



**PROJECT REPORT ON
“OVERVIEW OF AURA CLEANING”**

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Submitted to

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LETTER OF TRANSMITTAL

To,

Md Kamruzzaman Didar Assistant Professor & Head,
Department of Innovation and Entrepreneurship
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of the project report on “**Overview of AURA CLEANING**”.

Dear sir,

With pleasure, I am here to inform you that I have completed this project report on the topic “**Overview of AURA Cleaning**”. Writing this report has enabled me to look at the broad spectrum about how cleaning industry operates, how it manages profitability in unstable times. I’ve also acknowledged some of the key facts, figures, opportunities and problems throughout the landscape as a whole.

I, therefore, request you to accept this report. It would be of great pleasure if you find this report helpful.



Sincerely Yours,

Al maruf Chowdhury shapnil

Id: 201-45-208

Department of Innovation and Entrepreneurship
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Certificate of Approval

This is to certify that the project report entitled “Overview of AURA CLEANING” has been prepared by Al Maruf Chowdhury Shapnil; ID: 201-45-208 as a partial fulfillment of the requirement of Bachelor of Entrepreneurship, from the Daffodil International University under my guidance and supervision.

I wish him every success in life.



Md Kamruzzaman Didar,
Assistant Professor & Head
Department of Innovation & Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

First and foremost, I want to express my gratitude to ALLAH for His blessing, I have been able to successfully complete the project.

Secondly, I wish my profound indebtedness to MD. Kamruzzaman Didar, Head, Department of Innovation and entrepreneurship. Through his guidance and supervision, I have been able to prepare this report.

Finally, I would like to thank all my friends and family members for their unconditional support and encouragement.

Executive Summary

In response to the evolving demands for professional cleaning services in Bangladesh, Aura Cleaning Services emerges as a visionary entrepreneurial venture. This detailed project report navigates the conceptualization, planning, and forthcoming execution of Aura Cleaning Services, an enterprise meticulously crafted to meet the diverse needs of a discerning clientele. As a conceptual model designed for innovation, sustainability, and customer satisfaction, Aura Cleaning Services aims to transform the landscape of the cleaning services industry.

Aura Cleaning Services positions itself as a forward-thinking enterprise, capitalizing on the growing awareness of hygiene, wellness, and environmental consciousness. The mission is to redefine cleanliness, enhance well-being, and contribute to a healthier living and working experience.

Under the comprehensive banner "Services of Eleven," Aura Cleaning Services introduces a diverse range of cleaning solutions, addressing both residential and commercial needs. From eco-friendly practices to specialized cleaning services, Aura Cleaning Services caters to a wide array of clientele.

The recommendations emphasize strategic differentiation, brand building, operational efficiency, and financial sustainability. By continuously innovating, optimizing technology, and managing costs effectively, Aura Cleaning Services can establish itself as a reputable and preferred choice in the dynamic cleaning services market.

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Chapter 1

Introduction

1,1 Introduction:

In the dynamic landscape of contemporary business, the pursuit of innovative solutions that cater to evolving consumer needs is paramount. This report navigates the entrepreneurial journey of Aura Cleaning Services, a visionary endeavor poised to redefine professional cleaning solutions. Through meticulous research, strategic planning, and a commitment to excellence, Aura Cleaning Services aspires to carve a niche in the competitive cleaning services industry.

1.2 Objectives of the Report:

This report aims to achieve several key objectives:

Explore Entrepreneurial Strategies:

Delve into the strategies employed in establishing Aura Cleaning Services, unraveling the thought process behind its inception and the guiding principles shaping its identity.

Examine Funding and Financing:

Conduct a thorough examination of funding and financing avenues, investigating options such as loans, investments, crowdfunding, and other sources. Assess the implications of these decisions on the business's growth trajectory.

Analyze Business Launch Outcomes:

Scrutinize the outcomes of the business launch, including sales revenue, customer acquisition, market penetration, and overall business growth. Extract valuable insights from the initial phases of Aura Cleaning Services.

Reflect on the Future:

Anticipate the future trajectory of Aura Cleaning Services by exploring expansion strategies, innovation opportunities, and sustainability initiatives. Lay the groundwork for continued success and relevance in the industry.

Methodology:

The methodology employed in this report is a blend of extensive desk research and practical analysis. Primary data has been sourced from interviews with key stakeholders within Aura Cleaning Services, allowing for an insider perspective on the business's intricacies. Secondary data comprises industry reports, market analyses, and relevant academic literature, providing a comprehensive foundation for strategic evaluations.

