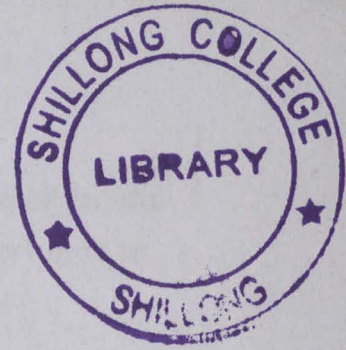


LIBRARY COPY



Propose project work

On

Window cleaning (Clear & Shine)



Submitted in partial fulfilment for the requirement for the award of the Degree of Bachelor of Business Administration North Eastern Hills University (Shillong) 2015-2016

Submitted by:

Master Nongdhar

BBA 3rd Year

Rollno:- B1400231

Registration no: 14503

Acknowledgement

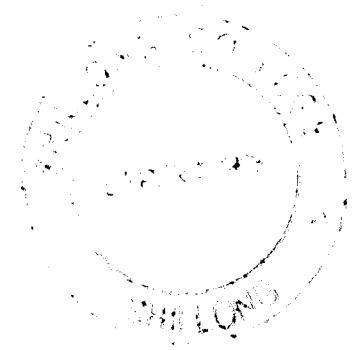
I take this privilege to express my heartiest and sincere gratitude to all faculty members of the department of management for given me an opportunity to do research work in any field I opt for.

I also convey my sincere thank to our teacher in charge sir T.K Tiewsoh and the H.O.D Smti.W.C.K Sohliya of management Department of Shillong College for guide me throughout this project work whom without them project work would not be successful .

Against I am thankful to all respondents for giving their valuable time

Last but not the least, I express my great pleasure for being a student of Shillong College under the principalship of Dr. K.D.Ramsiej to carry out the study to the best of my ability.

Content	Page nos
Introduction of window cleaning service (clear & shiny)	
1) Starting window cleaning business (process)	1
2) Segmentation	5
3) Scanning the environment:	
a) Societal Environment (PEST Analysis)	6
b) Task environment (Porter Five Forces)	8
4) Assess Internal Factor: Asset, Expertise, Skills, Quality	9
5) SWOT Analysis: (External Opportunity & Threat) (Internal Strength & Weakness)	10
6) Feasible business opportunity	12
7) Licensing	13
8) Strategies Overview	15
9) Prepare business Plan: a) Develop Management Profile b) Develop Internal environment.	16
10) Budgets	17
11) Marketing mix's	18
12) Conclusion.	20



Introduction

Clear & Shine is the new start-up business to be set up in Shillong (Meghalaya). It is the company which provides window cleaning services to all the people in the city as well as to the other Districts of the state. People today need their windows clean for health and hygiene because if windows are not washed every time, insects would not get the chance to lay eggs, and spiders making their cobwebs. In case, if windows are kept looking dirty or not cleaned daily, it will serve as a home for many insects of different kinds and spiders which might harm human beings through many kinds of diseases. So cleaning their windows every time brings us protection against harmful insects, which is a safety need.

In other words, many people in today's lifestyle need to make their own windows shine and bright every time better than others. By having the ability to clean and make windows shining every time, many people will praise and honour about the beauty and cleanliness of their house. It creates attention to the people in the uniqueness of being compared with their own house.

Starting a window cleaning business:

Safety: Window cleaning is the safety need because cleaning the window is protect against ,flies, mosquitoes ,and spider which use to stay in dirty and unclean window, if the window is not clean many spiders of different kind build their home or cobweb and many dangerous butterflies lay egg . All these are affected the health of human being spreading many diseases due to the present of these insect.

Self-esteem: It is a self-esteem need because people now a day are more conscious on making their window clean and shiny every time.

