

A CONCEPTUAL CLEAN CARE DIGITAL PLATFORM BUSINESS MODEL: ENHANCING THE WELL-BEING AND NURTURING LOW-INCOME B40 COMMUNITIES AS CLEAN CARE-PRENEURS IN THE GOMBAK COMMUNITY

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ABSTRACT: This paper is to offer a conceptual platform business model of laundry and cleaning services, called CleanCare, embedded with a digital platform/app. The value proposition of CleanCare is to help improving the quality of life that meets the expectation and needs of the Gombak community by providing a comprehensive digital platform laundry and *sertu* cleaning business model. The business model provides services like efficient pickup, *sertu* and careful washing method, professional folding and delivery service to the front of customers' homes; aligned with the United Nations' Sustainable Development Goals; SDG 3 - Good Health and Well-being, SDG 8 - Decent Work and Economic Growth, and SDG 9 - Industry, Innovation and Infrastructure. In addition to save the homeowners time and effort, this service maintains the highest standards of hygiene and cleanliness by streamlining the laundry process that align with SDG 3 for reducing the Gombak communities from the risk of being infected to dangerous bacteria and germs from dirty clothes. The paper adapts the design thinking methodology, which includes empathizing, defining, ideating, prototyping, and testing processes. CleanCare business model is designed, tested, and established as a multi-sided platform business by first understanding the job-to-do, essential gains, and extreme pains faced by the various customer segments (CS) – cleaning service seekers, cleaning service providers, B40preneurs and donors. In formulating business model options as a possible solution that is relevant to the various CS, business modelling tools like the Value Proposition Design Canvas (VPC), Business Model Canvas (BMC), and Business Environmental Map (EM) are used in the ideation, designing, and testing of the initial/prototype business model, and finally establishing the CleanCare business model. Hence, this paper offers the CleanCare business model aims to pave the way towards the betterment of Gombak community quality of life by leveraging on trusted digital platforms for laundry and *sertu* cleaning services.

KEY WORDS: Laundry and Sertu Cleaning Services, Multi Sided Platform Business Model, Societal Wellbeing, B40preneurs, SDG

1. INTRODUCTION

Families and students in the bustling town of Gombak Selangor, struggle to balance their demanding schedules and academic obligations. Taking care of the home, striking a balance between work/study-family-leisure, and guaranteeing work/academic achievement sometimes leave little time for personal wellbeing. This is particularly true in the B40 region, where the issues are compounded by budgetary limits. In their never-ending quest to fulfil their responsibilities, employees and students frequently compromise their health and wellbeing. A system that may reduce these stresses and open doors for the community to live a more sustainable and balanced existence is desperately needed.

Due to time restrictions, families in Gombak frequently find it difficult to juggle the responsibilities of employment, childcare, and domestic tasks (Lisa Guirguis, 2003). The family's general well-being depends on keeping the house tidy and orderly, yet busy schedules often make this difficult. Services like CleanCare, which provide professional house cleaning and laundry services, are aware of these difficulties and seek to simplify things.

Families have a major obligation to provide a safe, comfortable, and happy home environment that fosters family unity. Families may spend more time resting, spending time together, and participating in meaningful activities by hiring help for cleaning and washing duties. Services like CleanCare are designed to improve peace of mind and strengthen family ties in addition to providing a clean atmosphere (Morrow, 2023).

Students at Gombak struggle with rigorous academic schedules and frequently do not have enough time to take care of household responsibilities (Lisa Guirguis, 2003). Taking care of laundry and housekeeping responsibilities can frequently be neglected when balancing personal obligations, part-time work, and schooling. Services like CleanCare come in to offer helpful support, allowing students to concentrate on their education and personal development.

Services like CleanCare serve not just families and kids directly but also the larger community, especially the workforce in the B40 region. Services that are dedicated to fostering economic empowerment and social inclusion via the recruitment of people from under represented backgrounds and the provision of solid work opportunities. Services aim to improve their quality of life and make a constructive contribution to the growth of the community by offering fair salaries and skill development activities.

Hence, CleanCare business model aims to transform Gombak community's household management by utilizing digital-based innovation and encouraging community engagement. Our strategy promotes holistic well-being and strengthens community ties by addressing the many requirements of families, workers, and students while emphasizing balanced quality of life. CleanCare innovative approach to household management is not only simplifying daily routines but also creates meaningful community engagement with the Gombak community. By reimagining household tasks as opportunities for empowerment and social impact, CleanCare empower individuals and families to thrive and achieve their goals while contributing to a more balanced and harmonious society (Zhang Y, 2023).

2. OBJECTIVES

The main objective of this paper is to develop a conceptual multi-sided business model including digital platform/application that offers and provides services as pain relievers and gain creators including:

- a. To deliver dependable and effective laundry and *sertu* cleaning services that are relevant and meeting customer expectations.
- b. To provide a convenient door-to-door options service to make life easier for the Gombak community.
- c. To generate job opportunities for the B40 Gombak community by supporting local businesses and service providers.
- d. To provide a trusted and scalable digital-based platform/app for laundry and *sertu* cleaning services seekers and providers.

3. METHODOLOGY

This study has adapted the Design Thinking Approach of Tim Brown from the Interaction Design Foundation. Design Thinking is significant because it integrates the needs of people, the potential of technology, and the prerequisites for business success in a human-centered manner by using the designer's toolset (Kurek et al., 2023). The five stages of design thinking are empathy, define, ideate, prototype, and test. The first stage is to develop empathy, which involves reading articles and news to understand current events and behavioral patterns in people. It implies seeing and interacting with targeted customer segments like B40 communities to get a psychological and emotional understanding of them. In this stage, the designer aims to put aside preconceptions and acquire accurate user insights. To operate a more relevant business, online questionnaire surveys are also utilized in this stage to gather extra data and gain a deeper understanding of human thought processes. Based on what we've learned from earlier stages, the defining step is where we define the problem that individuals have. All findings from the empathy phase are gathered to have a clear problem statement. The ideate stage is utilized to provide solutions in order to deal with this problem. Different kinds of solutions are created from brainstorming to mind mapping to identify the most effective one for the difficulties at hand. Once the answers to satisfy people's wants have been found, the prototype is created. This prototype is a scaled-down version of the product to make sure the best one meets the target audiences' expectations for the business developed. In the last phase, testing, the prototype is tested to get input and gauge user satisfaction. It is also to identify any issues that arise throughout the testing procedure so that they may be fixed right away. Additionally, benchmarking is carried out through the search for comparable business practices that have historically existed in the industry. This ensures that, by modifying the currently accessible business model, our company satisfies the high requirements and is similar to other existing enterprises. By examining these benchmark companies, our company utilized modeling tools such as the initial business model canvas and value proposition canvas. Then, these tools are later validated with various customer segments like the B40 community to establish a validated business model with its value proposition.

4. BUSINESS MODELLING TOOLS

a. Business Model Canvas (BMC)

BMC is a strategic management tool that facilitates more efficient planning, visualization, and definition of our company. The current version of BMC consists of nine components, according to Osterwalder and Pigneur (2010): customer segment, value proposition, channel, customer relationship, revenue stream, cost structure, key activities, key resources, and key partner.

b. Value Proposition Canvas (VPC)

Osterwalder et al. employ VPC as a tool to identify the demands of our client group and determine the solution that will be provided to them (Osterwalder et al., 2014). The value map and the customer profile are the two components that make up the VPC, they continued. Each of the two blocks consists of three segments: the customer profile comprises job-to-do, extreme gain, and pain; the value map contains items and services, gain creators, and pain relievers. We are better equipped to comprehend client needs and offer pertinent solutions thanks to VPC.

c. Strategy Canvas (SC)

The strategy canvas is a tool from Blue Ocean Strategy that helps businesses analyze and compare their competitive positioning in a visual way. It enables companies to map out important competitive factors like pricing, product features, and customer experience on a graph, in comparison to the current industry landscape (Osterwalder & Pigneur, 2010).

d. Environment Map (EM)

The external circumstances and elements that surround and affect an organization's success, operations, and decision-making are referred to as the business environment. These variables are divided into four major categories: market forces, industry forces, key trends, and macroeconomic forces. Comprehending the company environment is imperative for organizations to adjust, prosper, and make knowledgeable choices in a swiftly evolving terrain. (Osterwalder & Pigneur, 2010).

