
BUSINESS PLAN

Domestic cleaning with hotel standards

Home and Trades

An example plan from ordara.com.au · Published 25 September 2026

ABOUT THIS DOCUMENT

Ordara drafted each section of this plan using AI, from the founder's answers and the sections they had already approved. Check any statement about competitors or the market against current public information.

Every section in this plan was reviewed and approved by the founder before it was included. Figures are the founder's own approved assumptions, recalculated — they are projections, not predictions of what the market will do.

This document is a business planning draft. It is not financial, legal, or tax advice, and it is not an audited or statutory business plan. Review every figure and claim, and seek professional advice before acting on it.

THE INPUTS, EXACTLY AS TYPED

An example business plan, built by Ordara from the inputs below, then edited by us where noted.

THE IDEA

"A domestic cleaning service run on timed room standards and a written checklist, so clients get the same result every visit rather than whoever turns up that week."

FOUNDER BACKGROUND

"Six years supervising housekeeping in hotels."

AUDIENCE

Dual-income households booking fortnightly cleans

INDUSTRY

Home and Trades

BUDGET

\$3,000

EDITED AFTER IT WAS BUILT

Month-3 fortnightly cleans reduced to two and three a week so they match the plan's own client targets (a fortnightly client is one clean every two weeks), with the projections recalculated; What to measure aligned to the 90-day priorities. Per-section draft notes replaced by one note in About; the fixed competitor note and ABLIS line added; amounts, headings, labels and Finance tables written as the export writes them in October 2026, with its charts in the PDF, and the copy brief put in page order.

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1. Strategy
2. Product
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1. Strategy

Who it serves, how it makes money, and the first 90 days.

1.1 Executive summary

This business delivers fortnightly domestic cleans to dual-income households using timed room standards and written checklists drawn from hotel housekeeping practice. Consistent, verifiable results — not personality-dependent service — fill a gap that most solo cleaners cannot credibly claim to fill.

1.2 One-line pitch

A domestic cleaning service where every room is cleaned to a timed checklist so results never vary visit to visit.

1.3 Target market

Dual-income couples aged 30-50 in metropolitan suburbs, household income above \$120,000 AUD, who currently use a cleaner or have tried one and been frustrated by inconsistent results. They want reliability and a clean they can predict, not charm.

1.4 Revenue model

Fortnightly whole-home cleans priced at \$180 per visit, invoiced per clean with a recurring booking confirmed in writing. From month 4, offer a one-off deep-clean package priced at \$280 to convert first-time enquiries who are not ready to commit to fortnightly visits.

Headline price: \$180

1.5 What you expect to sell

What you sell	One sale is	Price	Starts	Most possible
Fortnightly home clean, standard visit	clean	\$180	From launch	14 a week
One-off deep clean for new enquiries	clean	\$280	Month 4	6 a month

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Fortnightly home clean, standard visit (cleans per week)	2	3	8	12
One-off deep clean for new enquiries (cleans per month)	0	0	2	4

These are the founder's own assumptions. Every revenue figure in the Finance section is calculated from these counts and prices.

1.6 Competitive advantage

Six years supervising hotel housekeeping means every room gets a timed standard and a written checklist — something solo domestic cleaners almost never offer and booking platforms structurally cannot enforce.

1.7 Key competitors

Competitor descriptions are general. Check them against current public information.

- Solo cleaners operating by word-of-mouth who rely on personal rapport rather than documented standards, so results vary whenever they are tired, rushed or distracted — position against this with a written checklist clients receive before the first clean
- Booking platform aggregators that dispatch whichever cleaner is available that week, giving clients no continuity and no accountability — position against this by offering a named cleaner and a signed recurring agreement every time
- Residential cleaning franchises charging premium prices for branded marketing rather than verifiable method — position against this with a lower overhead price and a checklist the client can inspect room by room after every visit

1.8 Budget allocation

Breakdown

Category	Purpose	Amount
Cleaning supplies and equipment	Opening stock of chemicals, cloths, mop, caddy, vacuum	\$1,200
Printed marketing materials	Letterbox flyers and client-facing room checklist sheets	\$200
Business registration and accounting	ABN registration and first three months of invoicing software	\$300
Reserve / contingency	Emergency buffer — do not spend unless necessary	\$1,300

Total budget: \$3,000

1.9 90-day priorities

Licences, permits and registrations depend on your business and location. Check what applies to you with ABLIS at ablis.business.gov.au.

