

Final Project

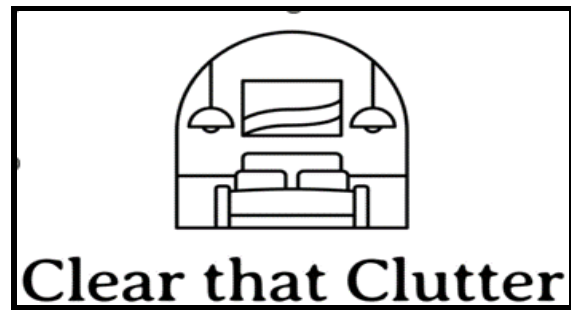
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BUS200: Business Plan

Professor Hromas

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Clear that Clutter

“Clutter-free Clarity”

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General Company Description

Professional residential organization. What professional organization looks like (but not limited to):

- Bedroom organization to include closets, dressers and nightstands. Complete closet remodel including custom built-ins, drawers and clothing hanging/placing solutions.
- Kitchen and dining room to include the pantry, cupboards, fridges, freezers, dinettes, serving areas.
- Garages, to include inventory of items in the garage with a tracking/barcode and picture system of items stored.
- Some other areas include: office, outside shed, laundry room, bathroom, packing/unpacking for move in and move out, restocking of groceries and toiletries.

Home organization can look different for each person and can be tailored to fit different budgets. For example, if a customer wants a master bedroom closet organized but does not want to pay for materials, I can provide a labor only estimate. Meaning, I will make do with what the customer currently has. What that means is, I'll be using their current hangers and storage containers (if applicable) to get their space to a functioning, aesthetically pleasing and organized. Or if the customer has the capacity for a bigger budget, I can team with a contractor to renovate a customer's closet to include built in shelves, drawers and or apparel placement solutions. Materials also include decorative bins, containers, baskets, hangers, labeling needs, décor...etc.

Another service I've included is grocery/toiletry shopping and stocking. Where clients can employ me as a personal shopper, but I take it one step further and unload their groceries and put them away in a functional, aesthetically pleasing way. This option can include washing and

cutting produce, product placement into seal tight containers as well as expired food removal. This service can also be popular as a service for air bnb/vacation home rental owners.

I will be the only employee and will be doing all of the work. This includes promoting the business, providing estimates, consultations, and the entire reorganization of the space. I will also provide refresh services with organizational packages where I would provide reoccurring services to clients. They can opt into monthly services where I refresh previous organization projects, so the client has the ultimate upkeep and “white glove” experience.

Experience, Skills, and Strengths

I currently am in the infant stages of developing a professional organization business. My business name will be “Clear that Clutter with Ashley.” My skills include a niche for home organization, cleaning and understanding different struggles people may have when it comes to home upkeep. I feel that it’s important to know your customer and understand their needs. For example, they could be a busy single parent or elderly w/mobilization concerns. In order to provide the best organizational solution for the client, you need to know what they struggle with and what they need to make their life and space more functional. I also enjoy the gratification in seeing a finished product and creating a better area for each customer to use and live in. Here are some before and after pictures of a laundry room I recently completed:



General Marketing

The market for a professional organizations can be similar to the same market as home cleaners. Age, race, gender, and demographics can vary. It's all based around who needs assistance getting to that room or space they've been dreading to tackle. As of now, when it comes to marketing, I have been going off word of mouth. For the most part, it's been women with busy schedules that need an extra hand. I have another friend who owns a home renovation/restoration business. They have been leveraging me as an "a la carte" service with their home construction projects. Moving forward, I will rely heavily on social media platforms and Google advertisement to assist with marketing needs.

Legal form of Ownership

I am the sole proprietor of this business. I don't think I need any IP protections as of now. I am sure things will change in the event I start profiting significantly and/or hire employees. In the future, I am open to a LLC. I am also hoping for potential franchising.

