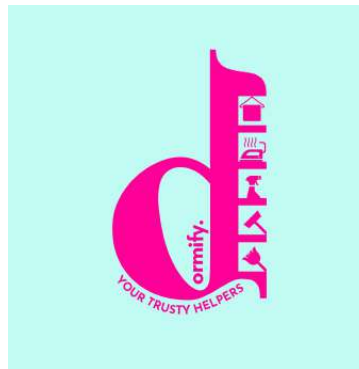




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UNIVERSITI
TEKNOLOGI
MARA

ENT 530 BUSINESS PLAN - DORMIFY



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GROUP	ED241-3C
COURSE	PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE	ENT530
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SUBMISSION DATE	27 JANUARY 2026

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ACKNOWLEDGEMENT

First and foremost, we would like to express our heartfelt appreciation to our lecturer, Madam Ainunnazlee Binti Mohd Ali, for the guidance, advice and feedback given throughout the preparation of this business plan. Her explanations and suggestions helped us to understand the objectives of the project better as well as the correct way to organise and present our ideas. This guidance was very helpful in ensuring that our business plan met the required academic and practical standards.

Next, we would like to acknowledge the cooperation and contributions of all group members involved in this project. Each member played an important role by sharing ideas, conducting research and completing assigned tasks responsibly. Through teamwork and regular discussions, we were able to overcome challenges and improve the quality of our business plan. The support and commitment shown by every member greatly contributed to the successful completion of this group assignment.

Lastly, we would like to thank our families and friends for their continuous encouragement and understanding during the completion of this business plan. Their moral support and patience, especially during the busy periods, motivated us to stay focused and complete our work on time. Without their support, the process of preparing this business plan would have been more difficult.

1.0 EXECUTIVE SUMMARY

Dormify is a campus-based service provider that offers professional dorm cleaning specifically tailored for the student community at UiTM Puncak Alam. By combining high-quality cleaning techniques with a deep understanding of student life, Dormify transforms standard dormitory living into a more productive and hygienic environment. In 2024, the company registered its partnership accord with the Companies Commission of Malaysia (SSM) and established its operational base within the residential colleges of UiTM Puncak Alam, Selangor. Dormify aspires to become the leading name in campus hospitality and student lifestyle services in Malaysia by 2028.

The company serves a critical need identified by its founders which is helping students who struggle to maintain hygiene and organization due to demanding academic schedules. The student market in UiTM Puncak Alam provides a backbone for Dormify's operations. The company is realistically aiming for a strategic market share that yields RM 920 in monthly sales, totaling RM 8,280 in its first year of operation. Marketing strategies focus heavily on social media engagement and brand visibility, supplemented by physical flyer distributions and collaborations with college representative committees to drive brand awareness and recurring bookings, emphasizing our mission to create healthy living environments that enhance the well-being of our clients. By adopting effective cleaning practices and maintaining high hygiene standards, Dormify targets a steady market growth from 2% to 6% by 2026.

Operations are overseen by a specialized management team led by CEO Airiana Binti Azreen Azhar, who ensures that every space is treated with utmost respect and attention to detail. To maintain meticulous quality, Dormify operates at a capacity of six rooms per day, allowing for the delivery of high-quality dorm care services through our dedicated professionals. Sales are expected to increase remarkably from an estimated RM 8,280 in the first year to RM 24,840 in the third year. There ushers significant potential for expansion as Dormify continuously improves its service quality to meet the specific needs of shared living spaces across the region.

2.0 COMPANY PROFILE

2.1 Details of Company Name, Logo, and Vision



Figure 2.1 Logo of Dormify

The name Dormify is a combination of the words “dorm” and “modify”, reflecting the company’s mission to improve and transform students’ dormitories into clean, comfortable, and well-maintained living spaces. Dormify adopts Barbie pink and pastel turquoise as its official brand colours. Barbie pink represents youthfulness and positivity while pastel turquoise symbolises cleanliness and trust. The slogan below the logo, ‘Your Trusty Helpers’ reflects the company’s role as a reliable and supportive cleaning service for students’ dormitories. The slogan emphasises trust, assistance and dependability that highlights Dormify’s commitment to helping students maintain clean and comfortable living spaces without stress.

VISION

Dormify’s vision is to become a leading provider of professional home services in the region, recognized for integrity, service excellence, and reliable care while creating clean, comfortable, and healthy living environments that enhance customers’ well-being.

MISSION

- To deliver meticulous, high quality home care services through a dedicated team of professionals who treat every space with utmost respect and attention to detail.
- To provide reliable and affordable cleaning services that meet the specific needs of students and shared living spaces.
- To continuously improve our service quality by adopting effective cleaning practices and maintaining high hygiene standards.

Dormify is a professional cleaning services company established in 2024. The company operates from Puncak Alam, Selangor and provides reliable and affordable cleaning solutions for students' dormitories. The business is registered as a partnership, owned and managed by six partners who share a common goal of helping others. Dormify aims to deliver high-quality cleaning services that meet customer expectations. The business was established after the founders observed that many students living in dormitories struggled to maintain clean and organised living spaces due to busy academic schedules and limited time. Shared facilities such as bathrooms and common areas were often neglected which affects their comfort and hygiene. Currently, Dormify is a small but growing cleaning services business that serves students' dormitories and focuses on improving service quality and customer satisfaction.

2.2 Company Background

Company Name	Dormify
Business Address	10, Jalan Hillpark 11/5, 42300 Bandar Puncak Alam, Selangor.
Website/Email	https://sites.google.com/student.uitm.edu.my/dormify/home/ / dormifyco@gmail.com
Telephone Number	03-67279972
Company History	Dormify was founded in 2024 by six partners who share a common goal of helping others. The business was established after the founders observed that many students living in dormitories struggled to maintain clean and organised living spaces due to busy academic schedules and limited time.
Progress to Date	As a new business established in December 2024, Dormify is currently in its early stage. The company has completed its initial business setup, developed service packages and sourced essential long-term cleaning equipment. Dormify has begun providing cleaning services for selected students' dormitories that allows the team to gain practical experience and refine service workflows.
Legal Structure	Dormify is registered as a partnership business under the Companies Commission of Malaysia (SSM). This structure enables all partners to jointly manage operations, share capital and profits, as well as operate under a legally organized framework.
Key Partnership	<ol style="list-style-type: none"> 1. CEO : Airiana binti Azreen Azhar 2. COO : Khairene Nabiha Sofea binti Suhairi 3. Head of Marketing and Customers Relationship : Nuraina Firzana binti Idris 4. Chief of Quality Control and Training : Aliz Azira binti Zainuddin 5. Finance and Admin Manager : Nur Shahada Ardina binti Zaharin 6. Logistic and Supply Coordinator : Siti Nur Balqish binti Rosli
Date of	14 th December 2025

Commencement	
Name of Bank	MAYBANK
Account Number	2790 1412 2024

Table 2.2 *Company Background*

3.0 INDUSTRY ANALYSIS

3.1 Size, Growth Rate, and Sales Projection

Dormify is going to start their businesses at Universiti Teknologi Mara (UiTM) Puncak Alam, Bandar Puncak Alam, Selangor. Kampus Puncak Alam has a population of about 24,019 students (estimates) that makes it a good location for the launching of Dormify. It is mainly because the business empowers UiTM Puncak Alam students to enjoy a clean, comfortable lifestyle through the dedicated dormitory cleaning services. With a massive target audience right at Dormify's doorstep, we cater to busy students who need a reliable way to offload the burden of housekeeping and focus more on their studies.

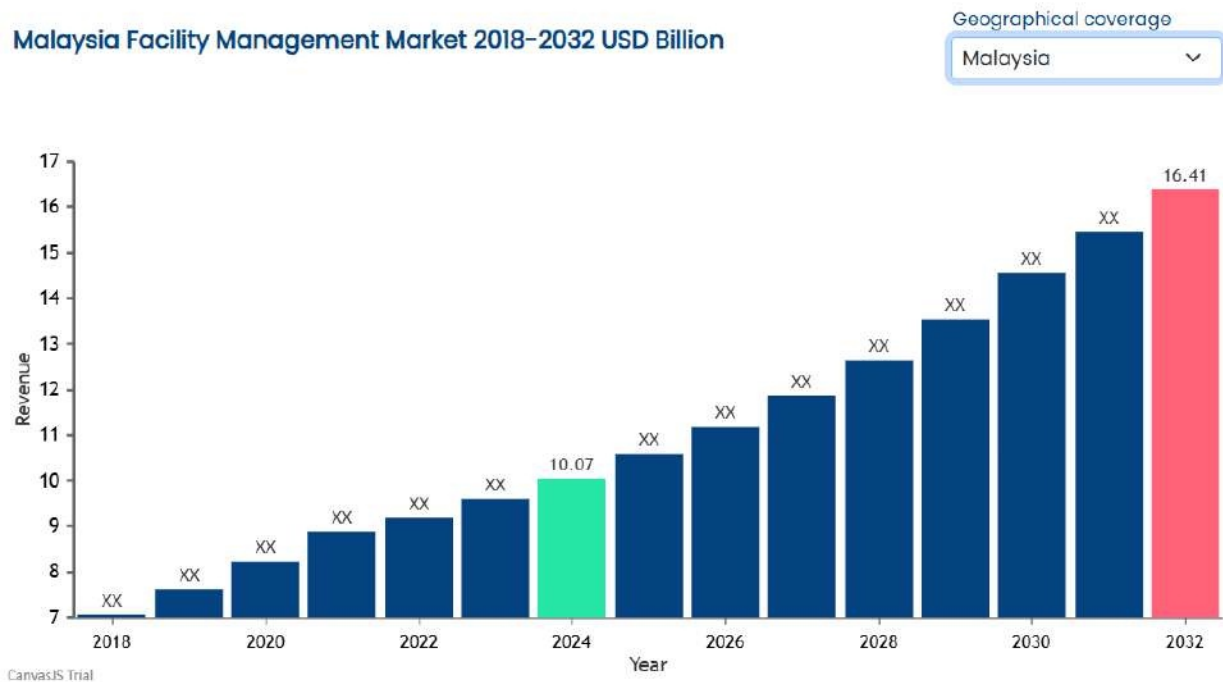


Figure 3.1 *Statistic of Compound Annual Growth Rate (CAGR)*

Within the Malaysian Facility Management (FM) industry, the service segment is classified as soft facility management which is also a major part of the market. Over the years, this industry has shown steady and reliable growth. According to data from Data Bridge Market Research, the overall Facility Management industry in Malaysia is expected to achieve a **Compound Annual Growth Rate (CAGR) of approximately 7.95%**. The service segment is also distinguished as the market's fastest-growing component, with a specific forecasted growth rate of **7.72% between 2025 and 2032**. The high growth in the service segment is driven by several key

factors such as a permanent shift in how seriously businesses take hygiene and air quality after the pandemic. It has led to a continuous demand for professional cleaning services to meet higher health standards. There is also a massive increase in commercial buildings, shopping malls, and high-rise residences where all these physical spaces require ongoing Soft Facility Management services to stay functional and attractive.

Dormify's sales forecast is built on a realistic approach, starting as a lean operation focused on the female student population at UiTM Puncak Alam. In its initial phase, the business will focus on manageable service capacity to ensure high quality and build local trust. As brand awareness grows through social media and campus talk, Dormify anticipates a steady increase in sales volume. By maintaining a student-friendly price range of RM5 to RM20 and making it easy to book, Dormify aims to grow from a campus service into a well-known brand across Malaysia specialized in the cleaning industry. By continuing to meet the market expectations, this growth path allows Dormify to expand its footprint beyond Puncak Alam and establish a lasting presence in the national market.

3.2 Trends of The Dormify (Economic, Social, Technological, and Politic)

Economic Trend

The "**Convenience Economy**" among students is the primary economic driver for Dormify. Modern university students are **starting to view their time as a valuable resource** more than a few ringgit. Instead of spending hours on cleaning, they are willing to pay small amounts like Dormify's packages with RM5 to RM20 per package as long as they can save their time for studying or resting. This change is supported by the **wider availability of gig-economy services** in Malaysia, making on-demand help as a normal option. Additionally, as students have to manage their monthly allowances, **a quick and affordable price of services fits perfectly into their budget**, making it an "easy yes" for them. This also allows them to maintain a clean environment without the heavy financial commitment of a long-term cleaning contract.

Social Trend

Socially, it can be found that there is a **growing trend toward personal health and mental well-being**. Students are now much more aware that a clean and organized room leads to better focus and lower stress levels. This makes professional cleaning feel like a "self-care" necessity rather than a luxury. Additionally, Dormify **focuses exclusively on female students**, it addresses a major social need for privacy and safety. In the Malaysian cultural context, female residents are significantly more comfortable allowing female peers into their private living spaces. This "girls' girl" approach **builds a level of shared trust and comfort** that makes our brand feel like a helpful part of the student community rather than just an outside service provider.

Technological Trend

Besides that, Dormify uses **a digital strategy that is both highly accessible and cost-effective, aligns with the mobile-first behaviors of Generation Z**. In Dormify, Google Sites function as the main information platform, Google Forms is used for the booking process that creates a structured and user-friendly experience on any device while Instagram serves as the key platform for brand storytelling and customer engagement. Additionally, WhatsApp is also used as a direct communication tool, allowing for fast and personal communication to meet students' expectations for quick responses and build strong visual connections with the target market. By

combining these tools with the widespread use of e-wallets in Malaysia, Dormify offers a smooth, modern and convenient journey from discovery to payment for the UiTM community.

Politic Trend

The political trend in Malaysia is currently focused on **cleanliness and social responsibility**. Government initiatives, such as **national hygiene campaigns and stricter public cleanliness laws**, have created a stronger "culture of hygiene" that influences how public institutions like UiTM are managed. This encourages university authorities to support student businesses that help maintain the quality of campus facilities. Furthermore, the government's push to support **local entrepreneurs** and the digital economy provides a very supportive environment for the growth of small startups. This environment makes it easier for a business like Dormify to gain the recognition and support it needs to operate legally and expand to other campuses in the future.

