

# A CONCEPTUAL BUSINESS MODEL FOR HOUSECLEANING MASTER DEBU: ECO-FRIENDLY ENHANCEMENT, *SERTU* SERVICES, B40 CLEAN-PRENUER NURTURING AND COMMUNITY PLACES CARE

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**ABSTRACT:** This paper aims to showcase an eco-friendly housecleaning service conceptual model with an innovative digital platform, closely tied to the Sustainable Development Goals which are specifically aligns with SDG 1 (No Poverty), SDG 3 (Good Health and Wellbeing), SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth). The primary challenge is addressing the pressing need for individuals who lack the time to clean their homes due to their demanding work schedules in the pursuit of a paycheck. In addition to the commitment in lessening the struggle, eco-friendly housekeeping services extend a specialized offering known as the *sertu* service to our Muslim customers. This unique service ensures a meticulous cleansing of areas and items that may come into contact with *najis mughallazah*, providing Muslim clientele with a heightened sense of cleanliness and confidence for their daily activities, especially prayers. Within this business, the customer base comprises two distinct categories: the service seekers and the service providers. Service seekers encompass residents, B40 individuals, offices, donors, and mosque beneficiaries. On the other hand, the service providers include individuals from the B40 group undergoing skill empowerment and collaborators from the cleaning supply sector. This paper also delves into a comprehensive understanding of customers' extreme pain points and how the business can alleviate them, ultimately strengthening the business model. The methodology adopted is Design Thinking (DT), which involves extensive literature review, interviews to understand customers' pain, benchmarking, ideation and testing using business modelling tools such as the Business Model Canvas (BMC) and Value Proposition Canvas (VPC), and thus, allowing identification and addressing the unique needs and challenges within the house cleaning services ecosystem. This conceptual housecleaning multi-sided business model, paired with a digital platform and apps, provides numerous paths to alleviate customer pain and overcome challenges especially for the gain creators such as enhancing health, eco-friendly, and *sertu* services while nurturing B40 clean-preneurs.

**KEY WORDS:** *Eco-friendly, environment conservation, pristine home, B40 clean-preneurs, sertu, business model*

## 1. INTRODUCTION

In a world grappling with the pressing challenges of pollution, environmental degradation, and the pursuit of sustainable living, the importance of effective housekeeping services cannot be overstated. In fact, the demand for efficient housekeeping services has grown exponentially across various customer segments. The housecleaning industry is constantly evolving to meet the changing needs of homeowners and businesses, as our world becomes more technologically advanced, the ways in which we clean our homes and offices are also changing (Elhadi, 2022). This proposal delves into the challenges faced by distinct customer groups, recognizing their unique needs and aspirations. Among the service seekers, they can explore the realms of residential houses, the B40 community, offices, donors, and mosque beneficiaries. Simultaneously, they can also delve into the service providers' landscape, including clean-preneurs and cleaning suppliers. Each customer segment encounters specific job-to-do, pains, and gains that must be comprehensively addressed for a sustainable and impactful housekeeping solution. As we embark on this journey, it is imperative to align the efforts with the Sustainable Development Goals (SDGs) of Good Health and Well-being (SDG 3) by providing cleaning service, No Poverty (SDG 1) and Work and Economic Growth (SDG 8) by giving an opportunity to the B40 to upskill themselves and may become a clean-prenuer in the future, and Quality Education (SDG 4) by providing training to the B40.

The residential homeowners seek not only cleanliness but also an environment conducive to well-being. The job-to-do involves maintaining a harmonious living space, while the pains include time constraints and the desire for eco-friendly solutions. Gains encompass a healthier lifestyle and peace of mind. Current solutions often lack personalized services and fail to align with sustainable practices (Brenan, 2020).

The B40 community, often facing economic challenges, requires affordable yet effective housecleaning solutions. The job-to-do is to maintain a clean and healthy living space within budget constraints. Pains include financial limitations, while gains encompass an improved quality of life. Existing solutions may overlook the specific needs of this demographic, hindering inclusivity and social progress (Ismail, 2023).

Offices demand immaculate environments for productivity and employee well-being. The job-to-do involves creating a professional and tidy workspace. Pains include disruptions during office hours, and gains involve enhanced employee satisfaction and performance. Current solutions often lack flexibility and may not align with the evolving nature of modern workspaces (Ekaterina, 2014).

Donors, driven by the desire to contribute to societal well-being, seek efficient channels to allocate resources for cleaning services. The job-to-do is to support community cleanliness initiatives. Pains include a lack of transparency, while gains involve positive social impact. Existing solutions may lack scalability and fail to integrate seamlessly with philanthropic goals (Elhadi, 2022).

Mosques, as communal spaces, require meticulous cleaning to facilitate spiritual activities. The job-to-do involves maintaining a sacred and hygienic environment. Pains include time constraints during religious events, while gains

encompass spiritual tranquillity. Current solutions may lack cultural sensitivity and fail to cater to the unique needs of religious spaces (Yusuf & Mohd Subri, 2022).

Entrepreneurs in the housecleaning sector seek sustainable business models that align with societal needs. The job-to-do is to provide effective and innovative housekeeping services. Pains include market competition and resource management, while gains involve business growth and positive social impact. Existing solutions may lack adaptability and innovation, hindering the growth of clean-preneur ventures.

Suppliers in the cleaning industry face challenges related to market demand and sustainable sourcing. The job-to-do involves supplying high-quality and eco-friendly cleaning products. Pains include market fluctuations, while gains encompass long-term partnerships and a positive environmental impact. Current solutions may lack traceability and fail to meet the increasing demand for sustainable practices.

In exploring the current landscape, the aim is to bridge the gaps and present a forward-thinking, inclusive, and impactful housekeeping solution that not only addresses the job-to-do, pains, and gains but also aligns with the broader goals of sustainable development.

## **2. OBJECTIVE**

Amid rapid global development, maintaining clean and safe surroundings is crucial, especially for families with vulnerable children, to prevent the spread of diseases and germs. Therefore, the main objective of this paper is to give everyone access to a clean home to those clients who are busy working and do not have enough time by utilizing good quality, safe cleaning equipment, and cost-effective as well as environmentally friendly cleaning services that fulfill customer needs. Following SDG 3, housekeeping services strive to promote environmentally friendly and sustainable domestic cleaning approaches that conserve natural resources while minimizing further degradation of the environment. Moreover, through the company's value proposition, this paper's objective is to identify additional cleaning offerings that can create an opportunity for Master Debu to be relevant in the market niche. Furthermore, Master Debu aims to support jobless individuals like the B40 group and those seeking professional advancement by providing job opportunities and nurturing B40-preneurs by integrating environmentally conscious ideas into housekeeping services.

## **3. METHODOLOGY**

This paper adapts the DT methodology which encompasses five key stages: empathize, define, ideate, prototype, and test (Chasanidou et al., 2015). According to the same authors, the empathize stage involves actively listen to the customer segment, conduct in-depth interviews and survey to gain a deep understanding of their cleaning preferences, concerns, and pain points. This knowledge forms the foundation for the subsequent stages.

In the define stage, the plan is to analyze the information gathered during the empathize stage to define the core problem areas and identify specific objectives for housecleaning service. This stage helps to establish clear goals and align efforts with the needs.

During the ideate stage, brainstorming sessions and creative thinking exercises were conducted to generate innovative solutions and ideas in the form of an initial business model.

Next is the prototype stage, which is the need to transform our ideas into tangible solutions. We create business models and low fidelity digital app prototypes of our cleaning processes, incorporating the elements of pollution control, eco-friendliness, aromatherapy, Islamic perspectives, free services, and funding. These prototypes are then tested and refined based on feedback in the form of validated business models and low fidelity digital apps.

Through the iterative testing process, we ensure that the housekeeping service business model meets and exceeds expectations by offering house cleaning solutions i.e. relevant, unique, and innovative addresses pollution, eco-friendliness, SDG 1,3,4,8 align and incorporates an Islamic perspective on cleanliness.

## **4. LITERATURE REVIEW**

According to Bhatnagar and Nim (2019), effectively managing the cleanliness, maintenance, and adornment of workplaces and homes poses inherent difficulties. This complexity has heightened with the economic shift towards a digital society, resulting in a proliferation of multi-sided platform businesses providing housekeeping services, as their focus is to provide cost-effective, well-maintained, and welcoming environments (Bhatnagar & Nim, 2019). Therefore, this literature review intends to highlight the impact of multi-sided digital platforms on the cleaning service industry.

### **4.1. Malaysia Digital Economy Blueprint (MyDigital)**

Malaysia is committed to achieving the goals outlined in MyDigital in its mission to become a better nation. These strategies are intended to achieve positive outcomes for the public, businesses, and the government over a three-phase period ending in 2030 according to the Malaysia Digital Economy Blueprint (2023). The Malaysia Digital Economic Blueprint highlights the country's aim to introduce technology and the digital economy into all relevant sectors by incorporating technology into Malaysian businesses and public sectors, such as education and commerce. This initiative can drive digital transformation, ultimately leading to inclusive, responsible, and sustainable socio-economic development (Cushman & Wakefield, 2019). To this business model, implementing technology in housekeeping can increase work efficiency, and at the same time reduce the time taken to clean certain places. Leveraging a digital platform to manage the Master Debu cleaning business aligns with MyDigital's aim to incorporate technology into business. This is considered highly effective as the industry nowadays emphasizes the use of technology development to ease daily life.

### **4.2. National 4IR Policy**

The National 4IR Policy (2023) is designed to facilitate the equitable, responsible, and sustainable growth of the nation. Its core objective is to harness technology for the betterment of society, the enhancement of the economy, and the preservation of the environment. The overarching vision is to position the country as a dynamic hub for socioeconomic development, characterized by innovation and adaptability to the evolving needs of its populace. Moreover, this policy's human-

centered approach is a notable feature. It places people at the forefront of technology innovation, stressing productivity maximization and the delivery of high-quality products and services. In essence, it envisions a future in which technology is a powerful tool to better citizens' lives, elevating their living standards, and improving the overall human experience (Malaysia Economy Planning Unit, 2021).