Target Market Research & Competitive Analysis

Professional organization for homes can have a wide range of customers. For my business plan, I'm taking into consideration customer's homes that I have already worked for. I have been cleaning, staging and organizing homes for that past ten months. I have only been averaging about two customers a month. With that being said, I haven't advertised myself or put myself out there (for lack of a better term). I have just been going off of word of mouth and have slowly been posting before and after pictures and videos on personal social media pages. Below is a chart of what my I believe my current customers demographics fit in to and what I believe they'll continue to be generalized as:

Target Customers		Comments
Age	30-50	
Gender	Female	
Location	Suburban Areas	I will be operating out of El Paso Texas
Income level	\$60K and up	This is considered a decent income for El Paso Texas
Social class and occupation	Middle Class	Teachers, Counselors, stay at home parent
Education	Bachelor	

The age group and gender I primarily see ranges from 30-50 years old and have primarily been females. Within this age group I find that they are usually married, mothers and/or have demanding careers. I have also worked for stay at home mothers who are usually task saturated trying to keep up with their children and home upkeep. I hate to say this, but often times it seems that my clients are trying to also keep up with perceptions or unrealistic expectations social media can present; so, they'll hire me to assist with that image of a perfectly organized home.

The location and income level seem to go hand in hand. In my area, El Paso Texas, the average income seems to be around \$60k with most customers living in a traditional suburban area. Most of the single females I work for are more interested in functionality and getting their

home back in shape. While most married couples I work for, seem to have a hire income, and are usually more interested in the aesthetics of home organization.

Social class and education also go hand in hand. Most of my clients are middle to upper class. I have serviced a lot of teachers, school counselors and small business owners. While I don't generally know their highest education met, I do know that most of them have to have a bachelor's degree for the positions they are currently holding.

Competition

While looking at competitors there are only three local businesses (listed on google) that I'm competing with, table below:

Local Competition	Comments
Lovin's by Libby	Has a nice website
Inspiring Spaces	Five star rating with 36 reviews
iTidy	Website prompts you to a virtual consultation of \$35 (nothing else)

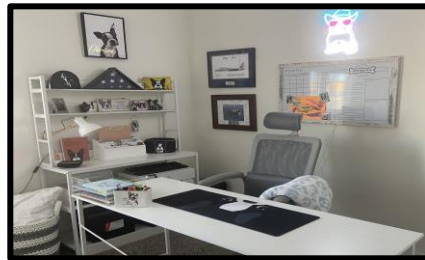
While all local competitors had good google ratings, some were missing websites or social media platforms. One local business had a website, but you had to pay the \$35 consultation fee to even see it. I do know that there are some websites on a national level like "Angie's list" or "care.com" that offer small businesses or independent contractors a chance to advertise themselves. I plan on competing with the local businesses by creating a website, social media pages (Facebook, Instagram and TikTok), utilizing google advertisement and offering future discounts for google reviews. Additionally, I plan to market myself on platforms that I mentioned above (Angie's list and care.com).

Operation and Costing

Location

The service that I am offering does not require a solid location. As a professional organizer, I go to the customers house or area they need assistance with. I do however have spaces in my personal residence that I operate out of. I have an office and garage that I utilize for my business. In the garage, I have an area where I stockpile supplies such as: organizational containers, storage totes, cleaning products and tools. In my office, well, that pretty self-explanatory; I have a computer, printer/scanner/copier, desk, white board and shelving. Both my office and garage also serve as my “think tank” and area to create and design new organizing ideas and tactics.

Office area:



Garage Area


Disclaimer, I'm out of town right now and was not able to get a picture of my supply area within my garage. Regardless, it shows a clean area to operate out of.



Financial

For professional organization, most costs occur when a customer has accepted a proposal (aka a bid) from me. Within the proposal is where I include labor and materials. I do purchase the material out of my personal bank account but am reimbursed once the project is completed and the customer has completed their payment. I do like to keep a stockpile of organizational totes, baskets and hangers on hand in the event I receive a last minute request. Or, if items are on sale, I will purchase them and keep them on hand for a future project. Here are examples of estimates and invoices I have sent to clients:

Estimate

ESTIMATE			
 Clear that Clutter		Clear that Clutter with Ashley 201 Epsom Dr El Paso TX 79928 United States Ashley Kennedy 8057200320 ashleyrose1684@gmail.com	
FOR	Estimate No.:	097	
Armida	Issue date:	May 27, 2024	
	Valid until:	May 28, 2024	
DESCRIPTION	QUANTITY	UNIT PRICE (\$)	AMOUNT (\$)
Materials	1	367.00	367.00
Labor	10	12.50	125.00
TOTAL (USD):			\$492.00
<small>This does not include repair of closet. I have availability 31 May to 1 June and 3-7 June.</small>			

Invoice:

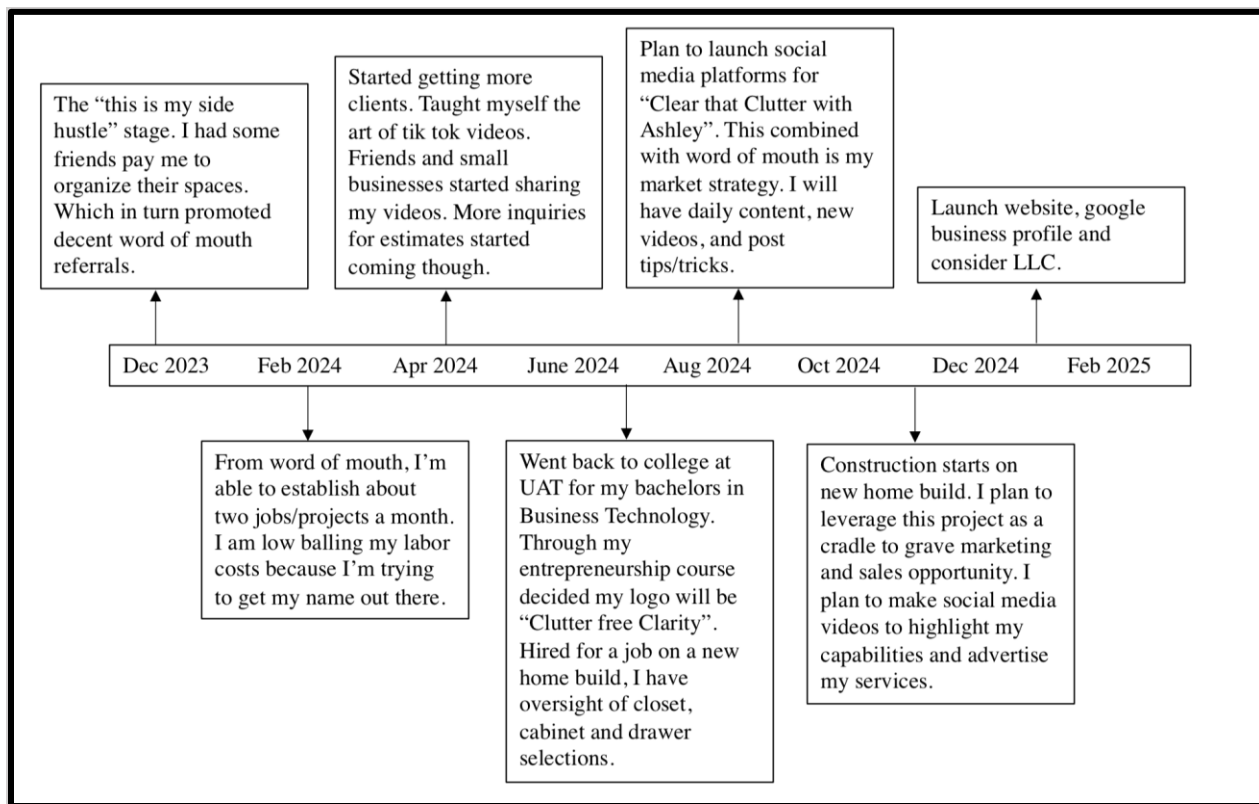
INVOICE			
 Clear that Clutter		Clear that Clutter with Ashley 201 Epsom Dr El Paso TX 79928 United States Ashley Kennedy 8057200320 ashleyrose1684@gmail.com	
BILL TO	Invoice No.:	065	
Delina Ruiz	Issue date:	May 25, 2024	
3112 Overbrook Pl	Due date:	May 26, 2024	
El Paso 79938	Payment method:	Transfer	
United States			
DESCRIPTION	QUANTITY	UNIT PRICE (\$)	AMOUNT (\$)
Master Bedroom Closet Re-Org	1	80.00	80.00
Materials			
Labor	12 Hourly Rate	12.50	150.00
TOTAL (USD):			\$210.00
<small>It was such a pleasure working on your master bedroom closet and bathroom area!</small>			PAID: \$210.00
TOTAL DUE (USD)			\$0.00