5. LITERATURE REVIEW

5.1. Laundry & Cleaning Services

The laundry and cleaning services sector is undergoing major changes in the Digital/4IR age as a result of evolving customer expectations, technology breakthroughs, and environmental concerns. This study of the literature looks at a number of topics related to this industry, such as consumer behavior, company strategies, legislation, opportunities, and problems as well as market trends.

Research on the laundry and cleaning services industry in Malaysia, particularly in the Klang Valley and Gombak region (Zaini, 2021), shows that due to hectic schedules, the rise in families with two working parents, and an increased emphasis on convenience and cleanliness, urban households are depending more and more on professional laundry and cleaning services. In crowded places like the Klang Valley, where people place a high value on time-saving solutions that guarantee their houses are hygienic, this tendency is especially apparent.

Because of urbanisation, the rise in families with two working parents, and people's general need for convenience, there is an increasing demand for cleaning and laundry services. From conventional laundrettes to tech-driven startups, the sector provides a variety of services to meet specialised needs like as eco-friendly choices and on-demand scheduling.

The way that consumers behave has a significant impact on the services that the sector provides. When selecting laundry and cleaning services, customers give priority to factors including sustainability, affordability, quality, and convenience. Maintaining a positive and devoted clientele requires clear communication, personalised experiences, and trust-building.

The delivery of services has evolved due to technology; automation, smartphone applications, and smart gadgets have increased operational efficiency and enhanced consumer satisfaction. The convenience of scheduling, tracking, and customisation offered by mobile applications appeals to today's tech-savvy, contemporary customers. The sector uses a variety of business strategies, including as on-demand services. These adjust to consumer tastes and market movements provide consistent income and build enduring bonds.

Being ecologically conscious and adhering to regulations are crucial for companies operating in this industry. Adhering to health, safety, and environmental regulations fosters consumer trust. To lessen their influence on the environment, many businesses are implementing eco-friendly procedures, such as using energy-efficient equipment and biodegradable detergents.

In conclusion, to satisfy the demands of contemporary consumers, the laundry and cleaning services sector is undergoing fast change in the Digital/4IR age. Businesses may expand responsibly and adjust to changes in the market by embracing technology, sustainability, and flexible business models. Success in an ever-changing business requires an understanding of market trends and client preferences.

5.2. Multi-Sided Platform Business

Various sectors have been significantly changed by the coming up of business model with multiple faces which include the cleaning and the household maintenance sectors. These models connect two different clients considering homeowners who need cleaning services and at the same time workers who look for extra income in the cleaning and maintenance industry. This review of literature focuses on the key points and consequences of multi-sided platform models in this context.

The model of a platform with multiple edges is characterized by network effects, which means that as more users join, the worth of the platform goes up. Hagiu and Wright (2014) studied the significance of the platform in economics and its relationship to creating competitive advantages that last. For one, CleanCare uses network effects to ensure a better quality of services, among other things attracting different types of clients but also creates jobs for individuals within the cleaning industry.

However, the use of digital technology has completely changed the way users interact with multi-sided platforms. Studies by Chen et al. (2020) have investigated

how digital platforms improve customer engagement, personalized services, and operational efficiency. CleanCare's easy-to-use website and digital platform allow for easy booking, real-time tracking, and customized services, leading to higher customer satisfaction and employee productivity.

Complex regulatory environments require multi-sided platforms to comply with labor laws, data privacy regulations, and industry standards. A 2021 study by Zhang and Liu examines the obstacles and tactics for meeting regulatory requirements in platform businesses. CleanCare's proactive stance on regulatory compliance, such as following labor laws and data protection protocols, builds trust and reduces legal liabilities.

5.3. Islamic Values and Hygiene Practices

CleanCare highlights Islamic principles by considering specific criteria that are in line with Islamic teachings on cleanliness, stewardship, and communal welfare. Spiritual, mental, and bodily purity are valued and encouraged in Islam. The importance of hygiene including *sertu* cleaning is made evident in both the verses of the Holy Quran and the hadith of Prophet Muhammad. The Prophet Muhammad said that cleanliness is an essential aspect of faith, emphasizing the importance of cleanliness in both the physical and spiritual domains. Abu Malik Al-Ash`ari (may Allah be pleased with him) reports that Islam places a great emphasis on cleanliness as an essential aspect of faith. Keeping one's body and spirit clean not only encourages heart purity but also helps overall wellness. As a Muslims, we need to make sure our body is clean every time to do the obligations of Allah such as Salah. CleanCare plans to provide laundry and *sertu* cleaning service that focuses on maintaining the highest levels of hygiene to help customers keep their clothes clean and fresh.

According to the Holy Quran, "You are the best nation produced [as an example] for mankind. You enjoin what is right and forbid what is wrong and believe in Allah. If only the People of the Scripture had believed, it would have been better for them. Among them are believers, but most of them are defiantly disobedient." (Quran 3:110). The road to strength and health is clean. Islam aspires to a robust and healthy Muslim society that can comprehend, apply, and disseminate Allah's teachings throughout the world. CleanCare also highlights with the Islamic idea of stewardship, or *Khilafah*, which how important of take care of environment that the servant should protecting the environment by applying eco-friendly method. Additionally, CleanCare promotes community welfare by helping residents to reduce the stress of laundry chores, freeing them up to concentrate more on their family commitments, religious obligations, and community involvement. Thus, the washing and cleaning service not only satisfies the practical needs of the Gombak community but also adheres to Islamic values and teachings by combining Islamic ideals of cleanliness, stewardship, and communal welfare.

5.4. Benchmark of Business Model

5.4.1. dobiQueen (<https://www.dobiqueen.my/laundry-pick-up>)

dobiQueen is both a self-service and laundry pickup service in Malaysia but the difference between our businesses is that CleanCare does not limit customers to a specific time to book a service as it is subject to availability of our workers. For

dobiQueen, the last pickup time should be by 12.30 p.m. to receive the completed laundry on the same day before 6 p.m. As for CleanCare, it depends on the availability of workers since the laundry facilities are open 24 x 7.

5.4.2. CleanSolution

(<https://journals.iium.edu.my/kict/index.php/jisd/article/view/424/255>)

CleanSolution provides housekeeping and sertu cleaning services (Shariffudin et al., 2023). See Fig. 1. The company intended to help the B40 community to gain extra income from new job opportunities while enhancing their skills in cleaning services which CleanCare plans to offer as one of its value propositions. The only difference is that CleanCare provide laundry pickup and drop-off services. This project will offer a wider variety of services to the workers. B40 communities can also work outside office hours after 12 a.m. since most laundry facilities are open 24 hours a day. It also provides them with a choice of upskilling their skills doing laundry activities rather than cleaning activities.