- Week 1-2: print your room-by-room checklist as a one-page client document, letterbox-drop 200 flyers across one target suburb, and post your introduction in two local Facebook groups
- Week 3-6: complete your first 3 paid cleans, hand each client a printed checklist on arrival, and ask each one for a written Google review by the end of that same week
- Week 7-12: confirm at least 4 fortnightly recurring bookings in writing and introduce your 48-hour cancellation clause to all active clients before week 10

1.10 Recommended launch markets

- Door-to-door letterbox drop across 3 streets of high-density owner-occupied housing in one target suburb — best first channel because zero cost and zero digital setup; first action is printing 200 flyers within week 1
- Local Facebook community groups in the launch suburb where residents regularly ask for tradie and service recommendations — post a genuine introduction with a photo of your checklist on day 3 and respond to every cleaning enquiry within 2 hours
- Referral from the first 3 paying clients by offering one free add-on task in exchange for a written Google review and a name of one friend who might book — activates word-of-mouth at zero cost from month 2 onward

1.11 Key risks

- A client cancels a recurring booking at short notice, creating an unfilled slot that week — mitigate by writing a 48-hour cancellation notice clause into your booking confirmation from day one
- Cleaning supplies run out mid-job because volume grows faster than stock tracking — mitigate by counting remaining stock every Sunday night and reordering when any item drops below a two-week supply
- Early clients book once and do not rebook because expectations were not set clearly upfront — mitigate by sending the room-by-room checklist to every client before their first clean so they know exactly what to expect

1.12 Test the idea

- Fortnightly home clean, standard visit: you assume about 3 sales a week by month 3, at \$180 for one clean. Test it before you spend: ask people who fit your target market whether they would pay \$180 for one clean. You assume you can deliver up to 14 a week. Test it with a short trial run before you commit to that many.
- One-off deep clean for new enquiries: you assume \$280 for one clean. Test it before you spend: ask people who fit your target market whether they would pay \$280 for one clean.

2. Product

The website plan: the pages needed and what each should say.

2.1 Homepage hero copy

The same clean, every fortnight. Not whoever's available — a named cleaner, a room-by-room checklist, and a result you can actually predict.

Primary CTA: See How It Works

Recommended platform: Squarespace

2.2 Website pages

Name	Purpose
Home	Convince dual-income households frustrated by inconsistent cleaners that this service delivers a predictable, checklist-verified result every fortnight. Squarespace suits this founder's \$3,000 budget — fast to launch, low monthly cost, no developer needed.
How It Works	Show exactly what happens at every clean — the timed room checklist, the named cleaner, and the written recurring booking — so prospects understand the system before they enquire.
Pricing	Present the \$180 fortnightly clean and \$280 deep-clean option clearly, with the 48-hour cancellation clause stated, so prospects can self-qualify and book with no ambiguity.
About	Establish trust by connecting the founder's six years of hotel housekeeping supervision directly to the checklist method, making the system feel credible rather than a marketing claim.
Contact	Capture enquiries with a simple form and set a clear response expectation, converting page visitors into booked consultations or confirmed first cleans.

2.3 Copy brief per page

Home

- Hero headline and subheading addressing dual-income couples who have been let down by inconsistent cleans before.
- A three-icon row: Named Cleaner, Timed Room Checklist, Written Recurring Booking — your three points of difference in one glance.
- A short social-proof strip: space for two to three Google review quotes from early clients once collected in weeks three to six.
- One clear call-to-action button linking to the Pricing page so visitors know the next step without scrolling to find it.

How It Works

- Step-by-step numbered section: Book, Receive Checklist by Email, First Clean, Confirm Fortnightly Recurring Agreement.
- Embed or display the room-by-room checklist as a visual one-pager so prospects can see the standard before they commit.

