



UNIVERSITI
TEKNOLOGI
MARA

ICEBIV

3rd International Competition of Entrepreneurship Business Innovation

**“ Promoting Innovative Entrepreneurship for a Sustainable Economy:
Pioneering Tomorrow’s Business Models”**



EXTENDED ABSTRACT

UiTM *di hatiku*

اوسها تقوى موليا



EXTENDED ABSTRACT



"Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Models"

5th September 2024

In the joint collaboration involving:

Faculty of Business and Management,
Universiti Teknologi MARA Kedah Branch,

Faculty of Economics and Business,
Universitas Islam Bandung, and

Malaysian Academy of SME &
Entrepreneurship Development (MASMED)



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalammu'alaikum Warahmatullahi
Wabarakatuh.. Salam UiTM Dihatiku..

It is with immense pride and enthusiasm that I welcome you to the 3rd International Competition of Entrepreneurship Business Innovation (iCEBIV) 2024, hosted by the Faculty of Business and Management, UiTM Kedah Branch. This prestigious event is organized in collaboration with the Malaysian Academy of SME & Entrepreneurship Development (MASMED) and the Faculty of Economic and Business, Universitas Islam Bandung (UNISBA), Indonesia. This competition exemplifies our deep commitment to advancing creativity, entrepreneurship, and a spirit of innovation among our students and the wider community.

In today's rapidly evolving world, the ability to innovate has become a fundamental necessity rather than a mere option. Our institution understands the critical importance of innovative thinking in propelling economic growth, addressing urgent societal challenges, and paving the way for a sustainable future. This competition is designed to encourage participants to think critically, challenge conventional ideas, and develop groundbreaking solutions that can leave a meaningful impact in various areas.

This competition is not merely a challenge; it is a valuable platform for learning, collaborating and exchanging ideas. It brings together talented individuals from diverse disciplines, fostering an innovative culture that extends beyond academic boundaries. We encourage our students to apply their knowledge, channel their creativity, and turn their ideas into actionable business solutions.

As the Rector of UiTM Kedah Branch, I am deeply committed to supporting initiatives that help students reach their full potential. This competition provides them with a unique opportunity to showcase their abilities, gain critical experience, and establish networking that will be instrumental in their future careers. I am confident that the skills and insights gained from this experience will empower them to excel in an increasingly competitive and dynamic global landscape.

I would like to extend my heartfelt thanks to everyone who has contributed to the success of this event, including our dedicated faculty and staff, esteemed judges, sponsors, and partners. Your unwavering support and commitment have been integral to the successful realization of this initiative.

To all participants, I urge you to approach this competition with passion, creativity, and determination. This is your moment to shine, to challenge the limits of what is possible, and to create a lasting impact. Regardless of the outcome, your participation itself is a significant achievement, demonstrating your commitment to innovation and excellence.

Let us come together to make this competition a celebration of ideas, creativity, and the entrepreneurial spirit that embodies UiTM and UNISBA. I wish you all the best in your endeavours.

With warmest regards,

Profesor Dr Roshima Haji Said

Rector
Universiti Teknologi MARA (UiTM) Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Bismillaahirrahmaanirrahiim

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Every participant in the third International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024 deserve my heartfelt congratulations and warmest regards. I extend these to the organizing committee and every one of them. This initiative is a demonstration of the productive collaboration that exists between universities in the ASEAN region. Maintaining a positive relationship between the two institutions, UNISBA and UiTM, will result in the production of academic programs and community service works that are both productive and innovative. In future collaboration, the implementation of this program is something that Universitas Islam Bandung (UNISBA) is strongly advocating for.

Universitas Islam Bandung (UNISBA) has reaffirmed its commitment to the internationalization program and has stated that it will continue offering assistance for various initiatives. It has been beneficial for the university to gain experience by participating in this program. The big ideas instilled in ICEBIV 2024 are thriving.

They will be ensured by the presence of entrepreneurs who have a global perspective and positively impact the surrounding community. Being an Islamic university, UNISBA, is obligated to establish a halal business ecosystem on a global scale by addressing contemporary issues such as the idea of innovation for sustainable business. This obligation is a requirement of the university. In light of this, the electronic proceedings that have been presented will prove to be advantageous for the development of scientific research and technological innovation. For their insightful and enthusiastic efforts in the successful implementation of the Memorandum of Agreement (MoA) between the two institutions, we would like to express our deepest gratitude to the Faculty of Economics and Business at UNISBA, the Malaysian Academy of Small and Medium Enterprise and Entrepreneurship Development (MASMED), and the Faculty of Business and Management at Universiti Teknologi Mara (UiTM) Kedah Branch. To be more specific, this partnership will result in many innovations, particularly in entrepreneurship, which is becoming an increasingly desirable occupation for the younger generation. When it comes to better understanding the global needs and challenges of today, international cooperation is evolving into an increasingly necessary requirement. Allah blesses the constructive actions that are being taken to generate benefits for society and universities. May Allah continue to bless these actions and our international collaboration for giving beneficial for our society and for the future.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Warmest regard,

Prof. Dr. H. Edi Setiadi, S.H., M.H.
Rector Universitas Islam Bandung



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh

Alhamdulillah, under the grace and mercy of Allah Subhanahu Wata'ala, for this extraordinary occasion of the 3rd International Competition of Entrepreneurship Business Innovation (ICEBIV) 2024. This event is a testament to the strong bond between two great institutions which are Universiti Teknologi MARA (UiTM) and Universitas Islam Bandung (UNISBA). I am proud that our Faculty of Business and Management and MASMED have played a crucial role in bringing this collaboration to life.

