

# A CONCEPTUAL CLEANSOLUTION BUSINESS MODEL: EMPOWERING LOW-INCOME B40 COMMUNITIES AS ENTREPRENEURS THROUGH HOUSEKEEPING AND SERTU CLEANING SERVICES

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**ABSTRACT:** This paper discusses a conceptual business model of housekeeping service, called CleanSolution that aims to provide property care and cleaning management services through the use of a digital platform for business operations. The platform is intended to improve connectedness between housekeeping and sertu cleaning service companies and their workers, aligned to the first, third and eighth Sustainable Development Goals (SDGs) of no poverty (SDG1), good health and well-being (SDG3) as well as decent work, and economic development (SDG8). The critical challenge for CleanSolution is to focus on creating work opportunities for B40s and nurturing B40 cleaning entrepreneurs through sertu cleaning services that will benefit potential customers in terms of creating decent work & economic growth (SDG8) for individuals and the country. On top of that, the business provides a sustainable cleaning service including Sertu cleaning which is a Shariah compliance cleaning method for Muslim customers, through a trusted online platform as a medium of communication between customers, workers and the sertu cleaning service companies. CleanSolution is designed, tested, and established as a multi-sided platform business, after conducting surveys in understanding the problems faced by the various customer segments (CS) - customers, workers and the housekeeping & sertu cleaning service companies. Design thinking methodology has been adapted in this paper including empathising, defining, ideating, prototyping, and testing. The paper outlines the creation of both a Business Model Canvas (BMC) and a Value Proposition Canvas (VPC) to guide the development and implementation of the digital platform.

**KEYWORDS:** Housekeeping and sertu cleaning service, Multi-sided platform business model, B40 workers, Entrepreneurship, Employment

## 1. INTRODUCTION

The hospitality industry such as housekeeping services is essential in the everyday world as part of creating a better and healthy lifestyle which should be implemented by individuals worldwide. In recent years, housekeeping services have become increasingly popular due to the busy lifestyles of many individuals and families (IBISWorld, 2019). These services provide a variety of cleaning and organising chores that can aid in the maintenance of a clean and healthy living environment. According to Market Research Future (2019), global housekeeping services will expand considerably in the coming years, owing to rising demand from the residential and business sectors. The Clean Solution is intended to help B40 workers to gain extra income from new job opportunities while enhancing their skills in cleaning. In contradiction, the services require long working hours and are physically demanding which may affect the quality of work done by the workers. Still, the responsibility of performing the task will still be required to successfully satisfy the target customers.

One of the primary challenges faced by CleanSolution is establishing and maintaining a trustworthy relationship between customers, housekeepers and the company. Due to the nature of the service provided, it is imperative to instil a sense of confidence in customers, who are allowing housekeepers into their private residences. Thus it is the responsibility of the company to prioritise the safety and security of its clients. Additionally, in order to remain competitive within the industry, CleanSolution must implement sustainable business to ensure the achievement of the business's objectives.

In Islam, the Sertu technique is a means of cleansing oneself or items that have been tainted by najis Mughalazah, which is a term for bodily fluids such as urine, faeces, and blood (Islamic Cleansing - Suci Sertu, n.d.). In the first three cycles of the Sertu process, water is poured over the polluted area in order to completely cover it. The contaminated region is first cleaned with water. In the fourth cycle, the area is scrubbed with the hand, and in the fifth, more water is poured. The seventh cycle involves pouring water mixed with soil or dust over the contaminated area, while the sixth cycle is comparable to the third cycle. It is a crucial component of Islamic cleanliness and is frequently used by Muslims worldwide.

Clean Solution offers pain relievers and gains creators to the customers. Customers may hesitate to let strangers into their homes or cannot afford a full-time maid. However, the service saves them time and money and provides a trustworthy option for cleaning their homes. For housekeepers including the B40 group, the lack of job opportunities, flexibility and access to cleaning supplies and transportation can be challenging.

The proposed business idea entails offering comprehensive housekeeping services to customers throughout Malaysia. The services will encompass cleaning all areas of the customers' homes, from their front door to their back door together with choices such as the Sertu cleaning method which is a Shariah-compliant cleaning method using soil and water for Muslim customers. Furthermore, the venture aims to create job opportunities for housekeepers, particularly those from the B40 group, to supplement their income and enhance their skills, thus empowering them for the future career growth. CleanSolution will be available via an online platform for seamless communication, while a physical store will be established for the collection and distribution of cleaning supplies to housekeepers.

## 2. OBJECTIVES/PROBLEM STATEMENT

The main objective of this paper is to develop a conceptual multi-sided digital platform business model for CleanSolution, including;

1. To create a new job opportunity in Malaysia through housekeeping & sertu cleaning services for retrenched and B40 workers.
2. To provide choices of housekeeping sertu cleaning services for customers who do not have time, or knowledge, or do not like to clean their houses.
3. To identify other cleaning services that can create an opportunity for CleanSolution to be relevant in the market niche through the company's value proposition.
4. To develop a web application that can work as a medium of communication between the company, customers and workers.
5. To establish a CleanSolution business model aligned with the market demand.

## 3. METHODOLOGY

The purpose of this paper is to develop a business that empowers low-income B40 communities while also assisting in their skill, career and professional development. To achieve these objectives, this paper has adapted Hasso Platner's Design Thinking Process from d.School. Design Thinking is significant because it focuses on people's needs and finds solutions to meet those needs, making it extremely user-centric. According to Platner (n.d.), design thinking has five phases that begin with empathise, define, ideate, prototype, and test. The first step is to empathise, in which we will analyse articles and news to learn about trends and human behaviour. Online surveys are also used in this step to collect additional data and better understand human thinking in order to run a more relevant business. The next step, define, is where we learn about the real problems that people face based on what we've discovered from previous phases. To address this issue, the ideate step is used to generate solutions. Various types of solutions are developed in order to find the best one to solve the problems. The prototype is developed once the solutions to meet people's needs have been discovered. To ensure that the best prototype that fulfils people's expectations for this business is produced, this prototype has undergone several implementations. The final step, testing, involves people testing the prototype to determine satisfaction and feedback. It is also to detect any problems during the testing process so that they can be addressed immediately. Moreover, benchmarking is also done by looking for similar business patterns that have previously existed in the market. This ensures that our business meets the high standard and is comparable to other existing businesses by improvising the current business model available.

### DESIGN TOOLS

#### A. Business Model Canvas (BMC)

BMC is a strategic management tool that helps us plan, visualise, and define our business more effectively. According to Osterwalder and Pigneur (2010, as cited in Sparviero, 2019), the current version of BMC includes nine blocks: customer segment,

value proposition, channel, customer relationship, revenue stream, cost structure, key activities, key resources, and key partner.

### **B. Value Proposition Canvas (VPC)**

VPC is a tool used to extract the needs of our customer segment and define the solution to be offered to customers, according to Osterwalder et al. (2014, as cited in Fernandes et al., 2018). They went on to say that VPC is made up of two parts: the value map and the customer profile. Both blocks have three segments each, with the value map containing products and services, the gain creator, and the pain relievers, and the customer profile containing job-to-do, extreme gain, and pain. VPC enables us to better understand customer needs and provide appropriate solutions.

