# A CONCEPTUAL BARBER-GERAK BUSINESS MODEL: BUILD-UP SKILLS AND ENHANCE JOB OPPORTUNITIES AS BARBER-PRENEURS FOR THE UNDEREMPLOYED, UNEMPLOYED, AND B40 COMMUNITY

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**ABSTRACT:** The purpose of this paper is to develop a conceptual multi-sided platform business model including an app that shows the availability of a barber service called Barber-Gerak. This platform will be created in order to address the key challenges that have been faced by various customer segments (CS) such as the difficulty in finding decent quality barbering services with reasonable prices, and the unavailability of the services needed outside of office hours. Due to this, customers usually find themselves conflicted to get certain services they want. The extreme pain faced by barbers is the difficulty to reach customers at their own home. As for the B40 community, most of them are unemployed or under-employed due to the after effect of the pandemic. The gain from this platform is to find first quality barber services in society. A user friendly digital platform needs to be developed using certain programming languages. The Sustainable Development Goals (SDG) mapped to this paper are SDG 8 which is Decent Work and Economic Growth, and SDG 1 which is No Poverty. The methodology that will be used is the Design Thinking method where it is used to define the key challenges and extreme pains, and provide a suitable solution for that challenges and problems. Hence, this paper offers a possible conceptual and sustainable solution via multi-sided platform business model and digital platform/app for the underemployed, the unemployed, and the B40 community as barber-preneurs.

**KEY WORDS:** *Online Platform, Student Services, Multi-Sided Platform, Design Thinking, Entrepreneurship, B40*

## 1. INTRODUCTION

On 18th March 2020, Malaysia enforced the Movement Control Order (Perintah Kawalan Pergerakan) in order to combat the coronavirus. Since then, Malaysia and the whole world need to adapt to the new norm during the pandemic, such as wearing masks and social distancing. Shops and mosques need to limit occupants to adhere with the new standard of procedure.

As a result, all kinds of services such as barbershops, printing and transportation are hindered. In the matter of barbershops, their business is crippled as customers are afraid to go to the barbershop (Astro Awani, 2021). Instead, the pandemic has certainly boosted the e-commerce era. Hence, barbers need to find innovative ways to reach their customers including via online. One of the ways is to market their service through digital platform and social media and come to the customer's house to offer their service.

Therefore, a common platform is needed that connects the customers with the barbers. This common or multi-sided platform (Ahmad Dahlan et al., 2021) can also connect the low-income community or the B40s and the retrenched workers to re-skilling programs by these barbers. It is aligned with SDG 8 (decent work and economic growth), and SDG 1 (reduce poverty). Barbers can offer their service through the platform to gain side incomes and customers will be able to conveniently find decent barber services with a reasonable price.

## 2. OBJECTIVES

The main objectives of this paper are:

a. To provide a platform for barbers to market and offer their service.

b. To provide a quality barber service for customers according to their budget and convenience.

c. To expand the job opportunity in the styling industry.

d. To provide reskilling and up-skilling programs for the B40 community to enhance their skills in barbering and styling services.

e. To empower skilled barbers as reputable entrepreneurs.

## 3. METHODOLOGY

The Design Thinking methodology is adapted in this paper. There are five stages in this methodology. The stages are Empathize, Define, Ideate, Prototype, and Test (Friss Dam, 2021). In the Empathize stage, the customers are approached to figure out a problem that they might be facing, conduct a literature review on related topics and benchmark similar businesses. In the Define stage, the problem is defined based on what was discussed in the previous stage. In Ideate, solutions are proposed based on the defined problem and a solution is chosen. In the Prototype stage, a prototype is designed for the solution to be tested so that a product-market fit can be achieved.

Modeling tools such as Business Model Canvas (BMC), Environmental Map (EM), Value Proposition Canvas (VPC), and Strategy Canvas are used in developing the business model and solution (Osterwalder & Pigneur, 2010). BMC is about figuring out the three key components which are key partners, key activities, value proposition, customer relationship, customer segments, key resources, channel, cost structure and revenue streams.  EM is about developing a good understanding of a business environment to help create a more competitive business model. VPC is about understanding customers' key pains and problems, and offers products or services as a solution to customers' key problems. Strategy

Canvas is a visual tool that compares the key factors between companies in the same industry to help building a competitive strategy that are relevant to the customers.

## 4. LITERATURE REVIEW

### 4.1. Impact of COVID-19 on small businesses

As the world is infected by COVID-19, people have been forced to undergo a major lockdown globally which unfortunately, causes a major problem to the country's economy especially to the developing countries like Malaysia. Many businesses suffer consequences due to this lockdown which lasted for almost 2 years. According to Sara et al. (2020), "Overall, the COVID-19 pandemic impacts on the Malaysian food industry are expected to be devastating and will affect small businesses. The unprecedented disruption has heavily affected the routine behavior and activities of Malaysians. The Malaysians avoided takeaway meals before the pandemic. After the MCO, however, spending on restaurants and takeaway meals have declined. Grocery shopping has increased approximately thrice." (p. 7-8). This shows that the effect on Malaysian business like restaurant and takeaway meals is significant. Therefore, there is a need for an action to be taken in order to make sure that these small and medium enterprises (SMEs) should not go for closure. The significance of these SMEs is large to the Malaysian economy in general. As mentioned by Fabeil et al. (2020) "Micro-enterprise constitutes almost two-third of the SMEs in Malaysia, with less than five workers and annual sales turnover of less than RM300,000." (p. 838). These portions are large and there should be an initiative to connect these businesses to their target customers with less physical contact being made, less cost to spend on and a wide spread of customers can be reached with it.

### 4.2. Industry Revolution 4.0

Industry 4.0 (IR 4.0) describes the growing trend toward automation and data exchange in technology and processes within the manufacturing industry, which includes the Internet of things (IoT) and the industrial Internet of things (IIoT) (What is Industry 4.0?..., 2022). Malaysia has been trying its best to be involved in this IR 4.0 by integrating all new technologies into the current market industries in order to meet the standard that has been set up by foreign products (Diekola & Norshahrizan, 2022). The integration of latest technology into the current industry not only could improve their marketing in terms of making their target customers wider, but also the services provided can be further improved based on the feedback and the data that have been collected from the users. During this period, it is hard for people to get a job but they have the skills needed that other customers are seeking. Therefore an integration of an app where these people can be connected with each other is needed. It could create an industry where the services can be delivered directly to the customers' home, without the need for customers to go out looking for it. By using the real time data collection, the customers can decide better which services they want to use based on the data provided to them such as how far the service is located from them, how much they have to pay for the services, and what are the services available for them (Diekola & Norshahrizan, 2022). By using this app that will be developed in the future, not only it gives a better experience to the customers in looking for services, but this could also potentially

eliminate the current competition in terms of providing and marketing their services better to their clients or customers. As mentioned by Nasreen et al. (2020), ".., people now need to continue developing and refreshing their skills and knowledge in order to keep up with constant innovations and new developments in the digital world" (p. 4). This shows that those who want to market their services better, will have to use this platform for them to widen their range of customers and keep improvising their services in order for them to be chosen by the customers.