4.0 PRODUCT OR SERVICE DESCRIPTION

4.1 Details of the Service

Packages	<ol style="list-style-type: none"> 1. The Bubble (Toilet Cleaning + Dish Washing) 2. The Breeze (Floor Sweep + Fan Wipe) 3. The Cotton (Laundry Fold + Ironing) 4. The Polish (Toilet Cleaning + Ironing) 5. The Cozy (Floor Sweep + Laundry Fold) 6. The Shine (Dish Washing + Fan Wipe)
Prices	<ol style="list-style-type: none"> 1. The Bubble Package - RM 20.00 2. The Breeze Package - RM 10.00 3. The Cotton Package - RM 10.00 4. The Polish Package - RM 20.00 5. The Cozy Package - RM 15.00 6. The Shine Package - RM 5.00
Description	<p>Dormify is a student-focused room cleaning service designed to assist college and university students in maintaining clean, comfortable, and hygienic living spaces. Dormify offers a range of basic yet essential cleaning services, which are floors sweeping, toilet cleaning, dish washing, fans wiping, clothes folding, and clothes ironing. These services are arranged into different packages to suit varying student needs.</p> <p>The service operates through a simple booking system, where students can reserve a cleaning slot by filling out an online booking form. This system allows Dormify to manage schedules effectively while providing flexibility to customers. Cleaning sessions are conducted at the students' residences at pre-arranged times, minimizing disruption to their daily routines. Dormify prioritizes punctuality, reliability, and respectful conduct when operating within students' personal living spaces.</p>

Table 4.1 *Details of The Service*

4.2 How Service Fit In the Market

Dormify fits well within the student lifestyle service market, where convenience and time-saving solutions are highly valued. Many students face academic pressure, tight deadlines, and packed schedules, especially during assignment submission periods and examination weeks. These challenges reduce the time and motivation for room cleaning. Dormify addresses this gap by **offering an affordable and student-focused cleaning service** that caters specifically to the needs of college students, a segment that is often overlooked by traditional cleaning companies. By targeting young professionals aged **18 to 24**, Dormify aligns its services with the lifestyle, budget constraints, and priorities of students, positioning itself as a practical and relevant solution within the local market.

A key differentiating factor of Dormify is **the use of environmentally safe cleaning products**, which provides both health and environmental benefits. These products are formulated with fewer harsh chemicals, reducing the risk of skin irritation, respiratory discomfort, and allergic reactions among students living in enclosed dormitory spaces. This creates a safer and healthier living environment, particularly for students who spend long hours in their rooms studying or resting. From an environmental perspective, the use of eco-friendly cleaning products helps minimize water pollution and reduces the release of harmful substances into the environment. This sustainable approach aligns with growing environmental awareness among young adults and supports responsible consumption practices. By prioritizing health and environmental safety, Dormify not only protects its customers but also strengthens its reputation as a socially responsible and environmentally conscious service provider.

In addition, Dormify leverages digital platforms such as Instagram and an online booking system to engage customers and provide convenient access to services. The business also has strong scalability potential, with plans to expand to **other universities beyond UiTM Puncak Alam**. By combining sustainability, digital accessibility, and a clearly defined target market, Dormify establishes a strong and sustainable competitive position within the student lifestyle service market.

4.3 Value Proposition

Dormify offers a convenient and affordable cleaning solution tailored specifically for college and university students. The core value of Dormify lies in **helping students save time and energy** by taking over basic room-cleaning tasks during periods of high academic workload. By providing flexible booking, student-friendly pricing, and essential cleaning services, Dormify reduces stress and allows students to focus on their studies, rest, and personal well-being.

Unlike general cleaning services that target households or offices, Dormify is designed around the student lifestyle and living environment. The service focuses on practicality rather than luxury, **ensuring students receive value for money without unnecessary costs**. Dormify also provides quick-response cleaning options during peak academic periods, such as examination weeks and assignment submission deadlines.

Sustainability is an important component of Dormify's value proposition. By using environmentally safe cleaning products, Dormify provides a cleaning service that is not only effective but also safer for students' health and the environment. This approach reduces exposure to harmful chemicals in confined living spaces such as dorm rooms, creating a healthier and more comfortable environment for students. At the same time, the use of eco-friendly products minimizes negative environmental impact, supporting sustainable consumption practices. This added value appeals to environmentally conscious students and differentiates Dormify from conventional cleaning services.

Overall, Dormify delivers a reliable, time-saving, eco-friendly products, and cost-effective solution that improves students' quality of life and academic focus.

4.4 Anticipated Customer Demand

Dormify anticipates steady and increasing demand from college and university students, particularly those living in dormitories and rented accommodations around UiTM Puncak Alam. Students often face heavy academic workloads, examination pressures, and compiled assignments all at the same time, which limits the time and energy to clean the room. As a result, many students are willing to spend some money on hiring convenient services to help lessen their stress and save time.

Customer demand is expected to peak during key academic periods such as assignment submission weeks, graded presentations weeks, and final examinations. In addition, demand is likely to increase before room inspections, before long semester breaks, and after coming back from special breaks as room condition would be a bit dusty when leaving the dormitories for quite some time.

Since Dormify is targeting the population of UiTM Puncak Alam students, business research suggests that approximately **2% of the total female student population** (24,019 of the total population) may be interested in the service. This translates to roughly **240 potential customers per semester**. With **the average price of Dormify's cleaning packages set at RM 20.00**, the estimated market value comes to about **RM 4,800 per semester**. This indicates that Dormify has strong potential for growth. Apart from that, the team is planning to expand Dormify to other universities as an increasing number of demand from other universities' students occurs. Hence, as brand awareness increases and services are moving toward catering to other universities as well, the overall customer base and revenue potential are expected to rise significantly.

4.5 Existing competition

Dormify operates in a competitive market that includes several established local cleaning service providers such as **MyKakak**, **Cleaning Service Pro**, and **Ultra Cleaning**. These competitors mainly offer general residential and commercial cleaning services and cater to a broad customer base, including households and offices. While they are experienced and well-known within the local market, their services are typically priced higher and structured for long-term or large-scale cleaning needs, which may not be suitable for college students living in small dorm rooms or rented spaces.

In contrast, Dormify differentiates itself by focusing specifically on the student segment. The service offers flexible, short-duration cleaning packages at student-friendly prices, making it more accessible to university students with limited budgets. Additionally, Dormify's services are designed to meet the specific needs of students during peak academic periods, such as examination weeks and assignment deadlines. This targeted approach allows Dormify to compete effectively by addressing a niche market that is underserved by traditional cleaning companies.

5.0 MARKET ANALYSIS AND STRATEGY

5.1 Marketing Objectives

- Gain 20% more social media followers in 6 months through content marketing by increasing our service presence.
- Increase sales of optional service packages by 5% in the next semester.

5.2 Market Segmentation

In order to gain a better understanding of our customers as well as the position of Dormify in the student dormitory cleaning services sector, we have identified key customer segments based on geographical, demographic, psychographic and behavioural factors. These key customer segments are crucial for us to adjust our services to meet the needs of our target customers as well as to deliver affordable, appropriate and relevant cleaning services. Therefore, Dormify can operate effectively while fulfilling the expectations of our customers.

Types of Target Market	Shared Group Characteristics
Geographical	Selecting Universiti Teknologi Mara (UiTM) Puncak Alam as the location for our business is strategic and impactful. This is because our business focuses on students who are staying in the dormitory residents in the UiTM campus. By cooperating within the university setting, Dormify is able to offer cleaning services that are affordable, easy to access and efficient as the travel distance is minimal and the operating costs are low. Besides that, UiTM Puncak Alam consists of a large number of student population who live in on-campus dormitories while managing their busy academic life which will ensure consistent demand for our cleaning services. This makes UiTM Puncak Alam an ideal location for Dormify to operate and introduce student-focused dormitory cleaning services.
Demographic	Dormify specifically targets UiTM students within the age range of 18 and 25 years old and especially those that are staying in the residential colleges. This demographic mainly consists of diploma and undergraduate students who need to manage their busy academic schedules alongside co-curricular activities. Although students generally have a limited to moderate amount of money to spend, they are willing to spend on essential services that would provide them convenience,

	<p>especially when the services offer student-friendly prices. As students face a heavier workload and tighter schedules, they are more likely to seek practical solutions such as dormitory cleaning services to maintain the cleanliness, hygiene and comfort of their dormitories.</p>
<p>Psychographic</p>	<p>Dormify’s target market consists of university students of UiTM Puncak Alam who prioritise a clean and comfortable living environment despite managing a busy, fast-paced and packed academic lifestyles. They would most likely prefer our reliable and efficient dormitory cleaning services that can help them maintain a neat living environment despite the tight schedule. Psychographically, these individuals prioritise efficiency, peace of mind and a well-organised environment. With that being said, they are drawn to services that offer convenience, affordable prices and trustworthy cleaning services that can lighten their load on daily chores which will allow them to just focus on their studies. Thus, they are exactly the individuals that Dormify caters to, a dormitory cleaning service that is tailored to university lifestyle.</p>
<p>Behavioural</p>	<p>From a behavioral perspective, Dormify attracts customers that are looking for convenient and reliable solutions to maintain their dormitory spaces organized. Our services are commonly used during hectic weeks where there are lots of assignments deadlines, examination weeks as well as co-curricular activities where students have less time and energy to manage and clean their room on their own. Some of the students rely on our cleaning services as a part of their regular routine to ensure their dormitories are consistently clean and organized. There are also students that seek for us occasionally, such as before room inspections. By offering</p>

	<p>dependable cleaning results within the campus environment, Dormify caters to both regular cleaning needs as well as one-time demands. Our services' practical benefits encourage repeat engagement and develop customers' loyalty as Dormify becomes a trusted support service throughout their university life.</p>
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Table 5.2 *Key Customer Segments of Dormify*

5.2.2 Market Size

Market size refers to the potential market value that Dormify can achieve based on the number of target customers, selling price and frequency of purchase within a certain period.

POPULATION	
Population of people	24,019
Estimation target per semester	2% x 24,019 = 480

Table 5.2.2.1 *Population in UITM Puncak Alam, Selangor*

NO.	SERVICE ITEMS	ESTIMATED SALES PER ITEMS	TOTAL ESTIMATED PER MONTH
1.	The Polish (Ironing & Toilet)	RM20 x 22	RM440
2.	The Cotton (Ironing & Folding)	RM10 x 15	RM150
3.	The Bubble (Dishes & Toilet)	RM20 x 8	RM160
4.	The Cozy (Sweep & Folding)	RM15 x 7	RM105
5.	The Breeze (Sweep & Fan)	RM10 x 5	RM50
6.	The Shine (Dishes & Fan)	RM5 x 3	RM15
TOTAL			RM920

Table 5.2.2.2 *Estimate Sales per Month*

MARKET SIZE	
Total market size	RM920 per month
Total sales per year	RM920 x 12 months = RM11,040

Table 5.2.2.3 *Market Size*

Dormify Market Share and Sales				
Year	0	2020	2021	2022
Market Share (%)	100	2	4	6
Total sales in unit	24,019	480	960	1,440
Total sales in RM (x RM20)	RM480,380	RM9,600	RM19,200	RM28,800

Table 5.2.2.4 *Market Share and Sales*

5.2.3 Market Share

Market share is a comparison of a company's performance between competitors. It works as division of the market or sales between companies that are running the same type of business activities. Examining the market share of competitors both before and after the entry of Dormify into the industry can provide valuable insights for businesses which helps businesses identify potential threats and opportunities, enabling them to adjust their own strategies to stay competitive in a constantly evolving marketplace.

Market Share Before Entry of Dormify			
Competitors	Year 2021	Year 2022	Year 2023
MyKakaks	45%	43%	40%
Cleaning Services Pro	30%	31%	30%
Ultra Cleaning Malaysia	15%	18%	20%
Others	10%	8%	10%
TOTAL	100%	100%	100%

Market Share After Entry of Dormify			
Competitors	Year 2024	Year 2025	Year 2026
MyKakaks	39%	38%	36%
Cleaning Services Pro	30%	30%	30%
Ultra Cleaning Malaysia	20%	20%	20%
Others	9%	8%	8%
Dormify	2%	4%	6%
TOTAL	100%	100%	100%