Furthermore, with the Fourth Industrial Revolution (4IR) driving a fast transformation of the work environment, it is critical to prepare the workforce to manage these changes efficiently. Through technology advancement in Master Debu, such as the use of automated cleaning equipment, smart scheduling software, and digital payment systems, cleaning businesses can operate more efficiently and provide higher quality services to their customers. Additionally, creating a supportive regulatory framework for technology adoption can encourage innovation within the cleaning industry, leading to the development of new cleaning methods, eco-friendly products, and improved customer experiences.

### **4.3. Sertu Cleaning**

*Sertu* is a term in Islam referring to purification or cleansing performed after specific impure acts or conditions. This term is commonly utilized in the context of managing impurities or conducting ablutions (*wudu*) within Islamic practices. *Sertu* gains particular relevance when addressing impurities that impact an individual's state of ritual purity, such as contact with substances like urine, feces, or blood, which are deemed *najis*. Additionally, it involves the cleansing of any body part that has come into contact with such dirtiness, adhering to Islamic guidelines (Salleh et al., 2020). *Sertu* means to wash the limbs, clothes, places, utensils, and equipment that come into contact with the *najis mughallazah* seven times, one of which is with soil-mixed water (Yusof & Subri, n.d.).

It is worth noting that awareness of *sertu* cleaning operations among industry players in Malaysia is reported to be relatively low (Yaacob & Rahman, 2023; Amer Shariffudin, 2023). Cleaning services can address this gap by providing specialized *sertu* cleaning tailored to meet the specific needs of Muslims encountering challenges in this area.

### **4.4. Multi-Sided Platform Business**

A multi-sided platform business model for eco-friendly housekeeping services serves as a dynamic link between environmentally concerned customers and sustainable housekeeping suppliers. This strategy not only solves the urgent need for pollution reduction in the housekeeping industry but also promotes a network in which both service seekers and suppliers' profit. As mentioned by IGI Global (2021), a digital platform acts as an intermediary to connect two or more mutually dependent groups of users (e.g., sellers and buyers) with shared economic objectives.

Master Debu offers a range of services and benefits catering to various businesses, including the provision of cleaning supplies, servicing residential properties, and maintaining mosques. One of the biggest benefits of the multi-sided business model is that it allows companies to capture and serve a larger customer base (Sheykin, 2023). Simultaneously, service providers ranging from independent

cleaners to certified green cleaning firms may present their knowledge and offers to a larger audience, extending their customer base and increasing their awareness in the sustainable living industry. The platform's collaborative ecosystem encourages the usage of eco-friendly practices while also supporting economic growth in the green services industry.

#### 4.4. Benchmarking of Housecleaning Business Model

Benchmarking is a process that involves measuring the performance of your business against a competitor in the same market (Business Victoria, 2022). The objective is to learn from the best and figure out how to improve. It may encompass factors such as quality, efficiency, cost, and customer satisfaction.

##### 4.4.1. Kleanhouz

Kleanhouz, as shown in Fig. 1, is a premium house cleaning located in Klang Valley that specializes in post-renovation cleaning services for different kinds of houses as well as building renovation projects, which is very convenient for people who just move into a new home. They provide a professional service with ready workmanship and complete equipment that will be less burden to the client. Moreover, Kleanhouz strives to clean every area of the house effectively according to client preference. The BMC for Kleanhouz is shown in Fig. 2.



Fig.1. Web interface of Kleanhouz (<https://mykleanhouz.business.site/> )

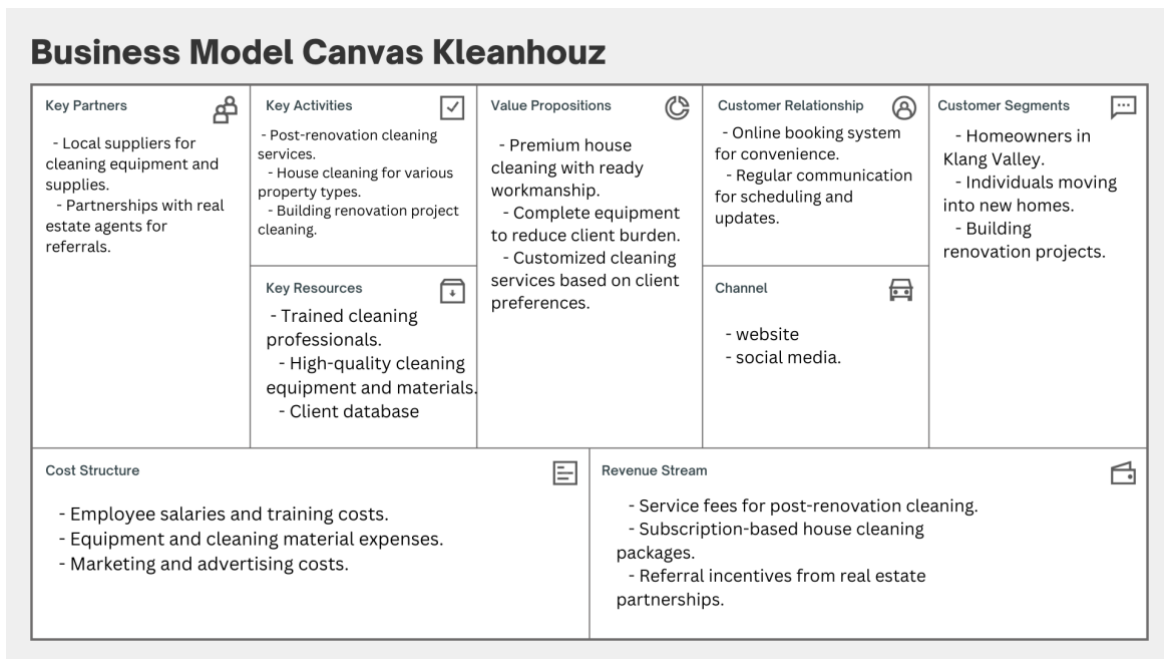


Fig.2. Business Model Canvas (BMC) for Kleanhouz

#### 4.4.2 DeHouze

At DeHouze, they offer a flexible hourly home cleaning service that seamlessly fits your schedule as shown in Fig. 3. The mission is to provide a customized cleaning, whether for a quick touch-up or a thorough deep clean. The services cover basic tasks for homes and offices starting from just one hour, including tidying up, sweeping, mopping, surface wiping, bathroom cleaning, rubbish disposal, and bed sheet changing. In addition, deep cleaning encompasses additional tasks like wiping fixtures, ceiling fans, removing cobwebs, scrubbing the bathroom, and cleaning appliances and furniture. They also specialize in the move-in, move-out, or post-renovation cleaning including all deep cleaning tasks, plus residue removal, outdoor area cleaning, and trash disposal. The DeHouze's BMC is summarized in Fig. 4.

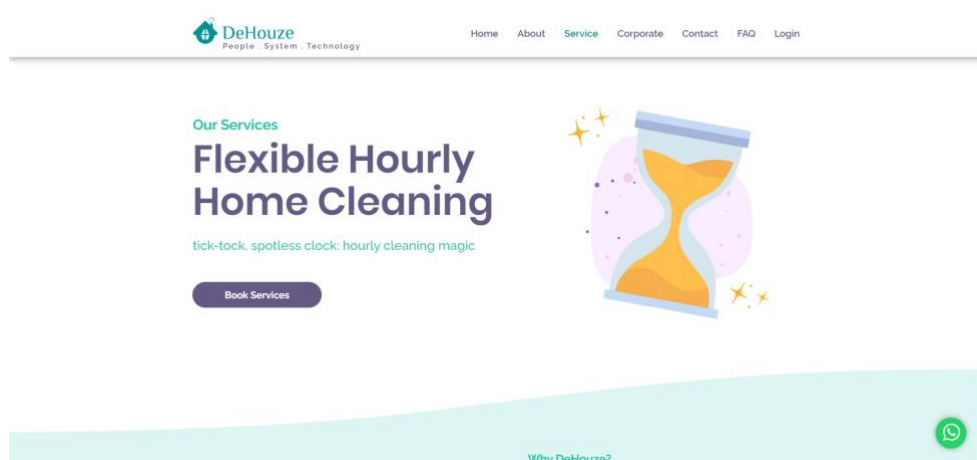


Fig.3. Web interface of DeHouze(<https://www.dehouze.com/services> )

