

MOMO ENTERPRISES

Business Plan: Specialized Bin Sanitization Services
Market: Moncton, New Brunswick, Canada

Executive Summary

Momo Enterprises is a specialized service provider focused on high-pressure, eco-friendly garbage bin sanitization for residential and commercial clients in the Greater Moncton Area (Moncton, Dieppe, Riverview). Our mission is to address the hygiene gaps inherent in the three-stream waste management system by eliminating bacteria, odors, and pests through professional-grade mobile equipment.

1. Market Analysis (Moncton, NB)

The Southeast Regional Service Commission operates a mandatory three-stream waste system (Green, Blue, and Clear/Black). The Green (Organics) bin represents a significant recurring pain point for homeowners due to New Brunswick’s high humidity, which facilitates rapid bacterial growth and maggot infestations during the summer months.

- **Target Demographics:** Single-family homeowners, multi-unit property managers, and food-service establishments in the Moncton core.
- **The Gap:** While waste collection is frequent, sanitization is left to the consumer. Traditional garden hose cleaning is ineffective and results in hazardous runoff.

2. Service Offerings & Pricing Structure

Service Tier	Description	Estimated Price (CAD)
Single Visit	Deep sanitize of 2–3 bins (Post-collection)	\$75.00
Seasonal Subscription	6 Cleanings (Bi-monthly May–Oct)	\$240.00 / Season

Service Tier	Description	Estimated Price (CAD)
Monthly Pro	1 Cleaning per month for all bins	\$45.00 / Month
Commercial	On-site dumpster and toter sanitization	Quote Basis

3. Operational & Regulatory Strategy

Equipment & Compliance

- **Wastewater Recovery:** Utilization of custom-built trailers with self-contained wastewater recovery to comply with the City of Moncton Clean Water by-laws.
- **Route Optimization:** Integration of GPS routing software (e.g., Jobber) to align service schedules with municipal waste collection routes.
- **Licensing:** Application for a Mobile Trader Permit through the City of Moncton and Dieppe to operate legally in residential zones.

4. Marketing & Growth Path

- **Hyper-Local SEO:** Target keywords specifically for Moncton, Dieppe, and Riverview.
- **Direct Response:** Neighborhood-specific door hangers delivered 24 hours prior to municipal collection days.
- **Referral Incentives:** Group discounts for "Full Street" sign-ups to maximize logistical efficiency and profitability per route.

Keywords: Moncton Business, Garbage Bin Cleaning, Waste Management NB, Eco-friendly Sanitization, Mobile Pressure Washing, Entrepreneurship Canada.

AI Disclosure: Generated by Gemini 1.5 Pro. Verification State: Operational strategy based on 2026 municipal by-law data and industry standard benchmarks.

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