- Short paragraph explaining why the timed-room method produces a consistent result that word-of-mouth-only cleaners cannot replicate.
- Secondary CTA button: 'View Pricing' — keeps the visitor moving toward conversion.

Pricing

- Two clearly labelled cards: Fortnightly Home Clean at \$180 per visit and One-Off Deep Clean at \$280 — no hidden fees, no bundles.
- Brief bullet list under each card showing what is included, drawn directly from the room checklist categories.
- One sentence stating the 48-hour cancellation notice requirement so clients understand the booking terms before they enquire.
- Single CTA under both cards: 'Get in Touch to Book' linking to the Contact page.

About

- Founder introduction connecting six years of hotel housekeeping supervision to the checklist method used in every domestic clean.
- Two to three sentences explaining why hotel-standard documentation — timed rooms, written checklists — matters in a home setting.
- A frank one-liner on what this service is not: not a booking platform rotating different cleaners, not an informal arrangement built on charm.
- Photo or placeholder image of the founder with the checklist document to make the method tangible and the business feel real.

Contact

- Short form with four fields only: Name, Suburb, Preferred Frequency (fortnightly or one-off deep clean), and Message.
- A response-time promise — for example, 'I reply to every enquiry within two hours on weekdays' — to reduce drop-off after form submission.
- Brief reminder of the two service options and starting prices so the prospect does not need to navigate back to Pricing to recall costs.
- Link to the Google Business profile once created so early reviewers can be directed there and new visitors can read verified feedback.

3. Marketing

How to reach the first customers: channels, messages, and a launch campaign.

3.1 Positioning statement

Fortnightly cleans for dual-income households who are done guessing whether this week's cleaner will meet the same standard as last time.

3.2 Key messages

- Every room cleaned to a timed checklist — same result every fortnight, no matter what.
- A named cleaner, a written agreement, and a checklist you can inspect room by room after every visit.
- See exactly how it works before you book — no surprises, no charm, just a documented standard.

3.3 Target channels

Channel	Why it fits	First action
Letterbox flyer drops in target suburbs	Dual-income homeowners aged 30-50 in owner-occupied metro suburbs read physical mail and make local service decisions based on it.	Print 200 flyers this week using the \$200 printed materials budget and drop them across three streets of high-density owner-occupied housing in one suburb.
Local community groups on social networks	Metro suburb community groups on major social platforms see weekly cleaning service requests from exactly the dual-income households this business targets.	Post a genuine introduction in two local community groups this week — include a photo of your printed room checklist and link to 'See How It Works' on your website.
Client referral with a written Google review ask	Dual-income households trust peer recommendations above all else; a verified Google review from a real neighbour converts sceptics faster than any ad.	After each of your first three paid cleans, hand the client a printed card with your Google Business profile link and ask directly for a written review that same week.

3.4 Content plan

- A one-page printed flyer showing the three points of difference — named cleaner, timed room checklist, written recurring booking — with the website URL and a single call to action: 'See How It Works'.
- A community group post with a photo of the actual printed checklist and two sentences explaining why timed room standards produce a result that word-of-mouth-only cleaners cannot replicate — no sales language, just the method.
- A handwritten card given to each of the first three clients after their clean, asking for a Google review and listing the profile link — to be photographed and shared on the community group once two or more reviews are live.

3.5 Launch campaign

Name: Same Clean, Every Time

Concept

Send the checklist before anything else. Every flyer, community post, and client conversation leads with the room-by-room checklist as proof of method, directing prospects to 'See How It Works' on the website so they understand the system before they enquire.

Timeline

4 weeks: Week 1 flyer drop and community posts, Weeks 2-3 first paid cleans and review collection, Week 4 follow-up posts with first real client quotes.

What to measure

First 3 paid cleans completed by the end of week 4, on the way to 4 confirmed fortnightly bookings in writing by week 12.

3.6 Budget allocation

Breakdown

Category	Purpose	Amount	Paid from
Printed marketing materials	200 letterbox flyers and printed client checklist sheets for in-home handout.	\$200	Printed marketing materials

Total budget: \$200

4. Finance

The numbers: projections, costs, and what is needed to break even.

All figures are before tax and before anything you take out of the business.