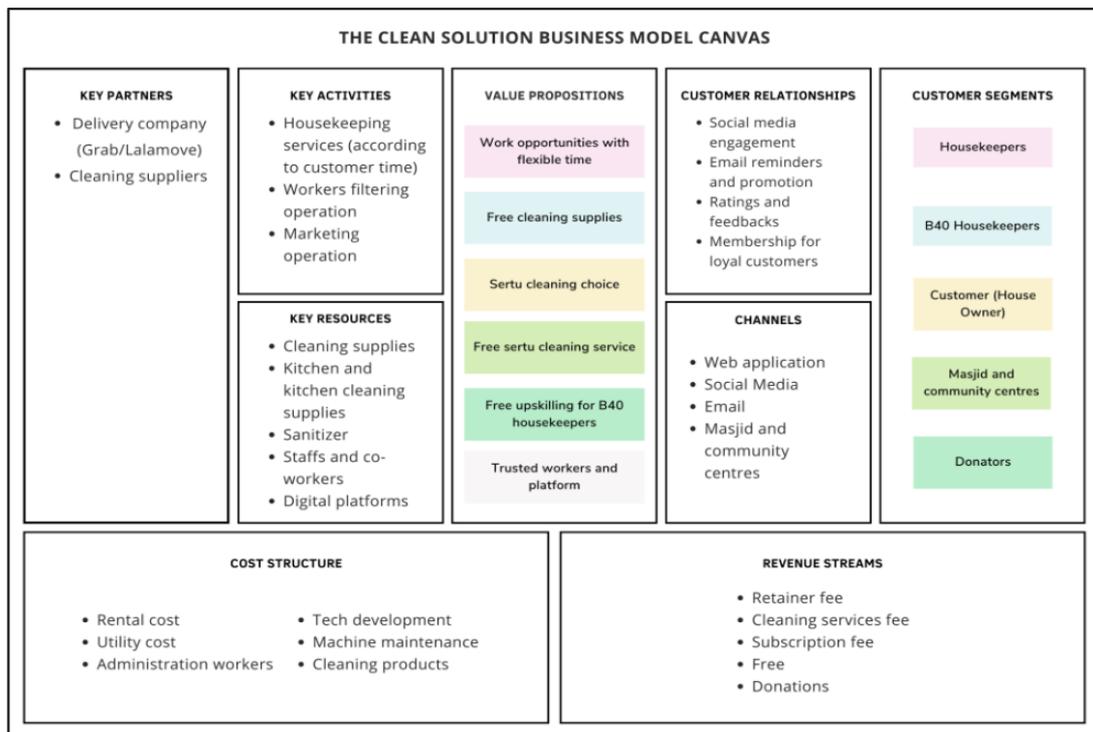


Fig.1. BMC Clean Solution

5.4.3. V Clean Laundry (<https://vcleanlaundry.com/>)

V Clean Laundry provides a variety of services including on-site cleaning, wet wash and folding. See Fig. 2 Their practices might vary in one area, which is the way they hire their staff. V Clean Laundry uses its vendor relationships programme to hire staff. In the meanwhile, B40 members are encouraged by CleanCare services to expand their income and develop their abilities, which will enable them to advance in their careers.

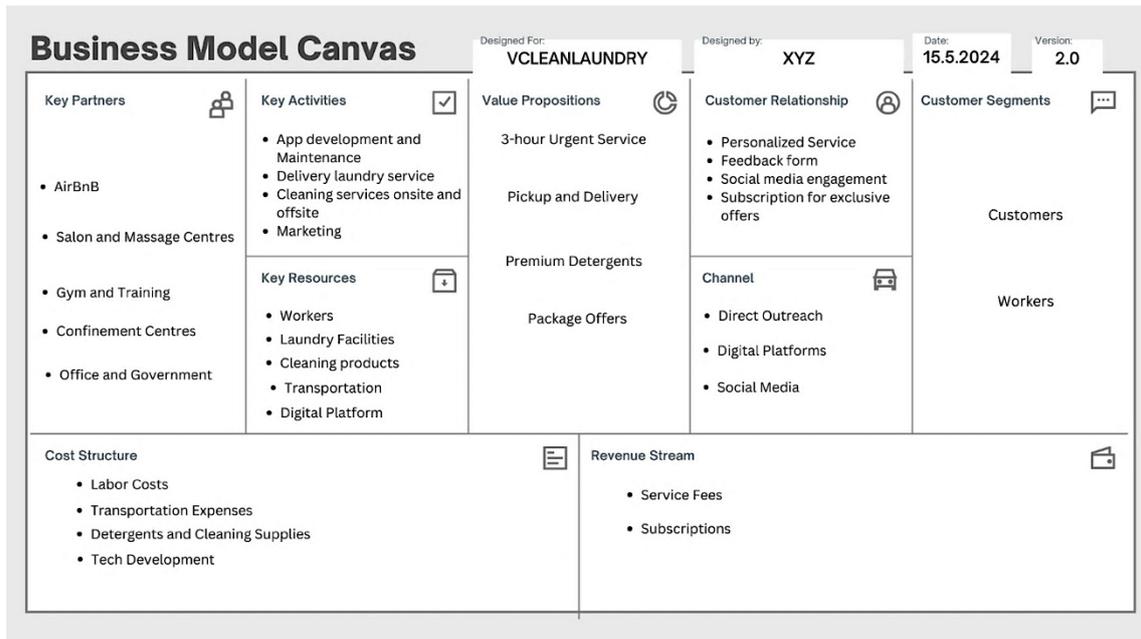


Fig. 2. BMC V Clean Laundry

5.4.4. Hamper App (<https://www.hamperapp.com/>)

Hamper App is a dry cleaning and laundry delivery service located in the United States of America - see Fig. 3. What differentiate them apart from other companies in Malaysia in this field is that they offer customers to track the process of their orders. Whether the laundry is in the washer, or a driver is on the way, everything is updated in the app. This real-time update feature is what CleanCare aims to include to ensure customer satisfaction and trust in our service.

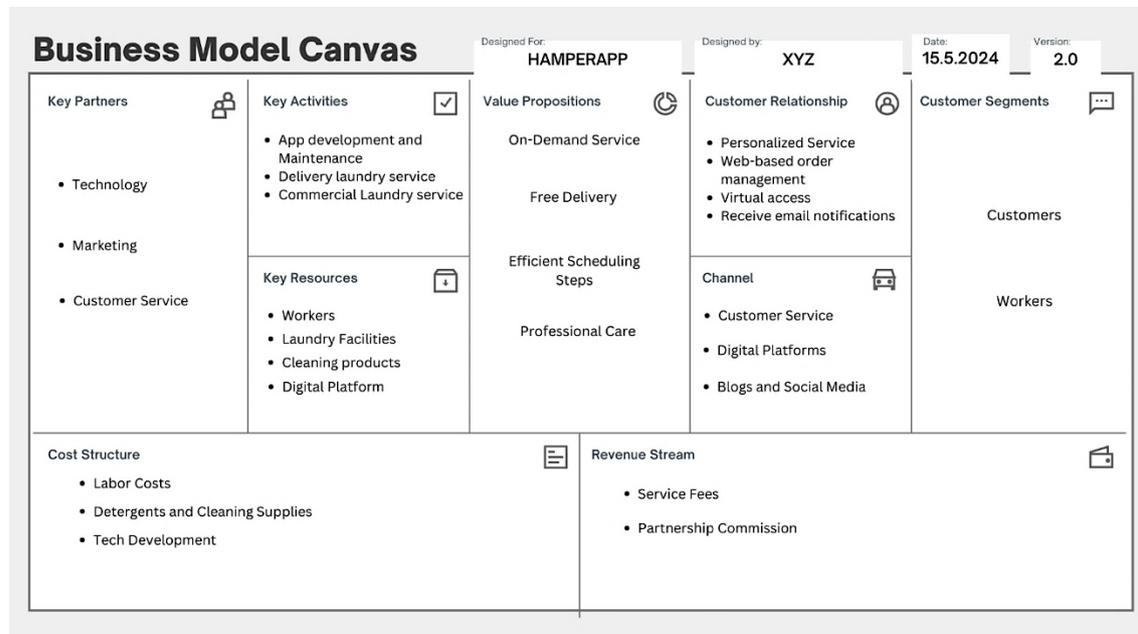


Fig. 3. BMC Hamper App

6. INITIAL BUSINESS MODEL (BM) – USING BMC & VPC

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 CleanCare, as shown in Fig. 4.

