

Business Plan



Glan Go Glas



- Katie Ní Éanacháin
- Cian Ó Gallchobhair
- Ríona Ní Ghealbháin
- Kate Ní Shúilleabháin
 - Oisín Ó Dubhda

Index

Executive Summary	Page 1
Company Overview	Page 3
Market Research	Page 3
Production and Operations	Page 5
Marketing Strategy	Page 6
Analysis of Financials	Page 7
Business Accounts	Page 8
Analysis of overall Business Performance and Profitability	Page 9
The Future	Page 10

Executive Summary



'Glan go Glas' is a company that provides premium cleaning products that prioritise environmental responsibility.

Our mission is to offer innovative eco-friendly cleaning solutions to meet the growing demand for environmentally responsible household cleaning products.

We all strongly believe that things need to change for our planet to survive. The idea for our product developed after a science talk about food waste, and the dangers ahead for our planet.

There is increasing awareness of the environmental impact of traditional cleaning products, and we believe that there is a significant market for real sustainable alternatives.

Our product is natural, sustainable, and environmentally friendly. It was very important to us, as a group, that we made a product that would be safe for everybody in the house, including allergy sufferers.

We also wanted to increase teenagers' participation in household jobs and get everybody involved without the fear of harming their health or the planet. Teenagers will benefit from not only being able to participate, but also '*a clean room equals clear head*'.

Our product is scalable, and we believe that it has the potential to reach a wide range of markets. It is an innovative product, mainly using recycled, natural, and eco-friendly materials. Our product reduces food waste, and we feel it will revolutionise the cleaning product industry.



'*Glan Go Glas*' (Green Clean) started at the end of October 2023. Initially we sold Christmas logs and handmade flowers with chocolates, which we sold at the Christmas market in school. This was integral to the development of our company as it helped us invest money back into our business and create a product that we all believed in.

During our research, we discovered that there was a demand for alternatives to traditional cleaning chemicals. The results from our questionnaire were positive. After analysing the results of over 250 questionnaires, we discovered that around 83% of the respondents were willing to purchase our products. This shows that the market opportunity for innovative, sustainable solutions is substantial.

We invested €20 each into the business because we strongly believed that we would succeed. We also invested the profit we made from the products we sold in the Christmas market – which amounted to €450.

Initially, we encountered some challenges while developing prototypes for our products but with the assistance of professionals and experts in areas of packaging and science, we devised solutions together.

Breakdown of Financials

Income/Sales	Expenses	Profit
3086.48	888.71	680.05

In the future, we want to expand our market and our range of products. We want to become a trusted household name in the sustainable cleaning product industry.

Company Overview

Glan go Glas was co-founded in 2024 by Katie Ní Éanacháin, Oisín Ó Dubhda, Kate Ní Shúilleabháin, Riona Ní Ghealbháin and Cian Ó Gallchobhair as part of our Transition Year Mini-Business. From extensive research undertaken, we identified a market opportunity. There was a gap in the market for environmentally friendly cleaning products using food waste was found.

Roles

Managing Director- Katie Ní Éanacháin
Director of Finance- Oisín Ó Dubhda
Director of Sales- Kate Ní Shúilleabháin
Director of Marketing and Technology- Riona Ní Ghealbháin
Director of Production- Cian Ó Gallchobhair

The company is based in Dingle, Ireland and to date, we have produced two cleaning products. Our target market is individuals of all ages who prioritize green cleaning solutions.

Mission Statement

Promoting sustainability by creating and developing a range of environmentally friendly cleaning products at a cost-effective price.

Our products reduce the damage that traditional cleaners have on the environment and reduce food waste contributing to a circular economy. Not only do our products help improve the environment but they also promote sustainability. A positive outcome of this is to promote the participation of teenagers in household chores.

Market Research

Idea Generation

The idea for our product developed after a science talk about food waste at school, and the dangers ahead for our planet. We live in Corca Dhuibhne, an area rich in beautiful views and scenery. We are very lucky to be surrounded by the beauty of the natural world. According to Fáilte Éireann (the Irish tourist board), 1 million tourists visit this area for its natural beauty and cultural heritage. This gave us the inspiration and the drive to preserve our country and replicate this in other areas of natural beauty and heritage. We firmly believe that an alternative to present



cleaning agents will contribute immensely to accomplishing this goal. Our range of environmentally friendly cleaning products will make a difference by contributing to a more sustainable world. They are manufactured using recycled materials and food waste materials.



Primary and Secondary Research undertaken.

Our market research consisted of primary research and secondary research. Our secondary research was completed on the internet. Sources we had researched¹ stated that normal cleaning products are in fact toxic to the environment and can cause harm to human health, for example, it can harm your eyes, throat, and stomach. It also can be a factor in causing kidney injury and blood clots. According to the EPA certain ingredients in traditional household cleaners can be hazardous to aquatic species. Chemicals such as *Alkylphenol ethoxylates* can be found in many of the household cleaning products currently on the market, which can be harmful to both humans and wildlife.