4.1 Financial summary

Start-up money goes into supplies and equipment, printed materials, registration, and a cash reserve held back for problems. Each month, a small number of fixed costs run regardless of bookings. Every clean must cover its own consumables before contributing to those fixed costs. The number to watch is how many confirmed recurring bookings are on the calendar each week. This is a draft financial plan, not financial advice. Review every figure with a qualified accountant before acting on it.

4.2 Your key figures

How long your cash lasts if nothing sells



Your reserve, plus anything the plan did not allocate (\$1,300), spent on fixed costs alone, with no sales at all. The scale stops at month 12; the arrow shows it lasts longer.

Figure	Value
Total start-up spend	\$3,000
Budget left unspent	\$0
Cash still available after day one	\$1,300
Fixed costs each month, months 1–3	\$30
Fixed costs each month, month 4 onwards	\$60
How long your cash lasts	23.2 months
Sales needed each month to cover fixed costs	\$64

All figures are recalculated from the approved inputs below. Volumes stated per week are converted at 52 weeks divided by 12, and per fortnight at 26 fortnights divided by 12. Prices are the amounts the founder receives per sale. Runway assumes no sales at all.

4.3 What you spend to start

Where the start-up money goes

\$1,300 of \$3,000 is still cash after day one.

Your budget		\$3,000	
Spent on day one	\$1,700	Kept as cash	\$1,300
Cleaning supplies and equipment	\$1,200	Reserve / contingency	\$1,300
Printed marketing materials	\$200		
Business registration and accounting	\$300		

Your approved budget of \$3,000 as one bar: what is spent on day one, and what is kept as cash. Each part is a line of the start-up table below.

Cost	What this money does	Amount	Notes
Cleaning supplies and equipment	Becomes goods you sell	\$1,200	Opening stock of chemicals, cloths, mop, caddy, vacuum
Printed marketing materials	Spent once, then gone	\$200	Letterbox flyers and client-facing room checklist sheets
Business registration and accounting	Pays 3 months of invoicing software subscription up front	\$300	ABN registration and first three months of invoicing software
Reserve / contingency	Kept as cash	\$1,300	Emergency buffer — do not spend unless necessary
Spent on day one	The lines spent once, bought as goods or paid up front	\$1,700	—
Kept as cash	The lines kept as cash	\$1,300	—
Total		\$3,000	Against a budget of \$3,000

4.4 What you pay every month

Cost	Each month	Notes
Invoicing software subscription	\$30	Cloud invoicing tool for recurring client billing
Hosted website builder subscription	\$30	Monthly platform fee for the business website
Total each month	\$60	Paid whether or not anything sells

4.5 What you sell

What each sale leaves



Every bar is the same length: one sale's price, split into what it costs you to deliver and what is left.

What you sell	One sale is	Price	Cost per sale	Left over	Starts
Fortnightly home clean, standard visit	clean	\$180	\$12	\$168	From launch
One-off deep clean for new enquiries	clean	\$280	\$20	\$260	Month 4

- Fortnightly home clean, standard visit — cost per sale covers: Consumables used per clean: chemicals, cloths, and sundry supplies replenished per visit
- One-off deep clean for new enquiries — cost per sale covers: Higher consumable use per deep clean; longer time on site increases supply draw

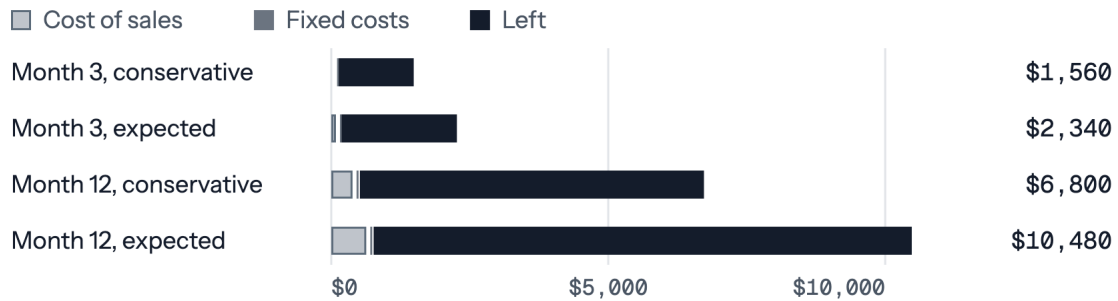
4.6 How much you expect to sell

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Fortnightly home clean, standard visit (cleans per week)	2	3	8	12
One-off deep clean for new enquiries (cleans per month)	0	0	2	4

4.7 What that means month to month

All figures are before tax and before anything you take out of the business.