### **C. Strategy Canvas (SC)**

SC was created by Chan Kim and Renee Mauborgne, according to Blue Ocean Strategy. The Strategy Canvas is both a diagnostic tool and an action framework for developing an effective blue ocean strategy. A blue ocean strategy is the creation of a business with no competitors or the creation of new demand and market space.

### **D. Environment Map (EM)**

EM is divided into four major categories: market forces, industry forces, key trends, and macroeconomic forces. EM assists businesses in understanding the forces and trends that surround them in order to make them more competitive and stronger. (Osterwalder & Pigneur, 2010).

## **4. LITERATURE REVIEW**

Housekeeping services are an essential part of daily life, with increasing demand from both residential and commercial clients. With the rise of the gig economy and digital platforms, there has been a proliferation of multi-sided platform businesses offering housekeeping services. This literature review aims to provide insights into the impact of multi-sided digital platforms on the housekeeping service industry.

### **4.1. Housekeeping and sertu cleaning services**

Housekeeping is the management of household affairs domestically or commercially. It basically involves sweeping and mopping floors, cleaning windows, washing dishes and doing laundry. Domestic housekeeping used to be stereotyped as women's work. Brennan (2020) has mentioned in her writing that women still shoulder primary responsibility for doing the house chores although they comprise nearly half of the U.S. workforce.

It is normal for a housewife to have a career and spend less time managing the house in Malaysia, data from the Department of Statistics Malaysia shows that the female labour force participation rate has increased from 46.6% in 2010 to 54.7% in 2020 (Department of Statistics Malaysia, 2021). Furthermore, according to a survey conducted by the Department of Statistics Malaysia, women who are employed full-time in Malaysia spend an average of 2.4 hours per day on housework, compared to 4.2 hours for women who are not employed (Department of Statistics Malaysia, 2019). Besides, every house should be in a good, clean and comfy place and supposedly,

everyone in the house is responsible to make sure of its hygiene. Indeed, maintaining a neat, organised and hazard-free environment should become a habit and shouldn't vary in importance from one day to the next. However, in the urban area, it seems impossible to organise the whole house in a short time when you have a very tight schedule. So, people love to have housekeeping services as they can worry less about their house condition and still be on track with their routine and work.

As for the prevalence of housekeeping services in Malaysia, a report by ResearchAndMarkets.com estimated that the cleaning services market in Malaysia was valued at RM1.1 billion in 2020 and is expected to grow at a CAGR of 5.5% from 2021 to 2026 (ResearchAndMarkets.com, 2021) Plus, the demand for housekeeping services has already been in the market for such a long time too. Basically, a housekeeper will help the house owners in cleaning and tidying the house such as in living rooms, bedrooms and bathrooms, washing dishes, cleaning windows and cleaning the landscape. The cost of the service usually will be determined by the area covered or by working time per hour. These days, the business of cleaning agencies also is worldwide as the demand for cleaning services is also rocketing.

#### **4.2. Multi-sided platform business**

The emergence of digital platforms has disrupted traditional business models in the housekeeping service industry (Feng et al., 2021). Multi-sided platforms, such as GrabMaid and Maideasy, have made it easier for customers to find and book housekeeping services online. Moreover, multi-sided platforms bring job opportunities to people. These platforms allow customers to browse and compare prices, view ratings and reviews, book services in real-time, as well as have their own business on the platform (Tan & Tan, 2017).

Multi-sided digital platforms are also one of the best efforts in creating new opportunities for housekeepers to find work, especially since the pandemic hit the world in 2019 (Wang et al., 2021). By signing up as independent contractors on these platforms, housekeepers can access a wider pool of potential customers, set their rates, and work flexible hours. This has allowed many individuals to supplement their income and work on their terms.

However, the use of digital platforms in the housekeeping service industry is not without its challenges. One of the main challenges is ensuring that the quality of services is consistent across different providers (Feng et al., 2021). This can be difficult to achieve when providers are working as independent contractors and may not be subject to the same quality control standards as traditional employees. Another challenge is the issue of pricing. Digital platforms have created a highly competitive marketplace, with providers often competing on price to secure work. This can result in lower wages for providers and a race to the bottom in terms of pricing (Wang et al., 2021).

Despite these challenges, the use of digital platforms in the housekeeping service industry is likely to continue to grow (Feng et al., 2021). To address the challenges, platforms are implementing new measures to ensure quality control and fair pricing. For example, some platforms have introduced background checks and skills testing for providers, while others have implemented dynamic pricing algorithms to ensure fair wages for providers (Wang et al., 2021). Hence, digital platforms have disrupted traditional business models in the housekeeping service industry, creating both opportunities and challenges (Tan & Tan, 2017). By embracing technology and

implementing best practices for quality control and fair pricing, multi-sided platform businesses can succeed in this highly competitive marketplace.

### **4.3. Sertu Cleaning**

Cleaning simply refers to an activity to make an area free from mess, stains or any contaminants that are present. Cleaning also involves activities such as washing and rubbing the dirt depending on the degree of stains. Islam emphasises both physical and inward purification. It encompasses Muslim life on individual and social levels. Cleanliness in Islam includes performing ablution before prayer, showering and keeping the family and community clean and healthy. Besides, when a Muslim offers his prayers, he should be in the best form (clean and proper) to face Allah SWT so he can reach *khushyuk* easily. In the Quran, there are several verses which highlighted the importance of cleanliness:

*“Truly, Allah loves those who turn to Him constantly and He loves those who keep themselves pure and clean.” (Al Baqarah 2:222).*

There are 3 types of contaminants (*najis*) in Islamic law (Noorsiah and Sariwati, 2015). First, *Mukhaffafah* (light) *najis* refers to urine from a baby boy at the age of two years and below who has not consumed any other food except his mother’s milk. Next, *Mutawassitah* (Medium) does not fall under severe or light *najis* such as vomit, pus, blood, *khamar*, carrion, liquids and objects discharged from the orifice. Lastly, *Mughallazah* (Severe) are dogs and pigs including any liquid and objects discharged from their orifices, descendants and derivatives. There are protocols and procedures to clean these *najis* based on their levels.

*Sertu* or *samak* is a purifying procedure for *Mughallazah najis*, the severe type of *najis*. According to the 4th Edition of *Kamus Dewan*, *Sertu* is the purification of any parts of the body that came in contact with *mughallazah najis* (dog or swine) with water mixed with soil once and *mutlak* water six times, which is also known as *samak*. *Sertu* is a Shariah ritual cleansing from the highest level of impurity in Islamic law (Noorsiah and Sariwati, 2015) and it is obligatory according to the hadith from Abu Hurairah RA which narrated from the Prophet PBUH said:

*“The cleansing of the utensil belonging to one of you, after it has been licked by a dog, is to wash it seven times, and using soil for cleaning at the first time.” (Sahih Muslim, 279).*

If a Muslim had contact with *Mughallazah najis* accidentally or intentionally, he needs to do *sertu* to cleanse and purify himself. Therefore, *sertu* cleaning protocol and procedures are obligatory as it has been stated in Islamic rulings precisely using water mixed with soil once and *mutlak* water six times to purify oneself from all the contaminants from the *Mughallazah najis*.