Table 5.2.3.1 *Market Share Before and After Entrance*

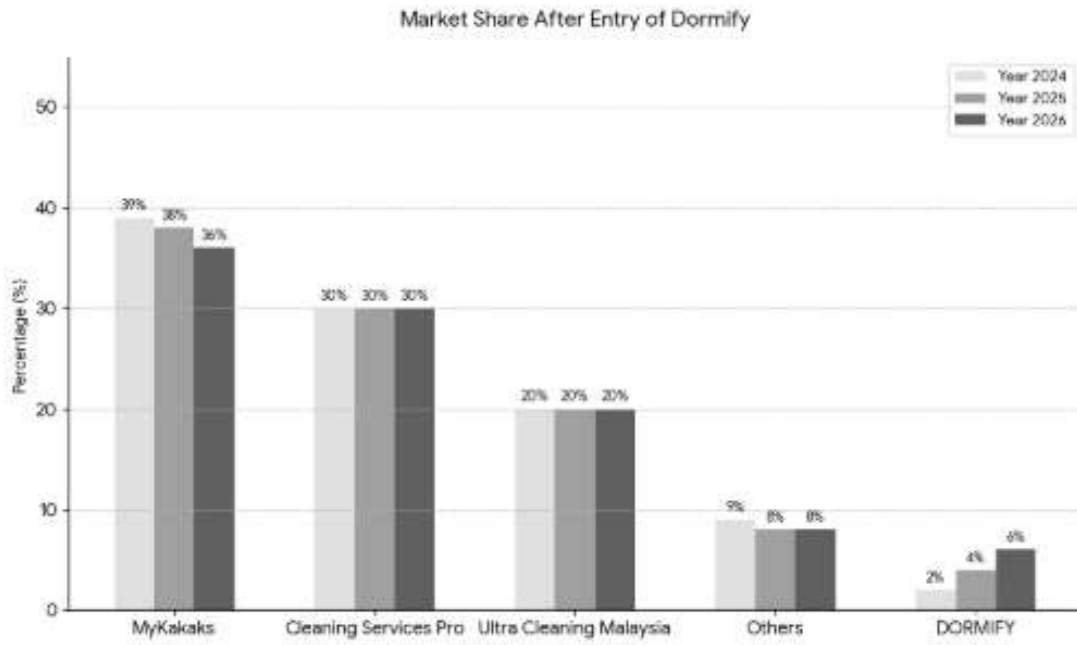
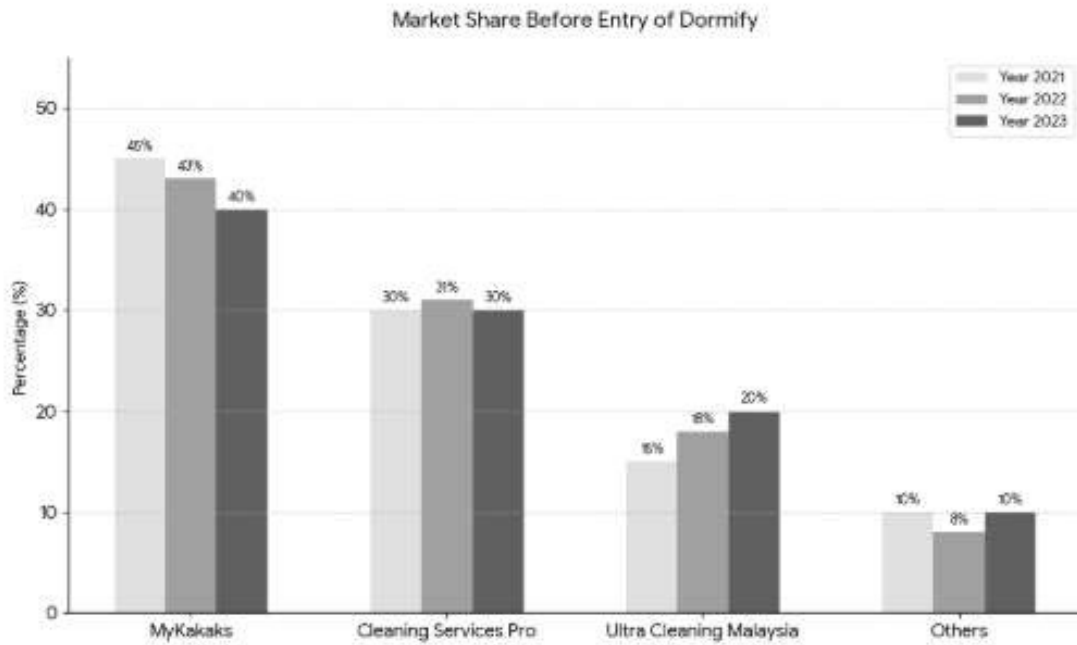


Table 5.2.3.1 *Market Share Before and After Entrance*

5.2.4 Sales Forecast

	Sales Forecast (RM)		
Month/Years	2024	2025	2026
January	800	1,600	2,400
February	0	0	0
March	820	1,640	2,460
April	850	1,700	2,550
May	920	1,840	2,760
June	950	1,900	2,850
July	1,100	2,200	3,300
August	0	0	0
September	0	0	0
October	900	1,800	2,700
November	940	1,880	2,820
December	1,000	2,000	3,000
TOTAL (RM)	RM8,280	RM16,560	RM24,840

Table 5.2.4.1 Sales Forecast

Year	Percentage Increase (%)	Sales Forecast (RM)
2024	-	8,280
2025	$(16,560 - 8,280)/8,280$ = 100%	16,560
2026	$(24,840 - 16,650)/16,650$ = 50%	24,840

Table 5.2.4.2 Percentage Increase in 3 Years

5.3 Competitor Analysis

5.3.1 Identifying the Competitors

Competitors	Strengths	Weaknesses
MyKakaks	<ul style="list-style-type: none"> ● Available to cover a wide range of locations in East Malaysia. ● Have been operating for more than 10 years (since 2014), therefore they are well-known and trusted. ● Have a ‘No Pay Policy’ if customers are not satisfied with the outcome of service. 	<ul style="list-style-type: none"> ● Have payment method restrictions where they do not accept cash payment. ● Although MyKakaks is a big company, they still have limited geographical reach. ● If a customer cancels any later than 4 hours before the appointment, they will not get a refund.
Cleaning Services Pro	<ul style="list-style-type: none"> ● Expert in specific areas like post-renovation cleaning, move in/out cleaning and offers part time maid. ● Use advanced equipment that gives better results when cleaning. ● Offer 100% satisfaction guarantee, promising to re-clean a specific area is reported within 24 hours if the job is unsatisfactory. 	<ul style="list-style-type: none"> ● They mostly work in big cities like Kuala Lumpur, Selangor and Penang, so they are not available in smaller towns. ● Since they have many workers, the result of cleaning might be good and might not, depending on who they send. ● They usually cost more than hiring an individual part-time cleaner as a professional firm.

<p>Ultra Cleaning Malaysia</p>	<ul style="list-style-type: none"> ● Received The Malaysia Book of Records for ‘The Most Property Units Cleaning Serviced In A Year (2025)’. ● Have more than 800 trained employees in their team. ● Offers long-term contract and facility maintenance such as janitorial services. 	<ul style="list-style-type: none"> ● They may be less willing to take on small chores that do not fit to their official service packages. ● Last minute or emergency booking might be difficult to make as slots can fill up weeks in advance. ● They focus on finishing the job quickly, so it can feel like you are just ‘another number’ to them.
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Table 5.3.1 *Competitors’ Strength and Weaknesses*

5.3.2 SWOT Analysis

	Opportunities	Threats
<p>Strengths</p>	<p>Strength - Opportunity Strategy</p> <ul style="list-style-type: none"> ● Student friendly pricing as we purchased our products from affordable sources like EcoShop and Mr. Diy. ● Pairing our staff for the packages to complete specific tasks to ensure that everybody knows their role, which will lead to faster service. ● The packages offered are the ‘most hated’ chores for university students, therefore it will be on demand. 	<p>Strength - Threats Strategy</p> <ul style="list-style-type: none"> ● The usage of 6- person structure as well as uniforms (aprons & nametags) to appear more reliable and safe compared to unvetted independent cleaners. ● Maintain a low-price guarantee enabled by smart sourcing to discourage new budget-conscious student rivals from entering the market. ● Leverage the management team's professional image to build credibility with college authorities

		and bypass potential business restrictions.
Weaknesses	<p>Weakness - Opportunities Strategy</p> <ul style="list-style-type: none"> • Produce instagram posts showing the ‘before and after’ videos to prove that our consumer-grade tools can achieve high-quality results that leads to building brand trust quickly. • Offers introductory discounts to build a portfolio of testimonials quickly, overcoming the weakness of being a new brand. • Invest in advanced staff training to maximize the efficiency of our tools, turning basic equipment into skilled labor strength. 	<p>Weakness - Threats Strategy</p> <ul style="list-style-type: none"> • Using a professional booking system to ensure 100% attendance and punctuality, mitigating the threat of losing customers to other rivals. • Conduct weekly market research to adjust pricing and package offerings, to ensure that we remain competitive if supply prices increase. • Always carry extra equipment to ensure zero service interruption.

Table 5.3.2 *Dormify’s SWOT Analysis*

5.4 Marketing Strategy

5.4.1 Service

Dormify is a student-oriented dormitory cleaning service that is designed to support UiTM Puncak Alam students in maintaining a clean, organised and comfortable living environment. Our business is developed with the understanding of student lifestyles especially those with demanding academic schedules and limited time for household chores. By operating within the university campus, Dormify offers a convenient and accessible solution in reducing their burden of self-cleaning. In addition, Dormify supports our customers with routine room cleaning services which include floor sweeping, fans cleaning, toilet cleaning, dish washing, laundry folding and clothes ironing. These services are essential for those who need reliable support to

maintain a neat and clean room throughout the semester. Not only that, Dormify also provides special features such as flexible booking options, student-friendly pricing, cleaning service packages as well as digital booking and payment system. Besides that, Dormify also emphasizes on reliability, safety and hygiene through trained cleaning staff, standardised cleaning procedure and the use of harmless cleaning products in order to ensure a hygienic and safe environment for the students. The key benefits to our customers include time savings, less stress, create a more comfortable environment and improve their focus on academic and personal commitments. By delivering consistent and dependable cleaning services to our customers, Dormify becomes more than just a cleaning service. We serve as a practical support system that contributes to the students' well-being and their overall university living experience.



Figure 5.4.1 : Dormify Cleaning Services

5.4.2 Price

Dormify offers a range of cleaning packages that meet the diverse needs and budgets of the students. Dormify stands out among other cleaning companies out there by offering highly affordable cleaning services while maintaining high service quality standards, making it more favourable and preferred by the students. The packages that we offer are priced reasonably, they are within the range of RM5 to RM20 in order to suit students with limited to moderate budgets. The pricing has been made by considering Dormify's target market which is UiTM Puncak Alam's students that stay in the college residents and by comparing the rates with other cleaning services that are available within this area where they are often to be less accessible or more costly. By maintaining affordable pricing while ensuring consistent service quality, Dormify aims to attract first-time users of our services and encourage repeated usage. With that being said, there are also some pricing strategies that we implemented in order to support our aims.

- Destroyer Pricing

Dormify chooses a destroyer pricing strategy by setting our cleaning packages at a low and affordable price in order to attract students and strengthen our standing in the campus market. This approach is intended to prevent new competitors from entering the market by maintaining prices that are difficult to match with the similar services offered. By prioritizing affordability, we place ourselves as the most affordable option for the students which will attract more customers as time passes by and establish consistent demand. Despite offering the most affordable rates, Dormify always ensures high-quality and reliable cleaning services to our customers. With that being said, this approach supports the increase of repeated usage and helps Dormify build customer loyalty.

- Promotional Pricing

Dormify also decided to implement an introductory promotional price in order to build our profile and attract new customers. For the first two weeks of our operations service, all of the cleaning packages will be offered at half price. By doing so, this will provide students with a cost-effective opportunity to experience our service. This temporary promotional price aims to encourage students to try our service while simultaneously enhancing Dormify's visibility and

recognition around the campus. In addition, by offering a limited-time discount, it can generate positive word of mouth as these initial customers will share their experience to their friends and peers. Hence, Dormify strategically applied this approach to establish a strong customer base as we are still new within the student community and it is a way to position ourselves as an affordable, reliable and trusted dormitory cleaning service for the students of UiTM Puncak Alam.



Figure 5.4.2.1 : Dormify Cleaning Packages

5.4.3 Promotion

As a new business in the university environment, Dormify will focus on approaches that can build our brand recognition and establish Dormify's presence within the UiTM Puncak Alam student community. These approaches consist of booth opening and giving talks, flyers distribution and posters display, signboard installation at the office and social media marketing. Through these promotional strategies, Dormify hopes to raise awareness of our cleaning services and earn students' trust as well as encourage regular usage of our services.

- Campus Booth and Informational Talk Session

To begin promoting and presenting our business to the customers, we will conduct booths and give informational talk sessions to introduce Dormify's services, explain our cleaning services packages and answer students' questions. We will set up our booths at all girls' dormitories in UiTM Puncak Alam which consist of Dahlia, Rafflesia, Angsana, Casuarina and Baiduri following a rotation schedule. Conducting this booth around the girls' dormitories and having the students visit the booth will allow direct engagement with the students which will make students become immediately interested in the services conducted. This is followed by the informational talk sessions where the students are able to get to know more about Dormify, interact with all the staff as well as feel assured of our services' reliability. With that being said, these approaches of setting up booths and giving informational talk sessions allow Dormify to connect with the students directly and promote a clear understanding of the services offered.



Figure 5.4.3.1 : *Dormify's Banner for Promotional Booth and Informational Talk*

- Signboard

Dormify's signboard is placed at our office which is located at Hillpark that is near to UiTM Puncak Alam. Our main office is located at a strategic place where it is frequently visited by students hence making our business easily accessible and highly visible to our target market. The signboard simply displays the logo and the name of our company "Dormify", making it easily noticeable and memorable to the students. This visual is able to strengthen our business recognition as well as display our professionalism and legitimacy. Hence, this approach is able to build familiarity and trust as well as encourage students to consider Dormify when they require dormitory cleaning services.



Figure 5.4.3.2 : Dormify's Signboard

- Printed flyers and posters

As a part of Dormify promotional strategy, flyers will also be distributed all around the campus in order to provide students with detailed information and the services that we offer, especially to the ones that are unable to attend our booth and informational talk session. This method ensures that everyone stays informed and understands the services of Dormify. The distribution of the flyers will also expand customer reach as well as maintain our business' visibility in the student community. Choosing flyers distribution also serves as a tangible reference that students can keep for future use and allow them to contact us whenever they need our dormitory cleaning services. This ensures Dormify's visibility is still ongoing even after the initial distribution of the flyers. Besides that, we will also put up posters within the campus at the strategic locations which include notice boards, study areas, cafeterias and dormitory entrances. By displaying posters, it will serve as a visual reminder of our service to the students and allow them to refer back to the information whenever they need to. In both the flyers and the posters, we include the services that we offer as well as the QR code of our Instagram account as well as QR code of the Google Form for them to book their slot. This method will ensure students can easily access our information, stay updated on our services as well as conveniently make bookings.



Figure 5.4.3.3 : Dormify's Flyer and Poster

- Social Media Posts and Engagement

Dormify also utilises social media such as Instagram and our own website in order to keep engaging with our customers and promote our services. Firstly, we choose Instagram as it is one of the most popular social media platforms used by students nowadays. Through Instagram, students are able to view our cleaning service packages, special promotions and important announcements. Students can always keep updated with us via Instagram as it is our main social media platform. We will also post customers' feedback in order to gain trust from our customers and show reliability of our services. Not only that, in order to stay close with our customers, there would also be engaging and interactive Instagram stories and posts to keep our followers interested as well as involved.

Besides that, Dormify also comes up with our own website where it serves as a complete information digital hub that consists for students to access the background of Dormify, detailed information of the services we offer, the staff that are assigned with the services, the cleaning packages as well as the booking procedures. This website allows students to gain a better understanding of how Dormify operates. Having this website also reflects our professionalism and credibility where the information is well organised and we also include the links to social media platform and the Google Form for booking purposes.

