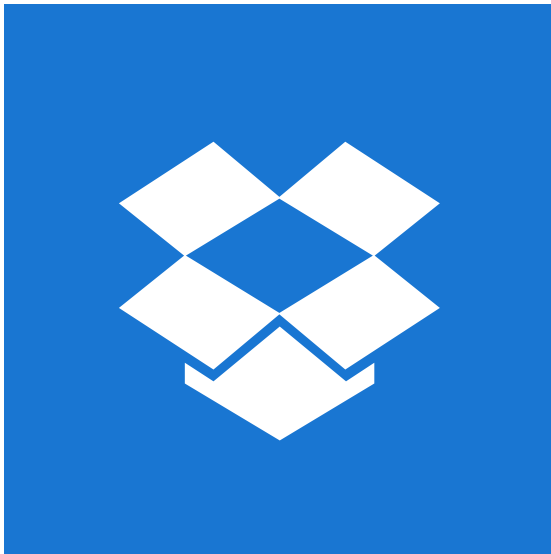
## Algae Removal

Price: **Starting at [\$200] (varies by severity)**

Combat algae growth and restore clarity to your pool water with our specialized algae removal service. We use powerful, yet eco-friendly algaecides and brushing techniques to eliminate algae and prevent future growth.

### Specifications

- Frequency: As needed
- Duration: Varies by severity of algae growth
- Comprehensive algae assessment
- Application of appropriate algaecides
- Brushing and vacuuming of pool surfaces



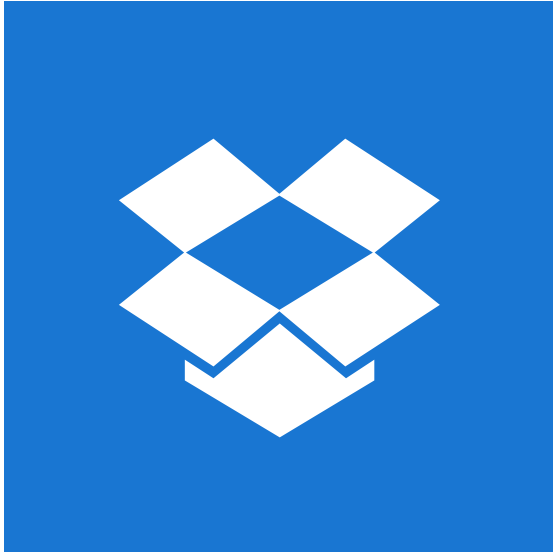
## Pool Opening/Closing

Price: **[\$300] per service**

Prepare your pool for the swimming season or winterize it with our pool opening and closing services. We handle everything from cleaning, chemical balancing, to equipment setup/shutdown.

### Specifications

- Frequency: Annually
- Duration: 2-4 hours
- Opening: Removal of cover, cleaning, equipment setup, initial chemical balancing
- Closing: Cleaning, equipment shutdown, application of winterizing chemicals, cover installation



## Emergency Cleaning and Repair


Price: **[\$150] per hour (2-hour minimum)**


Address unexpected pool issues promptly with our emergency cleaning and repair services. Whether it's an unforeseen algae bloom or equipment malfunction, we're here to help.

### Specifications


- Availability: 24/7
- Response Time: Within 2 hours
- Comprehensive assessment of the issue
- Immediate cleaning or repair as needed
- Follow-up recommendations to prevent future issues

## Quality measures

 **Help tip**


 **Pool Cleaning Business Plan**


This section should explain how you maintain quality standards and consistently provide the highest quality service.

To unlock help try Upmetrics! 


*Start writing here..*

## Additional Services

 **Help tip**

 **Pool Cleaning Business Plan**

Mention if your pool cleaning company offers any additional services. You may include services like tile & grout cleaning, pool repairs, acid washing, etc.

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*Start writing here..*

# 5.

## Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



#### REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

#### Help Tip

#### Pool Cleaning Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

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*Start writing here..*

## Unique Selling Proposition (USP)

#### Help tip

#### Pool Cleaning Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

To unlock help try Upmetrics!

*Start writing here..*

## Pricing Strategy

#### Help tip

#### Pool Cleaning Business Plan

Describe your pricing strategy—how you plan to price your pool cleaning services and stay competitive in the local market. You can mention any discounts you plan on offering to attract new customers.