## 4.3. Supply and Demand for Barber Services

Quoting the US Bureau and Labor Statistics from their website, "Overall the employment of barbers, hairstylists, and cosmetologists is projected to grow 19 percent from 2020 to 2030, much faster than the average for all occupations". This shows that the demand for barber services is not declining, instead it is rising which according to them, is the result of the need to replace workers as well as those who exit the labor force such as retirement. This could be interpreted as the labor force in the barber services is not enough to tally with the request from the customers. Furthermore, in this era of endemic of COVID-19, the surviving barber shops need to look back at their revenue stream in order to recuperate the losses during the previous MCO. Quoting Muzamir (2020) from an article in New Straits Times, "Haircuts and hairdressing services are likely to cost more than before due to additional expenses incurred in implementing new Standard Operating Procedures (SOPs) ". Eventhough the price is going to be increased than before, the demand for the barber services is still there as people want to have a nice haircut, either for beauty or working environment purposes.

## 4.4. Benchmarking

The benchmarking solution process of other companies is crucial in Barber-Gerak business model in order to ensure that the solutions that will be provided by the business model and digital platform are relevant to the various identified Customer Segment (CS). Therefore, listed below are a few apps that will be used as the benchmark for the proposed app.

### 4.4.1 Kaodim Malaysia (https://www.kaodim.com/)
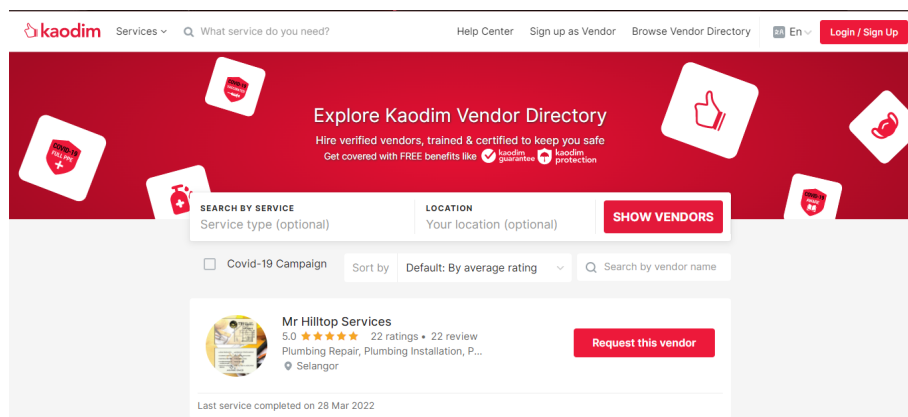


The closest benchmark to Barber-Gerak is Kaodim. Kaodim Malaysia is basically a platform where it provides multiple services related to household

whether its cleaning, repair, installation or moving services. The users are categorized into two types, which are customers and vendors, where the customers require services while the vendors are the one providing them. The customers can choose which vendor they would like to have based on the rating provided, the services that vendor provides as well as the location of the vendor, and the vendor will come to their house to provide their respective services. Both users need to have an account to register in order to use this platform so that the vendors and the customers can have access to each other's necessary data.

The value proposition the Kaodim has for their customers, specifically to those who want to use the service inside it, is that it lists out all the services in one single platform. The customers can just choose their desired services and the booking order will be sent to the vendor. Besides that, the customers can also have access to all provided methods to contact the vendor to ease the process of booking the vendor. They can also rest assured that the provided services are verified and trusted as Kaodim itself makes sure to do so by having a review section where the customers can express their feelings after they have used the vendor services. The value proposition that Kaodim provided to their vendors is the services to market their service on their platform. It also uses a generated artificial intelligence in order to find suitable customers for the respective vendor. The way Kaodim generates their revenue streams is limited only to the vendors where they charge each vendor for posting their proposals on the platform. The cost structure of Kaodim that can be seen are the maintenance cost of the platform as well as the salary for the employees. The key activity of Kaodim is to provide the desired services to customers without the need for them to go to the respective vendor shop.

### 4.4.2. barber2u (https://barber2u.com.my/)



"barber2u" is a mobile barbershop that provides a barbering service in their van. Because of that, they are not limited to one physical location. As for services, they provide home services, mobile barbershop as well as training and development.

The value proposition of barber2u is that customers are able to gain a quality barber service at their own preferred place without exposing themselves to the Covid-19 virus. It also helps the B40 community by providing re-and-upskilling to the community. They have partners such as Jay Hair Design, Andy's Salon & Academy and Meylis Hair Salon. The partners help to provide training and internship positions. Thus, it also provides value for donors as it provides a channel for salons to invest in the right community. The customer segments of barber2u are

the customers themselves, the B40 community and the sponsors. The revenue streams of barber2u are limited to the customers and sponsors from their partnership.The cost structure will include the tools for hairstyling, maintenance of the vehicle and salary for the employees. The key resources are the barbershop trucks, the skilled barbers, and the management team. The key activities will be to drive and give barbering service to customers, training and internship for the community as well as developing partners with salons.

### 4.4.3.luxurymobilebarbeshop.com(*https://luxurymobilebarbershop.com/*)

Luxury Mobile barbershop is a mobile barber located in Nashville, United States of America. They offer barbering services such as hairstyling, shaving and scalp micropigmentation at the customer's place of choice. They target high earning customers such as lawyers, professional athletes and movie stars in which they offer luxurious barber service. Their van has a lot of entertainment perks such as Netflix, full bar and free soda.

The value proposition of Luxury Mobile Barbershop is that customers are able to enjoy a luxury barber experience at their preferred place. Hence, customers do not have to hassle against traffic and parking. Instead, the barbers will come to the customers. From haircut to grooming, customers are expected to have a relaxing moment with the barber. The customer segment of the barbershop is the wealthy people. Their services are offered at a premium price up to $200 dollars per haircut. The main revenue stream is their own barber service paid by the customers while the cost structure will include vehicle maintenance, in-vehicle entertainment, alcohol and haircut tools. The key resources are the hairstylist, the barbershop trucks, and the management team. The key activities will involve securing the wealthy customers by providing a returning customer's discount. Besides that, they have to drive to the customers' location and give them a haircut experience of a lifetime.