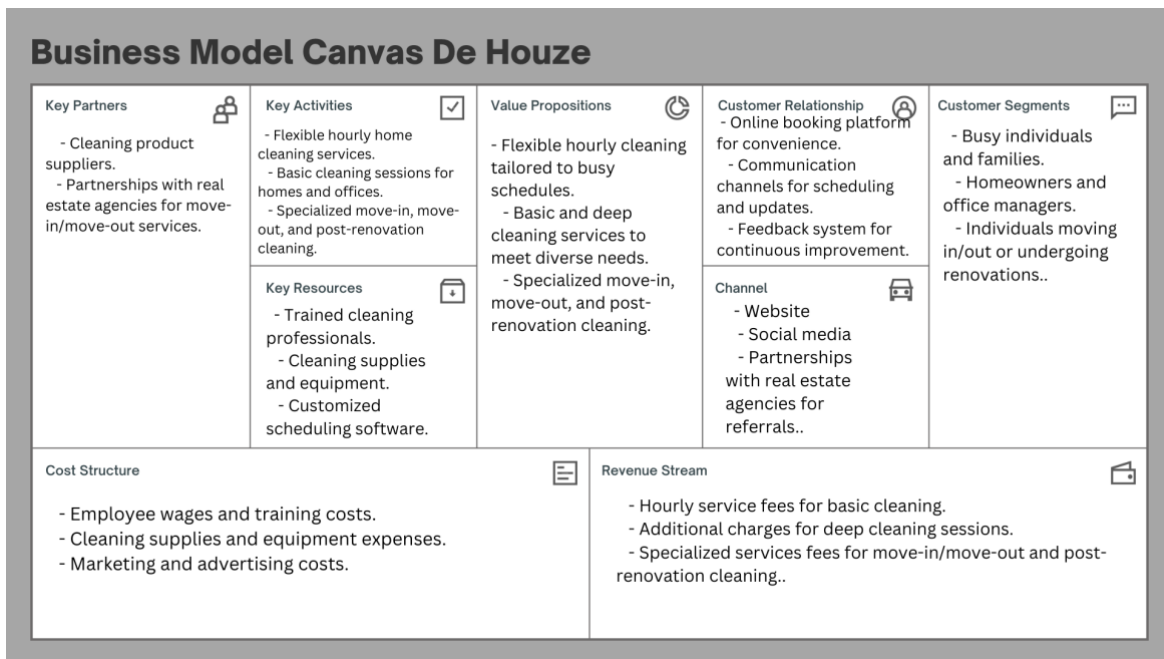


Fig.4. Business Model Canvas (BMC) for De Houze

#### 4.4.3. Double Care Cleaning Services

Double Care Cleaning Services, which is based in Bukit Jalil, Kuala Lumpur, has a robust business model that focuses on delivering high-quality cleaning services in Kuala Lumpur and Selangor, Malaysia, as shown in Fig. 5. Their skilled team caters to both residential and commercial clients. What distinguishes them is their commitment to diverse services, including office cleaning, event cleaning, carpet cleaning, floor polishing, window cleaning, post-renovation cleaning, pre-move in/out cleaning, and post-construction cleaning. This strategic approach ensures efficient operations, effective marketing, and strong customer relations, contributing to long-term profitability and industry expansion. Fig. 6 summarizes its BMC.

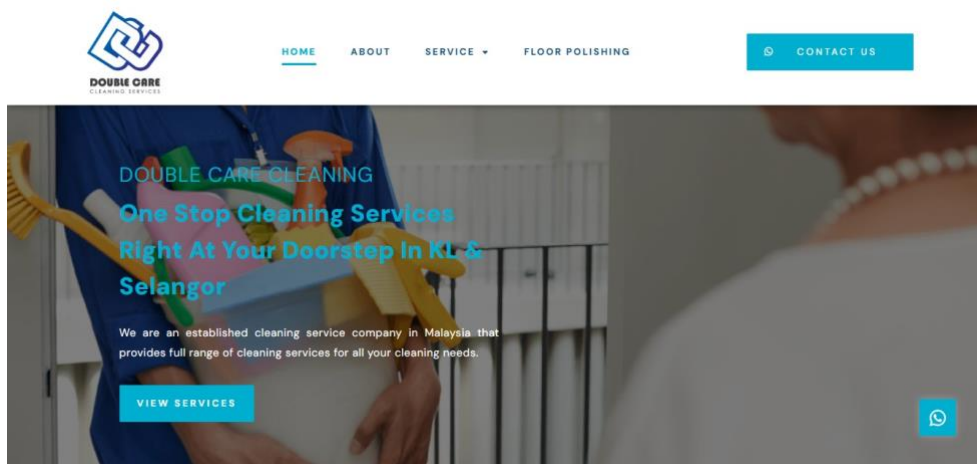


Fig.5. Web interface of Double Care Cleaning Service  
 (<https://doublecarecleaning.com.my/>)



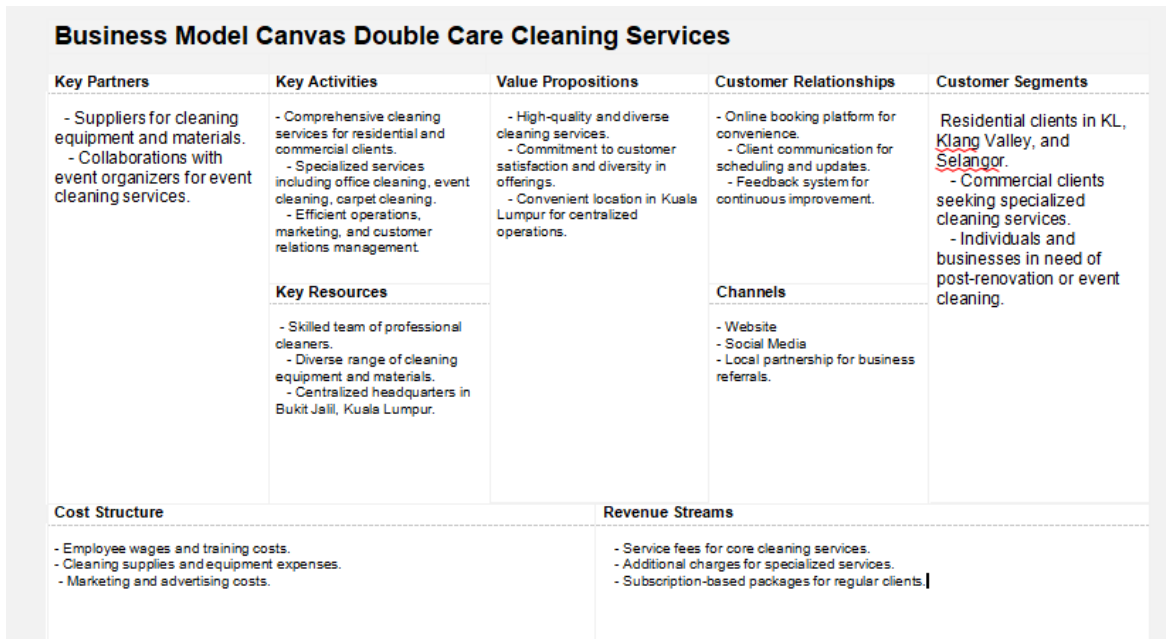


Fig. 6 Business Model Canvas (BMC) Double Care Cleaning Services

## 5. INITIAL CONCEPTUAL BUSINESS MODEL

### 5.1 Initial Business Model Canvas (BMC)

Fig. 7 depicts the initial BMC crafted for Master Debu's housecleaning business, drawing insights from the above literature review.

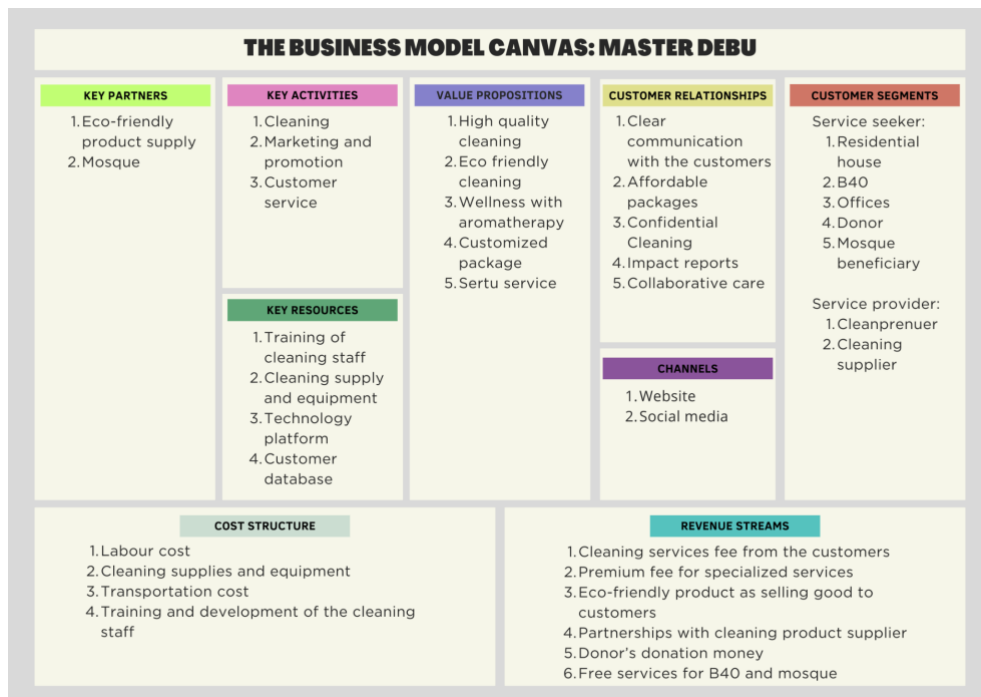


Fig.7. The initial model business canvas of Master Debu

## 5.2. Initial Value Proposition Canvas (VPC)

The VPC serves as a valuable tool to ensure that a product or service is strategically aligned with the needs and preferences of consumers. This canvas is structured into two key sections: Customer Segments (CS) and Value Propositions. In our case, we utilize the VPC to define the value which are the product and services, gain creators and pain relievers that Master Debu's housecleaning service brings to a diverse range of customers, including residential households, the B40 community, eco-friendly cleaning suppliers, donors, and mosque beneficiaries. Figures 8 – 14 below depict the various CS of our initial business model.