Both of our Instagram account (see **Figure 5.4.3.4**) and website (see **Figure 5.4.3.5**) are visually appealing and have an user-friendly layout, making it easy for our customers to navigate and access information. Hence, these platforms would not only capture students' interest but also it would enhance our brand recognition, maintain the engagement with the students as well as ensure the information is presented clearly and attractively.



BOOK YOUR SLOT Today



- 1 Scan the QR code / Click the Google Form link
- 2 Fill in your personal details
- 3 Enter your dormitory details
- 4 Choose your cleaning services
- 5 Pick your preferred date & time
- 6 Submit the form & wait for confirmation

Figure 5.4.3.4 : Dormify's Instagram Account



Figure 5.4.3.5 : *Dormify's Website*

5.4.4 Place

Dormify will operate mainly within UiTM Puncak Alam and specifically at the girls' dormitories which allow us to provide convenient and accessible cleaning services to the students as well as establishing our business awareness within the student community. We also provide our customers with an easy and user friendly booking system via Google Form. Dormify utilises the following channels to deliver our services and manage the customers' bookings.


- UiTM Puncak Alam Girls' Dormitories

Dormify's business operation will be conducted primarily within UiTM Puncak Alam girls' dormitories that consists of Dahlia, Rafflesia, Angsana, Casuarina and Baiduri. These dormitories accommodate a large portion of the student population and are structured with shared bedrooms, shared toilets as well as living room. These areas are the ones that are offered with our cleaning services followed by fans cleaning, dish washing, clothes ironing and laundry folding. Our main office is also located nearby UiTM Puncak Alam which would ensure the delivery of the services are being done efficiently and on schedule. By operating within the campus environment, Dormify is able to maintain close contact with the students and provide a reliable and tailored cleaning service that suits the students' lifestyles as well as the needs of students that live in dormitories.

- Online Platform

Dormify also utilises Google Form as a convenient and efficient method for the customers to book their slot and packages of our cleaning services. The Google Form is easily accessible via our Instagram account, our official website as well as through the flyers and posters around the campus. This shows how our customers can easily submit their booking requests whenever they need. Through the Google Form, students are required to enter their dormitory details, choose their preferred cleaning services as well as the preferred time and date after filling in their personal details. When they have submitted the form, they need to wait for our staff to contact them via Whatsapp for the confirmation of the booking and process the payment. This online booking system ensures accuracy, reduces administrative workload and provides the record of all


the bookings. By doing so, Dormify is able to plan and manage resources efficiently while offering students a convenient experience.




DORMIFY

To book your slot and select a package, kindly fill in your details below. Thank you :)

***At the moment, DORMIFY offers cleaning services exclusively for girls' college residences to ensure comfort and privacy. However, new areas would be considered soon.**

2024406742@student.uitm.edu.my [Switch account](#) 

 Not shared

* Indicates required question

NAME (Eg: BIANCA BINTI BRADER) *

Your answer _____

STUDENT ID (Eg: [2021234567](#)) *

Your answer _____

PHONE NO. (Eg: [012-3456789](#)) *

Your answer _____

COLLEGE (Currently exclusively for girls' college residences. We will expand our services to other areas soon. Stay tuned!) *

DAHLIA

RAFFLESIA

ANGSANA

CASUARINA

BAIDURI

HOUSE NO. (Eg: D1-2-3) *

Your answer _____

AREAS TO COVER *

ROOM 1

ROOM 2

ROOM 3

ROOM 4

LIVING ROOM

TOILETS

PACKAGE *

The Bubbles (Toilet cleaning + Dish Washing)

The Breeze (Floor Sweep + Fan Wipe)

The Cotton (Laundry Fold + Ironing)

The Polish (Toilet Cleaning + Ironing)

The Cozy (Floor Sweep + Laundry Fold)

The Shine (Dish Washing + Fan wipe)

CHOOSE YOU SLOT FOR THIS MONTH (JANUARY) *

Date

5 Jan 2026

TIME *

Time

: AM

REMARKS

Your answer

Submit Clear form

Figure 5.4.4 : *Dormify's Google Form for Booking*

5.5 Sales Tactic

Since Dormify put a focus on all girls dormitories, our main strategy to strengthen our brand's name is through **collaboration events with the Jawatankuasa Perwakilan Kolej (JPK)**. By having these collaborations, Dormify will be titled as the 'preferred vendor' status, which will bypass the trust barrier which new businesses usually face. These collaborations also allow us to participate in college-level events and orientation, where we will offer a low-cost package to freshmen. We also will be able to set up booths and give informational talks at the dorm cafe. In addition to this, it will open a way for us to build a strong customers base in UiTM Puncak Alam, where we might have the chance to proceed with other nearby UiTM such as UiTM Puncak Perdana and UiTM Sungai Buloh, just by word of mouth from our existing customers. By securing a JPK endorsement, we transform our brand from a simple service to a reliable and essential part of campus welfare.

Having Gen Z as our main audience leading us to our second main sales tactic is by promoting our brands through **social media content and website**. To ensure that our brand is solidified, we will post relatable and engaging content on Instagram Reels, which is one of the most mediums used by students to seek entertainment and information. Our focus would be on the shift of messy to a more tidy actual dorm rooms, which serves as a powerful form of social proof and real testimony. Apart from that, we will also showcase our affordable equipment as well as eco-friendly products to prove that our expertise is of real value. These videos will also feature our 3D avatar, to give the impression of friendly and warm to our brand. This will make our potential customers feel much more comfortable when booking for our services as they may feel like we are here to help rather than criticise their dorm. Additionally, we will also create a satisfying video of cleaning, by recording time-lapse videos of a dirty dorm toilet becoming sparkling clean after we scrub every corner. This will create the aspiration effect, where students would have the feeling that they want their toilet to be as clean as in the video.

5.6 Financial Plan for Marketing

Marketing Budget

Category	Budget (RM)	Period	Purpose
Office Banner	20	One-time	To provide a professional backdrop for client inquiries or team strategy sessions.
Aprons and Nametags	180	Yearly	To provide a professional uniform for all 6 members, building trust and a recognizable brand identity when entering dorm rooms.
Social Media Ads	150	Monthly	Boosting visibility to the target audience through relatable and engaging short-form video content.
Printed flyers and QR	50	Monthly	To be pasted on college notice boards allowing students to scan and contact us for any inquiries.
Collaboration Events	100	Monthly	To build trust by collaborating with College Residential Committees (JPK) to open a booth and give informational talks.
Informational Talk Banner	20	One-time	To serve as visual aid during the informational talk so that students will be clear of who we are and the services we offer.
Promotional Booth Table	300	One-time	To create a professional physical touchpoint during campus fairs to allow students to get to know dormify even further and book their slot on the spot.

Table 5.6.1 *Dormify's Marketing Budget*

Marketing Capital

Category	Budget (RM)	Period	Purpose
Professional Advertising	500	Monthly	To ensure that our brand is well-known among female students in UiTM Puncak Alam, so that potential customers will trust us before we even enter their home/room.
Strategic Collaborations	1500	Monthly	To build social capital by partnering with College Residential Committees (JPK) and local students influencers to become the official choice for cleaning the dorm.
Digital Content Creation	800	Monthly	To create high-quality videos that prove our cleaning methods work, acting as a '24/7 salesman' on social media.

Table 5.6.2 *Dormify's Marketing Capital*

6.0 OPERATION PLAN

6.1 Development

6.1.1 Research and Development

Dormify's research and development activities focusing on improving cleaning methods, service efficiency and customer satisfaction in students' dormitories. We conduct basic research by gathering feedback from students and dormitory management to identify common cleanliness issues and service expectations. This feedback is used to refine cleaning procedures and service schedules. Dormify also evaluates different cleaning tools and products to ensure they are effective, safe and suitable for a shared living environment. The company continuously improves its standard operating procedures (SOPs) to maintain hygiene standards and ensure consistent service quality. In addition, Dormify explores more efficient work practices and team coordination methods to reduce cleaning time while maintaining high standards of cleanliness. These R&D efforts help the company enhance service reliability and adapt to the evolving needs of students.

6.1.2 Source of Equipment

Dormify operates as a cleaning services provider for students' dormitories which requires durable and reusable equipment to support daily cleaning activities. To ensure consistent service quality, Dormify utilises good equipment such as iron and ironing board for ironing service, toilet cleaning brush for effective bathroom sanitation as well as floor mop, cleaning bucket, broom and dustpan for routine cleaning of dormitory rooms and common areas. These equipment items are sourced from Eco Shop and MR. DIY which offers affordable and practical household cleaning tools suitable for regular use. In addition, iron and ironing boards are also obtained through Lotus's which allow us to access a wider range of products, compare prices and select equipment that meets safety and durability requirements. The selected suppliers are chosen based on their accessibility, cost effectiveness and convenience for a small service based business.

Equipment	Suppliers
Iron	Lotus's
Ironing Board	Lotus's
Toilet Cleaning Brush	Eco Shop
Floor Mop	Eco Shop
Cleaning Bucket	Eco Shop
Broom	MR. DIY
Dustpan	MR. DIY

Table 6.1.2 *Dormify's Source of Equipment*

6.1.3 Process Work Flow

Symbol	Type of Activities	Meaning	Detailed Step in Dormify Process
Circle ●	Operation	An action that adds value to the process	<ul style="list-style-type: none"> • Clean toilet bowl, sink, and surrounding areas • Wash dishes using dishwashing liquid • Sweep floor to remove dust and debris • Wipe fan blades and surfaces • Fold clean laundry neatly • Iron clothes using appropriate heat
Arrow ↓	Transportation	Movement of materials or equipment from one place to another	<ul style="list-style-type: none"> • Move cleaning equipment to students' dormitories • Transport ironing equipment to the service area

Magnifying Glass 🔍	Inspection	Verifying the standard or quality	<ul style="list-style-type: none"> • Inspect toilet cleanliness before and after cleaning • Check floor and fan condition after cleaning • Inspect clothes for neatness after folding and ironing
Triangle ▲	Completion / Termination	End point of the service process	The service provider ensures that all cleaning or service tasks have been fully carried out according to the package requirements.

