Strategy Proposal

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Dahlia
Green Cleaning Services
Outline

Research
Strategy
Business Practices
Implementations
Questions
Research
Process

**Primary**
- Interviews with Dahlia
- Interviews with target market members
- Survey: 43 respondents in key Austin areas

**Secondary**
- Cleaning Industry
- Co-ops in Austin
- Green Products
- Population Stats
- Nielsen Targeting
Target Market Profiles

Elizabeth

Edward
**Turning Insights into Strategy**

- Ancillary benefits are important
- People in Austin are aware of co-ops and have a positive affect towards them
- 50% of people would switch to a green cleaning co-op
- Word of mouth is still most significant
- The greatest factors in choosing a cleaning service are both quality and price
Strategy

Better Customers,
Not Necessarily More Customers
Business Considerations
Using green products also provides additional benefits:

- Pet-safe
- Child-safe
- No VOCs or other harsh chemicals
- Improve the air-quality of your home
- No harsh lingering odors or chemical residue, which can aggravate asthma and allergy symptoms

We use brands you know and trust, such as Method, Meyers, Murphy’s and more.
The greatest factors in choosing a cleaning service are both quality and price. Being organized increases the perceived quality of the service, even without improving the cleaning directly.
Dahlia Phone Interaction Survey

Hello and thank you for calling Dahlia green cleaning services. This is Cyndi how may I help you?

What is your Name
first and last

What is the approximate square footage of your home?
Ask for the number of bedrooms and bathrooms if they don’t know.

What is your home address?
1111 Main St. Austin TX 78701

What day and time is convenient for you to have a service provider come to your home?
Allow for a window of time. MM/DD/YYYY, 00:00-00:00 am/pm

What is the best phone number to contact you?
XXX-XXX-XXXX

What is your email address?
We use this to send you a confirmation with your appointment time and information about your service provider. NOT for spam emails.

How did you hear about Dahlia Green Cleaning Services?
Don’t read them the options, just check the one they say. If other, type out their answer in the text box.
- Referral from a friend
- Referral from a neighbor
- Referral from family member
- Yelp
- Care.com
- Facebook
- Telemundo ad
- Poster at Wheatsville Co-op
- Other:

Do you mind telling us who referred you so we can offer them a discount on future cleanings?
Leave blank if they were not referred.
Dahlia Green Cleaning

In order to improve our services and meet your cleaning needs, we'd like to receive your feedback. Please complete the form below so we can keep providing quality green cleaning and grow our business to provide more dignified cleaning jobs at Dahlia. The responses to this survey will be anonymous.

How did we do?
Tell us about your overall experience. What stood out to you? What could be improved?

What matters most to you in a cleaning service?
Select the most important aspect when choosing a cleaning service.
- The use of green products.
- Personal interaction with my service provider.
- The quality of the cleaning.
- Price
- Availability
- Supporting a local / co-op business.
- Other: ________________

How did you hear about us?
- Referral
- TV
- Radio
- Facebook
- Yelp
- Care.com
- Advertisement at Wheatsville Co-op
- Other: ________________

If you answered referral, please tell us who to thank.

Have you ever used a cleaning service before?
- Yes
- No

Would you use Dahlia Green Cleaning Services again?
If not, please let us know how we could improve our services.


Updated Email Signature

Cyndi Jimenez
Co-Owner

Dahlia
Green Cleaning Services

512.786.4249
Dahlia.coop

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Like us on Facebook
Find us on Yelp
## Social Media Schedule

<table>
<thead>
<tr>
<th>Week A</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Update announcement section with promotion or seasonal message</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>Reminder to schedule appointments</td>
<td></td>
<td>Link to Yelp page or Care.com profile</td>
<td></td>
<td>Photo of members in action</td>
</tr>
<tr>
<td>Email</td>
<td></td>
<td>Send catch up email to previous clients</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yelp</td>
<td></td>
<td></td>
<td>Respond to any new reviews</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Care.com</td>
<td></td>
<td>Look through new business listings</td>
<td></td>
<td>Respond to any new reviews</td>
<td></td>
</tr>
</tbody>
</table>
Analytics
Yelp Review Responses

Thank you for your review. We’re very sorry about your experience—it certainly sounds very frustrating! We’re building our company and hiring new worker-owners and will emphasize timeliness in the future. If you have any other comments or concerns, please call me, Cyndi, directly at (512) 786-4249. Have a great day!