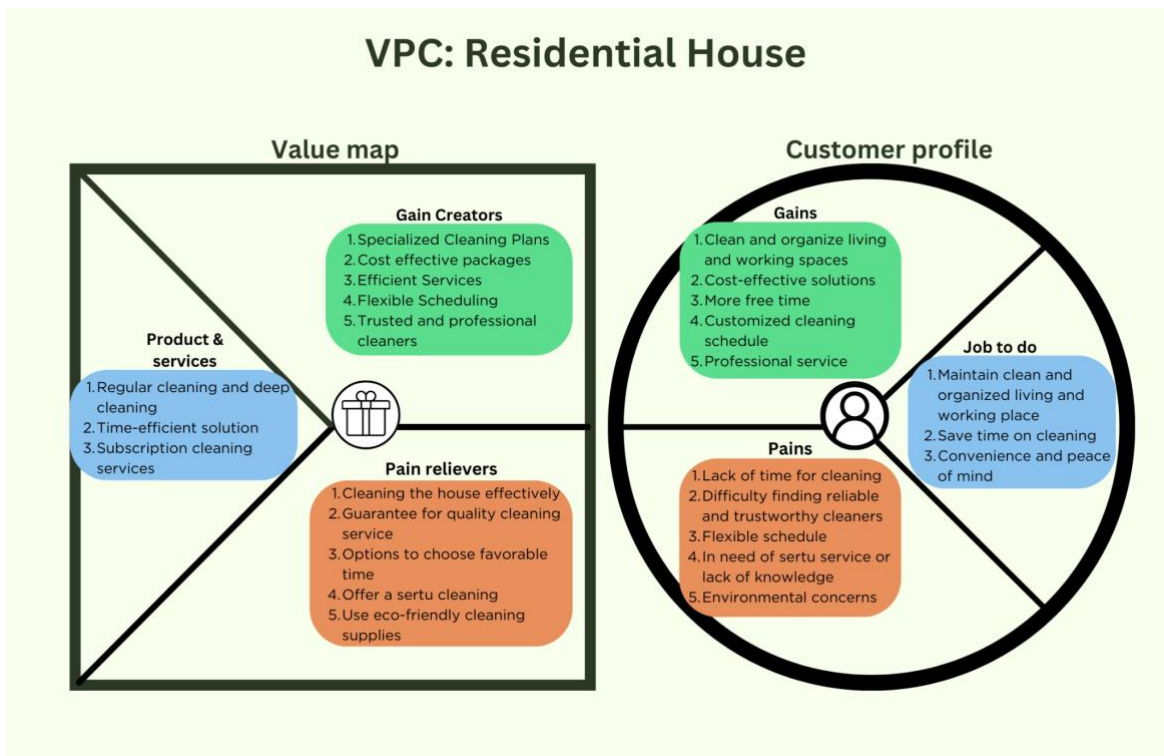


Fig.8. Value Proposition for Residential House

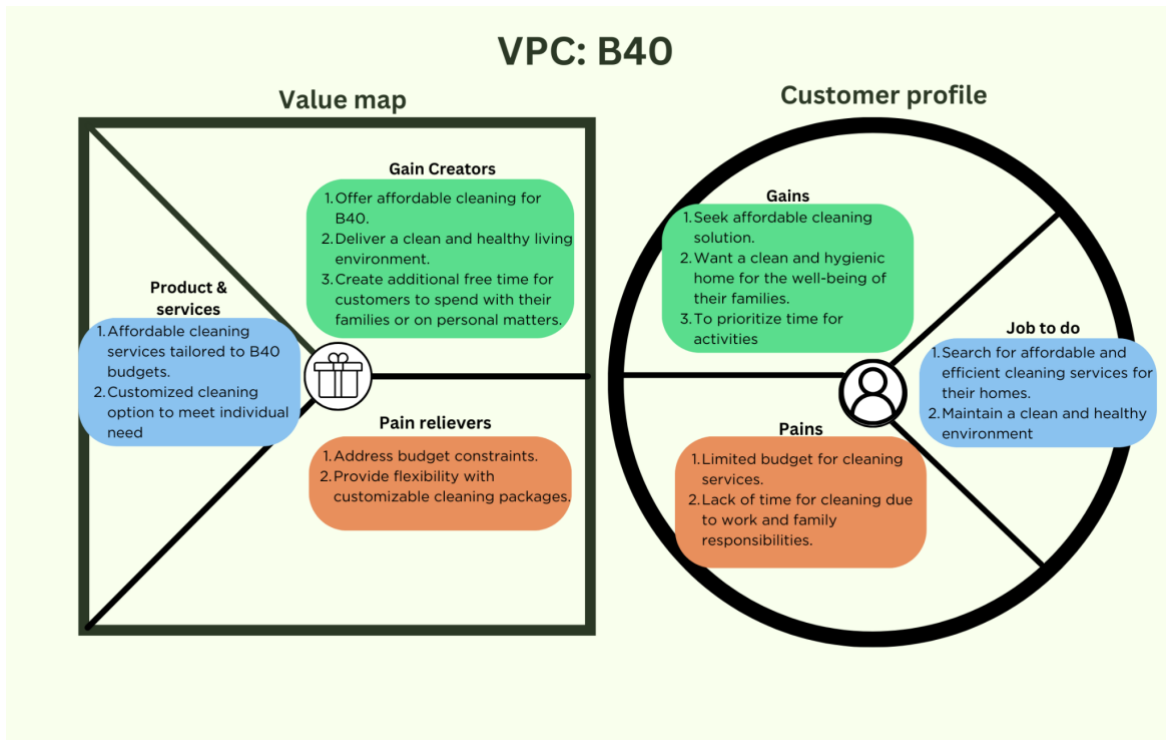


Fig.9. Value proposition for B40

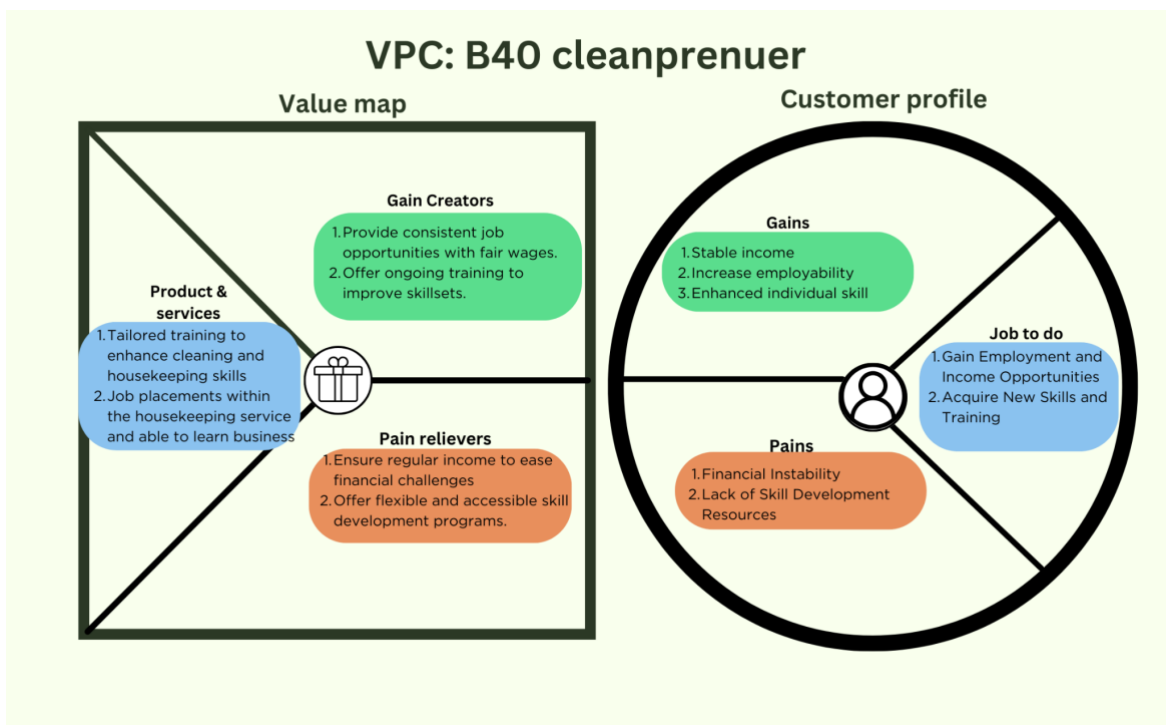


Fig.10. Value proposition for B40 cleanpreneur

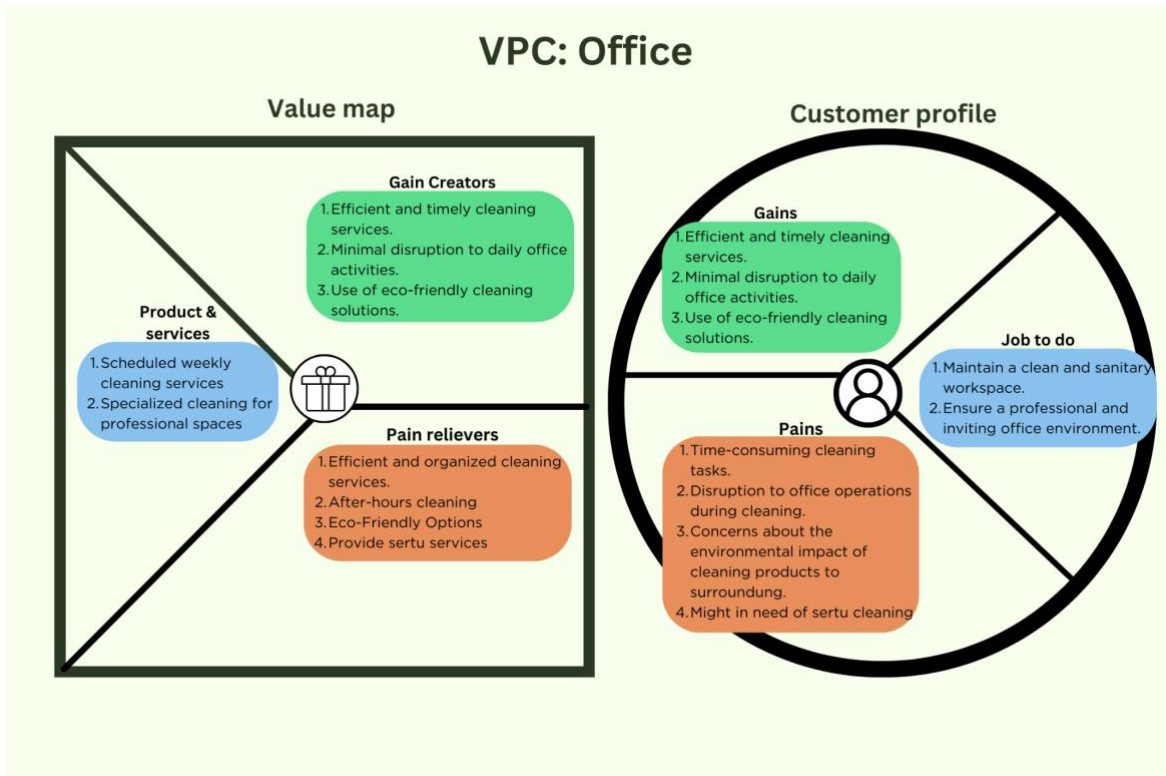


Fig.11. Value Proposition for Office

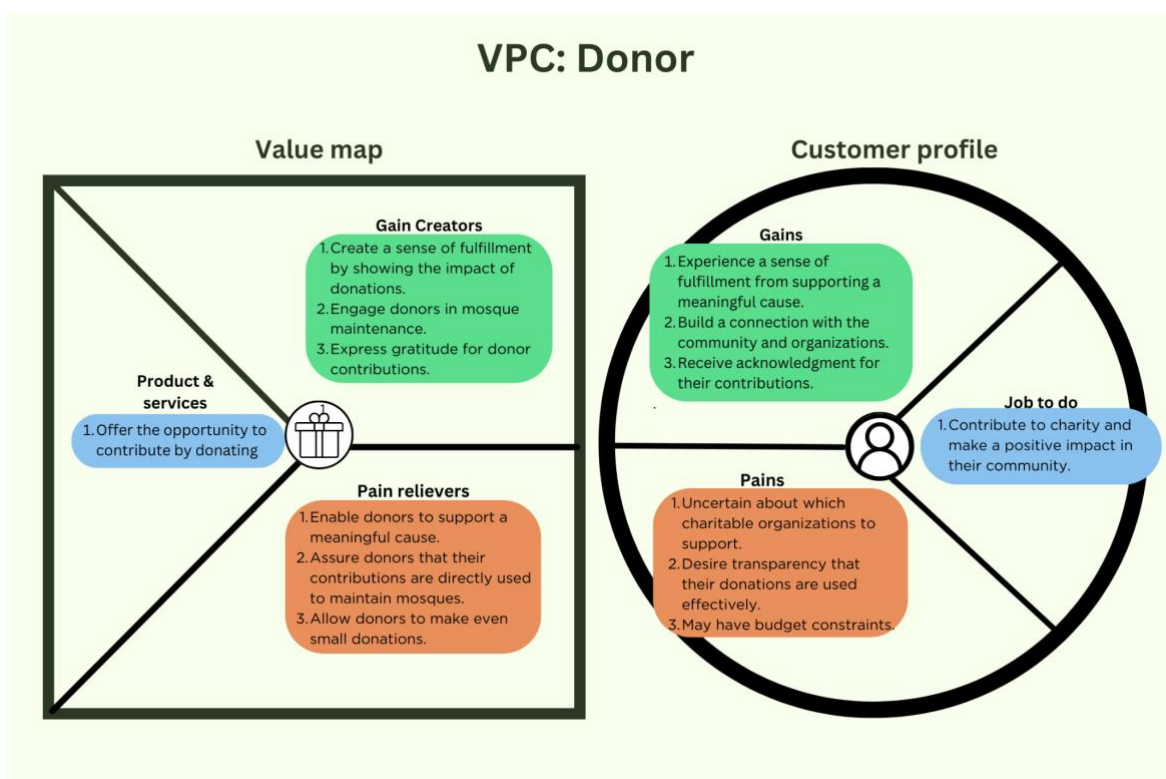


Fig.12. Value Proposition for Donor

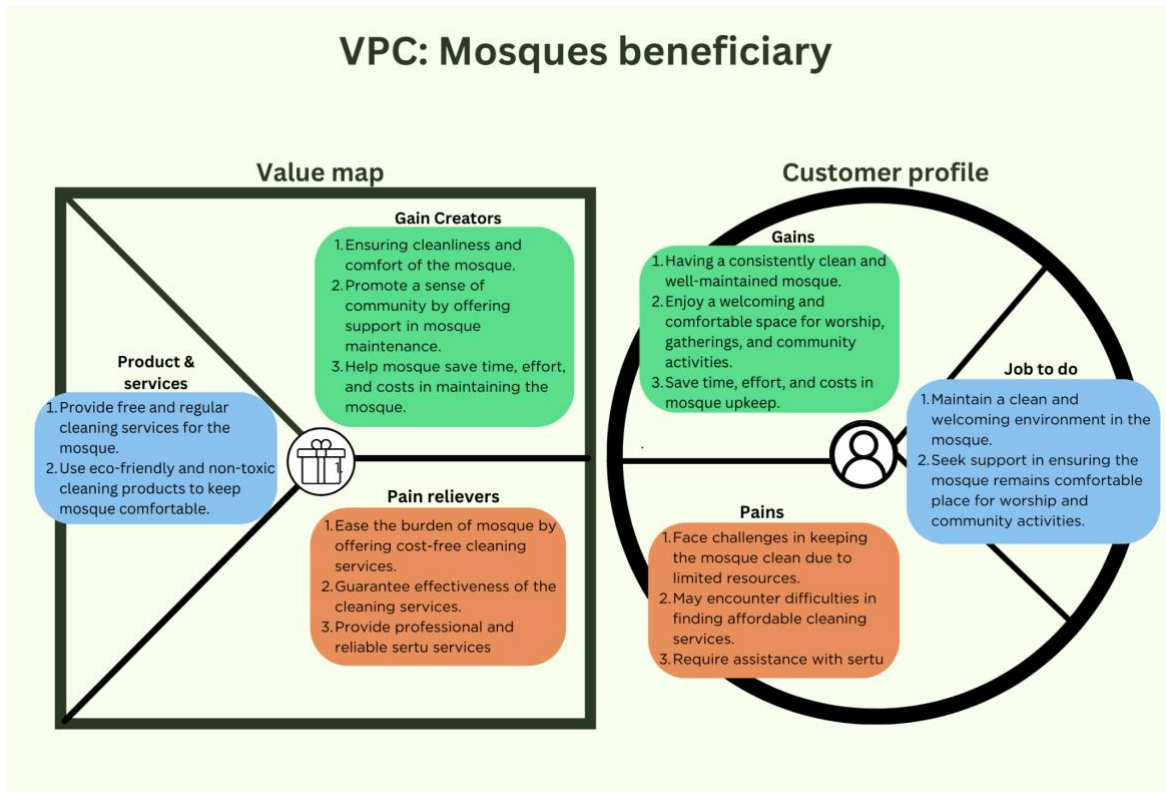


Fig.13. Value Proposition for Mosque Beneficiary