## 5. INITIAL BIZ MODEL (BM) – USING BMC & VPC

| Key Partners | Key Activities | Value Proposition | Customer Relationship | Customer Segments |
|---|---|---|---|---|
| 1.Freelancing barber<br><br>2.Hairstylist<br><br>3.Hair academics<br><br>4.Barbers and Salons<br><br>5. Government Schools and College<br>  - GiatMARA<br>  - MySpike<br>  - Kolej Kemahiran | 1.Hire freelance barbers<br><br>2.Enhancing platform to run barber business online.<br><br>3.Maintenance and update for the app.<br><br>4.Reskilling and upskilling programmes for b40.<br><br>5.Develop partners with saloons and hair academies. | **Customers**<br>1.Customers gain trusted quality barber service based on their convenience<br><br>2.Services are offered at a flexible place, time and prices.<br><br>**Barbers**<br>1.Connected to a wider set of customers via digital platform. | 1.Customer service.<br><br>2.Customer first payment system<br><br>3.Loyalty program for long term users.<br><br>4.Discount and offers. | 1.Customers who need trusted quality barber service based on their convenience.<br><br>2.Barbers and hair stylists.<br><br>3. B40 community. To inspire them to become barber-prenuer.<br><br>4.People who want to donate and sponsor for the hair academy. To transform B40s into M40s. |
| | **Key Resources**<br>1.Mobile and web application<br><br>2. Digital infrastructure and database management<br><br>3. The staff which include three of us as software engineers and marketeers. | **Customers, Barbers, B40 and Donors**<br>4.Trusted digital platform.<br><br>**B40 community**<br>6.The community can apply for barbering skills to work and gain side incomes. | **Channel**<br>1. Website<br><br>2.Mobile application<br><br>3.Social media | |

| Cost Structure | Revenue Streams |
|---|---|
| 1. Mobile application in both IOS and Android.<br>2. Maintenance and upgrade of the application.<br>3. Salary the exclusive barber. | 1. Customer/buyer<br>2. Platform charge /subscription<br>3. Sponsorship / free<br>4. Advertisement services |

Fig. 5.1. Initial BMC of Barber-Gerak

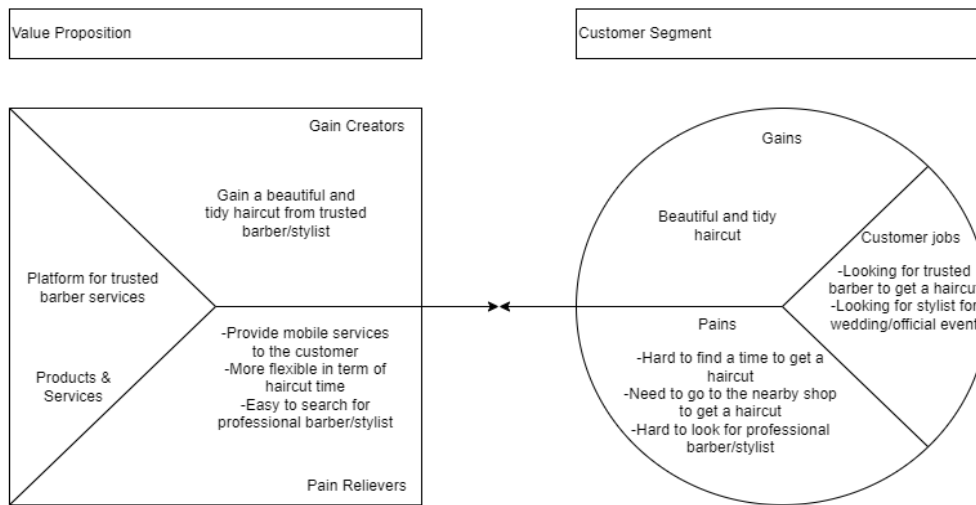## The people who need a quality haircut and help the B40 barber-preneurs business
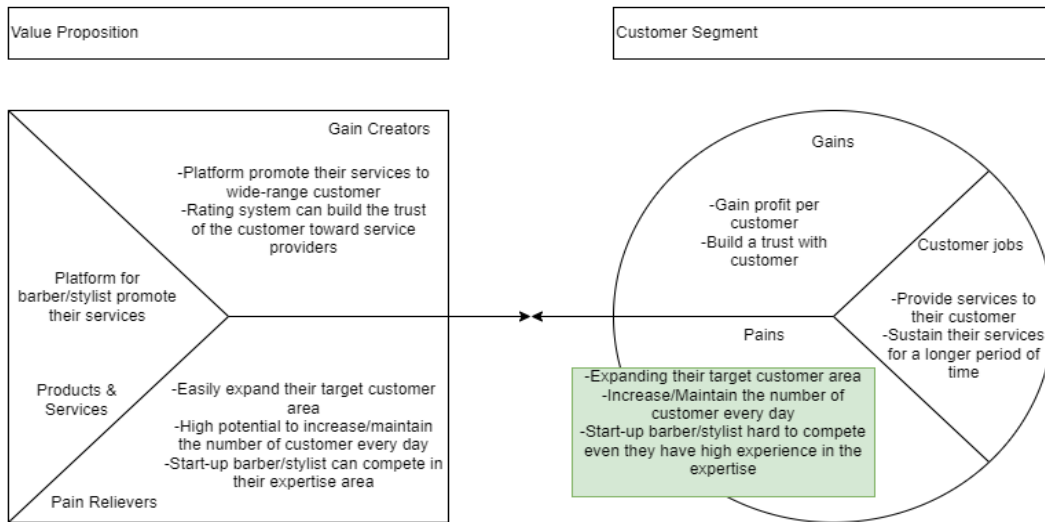