### **4.4. Benchmark of Business Models**

#### **4.4.1. Kilat Kilat Housekeeping (<https://kilatpro.com/>)**

Kilat Kilat Housekeeping company is one of the strongest leading companies in this field, but what we offer does not limit the customer to a specific time and number of specific rooms. As Kilat Kilat has a minimum of two working hours and two rooms. As for us, it depends on the time that the customer places on the site and the service he wants without limits.

#### **4.4.2. GrabMaid (<https://www.grabmaid.my/>)**

GrabMaid provides a variety of services such as move-in/out cleaning, deep cleaning and office cleaning including what we housekeeping services are trying to create in this project, which is the house cleaning service. But what may differ in one feature, is how they get their cleaning crew. GrabMaid obtains its crews through its vendor partnerships program. Meanwhile, housekeeping services encourage those from the B40 group, to supplement their income and enhance their skills, thus empowering them for future career growth.

#### **4.4.3. Compliance Islamic Cleaning (CIC) by Star Global Resources**

(<https://adlinternational.com.my/>)

Compliance Islamic Cleaning (CIC) by AH Star Global Resources. This company provides commercial and industrial Sertu services in Malaysia for logistics, oil and gas, food and beverages etc. And because Malaysia has different religions, when Muslim families move from one house to another, they want to make sure that the new house is "TAHIR". We created this unique service in housekeeping so that we can work in the blue ocean. Our focus is on residential areas, especially for Muslim homeowners.

#### **4.4.4. International company "KMAC" (<https://kmac.com.sg/>)**

KMAC is also one of the strongest and leading companies in this field and it is located in Singapore. What distinguishes them from other companies, even here in Malaysia, is that they provide courses and certificates in this field for their employees. The partnerships that they have given strength to the services they provide. Here in Malaysia, we offer courses in this field and we make sure that our employees obtain certificates in the field of housekeeping. We also strive for strong partnerships.

## **5. INITIAL BUSINESS MODEL (BM)**

Based on the insights gleaned from the literature review, an initial business model canvas (BMC) has been devised for the proposed multi-sided business platform which is The Clean Solution, as shown in Fig. 1.

### 5.1. Business Model Canvas (BMC)

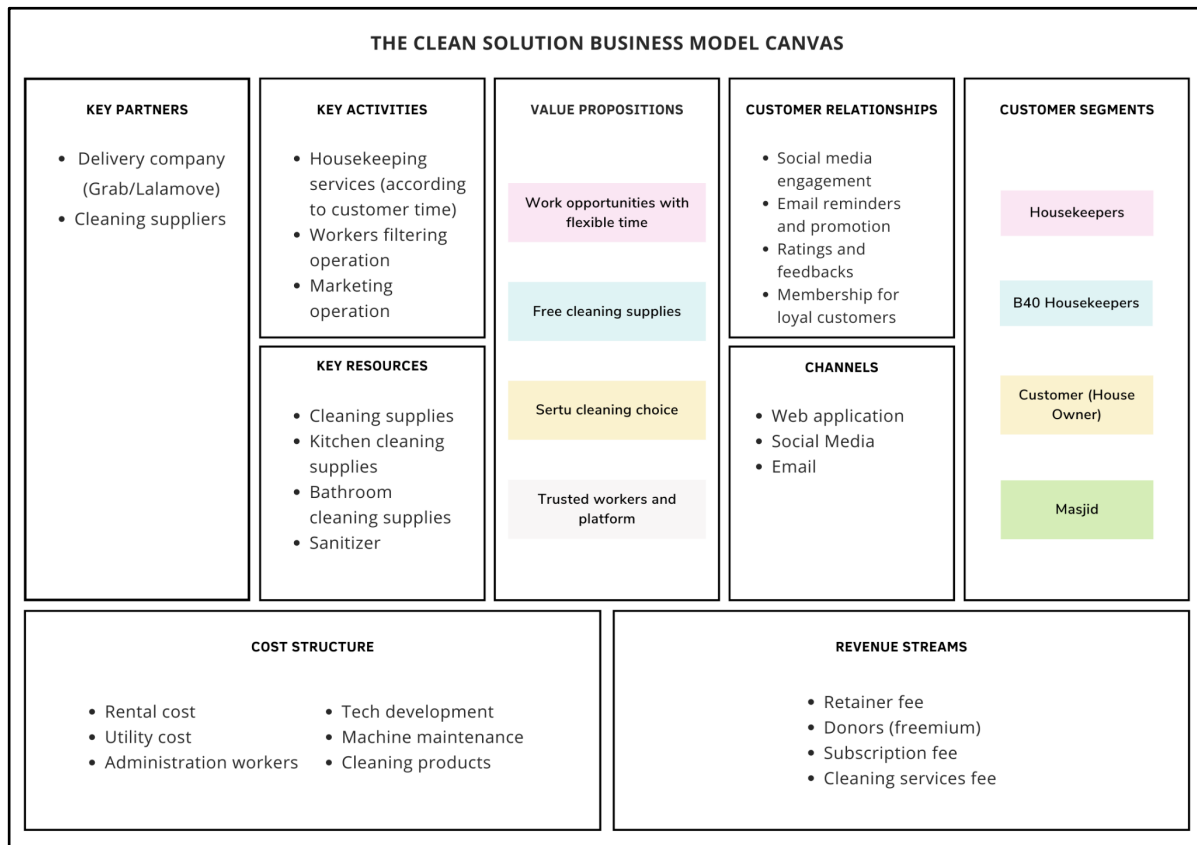


Fig. 1. Initial Business Model Canvas (BMC)

### 5.2. Value Proposition Canvas (VPC)

Table 1: Value Proposition Canvas (VPC)

Customer Segment	Customer (House Owner & Cleaning Service Seekers)	Housekeeper (Cleaning Service Providers)	B40 & Normal Housekeeper
<b>Customer Profile</b>	<p><b>Job-to-do</b></p> <ul style="list-style-type: none"> <li>- Book cleaning service</li> <li>- Payment upon the need for the cleaning service</li> </ul> <p><b>Essential Gain</b></p> <ul style="list-style-type: none"> <li>- Save time for customer who wants their property to be cleaned</li> <li>- Clean house</li> </ul>	<p><b>Job-to-do</b></p> <ul style="list-style-type: none"> <li>- Work according to their time flexibility</li> <li>- Get a wage based on their work quality</li> </ul> <p><b>Essential Gain</b></p> <ul style="list-style-type: none"> <li>- Workers can gain an extra income</li> </ul> <p><b>Extreme Pain</b></p> <ul style="list-style-type: none"> <li>- The lacks of job that enable employees to</li> </ul>	<p><b>Job-to-do</b></p> <ul style="list-style-type: none"> <li>- Work according to their time flexibility</li> <li>- Get a wage based on their work quality</li> </ul> <p><b>Essential Gain</b></p> <ul style="list-style-type: none"> <li>- Workers can gain an extra income</li> <li>- This will create more job opportunities that will decrease the percentage of unemployment</li> </ul>



