



TIDIFY BUSINESS PLAN



Faculty	: Faculty of Education
Group	: ED2413A
Course	: Principles of Entrepreneurship
Course Code	: ENT530
Semester	: 3
Group Name	:
Group Members	<ol style="list-style-type: none"> 1. Imanina Damia binti Mohd Razif (2024444062) 2. Nurain Aliah binti Mohammad Khairil (2024645406) 3. Putri Nurizzah Salimah binti Mohamad Zainudin (2024269428) 4. Nur Afiqah binti Mohd Shahril (2024207894) 5. Muhammad Fareez Izwan bin Ruslizan (2024202056) 6. Izzah Humaira binti Mat Arshad (2024413934)

Submitted to: Sir Raslan bin Nordin

Submission Date: 23rd January 2026

TABLE OF CONTENT

1. EXECUTIVE SUMMARY.....	4
2. COMPANY PROFILE.....	5
2.1 Company Name, Vision, and Logo.....	5
2.2 Company Background.....	6
3. INDUSTRY ANALYSIS.....	8
3.1 Key Market Trends.....	9
3.2 Key Success Factors.....	10
3.3 Long-Term Prospects.....	10
4. SERVICE DESCRIPTION.....	10
4.1 Details of Service.....	10
4.2 Market Fit.....	11
4.3 Value Proposition.....	11
4.4 Anticipated Customer Demands.....	11
4.5 Existing Competition.....	12
5. MARKET ANALYSIS AND STRATEGY.....	12
5.1 Market Analysis.....	12
5.2 Market Strategy.....	18
6. OPERATIONS.....	19
7. MANAGEMENT TEAM AND COMPANY STRUCTURE.....	25
7.1 Management Team.....	25
7.1.1 Organizational Chart.....	25
7.1.2 Key Management Personnel.....	25
7.1.3 Schedule of Tasks and Responsibilities.....	34
7.1.4 Ownership Structure.....	37
7.2 External Resources and Services.....	38
7.3 Human Resources.....	39
7.3.1 List of Organizational Personnel.....	39
7.3.2 Schedule of Remuneration.....	40
7.4 Advisory Board.....	41
8. FINANCIAL PROJECTION.....	42
8.1 Start-up Cost.....	42
8.2 Working Capital.....	43
8.3 Start-up Capital and Financing.....	44
8.4 Proforma Cash Flow Statement.....	45
8.5 Pro-forma Income Statement.....	46
8.6 Pro Forma Balance Sheet.....	47

9. PROJECT MILESTONES..... 48
10. CONCLUSION..... 49
11. APPENDICES..... 50

1. EXECUTIVE SUMMARY

Tidify is a housekeeping service company established in 2025 and operating in Selangor that offers professional and reliable cleaning services aimed at meeting the needs of urban households and small offices. The business focuses on providing convenient and affordable housekeeping solutions for customers who have limited time to manage household cleaning due to busy lifestyles. Our business offers a range of services including regular cleaning, one-time cleaning, and customised housekeeping services based on customer needs. Transparent pricing and flexible service packages are implemented to ensure accessibility for customer convenience.

The target market consists of working professionals, families, and small office owners in Selangor who value cleanliness, reliability, and service quality. Market data collected through surveys, interviews, and feedback indicate that customers prioritise trustworthy service providers. Tidify's competitive advantage lies in its trained workforce, customer-focused service approach, and continuous monitoring. Employees represent the company directly when intersecting with clients, ensuring that Tidify's service standards are consistently upheld.

Financially, Tidify aims to achieve sustainable profitability through repeat customers and service packages. The business focuses on cost control and efficient operations to support long-term growth in the local market. Tidify is managed by a team responsible for operations, marketing, and financial management to ensure smooth operations and service delivery. Ultimately, Tidify aims to establish a powerful presence in the Selangor housekeeping market by providing reliable, high-quality services while maintaining customer satisfaction and trust.

2. COMPANY PROFILE

2.1 Company Name, Vision, and Logo

The company operates under the name Tidify, a modern and professional housekeeping service brand. According to the Oxford Learner’s Dictionary, the definition of the word “tidy” is keeping things neat and in order while the suffix “fy” means to make or become. The new word, Tidify itself became a name representing cleanliness, organisation and efficiency which also reflects the core values of the company. Our vision for this business is to become a reliable and trusted housekeeping service provider in Selangor. We strive to provide the best and most useful service as well as improve customers’ satisfaction overall.



As for the logo, it features a house icon combined with a broom and sparkle elements, symbolising freshness, cleanliness, care, and attention to detail. The house symbol reflects the homes and workspaces that Tidify serves, while the broom represents the company’s professional cleaning services. The sparkle elements emphasise Tidify’s dedication to high cleanliness standards and the visible results delivered to customers. The use of purple color scheme conveys trustworthiness, reliability, and professionalism, while also giving the brand a modern and friendly appearance.

2.2 Company Background

Name of Organisation	Tidify
Business Address	3B, Eco Grandeur, Persiaran Eco Grandeur 1, 42300 Puncak Alam, Selangor.
Email	tidify@gmail.com
Telephone Number	03-7830 1098
Form of Business	Partnership
Main Activities	Our business offers a range of services including regular cleaning, one-time cleaning, and customised housekeeping services
Date of Commencement	5 May 2025
Date of Registration	25 January 2025
Name of Bank	Maybank
Bank Account Number	003688279019

2.3 Company History

Tidify was formed in response to the increasing demand for professional cleaning services among urban households and small offices around Selangor. Many individuals face time constraints due to work and family commitments, creating a need for dependable service. Tidify was developed to address this gap by offering convenient, affordable, and customer-focused solutions.

To date, Tidify has conducted market research through surveys and interviews to identify customer preferences, service expectations, and pricing considerations. In addition, marketing

strategies using social media platforms have been planned to increase brand awareness and customer engagement.