6.1. Business Model Canvas (BMC)

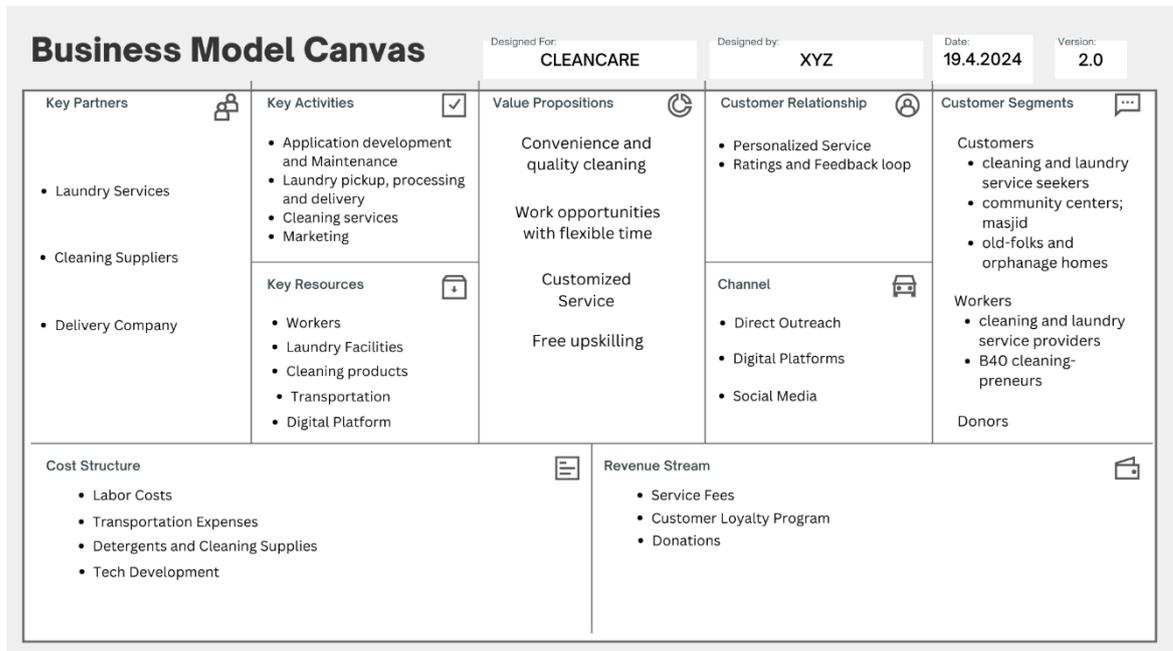


Fig. 4. Initial CleanCare Business Model Canvas (BMC)