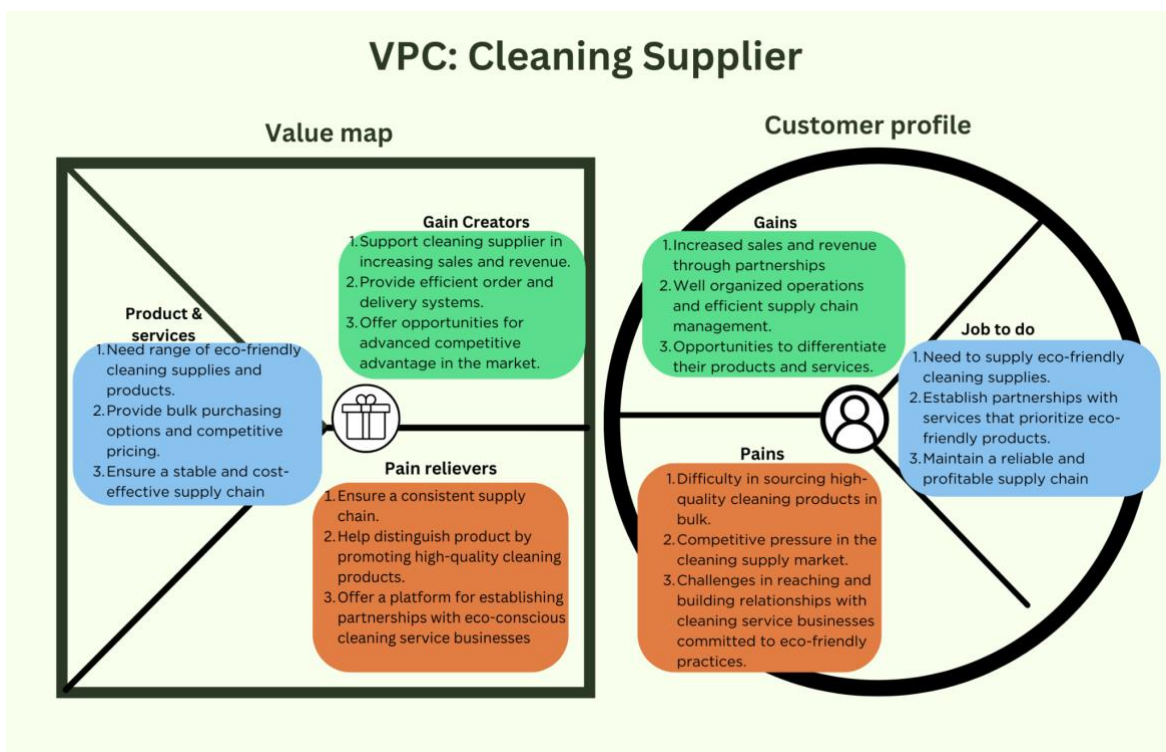


Fig.14. Value Proposition for Cleaning Supplier

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

Based on the survey conducted to validate this business model, 15 out of 25 respondents highly agreed on the importance of eco-friendly solutions in cleaning services as shown in Fig. 15. Additionally, 17 respondents acknowledged the significance of *sertu* in maintaining cleanliness in diverse settings as shown in Fig. 16.

