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ROOM CLEANING SERVICE

MARKETING PLAN

MKTG 3010 MARKETING PRINCIPLES

Semester 1, 2017/2018

SECTION 3

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Executive Summary

This report is about the marketing plan of our cleaning service. We noticed that students might confront with difficulty to clean up their own rooms at Mahallah. Thus, we provide cleaning service as to help them solving their problem. In this report, we include all the details regarding our service which have been started since September 2017 until today.

1. Introduction

1.1 Current Marketing Situation

We have conducted our services since September 2017 until now, which means we have operated around four months. During that period, we attract the customers by giving flyers at Mahallah and spread the Whatsapp advertisement among the students. As for now, we already got five customers and two of them are from our own classmates.

1.2 Market Description

Basically, we implement cleaning service within this campus and only available for sisters. Due to our time constraint and we do not have transport, we do not open for brothers and customers outside IIUM. For service charge, customer have to pay only for RM2 which is very affordable for students. We will make sure our customers' satisfactions as we provide services like sweep the floor, clean up table, fan and window as well. Other than that, our customer does not have to wait for a long time because we took about only half an hour for completed the services.

1.3 Product Review

In order to maintain our quality of services, we prepared a survey for all our customers. Thus, here down below the details regarding our customers' evaluation:

Name	Mahallah	Rate of our services (out of 10)	Would you recommend our services to your friends? (Yes/No)	Would you like to continue using our services? (Yes/No)	Any comments or suggestions
1) Nurul Hanisah	Nusaibah	8	Yes	Yes	Satisfy with your services
2) Nur Alifah Jasmi binti Jamil	Sumayyah	9	Yes	Yes	You guys did a very good job
3) Nur Liyana binti Ahmad Nordin	Safiyyah	9.5	Yes	Yes	Really recommended
4) Munirah Balqis	Nusaibah	9.5	Yes	Yes	Need to cover up the bed and pillow while cleaning
5) Nur Syakirah Binti Ismail	Sumayyah	10	Yes	Yes	It was a great service and the services should be worth more than RM2

1.4 Competitive Review

For our business, we are the only group who do the service cleaning. So that, there is none of competitor among us. Other than that, in IIUM we are the first one who provide such service for students because Daya Bersih workers only take care of general building in IIUM not in particular room like we did. Because there is no competitor, students tend to hire us for this kind of cleaning services.

2. SWOT Analysis

Room Cleaning Service has several strengths to be build which are uniqueness, superior quality, ability to understand customers' needs and low or no cost . However, it also has weaknesses which are the lack of brand awareness and lack of time. Major opportunity include

the customers' lifestyle trends. Threat includes the location of the customers' rooms. Table 1 summarizes RCS's main strengths, weaknesses, opportunity and threat.

<u>Strengths</u> <ul style="list-style-type: none">● Uniqueness● Superior quality● Ability to understand customers' needs● Low or no cost incurred	<u>Weaknesses</u> <ul style="list-style-type: none">● Lack of brand awareness● Lack of time available
<u>Opportunity</u> <ul style="list-style-type: none">● Customers' lifestyle trends	<u>Threat</u> <ul style="list-style-type: none">● Location of customers rooms

Table 1

2.1 Strengths

2.1.1 Uniqueness

Room Cleaning Service that we provided are the only room cleaning services available and provided in IIUM community. It provides a unique value to the customers as they can sit and chill while we are cleaning up their room. Moreover, their fans and windows will also be clean and shiny.

2.1.2 Superior quality

Room Cleaning Service provide the best service with a high quality. We clean up every nook and cranny and will not let dust and dirt be there anymore. We use microfiber cleaning cloth towel which able to catch even the tiniest dust and dirt.

2.1.3 Ability to understand the needs of customers

We are able to understand what the customers wants as we are also students like them. Thus, we will be able to provide the best service according to their needs.

2.1.4 Low or no cost

We do not incur cost, as we only use cleaning kits that we already have. We also do not incur any transportation cost. So, we are able to sustain in the market as we do not have to pay for anything as our expenses.

2.2 Weaknesses

2.2.1 Lack of brand awareness

As an entirely new business in the market, Room Cleaning Service will enter the market with no brand awareness. In IIUM before this, only has Daya Bersih which take care of IIUM cleanliness in general. However, we will address this issue through promotion and distribution strategies.

2.2.2 Lack of time

Since we are students ourselves, thus, we are busy with other projects and assignments. So, we are not able to cater all the request from our customers. In order to address this issue, we open the service from day to night, Friday until Sunday.

