



Business Planning Canvas

Sample Worksheet

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Business Planning Canvas – ResCo Cleaning Company Ltd.

1. Idea: Residential and commercial cleaning business serving the Hanna market.

<p>2a. Value Proposition</p> <p>Quality friendly service</p> <p>Reliable & trustworthy</p> <p>Competitive pricing</p>	<p>3a. Customers</p> <p><u>Residential</u> – working families time stretched, can afford services to make life easier (luxury purchase)</p> <p><u>Commercial</u> – keeping the business clean & tidy is essential (essential purchase)</p>	<p>4a. SWOT</p> <p><u>Strength</u> - strong reputation, well connected.</p> <p><u>Weakness</u> - no cleaning experience</p> <p><u>Opportunity</u> - market gaps for residential & commercial</p> <p><u>Threats</u> - increased competition, financial resources</p>	<p>5a. Revenue sources (income)</p> <p><u>Residential</u> - \$100/clean (bi-weekly) x 10 cleans/week/person x 2 people = \$2,000/week x 4.3 wks./mo. = \$8,600/mo.</p> <p><u>Commercial</u> - \$120/clean (twice weekly) x 10 cleans/week/person x 2 people = \$2,400/week x 4.3 wks./mo. = \$10,320/mo.</p>	<p>6a. Key Resources (what)</p> <p>Reputation & connections to community</p> <p>Cleaning skills & work ethic</p> <p>Equipment & tools</p>	<p>7. Costs and Financing</p> <p><u>Start-up costs:</u> 2 vans @ \$25,000/ea. = \$50,000</p> <p>Equipment-2 vacuums, mops, dusting rags, window washing tools, etc. @ \$1,500</p> <p>Marketing- webpage, social media, vehicle signage, business cards, brochures, letterhead @ \$5,000</p> <p>Office set-up- computer, desk, chair, supplies @ \$5,000</p> <p>Total funds – start-up \$61,500 Operating - \$10,000</p> <p>Personal investment - \$20,000, need to borrow \$51,500</p>	<p>8. To do list and timelines</p> <p>Apply for loan from Community Futures, complete business plan – 1 month</p> <p>Gather quotes for costs (equipment, marketing, insurance, office set-up) – 2 weeks</p> <p>Set up business number account with Canada Revenue Agency (GST, source deductions, etc.) – 1 month</p>
<p>2b. Competitors (strengths and weaknesses)</p> <p>5 residential cleaning businesses that are at maximum capacity</p> <p>2 commercial cleaning businesses, 1 is unreliable and 1 is expensive</p>	<p>3b. Customer Relationship (marketing)</p> <p><u>Residential clients</u>- 40 families, 20 have been contacted & indicate serious interest.</p> <p><u>Commercial clients</u>- 10 companies, all have been contacted & quotes have been developed. All indicate serious interest.</p>	<p>4b. Business Activities</p> <p><u>Residential services</u> – bi-weekly, floors, dusting, bathrooms, kitchen + monthly extra services + carpet cleaning</p> <p><u>Commercial services</u> – twice weekly, floors, dusting, bathrooms, kitchen, garbage, + monthly extra services + carpet cleaning</p>	<p>5b. Cost structure (expenses)</p> <p>Loan payment - \$1,500/mo. Supplies - \$250/mo. Vehicle costs - \$700/mo. Wages - \$6,000/mo.</p>	<p>6b. Key Partners (who)</p> <p>Community Futures-loan & advise</p> <p>Family & friends</p> <p>Community connections</p>		