Table 6.1.3.1 *Process Workflow of Dormify*

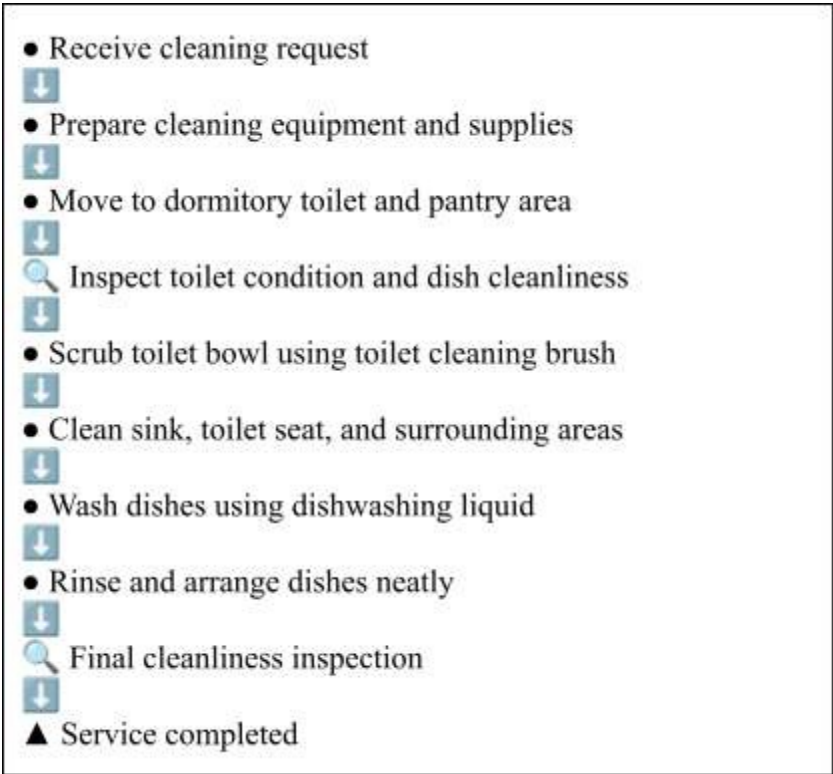


Figure 6.1.3.2 *Dormify process workflow for The Bubble package*

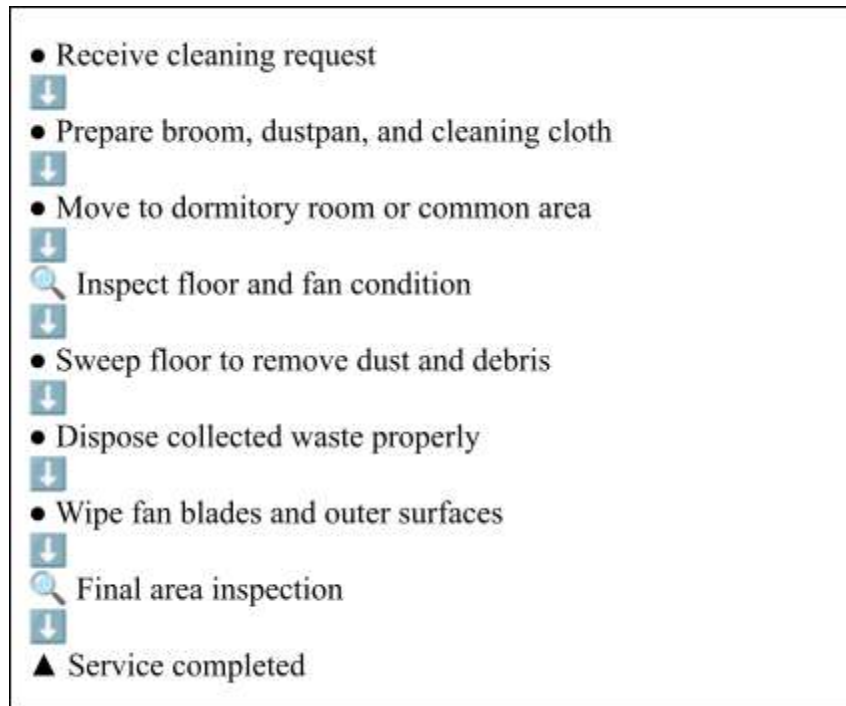


Figure 6.1.3.3 *Dormify process workflow for The Breeze package*

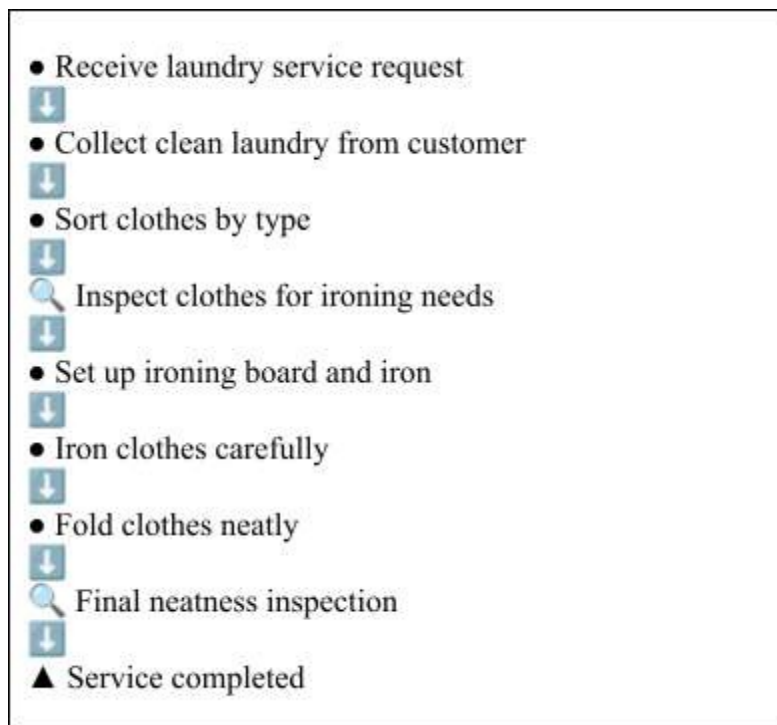


Figure 6.1.3.4 *Dormify process workflow for The Cotton package*

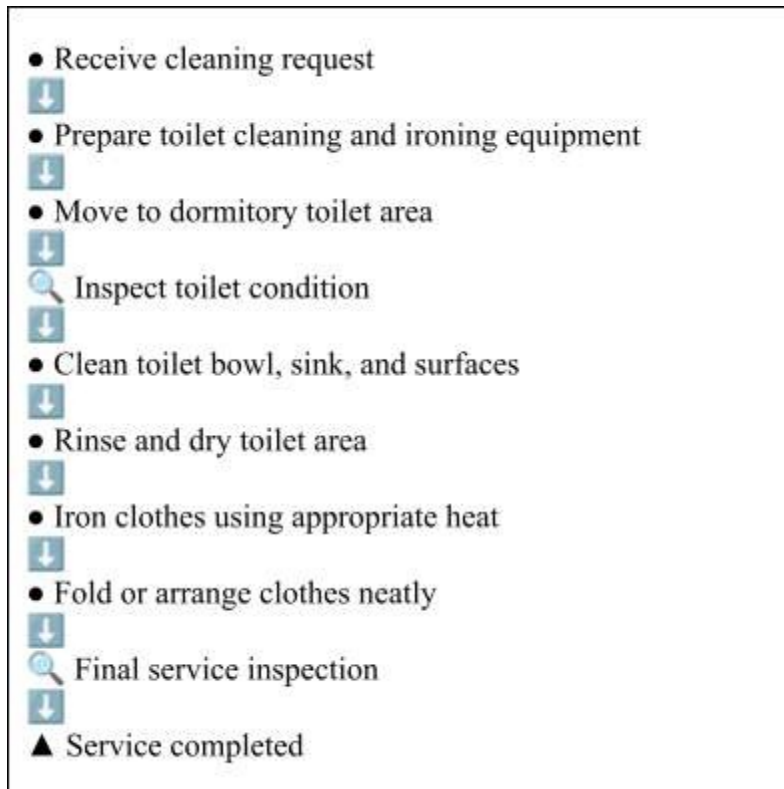


Figure 6.1.3.5 *Dormify process workflow for The Polish package*

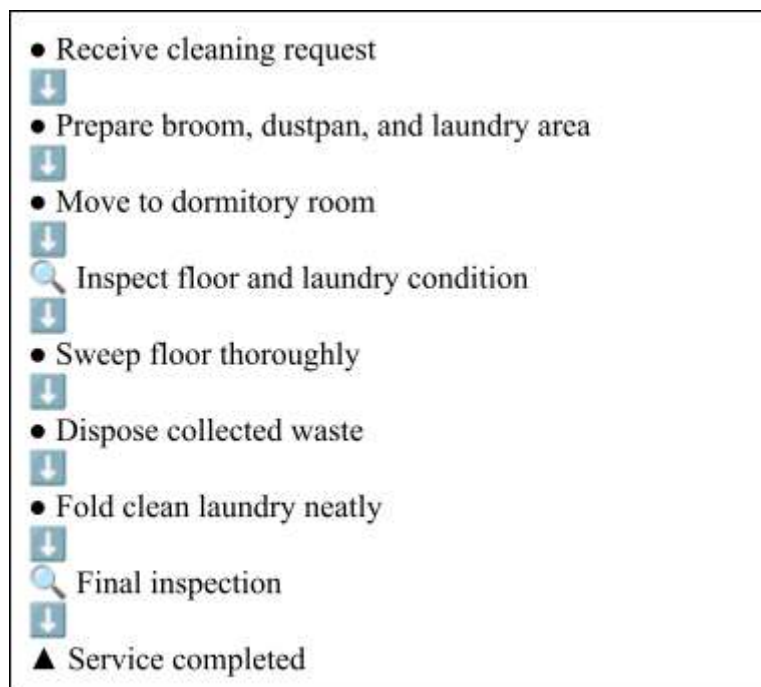


Figure 6.1.3.6 *Dormify process workflow for The Cozy package*

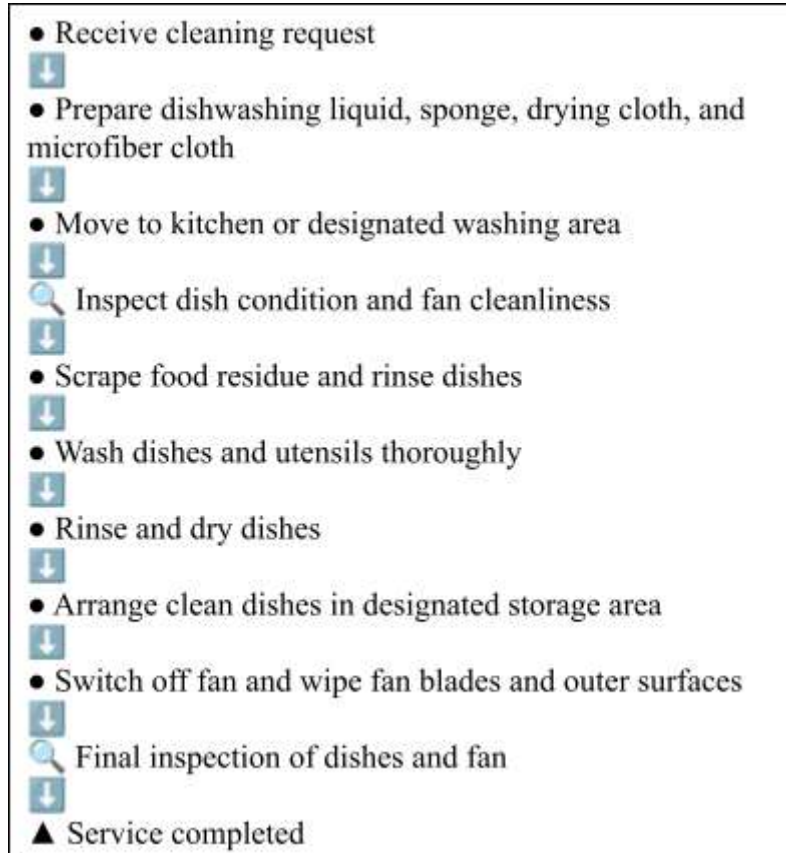


Figure 6.1.3.7 *Dormify process workflow for The Shine package*

The cleaning service process begins with the receipt of a service request, followed by the preparation of the required cleaning tools, equipment, and materials based on the selected service package. Upon arrival at the designated area, the cleaning staff conducts an initial inspection to assess the condition of the space and identify specific cleaning requirements. The cleaning tasks are then carried out systematically according to established standard operating procedures, ensuring that dirt, dust, stains, and waste are removed effectively and hygienically. Throughout the process, appropriate safety measures and cleaning techniques are applied to maintain service quality and prevent contamination or damage. Once the cleaning tasks are completed, the area is rechecked through a final inspection to ensure cleanliness standards are met, after which cleaning tools are properly stored and the service is officially concluded.

6.2 Production

6.2.1 Production Workflow

SERVICES	FIGURES
Planned Services Rate Per Day	4 packages/day
Workers Working Time	8 hours
Standard Service Duration (SSD)	50 minutes

Table 6.2.1.1 *Manpower Planning of Dormify*

OFFICE	SERVICE SITE
Operating Hours = 8 hours/day (9:00 a.m - 5:00 p.m)	Operating Hours = 8 hours/day (9:00 a.m - 5:00 p.m) [1 Hour Break]
Working Days = 6 days/week (Monday - Saturday) [Except Semester Break]	Working Days = 6 days/week (Monday - Saturday) [Except Semester Break]

Table 6.2.1.2 *Dormify's Working Operation*

1. The Bubble (Toilet Cleaning + Dish Washing) : 45 – 60 Minutes

Toilet Cleaning		
STEP	TASK	TIME
1	Scrub and disinfect bowl (inside & out)	15 mins
2	Wipe flush handle, seat, sink, and faucet	10 mins
3	Empty trash & quick floor rinse	5 mins

Dish Washing		
STEP	TASK	TIME
1	Wash cups, plates and utensils	10 mins
2	Dry, stack neatly on the rack	5 mins
3	Scrub sink	5 mins

2. The Breeze (Floor Sweep + Fan Wipe) : 20 – 30 Minutes

Floor Sweep		
STEP	TASK	TIME
1	Move chairs, rugs and sweep corners	10 mins
2	Collect debris with dustpan	5 mins

Fan Wipe		
STEP	TASK	TIME
1	Duster and microfiber wipe of blades	8 mins
2	Wipe motor housing and pull string	2 mins
3	Clean up any fallen dust	5 mins

3. The Cotton (Ironing + Laundry Fold): 60 Minutes

Ironing		
STEP	TASK	TIME
1	Check clothes tags and set iron heat	5 mins
2	Ironing (approx. 5-7 items like Kurung/Shirts)	25 mins
3	Hanging the clothes	5 mins
4	Safety check (unplug/cool down iron)	5 mins

Laundry Fold		
STEP	TASK	TIME
1	Clean hands and start sort clothes by category	5 mins
2	Folding shirts, pants, scarves and match socks	20 mins
3	Organize into drawers/lockers	5 mins

4. The Polish (Toilet Cleaning + Ironing): 60 – 75 Minutes

Toilet Cleaning		
STEP	TASK	TIME
1	Scrub and disinfect bowl (inside & out)	15 mins
2	Wipe flush handle, seat, sink, and faucet	10 mins
3	Empty trash & quick floor rinse	5 mins

Ironing		
STEP	TASK	TIME
1	Check clothes tags and set iron heat	5 mins
2	Ironing (approx. 5-7 items like Kurung/Shirts)	25 mins
3	Hanging the clothes	5 mins
4	Safety check (unplug/cool down iron)	5 mins

5. The Cozy (Floor Sweep + Laundry Fold): 45 Minutes

Floor Sweep		
STEP	TASK	TIME
1	Move chairs, rugs and sweep corners	10 mins
2	Collect debris with dustpan	5 mins

Laundry Fold		
STEP	TASK	TIME
1	Clean hands and start sort clothes by category	5 mins
2	Folding shirts, pants, scarves and match socks	20 mins
3	Organize into drawers/lockers	5 mins

6. The Shine (Dish Washing+ Fan Wipe): 30 – 40 Minutes

Dish Washing		
STEP	TASK	TIME
1	Wash cups, plates and utensils	10 mins
2	Dry, stack neatly on the rack	5 mins
3	Scrub sink	5 mins

Fan Wipe		
STEP	TASK	TIME
1	Duster and microfiber wipe of blades	8 mins
2	Wipe motor housing and pull string	2 mins
3	Clean up any fallen dust	5 mins

Table 6.2.1.3 *Dormify's Packages Workflow*

6.2.2 Daily Output Capacity

OUTPUT	CAPACITY
Output per Hour	1 package (2 services)/minute x 60 minutes = 1 packages/hour
Output per Day	= 1 packages x 4 hours = 4 packages/day
Output per Month	= 4 packages x 24 days = 96 packages/month
Output per Year	= 96 packages x 8 months = 768 packages/year
Operation Cost	= Material Cost (cleaning equipment) + Transportation + Overhead Cost = 103 + 10 + 15,286.60 = RM 15,399.60
Cost per Unit	= Total Operation Cost/Packages = 15,399.60/96 = RM 160.41

Table 6.2.2.1 *Dormify's Output Capacity*

6.3 Facilities

6.3.1 Location of the Business

The Dormify office is located at **10, Jalan Hillpark 11/5, 42300 Bandar Puncak Alam, Selangor**. We chose this location because of its strategic location, especially because it is close to UiTM Puncak Alam. Located near the surrounding of student residential areas **allows the Dormify team to move efficiently between the office and UiTM colleges**, enabling faster response times and more flexible service scheduling. This proximity helps reduce travel time, fuel consumption, and operational costs, making the business more cost-effective.

Additionally, Bandar Hillpark offers **affordable rental rates**, making it a practical choice since Dormify's operations are primarily field-based and the team rarely needs to remain in the office. As the business does not require a large or high-end office space, a modest and functional office is sufficient to support administrative tasks. Bandar Hillpark is well-known for its industrial and commercial zone, adding a bonus point for Dormify to **get access to essential supplies and services**, further supporting Dormify's operational efficiency.