2.3 Opportunity

2.3.1 Customers lifestyle trend

Since our targeted customers are students, mostly they have similar lifestyle, where majority of them are busy with assignments, working part time and society programs. These busy lifestyle makes them not have time to clean up their rooms on regular basis. Most of the time they will just let their rooms messy. Thus, this create opportunity for us to promote and provide our service to these group of people.

2.4 Threat

2.4.1 Location of the customers' rooms

Locating the customers' rooms is quite hard especially if it is the first time we go there. This will requires sometimes and make our works becomes less efficient and potentially to lose the customers.

3. Marketing Strategy

3.1 Positioning

As we know, product positioning is the way a product is defined by consumers on important attributes whereas the place that the product be occupied in consumers' mind relative to competing products¹. For our business, we attract the customers by providing a great cleaning service with low price i.e. RM2. This is because customer cannot reevaluate products or services every time they want to make a buying decision or using services. So that, we come out with our own specialty which is the reasonable charge services.

3.2 Product Strategy

In order to have a good service, we focus on service profit chain. Basically, service profit chain is the link service firm profits with employee and customer satisfaction². For our business, it means that, we will ensure customers' satisfaction by providing a good service and in return we get the payment of service as our profits. We will use our cleaning skills to clean up customers rooms according to their needs. Hence, both side will get the benefit.

¹ Gary Armstrong, Philip Kotler. *An Introduction Marketing* (2015). Page 217

² Gary Armstrong, Philip Kotler. *An Introduction Marketing* (2015). Page 244

3.3 Pricing Strategy

Pricing strategy well related with pricing decision which is it must start with customer value. When customers buy a product or hire a service, they exchange something of value (the price) to get something of value (the benefits of having or using the product or the service). We know that there are three types of major pricing strategies which are customer value-based pricing, cost-based pricing and competition based pricing³.

As for our service, it is include in customer value-based which it is also divided into two types which are good-value pricing and value-added pricing. Our service is all about good-value pricing because we offer the right combination of quality and good service at a fair price. Thus, that is our pricing strategy, whereas we offer reasonable price (RM2) for our customers with a best services.

3.4 Distribution Strategy

We only distribute our service among sisters' mahallah only, as we do not have any transportation to go to brothers' mahallah or outside IIUM. Besides that, due to time constraint, we only capable to entertained a small scope of customers which is female students in IIUM.

3.5 Promotion / Marketing Communication Strategy

People might know any kind of business through sale presentations, thus we have made our own marketing video as it is our personal selling. Personal selling is the personal presentations by the firm's sales force for the purpose of marketing sales and building customer relationships⁴. In our marketing video, we emphasized more about the four Ps of our service which are 1) Product, 2) Place, 3) Price. 4) Promotion.

³ Gary Armstrong, Philip Kotler. *An Introduction Marketing* (2015). Page 295

⁴ Gary Armstrong, Philip Kotler. *An Introduction Marketing* (2015). Page 432

3.6 Marketing Information Strategy

Marketing information has no value until it is used to gain customer insights and make a better marketing decisions. Thus, as for our marketing information strategy, we prepared a survey for all our customers right after we done our cleaning at their respective rooms. Our purpose is that to gather customers' details and to know the level of their satisfaction towards our service. So that, we can improve from time to time and create strong customer relationship.

3.7 Market Research

Marketing research is the systematic design, collection, analysis and reporting of data relevant to a specific marketing situation facing an organization. We implement the four steps of marketing research. The first one is defining the problem and research objectives, we notice that students might not have time to clean up their room thus, we come out with this service in order to help them. The objectives is that to build awareness of the importance of hygiene environment in our daily life.

Secondly, developing the research plan for collecting information. We determine who is our potential customers for our service. Thirdly, implementing the research plan, collecting and analyzing the data. We provide the service upon request by the customers. The final step is interpreting and reporting the data. Survey that we prepare for the customer is our finalize step for this business.

4. Action Programs

Room Cleaning Service is introduced to the customers in September. The following are the summaries of the action programs that will be used in daily, weekly and monthly basis.

4.1 Daily

We will post the advertisement through Facebook page daily. Other than posting on our own Facebook page, we also post on IIUM Online Facebook page. This is to let the community especially the IIUM community to know about our presence. In addition, we also post advertisement through Whatsapp regularly.