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Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, Google ads, brochures, email marketing, content marketing, and print marketing.

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## Marketing strategies

### Online



#### Social Media

Utilize platforms such as [Facebook, Instagram, Twitter] to engage with the community, showcase our work, and run promotional campaigns.



#### Email Marketing

Develop a newsletter to share pool maintenance tips, special promotions, and company updates with our subscribers.



#### Content Marketing

Create engaging blog posts and articles related to pool maintenance, positioning ourselves as industry experts.



#### Google Ads

Invest in targeted Google Ads to capture the attention of potential clients actively searching for pool cleaning services in our area.

### Offline



#### Brochures & Print Marketing

Distribute informative brochures and flyers in strategic locations, highlighting our services, pricing, and contact information.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include direct sales calls, partnering with other cleaning or housekeeping businesses, offering referral programs, etc.

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## Sales strategies



### **Partner with Businesses**

Form strategic partnerships with other cleaning or housekeeping businesses to create referral networks.



### **Direct Sales Calls**

Proactively reach out to property managers and real estate agents, introducing them to our services.



### **Referral Programs**

Implement a referral program, offering existing clients incentives for referring new business to [Crystal Clear Pools].

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, discounts on annual membership, personalized service, etc.

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## Customer retention



### **Loyalty Programs**

Introduce a loyalty program, offering discounts or additional services for repeat business.



### **Annual Membership Discounts**

Provide attractive discounts for clients who commit to annual service contracts.



### **Personalized Service**

Ensure that each client receives personalized attention, understanding their specific needs and preferences.



### **Follow-up Communication**

Implement follow-up communications after each service, ensuring customer satisfaction and addressing any issues proactively.

# 6.

## Operations Plan

Staffing & Training

Operational Process

Equipment & Machinery



#### REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

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#### Help tip

#### Pool Cleaning Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

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## Staffing & Training

#### Help tip

#### Pool Cleaning Business Plan

Mention your cleaning business's staffing requirements, including the number of employees or cleaning staff needed. Include their qualifications, the training required, and the duties they will perform.

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*Start writing here..*

## Operational Process

#### Help tip


#### Pool Cleaning Business Plan


Outline the processes and procedures you will use to run your pool cleaning business. Your operational processes may include sending quotations, scheduling appointments, site visits, training employees, etc.

To unlock help try Upmetrics!


*Start writing here..*

# Equipment & Machinery

 **Help tip**

 **Pool Cleaning Business Plan**

Include the list of equipment and machinery required for pool cleaning, such as pool skimmer, pool brushes, leaf rakes, pool test kit, etc.

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*Start writing here..*

# 7.

## Management Team

Key managers

Organizational structure

Compensation plan

Advisors/Consultants



#### REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

To unlock help try Upmetrics!

#### Help tip

#### Pool Cleaning Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

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*Start writing here..*

## Key managers

#### Help tip

#### Pool Cleaning Business Plan

Introduce your management and key members of your team, and explain their roles and responsibilities.

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*Start writing here..*



### John Doe

CEO - [john.doe@example.com](mailto:john.doe@example.com)

[John Doe] oversees all aspects of the business, from financial management to customer relations, ensuring that [Crystal Clear Pools] maintains its reputation for excellence in pool cleaning services.

With over [number] years of experience in the pool cleaning industry, [John Doe] brings a wealth of knowledge and expertise to the company.

- Background: He holds a [relevant degree] from [University/College Name] and has previously worked in [previous roles/industries], gaining invaluable experience in business management and customer service.





---

## Jane Doe

Chief Operating Officer (COO) - [jane.doe@example.com](mailto:jane.doe@example.com)

As the COO of [Crystal Clear Pools], Jane oversees the daily operations of the company, ensuring that all business activities run smoothly and align with our quality standards and corporate policies.

She plays a pivotal role in strategic planning and execution, working closely with the CEO and other key managers to drive operational excellence.

- **Educational Background:** Jane holds a Bachelor's degree in Business Administration from the University of Example and an MBA in Operations Management from Example State University.
- **Professional Background:** With over 15 years of experience in the pool cleaning industry, Jane has developed a comprehensive understanding of operational best practices and efficiency optimization.

