

# The Clean Team, Inc. “Your Office or Home is Our Office or Home!”

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**Scenario:** You are the new Director of Marketing for a new franchise located in Chambersburg, PA – **The Clean Team, Inc.** **The Clean Team, Inc.** specializes in residential and commercial cleaning services with a special emphasis on using only environmentally-approved cleaning products and equipment along with a firm commitment to our customers that “Your Office or Home is Our Office or Home!” The franchise is well-financed through the first 12-18 months in order to allow us to develop business and cash flow. The franchise leadership team is experienced and they have been profitably successful with other franchise projects. Our teams of professionals will be all certified and all will have attended The Clean Team University. Our teams are organized in commercial and residential specialty teams. For example, our residential cleaning teams rally around the “**The Residential Clean Team Mission**” – *From the kitchen to the bed room, to cleaning your pet areas, The Clean Team will allow you more free time to do other things and schedule your time with your friends and family!*

Currently, The Clean Team’s main competition is from 3 companies:

- **The Merry Maids** – [www.merrymaids.com](http://www.merrymaids.com)
- **The Maid Brigade** – [www.maids.com/service](http://www.maids.com/service)
- **The Cleaning Authority** – [www.thecleaningauthority.com](http://www.thecleaningauthority.com)

*The Clean Team is “the new kid in the region” and your business development team is behind schedule; and to date, all your personnel were unable to complete training due to a family-emergency of one of the certified instructors. Training is now scheduled to be completed by the end of October 2015. The*

owner of the franchise has tasked your Marketing team to put together a draft concept for a "product market strategy" that positions *The Clean Team* to be the south central PA regions #1 residential and commercial cleaning service within the next 24-36 months! He wants a professional presentation within the next 7 business days. The franchise leadership team specifically tasks your team to focus on the following areas:

- ✓ 1. **Develop a marketing strategy** for *The Clean Team* that allows our franchise to gain and sustain a competitive advantage in the marketplace. Additionally, **your strategy needs to address how the franchise will segment, target and position *The Clean Team* in the target market. Your team's analysis should also include a detailed SWOT profile.** (20 pts.)

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- ✓ 2. In particular, the franchise leadership team is concerned about the "attractiveness" of the market and **what factors your marketing team will use to evaluate and determine if the market is viable?** (10 pts.)

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- ✓ 3. **The franchise leadership team wants your team to develop a "Social Media Campaign" for each of *The Clean Team's* business sectors and identify what key elements need to be part of the social media rollout?** (10 pts.)

- ✓ 4. Identify the steps of the **"Consumer Buying Process"** and discuss the specific **factors that may affect the "Consumer Buying Decision"** that would impact the consumer's selection of *The Clean Team* over our competition. (10 pts.)