Fig. 5.2. VPC for buyers
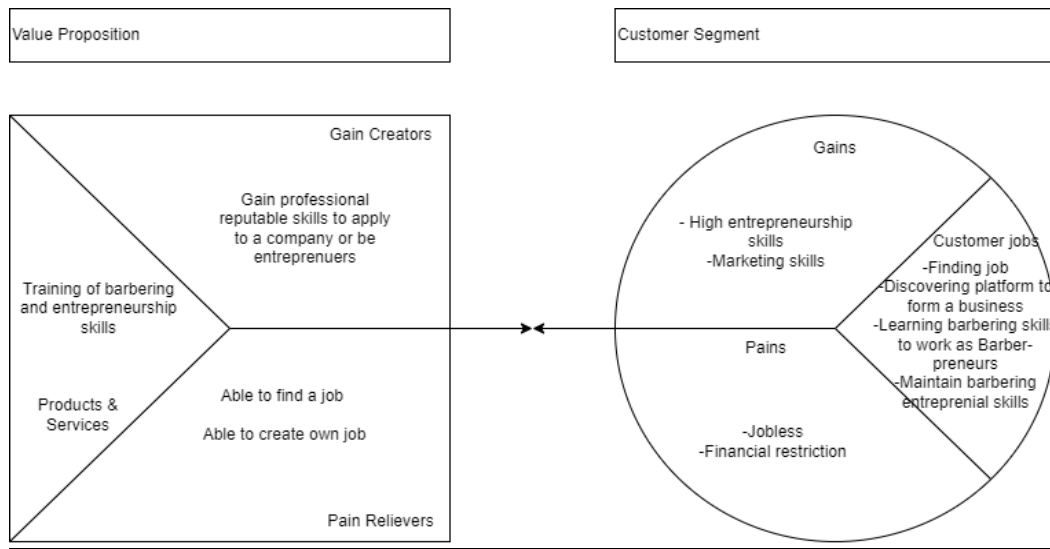
## Barber



Fig. 5.3. VPC for sellers
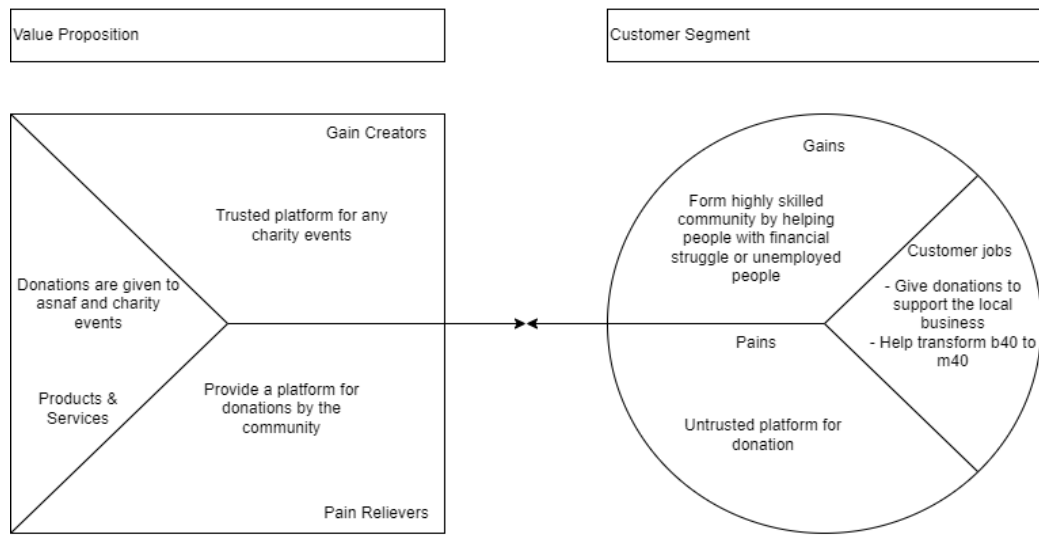
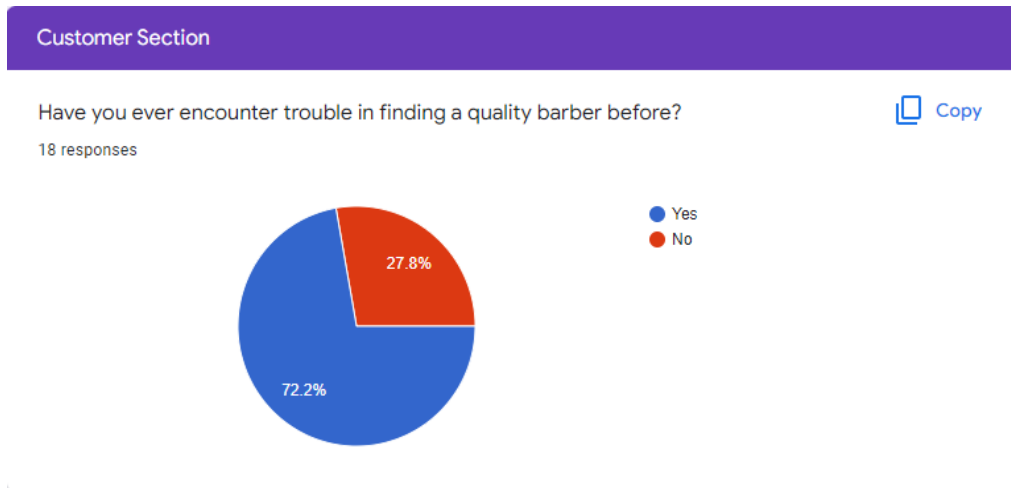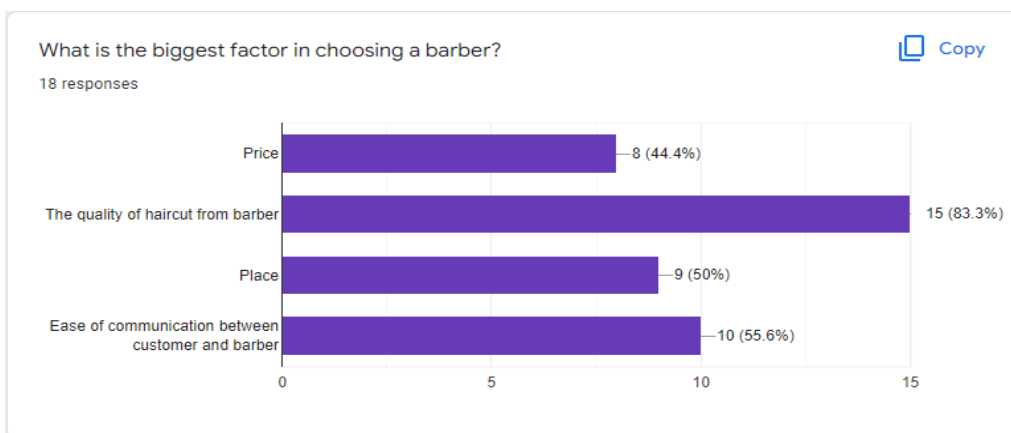## B40 community



Fig. 5.4. VPC for B40 community

## Donors



Fig. 5.5. VPC for donors
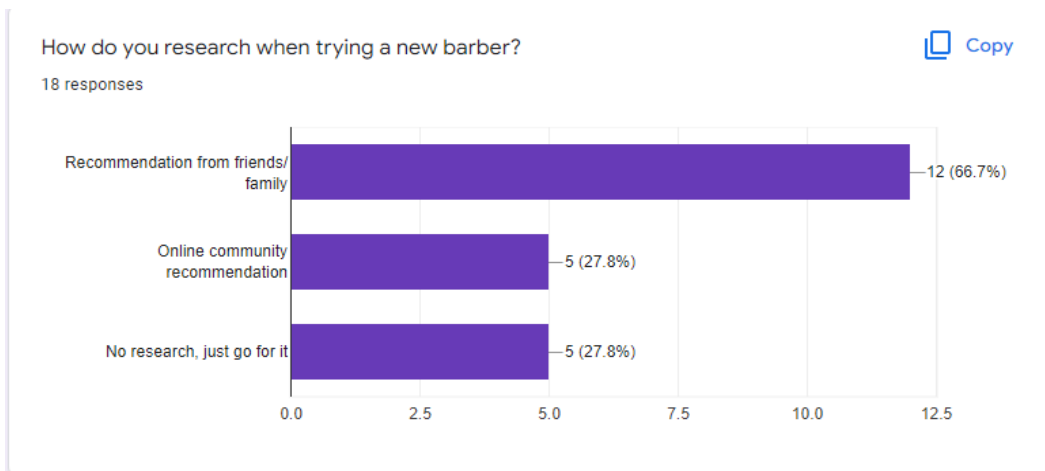
# 6. VALIDATION OF INITIAL BM & KEY FINDINGS