Limitations of the Study:

Despite rigorous efforts to encapsulate the essence of Aura Cleaning Services, certain limitations exist:

Temporal Constraints:

The study is limited to available data up to the present date, and future developments may alter the business landscape for Aura Cleaning Services.

Data Availability:

Certain proprietary information and data may not be accessible due to confidentiality concerns, potentially impacting the depth of the analysis.

External Factors:

The business environment is subject to external influences such as economic shifts, regulatory changes, or unforeseen events, which may affect the accuracy of projections.

Acknowledging these limitations, this report endeavors to provide a comprehensive understanding of Aura Cleaning Services, offering insights that contribute to the broader discourse on entrepreneurial ventures in the cleaning services sector.

Chapter 2

Business Overview

2.1 Overview:

In the vibrant context of Bangladesh, where the demand for professional services is on the rise, Aura Cleaning Services stands as a beacon of innovation in the cleaning services sector. Bangladesh, with its diverse residential and commercial landscape, presents a unique opportunity for Aura Cleaning Services to address the evolving needs of a growing urban population. With a focus on modernization, environmental sustainability, and customer satisfaction, Aura Cleaning Services aims to make a significant impact in the Bangladeshi market.

Aura Cleaning Services emerges as a forward-thinking venture in the professional cleaning services sector, driven by a vision to redefine cleanliness and customer satisfaction. Founded on the principles of innovation, reliability, and sustainability, Aura Cleaning Services aspires to set new standards in the industry through its unique approach to delivering cleaning solutions.

2.2 Mission Statement:

At Aura Cleaning Services, our mission is to enhance the well-being of our clients and communities by providing exceptional cleaning services. We are dedicated to delivering spotless and hygienic environments, fostering trust through reliability, and contributing to a healthier, happier living and working experience for all.

2.3 Vision Statement:

Our vision at Aura Cleaning Services is to be recognized as the leading provider of innovative and sustainable cleaning solutions. We envision a future where our commitment to excellence, environmental responsibility, and customer satisfaction positions us as the preferred choice in the cleaning services industry.

2.4 Services of Eleven:

Aura Cleaning Services proudly offers a comprehensive suite of cleaning services under the banner "Services of Eleven." These services include, but are not limited to:

- **Residential Cleaning:** Customized services for homes, apartments, and residential complexes.

- **Commercial Cleaning:** Tailored solutions for businesses, offices, and industrial spaces.
- **Eco-Friendly Cleaning:** Emphasizing sustainability with environmentally conscious cleaning practices.
- **Deep Cleaning:** Thorough and intensive cleaning services for a comprehensive clean.
- **Specialized Cleaning for Events:** Event-specific cleaning to ensure a seamless and clean experience.
- **Window and Surface Cleaning:** Specialized cleaning for windows, surfaces, and facades.
- **Carpet and Upholstery Cleaning:** Professional care for carpets and upholstery.
- **Post-Construction Cleaning:** Specialized services for post-construction and renovation sites.
- **Disinfection Services:** Ensuring a germ-free environment for homes and businesses.
- **Customized Cleaning Solutions:** Tailoring services to meet unique client requirements.
- **24/7 Emergency Cleaning:** Prompt and reliable emergency cleaning services.

Our diverse range of services caters to the unique needs of both residential and commercial clients, ensuring a clean and healthy environment in every setting.

2.5 Target Markets:

Aura Cleaning Services strategically targets two primary markets:

Residential Clients:

Catering to homeowners and renters seeking reliable and professional cleaning services to enhance the cleanliness and hygiene of their living spaces.

Commercial Clients:

Serving businesses across various industries, Aura Cleaning Services aims to be the trusted partner for maintaining clean and sanitized commercial environments, contributing to a positive workplace atmosphere.

2.6 Competitive Analysis:

In a market populated by traditional cleaning services, Aura Cleaning Services distinguishes itself through innovation, sustainability, and a client-centric approach. The competitive landscape is analyzed based on factors such as service quality, pricing, environmental responsibility, and customer satisfaction. By strategically positioning ourselves as pioneers in eco-friendly cleaning and embracing technological advancements, Aura Cleaning Services aims to gain a competitive edge and become a market leader in the cleaning services industry.



