

Клининговая компания: «SUPERSWEEPING»

Выполнили:

Ишмухаметова Аделя

Князев Рустем

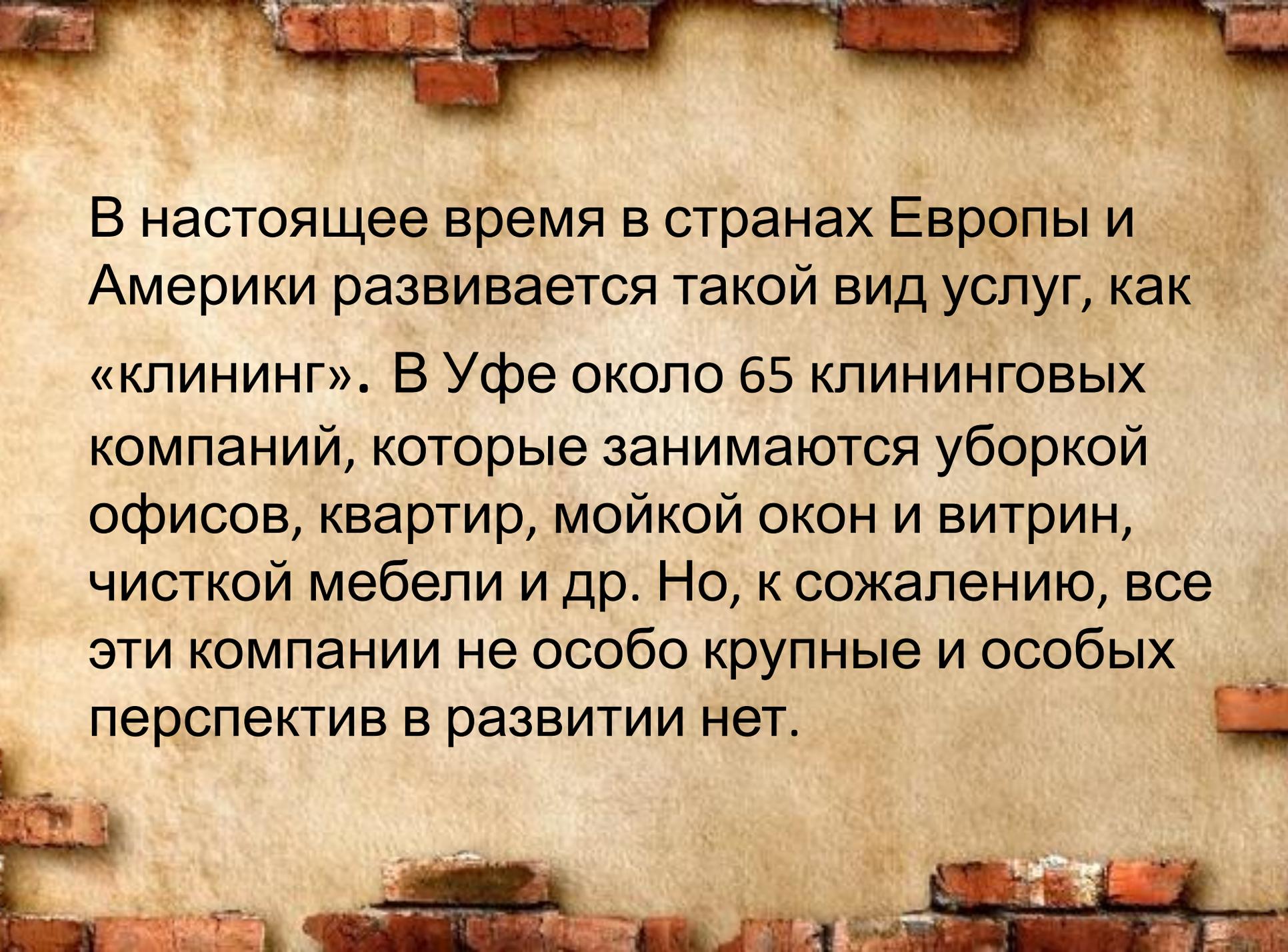
Тыртышная Айсылу

Усманова Элина

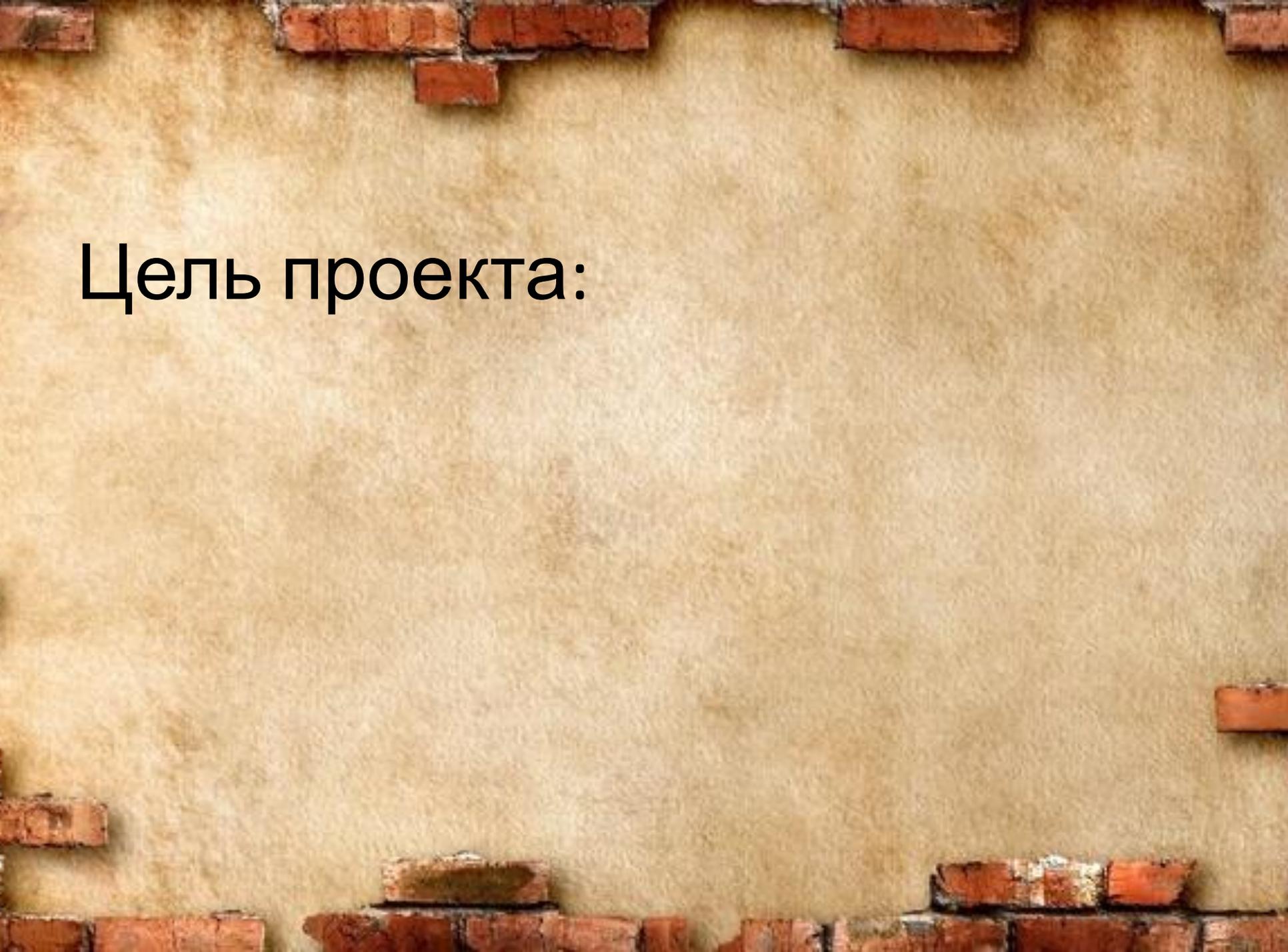
Шайхутдинов Адель

Шарипова Лилиана

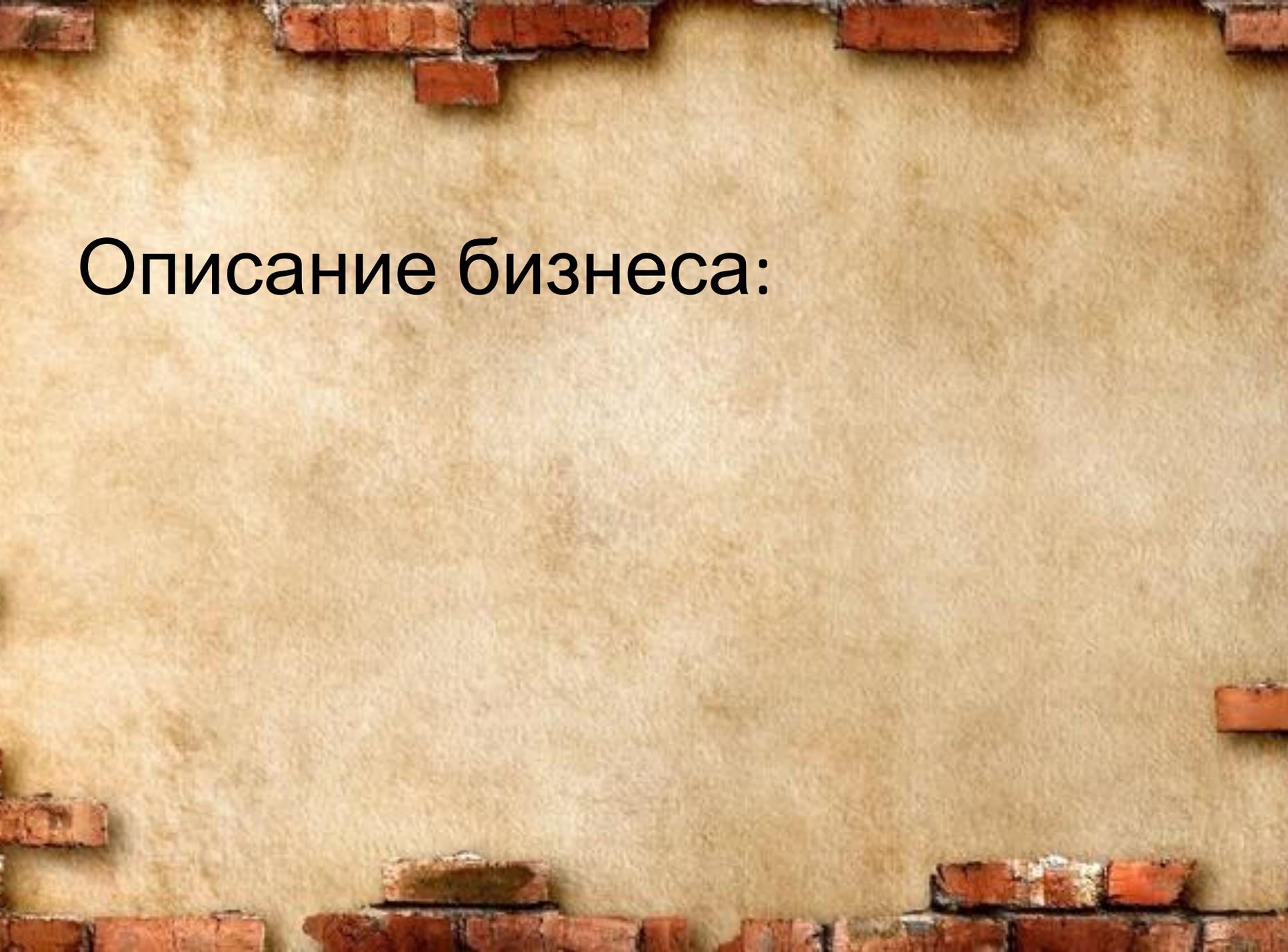
Альбина Горная



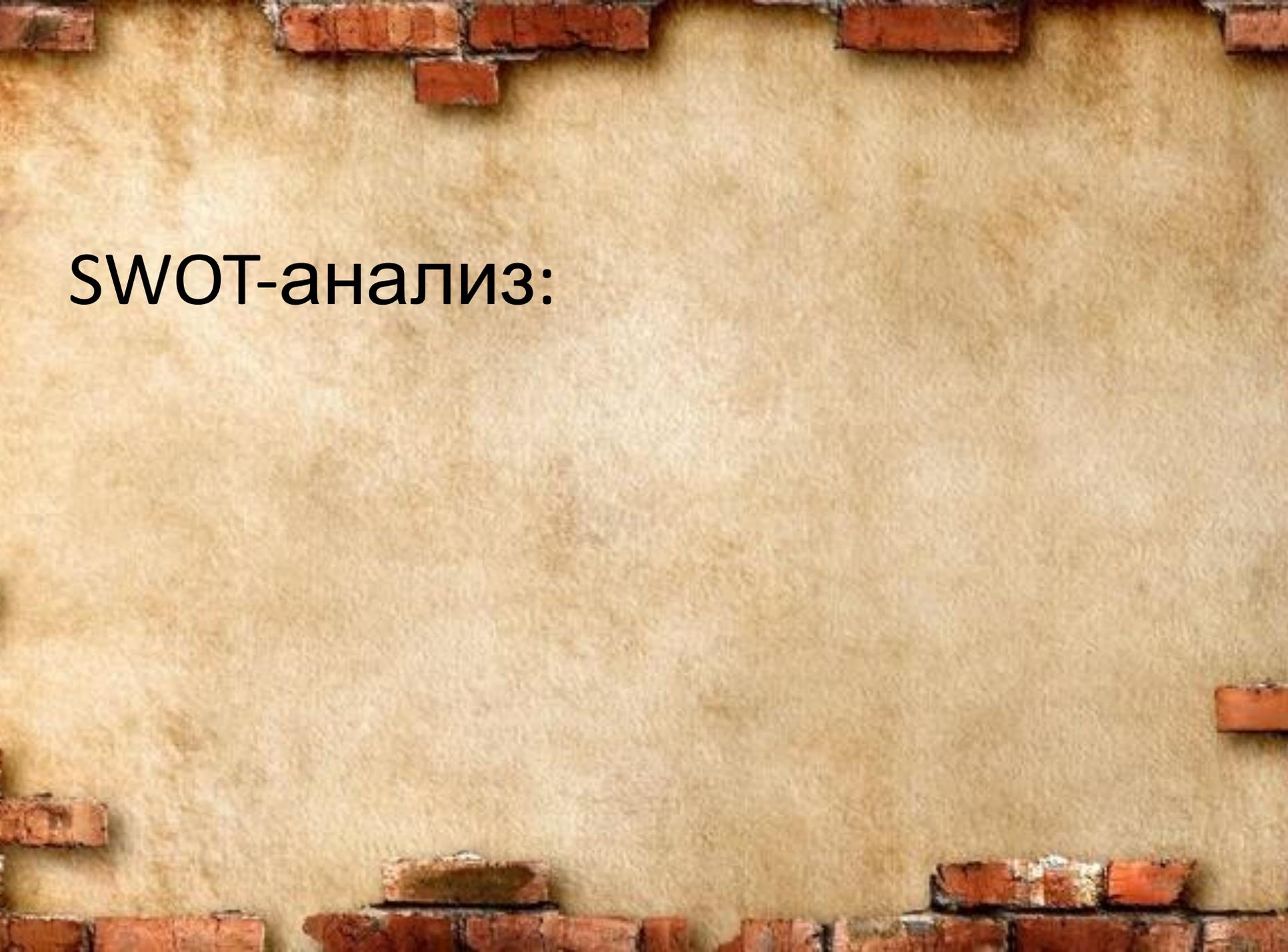
В настоящее время в странах Европы и Америки развивается такой вид услуг, как «клининг». В Уфе около 65 клининговых компаний, которые занимаются уборкой офисов, квартир, мойкой окон и витрин, чисткой мебели и др. Но, к сожалению, все эти компании не особо крупные и особых перспектив в развитии нет.