To validate the Barber-Gerak initial business model, an online survey through the Google Form has been carried out. There are a total of nine questions created and a total of 27 respondents responded to the survey questions. Out of 27 responses, 18 of them were under the category of customer while only 9 of them are under the category of seller or barber. The chart below shows the percentage of respondents responding to each question in the survey.
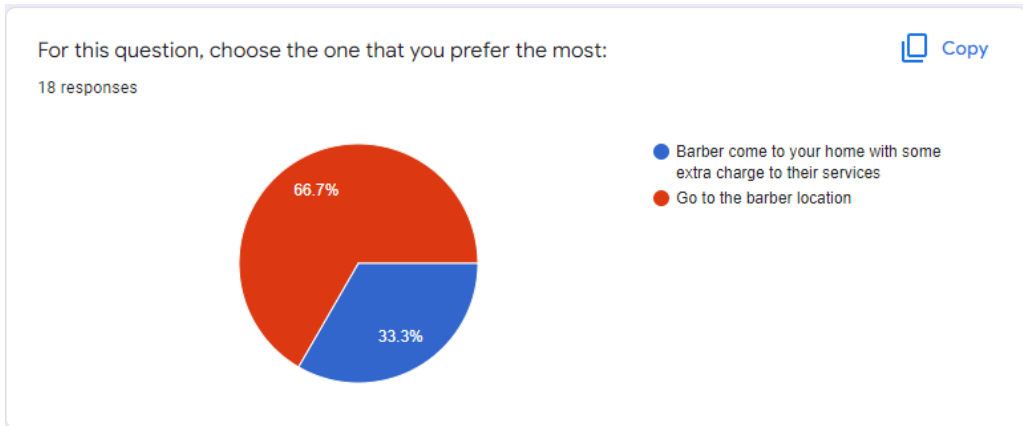
**Customer Section**

Have you ever encounter trouble in finding a quality barber before?
18 responses

Copy

- Yes
- No

27.8%

72.2%

Question 1 for the Customer Section

What is the biggest factor in choosing a barber?
18 responses

Copy

Price — 8 (44.4%)

The quality of haircut from barber — 15 (83.3%)

Place — 9 (50%)

Ease of communication between customer and barber — 10 (55.6%)

Question 2 for the Customer Section

How do you research when trying a new barber?
18 responses

Copy

Recommendation from friends/family — 12 (66.7%)

Online community recommendation — 5 (27.8%)

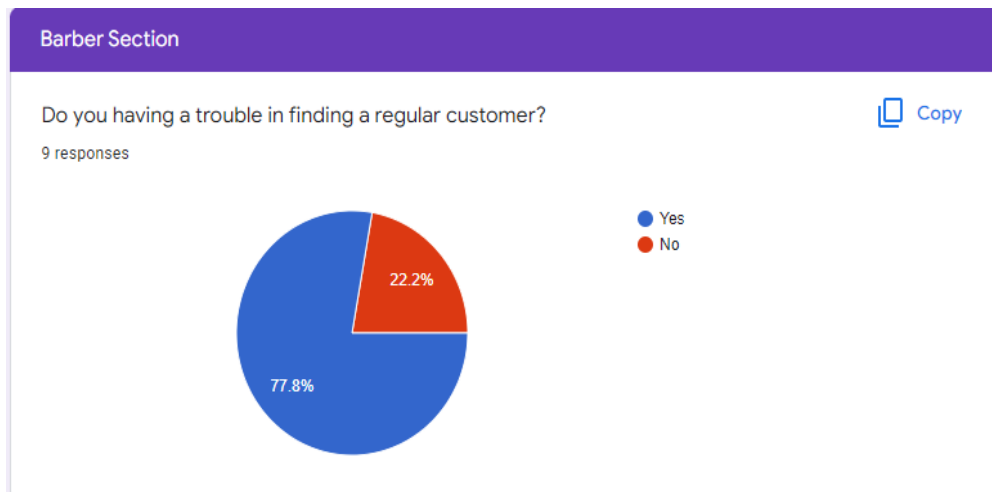No research, just go for it — 5 (27.8%)
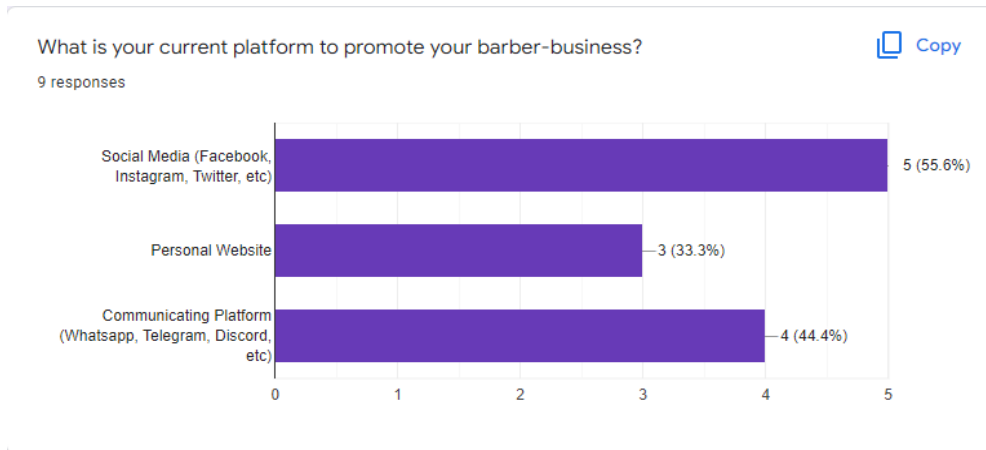
Question 3 for the Customer Section