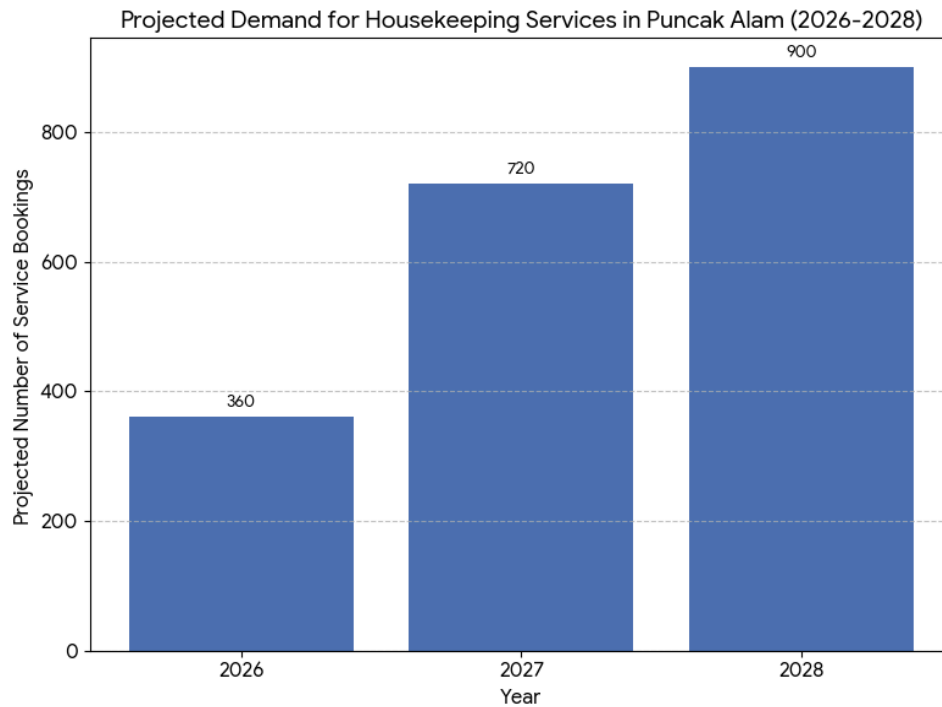
2.4 Legal Structure and Key Management

Tidify operates as a partnership business, formed by partners who share responsibility for the company's operations and strategic decisions. This legal structure allows for shared management, resource pooling, and collective decision-making. The management of our business lies on its team with clearly defined roles to ensure efficient and successful operations. The Chief Executive Officer (CEO) oversees the overall direction and strategy of the company while ensuring the business activities align with Tidify's vision. The Marketing Manager is responsible for branding, promotions, and customer engagement. Next, the Finance Manager manages budgeting, financial records, and cost control to maintain stability in finance. The Operations Manager supervises daily service operations, including staff scheduling, service delivery, and quality control to ensure professional standards are consistently met. The Human Resources Manager handles staff recruitment, training, and performance management to ensure a skilled and reliable workforce. Lastly, the Administrative Manager is responsible for documentation, customer records, and general administrative tasks to support smooth business operations.

3. INDUSTRY ANALYSIS

Malaysia's home cleaning and housekeeping sector is currently going through a major transition. A professionalized and service-oriented market is replacing the unorganized sector, which mostly depends on direct hiring or undocumented labor. Tidify works in the "Home Services" industry specifically meeting the increasing need for on-demand domestic help in rapidly growing urban areas like Puncak Alam. Due to the large number of residents and the increasing development of new residential areas, Selangor has a considerable market for cleaning services.

- **Size:** The addressable market in Puncak Alam includes a growing population of dual-income households, small and medium-sized enterprises (SMEs) and elderly residents who require regular maintenance.
- **Growth rate:** Over the next three years, the industry is expected to grow at a consistent Compound Annual Growth Rate (CAGR) of between 6% to 8%. The modern workforce's hectic lifestyle and the post-pandemic emphasis on hygiene are the main drivers of this growth. *(This estimate takes into account the large growth rate of the service sector and is based on Malaysia's average yearly GDP growth of 4-5%. Additionally, Puncak Alam's fast residential development generates a consistent flow of new households while economic development is further aided by the transition from unofficial freelancers to safer and registered companies.)*
- **Sales projection:** Demand is predicted to increase as more households switch from handling home duties themselves to hiring professionals, based on the market's current acceptance of external assistance as shown in the bar chart below.



3.1 Key Market Trends

- **Social Trends:** In Puncak Alam, the number of “dual-career couples”, working professionals and elderly homes in need of support has significantly increased. As a result, hiring cleaning services is turning into a need rather than a luxury for work-life balance because there is less time available for household duties.
- **Economic Trends:** Many houses are turning away from hiring full-time, live-in maids due to increased living expenses and strict regulations on foreign domestic workers. Consequently, they prefer the more economical “pay-per-service” system.
- **Technological Trends:** Digital accessibility is becoming more and more popular among consumers. Hence, a common requirement for today’s services is the ability to make reservations and interact via mobile platforms (like WhatsApp or a website).

3.2 Key Success Factors

To succeed in this competitive industry, Tidify has identified the following critical factors:

- **Trust and Security:** Strict background checks are necessary to foster trust among clients because the service involves visiting private homes.
- **Service Reliability:** The main criteria that clients use to assess a service are punctuality and consistency in cleaning quality.
- **Affordability:** Our pricing structure is designed to be affordable by providing low prices that appeal to Puncak Alam's middle-class population.

3.3 Long-Term Prospects

We maintain a highly optimistic view on the industry's long-term prospects. As urban communities like Puncak Alam continue to develop and the working population adopts an increasingly fast-paced lifestyle, the dependency on professional household services is expected to grow significantly. Thus, Tidify is in a good position to take advantage of this shift in society by providing an organized and qualified alternative.

4. SERVICE DESCRIPTION

Tidify fills a particular demand in the Puncak Alam market by providing professionals with dependable housekeeping services that require no full-time contract commitment. Therefore, we consider our ability in offering a hassle-free solution to the hectic urban population that enjoys convenience and cleanliness as an opportunity.

4.1 Details of Service

Tidify offers professional housekeeping services that cater to customers' needs. The basic information is simplified to ensure clarity and ease of booking:

- **Standard Housekeeping:** A thorough cleaning session that includes sweeping, mopping, dusting and basic sanitation of kitchens and bathrooms.

- **Deep Cleaning:** A complete service option designed for spring cleaning or move-in/move-out situations.
- **Virtual Prototype:** Customers interact with Tidify through a digital booking system or social media platform where they can choose their preferred time slot and receive a precise price estimation.

4.2 Market Fit

Our service is ideal for Puncak Alam residents in the middle-class (M40) income range. It is intended to be more dependable than unofficial freelance cleaners and an affordable replacement for cleaning companies with higher price range. Tidify offers highly trained employees and guaranteed service quality as compared to independent workers who might not have the necessary tools or reliability.

4.3 Value Proposition

- **Economic Benefit:** By simply paying a fixed price for each service session, clients avoid the major costs related to hiring full-time maids which are accommodation, food and taxes.
- **Functional Benefit:** By resolving the issue of home cleaning, we enable working adults and small business owners to recover at least three to four hours of time each week.
- **Emotional Benefit:** Tidify assures that the services are safe and professional by minimizing the risk of theft or poor quality of work that is frequently connected to unreliable workers.

4.4 Anticipated Customer Demands

Demand is expected to be steady with high interest from working adults on weekends and small workplaces on weekdays. Based on the market observation, we expect a high demand for regular reservations as clients seek to maintain their residences consistently clean.

4.5 Existing Competition

In the context of the current market, Tidify encounters competition from three main sources. Established local cleaning businesses fall into the first category where these businesses typically charge more than those that are new to the market. Additionally, the second competition is from freelance cleaners who provide less expensive services but reduced accountability and reliability. Lastly, there is a lot of competition from major app-based platforms, but these digital companies usually lack local attention as well as personalized touch which are essential in serving urban communities like Puncak Alam.

5. MARKET ANALYSIS AND STRATEGY

This section analyses the market environment of where Tidify operates, including the target market, competitors, and overall demand for housekeeping services. The analysis is based on a combination of primary and secondary data, including online surveys, informal interviews, and basic data analysis from online sources such as cleaning service websites and industry-related articles. From the data collected, further explanation will be provided in the following points.