6.2. Value Proposition Canvas (VPC)

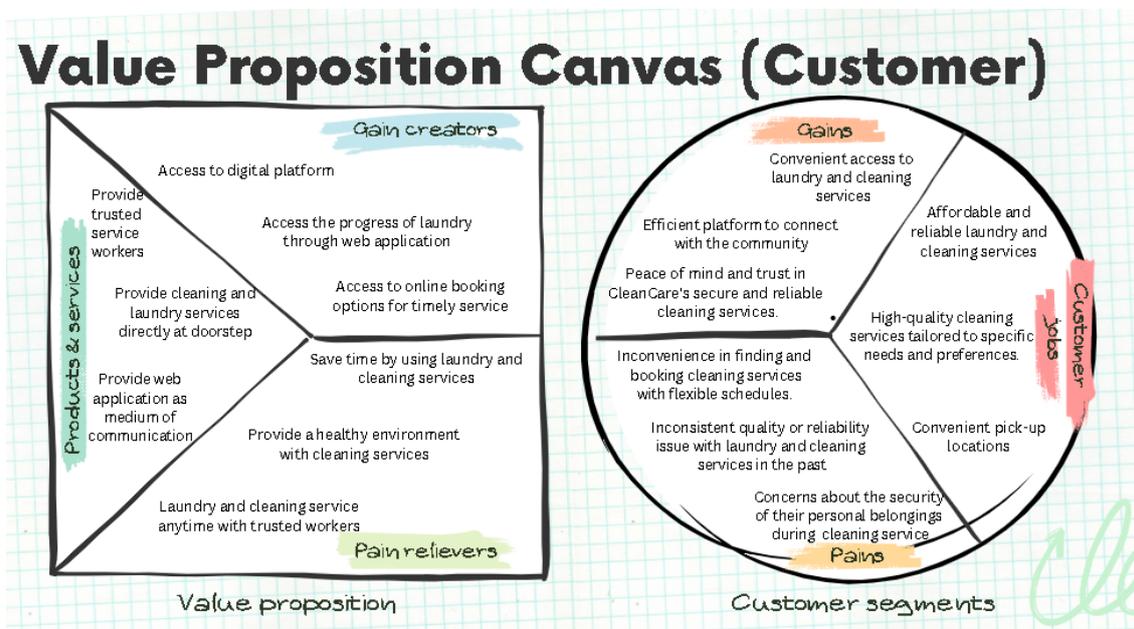


Fig. 5. Value Proposition Canvas for Customer

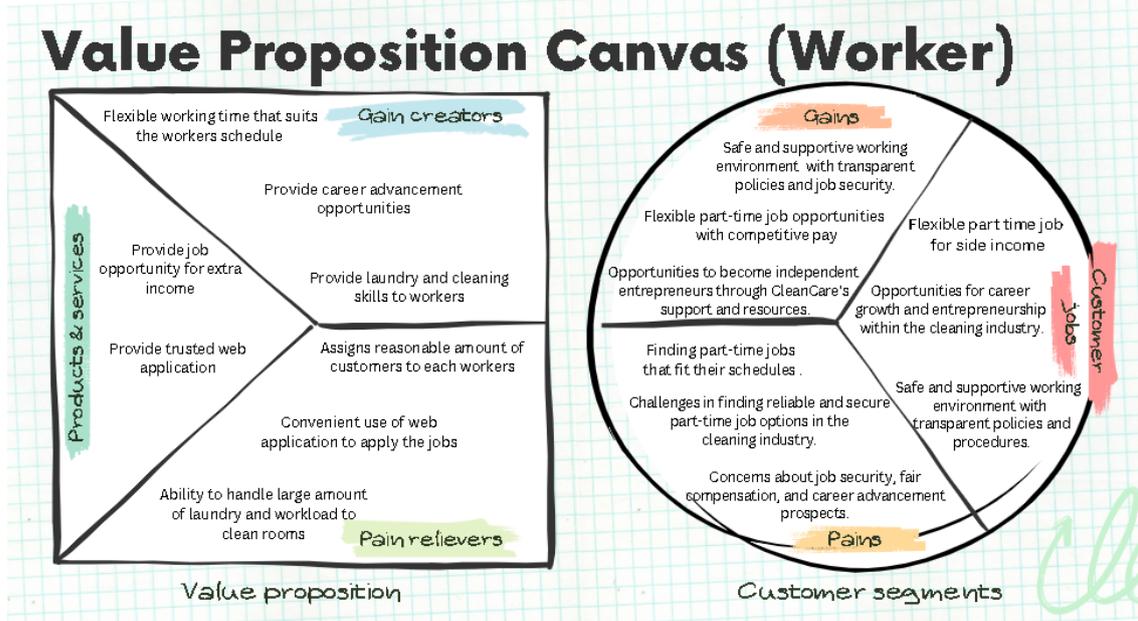


Fig. 6. Value Proposition Canvas for Workers

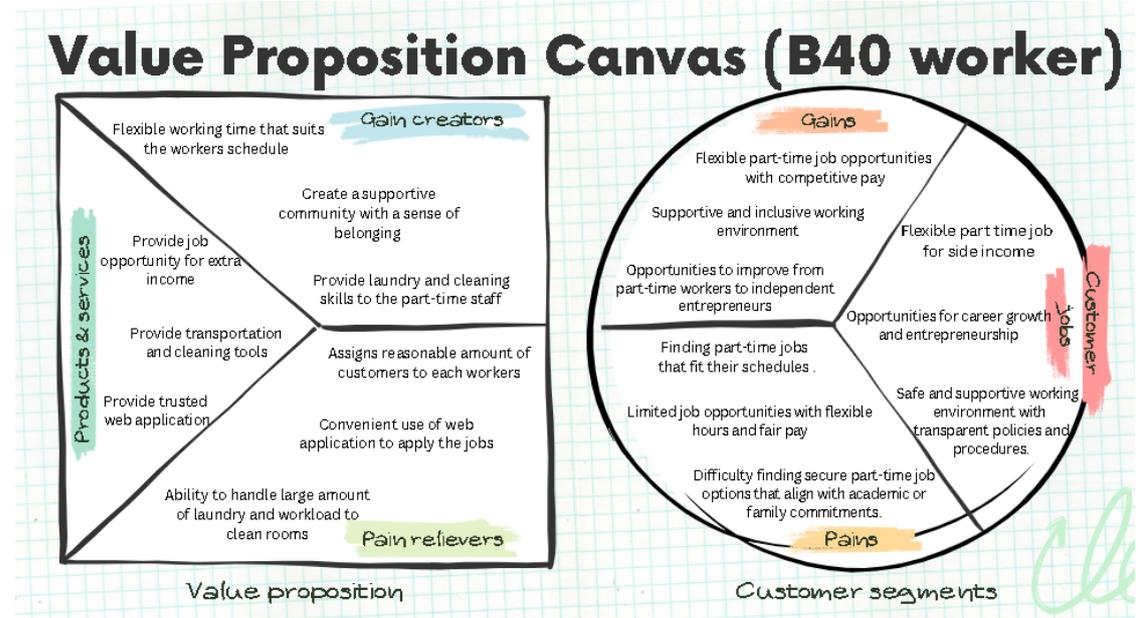


Fig. 7. Value Proposition Canvas for B40 worker

7. CONDUCT VALIDATION OF INITIAL BM & KEY FINDINGS

In order to validate the CleanCare business model, a survey had been done involving 30 residents of Gombak dominated by 56.7% of cleaning service seekers, cleaning service providers, B40 community, and donors. Below is the analysis of the data collected from the online survey presented in the following diagrams.

How often do you (would you like) get laundry and cleaning services on monthly basis?
30 responses

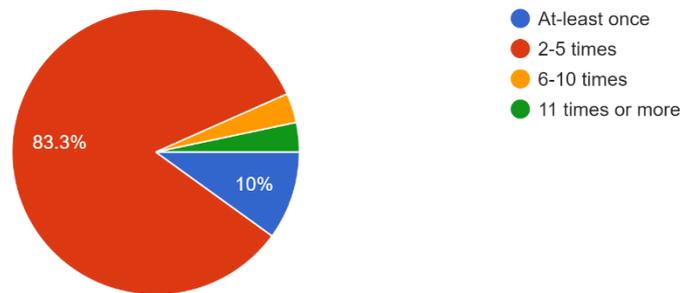


Fig. 8. Pie Chart of frequent usage laundry and cleaning service

How interested would you be in accessing laundry , cleaning, and related home services all through a single mobile app
30 responses

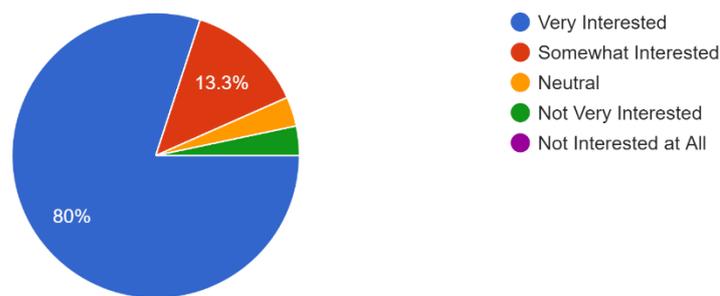


Fig. 9. Pie chart of respondents interested in accessing services through a single mobile application

What type of laundry and cleaning services do you typically require? Please select all that apply.
30 responses

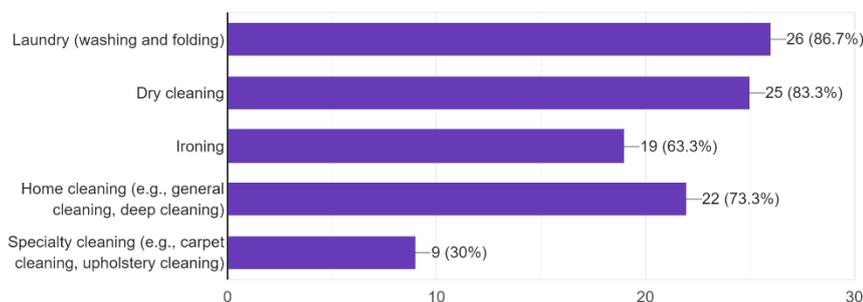


Fig. 10. Type of laundry and cleaning services offers

Fig. 8 highlighted the significant demand for cleaning and laundry services among Gombak residents, with 83.3% of the respondents using these services 2 to 5 times a month, and 10% using them at least once. This shows a persistent demand in the neighborhood. Similarly, Fig. 9 and Fig. 10 show a strong preference for simplified

convenience, with 80% of residents of Gombak expressing interest in using a single mobile application to access such services. Also, from this survey, it is interesting to see that 26 respondents agreed that laundry services that include washing and folding are essential. Furthermore, out of the respondents, 25 are in favor of dry-cleaning services, and 22 are in favor of adding home cleaning services to the laundry and cleaning service offers.

Although our methodology sample is small with only 30 respondents, the survey additionally discusses the socio-economic impacts of these services, 56.7% were students, and they recognized that these services had the potential to empower people, especially those in the B40 category. Amazingly, respondents stress the contribution of cleaning and laundry services to employment growth. Furthermore, the survey indicates a change in the delivery of services towards digital channels, with most respondents favoring mobile applications instead of websites and phone calls. Furthermore, 73.3% of the respondents are currently se home cleaning and laundry service that they found through online platform. Lastly, respondents prioritize price, convenience, and cleaning quality in order of importance when choosing a laundry and cleaning service. These characteristics stand out as crucial determinants of consumer decisions, underscoring the significance of providing excellent customer service and satisfaction.

8. VALIDATED BUSINESS MODEL (BM) – BMC FRAMEWORK

8.1. Validated Business Model

After conducting the validation process, the validated CleanCare Business Model is shown in Fig. 11 below.

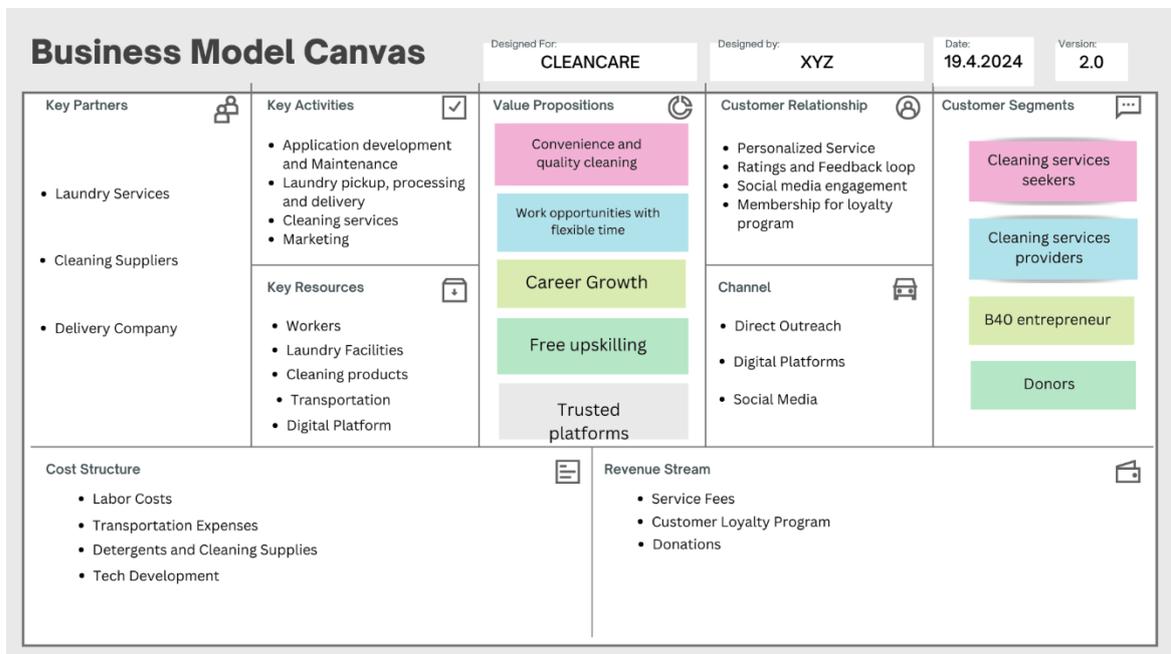


Fig. 11. Validated CleanCare Business Model Canvas

8.1.1. Customer Segment (CS)

CleanCare targets multiple CS: cleaning service seekers including families, students, busy professionals, B40, and community centres like masjid, old folks & orphanage homes in the Gombak area who seek convenient and high-quality

laundry and *sertu* cleaning services. For cleaning service providers, CleanCare provides a digital platform for wider market outreach. Additionally, CleanCare provides employment opportunities for individuals who become cleaning service providers and B40 community as cleaning-preneurs, offering flexible work arrangements that cater to their needs and circumstances. For donors – organizations (government and private) and individuals interested in supporting impactful social initiatives and community development through donations and sponsorships to CleanCare.