As far as ongoing prices go, I do have a car to get to and from customer houses. With that comes gas and insurance. I did not include my home expenses, where my business will be operating out of, into consideration since I will be paying them regardless. I also pay into certain apps as well to help my business operate and for advertisement. For example, I use an app called “cap cut”, at \$29.99 a year. This app allows me to make videos to show case before and after work. I also pay into an app called “bildu”, this app allows me to track estimates, invoices and payments. I have also included what my costs could potentially look like when I transition to a LLC with Better Business Bureau Accreditation and licensing along with insurance. In addition, I have included labor costs. It is a little hard to quote on labor because it is contingent on the project and client preference.

Clear that Clutter Expenses Current (w/out LLC)			Clear that Clutter Expenses Future (w/LLC)			Clear that Clutter General Pricing for Labor		
Expense	Amount	Frequency	Expense	Amount	Frequency	Charge	Amount	Comments
Car Payment	\$550	Monthly	Car Payment	\$550	Monthly	Hourly rate	\$22.50	
Car Insurance	\$220	Monthly	Car Insurance	\$220	Monthly	Flate Rate		TBD Dependent on project
Gas	\$200	Monthly	Gas	\$200	Monthly	Materials		TBD Dependent on project
Supplies	\$100	Monthly	Supplies	\$100	Monthly	Disposal/Haul		TBD Dependent on project
Total	\$1,070		Total	\$1,070		Monthly Packages	\$150	Two times per month/8hrs
Cap Cut	\$30	Annually	Cap Cut	\$30	Annually			
Bildu	\$40	Annually	Bildu	\$40	Annually			
Total	\$70		LLC	\$299	Includes attorney assistance			
			BBB	\$299	estimate only			
			Insurance	\$2,400	estimate only			
			Total	\$3,068				

Testing Plan

I am providing a service, which is professional home organization. My testing and marketing procedures have relied heavily on word of mouth. I have recently begun mastering the art of social media videos (aka “TikToks”). My plan moving forward will be to generate more content with projects I have lined up. Establish a social media presence by creating Instagram, Facebook, Tik Tok and Snap Shat profiles for my business. My testing procedure will shift from word of mouth to social media based advertisement from actual projects I have completed. Below you’ll find a display of my testing procedure timeline.



Initial service testing along with market testing will be a cohesive process for me, they will both work hand in hand. While, I already have a small client base, my goal is to establish more clients for increased revenue. My initial plan is to create social media pages solely for my business. Up to this point testing and marketing have been done from word of mouth and

advertising on my personal social media pages. By creating content through short videos and posting them consistently, my goal is to catch the attention of more customers. I already know I'm providing a good service and need to market myself by creating a bigger social media presence. .

My testing strategy started organically. To make a long story short, I had some a local home renovation business working on my house for some dry wall repairs. The owner's wife took notice to how organized my house was and wanted to know if you should could offer my expertise to some of her clients. Before I knew it, I was getting calls and text messages for a wide arrange of organizational jobs, such as master bedroom closets, offices, kitchens, laundry rooms. Example of a linen closet re-org below (in attempt show successful service testing):



Market Testing

My short term goal is to establish a significant social media presence within the local community. I will create social media pages for my business on Instagram, Facebook, Snap Chat and Tik Tok. I utilize an app call CapCut for my content. Through CapCut I can leverage current video and music trends and apply videos and pictures from organization projects. These videos provide a catchy and trendy way of getting people's attention. Through networking I'm planning on leveraging my relationships with other small businesses in the area to share my pages and

videos. My long term goal is to have a dedicated webpage, google reviews and am considering an app as well.

