

Paper Shredding Service

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We might live in the digital age but hard copy is still very much alive in businesses all over the world. Fraudsters frequently turn to corporate garbage looking for sensitive information to exploit. In this dangerous environment every document throw away in an un-shredded form poses a risk to the company and its employees. A paper shredding service offers on location shredding, this easy to run business has potential for expansion and requires little start up capital.

Before The Start-Up, Let's Not Get Ahead Of Ourselves

To effectively run a paper shredding service you'll need to have plenty of small business savvy, be able to market your services aggressively and stick to a schedule with precision.

The Start-Up

To start your mobile service you'll need a reliable vehicle, if you plan on offering paper recycling as well as shredding a pick up truck is recommended. Next you'll need an industrial paper shredder these usually cost between \$250 and \$500; great bargains are often found at liquidation sales.

Staying in touch with new and current client's essential; invest in a cell phone with excellent battery life, a car charger and hands free kit will also come in handy. You'll also need business stationary such as business cards, a letterhead and an invoice and quote template. Carry a hand written invoice book for those unexpected jobs that might pop up during the day.

Making It Work

Most services charge between \$40 and \$60 (USD) per single visit. Offer a monthly fee for companies who regularly need your services. Getting and maintaining regular clients will be the key to a regular and predictable income. Also consider expanding your business by offering a paper removal and recycling service.

Marketing

Low barriers to entry make competition in this market quite high. Market your services in the Yellow Pages, local classifieds and business publications. Consider developing a small website with security tips and a list of the areas you service. Register your website with local directories such as Google Local if you live in the U.S.

Marketing to companies who already do shredding themselves or employ another service will be relatively easy. Marketing to companies who do no shredding at all will be much harder. You will need to educate these companies as to why they need to shred documents in the first place. Only once a company realizes the risk of fraud and the need for shredding can you attempt to market your services to them.

Develop a small informational booklet on fraud and the need for shredding which you can hand out to just such companies.

Don't Forget

Transport costs increase the further you travel from your home. Market your services most aggressively to businesses in the local vicinity. Having most of your clientele close to home will decrease transport costs and make a big difference to your bottom line.