

Executive Summary

If you want to be successful in raising the necessary finances, the first step that should be taken is to create an executive summary. You'll need to show how your company will perform in the next three years. Market and customer segments should be well defined.

1.1 About the Business

The name of the business, the location of the business, the owner's name and a brief about him/her

1.2 Management Team

Who will be managing the window cleaning business? Will there be a team of managers or will the founder be managing it?

1.3 Target Customers

Will your window cleaning business focus on residential or corporate customers? If both are your target, mention that.

1.4 Business Target

Describe your target for the coming 3 years. How will your window cleaning business grow? What will you be investing the most in? It'll be best to add a graph here showing the growth in the next years.

Company Summary

2.1 About the Owner

This section of the business plan for window cleaning should contain information about the company's owner. In addition, you must outline their total experience and knowledge set.

2.2 Business Goal

Decide why you want to establish your own window cleaning business and what motivates you to achieve that goal in the first place.

2.3 Resources Needed

You must explain how you want to get your window cleaning business up and running and what resources you will need to accomplish so.

Start-up Expenses

Add an expense chart like the following:-

Legal	
Consultants	
Insurance	
Rent	
Research and Development	
Expensed Equipment	
Signs	
TOTAL START-UP EXPENSES	
Start-up Assets	
Cash Required	
Start-up Inventory	
Other Current Assets	
Long-term Assets	
TOTAL ASSETS	
Total Requirements	
START-UP FUNDING	
Start-up Expenses to Fund	
Start-up Assets to Fund	
TOTAL FUNDING REQUIRED	
Assets	

Non-cash Assets from Start-up	
Cash Requirements from Start-up	
Additional Cash Raised	
Cash Balance on Starting Date	
TOTAL ASSETS	
Liabilities and Capital	
Liabilities	
Current Borrowing	
Long-term Liabilities	
Accounts Payable (Outstanding Bills)	
Other Current Liabilities (interest-free)	
TOTAL LIABILITIES	
Capital	
Planned Investment	
Investor 1	
Investor 2	
Other	
Additional Investment Requirement	
TOTAL PLANNED INVESTMENT	
Loss at Start-up (Start-up Expenses)	
TOTAL CAPITAL	
TOTAL CAPITAL AND LIABILITIES	

Total Funding	
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Services for Customers

What are the window cleaning services that your business will be providing?

Marketing Analysis of a Window Cleaning Business

A market survey is required to establish which areas of the window cleaning business need to be concentrated on in order for the company to prosper.

3.1 Market Segmentation

How will you segment your customers? You can divide them based on locals, corporates, and retailers and explain in a chart their segmentation with the percentage. Furthermore, you can divide this section to describe in detail who the local residents, corporates and retailers will be.

3.1.1 Local Residents

3.1.2 Corporates

3.1.3 Retailers

Towards the end of the market segmentation section, it'll be best to include a table that describes the CAGR after 5 years of the target markets as segmented above.

3.2 Business Target

Describe how you will be achieving your business targets and utilizing the amount of investment received. You will have to add the sales growth percentage in this section as well.

3.3 Product Pricing

Is your pricing competitive? Are the prices affordable? Are they different for each section?

Strategy

What is your sales strategy? How will you achieve growth through the strategy?

4.1 Competitive Analysis

What sets you apart from your competitors? What are they doing wrong or your window cleaning business is doing right?

4.2 Sales Strategy

Add clear points in the strategy that you will follow for your window cleaning business. How will your customers be treated, how your business is priced, how will your technology be, etc. are all part of this.

4.3 Sales Forecast

Here's a table you can include

Unit Sales	Year 1	Year 2	Year 3
Residential Window Cleaning			
Commercial Window Cleaning			
Retail Window Cleaning			
Carpet and Blind Cleaning			
TOTAL UNIT SALES			
Unit Prices	Year 1	Year 2	Year 3
Residential Window Cleaning			
Commercial Window Cleaning			
Retail Window Cleaning			
Carpet and Blind Cleaning			
Sales			
Residential Window Cleaning			
Commercial Window Cleaning			
Retail Window Cleaning			

Carpet and Blind Cleaning			
TOTAL SALES			
Direct Unit Costs	Year 1	Year 2	Year 3
Residential Window Cleaning			
Commercial Window Cleaning			
Retail Window Cleaning			
Carpet and Blind Cleaning			
Direct Cost of Sales			
Residential Window Cleaning			
Commercial Window Cleaning			
Retail Window Cleaning			
Carpet and Blind Cleaning			
Subtotal Direct Cost of Sales			

Workforce Plan

5.1 Staff Plan

Describe your staff, their basic qualifications and experience.

5.2 Average Staff Salaries

Create a table to show the average salaries of each post of personnel - manager, cashier, administrator, cleaners, customer care executives, etc.