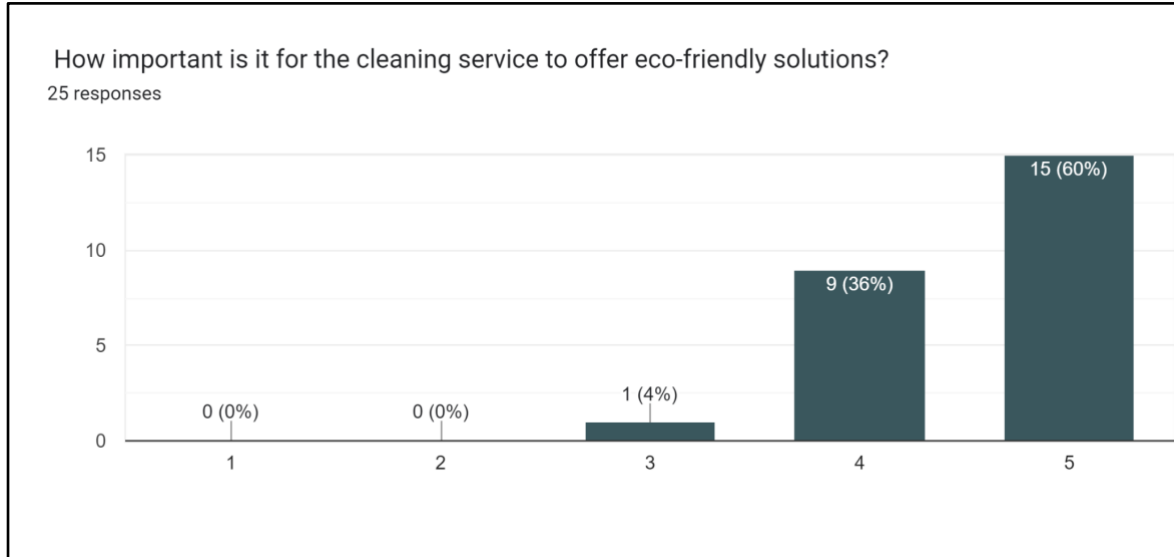


Fig. 15. Importance of eco-friendly services

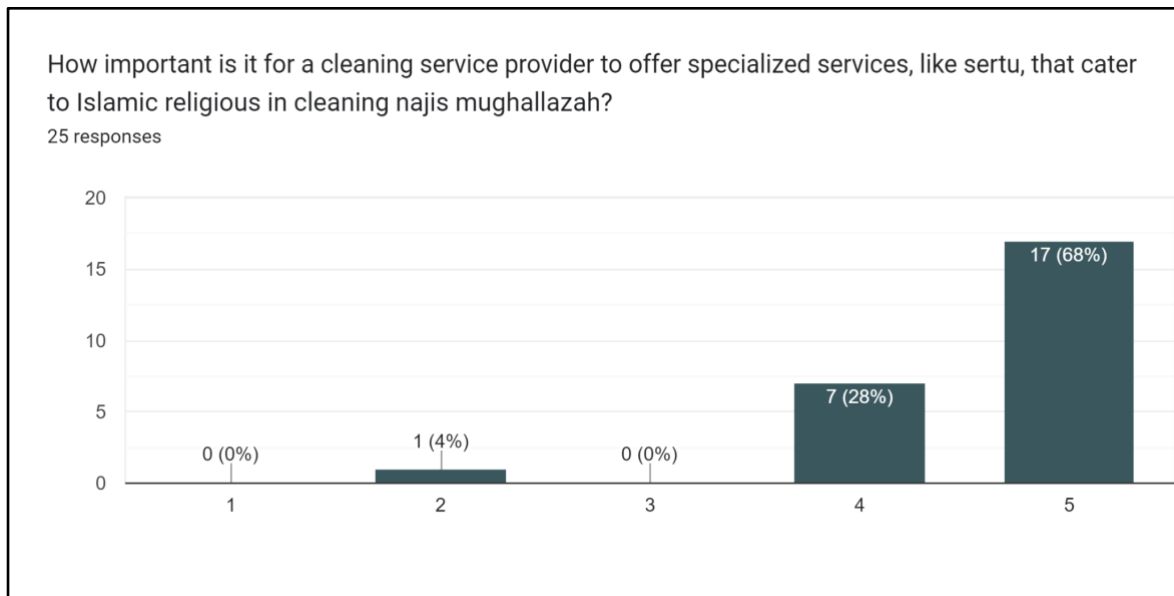


Fig. 16. Importance of specialized services

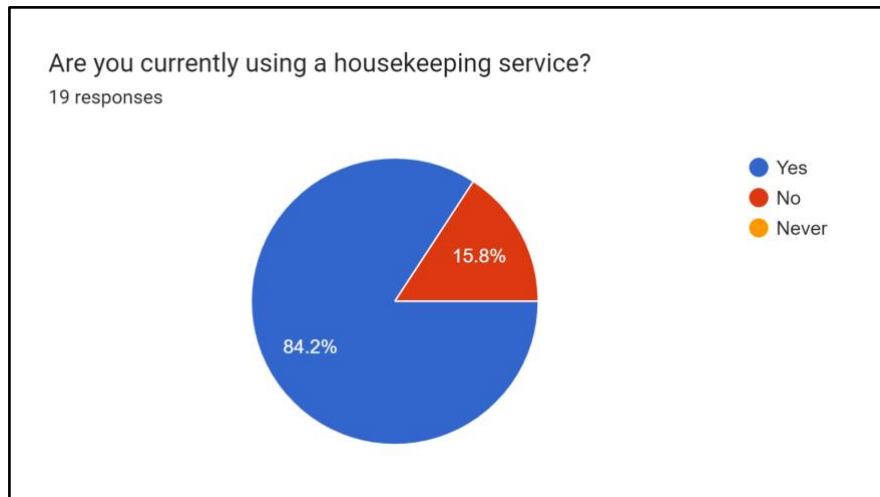


Fig. 17. Pie chart – Residential respondents use housekeeping services

Based on the pie chart shown in Fig. 17 above, 84.2% of the 19 respondents reported that they utilized a housekeeping service. This suggests a widespread acceptance of housekeeping services in today's society and a big demand for housekeeping. Moreover, from this survey, 52.9% of respondents encountered challenges or concerns related to specialized cleaning services such as *sertu* in their workspace, highlighting the need for *sertu* cleaning services.

Despite the small sample size of 25 respondents in the methodology, it's noteworthy that 100% of them agreed that low-income families face a budget constraint when subscribing to housekeeping services. As a solution, they advocated to provide free housekeeping services regularly to the B40 group. Additionally, 64% of respondents supported the idea of weekly free cleaning services for mosques. Furthermore, 84% expressed a willingness to donate to cleaning services. With these insights, Master Debu can implement initiatives to provide free cleaning services to the B40 group in need and mosques.

In addition, the results from this survey also display that the cleaning staff should follow health and safety protocols like wearing proper clothes, gloves, and masks while doing the cleaning.

## 7. Validated Business Model - BMC framework

### 7.1. Validated BM

Following our research, we discovered that our clients are moderately satisfied with the business model and that improvements are needed as required in key partners, key activities, value proposition, channels and cost structure. As a result, the business model canvas for the Master Debu housekeeping service is shown in Fig. 18. A modification has been made to further enhance the business model.

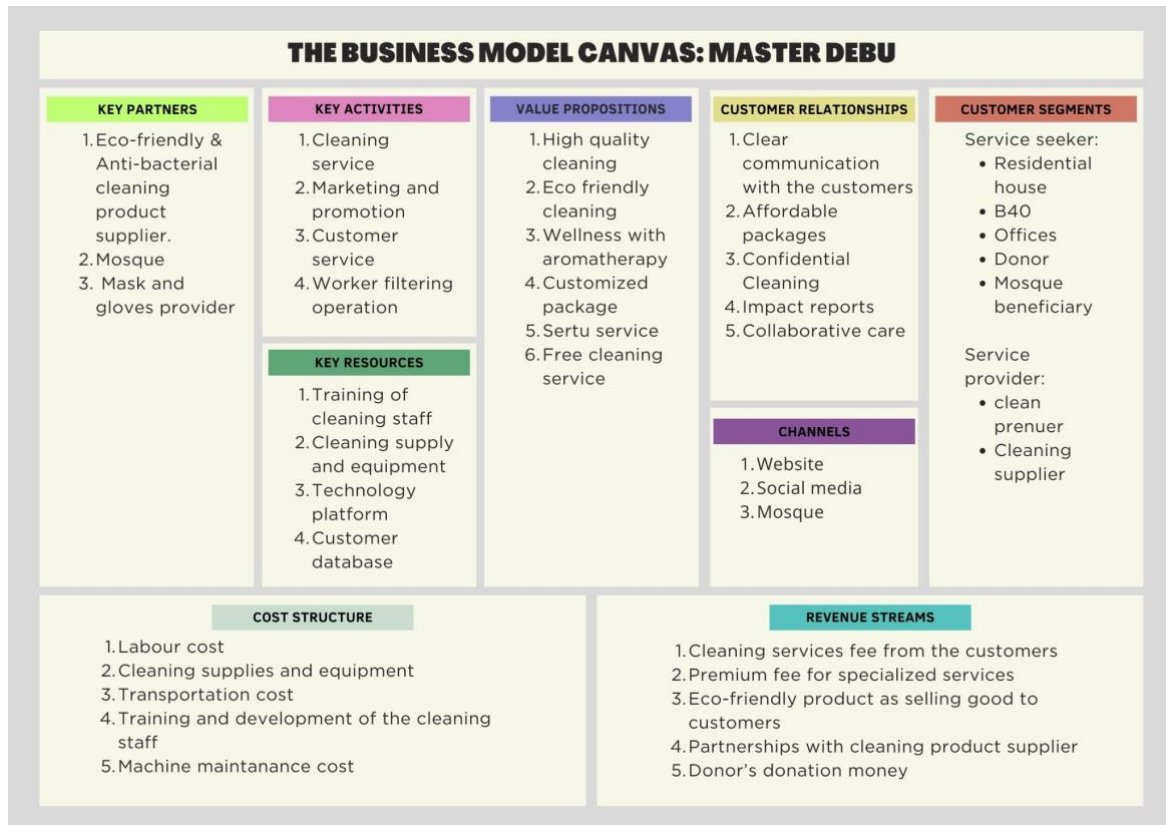


Fig. 18. Validated BMC of House cleaning service

### 7.1.1. Customer segment (CS)

The CS are the Service seekers – residential houses, B40 group, offices, donors, mosques; and the Service providers are the clean-preneurs and cleaning suppliers. They are the two service providers in this block. Rental properties, homeowners, and those seeking cleaning services will be able to utilize the service due to their hectic schedules. Offices can use this cleaning service as well. Although we will charge residential properties and businesses for this service, the B40 group and mosques will receive it for free. We will also teach the B40 individuals how to become a clean-preneur. Donors, on the other hand, will provide us with the financial support.