Before joining [Crystal Clear Pools], she held managerial positions at other leading pool maintenance companies, where she was known for her ability to streamline operations and improve service delivery.



---

## Alice Brown

CMO - [alice.brown@example.com](mailto:alice.brown@example.com)

Alice is responsible for leading the marketing and advertising initiatives at [Crystal Clear Pools]. Her innovative strategies and campaigns have played a crucial role in enhancing our brand presence and attracting new clients.

She focuses on digital marketing, community engagement, and customer relationship management to ensure we stay ahead of market trends.

- **Educational Background:** Alice holds a Bachelor's degree in Marketing from Example University and a Master's degree in Digital Marketing from Example Tech.
- **Professional Background:** With over a decade of experience in marketing, especially in the service industry, Alice brings a wealth of knowledge and a fresh perspective to our marketing efforts.

She has successfully led marketing teams in her previous roles, achieving remarkable results in brand awareness and customer acquisition.



## Robert Brown

Operations Manager - [robert.brown@example.com](mailto:robert.brown@example.com)

Robert is integral to the success of our day-to-day operations at [Crystal Clear Pools]. He oversees the scheduling of pool cleaning appointments, ensures that all equipment is in top condition, and manages the on-site cleaning teams.

His dedication to operational excellence ensures that we consistently deliver high-quality pool cleaning services to our clients.

- Educational Background: Robert has a Bachelor's degree in Operations Management from Example University.
- Professional Background: Bringing over 12 years of experience in operations and pool maintenance, Robert has a proven track record of managing large teams and complex operations.

His attention to detail and commitment to customer satisfaction have made him a valuable asset to our team.