Getting started in the window cleaning business is not too difficult. Sure, it will take a little hard work and some amount investment but not much. These are the following process

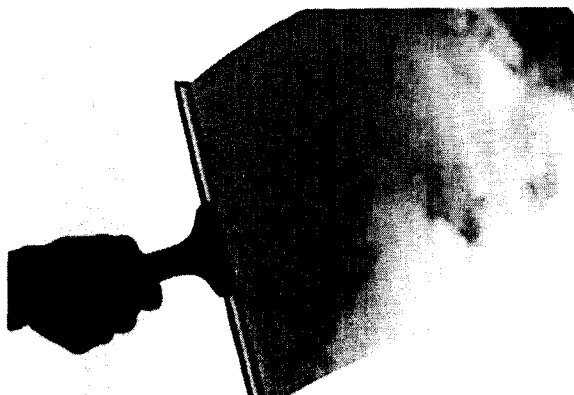
1) Location

I start window cleaning business in shillong because people here are demand for cleaning service in order to keep their house clean beauty for health and hygiene , first I start the company as proprietor and the name of the company is "clear and Shiny" company Ltd and begin with 'A' not 'AA'

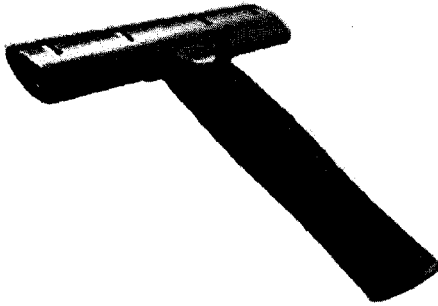
2) Gather supplies:

I need to have the right tool to start a window washing business ,but not in debt through the buying only basic tools likes

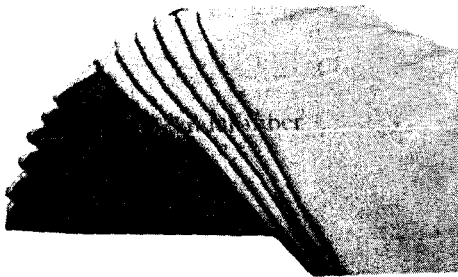
1) Squeegees



ii) Scraper



ii) Towels



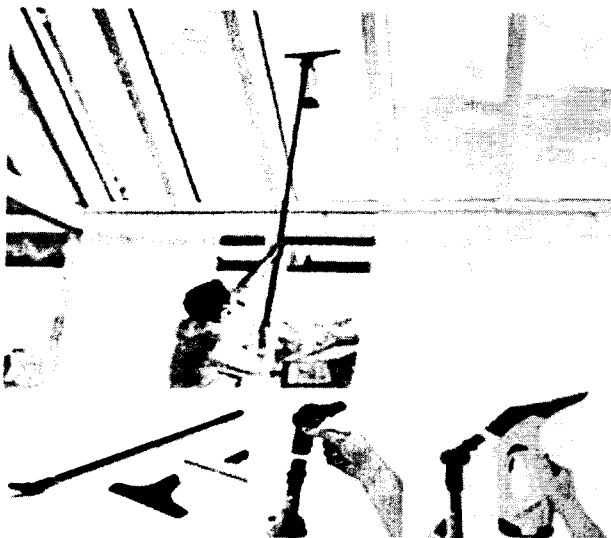
iii) Soap solution



iv) Sturdy ladder



v) Extension pole



Rope Support for window cleaning:



3) Hiring & training employees

Hiring employees it is probably base on their experience and skill on how to clean window. There are also several ways on how to train and make them professional through it video which is available on you tube by visiting You tube website and type in "window cleaning techniques or "window cleaning tips" to get start. There are others website available that can help them learn the skill necessary to be great window cleaner

Decide on how to charge:

When setting out the rate, it should be charging by hours or either charging by the window through the size, location of the windows and the number of window in the house

Segmentation:

The segmentation are base on the two type 1) Geographic and 2) Demographic segmentation

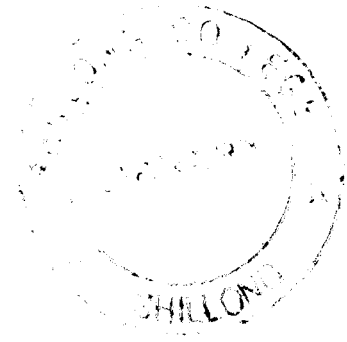
1) Geographic segmentation: Segmentation on areas and location that is main focus is in urban areas and few in the district and local area because by analysing the market the demand is more from urban (Shillong City) than in the District and others local areas of the state in Meghalaya

