



# SUPERIOR COMMERCIAL CLEANING & MAINTENANCE INC

## FIVE YEAR GOAL FOR OUR BUSINESS

Our five year goals for our business is to improve on the efficiency of daily operations at our business, ensure that we will have future growth of our business. We also want to make sure we can find a better way of finding new sub-contractors. We also want to have a better marketing strategy to get the word out about our business.

## CONTACT

704-239-4270  
angelwings@carolina.rr.com

## MARKETING NEEDS

- Attracting employees
- Reaching customers
- Website (creating or improving)
- Print Media (creating & distributing)
- Visual media (commercial or video ad)
- Loyalty initiatives
- Community outreach
- New logo
- Social media (Twitter, Instagram, Facebook, etc.)

## COMMUNICATION METHODS

Superior Commercial Cleaning & Maintenance would prefer students to communicate with them via phone call.

## MEETING

Students will be able to meet this business on Monday, February 10 from 9:45-10:35 AM. Students will be allowed to meet with this business 3 times during this PBL.

## BUSINESS DESCRIPTION

We are a commercial cleaning company that provides commercial cleaning, carpet cleaning, and window cleaning. We are located in Salisbury and provide services in Salisbury and surrounding counties. We are currently on Facebook and Google and we are working on a website.