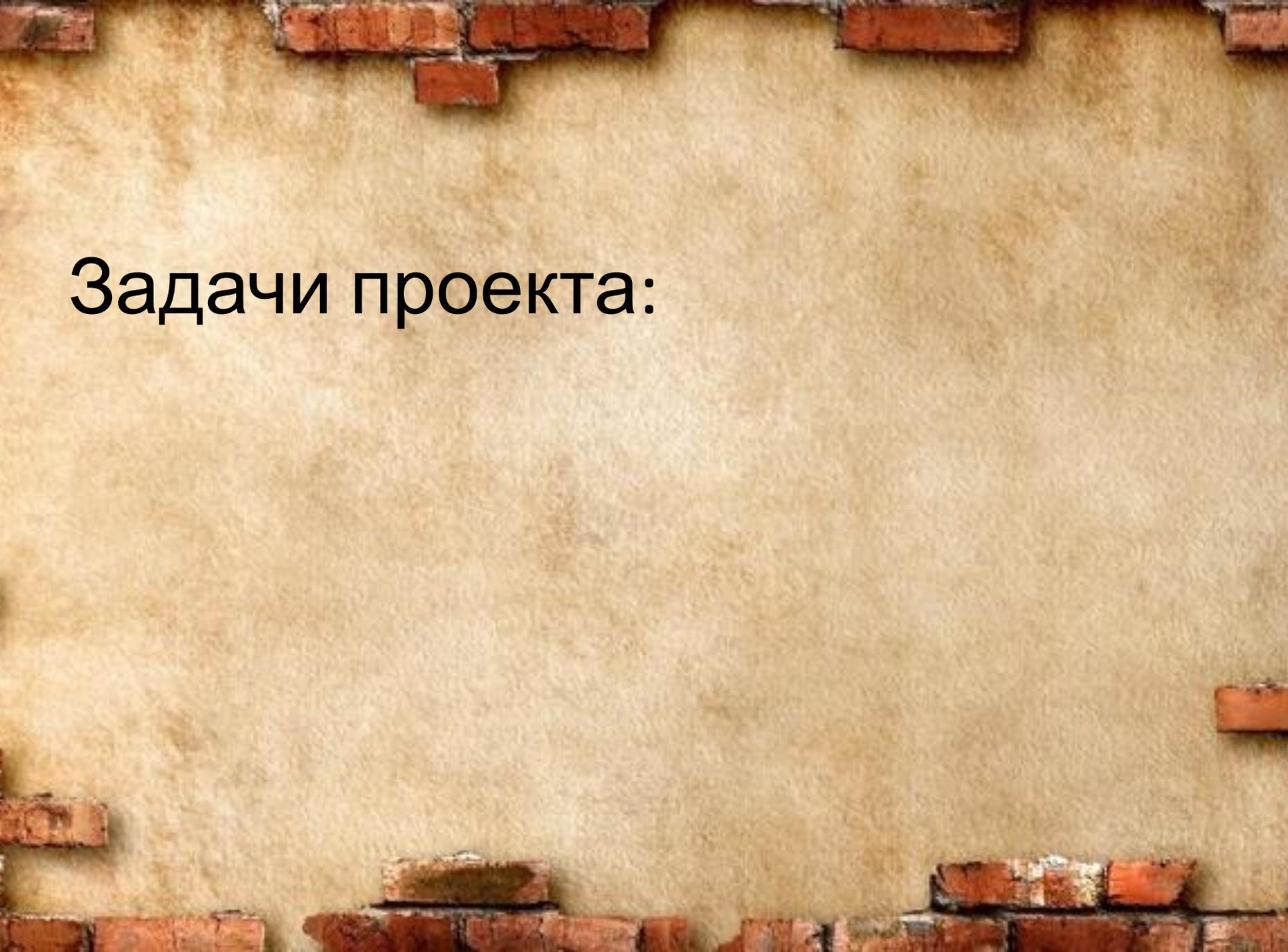
Цель проекта:



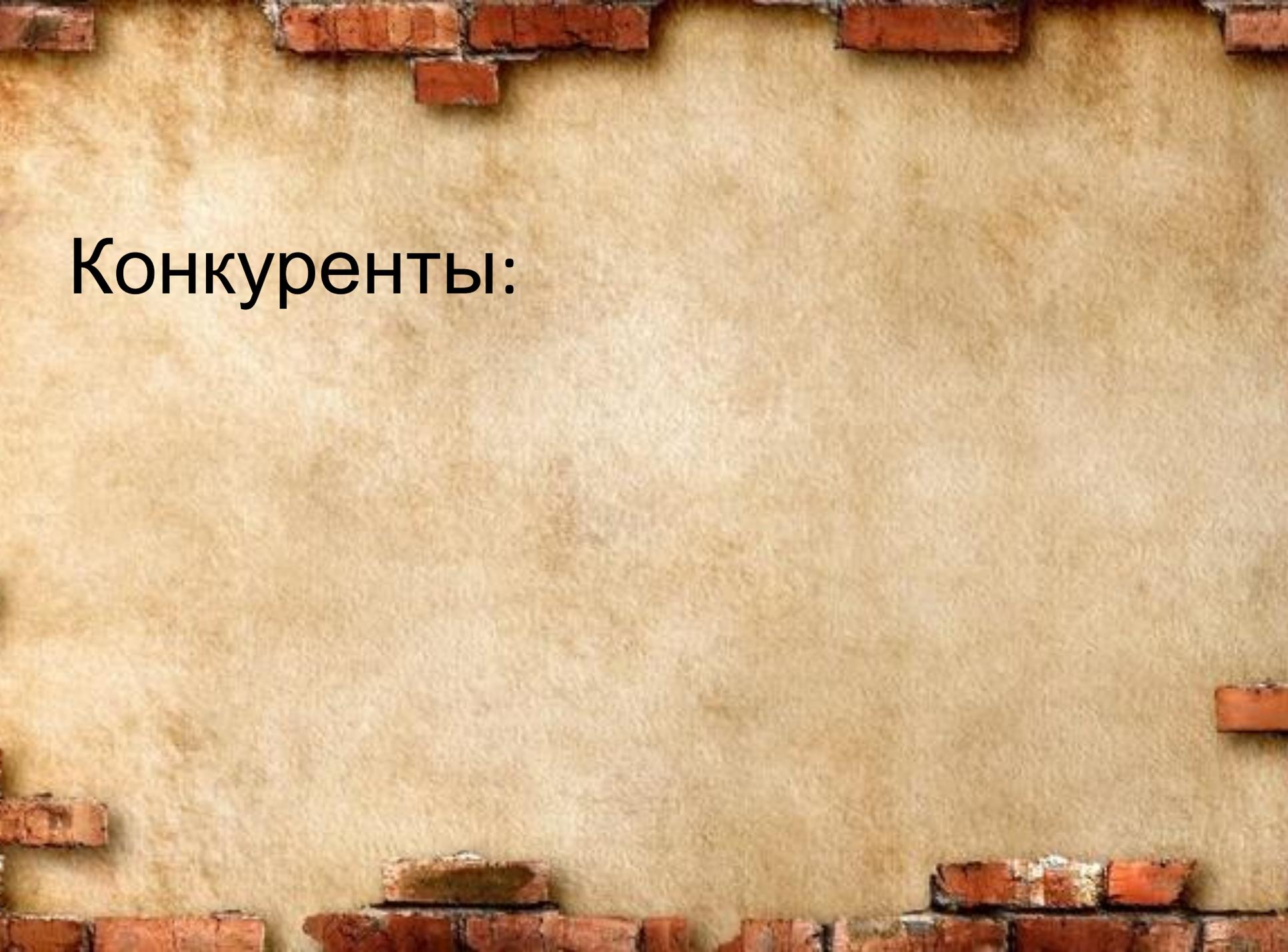
Описание бизнеса:



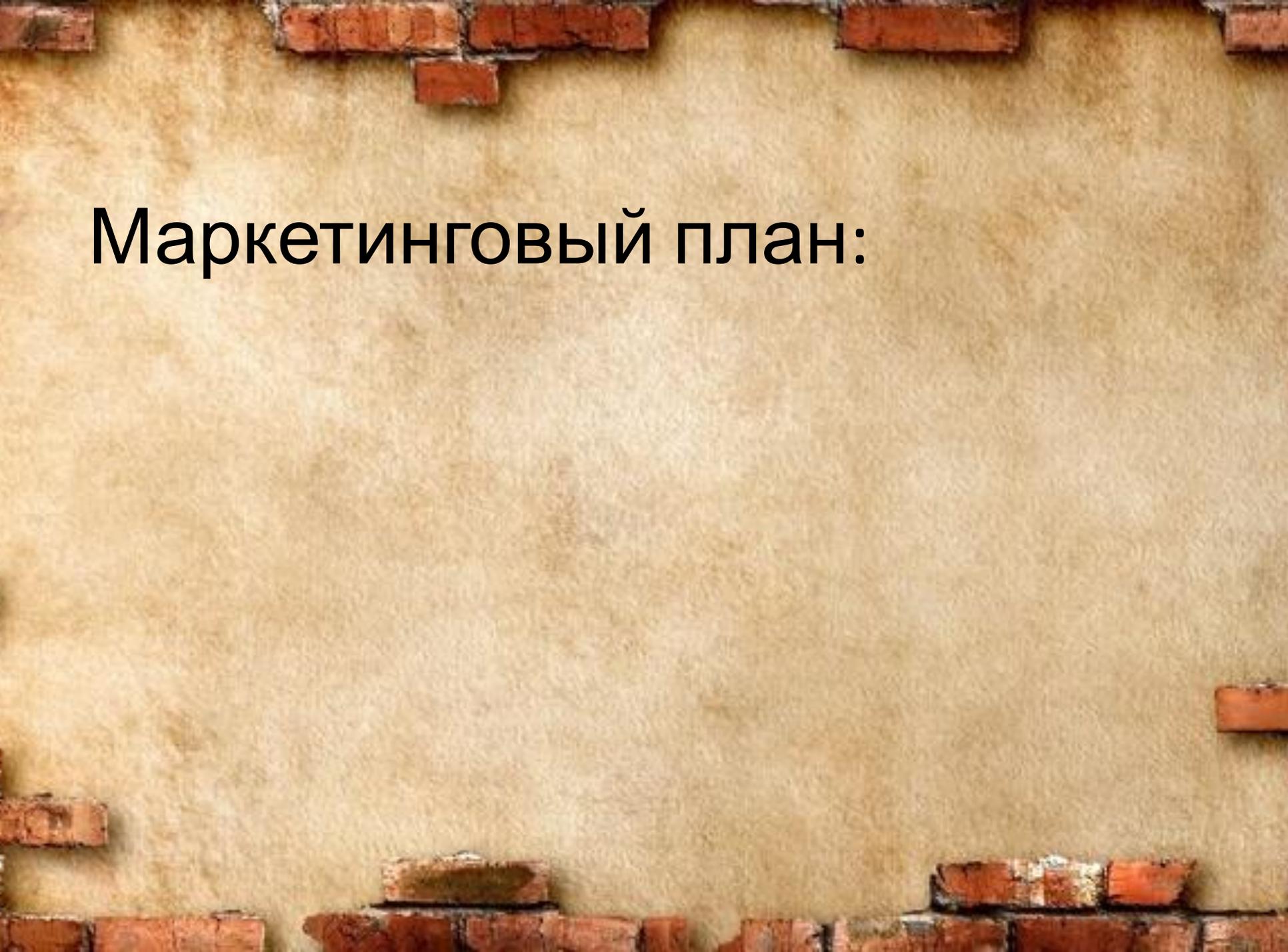
SWOT-анализ:



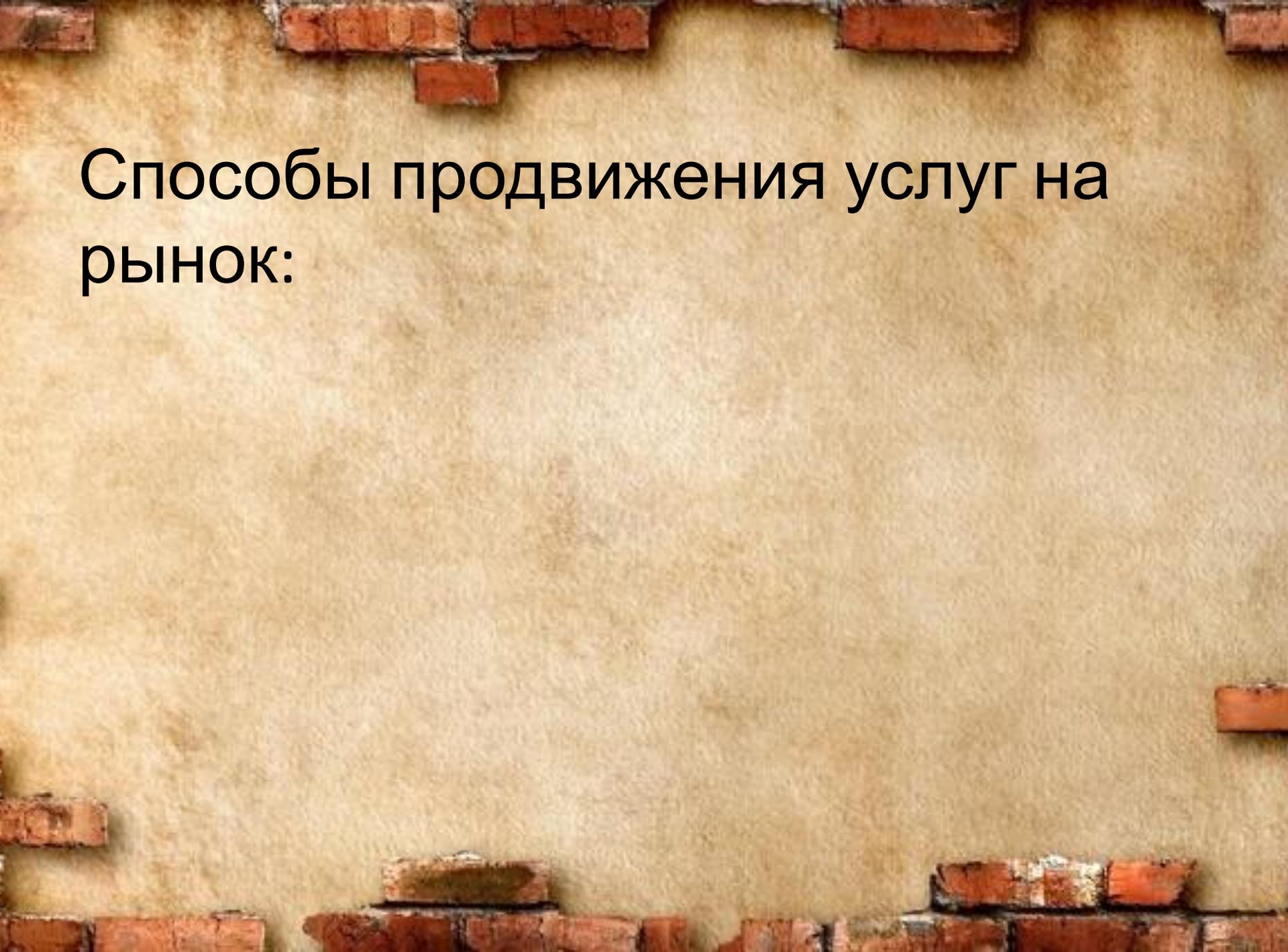
Задачи проекта:



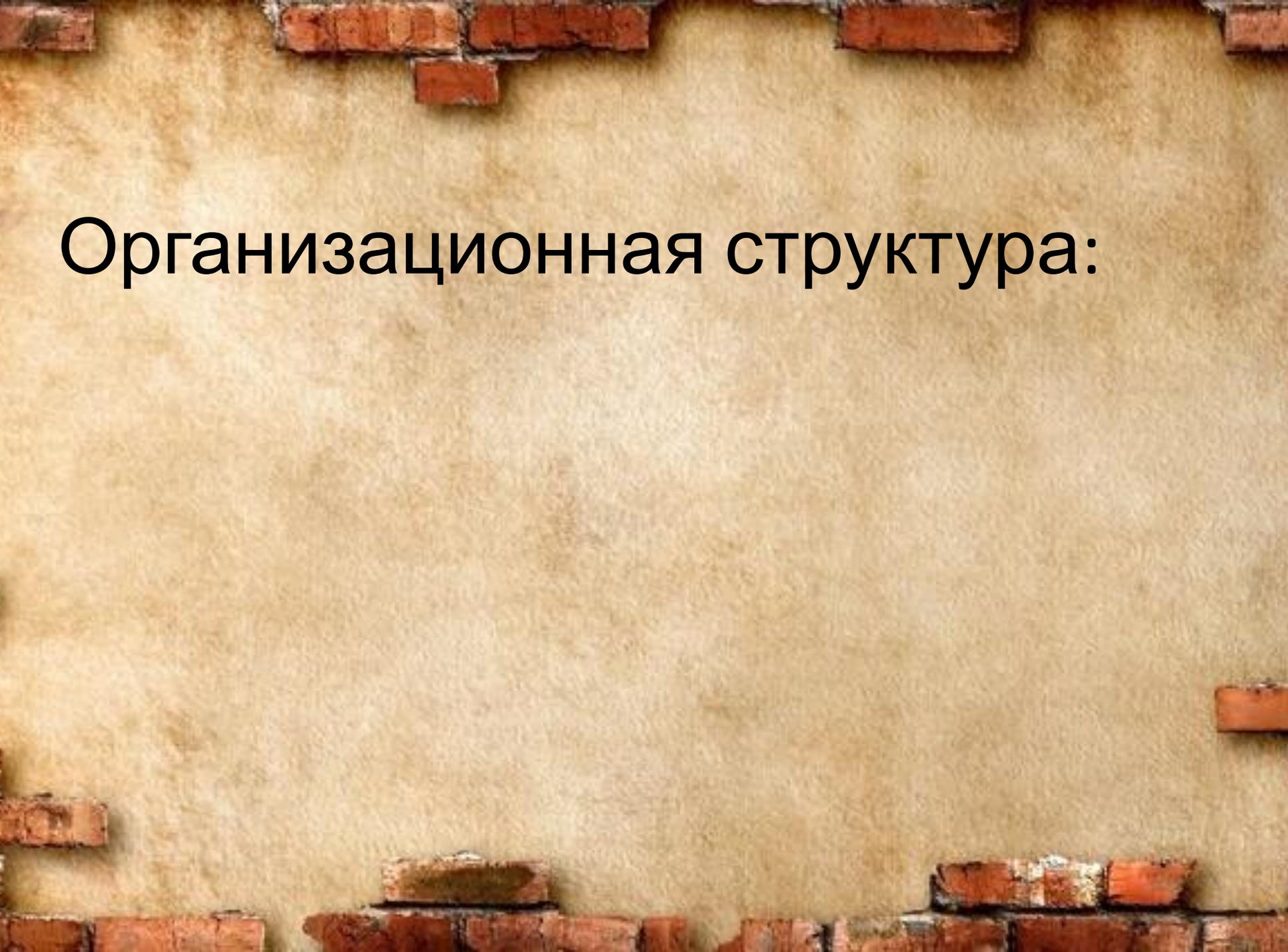
Конкуренты:



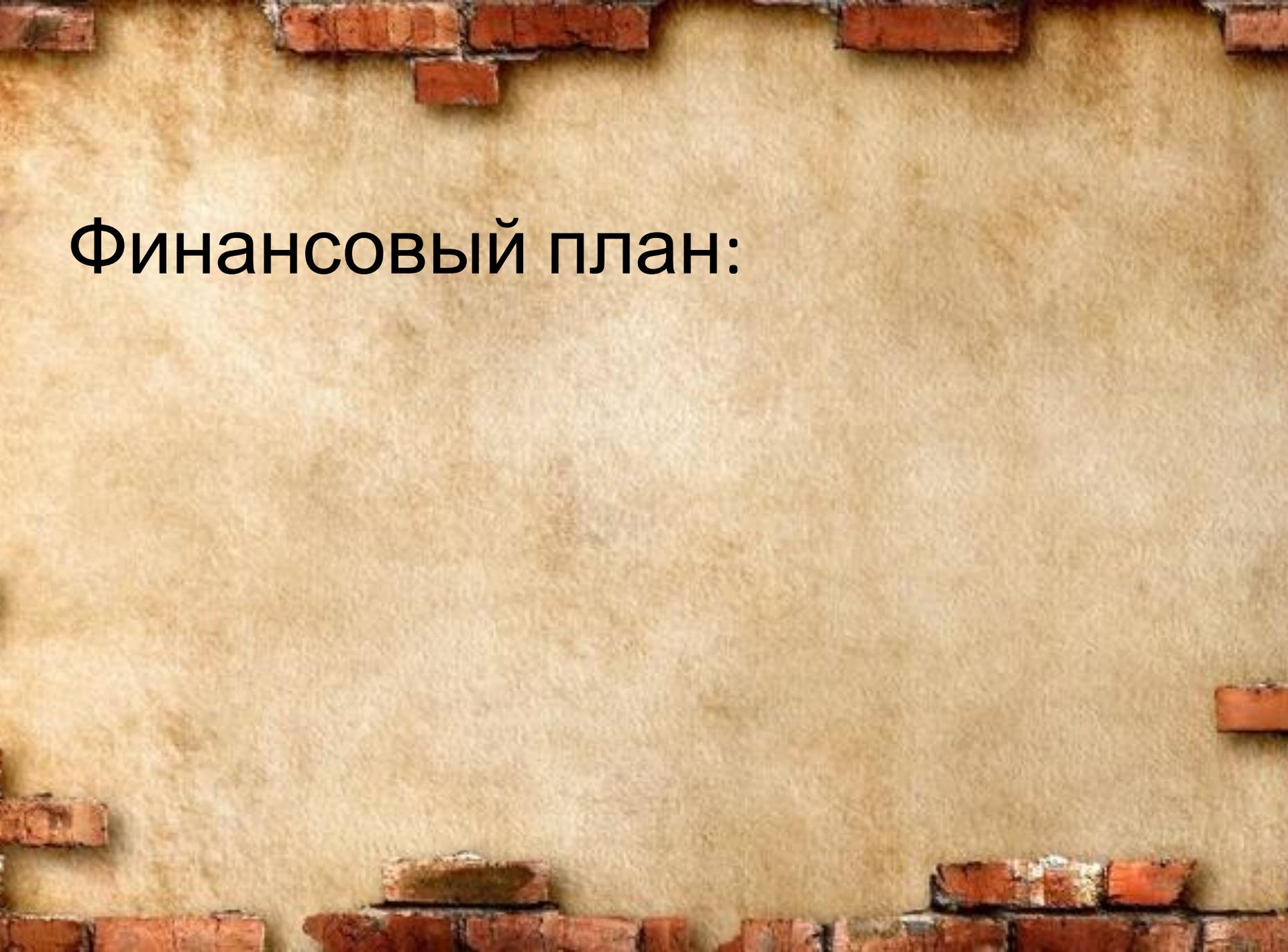
Маркетинговый план:



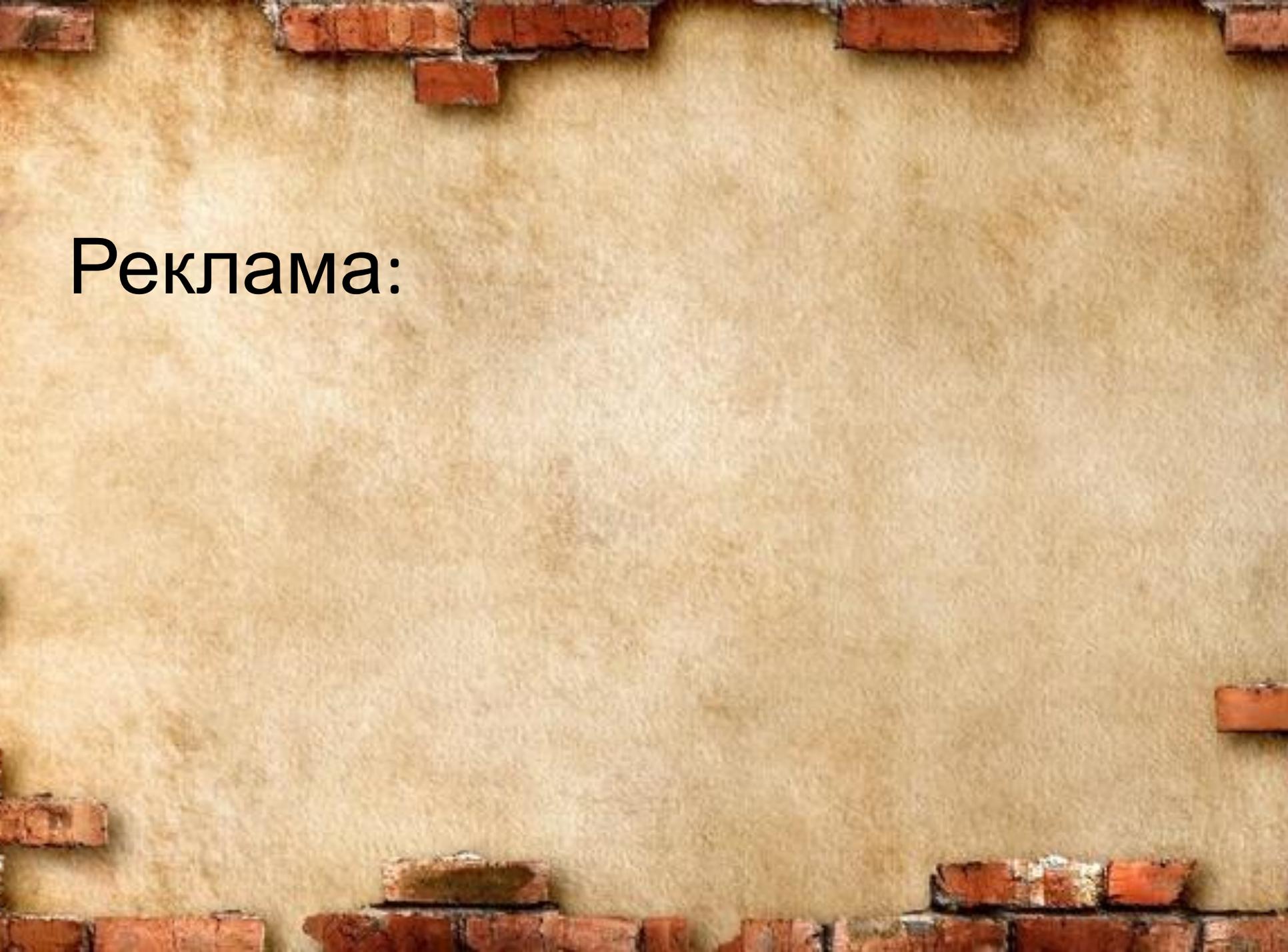
Способы продвижения услуг на рынок:

The background of the slide is a photograph of a brick wall. The central portion of the wall is covered in a light beige, textured plaster. The top and bottom edges of the image show the original red bricks, some of which are missing or broken, revealing the underlying structure. The text is centered horizontally and vertically within the plastered area.

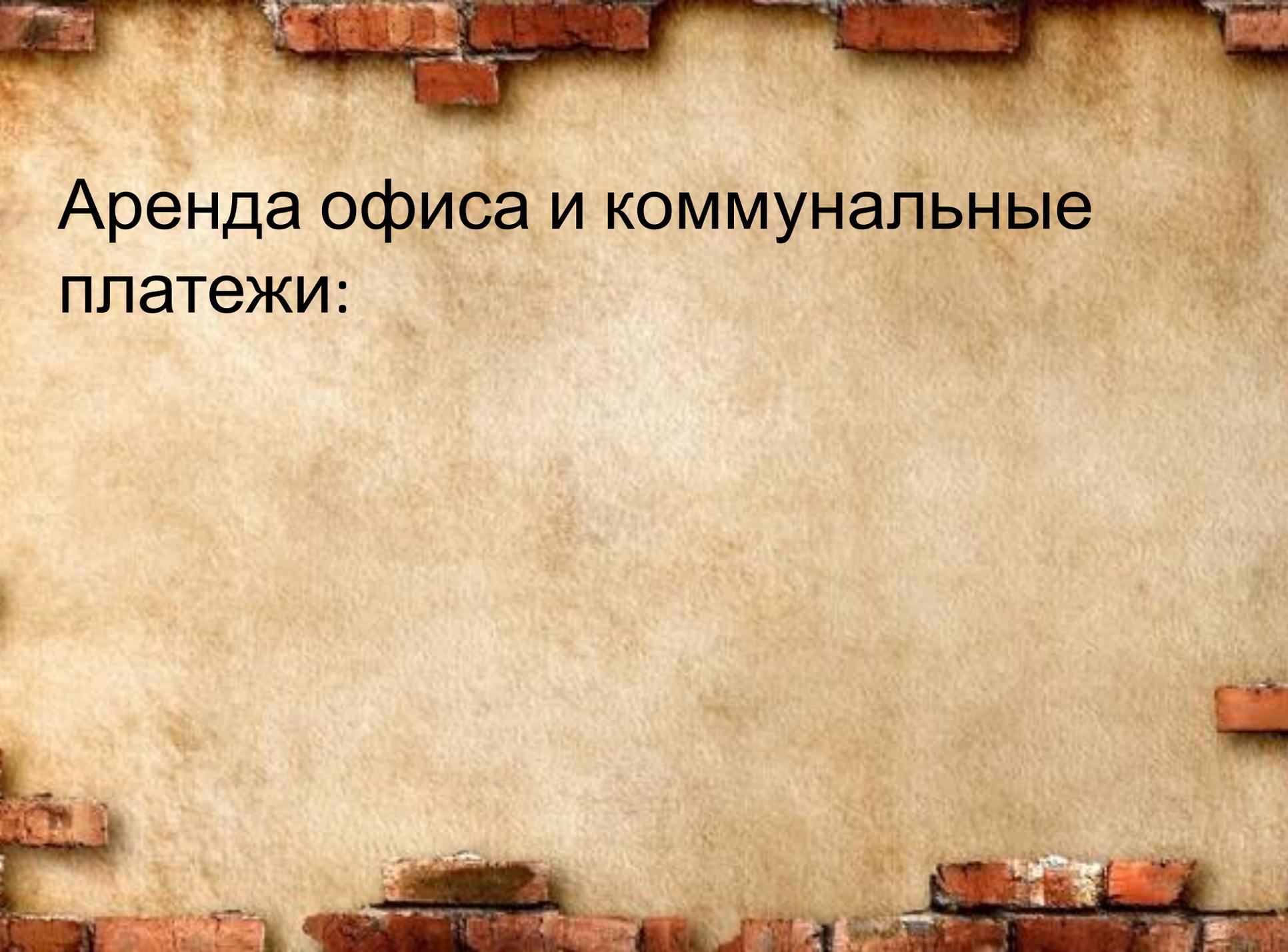
Организационная структура:



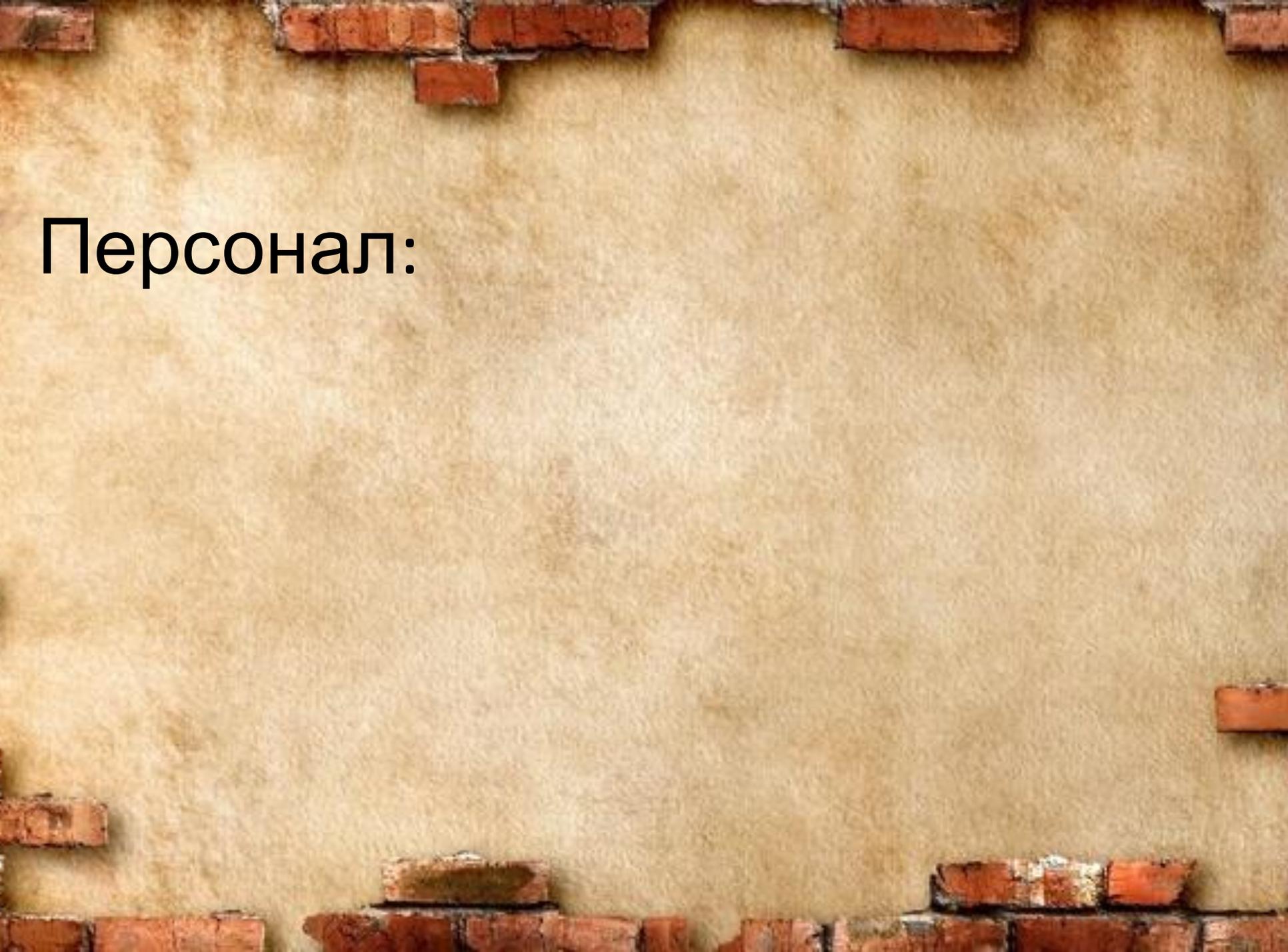
Финансовый план:

The image shows a textured, light beige wall with a brick border at the top and bottom. The bricks are reddish-brown and appear to be part of a larger structure, possibly a wall or a frame. The wall has a mottled, aged appearance with some darker spots and variations in tone. The text "Реклама:" is written in a simple, black, sans-serif font on the left side of the wall.

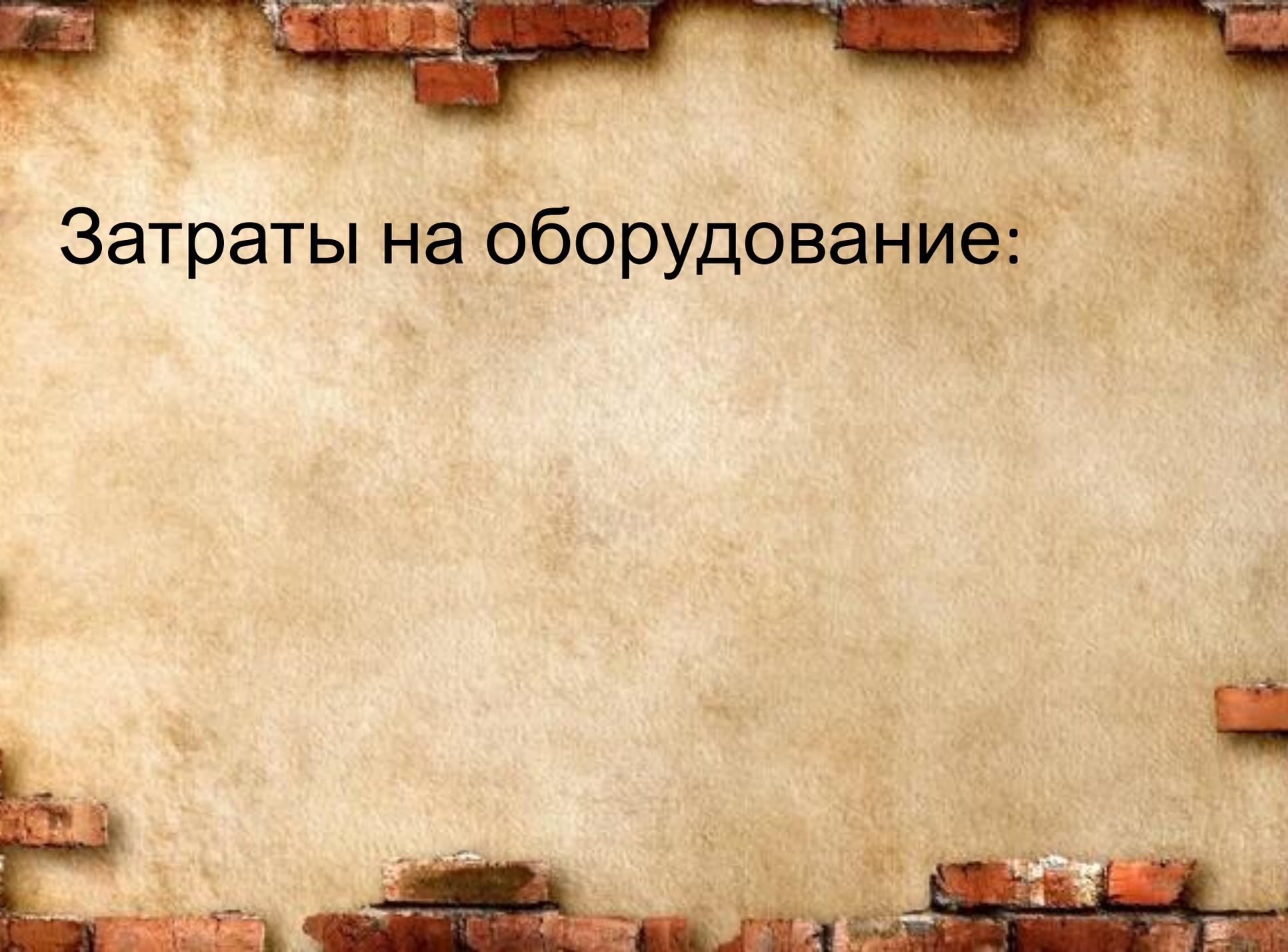
Реклама:



Аренда офиса и коммунальные
платежи:



Персонал:

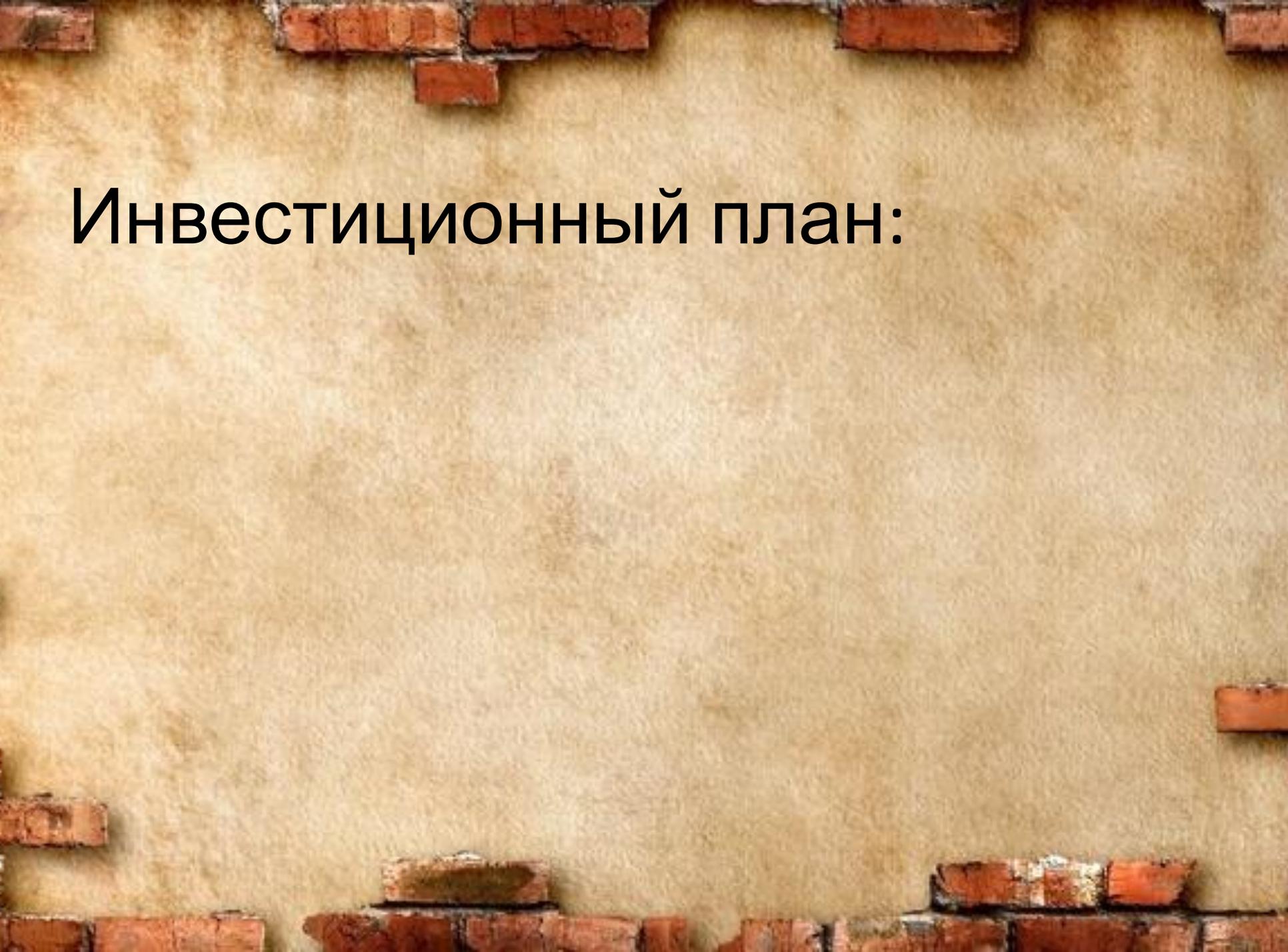


Затраты на оборудование:

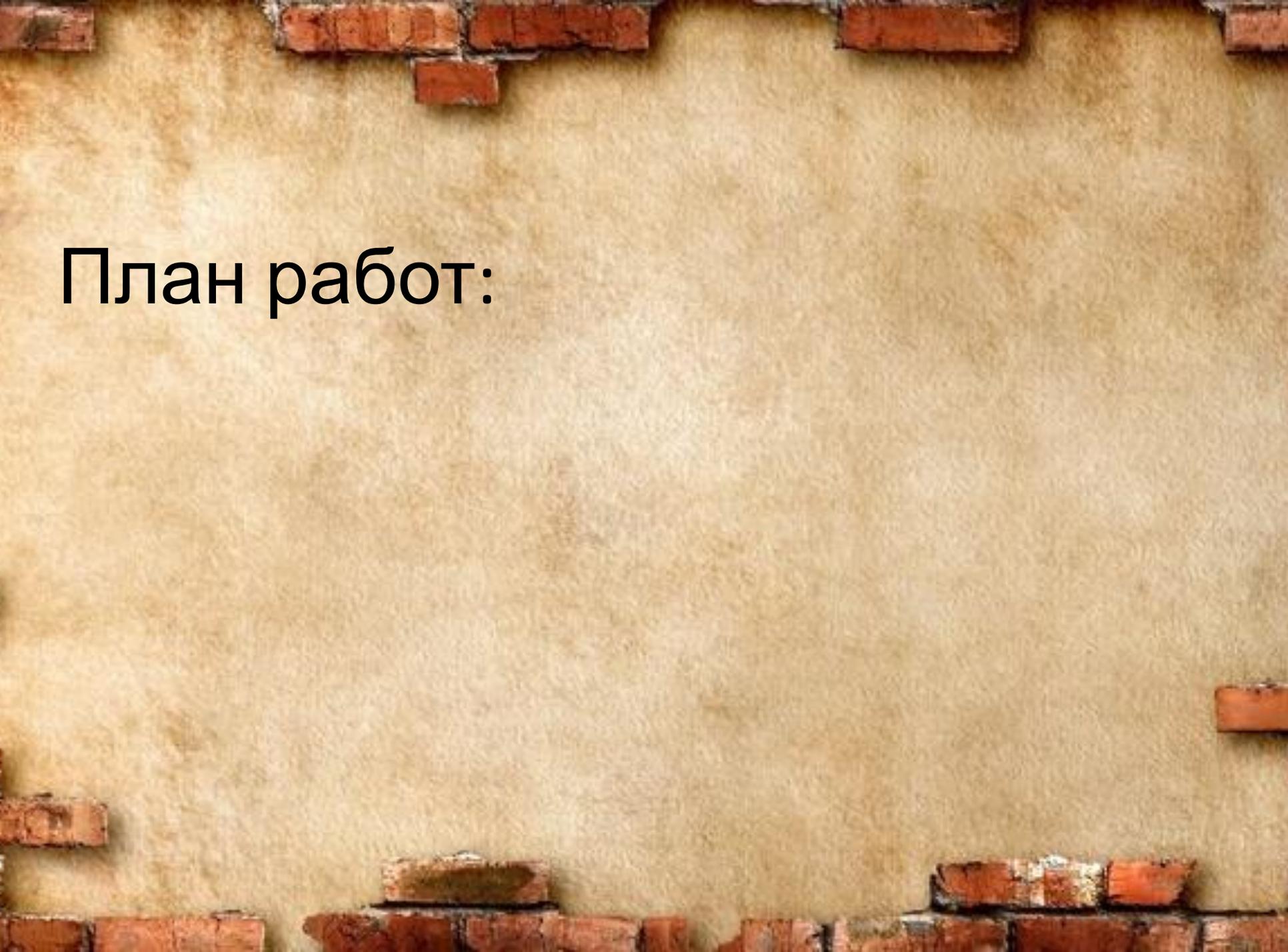
Доходы:



Бюджет:

The background of the image is a brick wall. The central portion of the wall is covered in a light beige, textured plaster. The bricks, which are reddish-brown, are visible at the top and bottom edges of the frame, appearing as if the plaster has been removed from those areas. The text "Инвестиционный план:" is centered in the upper half of the image.

Инвестиционный план:

The background of the image is a brick wall. The bricks are reddish-brown and arranged in a standard pattern. A layer of light beige, textured plaster or stucco has been applied over the bricks, covering most of the wall's surface. The plaster has a slightly uneven, fibrous appearance. The text "План работ:" is overlaid on the left side of the image in a black, sans-serif font.

План работ:

Вывод:



Конец