## Organizational structure

💡 Help tip

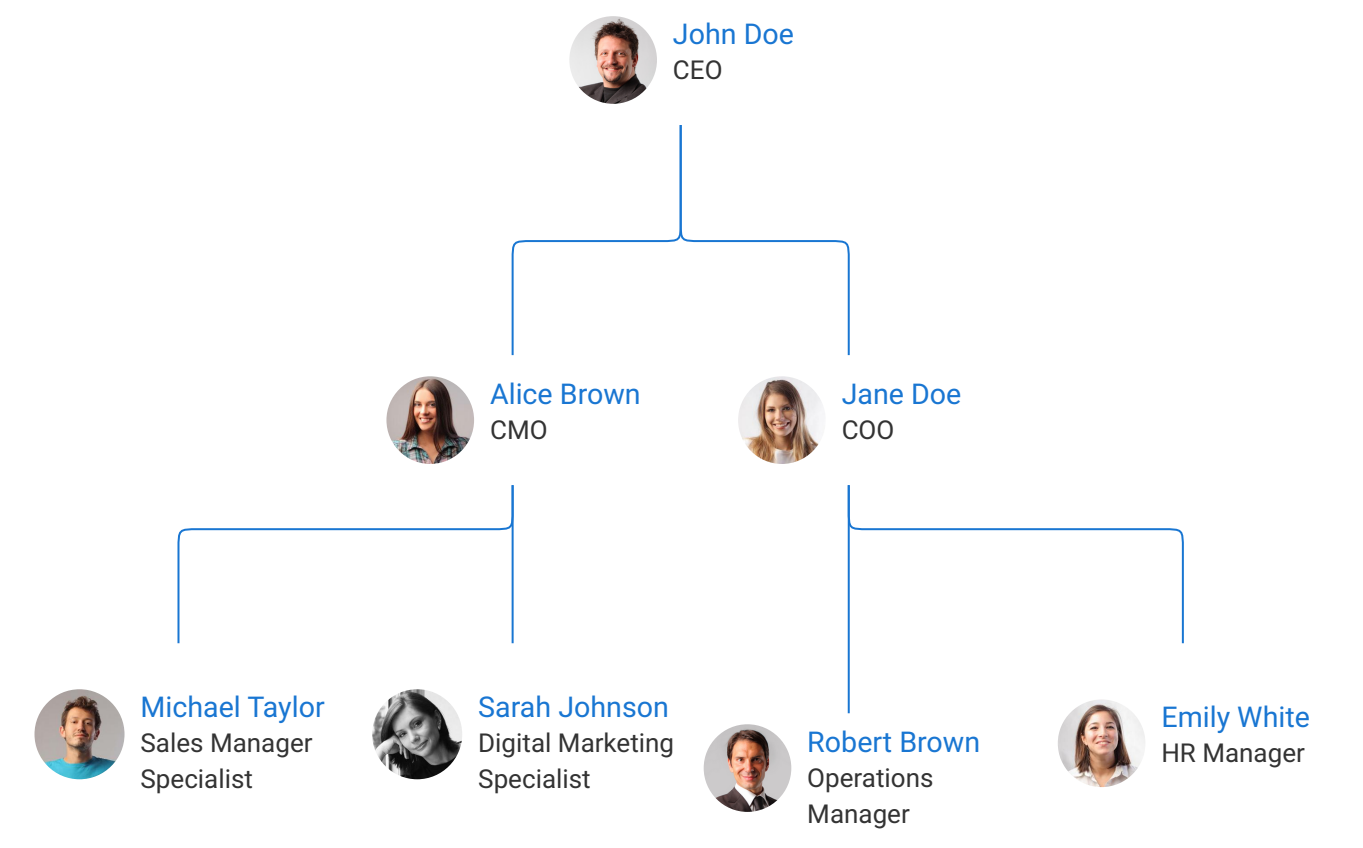
📄 Pool Cleaning Business Plan

Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

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*Start writing here..*

## Organization chart



## Compensation plan

**Help tip**

**Pool Cleaning Business Plan**

Describe your compensation plan for the management and staff. Include their salaries, incentives, and other benefits.

To unlock help try Upmetrics!

*Start writing here..*

Mentioning advisors or consultants in your business plans adds credibility to your business idea.

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## Advisors/Consultants



### [ADVISOR NAME]

Industry Expert

With over [20 years] of experience in the pool cleaning and maintenance industry, [Advisor Name] provides invaluable advice and insights, ensuring that we stay ahead of industry trends and best practices.



### [CONSULTANT NAME]

Financial Strategist

[Consultant Name] assists us in navigating our financial landscape, providing expert advice on budgeting, financial planning, and risk management.

# 8.

## Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



## REMEMBER

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

To unlock help try Upmetrics!

## Help tip

## Pool Cleaning Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

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*Start writing here..*

## Help tip

## Pool Cleaning Business Plan

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business's expected net profit or loss.

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## Profit & loss statement

	2024	2025	2026
<b>Revenue</b>	<b>\$642,909</b>	<b>\$1,770,341</b>	<b>\$3,234,290.50</b>
Pool Cleaning Services	\$79,591	\$142,936	\$256,692

	2024	2025	2026
Unit Sales	796	1,429	2,567
Unit Price	\$100	\$100	\$100
Recurring Maintenance Contracts	\$488,188	\$1,507,128	\$2,785,042
Users	385	850	1,448
Recurring Charges	\$200	\$200	\$200
Sale of Pool Chemicals and Accessories	\$75,130	\$120,277	\$192,556.50
Unit Sales	1,503	2,406	3,851
Unit Price	\$50	\$50	\$50
<b>Cost Of Sales</b>	<b>\$138,781.80</b>	<b>\$364,604.20</b>	<b>\$657,742.22</b>
General Costs	\$138,781.80	\$364,604.20	\$657,742.22
Pool Cleaning Supplies	\$8,400	\$8,700	\$9,011.40
Chlorine and Other Chemicals	\$2,400	\$2,520	\$2,646
Pool Cleaning Equipment	\$6,000	\$6,180	\$6,365.40
Direct Labor Cost	\$130,381.80	\$355,904.20	\$648,730.82

	2024	2025	2026
Pool Cleaner Wages	\$128,581.80	\$354,068.20	\$646,858.10
Transportation Cost	\$1,800	\$1,836	\$1,872.72
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$504,127.20</b>	<b>\$1,405,736.80</b>	<b>\$2,576,548.28</b>
<b>Gross Margin (%)</b>	<b>78.41%</b>	<b>79.40%</b>	<b>79.66%</b>
<b>Operating Expense</b>	<b>\$693,093.96</b>	<b>\$779,712.81</b>	<b>\$885,278.03</b>
Payroll Expense (Indirect Labor)	\$633,600	\$659,604	\$686,713.20
Cleaning Staff	\$300,000	\$313,500	\$327,630.24
Pool Cleaners	\$225,000	\$236,250	\$248,062.80
Equipment Maintenance Staff	\$75,000	\$77,250	\$79,567.44
Administrative Staff	\$146,400	\$151,416	\$156,607.44
Office Manager	\$62,400	\$64,896	\$67,491.84