2) Demographic Segmentation: Segmentation which base on the level of Income like upper level, middle level; ,lower level income as and segmentation base on their life style and habit of the people in the society as whole

Target: The target market is mainly residential; like private and others small houses in the state Commercial like shopping mall, hotels, government building of different department within the state, etc

Positioning: We specialize in Residential and Commercial window cleaning while window cleaning is a fairly straight forward service we know all the secrets to ensure you get a magic result every time. One of the thing that sets us apart is that our service include cleaning of window sills in addition to glass itself you can expect this with every clean that we provide

We offer some of the lowest rate in the local areas and precision cleaning delivery by a train and experience team , with us you get a service that streamline and hassle-free , allowing you to get window clean when it in no more than five minute.



Environmental Scanning:

1) External

a) Societal environment (PEST analysis)

i) Political:

The government provide promotional and developmental programmes to motivate the local people towards entrepreneurship-building and setting up of Small Scale, Tiny, Village, Cottage and Artisan Industries, as self-employment ventures, viz:-

i) **Entrepreneurial Motivation Programmes (E.M.Ps)**: To motivate the local people in setting up of S.S.I. undertakings.

ii) **Entrepreneurial Development Programmes (E.D.Ps)** : To develop the motivated and existing entrepreneur in furthering their skills and inculcate in them new skills and ideas.

iii) **Demonstration-cum-Training Programmes (D.C.T.Ps)**: To introduce ideas of new trades, techniques and products, from time to time.

iv) **Workshops and Seminars (W.A.Ss)**: To explore the scope of development of this decentralised sector of industries, for a balanced economic development of the region, and also in co-ordinating the programmes and activities of the various promotional agencies working in the fields for the promotion and development of this de-centralised sector of industries.

These programmes are held in the identified Growth-Centres, from time to time.

v) **Study Tours for Entrepreneurs and Artisans (S.Ts)**: To expose the local entrepreneurs and artisans to industrial culture, outside the State.

ii) **Economic**: the window cleaning is much profitable business as more people demanding to days. It is require more employees to work, it will generate more employment and this will increase the income of the people as it help to reduce poverty and jobless people.

iii) Socio-cultural: The window cleaning is socially in nature, they do not destroy nature like pollution such as waste and air that release from the industry except waste water that came out after washing the windows. But this is not much affect as compare to the waste water that come out from industry.

iv) Technology: With the advance technology and through modern technique more tool s and equipment have to be update so that the service quality will not be affected .With best equipment and tools as well as good delivery of service the customer would be loyal to the company and word of mouth promotion is high, this will cut expense of the company for spending in promotion purposes



Task environment

a) Porter Five forces



1) Bargaining power of customer: when there are large numbers of customer, no one customer tends to have bargaining leverage. Limited bargaining leverage helps window cleaning to growth in the market. Large number of customer will have a long term positive impact on the company which add to its value. This statement will lead to an increase in profit for the entity. Large number of customer is a difficult qualitative factor to defence, so competing will have an easy time over coming it. But window cleaning have to spend more investment to overcome this issue

2) Threat of new competitor: a) strength brand name: The window cleaning service ("clear & shiny") will try to have a strong brand name because a strong brand are critical to compete, new competitor will have to improve their brand value in order to effectively compete. Strong brand positively affect cleaning industry

b) Customer is loyal to existing brand: Building a brand it takes time because company need to spend resource as they have fewer resources to compete in the market place. This will benefit window cleaning (clear & shiny) if brand image are strong in the market

3) Bargaining power of supplier: a) high level of completion among supplier; window cleaning service are less level of completion in shillong, but if the competition are high among supplier. The company need to reduce price at the same level as competitor price. High completion among supplies has significant impact in to it. This qualitative factor leads to decrease in cost

b) Buyer are well inform: by making the customer the availability of service quality performance and features as well as the price range of services

4)Threat of Substitute product: There will be a threat to the company as other cleaning industry will go through automation of process .This will bring the market down for the company window cleaning service if the process are not update base on modern technology , so update of process is need to considered