### 7.1.2. Value Proposition (VP)

Clients can experience unparalleled housecleaning excellence with our high-quality cleaning using eco-friendly products, creating a sparkling space that prioritizes their well-being and the planet. Our unique wellness touch that features aromatherapy will transform the environment into a haven of tranquillity. Our customized packages cater to the client's lifestyle, while our *sertu* service ensures cultural sensitivity for a thoughtful cleaning experience. Complimentary services will be provided to the mosques and B40 group, reflecting our commitment to making every space a sanctuary. Additionally, we offer anti-bacterial cleaning products upon request, providing the epitome of a personalized, sustainable, and quality housecleaning. Moreover, we offer the



B40 individuals an opportunity to get trained to become a clean-preneur in the nearest future.

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

Our housekeeping service employs a comprehensive online strategy, utilizing a user-friendly website for bookings, engaging on social media for interactive content and promotions, and fostering community ties through collaborations, such as providing free services to religious institutions like the mosques. We also use social media for advertising.

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

At our housecleaning business, we prioritize transparent communication, offering affordable and flexible packages that maintain quality. We uphold confidentiality, delivering a personalized and seamless housekeeping experience. Through impact reports, we will keep clients informed of the positive changes in their living spaces, fostering collaborative care and open the review and rating system via our housecleaning service digital platform. Mentoring the B40 clean-preneurs is our another main relation.

### **7.1.5. Revenue stream (RS)**

The housecleaning business adopts a diversified revenue strategy for sustainability and growth. The primary income is derived from cleaning service fees, supplemented by premium charges for specialized services. The sale of eco-friendly cleaning products enhances revenue while promoting environmental sustainability. Strategic partnerships with suppliers optimize costs, and a unique revenue stream involves donor contributions from those appreciating our eco-friendly commitment, ensuring long-term financial stability.

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

Our housecleaning business relies on essential resources like ensuring the latest skills – top-quality cleaning supply and equipment, a robust technology platform for streamlined operations, an opportunity for B40 clean-preneurs to get trained to start their own business soon, an opportunity for cleaning service providers to share the same platform to provide their service, and a valuable customer database for personalized services, fostering loyalty and retention. These resources collectively enable us to consistently deliver high-quality services and stay at the forefront of industry standards.

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

In the housecleaning business, essential activities center on seamless operations. The core functions include diverse cleaning services, from routine housecleaning to specialized projects. Marketing efforts, including strategic campaigns and online presence management, are vital for client acquisition. An exceptional customer service, coupled with a rigorous worker and B40 clean-preneurs, and the filtering process for recruitment and training, ensures a skilled workforce aligned with the business's values. Developing an online app and

website is also vital. These activities collectively drive business success, fostering client satisfaction, building a strong clientele, and maintaining a positive work environment.

#### **7.1.8. Key partners (KP)**

In building a sustainable housecleaning business, vital collaborations with eco-friendly cleaning suppliers ensure environmentally conscious practices. Partnerships with local mosques and safety gear providers reflect a commitment to community engagement and health standards, emphasizing the service's dedication to sustainability and well-being.

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

The housecleaning service's cost structure is multifaceted, with labor costs as the primary component, as well as cleaning supplies, equipment, transportation, and additional essential elements cost. We also allocate funds for machine maintenance to ensure the longevity and reliability of our equipment. This comprehensive approach enables us to deliver reliable and high-quality services to our clients, emphasizing sustainability and optimal performance.

### **7.2. Business Environmental Map**

#### **7.2.1. Market forces**

According to the Global Housekeeping Platform Market, housekeeping services are anticipated to achieve a Compound Annual Growth Rate (CAGR) of 8.5% from 2020 to 2027, with an estimated valuation of USD 7.16 billion by 2027. This trend underscores a rising demand within the hospitality sector and a simultaneous increase in awareness regarding the benefits of automation in housekeeping services. It can be asserted that the housekeeping services market is highly competitive. Consequently, this data reveals a promising outlook for housekeeping services in Malaysia, indicating a notable increase in demand.

#### **7.2.2. Industry forces**

The housekeeping services industry is shaped by various factors that influence its dynamics and competitiveness. In this sector, numerous businesses emerge as potential competitors, making competition among existing providers crucial. Key aspects like differentiation, service quality, and geographic reach contribute to the competitive landscape. Therefore, establishing a distinctive identity is essential for gaining recognition in the market. Navigating this landscape requires adaptability to emerging trends and a commitment to excellence. Staying competitive in the housekeeping services industry involves embracing change and delivering outstanding service.

#### **7.2.3. Key trends**

The evolution and current trends provide insights into future directions in the business. In green cleaning practices, the growing awareness of environmental sustainability is shifting towards eco-friendly methods. The industry foresees a

continued emphasis on environmentally responsible products, practices, and certifications to meet the demand for sustainability. Choy, Cheng, and You (2021) found that adopting sustainable measures in housekeeping can significantly reduce waste. A study on hotels in Hong Kong showed that implementing efficient green practices in the housekeeping department could conserve up to 15% of energy and water (Deng and Burnett, 2002).

#### 7.2.4. Macroeconomic forces

Master Debu has the potential to become well-known in this industry as housekeeping demand keeps increasing. However, due to global economic conditions like inflation, which continued to moderate to 2.8% based on Bank Negara Malaysia (2023), a good strategy needs to be measured to make Master Debu relevant in the long run. Furthermore, this industry can help in creating job opportunities, particularly benefiting the B40 group, thereby contributing to the enhancement of their income levels. This can help in catering issues with their income.

#### 7.3. Strategy Canvas

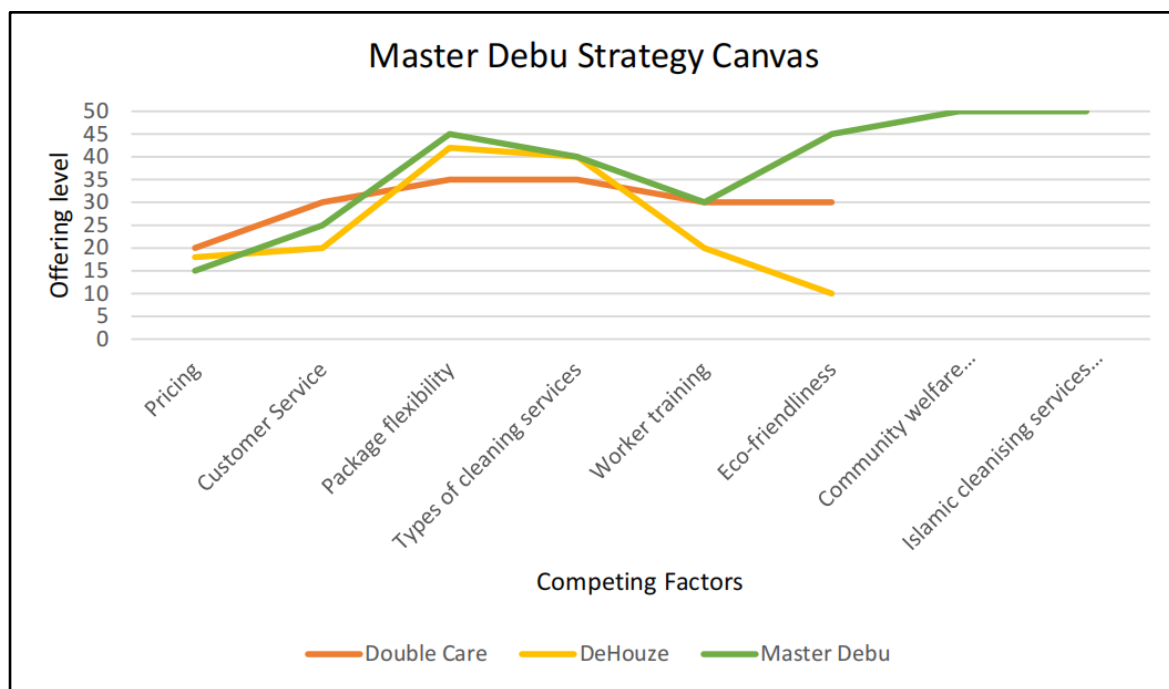


Fig.19. MasterDebu Strategy Canvas

The strategy canvas shown in Fig. 19 is a tool employed to evaluate Master Debu's standing compared to competitors in the market. Its purpose is to outline a blue ocean strategy, showcasing Master Debu's distinctive value proposition. In the visual representation, Master Debu is contrasted with two other businesses, namely Double Care Cleaning Services and DeHouze. This comparison involves critical variables such as pricing, customer service, package flexibility, types of cleaning services offered, worker training, eco-friendliness, community welfare participation, and provision of Islamic cleansing services. This in-depth analysis aids in pinpointing areas where Master Debu can

set itself apart and excel against competitors through unique and innovative strategies.