Financial Plan

You will need to create a suitable graph and table to detail all of the company's expenses and incomes, as well as its projected revenue for the next three years. The predicted profit and loss, as well as the balance sheet, must be illustrated by graphs and tables.

6.1 Important Assumptions

General Assumptions			
	Year 1	Year 2	Year 3
Plan Month			
Current Interest Rate			
Long-term Interest Rate			
Tax Rate			
Other			

6.2 Brake-even Analysis

Brake-Even Analysis	
Monthly Units Break-even	
Monthly Revenue Break-even	
Assumptions:	
Average Per-Unit Revenue	
Average Per-Unit Variable Cost	
Estimated Monthly Fixed Cost	

6.3 Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales			
Direct Cost of Sales			
Other			
TOTAL COST OF SALES			
Gross Margin			
Gross Margin %			
Expenses			
Payroll			
Sales and Marketing and Other Expenses			
Depreciation			
Leased Equipment			
Utilities			
Insurance			
Rent			
Payroll Taxes			
Other			
Total Operating Expenses			
Profit Before Interest and Taxes			

EBITDA			
Interest Expense			
Taxes Incurred			
Net Profit			
Net Profit/Sales			

6.3.1 Monthly Profit

6.3.2 Yearly Profit

6.3.3 Monthly Gross Margin

6.3.4 Yearly Gross Margin

	Year 1	Year 2	Year 3
Sales			
Direct Cost of Sales			
Other			
TOTAL COST OF SALES			
Gross Margin			
Gross Margin %			
Expenses			
Payroll			
Sales and Marketing and Other Expenses			

Depreciation			
Leased Equipment			
Utilities			
Insurance			
Rent			
Payroll Taxes			
Other			
Total Operating Expenses			
Profit Before Interest and Taxes			
EBITDA			
Interest Expense			
Taxes Incurred			
Net Profit			
Net Profit/Sales			

6.4 Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales			
Cash from Receivables			

SUBTOTAL CASH FROM OPERATIONS			
Additional Cash Received			
Sales Tax, VAT, HST/GST Received			
New Current Borrowing			
New Other Liabilities (interest-free)			
New Long-term Liabilities			
Sales of Other Current Assets			
Sales of Long-term Assets			
New Investment Received			
SUBTOTAL CASH RECEIVED			
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending			
Bill Payments			
SUBTOTAL SPENT ON OPERATIONS			
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out			
Principal Repayment of Current Borrowing			
Other Liabilities Principal Repayment			

Long-term Liabilities Principal Repayment			
Purchase Other Current Assets			
Purchase Long-term Assets			
Dividends			
SUBTOTAL CASH SPENT			
Net Cash Flow			
Cash Balance			

6.5 Projected Balance Sheet

	Year 1	Year 2	Year 3
Assets			
Current Assets			
Cash			
Accounts Receivable			
Inventory			
Other Current Assets			
TOTAL CURRENT ASSETS			
Long-term Assets			
Long-term Assets			
Accumulated Depreciation			
TOTAL LONG-TERM ASSETS			

TOTAL ASSETS			
Liabilities and Capital	Year 1	Year 2	Year 3
Current Liabilities			
Accounts Payable			
Current Borrowing			
Other Current Liabilities			
SUBTOTAL CURRENT LIABILITIES			
Long-term Liabilities			
TOTAL LIABILITIES			
Paid-in Capital			
Retained Earnings			
Earnings			
TOTAL CAPITAL			
TOTAL LIABILITIES AND CAPITAL			
Net Worth			

6.6 Business Ratios

Ratio Analysis				
	Year 1	Year 2	Year 3	INDUSTRY PROFILE
Sales Growth				

Percent of Total Assets				
Accounts Receivable				
Inventory				
Other Current Assets				
Total Current Assets				
Long-term Assets				
TOTAL ASSETS				
Current Liabilities				
Long-term Liabilities				
Total Liabilities				
NET WORTH				
Percent of Sales				
Sales				
Gross Margin				
Selling, General & Administrative Expenses				
Advertising Expenses				
Profit Before Interest and Taxes				
Main Ratios				
Current				
Quick				
Total Debt to Total Assets				

Pre-tax Return on Net Worth				
Pre-tax Return on Assets				
Additional Ratios	Year 1	Year 2	Year 3	
Net Profit Margin				
Return on Equity				
Activity Ratios				
Accounts Receivable Turnover				
Collection Days				
Inventory Turnover				
Accounts Payable Turnover				
Payment Days				
Total Asset Turnover				
Debt Ratios				
Debt to Net Worth				
Current Liab. to Liab.				
Liquidity Ratios				
Net Working Capital				
Interest Coverage				
Additional Ratios				
Assets to Sales				

Current Debt/Total Assets				
Acid Test				
Sales/Net Worth				
Dividend Payout				