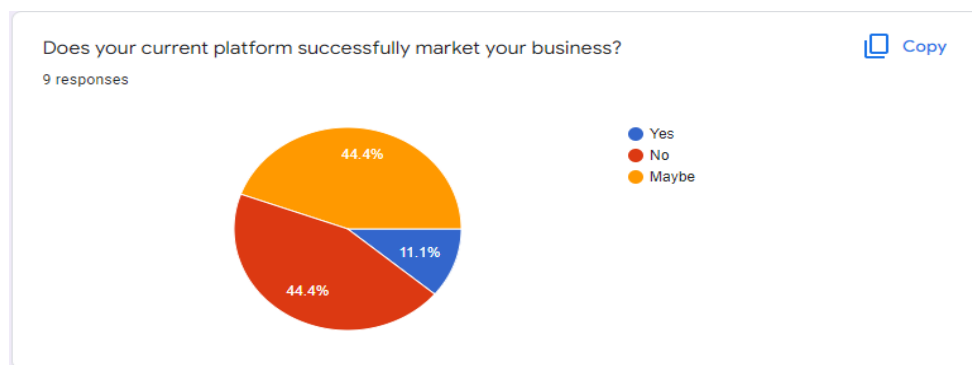Question 4 for the Customer Section



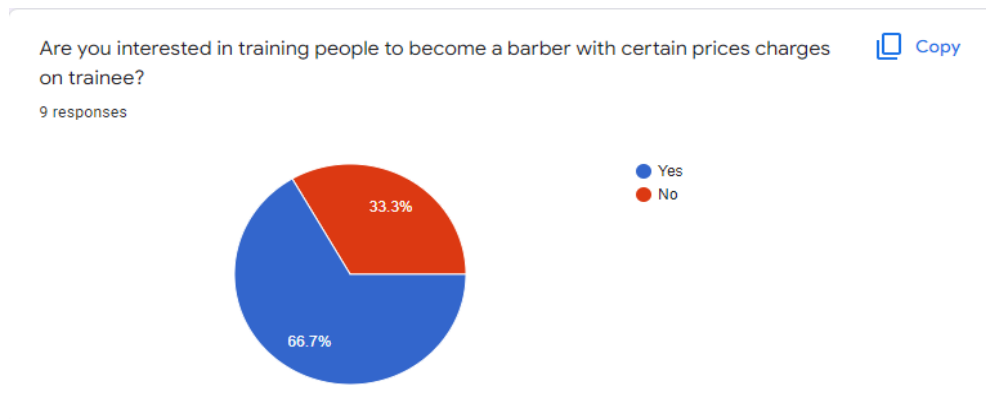Question 5 for the Customer Section



Question 1 for the Barber Section

Question 2 for the Barber Section



Question 3 for the Barber Section



Question 4 for the Barber Section

The first question asked in the customer category was if they have ever encountered any trouble when finding a quality barber previously. Based on the result of the survey, 72.2% agreed that it is hard to find a quality barber nowadays and only 27.8% disagree with the question. The second question asked to those who chose the customer category was about the factor they had in mind when choosing a barber. Based on the survey, the top three factors that the customers had in mind when choosing a barber were the quality of the barber haircut, the ease of communication between the customer and the barber, and last but not least is the location of the barber shop itself. The next question was on the research they did when they are about to try a new barber. From the result of the survey, the most

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prominent answer from the customers was that they usually have a recommendation from their family members or friends to try out the new barber in their current area. The fourth question asked in the survey has a relationship with the value proposition of Barber-Gerak model, which is about their preference, either to go to the barber location to get their haircut or to have the barber comes to their house. Two-thirds of the respondents responded that they would prefer to go to the barber itself and not the other way around and only one-third prefer the barber to come to their house. The last question for the customer category was that, if there is a way to book an appointment with their respective favorite barber, would they use that feature. 94.4% out of the respondents responded that they would prefer to book an appointment with their respective barber in order to avoid waiting in a long queue.

Next is the barber category. The first question asked to them was if it is difficult to find a regular customer every day. 77.8% out of nine respondents in the barber category responded that it is a problem to find a regular customer every day. The second question was about the platform they have used before to promote their services to the public. Social media platform comes as the first option chosen by the respondents as their main platform to promote their services followed by a communication platform and last but not least a personal website. The third question asked to the respondents in the barber category was that if they think that their current platform has successfully marketed their business. 88.9% out of them chose no and maybe as their answer while only 11.1% of them agreed that their chosen platform has successfully marketed their services. The last question asked to the barber respondents was to see if they are interested in training people to become barbers where the trainees are charged for taking the training session. Two-thirds of them agreed to train people to become a barber with some charges on the trainees. With all the questions asked in the survey, Barber-Gerak can estimate the new business model to meet the criteria and quality seeked by the customer segments based on the survey.

## 7. VALIDATED CONCEPTUAL BUSINESS MODEL

| Key Partners | Key Activities | Value Proposition | Customer Relationship | Customer Segments |
|---|---|---|---|---|
| 1.Freelancing barber<br><br>2.Hair academics<br><br>3.Barbers and Salons<br><br>4. Government Schools and College<br>- GiatMARA<br>- MySpike<br>- Kolej Kemahiran | 1.Hire exclusive barbers<br><br>2.Widens connection with freelance barbers.<br><br>3.Enhancing platform to run barber business online.<br><br>4.Develop partners with saloons and hair academies.<br><br>5.Reskilling and upskilling programmes for B40.<br><br>**Key Resources**<br>1.Website & mobile application<br><br>2. Digital infrastructure and database management<br><br>3. The staff which include three of us as software engineers and marketeers. | <u>Customers</u><br>1.Customers gain trusted quality barber service based on their convenience.<br><br>2.Services are offered at a flexible place, time and prices.<br><br><u>Barbers</u><br>1.Connected to a wider set of customers via trusted digital platform.<br><br><u>Customers, Barbers, B40 and Donors</u><br>1.Trusted digital platform.<br><br><u>B40 community</u><br>1.The community can apply for barbering skills to work and gain side incomes.<br><br>2.Aspire to be barber-preneurs | 1.Customer service.<br><br>2.Customer first payment system<br><br>3.Loyalty program for long term users.<br><br>4.Discount and offers.<br><br>5.Review and rating for customers<br><br>6.Ability to report for all customer segments.<br><br>**Channel**<br>1.Website<br><br>2.Mobile application<br><br>3.Social media | 1.Customers who need trusted quality barber service based on their convenience.<br><br>2.Barbers and hair stylists.<br><br>3. B40 community. To inspire them to become barber-prenuer.<br><br>4.People who want to donate and sponsor for the hair academy. To transform B40s into M40s. |

| Cost Structure | Revenue Streams |
|---|---|
| 4. Mobile application in both IOS and Android.<br>5. Maintenance and upgrade of the application.<br>6. Salary for the exclusive barber. | 5. Customer/buyer<br>6. Platform charge /subscription<br>7. Sponsorship / free<br>8. Advertisement services |

Fig. 7.1. Validated BMC of Barber-Gerak

<u>Customer Segments</u>

There are four identified customers for Barber-Gerak. The first is the buyers or customers who want a quality service from trusted barbers. The second is the sellers which are the barbers who will go to the customer's location to provide a barber service. The third is the B40 community who wants to be trained to be a skilled barber. The app will help them to find a job or aspire them to be barber-prenuers. The fourth consists of sponsors and donors that would like to sponsor the re-skilling programs in order to reduce poverty amongst the B40s.

<u>Value propositions</u>

The value propositions are targeted for all the customer segments. For the customers, they will gain a trusted quality barber service at their own desired place. As long as the barber can reach it, they can deliver the service. In addition to that,

a wide variety of barbers will give the customers a choice from a wide range of prices, time and styles.

As for the barbers, they will be connected to a wider set of customers from different places. The app will capture the demand for a barber service and it will connect them with their favorite barbers. The barbers can use the Barber-Gerak app to conduct their freelancing business. The barbers from salons and barbershops are also welcomed. As a result, the app can act as a marketing platform to further boost their business and generate more income than the standard brick and mortar barbershop.

In terms of the B40 community, they will gain the value of receiving a training from the sponsored hair academies across Malaysia listed by the app. They have a choice to choose which training they prefer according to their own barbering levels. Due to that, they can work in barbershops and salons to further enhance their barber skills. Then, they can become barber-prenuer and conduct their own business.

For the sponsors and donors, the app provides a trusted channel for doing any safe and meaningful donations. The donations will help to nurture more barber-prenuers by re-skilling and up-skilling, and eventually transform many of the B40s into the M40s.