For our primary research we conducted a survey to over 250 potential customers. We positioned ourselves outside *Total Cleaning Supplies Kerry* in Tralee as we felt that this would be our target market. After analysing our results, we discovered that 83% of the people would be happy to purchase our products.

Our competitors are companies that sell cleaning products, like CIF and Mr. Muscle. They have natural cleaners available, but they do not use food waste.

We contacted Doctor Colum Gibson, the senior advisor for the environment in MTU in Cork. He thought that it was a great idea and he directed us to the correct natural, eco-friendly raw materials to use. As well as that, we had a meeting with James Greaney, entrepreneur and owner of Skyscraper, a business that sells sustainable products. After a few months of trials, the correct recipe for the product was developed.

Product Trials/test sampling

After a prototype was developed, our product trials commenced. The product was distributed to 150 people representing our target market. This sample group consisted of allergy sufferers, green consumers, and the public. Each of these sample groups

¹ *Sources of research include: www.bbcsciencefocus.com, www.ncbi.nlm.nih.gov, www.epa.ie, www.medicalnewstoday.com, www.tiny-waste.com, www.statistica.com, www.greenmatch.co.uk, www.irishstatute.ie, www.gov.ie, www.keygreen.ie, www.mywaste.ie

were identified after completion of a product trial survey. Following analysis of this data, results were used to update and modify the product as necessary.

Production and Operations

We have a range of cleaning products that are natural and environmentally friendly. These products are aimed at homeowners (including allergy sufferers) and businesses. Our products consist of recycled materials and food waste. That is one of our unique selling points.



Everything is focused on sustainability - the packaging and recycled ingredients. Our focus is to move from a linear economy to a circular economy. We do not want a world where materials produced by the earth are only used once. The bottles used for packaging are made from recycled plastic and are compostable, therefore, adding to the sustainability of our products. Our other unique selling points include being biodegradable, not tested on animals, vegan and compostable. In addition to this, we are trying to promote the participation of teenagers in household

chores. As a result of this, another one of our business' aims is to have more teenagers cleaning at home.

Our window cleaner leaves windows streak free. It is 100% natural and is made using food waste.

According to the Environmental Protection Agency, reducing your food waste is one of the most effective actions you can take to help fight climate change. Our production consists of ingredients from our own homes (food waste) leaving them to ferment for two weeks in recycled jars. The jars were collected from students initially, but we are now in contact with the Dingle Skellig Hotel.

We also offer a multi-purpose cleaner, and we are working on another cleaner that will clean your drains.



Sustainability

The foundation of our company is built on sustainability. According to research undertaken by the Global Research Intellectual Consultancy Firm, the period from 2023 to 2030 will witness a profound change towards sustainability and environmental consciousness. Glan go Glas intend to contribute to this change by offering eco-friendly solutions that promote sustainable practice across all industries. There is a growing demand for responsible and ethical solutions, creating lucrative opportunities for our company.



We want a product that is going to help the environment unlike many of our direct competitors. According to research outlined above on page 4, harmful chemicals are often found in window cleaning products that can harm our marine life, pollute the air, and can even affect our health. Small intakes of traditional window cleaner can cause mouth and throat irritation, stomach pains and vomiting. Contact with skin can cause redness and skin irritation. Mist in the air from the spray can cause eye, throat, and nose irritation.

We are always challenging ourselves to make our product better and we are hoping to have our packaging 100% hemp by the end of two years, we are currently in talks with a supplier.

Marketing Strategy

To make our marketing plan, we had to analyse our company to find our strengths, weaknesses, opportunities, and threats. With this information, we were able to create a marketing strategy.

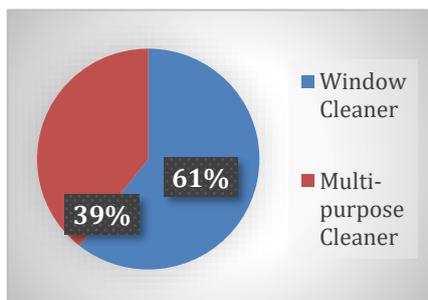
Strengths <ul style="list-style-type: none">- We are all very motivated young people who have had academic and sporting success.- Low cost of production- Eco-Friendly	Weaknesses <ul style="list-style-type: none">- Environmentally friendly packaging-Lack of experience of selling products
Opportunities <ul style="list-style-type: none">- A global market to break into.- Unique products without much competition	Threats <ul style="list-style-type: none">-Creating a global name for the product compared to traditional products such as 'Mr. Muscle'.