5.1 Market Analysis

5.1.1 Market Objectives

The marketing objectives align to what Tidify aims to achieve through its marketing activities and serve as the company's guide for planning and decision-making. Tidify has three marketing objectives and they are as follows:

1. To achieve brand awareness among urban households in Selangor within the first year.
2. To position Tidify as a convenient and affordable housekeeping service in the local market.
3. To attract repeated customers through reliable and high-quality service.

5.1.2 Market Segmentation

In this part, there will be three types of market segmentation which are geographic, demographic, and psychographic segmentation.

- **Geographic segmentation**

Geographically, Tidify aims to attract customers from Puncak Alam, Selangor including customers from Alam Suria, Puncak Bestari, Eco Grandeur, Bandar Hillpark and other areas around them. At the moment, we're focusing only on Puncak Alam to build a solid brand awareness before expanding our business to a wider area range.

- **Demographic segmentation**

As for demographic segmentation, Tidify targets adults between 25-60 years old including working adults, families and elderly as they may have stable income but limited time to manage household chores due to work and family commitments. Apart from that, Tidify also targets small offices that seek affordable yet reliable housekeeping services without hiring full-time cleaners.

- **Psychographic segmentation**

Psychographically, Tidify targets customers who value cleanliness, convenience, and time and budget-saving services. These customers prefer to spend their time on work, family, or personal activities rather than doing house cleaning, hence, they are also more likely to choose our service.

5.1.3 Target market

Target market refers to specific groups of customers that our company decides to focus on when offering our service. Identifying the correct target market is crucial in forecasting the number of potential customers, hence, Tidify has come up with three primary targets of customers, including:

1. Working adults with busy schedules

2. Elderly households that require assistance with cleaning
3. Small offices and home-based businesses

These customer groups are targeted mainly because they are more likely to value convenience, reliability, and professional housekeeping services.

5.1.4 Market size and Market share

This part estimates the potential number of customers available in the market. By pricing each service at RM250, Tidify plans to make our brand an affordable option for the targeted market audiences. Based on the target market above, they can be categorised into:

Market Segment	Segment of Population	Target Market (%)	Target Market
Working adult	1500	10%	150
Elderly	1000	5%	50
Small offices	100	8%	8

Since Tidify is a newly established housekeeping service, the company has decided to start with a small market share within Puncak Alam, Selangor. In the first year of operation, the company aims to hold approximately 8% of the market share, focusing mainly on first-time customers and repeated bookings from first-time customers. When brand awareness has increased and customers' trust has grown stronger, Tidify aims to gradually expand its market share. By the second year, the market share is expected to increase to 10%, followed by a further increase to 15% in the third year. These estimations reflect the potential growth of Tidify, a small service-based business operating in a competitive market.

5.1.5 Sales forecast

The sales forecast for Tidify is presented for a three-year period from 2026 to 2028, as shown in the upcoming table below. The forecast is based on the estimated market share growth and the pricing strategy of RM250 per session of the housekeeping service. This section reflects a realistic and gradual increase in customer demand as brand awareness, customer trust, and service reach improve over time.

Product/Service : Tidify (Housekeeping Service)			
Year	2026	2027	2028
Market share (%)	8%	10%	15%
Total sales in units	2880	3600	5400
Total sales in RM	RM720,000	RM900,000	RM1,350,000

Based on the table above, in the first year of operation which is 2026, Tidify is expected to achieve a market share of 8%, resulting in total sales of 2880 units as per shown in the table in 5.1.2. These numbers represent the early stage of Tidify’s market entry, where the business focuses on attracting customers through affordable pricing and basic service offerings. Consequently, the total sales revenue for 2026 is estimated at RM720,000.


In the second year of operation which is 2027, the market share is expected to increase to 10%, with total sales rising significantly to 3600 units. This growth is expected to increase through customer awareness, repeat customers, and positive verbal recommendations. As a result, total sales revenue in 2027 is expected to reach RM900,000, indicating steady business expansion and improved market penetration.

By the third year which is 2028, still operating within Puncak Alam, Tidify is forecasted to capture a market share of 15%, with total sales increasing higher to 5400 units. Accordingly, total sales revenue for 2028 is projected at RM1,350,000. These figures reflect the business’s stability in the market, stronger brand recognition, and a more consistent customer. Overall, the increasing growth trend in the sales forecast demonstrates Tidify’s potential for sustainable growth and long-term relevance in the housekeeping service industry.

5.1.6 Competitor Analysis

Tidify operates in a competitive market with several types of competitors and in this section, the competitors will be classified into three categories which are direct, indirect, and future competitors. This classification helps the company to strategise best ways to outshine all

possible competitors and secure the position of Tidify within the market. Apart from that, the analysis of each competitor's strengths and weaknesses has been made. The table below is comparing each of their strengths and weaknesses.

Competitors	Strengths	Weaknesses
<p>MyKakaks</p> 	<ul style="list-style-type: none"> ● Well-known brand ● Well-trained workers 	<ul style="list-style-type: none"> ● More expensive price ● Website-based booking
<p>Kleaner</p> 	<ul style="list-style-type: none"> ● Variety type of cleaning services ● Easy booking ● Visible customer reviews on the website 	<ul style="list-style-type: none"> ● No fixed pricing ● Limited slots ● Only cashless payment ● Fixed time for service
<p>Grabmaid</p> 	<ul style="list-style-type: none"> ● Cheaper pricing ● Variety type of cleaning services ● Promotion for first-time customers ● Wide are coverage ● Flexible timing 	<ul style="list-style-type: none"> ● Less-known brand ● Last-minute cancellation ● App glitch

Based on the table above, it is visible that Tidify faces several competitions with local cleaning service companies that offer similar services to Tidify. The first one is MyKakaks, a direct competitor, which is generally a well-established company and it possesses strong brand recognition. However, their services are often priced higher, which may create hesitation for price-sensitive customers and solely web-site based booking may reduce the number of potential customers especially since it can be confusing to some new customers.

Moving on to Tidify’s indirect competitor which is Kleaner, while they offer variety cleaning services, easy booking, and customer experiences to strengthen their potential customers trust, Kleaner does not offer fixed pricing, has limited availability, accepts only cashless payments, and operates on fixed service times, which could reduce flexibility for clients.

Lastly, as for Grabmaid, the company offers cheap pricing with many promotions and covers a wide range of areas. However, while these may be good advantages, Grabmaid, Tidify’s future competitor, is a less-known brand, has issues with last-minute cancellations, and occasionally experiences app glitches, which may affect customer satisfaction and reliability overall.

Apart from that, SWOT analysis is also presented to summarize Tidify’s internal strengths and weaknesses, as well as external opportunities and threats within the market.

