

Business Plan for a Franchizing company

„Window cleaning of the future“

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Outline

- **Management summary** ←
 - Organisation/Personal planning
 - Service
 - Market & Competition
 - Financial & Investment Planning
 - Qualitymanagement
-

Management summary

- ❑ Milion of appartments
 - ❑ No window cleaning` franchise exist
 - ❑ Higher standard of living
 - ❑ Window cleaning without water
 - ❑ Online booking system
 - ❑ Low investment for franchisee
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Organisation/ Personal planning

- ❑ Franchisee get equipped
- ❑ Online-booking procedure
- ❑ Focussing on one city
- ❑ No further employee required (in the beginning)

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Service

- Online request by customer
- Awaiting cleaner confirmation
- Cleaning with a special product without water
- Service is done → payment occur online immediately after cleaner confirmation

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Market & Competition

- Aim: all houses in Germany
- No-water use
- Low prices due to low costs
- No other franchise-companies

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Financial Planning

Required materials

houses/apartments a' day 7 1 window equals 1 m²
 Working days a' month 25

<i>variable costs for Franchisee for window cleaning</i>			a' window
Window cleaning agent	500 ml for 40 windows	4,77 €	0,12 €
Window care	500 ml for 40 windows	3,99 €	0,10 €
 <i>Fix costs franchisee for window cleaning</i>			
Microfiber tissue	280 tissues 3 months	200,00 €	0,38 €
Total costs a' customer for (1) window cleaning			0,60 €

<i>fix costs franchisee</i>		a customer
Smartphone	12,11 € a' month (25 Working days)	0,07 €
Mobile contract	50,42 € a' month (25 Working days)	0,29 €
Total car-leasing costs	375,96 € a' month (25 Working days)	2,15 €
Total fix costs		2,51 €

Total costs	3,11 €
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Franchisee income

		Sales volume per month	Earning less fix costs	Earning a' month	Franchisee fee fix (1 € a customer)	Variable Franchisee fee 3,5 % of volume	Net profit less franchisee fees	
Customer price fix	1.Paket Window cleaning	12,61 €	2.205,88 €	10,10 €	1.767,38 €	175,00 €	77,21 €	1.515,18 €
	a' window earning less costs & less sales tax	2,52 €						

Franchisor income

	Customers a' month 10.000	Customers a' month 50.000	Customer a' month 100.000
Necessary cleaner	57	286	571
Franchise fee fix	10.000,00 €	50.000,00 €	100.000,00 €
Franchise fee variable	4.411,76 €	22.058,86 €	44.117,65 €
Total sales volume	14.411,76 €	72.058,82 €	144.117,65 €

Investment planning

- Homepage
- Mobile Apps
- Notary
- Insurance
- Trade register

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Qualitymanagement

- Integrated quality rating system
- Feedback for Franchisee
- Awards for the best rated franchisee to occupy higher positions

Thank you very much for your
attention!!!