Chapter 3

Marketing of Aura Cleaning

3.1 SWOT Analysis:

Strengths:

- Innovative and diverse range of cleaning services.
- Emphasis on eco-friendly and sustainable practices.
- Customer-centric approach with a focus on satisfaction.
- Strategic use of technology for efficient service delivery.

Weaknesses:

- Initial brand establishment in a competitive market.
- Dependency on external factors (economic conditions, regulatory changes).
- Limited brand recognition in the early stages.

Opportunities:

- Growing demand for professional cleaning services in Bangladesh.
- Increasing awareness and preference for eco-friendly solutions.
- Collaborations with real estate developers for post-construction cleaning.
- Expanding into untapped markets and regions.

Threats:

- Intense competition from established local cleaning service providers.
- Economic downturn affecting disposable income and spending on non-essential services.
- Fluctuations in market trends and customer preferences.

3.2 Marketing Area:

Aura Cleaning Services will initially focus its marketing efforts in urban and suburban areas with a high density of residential and commercial properties. Key cities, business districts, and residential hubs will be targeted to maximize visibility and accessibility.

3.3 Target Customer:

In a diverse and dynamic market like Bangladesh, Aura Cleaning Services strategically targets two primary customer segments, tailoring its services to meet the distinct needs of each:

Residential Clients:

Homeowners and Renters:

Aura Cleaning Services caters to the growing demand for residential cleaning services among homeowners and renters. With an understanding that a clean home contributes to a healthier living environment, our services are designed to provide comprehensive and customizable solutions.

Property Managers:

Recognizing the property management landscape in Bangladesh, Aura Cleaning Services extends its offerings to property managers overseeing residential complexes and apartment buildings. Our services aim to streamline property maintenance, ensuring cleanliness and tenant satisfaction.

Commercial Clients:

Offices and Businesses:

Aura Cleaning Services addresses the unique cleaning requirements of offices and businesses. From routine cleaning to specialized services, we understand the importance of maintaining a clean and inviting workspace to enhance productivity and employee well-being.

Industrial Spaces:

Recognizing the diverse industrial landscape in Bangladesh, our services extend to industrial facilities and manufacturing units. We implement tailored cleaning solutions that align with industry-specific regulations and standards, contributing to a safe and hygienic working environment.

3.4 Service Charges:

Pricing will be competitive and flexible based on the type and scope of services required. Transparent pricing models will be employed to build trust with customers. Special packages and discounts will be introduced for recurring services and long-term contracts.

3.5 Sales Forecasting:

Sales forecasting will be based on market research, historical industry data, and anticipated demand. Projections will be conservative in the initial stages and adjusted based on real-time performance.

3.6 Marketing Strategy:

Digital Presence: Establish a robust online presence through a user-friendly website, social media platforms, and digital advertising.

Local Partnerships: Collaborate with local businesses, real estate agencies, and community organizations to enhance visibility.

Referral Programs: Introduce referral programs to incentivize existing customers to recommend Aura Cleaning Services.

Promotional Campaigns: Implement periodic promotional campaigns, discounts, and seasonal offers to attract new customers.

3.7 Market Expansion Strategy:

As brand recognition grows, Aura Cleaning Services will explore expanding its services to additional cities and regions within Bangladesh. Strategic partnerships with businesses and franchises may be considered for accelerated expansion.

3.8 Marketing Budget (Yearly):

The marketing budget will be allocated across various channels, with a focus on digital marketing, local advertising, and promotional events. The budget will be periodically reviewed and adjusted based on the effectiveness of each channel.

3.9 Seasonal Trend:

Recognizing seasonal trends in cleaning service demand, Aura Cleaning Services will adjust marketing strategies and promotional offers accordingly. For example, offering special discounts during festive seasons or targeting post-event cleaning services.

This comprehensive marketing plan aims to position Aura Cleaning Services as a reputable and preferred choice in the competitive cleaning services market of Bangladesh.

Chapter 4

Financial Analysis

4.1 Revenue Streams:

Aura Cleaning Services will generate revenue through the following streams:

Service Fees: Charging clients for a range of cleaning services, with pricing based on the type, frequency, and scope of services.

Subscription Packages: Offering subscription-based packages for recurring clients, providing them with cost-effective and tailored solutions.

Specialized Services: Introducing additional fees for specialized services such as post-construction cleaning, emergency cleaning, and event-specific cleaning.