	<ul style="list-style-type: none"> <li>- Get cleaning service at their desirable time</li> </ul> <p><b>Extreme Pain</b></p> <ul style="list-style-type: none"> <li>- Customer who requires cleaning in their home is typically reluctant to let anyone inside without interference from the proper company</li> <li>- Cannot afford or do not want to have a full time cleaner or maid</li> <li>- Do not have proper cleaning tools such as general, kitchen and bathroom supplies</li> </ul>	<ul style="list-style-type: none"> <li>work during their flexible hours</li> <li>- A lot of people struggle to find the money to buy the right cleaning equipment to launch their business</li> </ul>	<ul style="list-style-type: none"> <li>- Create a working experience that could benefit other better jobs offered in the future</li> <li>- Upskill and reskill</li> </ul> <p><b>Extreme Pain</b></p> <ul style="list-style-type: none"> <li>- The lack of jobs that enable employees to work during their flexible hours</li> <li>- A lot of people struggle to find the money to buy the right cleaning equipment to launch their businesses</li> <li>- Struggle to find a decent job with the current inflation crisis in the country</li> <li>- No transportation</li> </ul>
<b>Value Map</b>	<p><b>Product/Services</b></p> <ul style="list-style-type: none"> <li>- Provide cleaning services directly at doorstep</li> <li>- Provide all cleaning tools and supplies for cleaning work</li> <li>- Provide a trusted web application as a medium of communication</li> </ul> <p><b>Gain Creator</b></p> <ul style="list-style-type: none"> <li>- Access to house-keeper community through the web application</li> <li>- Access to digital platform</li> </ul> <p><b>Pain Reliever</b></p> <ul style="list-style-type: none"> <li>- Housekeeping service anytime and anywhere with trusted workers</li> <li>- Ethical workers from the filtering process</li> </ul>	<p><b>Product/Services</b></p> <ul style="list-style-type: none"> <li>- Provide a job opportunity for anyone who needs income or side income</li> <li>- Provide a trusted web application</li> </ul> <p><b>Gain Creator</b></p> <ul style="list-style-type: none"> <li>- Rating system for the quality of work done by workers from the customer</li> <li>- Quality service report</li> </ul> <p><b>Pain Reliever</b></p> <ul style="list-style-type: none"> <li>- Web application for the communication medium for the customers to apply for the job</li> <li>- Working time that suits their time schedule</li> </ul>	<p><b>Product/Services</b></p> <ul style="list-style-type: none"> <li>- Provide cleaning tools and transportation (optional) for workers who perform the job</li> <li>- Provide a job opportunity for anyone who needs income or side income</li> </ul> <p><b>Gain Creator</b></p> <ul style="list-style-type: none"> <li>- Rating system for the quality of work done by workers from the customer</li> <li>- Quality service report</li> </ul> <p><b>Pain Reliever</b></p> <ul style="list-style-type: none"> <li>- Web application for the communication medium for the customers to apply for the job</li> <li>- Cleaning services are provided upon working with the company</li> <li>- Working time suits their time schedule</li> </ul>

## 6. CONDUCT VALIDATION OF INITIAL BM & KEY FINDINGS

In order to validate the CleanSolution business model, a survey had been run and it involved 31 Malaysian respondents dominated by 67.7% females. Below is the

analysis of the data collected from the online survey presented in the following diagrams.

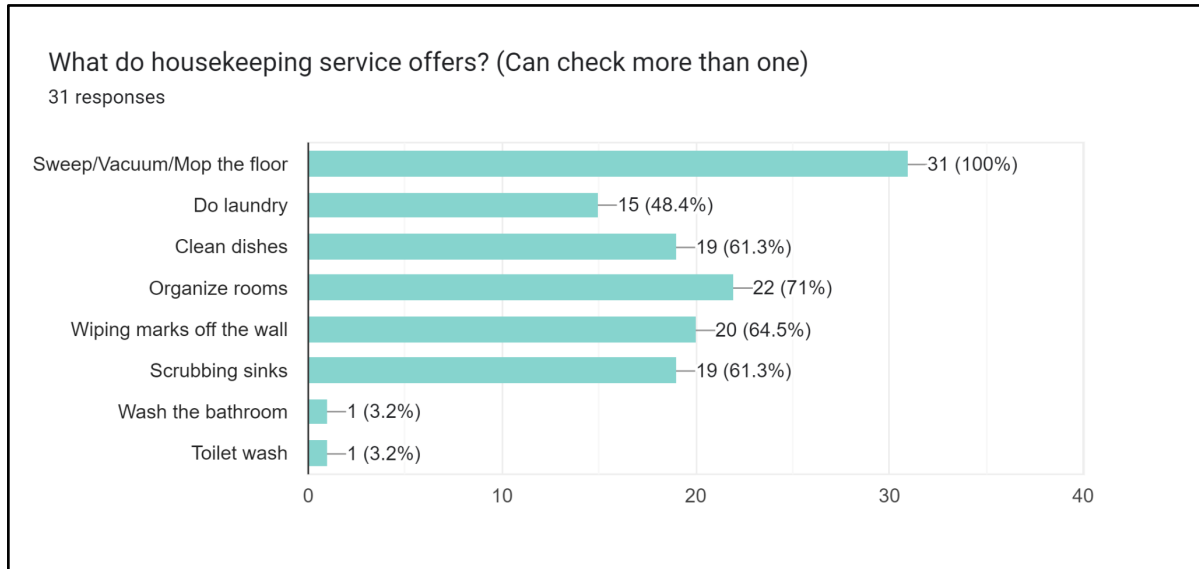


Fig 2. Housekeeping offers

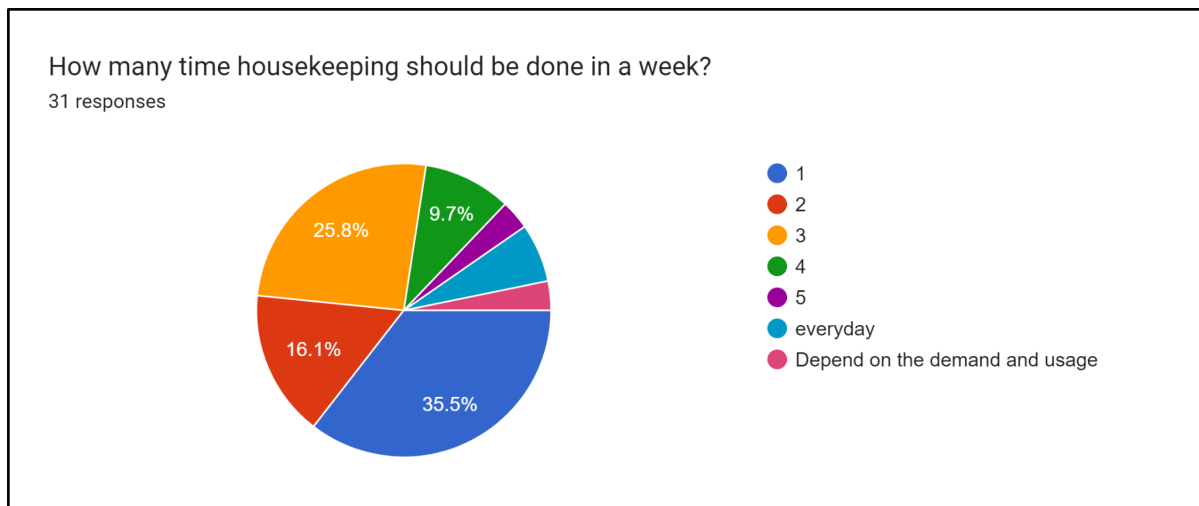


Fig. 3. Pie chart of Frequency of Housekeeping

Figure 2 illustrates that all of the respondents have the same idea about housekeeping which is sweeping, vacuuming and mopping the floor and more than 60% of them agreed that housekeeping also involved organising rooms, scrubbing sinks, cleaning dishes and wiping marks on walls. Next, in Figure 3, 35.5% of the respondents need housekeeping once a week and 3.2% of them said it depends on the demand and usage of the household. Also, from this survey, the result displays that 67.7% of the survey respondents already had experience with housekeeping service before while others never.