<p style="text-align: center;">Strengths</p> <p style="text-align: center;">Affordable pricing Reliable and trained staff Flexible booking options</p>	<p style="text-align: center;">Weaknesses</p> <p style="text-align: center;">New brand with limited recognition Limited service area at the beginning Small workforce</p>
<p style="text-align: center;">Opportunities</p> <p style="text-align: center;">Busy urban lifestyle Increasing demand for housekeeping services</p>	<p style="text-align: center;">Threats</p> <p style="text-align: center;">Strong competition Price competition from freelancers</p>

Growing awareness of hygiene	Entry of new competitors
------------------------------	--------------------------

Based on the SWOT table above, Tidify’s strengths include affordable pricing, reliable and trained staff, and flexible booking options, which enable the business to cater to customers with varying needs. However, as a new entrant in the market, Tidify might face several weaknesses such as limited brand recognition, a restricted service area during the initial phase, and a small workforce. Nevertheless, Tidify still has opportunities arising from busy urban lifestyles which leads to the increasing demand for housekeeping services, and growing awareness of hygiene and cleanliness. Unfortunately, the business also faces several threats, including strong competition from established cleaning companies, price competition from freelance cleaners, and the continuous entry of new competitors into the market. Overall, this subsection highlights the challenges faced by Tidify while also demonstrating its potential to grow and remain competitive in the housekeeping service industry.

5.2 Market Strategy

This section explains how Tidify plans to compete in the market and attract customers by differentiating its services from competitors. There are two key strategies which will be discussed below.

1. Product, Price, Promotions and Distribution

Product	Tidify offers professional housekeeping services tailored to customer needs, including regular and one-time cleaning services.
Price	Tidify adopts competitive and transparent pricing with affordable service packages and discounts for first time and repeating customers.
Promotions	Tidify promotes its services through social media platforms and simple word-of-mouth referrals.
Distributions	Tidify delivers its services directly to customers’ homes or offices in Selangor through scheduled appointments.

2. Sales Tactic/Sales Plan

As for the sales plan, Tidify has decided to focus on converting potential customers into actual users by encouraging repeated usage of the service. The business plans to offer introductory sale promotions to attract first-time customers and reduce hesitation in using the service. This promotion helps create awareness and allow potential customers to experience the service at a lower risk. As the number of first-time customers increases, Tidify will proceed to encourage repeat bookings by offering membership discounts. Regular communication through messaging platforms will also be used to remind customers of promotional offers to maintain the engagement with our customers. And alongside, our company will be collecting customers feedback after each service to evaluate customers' satisfaction and identify areas for improvement. Positive feedback can be used to support our brand promotion, while constructive feedback helps improve Tidify's service. By focusing on customer satisfaction, service reliability, and simple promotional tactics, Tidify aims to develop long-term customer relationships and achieve sustainable sales growth.

6. OPERATIONS

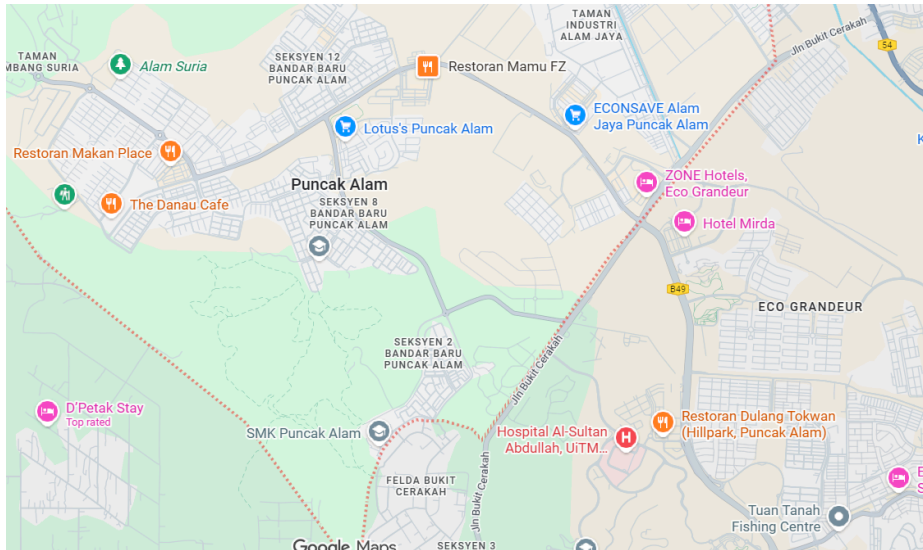
Tidify is a service-based business which suffices the needs of working adults with busy schedules, elderly households that require assistance with cleaning and small offices and home-based businesses. To ensure the service's high quality, Tidify decides to have flexible booking options that will allow the customer to arrange their personal schedules comfortably. Along with reliable and highly trained staff and affordable pricing, our service will be able to satisfy our customers and decrease their workloads from busy urban lifestyles. The service of Tidify will be directly delivered through scheduled appointments made by our customers and it includes all kinds of cleaning services, which consists of standard housekeeping, deep cleaning .

Not only that, Tidify also offers regular and one-time cleaning services in which the former will receive a discount upon repeats. Improvement is one of our valuable mottos. Tidify focus is to meet our customers hygiene's goals. Through our multitude of cleaning services, we can assure the end goal is to eradicate any kind of stains, dust, slime or ooze from our target location and sanitize them for our dear customers to continue with their routine without any worries.

- **Development:**

There are multiple possible locations which can be the targets of our operations.

PUNCAK ALAM



SAUJANA UTAMA



Puncak Alam and Saujana Utama are strategic locations for our operations as they have our main target, people with busy urban lifestyles. Furthermore, it also has a lot of offices as it has a lot of

residents residing in Puncak Alam and Saujana Utama. Thus, this makes the locations a suitable target for Tidify to operate and offer our service to the residents.

Mr. DIY

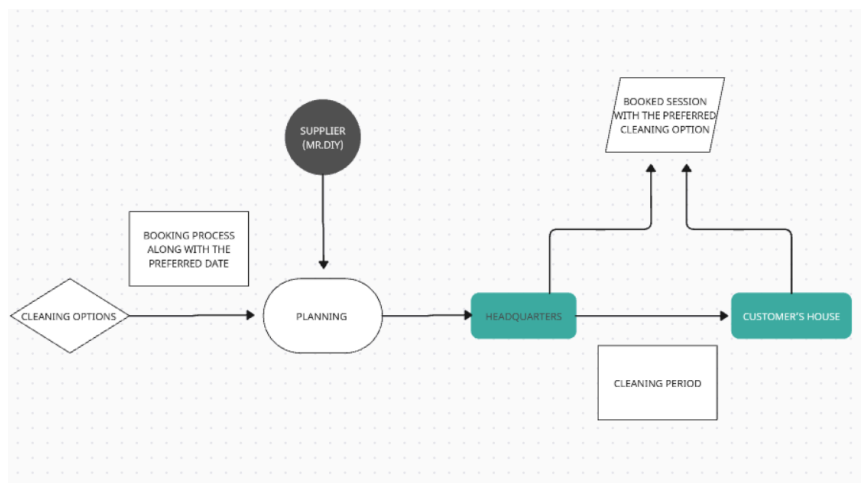
Sources of equipment are the backbone of our business, therefore this is our main contributor to our utilities.



Mr. DIY is a retail shop which is affordable, reliable and everready. By having this company as the main supplier for our utilities increase our production and assure our customers that they will receive high quality service. Not only that, Mr. DIY allows Tidify to easily access the equipment as the company has multiple branches nearby our headquarter. Therefore, Mr. DIY is an ideal source for our company, Tidify, to gather equipment needed to execute our operations.