8.1.2. Value Proposition (VP)

CleanCare's value proposition is centered around delivering customized services that are relevant and meet specific customer preferences, ensuring convenience, and maintaining high standards of *sertu* cleaning quality. For customers and service seekers, CleanCare offers time-saving solutions that allow them to focus on other aspects of their lives. For cleaning service providers, the VP includes bigger market outreach. Workers benefit from flexible work opportunities and upskilling programs, enhancing their employment prospects and economic well-being. Donors can support CleanCare's social mission while contributing to B40 career growth and development.

8.1.3. Channels (CH)

CleanCare utilizes various channels to reach its target audience and stakeholders. Direct outreach involves community engagement and partnerships via network of masjid (Dahlan et al., 2021; Hamid et al., 2013) to connect with potential customers and workers. CleanCare digital platforms, including a mobile app and website, streamline service bookings, facilitate customer feedback, and manage worker operations efficiently. Social media platforms such as Facebook, Instagram, and LinkedIn are leveraged for marketing campaigns, customer engagement, and brand promotion.

8.1.4. Customer Relationship (CR)

CleanCare prioritizes building personalized relationships with its customers by offering tailored services that address specific needs and preferences. The business actively seeks and responds to customer feedback, fostering a feedback loop that drives continuous improvement in service quality and customer satisfaction. This personalized approach via digital and physical platforms enhances customer loyalty and retention, contributing to the long-term success of CleanCare.

8.1.5. Revenue Streams (RS)

CleanCare generates revenue primarily through service fees charged to laundry and cleaning service seekers, commission from laundry and cleaning service providers. Additionally, the business may implement a customer loyalty program offering discounts or benefits to repeat customers to drive retention and increase revenue. Furthermore, CleanCare can generate revenue through donations contributed by supporters interested in social impactful and community development initiatives.

8.1.6. Key Resources (KR)

Key resources for CleanCare include skilled workers from the B40 community who perform laundry and cleaning services, operational facilities equipped with laundry facilities and cleaning supplies, transportation infrastructure for efficient service delivery, and a robust digital platform for managing bookings, payments, and customer interactions. These resources collectively enable CleanCare to deliver reliable and high-quality services to its customers.

8.1.7. Key Activities (KA)

CleanCare's key activities include ongoing digital platform/app development and maintenance to optimize user experience, efficient execution of laundry pickup, processing, and delivery services, professional cleaning activities tailored to customer requirements, and strategic marketing initiatives to attract and retain customers. These activities are essential for delivering value and maintaining operational efficiency within the business.

8.1.8. Key Partners (KP)

CleanCare collaborates with laundry services providers for processing customer orders, cleaning suppliers for sourcing high-quality cleaning products and equipment, and delivery companies for timely and reliable transportation of laundry and cleaning materials. These strategic partnerships enable CleanCare to optimize its operations and enhance service quality for its customers. Another KP are organizations like government agencies e.g. *Jabatan Kebajikan Masyarakat* (JKM), NGOs and masjid, and private companies.

8.1.9. Cost Structure (CS)

CleanCare's cost structure encompasses labor costs for paying workers, transportation expenses related to vehicle maintenance and fuel, procurement costs for detergents and cleaning supplies, and investments in tech development for app development, maintenance, and digital platform management. These costs are carefully managed to ensure profitability while delivering value relevant to the various customers segments.

8.2. Business Environmental Map (EM)

8.2.1. Market Forces

As stated by The Brainy Insights (2024), in its report titled 'Online Laundry Services Market Size by Service (Laundry Care, Dry Clean, and Duvet Clean), By Application (Residential, and Commercial), Regions, Global Industry Analysis, Share, Growth, Trends, and Forecast 2023 to 2032', from 2023 to 2032, the online laundry services market is expected to develop at a compound annual growth rate (CAGR) of 18.2%. The market was valued at USD 22.41 billion in 2022. At its foundation, an online laundry service is a digital marketplace that facilitates the outsourcing of tasks associated with doing laundry. This innovative concept has gained significant traction in recent years and offers societal advantages beyond communication.

8.2.2. Industry Forces

There are other companies that provide cleaning and laundry services. Therefore, to set itself apart from the competition, CleanCare offers its customer

segment an additional benefit by prioritizing B40 Gombak communities as workers to those who may seek extra income.

8.2.3. Key Trends

The growing need for contactless services is one of the most recent significant industry developments in the online laundry services sector. Services that provide pickup and delivery alternatives without needing clients to interact with the workers are growing in popularity since the COVID-19 outbreak. Advanced technologies like machine learning, artificial intelligence, and mobile applications are being embraced by a lot of laundry and cleaning businesses to manage inventory, automate procedures, and offer personalised services. Real-time order status updates and improved customer communication are two further uses for these systems (SkyQuest, 2024). The emphasis on sustainability and environmental friendliness is also another key trend in the market. Reducing water use and utilising eco-friendly washing products are two examples of the green practices that many laundry and cleaning firms are adopting. This is a reaction to customers' increased interest in lowering their carbon impact and understanding of environmental concerns.

8.2.4. Macroeconomic Forces

Considering that CleanCare offers a service in great demand, it has potential to develop in the future (The Brainy Insights, 2024). Additionally, it may raise the B40's quality of living by giving them training to eventually run their own cleaning and laundry business and by giving them work opportunities. CleanCare will need to be carefully maintained, nevertheless, as inflation increased in February 2024 by 1.8% to 132.1 (Ministry of Economy, 2024). To avoid being negatively influenced by inflation, which will eventually affect other prices as well as the cost of laundry and cleaning service equipment, some actions must be taken.

8.3. Strategy Canvas

The strategy canvas (see Fig. 12) compare CleanCare and its competitors i.e. Clean Solution and DobiQueen in the housekeeping services industry. CleanCare differentiate itself by focusing on important factors like transparent pricing that ensures customers & service seekers know what they are paying. Next, CleanCare is committed to high quality services that we will always filter the workers based on our selection process as well from our rating and feedback features. CleanCare promotes job opportunities to a wider community, which limits its recruitment to individuals with a maintenance background. CleanCare's main focus is on creating a user-friendly online platform that is easy to access for both customer segment and potential workers. This platform acts as the main way for the business to communicate, leading to smooth interactions and prompt services.

CleanCare is dedicated to empowering B40 workers, improving their cleaning abilities, and encouraging entrepreneurship, benefiting both the workers and the company. By including customer service metrics like ratings and testimonials, CleanCare builds a stronger relationship with its customers, fostering trust and loyalty. In addition, CleanCare takes a strategic marketing approach by using online channels and digital platforms to reach a broader audience without spending much. This approach not only increases brand awareness but also supports CleanCare's goal of making top-notch housekeeping services accessible to everyone in the

country. Overall, CleanCare's thorough strategy aims to raise the bar for housekeeping services, establishing a stronger and more influential presence in the Malaysian market.