Although our methodology sample is small with only 31 respondents, more than 90% of them are sure that housekeeping services can help people, especially B40 in entrepreneurship. This survey also managed to collect ideas from the respondents on how housekeeping service can help people especially B40 in entrepreneurship and

the majority of responses mentioned that housekeeping could provide job opportunities to them. Furthermore, most of the survey respondents with a percentage of 84.5%, claimed that they know samak/sertu cleaning. However, the survey also reports that almost 50% of them don't know how to do samak/sertu cleaning based on Islamic rulings. Lastly, 96.8% of the respondents are willing to donate to masjid for sertu cleaning services.

## 7. VALIDATED BUSINESS MODEL – BMC FRAMEWORK

### 7.1. Validated BM

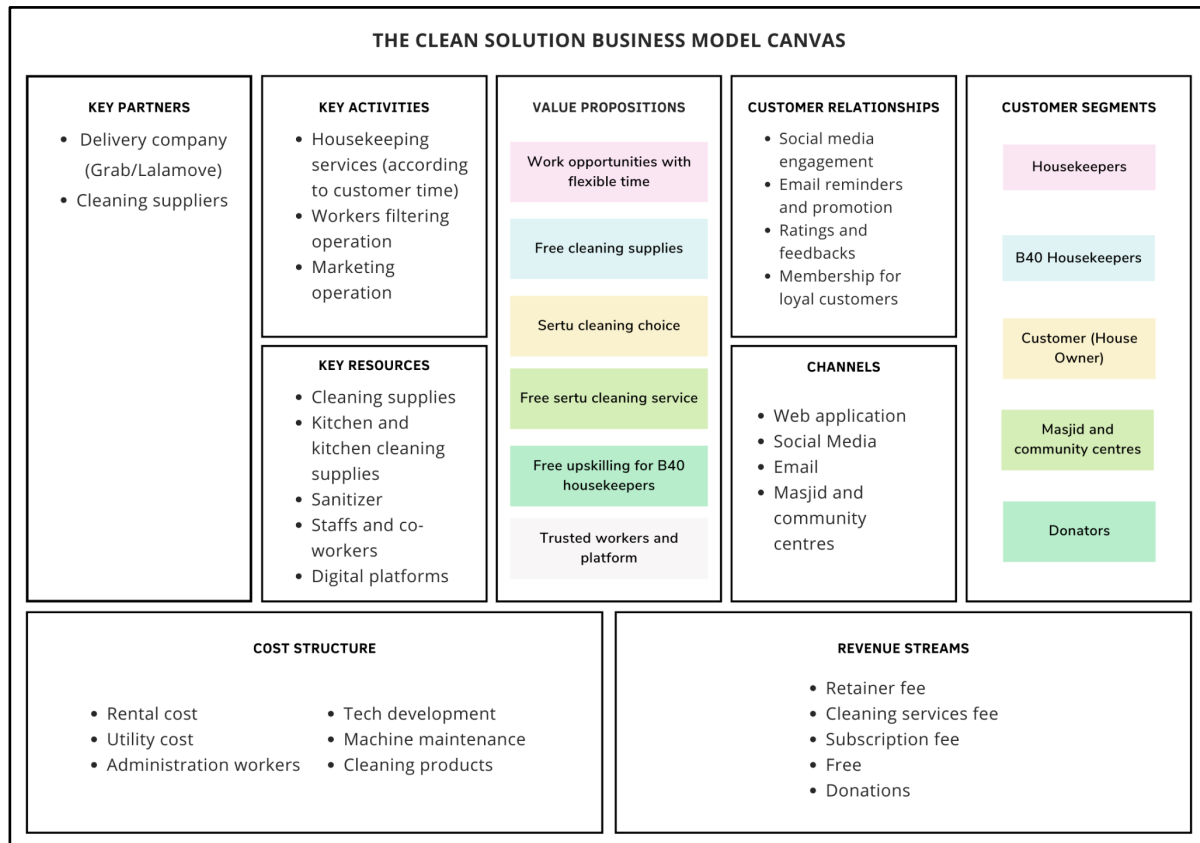


Fig. 4. Validated Business Model Canvas of CleanSolution

#### 7.1.1. Customer Segment (CS)

The customer segment is where the intended group of people for this business will be shown. This block has four customer segments: house owners or cleaning service seekers; service provider companies – housekeeper & B40 housekeeper; and masjid & community centres. House owners or cleaning service seekers will be able to use the service due to their hectic schedules, rental properties, or simply because they want to. Housekeepers are people who want to earn extra money while working other jobs, or who want to make cleaning their sole source of income. The B40 housekeepers are aimed at those who, due to financial constraints, are unable to purchase appropriate cleaning tools for professional cleaning as well as to nurture B40s and retrenched workers and housekeeping workers as housekeeping and sertu cleaning entrepreneurs. The donors are those who are willing to donate for the purpose of free upskilling for the B40 entrepreneurs. Finally, there is the masjid, where

the housekeepers will be re-skilled as housekeepers and sertu cleaning professionals by giving free sertu cleaning services for masjids and community centres.

### **7.1.2. Value Proposition (VP)**

The value proposition differs depending on the customer segment. First, because we are attempting to offer job opportunities with flexible hours, anyone who already has a job but would like to work as a housekeeper to supplement their income can apply for the job. The B40 housekeepers will be able to obtain free cleaning supplies through this business, which will ease some of their financial burdens. Next, as one of our unique values, we will offer the homeowner sertu cleaning in addition to the regular housekeeping service. By implementing a ratings and feedback system, we will provide our service users with a platform and workers with whom they can place their trust. Finally, the masjid and community centres will be able to use our services for free, especially for sertu cleaning services.

### **7.1.3. Channels (CH)**

Channels enable us to interact with customers and deliver our value proposition. A web application will serve as our primary platform for receiving service requests from clients. We will provide them with information about our business and our contact so they can get in touch with us. We will reach out to our customers using social media sites like Instagram, Facebook, and WhatsApp in addition to advertising our business. Finally, email will be used to send them current promotions or news about our company if they opt for an email subscription when using our service. Masjids and community centres will be used as our place to promote this business too.

