



Co-funded by
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Cleaning company in Sweden

Shaquille Showe Sweden



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"SkillsXcellerate: Empowering youth on their path to independence through entrepreneurship"
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SkillsXcellerate



HOW AND WHEN SHAQUILLE STARTED HIS BUSINESS

Before Shaquille started his business Scandiclean he used to work at a Warehouse. Even though he did not have any previous experiences, hobbies, or interests related to the cleaning business, he decided to use his savings to start exactly that, a cleaning business.

“I wasn’t that interested in just having a regular job like everybody. I’ve been thinking outside the box since I was a kid. I also want to start several companies to give young people from my neighborhood a chance”, he says.

Shaquille saw that the cleaning business was good in Malmö but missed the personal touch. That is why the idea came up to build something different and work a lot with trust against customers. His company started up with private customers and now the company has several companies that hire them for cleaning.

He says that before expanding a business, it's essential to gain knowledge in areas such as market research, financial management, and strategic planning. The knowledge can be acquired through various channels, including online courses, workshops, industry conferences, and networking events.

He says that the beginnings were very difficult and stressful, with many challenges. He even thought about quitting many times, but he persevered and worked on himself and his mental health. For the first 8 months, not much happened and he was very scared.

HOW SHAQUILLE DEVELOPED HIS BUSINESS

Shaquille explains that he started knocking on doors and spoke to people to spread the word about his company. He knocked on homes, offices and other buildings that he thought might want his service. In the beginning, he worked solo but later hired a small team. With a bigger team, he can expand his reach and can deal with larger projects.

He says they are a cleaning company, which is a bit different because they also provide their customers with instructions and information on how to keep clean through various measures.

The support that was needed for Shaquille to start his business was both motivational and financial. When asked which skills he developed during the start-up of the business he answered: leadership skills, communication skills, time management, customer service skills, and adaptability.

He says: "I've learned to adapt to changing circumstances, whether it's evolving industry trends, new technologies, or unexpected challenges, demonstrating resilience and flexibility in navigating various situations effectively."

Opening Shaquille's business required a combination of technical and professional expertise and entrepreneurial spirit. The essential skills required for this business include knowledge of cleaning techniques, good organisational skills, excellent communication, and attention to detail. For example, he has honed his organisational skills through online courses and workshops on time management.

He also highlights the importance of networking. He participates in local business associations and uses social media to engage with potential customers and shares success stories to build brand presence and attract new customers.

WHAT ARE SHAQUILLE'S PLANS FOR THE FUTURE

When asked what his plans for the next five years are, he says that his goal is to expand his company into different cities in Sweden. However, expanding a business requires various forms of support, including the most important one, financial, to cover expenses such as hiring additional staff, purchasing equipment, and investing in marketing efforts. Also, technical support is necessary to implement new systems or technologies that can improve efficiency and service quality. Another important aspect is networking, building partnerships, and accessing new markets. He also mentions the role of mentors and consultants and their advisory support that provides strategic guidance and helps to overcome the challenges associated with growth.

WHAT ARE SHAQUILLE'S SUGGESTIONS FOR YOUNG PEOPLE WILLING TO START THEIR BUSINESS

He points out that there will certainly be challenges and setbacks along the entrepreneurial journey, but that every obstacle is an opportunity to learn, adapt, and strengthen. Young entrepreneurs should remember that every successful entrepreneur starts with doubts and fears. What distinguishes successful entrepreneurs from others is the courage to take the first step, overcome doubts, and persevere with their vision.

He tells young people to believe in themselves and their ideas. They should believe that passion, creativity, and determination will carry them through the toughest of times. They should surround themselves with mentors, supporters, and like-minded people who will encourage and inspire them.

Above all, they should remember that failure is not the end it is just a step on the road to success. "So, dare to dream, take risks, and build something extraordinary. The world is waiting for your unique talents and contributions. Seize the opportunity and unleash your entrepreneurial spirit" he concludes.



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We wish good luck to **SHAQUILLE'S!**



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