SUPPLY CHAIN

Every operation requires a formal supply chain to map out the chain of operations. Thus, here is our supply chain for further understanding of our workflow.



- **Production:**

Tidify is a booking-based service, therefore it has a standard operating procedure that it has to follow. The duration of our service varies depending on the difficulty of the situation. If the cleaning service involves heavy machinery, it may need a longer time period to fulfil the objective. For our standard housekeeping service, a thorough cleaning that includes sweeping, mopping, dusting, and basic sanitation of kitchens and bathrooms, it might be necessary for it to be considered done in 2 hours. For our deep cleaning service, a complete service which is designed for spring cleaning and move-in/move-out situations, it is a standard that it must be in the portion of 4 hours minimum as it involves heavy machinery and specific care consultation. In addition, as soon as the customer booked our session along with their preferred service, Tidify will embark on our operation according to the time and date of the booked session, thus allowing us to finish the task early and satisfy our customers' urgent needs.

- **Facilities:**

Every business must have its headquarters. The location of Tidify's headquarters is at 3B, Eco Grandeur, Persiaran Eco Grandeur 1, 42300 Puncak Alam, Selangor. It is a shoplot located in Eco Grandeur which is suitable for F&B, fitness, and offices. The renting cost of our office is around RM3,400/month while utilities cost around RM1100. For our shoplot, the size is 738 square feet with a lift provided. Earnest deposit is needed for Tidify to be set in place, it is around 2% of the total value of the property which was RM50 for us to book the unit.

- **Staffing:**

Staff are a requirement in order for a business to sufficiently work towards their goals. The staff members for Tidify consists of full-time employees such as Chief Executive Officer (CEO), Finance Manager, Operations Manager, Human Resources Manager, Marketing Manager and Administrative Manager along with our key employees such as senior supervisor and head cleaners. On the other hand, Tidify also hired several employees with contracts such as junior cleaners and relief cleaners to add to the workforce. While the contractors may help the head cleaners, they also lack experience, thus the senior supervisor will be a mentor and tasked with

overseeing the junior cleaners as well as relief cleaners in order to maintain the high quality service for our customers.

- **Equipment:**

Office Furniture and Equipment

ITEM	QUANTITY	UNIT COST (RM)	TOTAL COST (RM)
Office Set Table	5	349	1745
Computer Set	2	1200	2400
Printer	1	540	540
Projector	1	499	499
Air Conditioning	1	2100	2100
Ceiling Fan	2	95	190
File Rack	2	87	174
TOTAL			7648

Cleaning Equipment

ITEM	QUANTITY	UNIT COST (RM)	TOTAL COST (RM)
Vacuum Cleaner	4	900	3600
Steam Cleaner	2	750	1500
TOTAL			5100

Cleaning Tools

ITEM	QUANTITY	UNIT COST (RM)	TOTAL COST (RM)
Mop	10 unit	5	50
Broom	10 unit	6	60

Dustpan	10 unit	4	40
Duster	10 unit	4.9	49
Toilet Brush	10 unit	3.8	38
Scrub Brush	10 unit	2	20
Window Wiper	10 unit	3	30
Bucket	12 unit	6	72
TOTAL			359

- **Supplies:** If your business is, for example, manufacturing, retail, or food services, include a description of the materials needed, reliable sources, major suppliers, and how you will manage inventory.

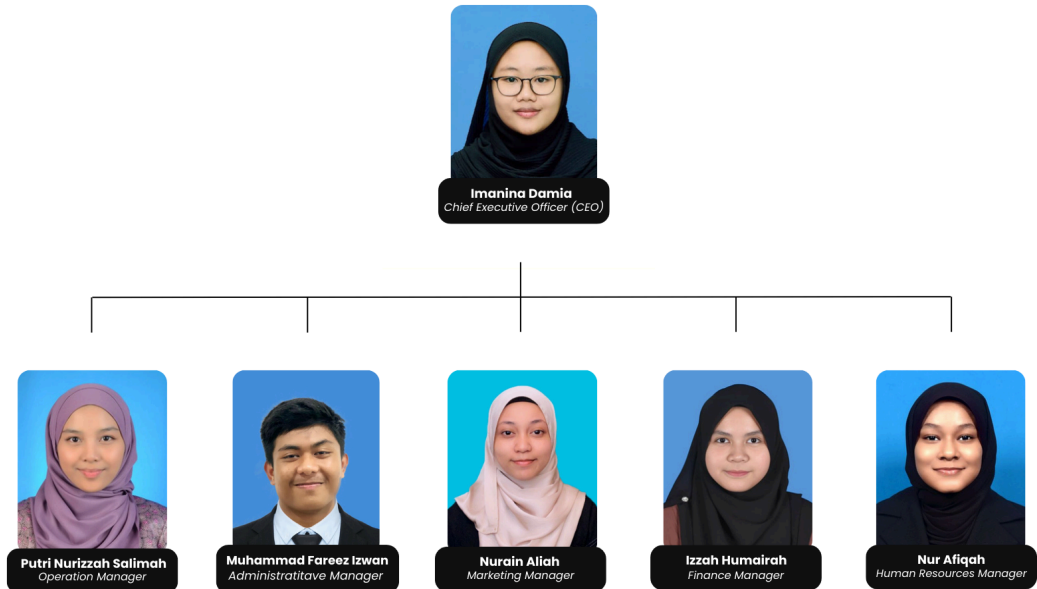
Cleaning Supplies

ITEM	QUANTITY	UNIT COST (RM)	TOTAL COST (RM)
Cleaning Glove	200 pairs	1.5	300
Trash Bag	300 pcs	0.2	60
Sponge	80 pcs	0.3	24
Disinfectant Spray	30 bottles	3	90
Stain Remover	30 bottles	3	90
All-Purpose Cleaning Detergent	40 bottles	4.5	180
Face Mask	250 pcs	0.7	175
Microfiber Cloth	200 pcs	1.2	240
TOTAL			1159

7. MANAGEMENT TEAM AND COMPANY STRUCTURE

7.1 Management Team

7.1.1 Organizational Chart



7.1.2 Key Management Personnel

- Chief Executive Officer (CEO)



NAME	IMANINA DAMIA BINTI MOHD RAZIF
IDENTITY CARD NUMBER	930309-04-5126

AGE	33 YEARS OLD
MARITAL STATUS	MARRIED
PERMANENT ADDRESS	A-32-01, Serene Crest Residences, Jalan Permata Kayangan, 63000 Emerald Hills, Selangor, Malaysia
EMAIL ADDRESS	tidifyiman@gmail.com
MOBILE PHONE NUMBER	018 - 9390722
ACADEMIC QUALIFICATION	<ul style="list-style-type: none"> ● MBA in Strategic Leadership and Operations Excellence, Global Executive Business School (Singapore) ● BBA (Hons) in Hospitality and Service Management, International University of Kuala Lumpur.
SKILLS	<ul style="list-style-type: none"> ● Expert in Strategic Planning and Growth ● Leadership and Team Development Specialist ● Skilled in Client Relations and Retention ● Proficient in Budgeting and Cost Management ● Quality Control and Operational Excellence Expert ● Staff Training and Performance Coaching