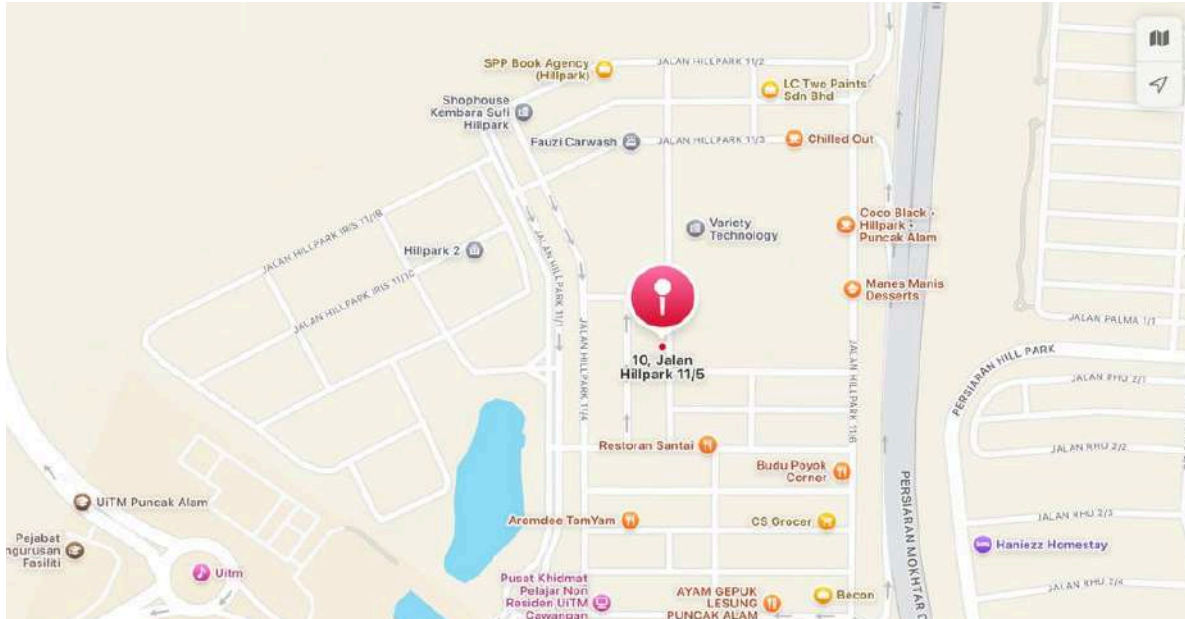


Figure 6.3.1 *Location of the Dormify*

6.3.2 Operation Layout

Dormify office layout is designed to support efficient coordination, smooth workflow, and effective communication among team members. The layout separates administrative, operational, and staff areas to ensure that daily operations run systematically without disruption. As Dormify's services are largely field-based, the office functions mainly as a coordination, planning, and administrative hub rather than a full-time operational workspace

The front section of the office houses **the Founder & CEO's Office and the Chief Operations Officer (COO)'s Office**, allowing easy access for meetings, decision-making, and supervision of daily operations. Their location near the front entrance ensures efficient communication with staff and quick coordination with external parties when necessary. **The Meeting Room**, located centrally, serves as a shared space for team discussions, training sessions, and strategic planning meetings, promoting collaboration across departments.

Administrative and support functions are placed along one side of the office, including the **Finance & Administration Manager's Office, Logistics & Supply Coordinator's Office, Chief of Quality Control & Training's Office, and Head of Marketing & Customer Relationship's Office**. This arrangement allows each department to operate independently while remaining easily accessible for inter-departmental coordination. The **Storage Room**, located near the back door, is strategically positioned for storing cleaning supplies and equipment, enabling easy loading and unloading and reducing unnecessary movement within the office.

Staff welfare and convenience are supported through designated facilities such as the **Staff Lounge, Pantry, and Toilet**, which are placed away from the main administrative areas to minimize distractions. The presence of both front and back doors further enhances operational efficiency by allowing separate access for staff movement and logistics handling. Overall, this layout supports Dormify's operational needs by maximizing efficiency, minimizing costs, and ensuring a comfortable working environment without the need for a large or high-end office space.

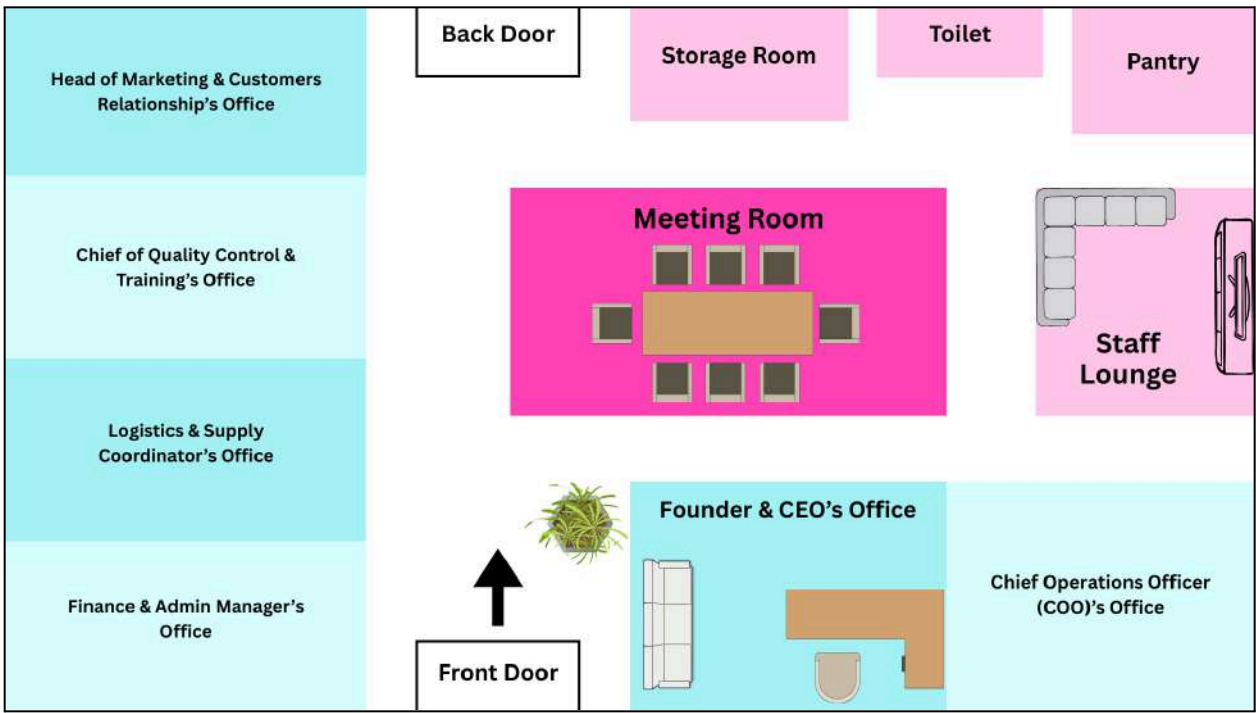


Figure 6.3.2 *Office Layout*

6.3.3 Operation Overhead

No.	Items	Cost yearly (RM)
1	Rental (RM 2000 x 8 months)	16,000
2	Utilities (RM 190 x 8 months)	1,520
3	Cleaning material	2,328
4	Equipment maintenance (RM 150 x 8 months)	1,200
5	Business premise licenses	500
	Total	21,548

Table 6.3.3 *Overhead Cost*

6.3.4 License, Permits, and Regulations Required

No	License / Permits	Issuing Authority	Purpose	Estimated Cost
1	Business Registration	Suruhanjaya Syarikat Malaysia (SSM)	To legally register Dormify as a sole proprietorship or partnership and operate a lawful business in Malaysia	RM 40
2	Business Premise License	Majlis Perbandaran Kuala Selangor (MPKS)	To obtain permission to operate a cleaning service business within a specific local council area	RM 300
3	Business Bank Account	Maybank	To separate personal and business finances and manage them professionally	RM 60
4	Signboard License	Majlis Perbandaran Kuala Selangor (MPKS)	To obtain legal permission to display a physical business signboard at the business premises	RM 150

Table 6.3.4 *License, Permits, and Regulations Required to Operate*

6.4 Staffing

6.4.1 Staffing Needs and Key Roles

Position	Main Duties
Chief Executive Officer (CEO)	<ul style="list-style-type: none">★ Provide overall leadership and strategic direction★ Make key business decisions and set company goals★ Represent the organization to stakeholders and partners
Chief Operation Officer (COO)	<ul style="list-style-type: none">★ Oversee daily operational activities★ Ensure efficiency and smooth workflow across departments★ Implement operational policies and procedures
Head of Marketing and Customer Relationship	<ul style="list-style-type: none">★ Develop and implement marketing strategies★ Manage customer relationships and handle feedback★ Promote brand awareness and customer loyalty
Chief of Quality Control and Training	<ul style="list-style-type: none">★ Ensure services meet quality standards★ Conduct regular quality checks and evaluations★ Train staff on procedures, safety and quality requirements
Finance and Admin Manager	<ul style="list-style-type: none">★ Manage financial planning, budgeting and expenses★ Handle administrative tasks and documentation★ Monitor payroll, invoices and financial records
Logistic and Supply Coordinator	<ul style="list-style-type: none">★ Manage procurement of supplies and materials★ Coordinate delivery, storage and distribution of goods

	★ Monitor inventory levels to prevent shortages
--	---

Table 6.4.1.1 *Main Positions and Duties*

Position	Main Duties	Quantity
Cleaning and Maintenance Staff	<ul style="list-style-type: none"> ★ Clean and wipe ceiling and standing fans thoroughly ★ Sweep floors to remove dust and dirt ★ Clean and sanitise toilets thoroughly 	3
Laundry Service Staff	<ul style="list-style-type: none"> ★ Iron clothes neatly and remove wrinkles ★ Fold clothes neatly and systematically 	2
General Operation Staff	<ul style="list-style-type: none"> ★ Wash dishes, utensils and kitchen equipment 	1
TOTAL		6

Table 6.4.1.2 *Side Positions and Duties*

During the start up phase, the business is managed by a team of six individuals, all of whom are founding members. The team collectively undertakes both management and operational responsibilities, with each member contributing to administrative decision making as well as daily operational tasks. This shared multi-role approach helps reduce labour costs, ensures effective quality control and allows the team to gain hands-on operational experience before hiring external staff in the future.

6.4.2 Employee Type and Sourcing

Position	No. of Persons	Employment Type	Sourcing Method
Cleaning and Maintenance Staff	3	Full Time (Founding Members)	Internal
Laundry Service Staff	2	Full Time (Founding Members)	Internal
General Operation Staff	1	Full Time (Founding Members)	Internal

Table 6.4.2 *Employment Type*

6.4.3 Training and Development

Training and development are essential to ensure service quality, safety and operational efficiency in a cleaning service company. Therefore, all cleaning staff of Dormify are required to attend a 2 day induction and training programme before commencing official duties. This training is compulsory to ensure that all employees clearly understand their job responsibilities, follow hygiene and safety standards and deliver consistent and professional cleaning services. The training programmes include:

1. Cleaning Hygiene and Safety

- ❖ Compliance with hygiene standards to prevent contamination and health risks
- ❖ Proper use of personal protective equipment (PPE) such as gloves, masks, and aprons
- ❖ Safe handling and usage of cleaning chemicals and equipment
- ❖ Awareness of workplace safety to reduce accidents and injuries

2. Standard Operating Procedures (SOPs)

- ❖ Step-by-step workflow for cleaning services such as dish washing, floor sweeping, fan wiping, toilet cleaning, clothes ironing and laundry folding
- ❖ Daily cleaning schedules and task checklists for different service packages
- ❖ Waste disposal procedures and environmental cleanliness practices
- ❖ Equipment care, storage, and maintenance procedures

3. Customer Service and Professional Conduct

- ❖ Proper greeting, communication, and interaction with customers
- ❖ Understanding customer requirements and service expectations
- ❖ Handling customer feedback, complaints, and special requests professionally
- ❖ Maintaining professionalism, punctuality, and work ethics

4. Task Specialisation and Quality Control

- ❖ Training based on specific roles such as dish washing staff, floor cleaning staff, and general cleaning staff
- ❖ Quality control checks to ensure cleaning standards are met
- ❖ Team coordination and time management during service delivery

6.5 Equipment

6.5.1 Cleaning Equipment

Item	Quantity	Estimated Cost (RM)	Lease or Purchase	Source
Toilet Brush & Holder	1	RM 20	Purchase	Seaways
Surface Cleaner	1	RM 12	Purchase	Seaways
Dish washing Liquid & Sponges	1	RM 10	Purchase	Lotus's
Microfiber Kitchen Towels	3	RM 30	Purchase	MR.DIY
Disposable Wipes	1	RM 5	Purchase	Mumu Tissue Shop
Broom & Dustpan Set	1	RM 20	Purchase	MR.DIY
Extendable Duster (for fans)	1	RM 13	Purchase	Shopee
Microfiber Cloths	3	RM 30	Purchase	MR.DIY
Philips Iron	1	RM 85	Purchase	Lotus's
Ironing Board	1	RM 50	Purchase	MR.DIY
Rubber Gloves	1	RM 10	Purchase	MR.DIY
Trash Bags	1	RM 6	Purchase	Hameed Plastics
Total		RM 291		

Table 6.5.1 *List of Cleaning Equipment*

6.5.2 Office Equipment

Item	Quantity	Estimated Cost (RM)	Lease or Purchase	Source
L-Shape Executive Desk	1	RM 799	Purchase	Office Furniture Malaysia
Ergonomic Mesh Chairs	6	RM 500	Purchase	IKEA
Visitor Fabric Armchair	6	RM 770	Purchase	IKEA
Mobile Pedestal (Lockable)	6	RM 350	Purchase	Shopee
Rectangular Meeting Table	1	RM 460	Purchase	Office Furniture Malaysia
Meeting Chairs	8	RM 350	Purchase	Shopee
Magnetic Whiteboard	1	RM 100	Purchase	MR.DIY
Sofa	2	RM 800	Purchase	IKEA
Heavy Duty Rack	3	RM 140	Purchase	Shopee
Compact Refrigerator	1	RM 499	Purchase	Panasonic
Microwave Oven	1	RM 299	Purchase	SHARP Official
Electric Kettle	1	RM 50	Purchase	Lotus's
Coway Water Dispenser	1	RM 2,000	Lease	Coway
Ink-Tank Printer	1	RM 999	Purchase	HP
Computers	6	RM 12,000	Purchase	Dell Official Store
Television	1	RM 2,000	Purchase	LG
Dual-Band Wifi Router	1	RM 350	Purchase	Unifi
Air Conditioner	2	RM 2,500	Purchase	Daikin Malaysia
Lighting	12	RM 660	Purchase	Lotus's
Fire Extinguisher	1	RM 50	Purchase	Kembang Engineering
Total		RM 25,676		

Table 6.5.2 *List of Office Equipment*

6.5.3 Office Supplies

Item	Quantity	Estimated Cost (RM)
A4 Paper	5 Reams	RM 65
Pens & Markers	2 Boxes	RM 40
Stapler & Staples	2 Sets	RM 25
Clipboard	6	RM 36
ID Badge Lanyards	6	RM 30
File	10	RM 20
Ink Refill Cartridge	3	RM 50
Total		RM 266

Table 6.5.3 *List of Office Supplies*

6.6 Supplies

6.6.1 Total Cost Per Unit

Cleaning Consumable	Estimated Quantity for 4 packages	Cost	Cost Per Unit
Plant-based Bathroom and toilet cleaner	200 ml	200 ml x RM 0.012 = RM 2.40	RM 12.00/1 litre
Multipurpose surface cleaner	160 ml	160 ml x RM 0.010 = RM 1.60	RM 10.00/1 litre
Dishwashing liquid	120 ml	120 ml x RM 0.008 = RM 0.96	RM 8.00/1 litre
Disposable wipes	30 wipes	30 wipes x RM 0.050 = = RM 1.50	RM 5.00/100 wipes

Table 6.6.1 *Total Cost Per Unit for Dormify*

The table above shows total cost per unit for Dormify excluding overhead cost and labour hours.