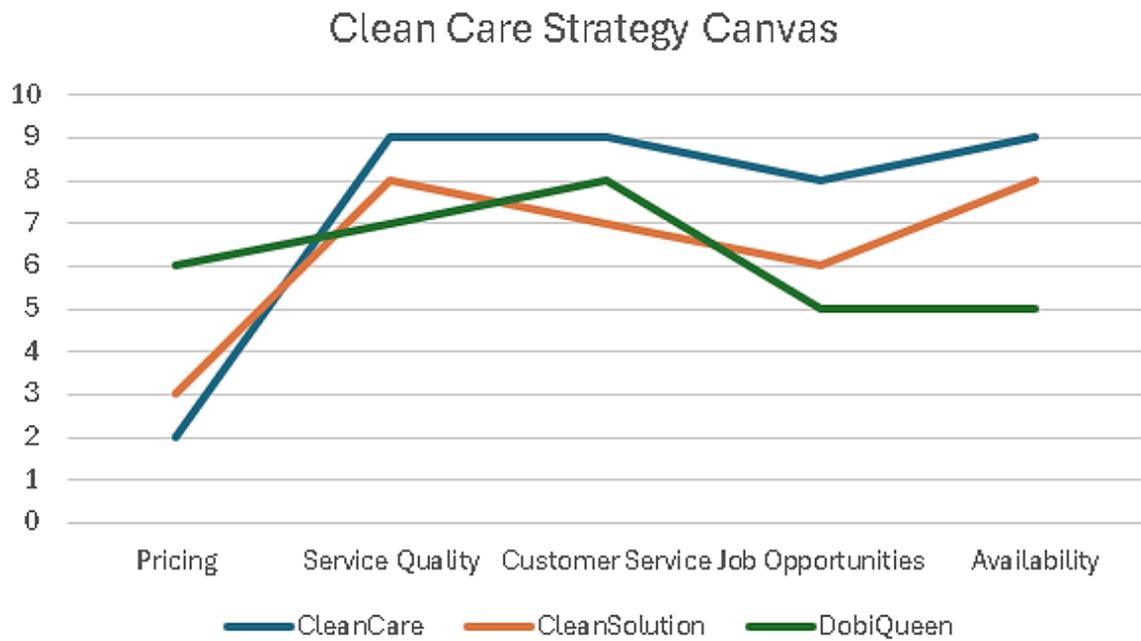
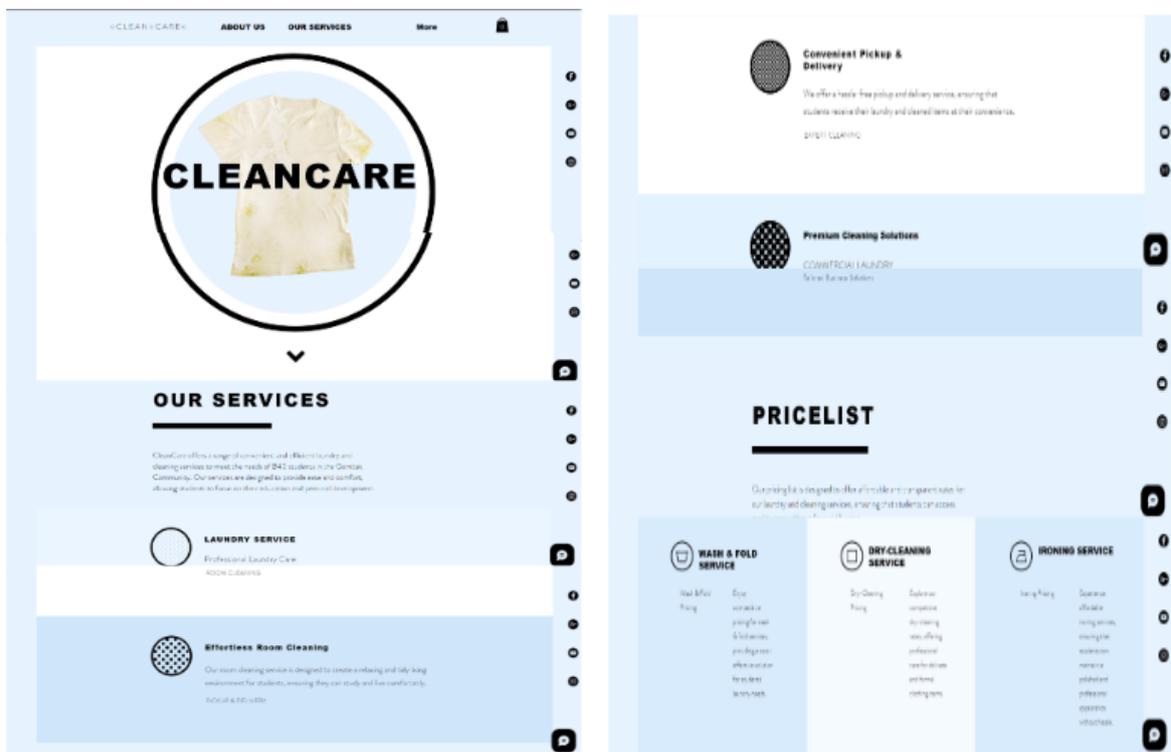