Defined Personal Vision and Mission Statement

My business name is “Clear the Clutter with Ashley”. My personal vision is ultimate functionality for the customer. I want to make their space into an area that works for their everyday routines. My goal is to make their space an area that they enjoy being in as well as easy upkeep and maintainability. My mission statement is “Clutter-free Clarity”.

SMART Goals

1. Create a social media presence by creating pages dedicated to my business. This will market my business.
2. Complete project on new home build. Recently I was hired to complete closet, cabinet and drawer selection on new home build. This is my first job working with a construction business. The content I get from this job will enhance my skills and experience. And most of all provide content for social media.
3. Work on branding “Clear that Clutter”. Branding for my short term goals will include business cards, car decal and t-shirts.
4. Stockpile organizational supplies. Buy in bulk commonly used for materials during home organizational products. This will help keep supplies on hand for short notice projects and decrease costs long term.
5. Create a “package pricing” system that will include ongoing monthly services. Meaning, if they purchase a 3, 6, or 12 month package from me, I will go out to their house twice a month and refresh their space that I organized. This will assist with consistent revenue.

Standards and Principles

My personal standard goes along with my principle and its “just do the right thing”. If you just do the right thing, you have a clear conscious you can focus better. If you’re just doing the right thing people will see they can trust you. If people trust you, they’ll be willing to work with you more in the future.

Vision and Mission Achievement

Clutter-free Clarity + Just do the right thing = Success!

I look at my vision statement and overall mission as a math equation that equals success. If I am true to my goals, to provide a functional space for the clients, and I am always doing the right thing I know I will be successful.

Competitive Advantage on the Job Market

After researching and reviewing my local competitors I believe my vision and mission are unmatched. I know how to make a house a home on and budget. I can turn chaos in to function. I can make your space a peaceful area with welcoming energy. I don’t see that with my local competition and know I will have the competitive advantage.

As a business of one and sole proprietor I believe what sets me aside from similar businesses is lengthy. Any person with the ability to clean or organize can go onto any home cleaning or housework agency’s website (Angie’s list or care.com) and provide their services. I on the other hand will be marketing myself through multiple social media plat forms, creating content, branding myself and promotion my mission statement, Clutter-free is Clarity. I won’t be just a click on a service industry site. I will have my own identity and promote functionality, maintainability with feasible rates.

Hourly: \$22.50 (or agreed upon flat rate per project)

Materials: TBD based off client's request and budget

Monthly Packages starting at: \$150 a month (two 8 hour refresh visits per month).

Brand Strategy & Market Launch

My initial plan of action is to utilize social media platforms and word of mouth. My not so distant future goal is to eventually utilize google via a business profile. My long term goal is to have some ads on the YouTube TV. For the time being, my focus will be mastering the art of short social media videos (also known as TikToks videos), from the current home organizational jobs I'm currently accepting. I will also depend on word of mouth from other small local businesses as well as referrals from satisfied customers. Moving forward "Clear that Clutter, with Ashley" will radiate a more formal and professional feel.

Advertising

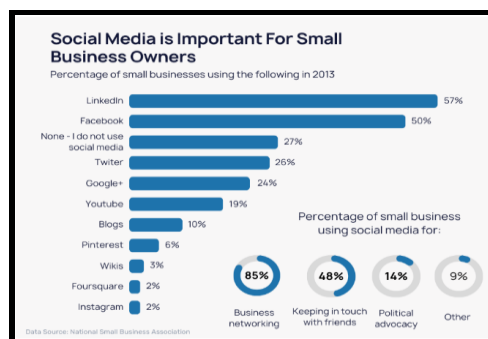
For advertising, I would like to utilize the following social media platforms: Instagram, Facebook, SnapChat and TikTok. I picked these platforms primarily based off of personal experience. I myself rely heavily on social media and real product and service testimonies. I plan to post content daily. If I would have written this paper ten years ago, I probably would have leaned towards commercials and advertise on a local area television network channels. I'm sure I'd also have high hopes of maybe getting a commercial on a cable network channel. However, I myself can't remember the last time I actually paid attention to commercials on television and feel that social media has taken its place. Plus, it's free to advertise on social media platforms, which is cost effective as well.