4.2 Operational Costs:

Ongoing operational costs include:

- Employee Salaries and Benefit
- Cleaning Supply and Equipment Maintenance
- Marketing and Advertising Expense
- Administrative and Office Expense
- Insurance Premium
- Utilities and Transportation Cost

4.3 Financial Projections:

Based on market research and conservative estimates, the financial projections for the first three years include:

Year 1: Building brand awareness, initial marketing efforts, and establishing a client base.

Year 2: Expanding service offerings, capturing a larger market share, and enhancing customer retention.

Year 3: Consolidating market presence, exploring new revenue streams, and optimizing operational efficiency.

4.4 Funding Sources:

Exploring multiple funding sources such as:

Personal Investment: Initial capital injection from the business owner(s).

Small Business Loans: Exploring loan options from financial institutions.

Investor Partnerships: Attracting potential investors interested in the cleaning services sector.

Chapter 5

Findings, Recommendation & Conclusion

5.1 Findings:

The exploration into the entrepreneurial journey of Aura Cleaning Services has yielded several key findings that provide valuable insights into the dynamics of the cleaning services industry, the market landscape in Bangladesh, and the unique challenges and opportunities faced by a visionary venture.

Market Dynamics:

Growing Demand for Professional Services: The findings underscore the increasing demand for professional cleaning services in Bangladesh, driven by a burgeoning urban population and a heightened awareness of hygiene and cleanliness.

Preference for Sustainable Practices: There is a notable trend towards eco-friendly and sustainable cleaning solutions, with consumers expressing a preference for services that align with environmental responsibility.

Established Local Competition: The market analysis reveals the presence of established local cleaning service providers, highlighting the need for strategic differentiation to carve a niche for Aura Cleaning Services.

Importance of Quality Assurance: The findings emphasize the significance of maintaining high-quality service standards to foster customer satisfaction and loyalty.

Flexibility in Service Offerings: The ability to offer flexible service packages and adapt to changing market demands is identified as a key driver for sustained growth.

These findings collectively provide a comprehensive understanding of the external and internal factors influencing the entrepreneurial venture of Aura Cleaning Services. They serve as a foundation for strategic decision-making, guiding the business towards sustainable growth and success in the dynamic landscape of the cleaning services industry in Bangladesh.

Chapter Six

Recommended & Conclusion

6.1 Recommendation:

Strategic Differentiation:

Innovative Service Offerings:

To stand out in a competitive market, Aura Cleaning Services is recommended to continuously innovate its service offerings. Introduce unique cleaning solutions, keeping abreast of industry trends and emerging customer needs.

Specialized Packages:

Considering the varied preferences of residential and commercial clients, the business is encouraged to explore the introduction of specialized packages tailored to specific industry sectors or cleaning requirements.

Targeted Marketing Campaigns:

Implement targeted marketing campaigns focused on building brand recognition. Utilize both digital and traditional channels to reach a wide audience and create a lasting impression.

Client Testimonials and Reviews:

Encourage satisfied clients to provide testimonials and reviews. Leverage positive feedback to build trust and credibility among potential customers.

Technology Optimization:

Continuously optimize the use of technology in operational processes. Explore advancements in cleaning equipment and software to enhance efficiency, reduce operational costs, and improve service delivery.

Employee Training Programs:

Invest in ongoing training programs for cleaning staff. Ensuring they are well-versed in the latest cleaning techniques and technologies will contribute to the overall quality of service.

Financial Sustainability:

6.2 Conclusion:

In conclusion, the journey of conceptualizing and planning Aura Cleaning Services has been an insightful exploration into the intricacies of the cleaning services industry. The vision of providing innovative, sustainable, and customer-centric cleaning solutions aligns with the evolving demands of the market.

The findings underscore the importance of strategic differentiation in a competitive landscape, emphasizing the need for continuous innovation and localized marketing strategies. The entrepreneurial venture of Aura Cleaning Services, while acknowledging challenges, is poised for success through a combination of operational excellence, customer satisfaction, and a commitment to environmental responsibility.

As the business moves towards execution, the recommendations provided offer a roadmap for sustained growth and market relevance. By focusing on strategic differentiation, brand building, operational efficiency, and financial sustainability, Aura Cleaning Services can establish itself as a leader in the cleaning services industry in Bangladesh.

This venture stands not only as a model for a successful cleaning service but also as a testament to the vision and dedication of its founders in contributing to a cleaner, healthier, and more sustainable future.

Chapter 7

Reference

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