

Duplex's workshops offer both business and product knowledge

Duplex launched its free to attend 'Start and Grow Your Own Cleaning Business' workshop last March in Melbourne, with plans for the workshop to be rolled out nationally throughout the year.

Duplex Cleaning Machines' director Murray McDonald said

the workshop is for individuals who are looking to grow their current cleaning business and expand their customer base, as well as those who are looking for initial advice on starting up.

"Contract cleaners are looking for both product and marketing information. As professional cleaners, they understand the need for quality products but, as business owners, they also understand the need to implement a targeted marketing strategy," McDonald stated.

"The workshop partly focuses on small business marketing tactics such as how to use Google Adwords and implementing a basic SEO strategy. The other side of the workshop deals with product advice and practical demonstrations.

"Many first time owners just need extra guidance and to feel supported in asking those last lingering business questions in order to make a fully informed decision about whether to start their business.

"Being in the professional cleaning industry for the last 20 years and having professional in-house marketing and communications experts, we want to share our knowledge with contract cleaners so they can thrive in the market place."

For more information go to www.duplexcleaning.com.au