Where each month's money goes



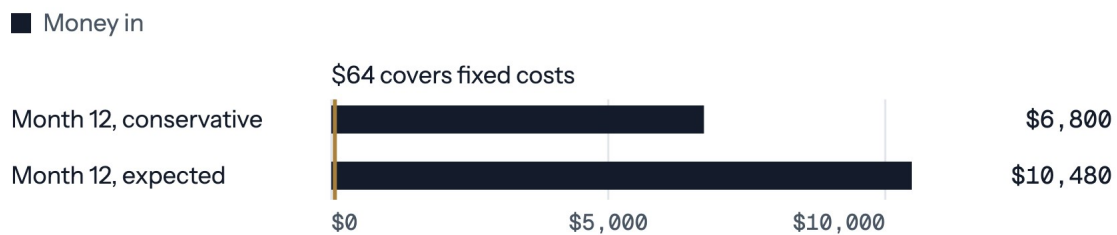
Money in for each scenario, split into the cost of those sales, that month's fixed costs and what is left. All figures are before tax and before anything you take out of the business.

Scenario	Money in	Cost of sales	Left for fixed costs	Fixed costs that month	Left after fixed costs	Covers fixed costs?
Month 3, conservative	\$1,560	\$104	\$1,456	\$30	\$1,426	Yes
Month 3, expected	\$2,340	\$156	\$2,184	\$30	\$2,154	Yes
Month 12, conservative	\$6,800	\$456	\$6,344	\$60	\$6,284	Yes
Month 12, expected	\$10,480	\$704	\$9,776	\$60	\$9,716	Yes

Left for fixed costs is money in less the cost of making those sales. Fixed costs that month are lower while prepaid items last. Left after fixed costs is what remains once that month's fixed costs are paid.

4.8 What it takes to cover your costs

Month 12 against what covers your costs



The line is \$64 of sales a month, which covers fixed costs of \$60 at the mix of sales you expect by month 12. Each bar is a month-12 scenario's money in. All figures are before tax and before anything you take out of the business.

At the expected month-12 mix of sales, covering fixed running costs of \$60 a month takes about \$64 of revenue.

Every scenario covers that month's fixed costs. Month 3's fixed costs are lower while prepaid items last, so each scenario is measured against its own month.

The one thing that moves this most: The number of confirmed fortnightly recurring bookings on the calendar each week

4.9 What these numbers assume

- Four to six fortnightly clients by month three — two to three cleans a week — is realistic if flyer drops and community posts reach the target suburb in week one
- Month-three conservative figure assumes word-of-mouth has not yet activated and only direct-channel enquiries have converted
- Deep cleans are not offered until month four, matching the approved revenue model; early months depend entirely on fortnightly visits
- Consumable costs are tracked weekly so opening stock stretches across the first months without emergency restocking
- All marketing in the first three months is zero additional cost, drawing only on the printed materials already budgeted

4.10 What to watch

- If recurring bookings cancel inside the 48-hour window and slots stay unfilled, weekly cash inflow drops without any reduction in fixed costs
- Opening stock is sized for early volume; faster-than-expected growth could exhaust supplies before the reserve covers a reorder, creating a cash-timing gap
- Pricing the fortnightly clean at the approved rate leaves little room to absorb a meaningful rise in consumable costs without either compressing margin or raising prices on existing clients

4.11 Check these before you spend

- Your largest start-up cost is Cleaning supplies and equipment, at \$1,200. Get a written quote before you pay it.
- Your largest monthly cost is Invoicing software subscription, at \$30 a month. Check that figure before you commit to it.
- Each clean costs \$12 to deliver. Check that against a supplier's price before your first sale.