- Product = Window cleaner and multi-purpose cleaner to begin our product range.
- Price = Following research, the company decided to use psychological pricing to help gain market share. Price of our window cleaner is €7.99 and the multi-purpose cleaner is €6.50.
- Place = The product is mainly sold online on either our social media platforms or website, in which customers can contact us and we will arrange the payment and delivery. The products are also on sale in local shops and retail outlets in the local area and in the province of Munster. Our school has taken out a yearly contract for our window cleaner. We have also received inquiries from some local B&Bs and pubs. This demonstrates that our product has significant potential.
- Promotion= We advertised the cleaners in many ways, especially using social media, Instagram, Facebook and our website. We can also be contacted through email at glangoglas@gmail.com. We have also placed advert in local newspapers and magazines. We have done interviews on the local radio and national TV.

Logo: Our business helps to make our product range instantly recognisable; The colour blue in the logo symbolises the purity, cleanliness and freshness that comes from using our products. The green recognizes that our products are all eco-friendly, and it's also included the name of our company. The image of the various fruits represents that we are using all natural ingredients in our products.

Analysis of Financials

To start up the business, we decided to invest €20 each as capital, and as well as that we sold Christmas logs, handmade flowers with chocolates and hot chocolate, at our school's Christmas market. We made €450 profit from this sale, and we invested it back into the company. We kindly received €250 in grant aid from Tobar Dhuibhne, a local cultural government organisation. This group were highly impressed with our environmental and cultural preservation products.



To date, we have sold 302 window cleaners and 171 multi-purpose cleaners. In April, we have entered a contract with Total Cleaning Supplies who are taking 50 of both cleaning products monthly, to begin with. The window cleaner is sold to this retailer for €5.61 and the multi-purpose cleaner is sold for €4.50. Even though this is cutting our profit margins it is a guaranteed market for our products.

Business Accounts

Cashflow forecast

Final Accounts

	Dec	Jan	Feb	Mar	April	May			
							Sales		3086.48
Cash on hand	0	476.10	579.95	807.02	1063.43	1391.21	Cost of Sales		
Capital (Christmas market included)	570	0	0	0	0	0	Opening Stock	0	
							Purchases	1517.72	
Grant Sales						250	Cost of goods available		
Window	0	279.65	431.46	375.53	568.14	520.20	Less closing stock	0	
Multi-purpose	0	0	65	162.50	329.00	355.00	Cost of sales		1517.72
Total Income							Gross Profit		1568.76
	570	755.75	1076.41	1345.05	1960.57	2516.41	Less Expenses		
Expenditure							Pay	400.05	
Pay	88.90	44.45	44.45	44.45	88.90	88.90	Miscellaneous	280.00	680.05
Purchases	-	126.35	219.94	232.17	475.46	463.80	Net Profit		888.71
Miscellaneous	5	5	5	5	5	255	Balance Sheet		
Total Expenditure	93.90	175.80	269.39	281.62	569.36	557.70	Fixed Assets		0
Surplus	476.10	579.95	807.02	1063.43	1391.21	1708.71	Current Assets		
							Bank	1708.71	
							Less Current Liabilities	0	
							Total Net Assets		1708.71
							Financed By:		
							Capital/Grant	820	
							Retained Earnings	888.71	
							Capital Employed		1708.71

Analysis of Overall Business Performance and Profitability

To date, the business has earned a net profit of €888.71, having sold 302 window cleaners and 171 all-purpose cleaners. The business has only been established since October 2023 and is only in the growth stage of the product life cycle.

Our sales and profits to date highlights how successful and profitable our business is going to be. In two years, after outsourcing manufacturing to James Greaney, owner of Sky Skraper, we will reap benefits of economies of scale as we increase our manufacturing ability.

At present, *Glan go Glas* is planning to extend its product range to incorporate other products, starting with a drain cleaner. This product is in the trial stage with samples given out to our target market.

In addition, we are adding cleaning cloths with our logos to our product range. These cloths are made from hemp. According to NCBI, hemp requires less pesticides or water in cultivation compared to cotton. This short review investigates hemp's sustainability as a plant and has deemed it as an environmentally friendly and sustainable product.



The Future

From the perspective of growth and development of our cleaning products, we are exploring the creation and development of an innovative new product range over the next five years.

We are broadening the areas where the cleaners can be purchased. Recently we have created a website for the cleaners, and we have received orders. We are talking to retail outlets as well, such as 'Woodies,' 'Homestore' and 'Lidl's', and have expressed a keen interest in selling our cleaning products in their shops. Within two years we are outsourcing the manufacturing of our product range to a local sustainable company with international contacts. He has agreed to produce our range of products and will use hemp packaging.

Our product is a scalable product with an international customer base. Within five years we have plans to develop our business further using a franchise model of growth. This will allow our business to compete on the global market.

We are excited to see where our business goes in the future.

"Ag caomhnú an domhain, sprae amháin ag an am." - "A sustainable shine every time".

Go raibh míle maith agaibh!