Fig. 12. CleanCare Strategy Canvas

8.4.Low Fidelity Prototype Apps



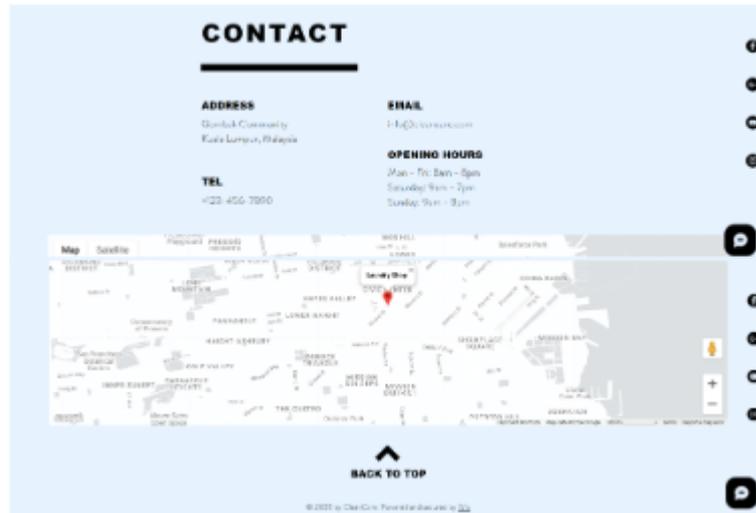


Fig. 13. CleanCare Website Homepage

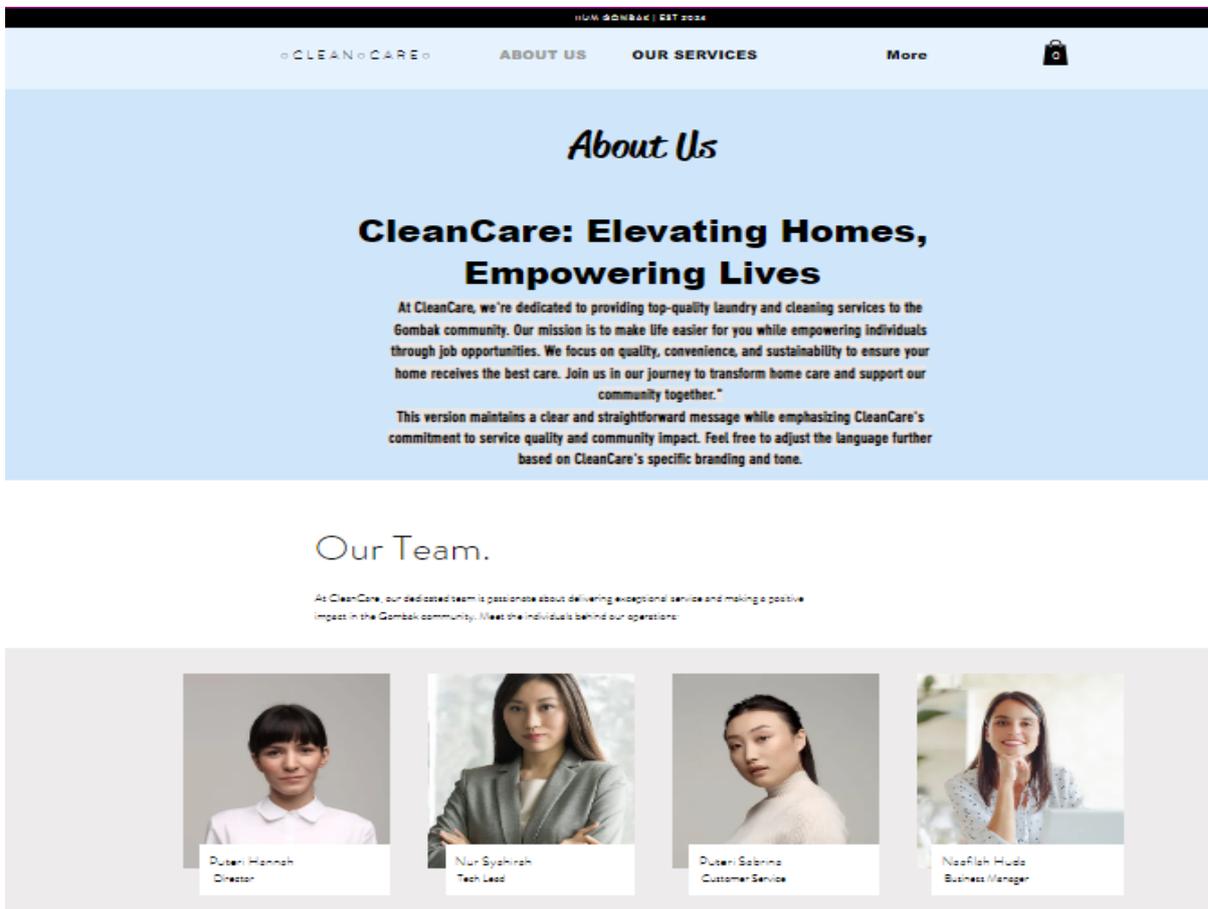


Fig. 14. CleanCare Website About Us Page

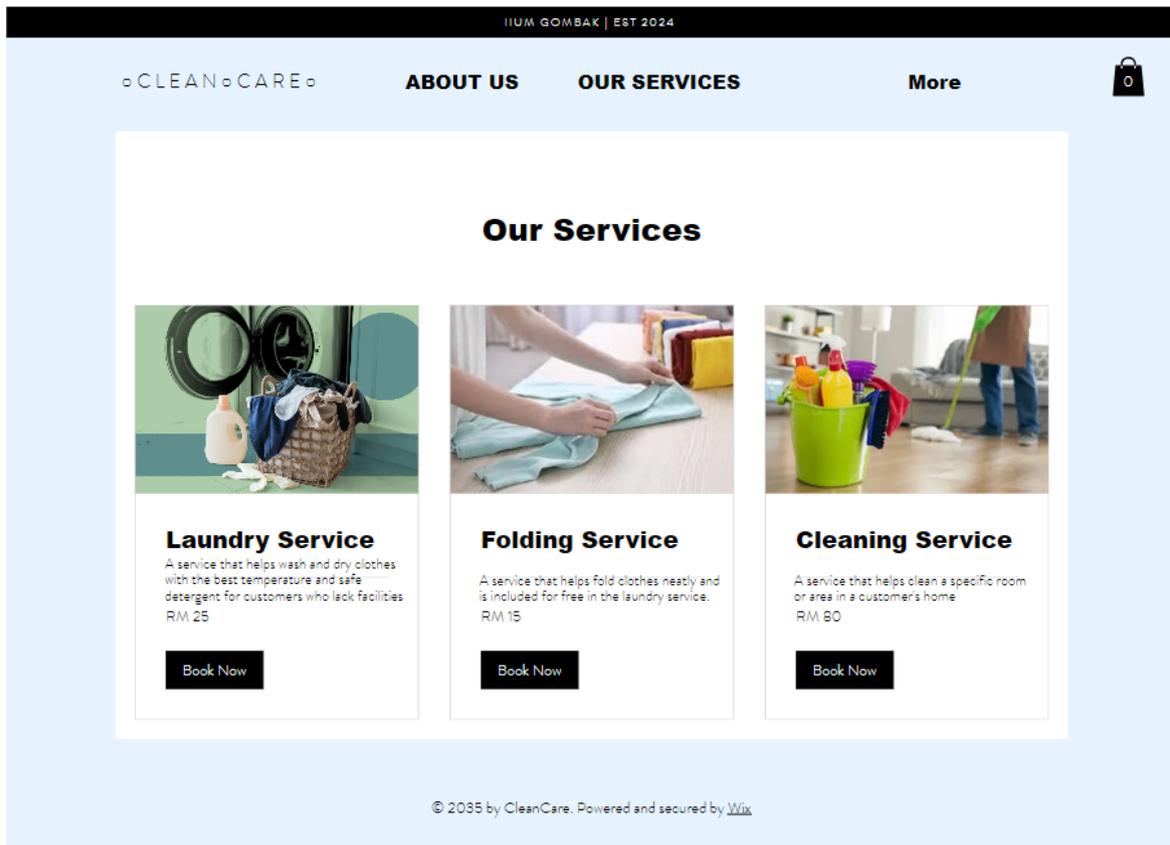


Fig. 15. CleanCare Website Services Page

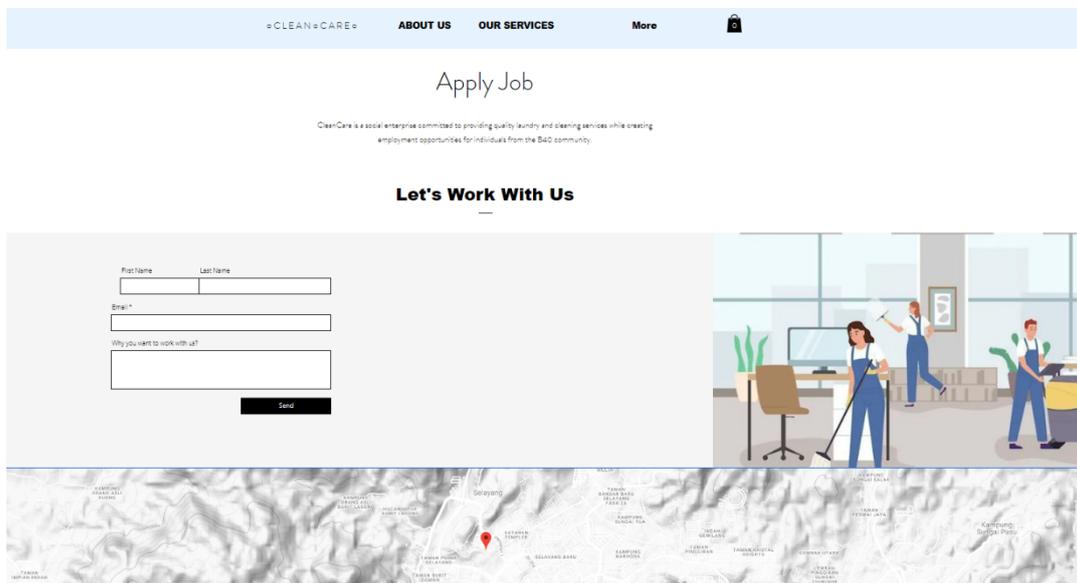


Fig. 16. CleanCare Website Apply Job Page

Fig. 17. CleanCare Website Book Appointment Page

9. CONCLUSION AND FUTURE WORKS

In conclusion, this conceptual CleanCare business model aims to address several key challenges faced by the Gombak community including the lack of affordable and convenient laundry and *sertu* cleaning services, security concerns during providing services, and limited job opportunities with flexible schedules and competitive pay. The extreme pains experienced by customers and workers, such as limited availability of the services and the concern about security of their personal belongings, are addressed by the pain relievers features of CleanCare. CleanCare products and services act as gain creators by providing convenient, reliable, and high-quality services while serving as pain relievers through transparent pricing, flexible scheduling, and enhanced communication channels.

To further refine and elaborate on CleanCare' conceptual business model, the development of a comprehensive business plan is essential. This plan will serve as a roadmap for implementation with detailed strategies and value propositions, financial projections, key partners, and operational procedures. Additionally, regular reviews and updates of the conceptual business model are crucial to ensure its alignment with evolving technological advancements, market trends, and customers demand. CleanCare may also consider introducing services like dry cleaning, cloth repair, and selling preloved clothes to customers. CleanCare goal is to become the top choice of laundry and *sertu* cleaning service around the local Gombak communities and globally.

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