TOTAL DAILY CLEANING CONSUMABLES: RM 6.46

COST PER UNIT: RM 6.46 / 4 PACKAGES = RM 1.615 PER DAY (EXCLUDING OVERHEAD)

6.6.2 Suppliers

Supply Type	Supplier	Location/Platform	Reason for Selection
Plant-based Bathroom and toilet cleaner	Seaways	Shopee	Support eco-friendly cleaning
Multipurpose surface cleaner	Seaways	Shopee	Affordable bulk price
Dishwashing liquid	Lotus	Puncak Alam	Reasonable price
Disposable wipes	Mumu Tissue Shop	Shopee	Reliable supplier with easy communication

Table 6.6.2 *List of Suppliers*

7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

7.1 Management Team

Dormify is established as a partnership entity officially registered with the Companies Commission of Malaysia (SSM). By choosing a partnership structure, which accommodates between two and twenty owners, the business effectively distributes operational responsibilities, capital contributions, and profit-sharing among its members. The firm is led by a team of six partners: Airiana binti Azreen Azhar, Khairene Nabiha Sofea binti Suhairi, Nuraina Firzana binti Idris, Aliz Azira binti Zainuddin, Nur Shahada Ardina binti Zaharin, and Siti Nur Balqish binti Rosli. Each partner oversees a specialized managerial function, ensuring the company operates with high efficiency and a clear long-term strategic vision.

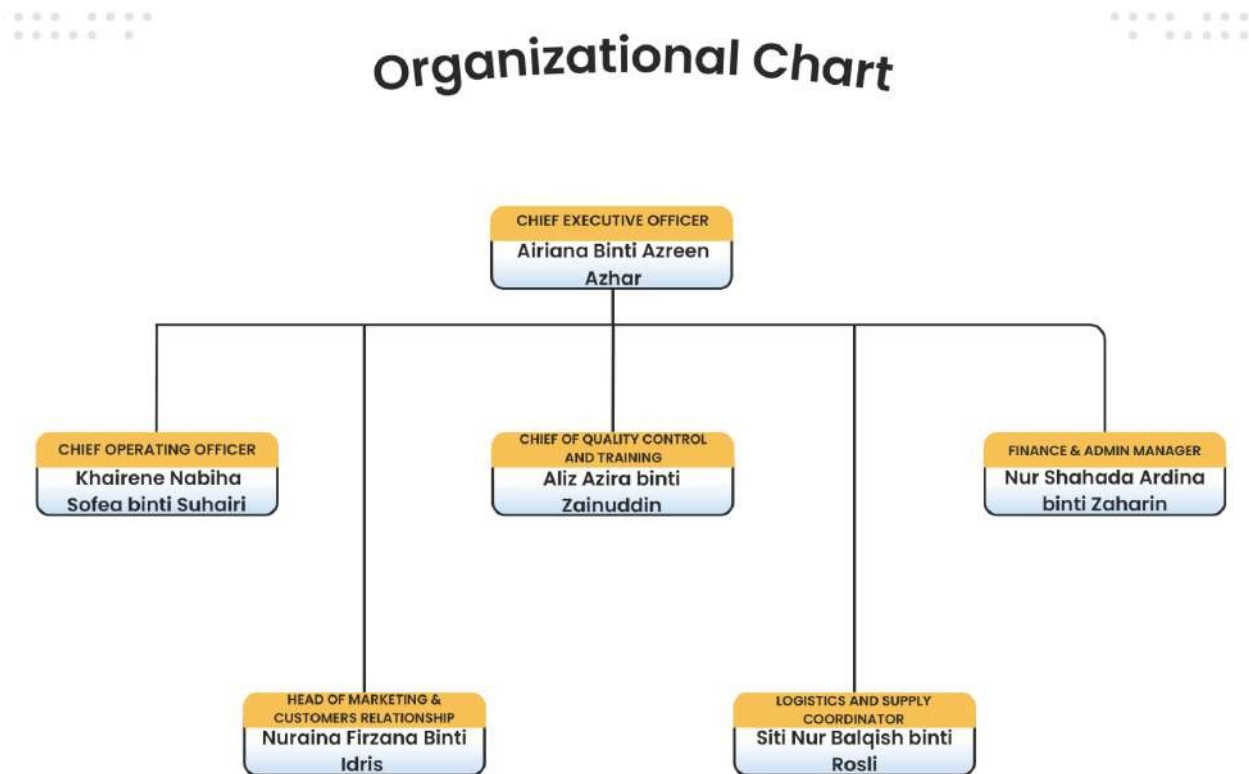


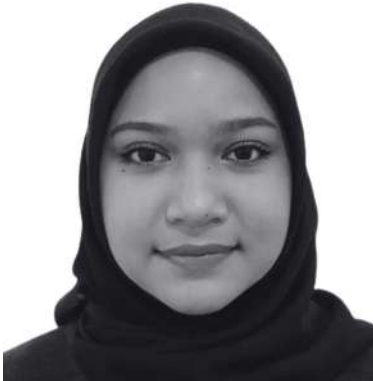
Figure 7.1.1 *Organizational Chart*

Dormify is led by Airiana Binti Azreen Azhar as the Chief Executive Officer (CEO), who defines the company's strategic goals, alongside Khairene Nabihah Sofea binti Suhairi as Chief Operating Officer (COO), who oversees operational workflows and service execution. Quality standards and staff training are led by Aliz Azira binti Zainuddin (Chief of Quality Control and Training), while Nur Shahada Ardina binti Zaharin (Finance & Admin Manager) handles the budget, payroll, and paperwork. Marketing and customer service are managed by Nuraina Firzana Binti Idris (Head of Marketing & Customers Relationship) to grow the brand, and Siti Nur Balqish binti Rosli (Logistics and Supply Coordinator) ensures all cleaning kits and supplies are always ready for use. Together, this organized structure allows Dormify to operate efficiently as a leading campus service.



CHIEF EXECUTIVE OFFICER

NAME	Airiana Binti Azreen Azhar
IDENTITY CARD NUMBER	010104-14-5678
AGE	25
PERMANENT ADDRESS	12, Jalan 9/2, Cyberjaya, 63000, Selangor, Malaysia
E-MAIL	airianaaa@gmail.com
TELEPHONE NUMBER	013-4455678
MARITAL STATUS	Married
ACADEMIC STATUS	Bachelor of Education (Hons) Teaching English as A Second Language
COURSE ATTENDED	<ul style="list-style-type: none"> ● Entrepreneurship & Start-up Management ● Executive Leadership Programme ● Operations & Facility Management
SKILLS	<ul style="list-style-type: none"> ● Leadership & Team Management ● Problem Solving Skills ● Time Management
EXPERIENCES	<ul style="list-style-type: none"> ● Operations Manager, SparkClean Services (2022 - 2024) ● Facilities Supervisor, CleanPro Sdn. Bhd. (2018 - 2022) ● Internship at BrightStay Sdn. Bhd. (2017 - 2018)



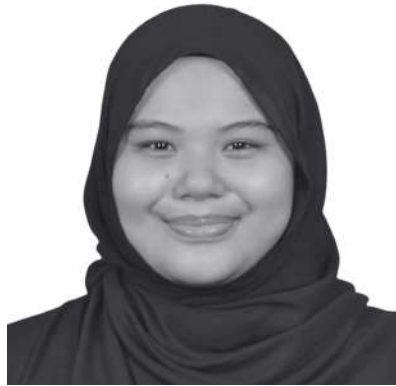
CHIEF OPERATING OFFICER

NAME	Khairane Nabihah Sofea binti Suhairi
IDENTITY CARD NUMBER	030303-10-0456
AGE	23
PERMANENT ADDRESS	No.40, Jalan Eco Majestic 1/1D, Eco Majestic, 43500, Semenyih, Selangor, Malaysia
E-MAIL	khairanenssuhairi@gmail.com
TELEPHONE NUMBER	019-2111-040
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor of Education (Hons) Teaching English as A Second Language
COURSE ATTENDED	<ul style="list-style-type: none"> ● Operations Management Certificate ● Project Management Professional (PMP) ● Occupational Safety and Health (OSH) Training
SKILLS	<ul style="list-style-type: none"> ● Operational Scheduling & Logistics ● Problem-Solving & Crisis Management ● Performance Monitoring
EXPERIENCES	<ul style="list-style-type: none"> ● Floor Manager, H&M (2023–2024). ● Shift Supervisor, ZUS Coffee (2022–2023). ● Project Director, UiTM Student Representative Council (MPP) (2021–2022).



CHIEF OF QUALITY CONTROL AND TRAINING

NAME	Aliz Azira binti Zainuddin
IDENTITY CARD NUMBER	010206-14-2313
AGE	25
PERMANENT ADDRESS	No. 12, Jalan P1/2, Presint 1, 62000 Putrajaya, Malaysia
E-MAIL	alizaziraa@gmail.com
TELEPHONE NUMBER	011-31342781
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor of Education (Hons) Teaching English as A Second Language
COURSE ATTENDED	<ul style="list-style-type: none"> ● Lead Auditor & Lead Implementer Programme ● Training Design & Evaluation (ADDIE + Train-the-Trainer) ● Leadership & Change Management
SKILLS	<ul style="list-style-type: none"> ● Quality Management & Process Improvement ● Training Design, Delivery & Competency Assessment ● Strategic Leadership & Communication
EXPERIENCES	<ul style="list-style-type: none"> ● Quality & Training Department (2022–2024) ● Operations & Compliance Unit (2018–2022) ● Process Improvement & HRD Unit (2015–2018)



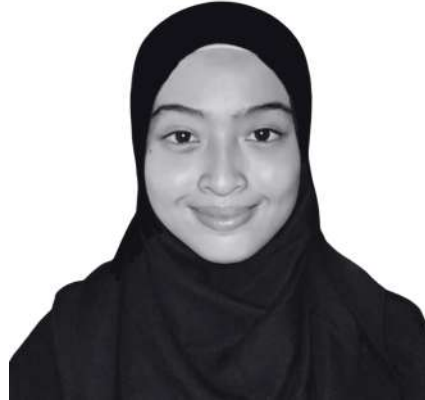
FINANCE & ADMIN MANAGER

NAME	Nur Shahada Ardina binti Zaharin
IDENTITY CARD NUMBER	000526-16-0055
AGE	26
PERMANENT ADDRESS	No.9, Jalan Pekerti, Taman Mutiara Damai, 47810, Kota Damansara, Selangor
E-MAIL	shahadaardina@gmail.com
TELEPHONE NUMBER	017-67670902
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor of Education (Hons) Teaching English as A Second Language
COURSE ATTENDED	<ul style="list-style-type: none"> ● Basic Financial Management & Budgeting Workshop ● Advanced Microsoft Excel for Finance & Administration ● Accounting & Bookkeeping Essentials
SKILLS	<ul style="list-style-type: none"> ● Financial Planning and Budgeting ● Administrative and Office Management ● Regulatory Compliance and Reporting
EXPERIENCES	<ul style="list-style-type: none"> ● Finance & Administration Supervisor, Global Trade Resources Sdn. Bhd. (2023 – 2024) ● Assistant Finance Officer, ABC Holdings Sdn. Bhd. (2021 - 2022) ● Finance & Administration Intern, Brightway Consulting Sdn. Bhd. (Feb 2019 – Dec 2019)



HEAD OF MARKETING & CUSTOMERS RELATIONSHIP

NAME	Nuraina Firzana binti Idris
IDENTITY CARD NUMBER	011012-01-2046
AGE	25
PERMANENT ADDRESS	3, Jalan Maluri 8, Taman Harmoni, 84000, Muar, Johor
E-MAIL	firzanaidris@gmail.com
TELEPHONE NUMBER	011-58356471
MARITAL STATUS	Single
ACADEMIC STATUS	Bachelor of Education (Hons) Teaching English as A Second Language
COURSE ATTENDED	<ul style="list-style-type: none"> ● Customer Service & Communication Skills Workshop ● Digital Marketing for Small Businesses Course ● Basic Entrepreneurship & Service Management Course
SKILLS	<ul style="list-style-type: none"> ● Customer Communication ● Brand Promotion & Awareness ● Customer Relationship Management
EXPERIENCES	<ul style="list-style-type: none"> ● Marketing & Customer Relations Executive, Dormify Cleaning Services (2024 – 2026) ● Customer Service Assistant, CampusCare Services (2021 – 2023) ● Internship in Marketing & Operations, CleanNest Solutions (2020 – 2021)



