

CARPET CLEANING

1. INTRODUCTION

The demand for carpet cleaning services in houses with carpet-covered flooring in Uttarakhand is intricately tied to the region's hilly terrain and colder climate. Carpets, beyond being functional elements, hold significant cultural value in Uttarakhand, representing the very essence of daily life, traditions, and rituals practiced by its people. In residential homes carpets are commonly used, emphasizing the need for regular upkeep and maintenance. Given the cultural importance of textiles and the practical necessity for maintaining carpets, the provision of carpet cleaning services holds immense potential for flourishing in Uttarakhand. The demand for professional carpet cleaning services in Uttarakhand is not only driven by the desire to maintain a clean and hygienic living environment but also by the cultural significance attached to these textiles.

2. SERVICE & ITS APPLICATION

The carpet cleaning service involves professional cleaning by using advanced equipment and eco-friendly solutions. The applications extend across various settings, including residential homes, commercial spaces such as offices and hotels, and the tourism industry, including hotels, lodges, and homestays. Specialized stain removal and allergen elimination contribute to both cleanliness and the preservation of cultural artifacts woven into the fabric of local life.

3. DESIRED QUALIFICATION FOR PROMOTER

While no specific academic qualifications are mandated, a background in cleaning services or related industries, along with knowledge of carpet cleaning techniques and equipment, is advantageous.

4. BUSINESS OUTLOOK AND TRENDS

The trend towards professional cleaning services is gaining momentum in India. Many consumers are opting for specialized services over traditional cleaning methods. In Uttarakhand's context, where tourism plays a substantial role in the economy, professional carpet cleaning becomes crucial for hotels, lodges, and vacation rentals. The need to provide a clean and comfortable stay for tourists aligns with the growing trend of outsourcing specialized cleaning services. Especially in tourist places like Dehradun and Nainital, the demand for convenient and time-saving cleaning solutions has risen. Regular carpet cleaning services are sought after to uphold cleanliness standards, creating spaces that are not only aesthetically pleasing but also contribute to a healthy and hygienic atmosphere.

5. KEY BUSINESS ELEMENTS

- **Quality Service:** The promoter must focus on providing high-quality carpet cleaning services to build a positive reputation.
- **Customer Satisfaction:** Customer satisfaction through timely and efficient services is a key business success element.
- **Competitive Pricing:** The promoter must set competitive and transparent pricing to attract and retain customers.

6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The market potential for carpet cleaning services in Uttarakhand is burgeoning, driven by the increasing demand for cleanliness in both residential and commercial sectors. In households,

the need for professional carpet cleaning services is rising due to the prevalent use of carpets, especially in colder regions. The tourism industry further amplifies the market, as hotels and lodges seek regular carpet cleaning to ensure a positive experience for tourists. However, marketing issues such as the need for awareness and education about professional carpet cleaning, seasonal variations, environmental concerns, competition, limited online presence, and the importance of cultural sensitivity pose challenges.

7. SUPPLY OF RAW MATERIAL

A reliable supply of high-quality carpet cleaning equipment and eco-friendly cleaning solutions must be secured from reputable suppliers or wholesalers, ensuring the effectiveness and sustainability of the cleaning process.

8. BUSINESS MODEL

A successful on-site carpet cleaning service is characterized by a customer-centric approach that begins with a well-designed mobile setup. The operational hub is equipped with cutting-edge cleaning technology, facilitating a streamlined workflow for skilled technicians who travel to the customer's location. Open communication is fostered through transparent interactions, enabling clients to discuss their cleaning requirements directly with knowledgeable staff. The layout of the mobile service emphasizes cleanliness, professionalism, and a dedication to ensuring customer satisfaction.

9. BUSINESS PROCESS

- Customer Inquiry and Booking: The first step starts with receiving inquiries through various channels and actively scheduling appointments based on customer preferences.
- Conducting On-Site Assessment: Conducting a thorough inspection to assess cleaning requirements and providing accurate quotes based on the ongoing assessment.
- Performing the Cleaning Process: Actively performing a comprehensive cleaning, addressing stains and allergens.
- Conducting Post-Cleaning Inspection: Conducting a detailed inspection to ensure quality and confirm customer satisfaction to address any ongoing concerns.