5) Existing rivalry firm: a) Many suppliers can offer similar service: Many supplier can offer similar service has a significant impact, so an window cleaning should put more weight in to it. This statement will have a short-term positive impact on the company, which add to its value. This statement will lead to an increase in profit for the company

b) Fast industry growth rate: When window cleaning are started growing revenue quickly, they are less likely to compete because the total industry size is also growing. This will have a long- term positive impact on the company, which add to its value

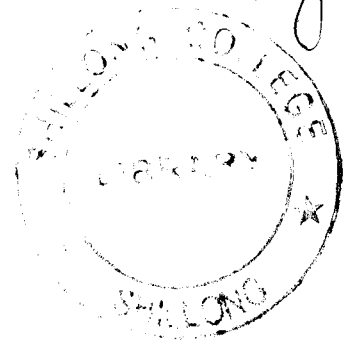
Assess internal Factor:

1) Asset: Starting window cleaning service in shillong we need a capital about 2000000 a minimum requirement in order to buy tools, equipment, and things necessary for washing windows as well as building for office use, and labour to be paid their salaries.

2) Expertise: We need to have expert workers and experience who are specialty cleaning solutions to make sure that customers' windows are clean, spotless, and looking better than you could ever imagine.

3) Skills; Window cleaning is a time-consuming task, particularly if we don't have the required skills. So if office or commercial buildings have multiple windows, they can spend many hours even a day cleaning them. But the benefit of hiring professional cleaning services is that those hours can be focused on something else that would be more productive to the company. By having power equipment which would help them to clean the windows in the shortest possible time.

4) Quality: Our cleaning crew are trained on all aspects of window cleaning and will do everything possible to prevent damage to the frame. This involves using professional tools and high quality cleaning products.



SWOT Analysis:

Internal factor (Strength & Weakness)

a) Strength:

- 1) Our product includes a full business plan specific for window cleaning service.

- 2) This business plan has been developed in M/s word and is appropriate for seeking start up or expansion capital from an investor, bank, grant company

- 3) Labour are provide training before sending to work

- 4) It has very low rate for their service making at the same time a really good balance between cost and efficiency.

b) Weakness

- 1) Less market segmentation

- 2) The company currently operates making the employees to work hard.

- 3) The training process for new employees is too short and is not well developed where only people with previous experience can work.

- 4) The company has lack of casual staff.

E Eternal factor (Opportunity & Threat):

a) Opportunity:

- 1) As the demand of service (window) is high more market expansion needed in the future.
- 2) Share system and success: There is capable to attract young, aggressive, ambitious people on our goal for success low cost of entry.
- 3) Brand power: The ultimate partnership will help franchise partners grow and they help us build a national brand, Franchise partner receive the training, the resources and desire to provide each customer with personalize service, which build customer loyalty, ultimately build brand power.

b) Threat:

- 1) More competitors will emerge in the market who offers similar service.
- 2) Shortage of skill labour in the future
- 3) Few people need to clean window

Feasible business opportunity:

Through Analysing the environment found that it is feasible to starting a window cleaning business because it is not too difficult, sure, it will take a little hard work. It will take a little amount of investment but not much as compare to the other business ideas in which huge amount of investment are require for the implementation of the project.



Registration and licensing:

Small Scale Industrial Registration is, so far, voluntary and not compulsory. But by registering a SSI unit, it can avail the various facilities offer by the Government, Financial Institution and Nationalised Banks.

1. SSI Registration: An Industrial Unit, can registered with the State Directorate of Industries, under the

Revised procedure of Registration (which is on national level), as follows:

(a) Provisional Registration: Provisional Registration is granted to proposed units in order to enable it to apply for loans from the financial institutions or the banks, to apply for water, power and telephone connection, under special category reserved for the SSI Sector.

A Provisional Registration Certificate is given at the district level by the General Managers of the District concerned on the basis of the prescribed application forms, (one copy) which can be had from the D.I.C. for a period of two years in the first instances which can further be extended in two successive extensions Of one year each.

However, in cases where units require scars indigenous or, imported raw-materials or, the items of manufacture are banned either by State Department or the Central, prior approval of the State Director of Industries will have to be obtained before issue of the Provisional Registration by the District Industries Centre.

(b) Permanent Final Registration: A units provisionally registered when it is about to go into production, or, has already gone into production, must apply for PMT/Final Registration.