EXPERIENCE

- Housekeeping Supervisor - ShineHome Services (Jan 2014 - Dec 2016)
- Operations Manager - SparkleClean Solutions (Jan 2017 - Jun 2019)
- Business Development Manager - HomeCare Professionals (Jul 2019 - Dec 2021)
- Managing Director - EliteClean Agency (Jan 2022 - Apr 2025)
- Chief Executive Officer (CEO) - Tidify (May 2025 - Present)

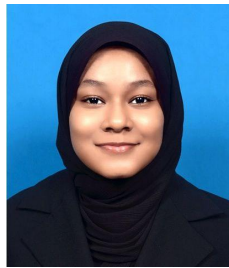
- **Operations Manager**



NAME	PUTRI NURIZZAH SALIMAH BINTI MOHAMAD ZAINUDIN
IDENTITY CARD NUMBER	920922-05-6574
AGE	34 YEARS OLD
MARITAL STATUS	MARRIED
PERMANENT ADDRESS	Unit B-25-01, Aurora Sparkle Heights Condominium, Jalan Urbania 4, Crystal Blue Hills 91000, Selangor, Malaysia.
EMAIL ADDRESS	izzahworkmail@tidify.com
MOBILE PHONE NUMBER	011-2480594
ACADEMIC QUALIFICATION	Universiti Teknologi MARA (UiTM) Bachelor of Business Administration (Hons) Operations Management.
SKILLS	<ul style="list-style-type: none"> • Operations Planning and Scheduling • Service Quality Control and Monitoring • Problem Solving and Decision Making • Time Management

	<ul style="list-style-type: none"> ● Knowledge of Cleaning Operations and Procedures ● Basic Inventory and Equipment Management
EXPERIENCE	<ul style="list-style-type: none"> ● Operations Manager, Tidify Housekeeping Services (June 2025 - Present) ● Operations Supervisor, CleanPro Services (January 2018 - May 2025)

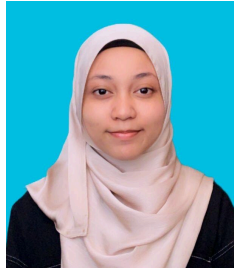
- **Human Resources Manager**



NAME	NUR AFIQAH BINTI MOHD SHAHRIL
IDENTITY CARD NUMBER	900809-07-8000
AGE	36 YEARS OLD
MARITAL STATUS	MARRIED
PERMANENT ADDRESS	Malfoy Manor Estate, 77 Wiltshire High Road, 14 Serpent's Gate, Lower Bockhampton, 11980 Klang, Selangor.
EMAIL ADDRESS	afiqahr@tidify.com

MOBILE PHONE NUMBER	011-00076660
ACADEMIC QUALIFICATION	The University Of Manchester Bachelor of Science (BSc) Hons in Business Management and Human Resources.
SKILLS	<ul style="list-style-type: none"> ● Coaching and Training Expert ● Leadership and Team Building ● Skilled in Digital Tools ● Strong Communication Skill ● Organisational Planning ● Event Curating ● Interview Filtering
EXPERIENCE	<ul style="list-style-type: none"> ● Human Resource Manager of Tidify (June 2025 - present) ● Recruitment & Staffing Coordinator at Dr. Spotless Sdn. Bhd. (October 2015 - May 2025)

- **Marketing Manager**



NAME	NURAIN ALIAH BINTI MOHAMMAD KHAIRIL
IDENTITY CARD NUMBER	970624-10-0262
AGE	29 YEARS OLD
MARITAL STATUS	MARRIED
PERMANENT ADDRESS	U-217, Seri Kiara Residence, Jalan Kiara 3, Mont Kiara, 50480 Kuala Lumpur, Malaysia.
EMAIL ADDRESS	staffnurain@tidify.com
MOBILE PHONE NUMBER	011-2600790081
ACADEMIC QUALIFICATION	University of Leeds, United Kingdom Bachelor of Arts (Honours) in Business and Marketing
SKILLS	<ul style="list-style-type: none"> ● Marketing strategy planning ● Digital marketing and social media promotion ● Market analysis and basic sales forecasting ● Communication and teamwork

EXPERIENCE	<ul style="list-style-type: none"> ● Marketing Executive, Urban Cleaning Services, London (2020- May 2025) ● Operations Manager, Tidify Housekeeping Services (June 2025 - Present)
-------------------	---

- **Finance Manager**



NAME	IZZAH HUMAIRA BINTI MAT ARSHAD
IDENTITY CARD NUMBER	930903-08-0208
AGE	33 YEARS OLD
MARITAL STATUS	SINGLE
PERMANENT ADDRESS	60, Jalan Kemboja, Taman Bunga Cinta, 36400, Sabak Bernam, Selangor
EMAIL ADDRESS	izzahhumaira@tidify.com
MOBILE PHONE NUMBER	0138057760
ACADEMIC QUALIFICATION	Tunku Abdul Rahman University Of Management And Technology Master of Accounting and Finance
SKILLS	<ul style="list-style-type: none"> ● Financial planning, budgeting, and forecasting ● Cost control and labour cost management ● Cash flow and payroll management ● Financial reporting and compliance

EXPERIENCE	<ul style="list-style-type: none"> • Junior Accountant, Summit Edge Consulting Sdn. Bhd. (2014 - 2017) • Finance Officer, Stray Enterprises Sdn. Bhd. (2017- February 2021) • Senior Finance Analyst, Apex Horizon Solutions Sdn. Bhd. (April 2021 - March 2025) • Finance Manager, Tidify Housekeeping Services (June 2025 - Present)
-------------------	--

- **Administrative Manager**



NAME	MUHAMMAD FAREEZ IZWAN BIN RUSLIZAN
IDENTITY CARD NUMBER	951129-14-0259
AGE	31 YEARS OLD
MARITAL STATUS	SINGLE
PERMANENT ADDRESS	22, Jalan Kemboja 1, Saujana Utama 2, 422000 Kuala Selangor, Selangor.
EMAIL ADDRESS	fareezizwan@gmail.com
MOBILE PHONE NUMBER	010-5203540

ACADEMIC QUALIFICATION	Universiti Teknologi Mara Bachelor of Business Administration (Hons.) Human Resource Management.
SKILLS	<ul style="list-style-type: none"> ● Human resource management ● Performance development ● Public speaking ● Implementing policies
EXPERIENCE	<ul style="list-style-type: none"> ● Administrative Manager, Tidify Housekeeping Service (April 2025 - Present)

7.1.3 Schedule of Tasks and Responsibilities

POSITION	MAIN TASKS
Chief Executive Officer (CEO)	<ul style="list-style-type: none"> ● Defining long-term goals such as future expansions and collaborations. ● Managing investment decisions and large scale budgeting. ● The face of the company and prime representative in meeting clients, shareholders and investors. ● Monitoring <i>Key Performance Indicators</i> (KPIs) across all departments. ● Carrying out the company's vision and mission.
Finance Manager	<ul style="list-style-type: none"> ● Generating monthly profit and loss statements to track the financial development of the company. ● Ensuring all employees are paid accurately and timely through

	<p>processed payrolls.</p> <ul style="list-style-type: none"> ● Managing all the taxes and ensuring the business adheres to the financial compliance and regulations. ● Following up on late payments and handling debt collection processes through the company’s commercial accounts. ● Projecting future cash flow needs to advise the CEO on the prime time frame to open hiring.
<p style="text-align: center;">Operations Manager</p>	<ul style="list-style-type: none"> ● Optimising daily cleaning operations. ● Designing fixed routines and procedures. ● Auditing job sites to ensure cleaning service quality meets the standard or premium benchmarks. ● Maintaining the functionality of cleaning equipment and replenishing inventory supply such as chemical stocks. ● Providing training for cleaning staff on certain specialized services such as mattress care and surface care. ● Responding to any on-site emergency as first point contact.
<p style="text-align: center;">Human Resources Manager</p>	<ul style="list-style-type: none"> ● Sourcing reliable talent and conducting rigorous background checks for all field personnel.