Social Media

As previously mentioned, I plan on utilizing FaceBook, Instagram, SnapChat and TikTok. I choose these media platforms based off my own personal preferences, this is how I like to learn about businesses. I will check their social media pages, look at the quality of their posts, read customers comments and testimonies. I feel that this method is the best way to get to

know a business and if it's worth buying a product from them and/or employing a service. Eventually, I will opt into google and YouTube. According to BusinessDIT, social media is a powerhouse for small businesses. BusinessDIT stated that on average 93.79% of businesses use social media, 77% of small businesses in the U.S. use social media for essential functions like sales, marketing, and customer service and 71% of small and medium-sized businesses use social media to market themselves. Below is a chart BusinessDIT generated in 2013. I choose this older chart because if it was this good in 2013, and still going, imagine what the next ten years will look like for advertising and marketing on social media. If in 2024, we rely on it so heavily already, it will just keep increasing for years to come.

Social Media Is Important for Small Business Owners:



Note. <https://www.businessdit.com/social-media-for-business-statistics/>

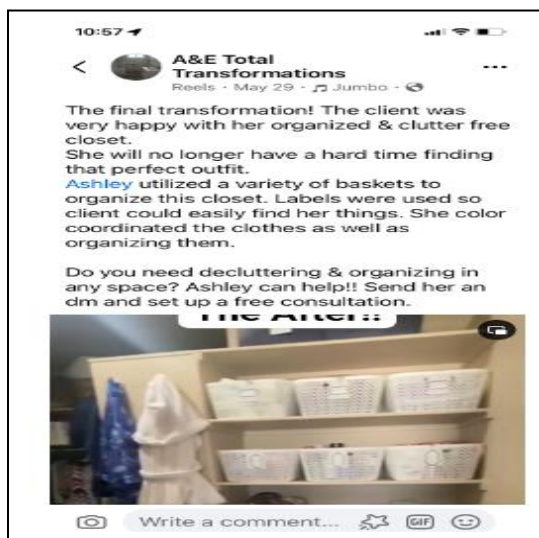
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Ultimately, I want to project a professional and a judgment free energy. I touch on judgment free because in home organization (and even home cleaning for that matter) a lot of people get nervous about being judged. Customers are generally too busy with life to upkeep their homes and that's okay. But, there are also a lot of people who suffer from mental illnesses that lead to their home being chaotic and that's okay too. I want to do real organizing for real people that deal with real life challenges. Everyday I see social media posts of influencers doing

simple home organizations like it's an easy feat. It's not going to look like that for every person. My goal is to provide functionality in a professional manner with zero judgment.

Different Methods of Advertising

Word of mouth has been working for "Clear that Clutter". The way my business started was from me hiring a local contractor to provide an estimate on some walls in my house I needed repaired. The co-owner of the business really took a liking to how my house was organized and encouraged me to start my own business. This business has been promoting me on their own social media page. And given their own good reputation, it's been an honor. We also plan on doing collaborations in the future on custom closet rebuilds. They've also hired me for a home remodel to oversee the house's cabinets, closets and drawers selection. Below are some examples of their business, "A&E Total Transformations" from when they have promoted me on their FaceBook page:



Note. A&E Total Transformation, FaceBook Page. El Paso Texas.

Logo

My logo was built using an app called “Logo Shop”. When I first started my business, I didn’t have a logo and as my demand increased, I quickly realized I needed invoices and wanted to have a logo on them as well. Short on time; I utilized the app to generate a logo. The app was free to use and user friendly. I choose the colors white and black to symbolize a clean and clear logo that represented the root of my business slogan “Clutter-free Clarity”.

The app I used for my logo

“Clear that Clutter” logo



References

Yaqub, M. (2024). Social Media is Important for Small Business Owners. BusinessDIT.

<https://www.businessdit.com/social-media-for-business-statistics/>