Customer Relationship

Barber-Gerak establishes a sustainable customer relationship by providing a quality customer service. The customer service can be conducted directly via mobile app, phone call, messaging and email. Second, the buyer (customer) is only prompted to pay after the seller (barber) has completed their service. Third, loyalty programs for long term users, both barbers and customers. Fourth, various discounts and offers for the buyer. Fifth, the ability to review and rate the sellers (barbers) by the buyers (customers). They can view the ratings and community recommendation before requesting for a service. Lastly, all customers, buyers, sellers, B40 community and sponsors will have the ability to report any misconduct to the admins of the app.

Channels

Channels refer to how each customer segment will reach and interact with Barber-Gerak. Barber-Gerak will connect the customers mainly through the digital and mobile applications. The mobile app will have all of the features due to the advancement of smart phones. The digital platform website provides information for the customers to know more about us, how to reach us, the pricing, the offered services and social media like Instagram, Facebook as well as Twitter.

Revenue streams

The most vital revenue streams will be from the buyers (customers) and the sellers (barbers). The app will charge for small commission for every barber service in exchange for using Barber-Gerak. The secondary revenue is from  the sponsorship and advertisement. The sponsorship helps to provide free re-skilling and up-skilling programs while the advertisement allows for more effective marketing for the barbers.

Key resources

Since most of the activities are conducted through the mobile and website applications, skilled software engineers will be required. As of now, the three of the co-founders are software engineers. A strong foundation and understanding must be achieved by all of us. Next is the digital infrastructure and database management systems.

Key activities.

The crucial key activity for this business to meet the demand and make revenue is to hire trusted freelance barbers. They will offer a service exclusively in the app, thus making the service provided unique. Furthermore, it will increase the numbers of barbers using Barber-Gerak through marketing, cheap subscription fees and loyalty programs. Third, to continuously develop and enhance the app to meet the expected performance with improvement in terms of reliability of the app. Fourth, to develop partners with salons and hair academies across Malaysia. Fifth, to provide re-skilling and up-skilling programs for the B40 community with the help of the sponsors.

Key partners

The main key partner will be the barbers, both freelancing and working for other salons. They will deliver the barber service based on the request of the customers. Second is the hair academies offered by private salons and barbershops. They will provide training using their own syllabus and certificate. Finally, the government skill schools such as GiatMARA, MySpike and Kolej Kemahiran can also provide the  training. The goverment can also act as the sponsors for the training program.

Cost structure

The cost of the app will be the mobile application for both IOS and Android as well as the website. The next cost will be on the maintenance and upgrade of the application. Finally is the salary for the exclusive barber. It is noteworthy that the salary is only given to the first-party barbers working exclusively on Barber-Gerak. As for other barbers wanting to use the Barber-Gerak platform, they will be charged.

**7.1 Business Environment Map (EM)**

1. Market forces:

Malaysia income is recorded to gain RM279.0 billion, an increase of 17.1% year-on-year in the third quarter of 2021 (Department of Statistics Malaysia, 2021). The e-commerce industry in Malaysia is expected to have the growth of RM2.53 billion by 2022 (Department of Statistics Malaysia, 2021). It is firmly believed that migrating the barber business from the traditional brick-and-mortar to an online mobile barber service in parallel with e-commerce trend will significantly boost the industry.

2. Key trends:

When it comes to ICT services, it was recorded to have a gross output of RM163.8 billion in 2019, a subtle but meaningful jump of 5.7% when compared to 2018. Also in 2019, 86.2% of establishment used computers while 85.2% used the internet (Department of Statistics Malaysia, 2021). As for smartphones, the total

number of Malaysians in posession of smartphones is 28.36 millions and expected to increase to roughly 30.7 million (Statista, 2021). In a nutshell, technological trend is in favor of Barber-Gerak.

3. Industry forces:

There is no huge competition in Malaysia that offers the same service, Barber-Gerak. However, the online barber business will need to compete with the brick-and-mortar salons and barbershops. Their competitive advantage is that they are able to provide a comfortable place to have a haircut while the online barber business depends on the customer's place.

4. Macroeconomics:

Barber-Gerak has the potential to attract users within the customer segments because it is free to join for buyers and cheap subscription fee for the sellers. The B40 group is able to search for an affordable barber service and also can be employed through up-and-reskilling to become entrepreneurs.
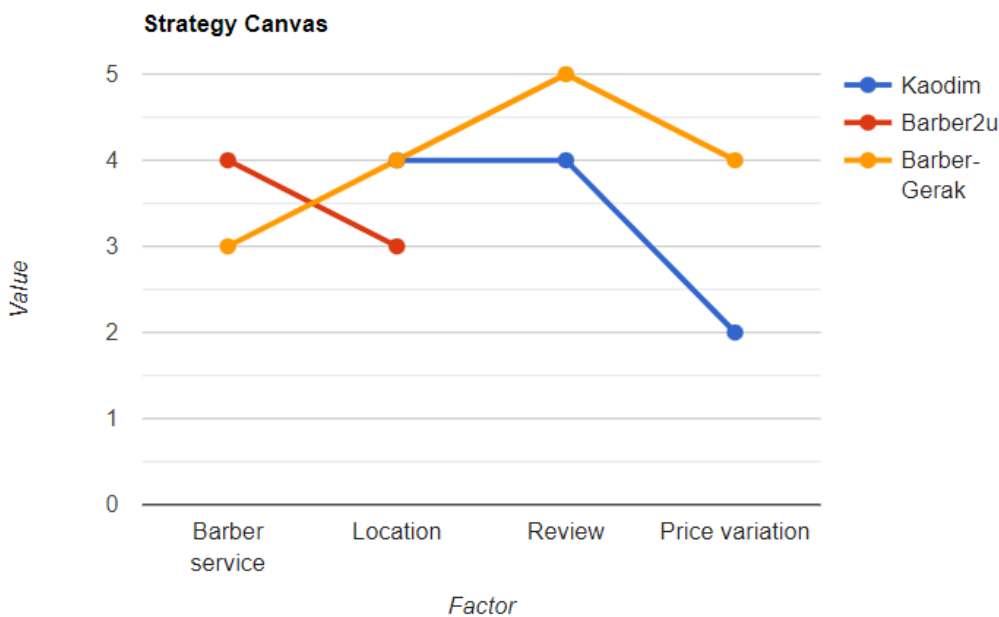
## 7.2 Strategy canvas



Fig. 7.2. Strategy canvas

The strategy canvas is a tool used to compare different factors of similar businesses in the industry. For this project, Kaodim and barber2u are compared to Barber-Gerak. This shows what could be the attractive factors that make customers prefer Barber-Gerak over the competitors. The main differences between Barber-Gerak business and other similar businesses are that Barber-Gerak delivers barber services which are not covered by Kaodim, Barber-Gerak app offers variation in the price of service according to the type of service the customers want, which is not offered by barber2u as they only have one fixed price, and Barber-Gerak app also has a review system which is not covered by barber2u.

