

Your First 30 Days

A practical checklist for Botswana home and small-office cleaning startups.

WEEK 1 / LEARN

- ☐ Choose a realistic neighbourhood or service radius
- ☐ Find out who provides cleaning services nearby
- ☐ Interview at least 15 target customers
- ☐ Identify one clearly defined customer segment
- ☐ Summarise unmet needs and what people may pay

WEEK 2 / DESIGN & PRICE

- ☐ Define standard and deep cleaning service packages
- ☐ List every job cost, including your own labour
- ☐ Get real supplier quotations for tools and PPE
- ☐ Estimate travel times and cancellation rules
- ☐ Set prices that cover costs and allow a margin

WEEK 3 / GET READY

- ☐ Confirm CIPA, council and business authorisation steps
- ☐ Check tax, employer, safety and insurance obligations
- ☐ Prepare written quotes and a service agreement
- ☐ Prepare cleaning, safety and quality checklists
- ☐ Set up WhatsApp Business and a simple accounting system

WEEK 4 / LAUNCH & IMPROVE

- ☐ Contact initial prospects and issue written quotations
- ☐ Accept work only when equipped and authorised
- ☐ Deliver your first jobs consistently and safely
- ☐ Ask for feedback and obtain consent for testimonials
- ☐ Offer recurring appointments and review true job margins

Progress is not only tasks completed - it is customers who value the service and will pay again.