I booked cleaning service with Dahlia Green because I really liked their website and what they stand for, plus they had excellent reviews. We made an appointment, and let them know we wanted to be at the apartment to meet them, but then needed to leave. We confirmed the appointment time again the morning of, but when the time came they didn’t show up. After waiting an hour and a half past the appointment time, we called and left a message for them not to bother coming. Half an hour later (two hours after the scheduled time), we got a call that they were at the building needing to be let up. Out downtown apartment complex requires id before letting anyone in the building and apparently none of the staff that came had any form of id. We were already gone, and since I can’t judge the quality of cleaning, I’m leaving 3-stars. Maybe they are fantastic at what they do, but service is lacking - I expect to at least they are running late. They offered to decided to try another service rather more time.

S. G.
Austin, TX
0 friends
3 reviews
## Wholesale

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Product</th>
<th>Size (fl. oz.)</th>
<th>Price per unit</th>
<th>Price per fl. oz.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Method</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lowe's</td>
<td>Method All Purpose Cleaning Spray, Lavender</td>
<td>28</td>
<td>$2.98</td>
<td>$0.11</td>
</tr>
<tr>
<td>Home Depot</td>
<td>Method All Purpose Cleaning Spray, Lavender</td>
<td>28</td>
<td>$2.99</td>
<td>$0.11</td>
</tr>
<tr>
<td><strong>Mrs. Meyer’s Clean Day</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Brand Website</td>
<td>All Purpose Cleaner</td>
<td>32</td>
<td>$7.99</td>
<td>$0.24</td>
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<tr>
<td><strong>Bona Floor Cleaning</strong></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Lowe’s</td>
<td>Bona Hardwood Floor Cleaner</td>
<td>128</td>
<td>$16.98</td>
<td>$0.13</td>
</tr>
<tr>
<td>Home Depot</td>
<td>Bona Hardwood Floor Cleaner</td>
<td>128</td>
<td>$16.97</td>
<td>$0.13</td>
</tr>
<tr>
<td>Company Website</td>
<td>Free &amp; Simple Hardwood Floor Cleaner</td>
<td>160</td>
<td>$21.99</td>
<td>$0.13</td>
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<tr>
<td><strong>Murphy’s Oil Soap</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lowe’s</td>
<td>Murphy Oil Soap Original Wood Cleaner</td>
<td>128</td>
<td>$13.98</td>
<td>$0.11</td>
</tr>
</tbody>
</table>
Advertising Implementations
Dishwasher Magnet

- 50% of people would switch to a green cleaning coop
- We need to remind them that Dahlia is the right choice
In-Home Referral Card

Refer A Friend
And You’ll Both Get
$15 OFF
Your Next Appointment

Tell us who to thank:

Dahlia
Green Cleaning Services
(512) 786-4249

(512) 786-4249

Tell us who to thank:
Thank You Cards

Cleaning for your health and the health of the community!

We truly appreciate your business, and we're grateful for the trust you've placed in us.

Please don't hesitate call if ever a problem should arise. We hope to have the pleasure of doing business with you for many cleanings to come!

Sincerely,

Brenda, Cyndi, Eva, Maria
Dahlia Worker-Owners

512-786-4249
contact@dahlia.coop.com
www.dahlia.coop

Dahlia
Green Cleaning Services

Elizabeth,
Thank you for welcoming us into your home. Your dog, Molly, is so sweet and cute!

Sincerely,
Cyndi
To-Do List Notepad
Open the Door to a Greener, Cleaner Home.

We’re Dahlia Green Cleaning Services, a worker-owned cooperative housecleaning service from Austin. We provide a thorough cleaning for everything from the kitchen to the front door.

- Worker Owned and Operated
- Child- and Pet-Friendly
- No Harsh Chemicals
- Committed to Quality
- Easy on the Environment

For pricing and a full list of services, please visit www.dahlia.coop or call (512) 786-4249!

Top Hat
Green Cleaning Services

We can create word of mouth by targeting neighbors in a non-invasive way.
Co-op Mini-Flier

A co-op for greener, cleaner Austin homes.

- Worker Owned and Operated
- Committed to Quality
- No Harsh Chemicals
- Child- and Pet-Friendly
- Special Services Available

For pricing and services, please visit www.dahlia.coop or call (512) 786-4249!
Thank You!
Questions?