## 7.3 Low Fidelity Prototype
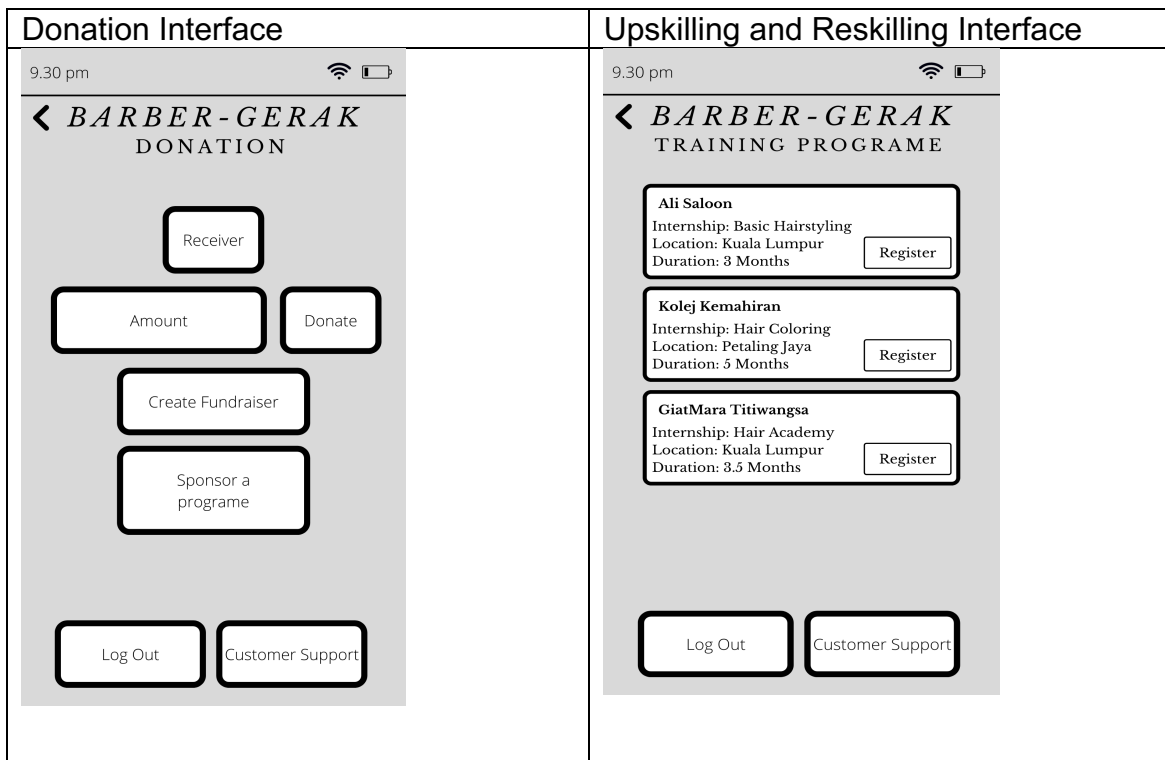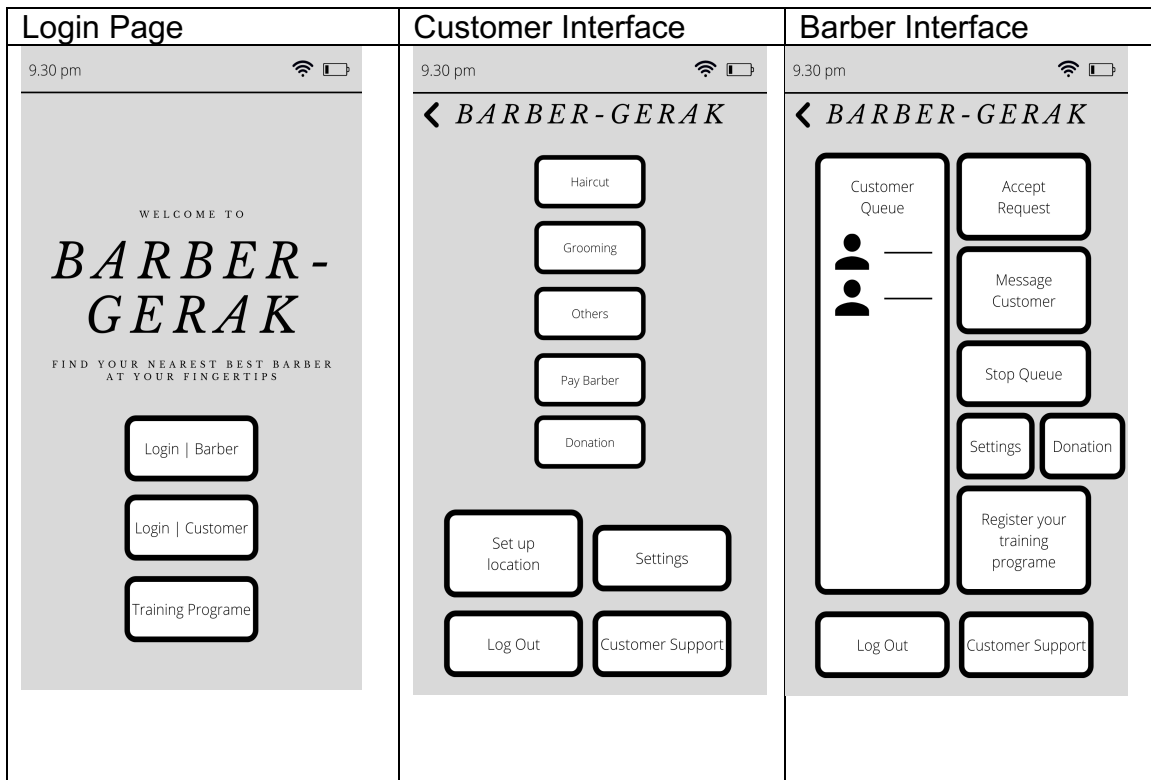
## 8. CONCLUSION AND FUTURE WORK

In conclusion, Online Mobile Barber Business or could be known as 'Barber-Gerak' business model and platform creates potential benefits to its customer segments, especially to the barbers. The barbers would be able to market their services to more people out of their range which could potentially increase their daily income if they use this business platform. The customers can make an appointment with the barber through this platform without the need to go to the specified barber shop. They could also book the barber to come to their house instead to get their beautiful haircut. The B40 group could maximize their benefits through this platform by joining the training program provided, that ensures to give them new useful skills that can be utilized in starting their own business as barber-preneurs. The donors could also get their own benefit as Barber-Gerak gets a nice reputation based on the training program provided, that proves to be helping the B40 group.

For future work, Barber-Gerak needs a well-thought-out business plan in order to make the conceptual multi-sided platform business model profitable and relevant in the long-term context. Barber-Gerak offers programs that nurtures the mindset of the B40 people into an entrepreneurial mindset as well as the collaboration with the government, university, industry, and Non-Government Organization (NGO) events to promote the Barber-Gerak digital platform to the public.

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