	<ul style="list-style-type: none">● Ensuring the business remains compliant with the employment law .● Implementing reformation programmes to maintain or boost staff's morale and work ethics,● Managing interviews and new hiring processes to ensure that every cleaner understands the company's standard of conduct.● Handling staff appraisals, promotion, disciplinary actions and maintaining and updating personnel files.
<p>Marketing Manager</p>	<ul style="list-style-type: none">● Designing premium visual identity of the business across media and physical promotional materials such as banners and brochures.● Managing digital tools ad campaigns (Google Ad) to target specific demographic of consumers.● Compiling a collection of feedback and testimonials to ensure credibility of service.● Managing the company's online business presence (Google, LinkedIn, etc.) and building referral networks.● Proceeding with market research through analysing competitor pricing and service offers to remain in the best rank.

Administrative Manager	<ul style="list-style-type: none"> • Managing the company's database such as log book, filings and bookings. • Handling inquiries, booking confirmations, managing company's operation calendar. • Organising office supplies and ensuring the administrative office functions smoothly. • Ensuring the security and privacy of client contracts, NDAs, and service agreements. • Managing general invoicing by liaising with the Finance Manager to ensure client work order matches the invoices sent out.
-------------------------------	--

7.1.4 Ownership Structure

NAME & POSITION	MONTHLY SALARY (RM)	SHARE OF OWNERSHIP (%)	AMOUNT OF EQUITY INVESTED (RM)
CHIEF EXECUTIVE OFFICER Imanina Damia Binti Mohd Razif	5,900.00	40%	40,000.00
FINANCE MANAGER Izzah Humaira Binti Mat Arshad	5,000.00	15%	15,000.00
OPERATIONS MANAGER	4,800.00	15%	15,000.00

Putri Nurizzah Salimah Binti Mohamad Zainudin			
HUMAN RESOURCES MANAGER Nur Afiqah Binti Mohd Shahril	4,600.00	10%	15,000.00
MARKETING MANAGER Nurain Aliah Binti Mohammad Khairil	4,400.00	10%	10,000.00
ADMINISTRATIVE MANAGER Muhammad Fareez Izwan Bin Ruslizan	4,200.00	10%	10,000.00
TOTAL	28,900.00	100%	100,000.00

7.2 External Resources and Services

SERVICE	FIRM	LEAD CONTACT	SPECIALISATION
Accounting	Prosper Financial PLT	Mr. Tony Kiritseis	Tax compliance, EPF/SOCSO and LHDN.
Legal	Serpent & Stone Associates	Mr. Scorpious Malfoy	Commercial Contracts, NDAs and Employment Law.
Insurance	Heritage Shield Brokerage	Mrs. Nara Smieth	Public Liability and Worker's Compensation.

Digital/IT	TRON Shield	Ms. Zoëi Kravitz	Customer Relationship Management (CRM) and automated booking system.
------------	-------------	------------------	--

7.3 Human Resources

7.3.1 List of Organizational Personnel

POSITION	NUMBER OF PERSONNEL
Chief Executive Officer (CEO)	1
Finance Manager	1
Operations Manager	1
Human Resources Manager	1
Marketing Manager	1
Administrative Manager	1
Head Cleaners	1
Junior Cleaners	3
Relief Cleaners	2
TOTAL	12

7.3.2 Schedule of Remuneration

POSITION	TYPE	NO. OF PAX	MONTHLY SALARY (RM) BASIC	EPF CONT. (13%) (RM)	SOCISO (2%) (RM)	AMOUNT (RM)
Chief Executive Officer (CEO)	Full-Time	1	5,900.00	767.00	118.00	6,785.00
Finance Manager	Full-Time	1	5,000.00	650.00	100.00	5,750.00
Operations Manager	Full-Time	1	4,800.00	624.00	96.00	5,520.00
Human Resources Manager	Full-Time	1	4,600.00	598.00	92.00	5,290.00
Marketing Manager	Full-Time	1	4,400.00	572.00	88.00	5,060.00
Administrative Manager	Full-Time	1	4,200.00	546.00	84.00	4,830.00
Head Cleaner	Full-Time	1	2,700.00	351.00	54.00	3,105.00
Junior Cleaners	Contractor	3	2,100.00	-	-	6,300.00
Relief Cleaners	Contractor	2	1,700.00	-	-	3,400.00
TOTAL		12	35,400.00	4,108.00	632.00	46,040.00

7.4 Advisory Board

ADVISORS	BACKGROUND	PRIMARY AREA OF COUNSEL
Dr. Benedict Cucumber	Former Director at a major UK Hospitality Group.	Provides guidance on high-end protocol and procedure compliance.
Puan Sri Dr. Hj. Kardijah Bee Al-Manzhar	30 years in Malaysian Small and Medium Enterprise (SME) Development.	Advises on local scaling strategies, government grants and labor law.
Prof. Dr. Anthoeny Edward Stark.	Successful founder of Stark Industry	Coaches the CEO on “Stark-tup” strategies on funding accumulation.

8. FINANCIAL PROJECTION

8.1 Start-up Cost

A. START-UP COSTS	RM
Capital Expenditure: Administrative	
Land & Building	-
Office Furniture & Equipment	7648
Office Signage	1300
Capital Expenditure: Operations	
Service Vehicle (1 unit)	30,000
Cleaning Equipment	5100
Cleaning Tools	359
Cleaning Supplies	1159
Storage Equipment	900
Uniforms & Aprons	450
One-time Start-Up Expenditure	
Website Development	-
Advertising for Opening (Banner, Flyers)	500
Vehicle Branding	1250
Staff Training Program	1300
Booking/Scheduling Software	2400
Other Pre-Operations Expenditure	
Office Rental Deposit (2 Months)	8800
Utilities Deposit	900
Business Registration	1500
Business Licenses & Permit	2000
Insurance & Road Tax	1500
Other Expenditure	363
START-UP COST	67,429