The unit has to submit three copies of the Prescribed Application Forms (to be had from the D.I.C) to the D.I.C. Officers from the D.I.C. will make on the spot inspections of such units about the machinery and equipment installed, installed capacity of the unit and assess the requirement of raw materials etc. and submit their Reports in these regards.

The General Manager, of the D.I.C., if he is satisfied with the unit's standing, will recommend the case to the Director of Industries for the grant of PMT/Final Registration Certificate.

Already existing and functioning units need not necessarily go for provisional Registration but can apply directly for the PMT/Final Registration.

Before making such application, the Entrepreneur may check up is any of the following

Permission/Clearances/No objections Certificate is necessary from the authorities concerned:

- i. Shillong Municipality- for the Shillong Town areas or from the Associate Town Planner for areas falling in District or sub divisional Headquarter, but outside the Municipality, or the Town Committee.

- ii. Urban Development Authority where investment on plant and machine is above Rs.25 lakhs.
- iii. State Drug Controller -for pharmaceutical products.
- iv. Marketing Development Officer (Fruit Products), Directorate of marketing and inspection, Ministry of food and Agriculture, Government of India, New Delhi-for canned and tinned foods.

3. M.P.S.R. Registration: A PMT/Final Registered unit can apply under the Meghalaya Preferential stores Purchase Rule, 1991, so as to avail the price preference and get protection outside competitions.

4. N.S.I.C's Single Point Registration: Similar to the State Purchase Registration, a PMT/Final Registered unit may apply for registration under the National Small Industries Corporation's Single Points, Registration Schemes, at the Central level.

Strategies overview:

Objectives: Cleaning company objectives usually include a statement regarding a company main goal and time period in which it plan to achieve it. These are the follow

- 1) **Sustainability:** Our company often include sustainability so that the business can survive on it income rather than suffering from losses and having to take unwanted loan to the company operational. When business do not have adequate cash flow, paying employees and keeping up with vendor bills become difficult.
- 2) **Customer satisfaction:** A cleaning company success depends on the satisfaction of its customers. Happy customers continue to patronize cleaning businesses which translate into steady earning and stability.
- 3) **Profit:** Clear & shiny company typically have an objectives involving profit although each company's target usually differ at least somewhat. E.G by setting short and long term profit
- 4) **Growth and expansion:** Growth and expansion play important role in our cleaning company success with growth of a company's customer base and expansion into new territories. a cleaning business can enjoy higher profit and more financial stability.

Vision: Provide an excellent strata and commercial cleaning service in all shillong areas.

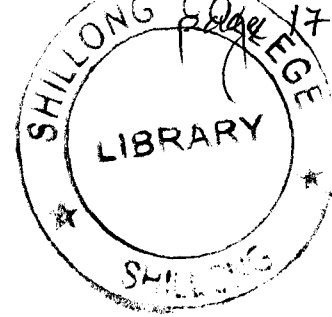
Mission:

Our window cleaning is true Win-Win-Win Window cleaning company we do everything ,we make sure everyone involve come out a winner.

You win... We do everything to keep our cost down and provide customize window cleaning that suit you need

Mu employees win.... We treat our employees fairly making them happy to work with us.

I win... we still have enough left over to pay bill we understand that most people do not need every window cleaning every time and that there are usually a select few window that really make a difference



Marketing strategy:

Target market are chosen shillong because the customer appreciate a professional reliable , trustworthy and immaculate window cleaning servicew and are more than willing to pay for this. The wealthy are consistent customers whether they have a window cleaning service does not depend on the finance each month . These group always have the money for our service, just as they always need /desire a clean window.

Policies:

1) **Safety and Health:** Provide employees protection against heat, illness during warm weather and find other information summer safety in the work place.

2) **Insurance:** All employees are in the company are provide insurance against any accident that might happen during working .

4) **Work place Right:** Each employees can leave from work during emergency in their

Home. all employees can defence their right and file a wages complaint

Pricing Strategy:

When it comes to pricing the window it is based on the location, sizes, and numbers of windows in each house. The greater the size, difficult windows location, and huge numbers of windows in a house or building the greater is the price charge on each building, because in such situation it will take long time to finish. Therefore, it will result in loss for the company charging at low prices like normal one.