### **7.1.4. Customer Relationship (CR)**

The customer relationship will be used in order to build and maintain the relationship with various customer segments. Social media platforms will be updated on a regular basis in order to increase social media engagement. Promotional and news emails will also be sent to the customers for reminders. While the other two are good, ratings and feedback are also required to build customer trust in this business. Membership will also be provided for loyal customers, allowing them to benefit from the points they earn every time they use our service.

### **7.1.5. Key Resources (KR)**

The key resources block highlights the essential assets required for CeanSolution to function. This includes cleaning supplies for general cleanings, such as the living room and offices, as well as sertu cleaning supplies, such as clay. Cleaning supplies for the kitchen and bathroom are also required because we will be using cleaning supplies in the intended place. This is to ensure that our service is of high quality. Finally, sanitisers will be used by housekeepers on all appropriate surfaces to kill germs and viruses. Digital platforms such as websites and social media platforms are also required for booking services and promotional purposes. There are also employees and co-founders who will serve as the company's backbone, ensuring that everything runs smoothly from the top down.

### **7.1.6. Key Activities (KA)**

This block outlines the activities required to deliver the value proposition to the various customer segments. The main activities include housekeeping services, which will be performed according to the customer's schedule. Additionally, worker filter operations will also be carried out for the purpose of finding housekeepers that meet our standards for quality. Last but not least, business development, coaching/mentoring, and marketing activities that emphasise business promotion will be carried out.

#### **7.1.7. Key Partners (KP)**

The company's key partners will aid in the development of strategic relationships in order to deliver the value proposition to the various CS. The cleaning suppliers are the primary key partners for The Clean Solution because this is where the cleaning tools used to operate this business will be purchased. The business also works with delivery companies such as Grab and Lalamove as key partners to deliver and assist the housekeeper in transit to the customers' homes.

#### **7.1.8. Cost Structure (CS)**

This block describes the most important costs incurred while operating the business model. CleanSolution's cost structure will include office and cloud services rental as a physical location is required to run the business; utility costs; the salaries of co-founders; technological development, maintenance and enhancement; and costs to execute the key activities like marketing, business development, and coaching/mentoring. There is also the cost of purchasing the cleaning supplies required to run the business.

#### **7.1.9. Revenue Stream (RS)**

The revenue stream demonstrates how the company generates cash and income from each customer segment. It is critical to ensure that revenue exceeds costs in order for the business to profit. The cleaning service commission, retainer fee, donations from donors, and subscription fee are among the revenue sources for this company. Free services for masjids and community centres will also be included as one of the revenue streams.

### **7.2. Business Environmental Map (EM)**

#### **7.2.1. Market Forces**

According to Expert Research Market (2022), in its report titled 'Global Household Cleaning Products Market Report and Forecast 2022-2027', the cleaning services market reached a value of USD 69.8 billion in 2022, and it is anticipated to continue to grow in the forecast period of 2023-2028, growing at a CAGR of 6.4% to reach approximately USD 101.28 billion by the year 2028. They also mention that Asia-Pacific, which has Malaysia as one of the countries included, holds the largest share of the global cleaning service market. This shows that there is a demand for housekeeping services in Malaysia due to the nation's awareness of cleanliness, and we should seize this chance to grow and sustain our business.

### **7.2.2. Industry Forces**

Several similar businesses will emerge as potential competitors in this industry. These competitors offer cleaning services to help meet the customer segment's needs. As a result, in order for CleanSolution to be unique, another value is offered to the customers by providing *sertu* cleaning for those who need it. This will set the business apart from the competitors because it will not only provide regular cleaning but also *sertu* cleaning.

### **7.2.3. Key Trends**

Digital technologies have rapidly expanded in use over the past ten years, and they have gradually assimilated into national efforts to create economies and societies that are more diverse, competitive, and, above all, sustainable. (Gouves, 2018, as cited in Dabbous et al., 2023). Everything has become digitalised, necessitating a transition from the traditional to the digital. People do not need to physically locate the individual; instead, they can search for their profile and book on our web application. In addition, Elhadi (2022) stated, "Consumers are now demanding more personalised services. They want their homes cleaned in a way that fits their lifestyle and budget." This clearly demonstrates that there is a demand for this service as long as the company can adapt to the needs of the customers.

### **7.2.4. Macroeconomic Forces**

CleanSolution has the potential to grow in the future because it provides a service that is in high demand (Expert Research Market, 2022). It could also provide job opportunities for B40 while also training them to open their own cleaning service in the future, raising their standard of living. However, CleanSolution will need to be managed carefully because inflation remains high at 3.8% in February 2023 (Ministry of Economy, 2023). Therefore, careful precautions must be taken to prevent being unduly impacted by inflation, which will affect the price of cleaning service equipment and other costs in the future.

## **7.3. Strategy Canvas**

The strategy canvas compares CleanSolution to other companies such as Kilat Kilat and GrabMaid housekeeping services. Both of the competitors were knowable housekeeping services in Malaysia, especially targeting areas in the Klang Valley. Through the canvas, it can be seen that The Clean Solution shows the potential in proposing better housekeeping services throughout Malaysia. The aspects of the strategic canvas include pricing, customer service, quality services, type of cleaning services, workers filtering, creating job opportunities and availability of the service. It also includes free services to the masjid and community centres, free up-skilling for B40s and nurturing B40s as entrepreneurs.

The Clean Solution focuses on establishing an online website that is easy to access for the customer and potential workers which will be used as the medium of communication for the business. Apart from that, the service mainly targets B40 workers to help them develop their cleaning skills and become entrepreneurs through working with The Clean Solution. Customer service through rating service and testimonials will also help to build a strong relationship between the company and customers. Furthermore, in order to reach a huge number of people at a low cost, we

will concentrate on online marketing and digital platforms. The Clean Solution believe to bring the company strategy to creating a better and more successful housekeeping service around the country.