4.2 Weekly

We will go and clean up at least one room per week. And we managed to do that as weekly basis. Every week we will go the customer's room and provide the service. In addition, we will update and engage with our customers weekly by giving consultation of the problem that they face in making sure the cleanliness of their rooms. We will also ask them whether they want to use our service that weekend.

4.3 Monthly

On monthly basis, we will spread flyers to IIUM students. The way we are going to spread it is by giving flyers hand-to-hand to classmates and to paste it on the room door of our own mahallah.

5. Budget

5.1 Expenses

Room Cleaning Service does not incur any expense as we only use the cleaning that we already have. Moreover, we just walk over to the customers' mahallah as it is not far from our mahallah, so we do not incur any petrol expense.

5.2 Revenue

As we do not incur any cost, we estimate to receive 100% of revenue. Thus, that means we will receive RM 2 per customers. However, mostly the customers will give tips for our services according to their satisfaction and financial status. The revenue that we have collected so far is RM 37

5.3 Return of Investment

Since we do not provide any money as our capital, thus, we able to receive our first return of investment on our first service. That is also our first profit as revenue must be more than the cost to get a profit. We do not have any cost, so, the revenue that we get is our profit.

6. Controls

6.1 Financial Control

For financial control, we do not incur any cost for each of our service. This is because we only using our own cleaning kits like broom, dust pan and mop. Thus, all the payment incur as our profit. After four months we being operated, we manage to get RM 37.

6.2 Strategic Control

As we just using our own cleaning tools, we decide to saving up all the profit that we got from our customers. Because there is nothing that we should spend with the money, so that we can make saving and gather all the payment from customers into our profit.

6.2.1 Product

We provide cleaning service for IIUM students special for sisters only. We clean their whole room whereas sweep the floor, manage and tidy up their desk, and clean up their window and fan as well.

6.2.2 Price

For price, customer just have to pay RM2 per service. Our customers comes from students, because of that we charge a very reasonable price for them. Based on our previous customers, almost of them give tips to us as they feel very satisfy with our service.

6.2.3 Promotion

People may have information regarding our cleaning services through flyers that we spread around mahallah and through Whatsapp advertisement. Besides that, we also have our own Facebook page named Roomcleaning.com. We updated all the activities that we have done regarding our cleaning services. We share the testimony as well on our Facebook page.

6.2.4 Distribution

So far, we get request for cleaning service from sisters who stay in Mahallah Sumayyah, Nusaibah and Safiyyah. We will set the day which depends on our customers' preference. Mostly, our customer choose to get our service during weekend as it is quite leisure day for them and for us as well.

8. Tawhidic Paradigm

As muslims, it is extremely important for us to relate of everything that we do whether it is in line with faith, worship, and ethics in our life as the servant and vicegerent of Allah. In Islam, all of us know that cleanliness is part of our faith. This is as reported in one hadith, Abu Malik Al-Ash`ari (may Allah be pleased with him) reported that the Messenger of Allah (peace and blessings be upon him) said: **"Purity is half of iman (faith)."** Our service promotes to the public to always have a clean room since it is one of the reflection to our level of faith.

In addition, we must do good deed towards the others by helping those in need. Room Cleaning Service provide helps for those who got too busy with their works, assignments, studies and other extra co curricular activities by helping them in cleaning their rooms. **"Do good to others, surely Allah loves those who do good to others."** (2:195). From what we can understand in this Quranic verse, we are encouraged to do something that will help and benefits others. Moreover, we will get the blessing and love from Allah which will make our business to be more successful in the future.

9. Conclusion

In conclusion, there are few things that should be taken care while implement business regardless we sell a product or provide a service. Thus, in this marketing plan report we include all the details and the information needed such as, SWOT analysis, marketing strategy, action programme, budget, controls and also tawhidic paradigm. We gain a lot of knowledge and experience on how to be a successful businessman in the future.

10. References

1. Gary Armstrong, Philip Kotler. *An Introduction Marketing* (2015). 12th Edition. Pearson Education Limited, England. Page 217, 244, 295, 432.
2. Our Facebook page : <https://www.facebook.com/Roomcleaningcom-351529105305628/>
3. Our Promotional Video : https://www.youtube.com/watch?v=cVXU9BS-p_A

Authors' short bio information



Lina is currently undergoing Bachelor of Business Administration (majoring in Human Resources) in her second year. Before enter degree level, she went to Centre of Foundation Studies (CFS) at Petaling Jaya. She is good in sewing and cooking. She aims to be a successful business woman in the future. She can be contacted by email at zahidahnoorhan@gmail.com



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11. Appendix

Promotion material :

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