By utilizing the strategy canvas, our goal is to establish an online platform designed to cater to all customer segments within the business model. The website will feature a concise main page introducing our business, emphasizing a diverse range of packages and cleaning services. Special attention will be given to the significance of *sertu*. Additionally, there will be a dedicated page for donors to contribute toward supporting the B40 individuals and mosques. Both B40 individuals and mosques can connect with us through the website to seek assistance with the cleaning needs. Alternatively, they can reach out to us via the contact information provided. Testimonials, along with evidence showcasing the destination of donations, will be integral components of our approach to maintain strong relationships with customers.

#### 7.4. Low Fidelity Master Debu Prototype Website

We are working on a prototype for a website that is designed to be accessible and customer-friendly for all types of users.

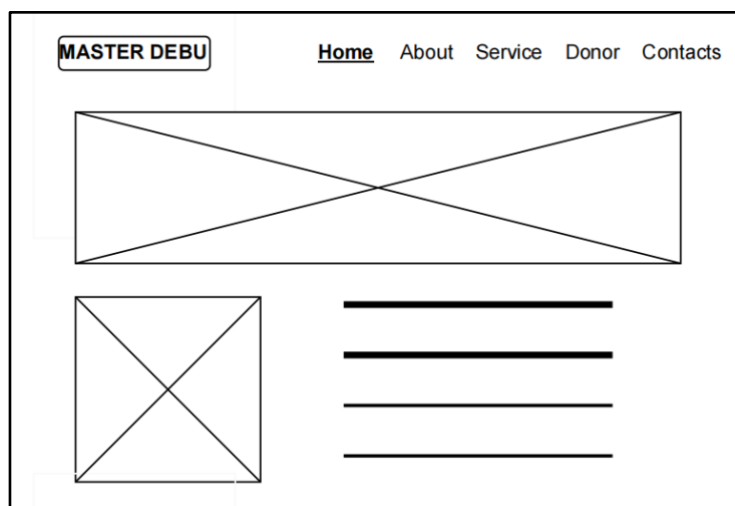


Fig.20. Master Debu Home Main Page

The initial sketch for the low-fidelity prototype shown in Fig. 20 is a representation of the Master Debu's website homepage. It conveys a clear message to the customers, explicitly indicating that it is a housekeeping service. The homepage features images showcasing our previously completed services. Customers can easily navigate to other pages, including About, Services, Donor, and Contact, from this main page.

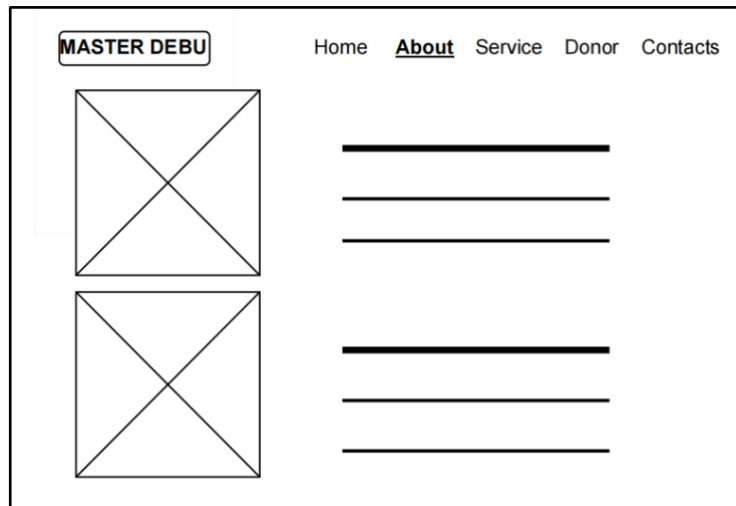


Fig.21. Master Debu About Page

In the second sketch as shown in Fig. 21, the webpage focuses on highlighting the uniqueness of our business. It prominently promotes our commitment to eco-friendly cleaning supplies aligned with sustainable development goals (SDGs), emphasizes our dedication to *sertu* practices, and underscores our active involvement in supporting the B40 group and mosques. The page delivers a clear and compelling message, aiming to attract customers who resonate with our values and distinct offerings.

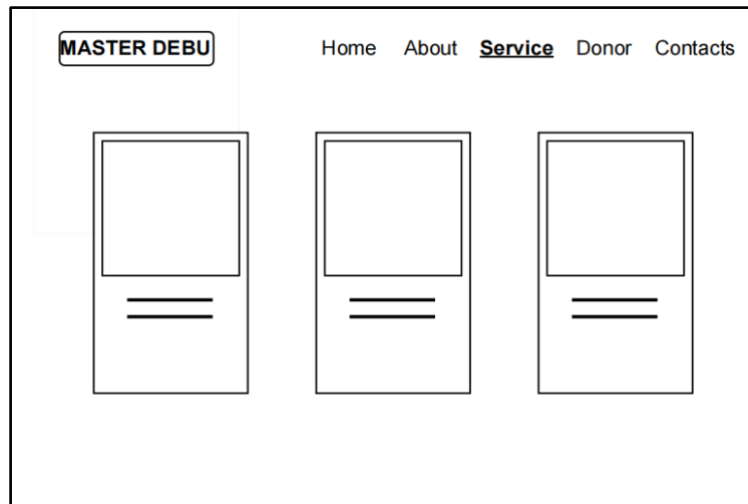


Fig.22. Master Debu Service Page

On the service webpage shown in Fig. 22, Master Debu will present a clear and detailed overview of our offered services, including the available packages. This approach is designed to facilitate ease of decision-making for customers, providing them with the necessary information to choose the service that best suits their needs.

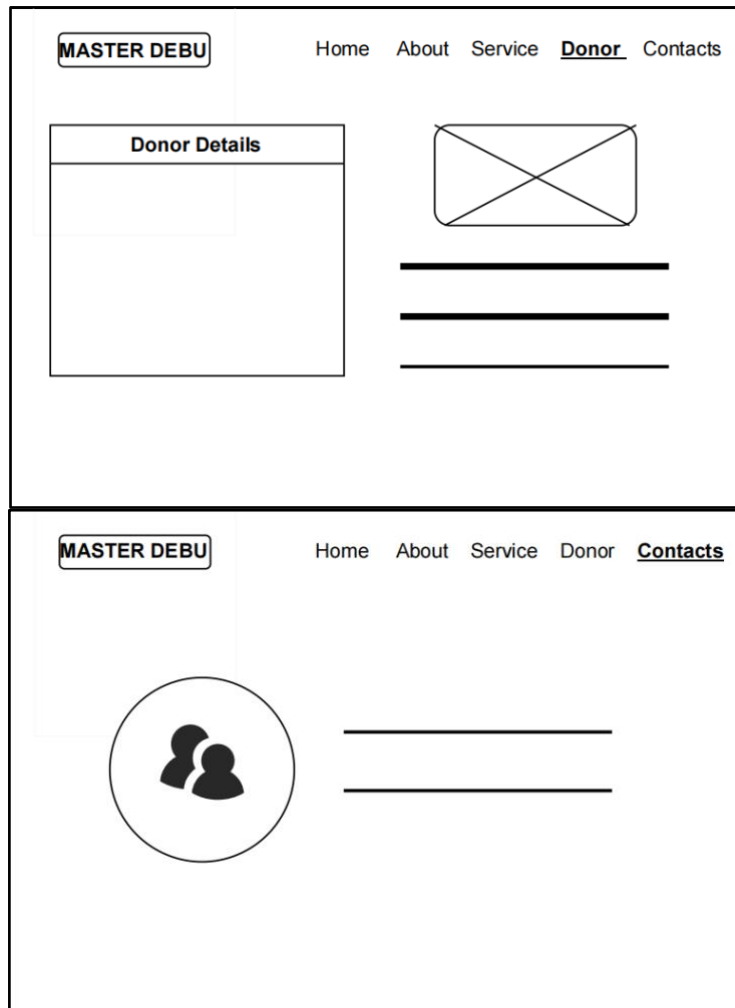


Fig.23. & Fig. 24. Master Debu Donor and Contacts Page

The sketches in Fig. 23 and Fig. 24 are for the donor page, where potential contributors can make donations through the provided platform. This dedicated page not only streamlines the donation process but also offers additional information or incentives to encourage and express gratitude toward our valued donors. The final illustration depicts our contact information, serving as a point of reference for customers seeking further communication with us.

## 8. CONCLUSION AND FUTURE WORK

In conclusion, our exploration of the housecleaning business landscape has illuminated the diverse challenges, job-to-do, extreme pains, and essential gains experienced by various customer segments. From residential houses to offices, the B40 group to donors and mosque beneficiaries, understanding and addressing the unique needs of each group are paramount. Our conceptual solution distinguishes itself through a comprehensive business model, innovative products/services as gain creators and pain relievers, and the key features of our digital platform or application that is relevant to customer segments.

We are looking forward with our business plan outlines as a comprehensive strategy for establishing the business. Moreover, key activities such as marketing,

customer and partner service, and worker optimization are essential for ensuring a sustainable and impactful housecleaning business venture. Future initiatives include continuous enhancement of our digital platform (website, social media), integrating advanced technologies for seamless interactions, worker management, and real-time service monitoring. We are committed to embracing sustainability, and artificial intelligence trends to elevate efficiency and eco-friendliness. Through ongoing business scanning for research and development, we aim to set new standards in the housekeeping industry, including *sertu* services, while contributing to broader sustainable development goals and the community.

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