LOGISTIC & SUPPLY COORDINATOR

NAME	Siti Nur Balqish binti Rosli
IDENTITY CARD NUMBER	010905-05-0064
AGE	25
PERMANENT ADDRESS	17, Jalan Dahlia 5, Taman Bunga Raya, 70400, Seremban, Negeri Sembilan
E-MAIL	balqishrosli@gmail.com
TELEPHONE NUMBER	01123708541
MARITAL STATUS	Married
ACADEMIC STATUS	Bachelor of Education (Hons) Teaching English as A Second Language
COURSE ATTENDED	<ul style="list-style-type: none"> ● Inventory and Warehouse Management ● Strategic Procurement and Sourcing ● Operations Management
SKILLS	<ul style="list-style-type: none"> ● Inventory Management ● Cost-Benefit Analysis ● Logistical Training
EXPERIENCES	<ul style="list-style-type: none"> ● Inventory Assistant at University Student Festival (SUKAD) (2021-2024) ● Procurement Lead in a Local Community Outreach Program (2020) ● Operations Volunteer in Youth Sports League (2019)

7.2 External Resources and Services

Resource/ Service	Purpose	Frequency	Provider/ Contact	Estimated cost (RM)
Accountant	To manage payroll for 6 directors, track tax fillings (SST), and ensure profitable margins on all packages.	Monthly	MACC	450/month
Legal Consultant	To draft 'Service Agreements' and liability waivers that protect the company if items are accidentally damaged during cleaning.	As needed	Lee & Partners	500 /consultation
Safety & Health Consultant	To provide official certification in chemical handling (SDS) for tools bought from the shop to ensure staff safety.	Project basis	NIOSH Malaysia	1500/session
Insurance Provider	To provide Public Liability Insurance, which is crucial for professional cleaners entering client homes.	Yearly	Allianz	800/year

Table 7.2 *External Human Resources and Services for Dormify*

7.3 Human Resources

Name and position	Total	Monthly Salary (RM)	EPF 13% (RM)	SOCSSO (RM)	Share of Ownership (%)	Total (RM)
Chief Executive Officer (CEO) • Airiana binti Azreen Azhar	1	2,500	325	55.10	20	2119.90
Chief Operations Officer (COO) • Khairene Nabihah Sofea binti Suhairi	1	2,000	260	43.90	20	1696.10
Head of Marketing and Customer Relationship • Nuraina Firzana binti Idris	1	1,700	221	37.10	15	1441.90
Chief of Quality Control and Training • Aliz Azira binti Zainuddin	1	1,700	221	37.10	15	1441.90
Finance and Admin Manager • Nur Shahada Ardina binti Zaharin	1	1,700	221	37.10	15	1441.90
Logistics and Supply Coordinator • Siti Nur Balqish binti Rosli	1	1,700	221	37.10	15	1441.90
Total	6	11,300	1,469	192.30	100	9,583.60

Table 7.3 Management Compensation and Ownership of Dormify

7.4 Advisory Board

No.	Name	Expertise	Role / Contribution
1	Nur Aisyah binti Zainal	Accountant	Handles salary payments, tax matters and helps to ensure the business earns profit from its service packages.
2	Farah Nadia binti Azman	Legal Consultant	Prepares agreements and waivers to protect the company if any damage happens during cleaning.
3	Nur Syazana binti Mohamad	Safety & Health Consultant	Ensures staff know how to safely use and manage chemicals and equipment.
4	Alyaa Irdina binti Saad	Insurance Provider	Offers protection to the company against risks when cleaners work in clients' rooms or homes.

Table 7.4 *Dormify's Advisory Board*

7.5 Organizational Budget

Administrative Expenditure Budget	
	RM
Fixed Asset	
Land and building	-
Business fixtures	12,500
Office Equipment	25,676
Motor Vehicle	60,000
Working Capital	
Utilities (190 x 8 months)	1,520
Salary (12,960.30 x 8 months)	103,682.40
Petrol (300 x 8 months)	2,400
Other Expenditure	
Office Supplies	266
Office Renovation	5,000
Office Maintenance	2,000
Pre-operations	
Road tax and insurance	1,210
TOTAL	207,361.40

Table 7.5 Dormify's Organizational Budget

8.0 FINANCIAL PROJECTION

8.1 Start-up Cost

Start-up Cost	Cost	Own Contribution	Loan
Capital Expenditure : Administrative			
Land and building	-	-	-
Business fixtures	12,500	-	12,500
Office equipment	25,676	-	25,676
Office renovation	5,000	5,000	-
Motor vehicle	60,000	-	60,000
Capital Expenditure : Operation			
Cleaning materials	2,328	2,328	-
Uniforms and nametags	180	180	-
One time Start-up Expenditure			
Starting inventory cost	50,000	15,000	35,000
Office supplies	266	266	-
Legal and professional fees	60	60	-
Advertising for opening	3,020	3,020	-
Pre-operations			
Deposit (rent,utilities,etc)	17,520	-	17,520
Business registration and license	490	490	-
Insurance and road tax for motor vehicle	1,210	1,210	-
Other expenditure	-	-	-
TOTAL	178,250	27,554	150,706

Table 8.1 Start-up Cost

8.2 Working Capital

WORKING CAPITAL	RM	FIXED	VARIABLE
Marketing:			
Advertising	500		1020
Collaboration	1500		1500
Content Creator	800		800
Administrative:			
Rental	16,000	16,000	
Utilities	1,520	1,520	
Office Maintenance	1,200	1,200	
Salaries	9,583.60	9,583.60	
Office Supplies	266	266	
Insurance	800	800	
Operation:			
Salaries and Wages	0	0	
Purchases	100	100	
Other Expenditure	4,640		4,640
Total Working Capital	36,909.60	34,109.60	7,960
Total Working Capital Required	1 Month	36,909.60 - 4,640 = RM 32,269.60	
Working Capital + Contingencies	10%	(32,269.60) + (10% x 32,269.60) = RM 35,496.56	

Table 8.2 Working Capital

8.3 Start-up Capital and Financing

ESTIMATED START-UP CAPITAL	
FINANCING	
Equity: Share & Venture Capital	350,000
Loan	250,000
<i>Annual Interest Rate</i>	5%
<i>Loan Duration (years)</i>	5

Table 8.3.1 *Financing and Loan*

9.0 PROJECT MILESTONE

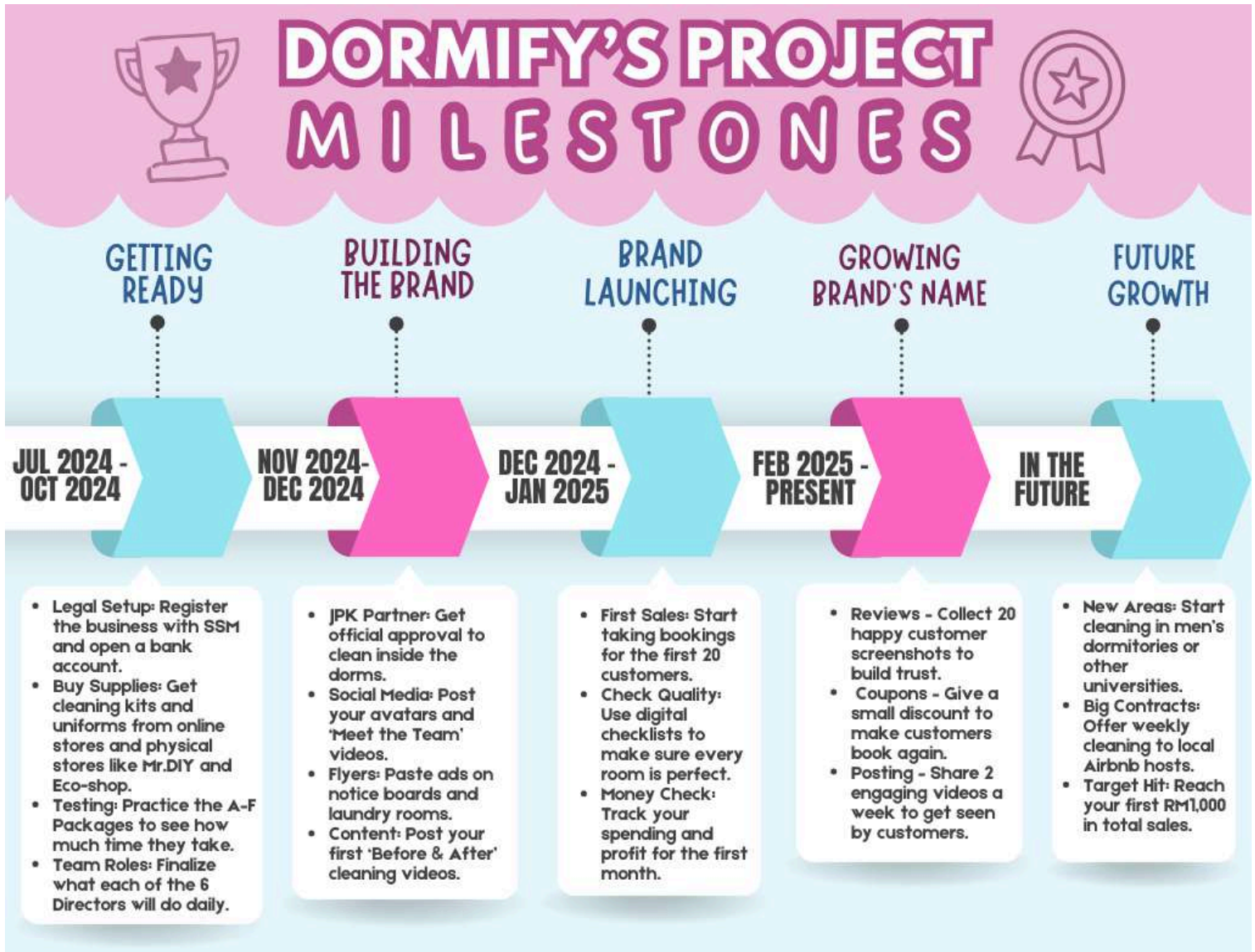


Figure 9.0 Project milestone of Dormify

Stage 1:

Getting Ready (July 2024 - October 2024)

- **Legal Setup** : Register the business with SSM and open a bank account.
- **Buy Supplies**: Get cleaning kits and uniforms from online stores and physical stores like Mr.DIY and Eco-shop.
- **Testing**: Practice the A–F Packages to see how much time they take.
- **Team Roles**: Finalize what each of the 6 Directors will do daily.

Stage 2:

Building The Brand (November 2024 - December 2024)

- **JPK Partner**: Get official approval to clean inside the dorms.
- **Social Media**: Post your avatars and ‘Meet the Team’ videos.
- **Flyers**: Paste ads on notice boards and laundry rooms.
- **Content**: Post your first ‘Before & After’ cleaning videos.

Stage 3:

Brand Launching (December 2024 - January 2025)

- **First Sales**: Start taking bookings for the first 20 customers.
- **Check quality**: Use digital checklists to make sure every room is perfect.
- **Money Check**: Track your spending and profit for the first month.

Stage 4:

Growing Brand’s Name (February 2025 - Present)

- **Reviews**: Collect 20 happy customer screenshots to build trust.
- **Coupons**: Give a small discount to make customers book again.
- **Posting**: Share 2 engaging videos a week to get seen by customers.

Stage 5:

In The Future

- **New Areas**: Start cleaning in men's dormitories or other universities.
- **Big Contracts**: Offer weekly cleaning to local Airbnb hosts.
- **Target Hit**: Reach your first RM 1,000 in total sales.

10.0 CONCLUSION

In conclusion, Dormify **holds a solid foundation to succeed in the student-focused cleaning and dormitory support services industry.** By delivering convenient, affordable and reliable services that are tailored specifically to UiTM Puncak Alam's students, we have effectively addressed the everyday challenges faced by the students. The services provided by us are specifically designed around the lifestyles, schedules and budget constraints of students which makes us stand out from other competitors and becomes students' preferred choice. In addition, we always ensure to deliver the best quality of our services to each and everyone of our customers. By doing so, Dormify is able to place themselves as a practical and trusted solution within the students community.

With a committed management team, structured operational planning and a focus on service quality, Dormify is **in a good position to move toward sustainable growth and long-term success.** Everyone in the team works together to make sure all of the services run smoothly, customers are satisfied and the resources are used wisely. The company also actively engages with its target customers via multiple channels including on-site interactive activities, social media engagements as well as the collaborations with the dormitories management. These efforts not only create Dormify's presence within the student community but it also builds trust and creates a long-term relationship with the customers. With that being said, the team gives their best in every area hence ensuring Dormify to maintain high standards and is ready to expand successfully in the future.

Looking ahead, Dormify **plans to expand beyond UiTM Puncak Alam and reach more students** to provide our convenient, affordable and reliable services to a larger audience. The **next strategic targets for Dormify is UiTM Sungai Buloh** where we aim to replicate the success of our services while maintaining the high standards that we have earned from UiTM Puncak Alam's students. This expansion will be gradual and carefully managed where we would ensure the staff, resources and operations are fully prepared to deliver consistent quality service. With a clear vision, careful planning and a strong commitment to serve the best quality, Dormify is well positioned to grow steadily and reach new student communities. Hence, Dormify aims to become a trusted and recognised name in student services across multiple campuses and here is how we take a small step towards achieving this vision.

APPENDICES

- The making of Dormify



REFERENCES

1) Competitors' Business Websites

- MyKakaks. - <https://mykakaks.com/index.php>
- Ultra Cleaning Malaysia. - <https://ultracleaning.com.my/>
- Cleaning Services Pro. - <https://cleaningservicespro.com.my/>

2) Dormify's Instagram Account

https://www.instagram.com/dormify.co?igsh=MWNhYnN2MWZycDk3dQ%3D%3D&9utm_source=qr

3) Dormify's Official Website

<https://sites.google.com/student.uitm.edu.my/dormify/home?pli=1>

4) Dormify's Google Form

https://docs.google.com/forms/d/e/1FAIpQLSdua-4P58O53LmnTaJGqL9QIA8u2P8g1KQalInORnU68z_L8g/viewform