10. MANPOWER REQUIREMENT

Sr. No	Particulars	No .	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Cleaning Technician	2	12	0.12	2.88
3	Helper	2	12	0.1	2.4
	Total				5.28

11. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

12. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Pre-operative and preliminary Exp.	0.08
2	Equipment and Furniture Exp.	4.21
3	Working Capital	3.80
	Total Project Cost	8.09

13. MEANS OF FINANCE

Bank-term loans are assumed @ 60%

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	3.23
2	Bank Finance	4.85
	Total	8.09

14. TOOLS, EQUIPMENT, FURNITURE AND FIXTURES

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Carpet Cleaning Machine(Steamer)	2	0.20	0.40
2	Vacuum Cleaner	3	0.15	0.45
3	Sprayers	5	0.05	0.25
4	Carpet Brushes	3	0.06	0.18
5	Carpet Rakes	3	0.06	0.18
6	Spot Cleaning Kits	5	0.10	0.50
7	Hot water extractor	2	0.10	0.20
8	Storage Cabinets	3	0.20	0.60
9	Display area	3	0.15	0.45
10	Air movers	1	0.25	0.25
11	Shelving Units	5	0.15	0.75
	Total			4.21

Local suppliers in India offer a wide range of furniture and fixtures. The entrepreneur can avail office furniture after thorough research and analysis. Below are the tentative suppliers in India. Besides these, online platforms such as India Mart, Trade Mart, etc. can also be explored for ordering online.

1. Eurotech Equipments
Plot No. -18, Hasanpur,
I.P. Extension- 110092,
Delhi, India
2. Kedy Mart Pv. Ltd.
KHASRA NO 1008/9,
Rithala-110085,
Uttarakhand, India

15. SALES REALISATION

Sr. No	Product	Sales in Percentage
1	Dry Cleaning	60.0%
2	Shampooing and Deep Cleaning	40.0%
	Total	100.00%

16. PROFITABILITY CALCULATIONS

The basis of profit calculation is;

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realization	20.70
B.	Cost of production	
i)	Raw materials	10.35
ii)	Utilities	1.00
iii)	Manpower Cost (Salaries/wages)	5.28
iv)	Administrative expenses	0.40
v)	Selling & distribution expenses	0.90
vi)	Rent	0.45
vii)	Interest	0.55
	Total (B)	18.93
	Gross profit/loss (A – B)	1.77
	Less: Depreciation	0.44
C.	PBIT	1.33
D.	Income-tax	0.27
E.	Net profit/loss	1.06
F.	Repayment (Annual)	0.50
G.	Retained surplus (E-F)	0.56

17. BREAKEVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	
Land & Building Rent	0.45
Depreciation	0.44
Interest	0.55
Manpower	1.58
Total Fixed cost	3.03
Variable cost	
Raw materials	10.35
Utilities	1.00
Manpower	3.70
Administrative expenses	0.40
Selling & distribution expenses	0.90
Total Variable cost	16.35
Contribution margin	20%
Break-Even Point in Value	15.13

18. STATUTORY/GOVERNMENT APPROVALS

It is important to comply with business regulations before starting carpet cleaning service, business.

1. Shop and establishment license is necessary for operating a store wherein working hours, employment conditions, and other regulatory requirements are stipulated.
2. Trade License: The business has to obtain a trade license from the local municipal corporation. This license permits to carry out commercial activities within a specific jurisdiction.
3. Zoning Approvals: It is important to comply with local zoning regulations to ensure that the business location is suitable for a cleaning service.

19. TRAINING CENTERS AND COURSES

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)
Regional Centre, Dehradun
NSTI Campus, Green Park, Dehradun-248001,
Uttarakhand, India
2. Indian Institute of Entrepreneurship(IIE)
NH-37 Bypass, Near Game Village,
Lalmati Guwahati- 781029,
Assam, India
3. Institute of Entrepreneurship Development(IEDUP)
A - 1 & 2, Industrial Area, Sarojini Nagar,
Kanpur Road, Lucknow-226008,
Uttar Pradesh, India

Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.