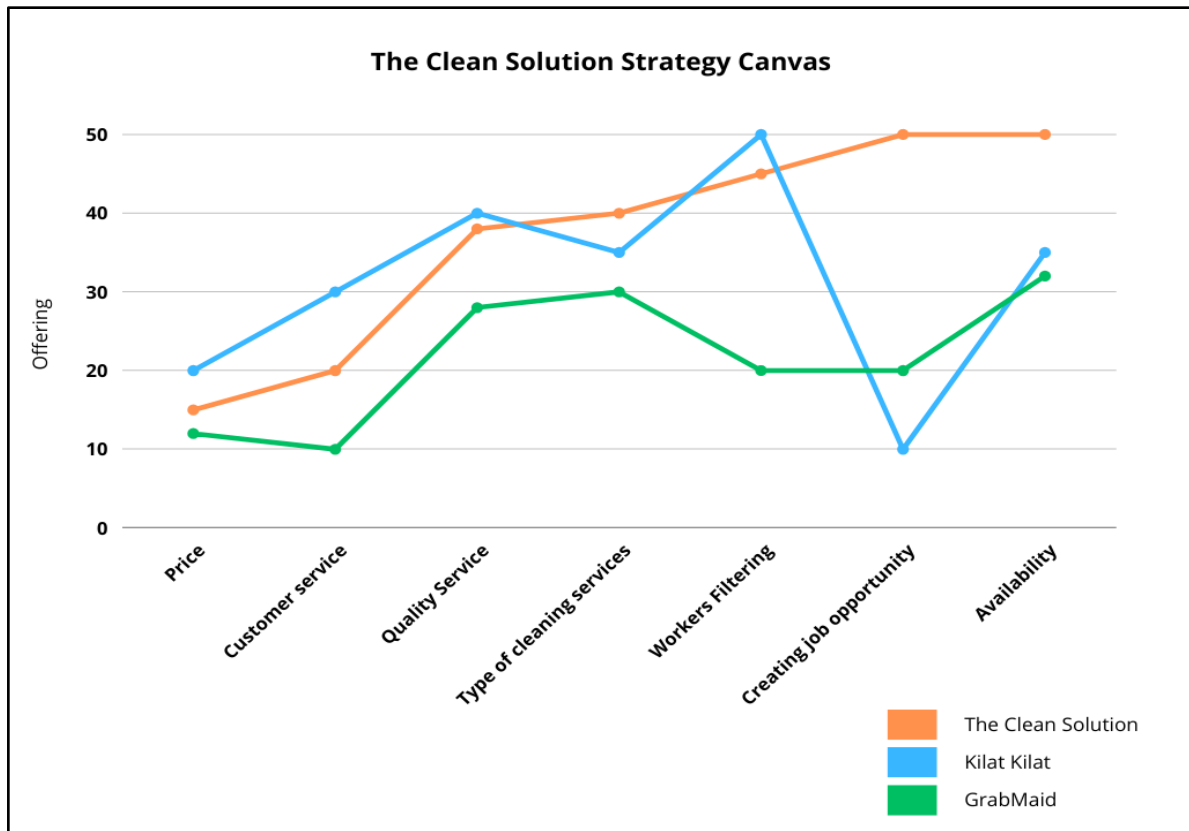


Fig. 5. CleanSolution Strategy Canvas

### 7.4. Low Fidelity prototype apps

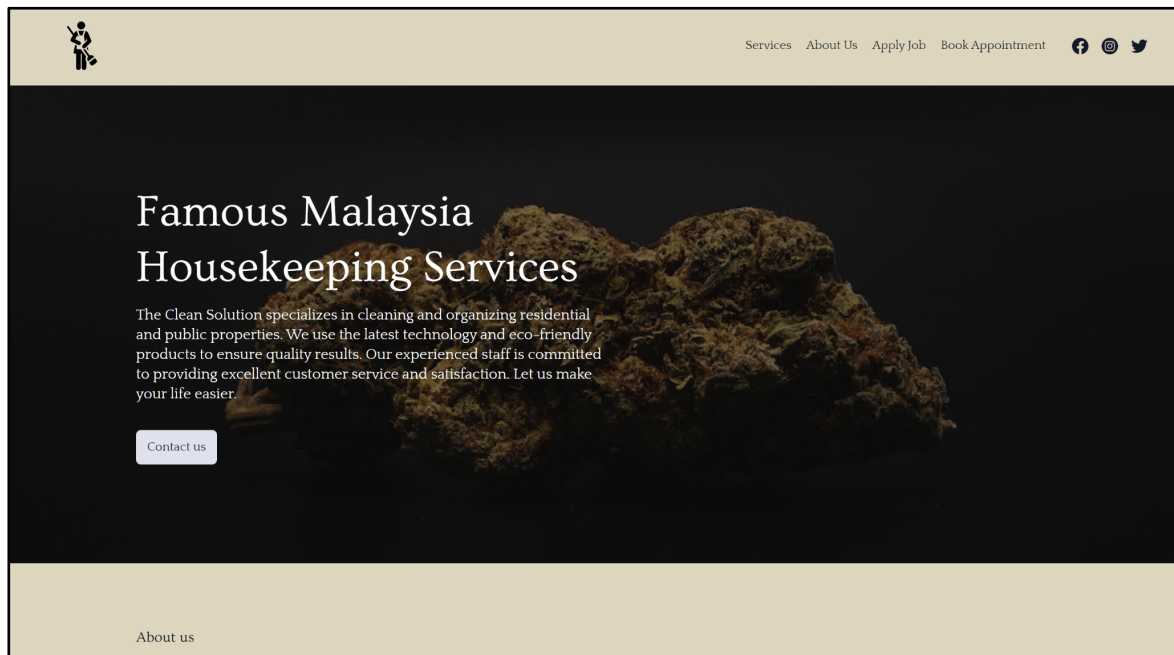


Fig. 6. CleanSolution website homepage

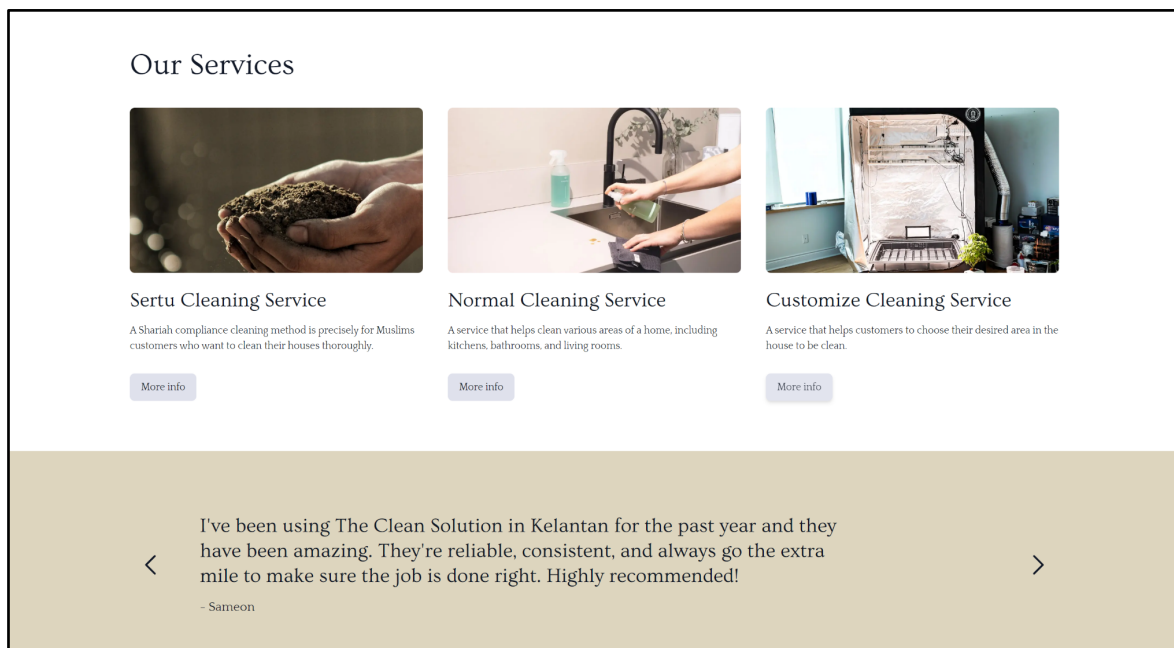


Fig. 7. CleanSolution website Services page



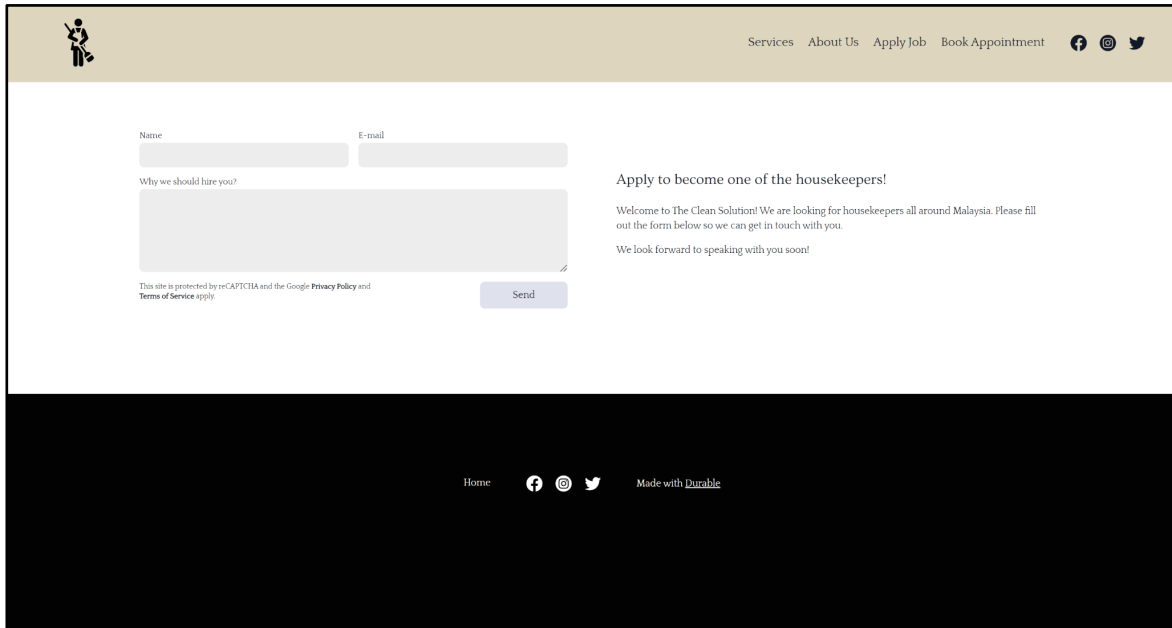


Fig. 8. CleanSolution website Apply Job page

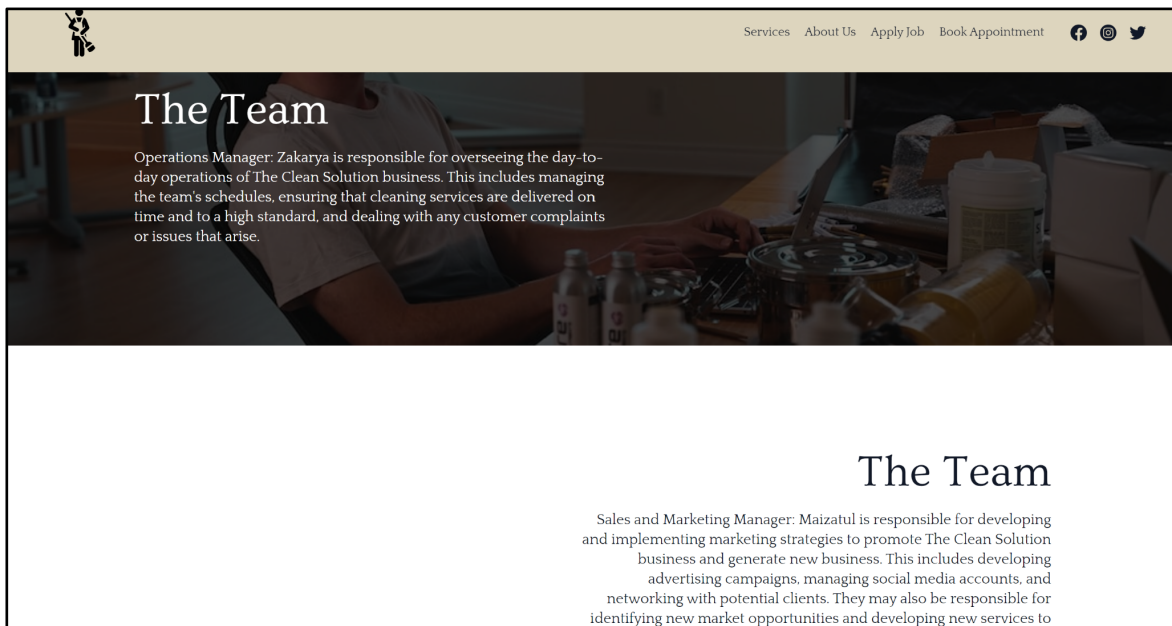


Fig. 9. CleanSolution website About Us page

Book your appointment here!

At The Clean Solution, we take pride in providing the best housekeeping services for our clients. If you want to make an appointment, fill out the form and we will get in touch with you soon!

Name  E-mail

Message

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

Send

The Clean Solution is an absolute lifesaver! The cleaners are efficient, accommodating, and always leave my home sparkling clean. I can trust them to keep my home in great condition when I don't have the time to do it myself.

- Mandy Wright

Fig. 10. CleanSolution website Book Appointment page

## 8. CONCLUSION AND FUTURE WORKS

In conclusion, The Clean Solution is a digital platform business model that provides housekeeping services to customers in Malaysia while creating job opportunities for low-income communities, particularly the B40 group. The company aims to establish a trustworthy relationship between customers, housekeepers, and the company while implementing sustainable business practices. The Business Model Canvas and Value Proposition Canvas guide the development and implementation of the digital platform business model. The growth of the Malaysian housekeeping services market presents an opportunity for The Clean Solution to succeed in providing a sustainable sertu cleaning service while creating job opportunities for housekeepers and the B40s. The company's value proposition to its customers includes convenient, reliable, and ethical housekeeping services at their doorstep, while for housekeepers, it offers flexible working hours, a wage based on work quality, access to cleaning tools and transportation, and job opportunities as well as entrepreneurship to supplement sustainable income and enhance skills. The Clean Solution's value proposition aligns with its mission to provide a sustainable cleaning service while creating job opportunities for housekeepers and contributing to Malaysia's economic growth. The company's commitment to creating job opportunities for the B40 group, reducing unemployment, and upskilling and reskilling workers is reflected in its value proposition.

CleanSolution's business plan includes identifying four customer segments including housekeeper, B40 housekeeper, house owner and masjid, a web application as their primary platform for receiving service requests, social media sites for advertising, and email for sending promotions. The plan also outlines key resources, activities, partners, cost structure, and revenue streams. Essential assets include cleaning and sertu supplies, while the key activities involve housekeeping, worker filtering, and marketing operations. Key partners are cleaning suppliers and delivery companies. The cost structure includes rental and utility costs, salaries, technological

development, and machine maintenance. The revenue streams come from cleaning service fees, retainer fees, donations, and subscription fees.

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