8.2 Working Capital

WORKING CAPITAL (MONTHLY)	RM	FIXED	VARIABLE
Marketing			
Digital Marketing (Facebook & Tiktok)	450	-	✓
Promotional Materials (Flyers & Poster)	150	-	✓
Subtotal	600		
Administrative			
Salaries and Wages	33,235	✓	-
Rent	3400	✓	-
Utilities	1100	✓	-
Software Subscription	150	✓	-
Subtotal	37,885		
Operations			
Salaries and Wages	12,805	-	✓
Cleaning Tools	359	-	✓
Cleaning Supplies	1159	-	✓
Vehicle Fuel and Maintenance	800	-	✓
Equipment Maintenance	220	-	✓
Subtotal	15,343		
Other Expenditure			
Quality Control and Inspections	300	-	✓
Subtotal	300		
Total Working Capital	54,128	37,885	16,243
Total Working Capital	2 month	108,256	
Working Capital + Contingencies	3 %	110,421.12	

8.3 Start-up Capital and Financing

ESTIMATED START-UP CAPITAL	RM 177,850.12
-----------------------------------	---------------

FINANCING	
Equity: Share & Venture Capital	100,000
Loan	80,000
<i>Annual Interest Rate</i>	3%
<i>Loan Duration (years)</i>	3

8.4 Proforma Cash Flow Statement

CASH FLOW PRO FORMA STATEMENT			
	YEAR 1	YEAR 2	YEAR 3
<u>CASH INFLOW</u>			
Share Capital	100,000	-	-
Loan	80,000	-	-
Cash Sales	720,000	900,000	1,350,000
TOTAL CASH INFLOW	897,850.12	900,000	1,350,000
<u>CASH OUTFLOW</u>			
Administrative Expenditure	454,620.000	454,620.00	454,620.00
Marketing Expenditure	7,200.00	7,200.00	7,200.00
Operations Expenditure			
Salaries, EPF & SOCSO	153,660.00	153,660.00	153,660.00
Other Ops (Supplies, Fuel, etc.)	30,456.00	30,456.00	30,456.00
Other Expenditure			
Pre-Operations (Ads, Branding, etc.)	5,813.00		
Deposits (Rent & Utilities)	9,700.00		
Business Registration & Licenses	3,500.00		
Insurance & Road Tax	1,500.00	1,500.00	1,500.00
Quality Control & Inspections	3,600.00	3,600.00	3,600.00
Fixed Assets			
Purchase of Fixed Assets (Others)	46,916.00	10,450	19,390
Loan Payment (Principal)	26,666.67	26,666.67	26,666.67
Interest on Loan (3%)	2,400.00	1,600.00	800.00
TOTAL CASH OUTFLOW	746,031.67	720,423	760,918
CASH SURPLUS	-151,818.00	179,577	589,082
BEGINNING CASH BALANCE	0	151,818	331,395
ENDING CASH BALANCE	151,818	331,395	920,477

8.5 Pro-forma Income Statement

PRODUCTION COST PRO-FORMA STATEMENT			
	YEAR 1	YEAR 2	YEAR 3
Raw Materials			
Cleaning Supplies	13,908	15,299	16,829
Labour ((Ops Salaries, EPF, SOCSO)	153,660	161,343	169,410
Factory Overhead			
Cleaning Tools & Maintenance	16,548	18,203	20,023
Depreciation (Equipment/Vehicle)	7,020	9,110	12,988
Total Factory Overhead	23,568	27,313	33,011
Production Cost	191,136	203,955	219,250

PRO-FORMA INCOME STATEMENT			
	YEAR 1	YEAR 2	YEAR 3
Sales	720,000	900,000	1,350,000
Less: Cost of Sales			
Production Cost	191,136	203,955	219,250
Gross Profit	528,864	696,045	1,130,750
Less: Expenditure			
Administrative Expenditure	454,620	474,561	495,499
Marketing Expenditure	7,200	7,200	7,200
Other Expenditure (Quality Control)	3,600	3,600	3,600
Business Registration & Licences	3,500		
Insurance & Road Tax for Motor Vehicle	1,500	1,500	1,500
Other Pre-Operations Expenditure	5,813		
Interest on Loan (3%)	2,400	1,600	800
Depreciation of Fixed Assets (Administrative)	1,790	1,790	1,790
Total Expenditure	480,423	490,251	510,389
Net Profit Before Tax	48,441	205,794	620,361
Tax (24%)	11,626	49,391	148,887

PRO-FORMA INCOME STATEMENT			
Net Profit After Tax	36,815	156,403	471,474
Accumulated Net Profit	36,815	193,218	664,692

8.6 Pro Forma Balance Sheet

PRO-FORMA BALANCE SHEET			
	YEAR 1	YEAR 2	YEAR 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	-	-	-
Equipment	57,608	57,608	57,608
Less: Accumulated Depreciation	(7,020)	(16,130)	(29,118)
Current Assets			
Inventory (Supplies)	1,159	1,273	1,400
Inventory of Finished Goods	-	-	-
Cash Balance	151,818	431,396	910,477
Other Assets			
Deposits (Rent/Utilities)	9,700	9,700	9,700
TOTAL ASSETS	213,265	483,847	950,067
Equity			
Share Capital	100,000	100,000	100,000
Retained Earnings	36,815	193,218	664,692
Liabilities			
Loan Balance	53,333	26,667	
Accounts Payable	20,000	160,000	180,000
Other Current Liabilities	3,117	3,962	5,375
TOTAL EQUITY & LIABILITIES	213,265	483,847	950,067

9. PROJECT MILESTONES

Project milestones are management tools used to identify key points within a project schedule, such as the start and completion of the project or major phases of work. These milestones help monitor progress by marking important tasks such as service preparation, staff training, marketing activities, and service launch. As a housekeeping service provider, Tidify has outlined specific milestones to guide its development over the coming months and ensure timely execution of planned activities. The list of planned activities together with their respective deadlines is presented below.

Activities	Deadlines
Business registration	25 January 2025
Research and development begin	30 January 2025
Completion of the service plans	17 February 2025
Ordering equipments	20 February 2025
Signing of the owner and the supplier	28 February 2025
Preparation to arrange the launching date	30 March 2025
Starting to open the company	5 May 2025
Receipt of the first booking	5 May 2025

10. CONCLUSION

Our company aspires to move beyond simple cleaning services. This business plan is curated to secure our long term goals, and we plan to move forward by securing financing and coming up with essential documents of disclosure with our future investors and lenders. The key differentiating aspect of this business is our specialty in providing personalised and private housekeeping services to middle-class communities in Selangor, whereas most of the other enterprises aim to serve the lower percentage of the society, which is the upper class. With our current progress, real growth can be acquired over time as we continue to provide premium service and maintain procedural and management efficiency. An excellent track record and our reputation among our customers portrays a respectable character of Tidify. Aside from that, our monthly income that we accumulate from a large demand of our service indicates that we have a stable cash flow that justifies our ability to cover expenses including loans. Not to mention, Tidify has a large equity pool that contributes to our business venture as support. Investors are recommended to note that Tidify is composed of a team of highly qualified and skilled individuals with strong prior experiences in service-related business and of ethical integrity background. Tidify's partnership not only consists of our key management team with various skill sets, unlimited liability is also equally distributed among the members that reduces financial risks. Hence we are happy to welcome new partners that share our vision and are willing to assist our mission.