	2024	2025	2026
Administrative Assistants	\$84,000	\$86,520	\$89,115.60
Sales Team	\$187,200	\$194,688	\$202,475.52
Sales Team	\$187,200	\$194,688	\$202,475.52
General Expense	\$59,493.96	\$120,108.81	\$198,564.83
Operating Expenses	\$17,012.03	\$20,717.57	\$25,391.57
Pool Chemicals and Cleaning Supplies	\$13,412.03	\$17,009.57	\$21,572.33
Equipment Maintenance	\$3,600	\$3,708	\$3,819.24
Marketing Expenses	\$34,681.93	\$91,375.24	\$164,935.14
Digital Advertising	\$32,145.47	\$88,517.08	\$161,714.55
Flyers and Posters	\$2,536.46	\$2,858.16	\$3,220.59
Administrative Expenses	\$7,800	\$8,016	\$8,238.12
Office Supplies	\$1,800	\$1,836	\$1,872.72
Utility Bills	\$6,000	\$6,180	\$6,365.40
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>(\$188,966.76)</b>	<b>\$626,023.99</b>	<b>\$1,691,270.25</b>
<b>Additional Expense</b>	<b>\$9,838.93</b>	<b>\$7,904.77</b>	<b>\$5,851.31</b>
Long Term Depreciation	\$4,692	\$4,692	\$4,692
Gain or loss from Sale of Assets	\$0	\$0	\$0
<b>EBIT</b>	<b>(\$193,658.76)</b>	<b>\$621,331.99</b>	<b>\$1,686,578.25</b>
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
<b>EBT</b>	<b>(\$198,805.69)</b>	<b>\$618,119.22</b>	<b>\$1,685,418.94</b>
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$841,714.69</b>	<b>\$1,152,221.78</b>	<b>\$1,548,871.56</b>
<b>Net Income</b>	<b>(\$198,805.69)</b>	<b>\$618,119.22</b>	<b>\$1,685,418.94</b>
<b>Net Income (%)</b>	<b>(30.92%)</b>	<b>34.92%</b>	<b>52.11%</b>
Retained Earning Opening	\$0	(\$218,805.69)	\$379,313.53

	2024	2025	2026
Owner's Distribution	\$20,000	\$20,000	\$20,000
<b>Retained Earning Closing</b>	<b>(\$218,805.69)</b>	<b>\$379,313.53</b>	<b>\$2,044,732.47</b>

💡 Help tip

📁 Pool Cleaning Business Plan

The cash flow for the first few years of your operation should be estimated and described in this section.

This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

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## Cash flow statement

	2024	2025	2026
<b>Cash Received</b>	<b>\$642,909</b>	<b>\$1,770,341</b>	<b>\$3,234,290.50</b>
<b>Cash Paid</b>	<b>\$837,022.69</b>	<b>\$1,147,529.78</b>	<b>\$1,544,179.56</b>
COS & General Expenses	\$198,275.76	\$484,713.01	\$856,307.05
Salary & Wages	\$633,600	\$659,604	\$686,713.20
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
<b>Net Cash From Operations</b>	<b>(\$194,113.69)</b>	<b>\$622,811.22</b>	<b>\$1,690,110.94</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$25,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$25,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
<b>Amount Paid</b>	<b>\$51,359.35</b>	<b>\$53,293.51</b>	<b>\$55,347.12</b>
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$20,000	\$20,000	\$20,000
<b>Net Cash From Financing</b>	<b>\$98,640.65</b>	<b>(\$53,293.51)</b>	<b>(\$55,347.12)</b>



2024

2025

2026

**Summary**

Starting Cash	\$0	(\$120,473.04)	\$449,044.67
Cash In	\$792,909	\$1,770,341	\$3,234,290.50
Cash Out	\$913,382.04	\$1,200,823.29	\$1,599,526.68
Change in Cash	(\$120,473.04)	\$569,517.71	\$1,634,763.82
<b>Ending Cash</b>	<b>(\$120,473.04)</b>	<b>\$449,044.67</b>	<b>\$2,083,808.49</b>

 Help tip Pool Cleaning Business Plan

Create a projected balance sheet documenting your pool cleaning business's assets, liabilities, and equity.