The method of pricing is through market penetration pricing:

- 1) If the numbers of windows is less than 50, with medium size, easy location for one house = 2500
 - a) More than 50 but does not exceed 100 = 5000
- 2) If the size of window is large in size, difficult location of window, and the numbers of windows is not exceed 50 = 10,000
 - b) More than 50 but does not exceed 100 = 20,000

Prepare Business plan:

Develop management:

Clear & shiny company Ltd for window cleaning service in shillong we need to have only the following employees:

Manager: There is only one manager who looks for the process or function of the entire company so that there is no Stoppage

Office-employees; There is only 2 employees who handling office work calling customers and maintain papers and account of the company

Field workers: There is only 5 workers who have experience, and skill on how to cleaning windows in orders to satisfied customers.

Develop internal Environment:

Structure: The company structure is small because it is a starting company and we cannot afford to have a large image, there is only few workers and small building for office work.

Culture: We are encourage to have a team spirit among employees in the company so that we can cooperate each others in any kind of works.

Key resource: We have experience and skill workers, with new and modern types of tools and equipment so that the work can complete fasters.

Budgeting:

To start window cleaning service in shillong we need a capital requirement of about 20,00,000 as a minimum requirement in order to buy tools equipment ,to rented building for office ,chair and computer to be use in office ,salary to be paid worker and manager, electricity bills, phone bills and others miscellaneous expenses. The following estimation is:

- i) Building of office use = 4, 00,000
- ii) Buy equipment and tools for cleaning purpose = 1,50,000
- iii) Paid salaries to the workers and manager =
 - a) Manager= $15000 \times 12 = 180,000$ per annum
 - b) Two skill workers working in the office Rs.10000 each = $20,000 \times 12 = 2,40,000$ per annum
 - c) 5 skill cleaners Rs.8000 each per month = $40,000 \times 12 = 4,80,000$
 - iv) Buy 2 computer @Rs 40,000 each= 80,000
 - v) Buy chairs and tables for office use = 1 00,000
 - vi) Electricity bills = $1000 \times 12 = 12,000$ approximately
 - vii) Phone bills land line BSNL = $500 \times 12 = 6000$
 - Viii) Working capital for the company and others expenses = 3, 52,000
 - ix) Expected return in a month= $1,00,000 \times 12 = 12,00,000$
 - x) Break-Even-Point (BEP) is 1 Years +8 months = 20, 00,000



Marketing mix: (7Ps)

- 1) Product:** In window cleaning service the product include good tool and equipment for cleaning the window as well as experience and skill worker to make window clear and shiny in order to satisfied customers
- 2) Price:** Minimum cost prices are charge to the customers in such away where both the company and customers get satisfaction.
- 3) People:** The workers are provide train before sending to work, so that the service quality are not bad and keep improving making the customers happy and loyal to the company.
- 4) Process:** The working process of the entire company are manage to have good understanding between the upper level and lower level, so that there will not disturb in the process of the company and continues improve smoothly. Each employee is train on how to treat, welcome, and deliver service to the customers this enhance Customer Relationship Management (CRM).
- 5) Promotion:** In order to promote the business we have the following type of technique:

Word of mouth: Through delivery of good quality service and profession workers to the customers, surely the customers will spread the message to all their neighbourhood and friend

Media and newspapers: Putting advertisement through local channel like P.C.N, Media Plus, and others local new channel or by local newspapers
- 6) Place:** Place are choosing shillong because it is the capital city of the state and many rich and wealth peoples are living in the city big houses with plenty of windows.
- 7) Physical evidence:** Having a Brand name, modern tolls and equipment for cleaning purposes.

Conclusion

Thus we conclude that the existence of window cleaning service in shillong is like an opportunity because most of the peoples who live in urban area are clean conscious they always want to make their owns house clean and beauty. With certain change in the life style of the peoples this kind of service (Window cleaning) will be in the great demand, as today it is very difficult to hire servant who is capable of doing both wash cloth and window cleaning especially women's. Therefore window cleaning service are capable of solving the problem and satisfying the need of future customers by having skill workers good equipment tools for cleaning purposes.