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## Balance sheet

2024


2025


2026

<b>Assets</b>	<b>(\$100,165.04)</b>	<b>\$464,660.67</b>	<b>\$2,094,732.49</b>
<b>Current Assets</b>	<b>(\$120,473.04)</b>	<b>\$449,044.67</b>	<b>\$2,083,808.49</b>

	2024	2025	2026
Cash	(\$120,473.04)	\$449,044.67	\$2,083,808.49
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$20,308</b>	<b>\$15,616</b>	<b>\$10,924</b>
Gross Long Term Assets	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	(\$4,692)	(\$9,384)	(\$14,076)
<b>Liabilities &amp; Equity</b>	<b>(\$100,165.03)</b>	<b>\$464,660.67</b>	<b>\$2,094,732.47</b>
<b>Liabilities</b>	<b>\$68,640.66</b>	<b>\$35,347.14</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,293.52</b>	<b>\$35,347.14</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
<b>Long Term Liabilities</b>	<b>\$35,347.14</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,347.14	\$0	\$0

	2024	2025	2026
<b>Equity</b>	<b>(\$168,805.69)</b>	<b>\$429,313.53</b>	<b>\$2,094,732.47</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$218,805.69)	\$379,313.53	\$2,044,732.47
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

 **Pool Cleaning Business Plan**

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

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## Break-even Analysis


	2024	2025	2026
Starting Revenue	\$0	\$642,909	\$2,413,250


	2024	2025	2026
Net Revenue	\$642,909	\$1,770,341	\$3,234,290.50
<b>Closing Revenue</b>	<b>\$642,909</b>	<b>\$2,413,250</b>	<b>\$5,647,540.50</b>
Starting Expense	\$0	\$841,714.69	\$1,993,936.47
Net Expense	\$841,714.69	\$1,152,221.78	\$1,548,871.56
<b>Closing Expense</b>	<b>\$841,714.69</b>	<b>\$1,993,936.47</b>	<b>\$3,542,808.03</b>
Is Break Even?	No	Yes	Yes
<b>Break Even Month</b>	<b>0</b>	<b>Jul '25</b>	<b>0</b>
<b>Days Required</b>	<b>0</b>	<b>5 Days</b>	<b>0</b>
<b>Break Even Revenue</b>	<b>\$841,714.69</b>	<b>\$1,395,189.08</b>	<b>\$0</b>
Pool Cleaning Services	\$0	\$142,676.67	\$0
Recurring Maintenance Contracts	\$0	\$1,122,598.33	\$0
Sale of Pool Chemicals and Accessories	\$0	\$129,914.08	\$0
<b>Break Even Units</b>			




	2024	2025	2026
Pool Cleaning Services	0	1,427	0
Recurring Maintenance Contracts	0	613	0
Sale of Pool Chemicals and Accessories	0	2,598	0

Financing needs

 **Help tip**

 **Pool Cleaning Business Plan**

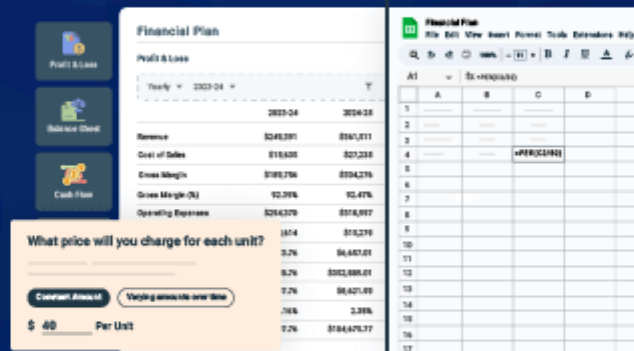
Calculate costs associated with starting a pool cleaning business, and estimate your financing needs and how much capital you need to raise to operate your business.

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Start writing here..

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Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



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9.

Appendix



## REMEMBER

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal documents, and more.

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# Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

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