I would like to express my heartfelt appreciation to everyone involved in making this event a reality. The 3rd ICEBIV 2024 is more than just a competition. It's a unique platform where we come together to celebrate creativity, unleash potential, and explore business ideas that have the power to impact our communities positively. It's inspiring to see so many bright minds gathered here today and ready to make a difference.

This year's competition offers three key categories namely Business Model Canvas Battle, Business Idea Battle, and Business Plan Battle. Each of these categories will serve as an invaluable platform for participants to validate their business ideas before turning them into successful ventures in the future.

These battles are not just about competition but about providing you with the feedback, guidance, and confidence to take your innovative ideas to the next level.

The theme of this year's competition, "Promoting Innovative Entrepreneurship for a Sustainable Economy: Pioneering Tomorrow's Business Model," resonates deeply with our mission. We live in a time where innovation and entrepreneurship are key to building a resilient and sustainable future. This competition is our way of nurturing that entrepreneurial spirit, encouraging you to think creatively and develop solutions that are not just innovative but also relevant to the challenges we face today.

To all the participants, I wish you a truly rewarding experience. Remember, every great idea starts with the courage to think differently and the willingness to take risks. Don't be afraid to dream big and this competition is your opportunity to do that. I hope you leave here with not just memories but valuable lessons that will guide you in your future endeavors.

As we look forward to the future, I sincerely hope that this won't be our last gathering. I'm already excited about the possibility of organizing the 4th ICEBIV next year. Let's keep this momentum going and continue to strengthen our collaboration in promoting entrepreneurship on a global scale.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

With Warmest Regard

Dr. Junaidah Ismail

Deputy Rector of Academic Affairs
UiTM Kedah Branch

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi
Wabarakatuh,

Dear respected Rector of Universitas Islam Bandung (UNISBA),
esteemed Rector of Universiti Teknologi MARA (UiTM),
distinguished lecturers, talented competition participants,
and ladies and gentlemen.

First, let us thank Allah Subhanahu Wata'ala, because by His grace
and mercy, we can all gather in this prestigious event, the
3rd International Competition of Entrepreneurship Business
Innovation (ICEBIV) 2024. This event is one of the collaborations
between two educational institutions strongly committed
to building an innovative and globally competitive young
generation, the Faculty of Economics and Business of Universitas
Islam Bandung and Universiti Teknologi Mara (UiTM).

On this occasion, I express my highest appreciation to all the
committees and parties involved in organizing this event. The 3rd
ICEBIV 2024 is not just a competition but also an extraordinary
platform to develop potential, explore creativity, and explore
business ideas that can positively impact society, especially
students and professionals.

We are all aware that innovation and entrepreneurship are crucial to building a resilient and sustainable economy
in this era of globalization. Therefore, this competition has a crucial role in fostering the spirit of entrepreneurship
among students and professionals while encouraging the creation of business solutions that are creative,
innovative, and relevant to the needs of the times.

To the participants, I wish you enjoy and happiness by participating in this competition. Do not be afraid to
dream big and take risks when developing your ideas. Remember that every great innovation always starts with
the courage to think outside the box and take the first step. Hopefully, through the 3rd ICEBIV 2024 competition, all
of you can gain valuable experience that will help you in your future career journey.

Finally, I hope the 3rd ICEBIV 2024 can run successfully and benefit all participants and institutions involved. Let us
make this event a momentum to strengthen the cooperation between FEB Unisba and UiTM and advance the
world of entrepreneurship internationally.

Allow me to provide a "pantun" to encourage the organizers and participants of the 3rd ICEBIV 2024, which
characterizes literature and culture in Indonesia.

Jalan jalan ke Semanggi
Jangan lupa membeli batik bermotif
Ayo mahasiswa ramaikan ICEBIV bergengsi
Dikancah internasional dengan penuh ide inovatif

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Sincerely,

Prof. Dr. Nunung Nurhayati, SE., M.Si., Ak., CA.
Dean Faculty of Economic and Business
Bandung Islamic University, Indonesia



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JIWE: A CAREGIVING PLATFORM EMPOWERING ELDERLY LIVES

Muhammad Firdaus Bin Abdul Shukor¹, Siti Nur Khadijah Binti Juhair², Nurul Asha Binti Jeffridin³ and Rogayah Binti Abdul Majid⁴

^{1,2,3,4}College of Computing, Informatics and Mathematics, Universiti Teknologi MARA (UiTM), MALAYSIA,

12023577063@student.uitm.edu.my, 2023588579@student.uitm.edu.my,

32023961115@student.uitm.edu.my, 4rogayah@tmsk.uitm.edu.my

Abstract

As Malaysia approaches an aging population of over 5.3 million senior citizens by 2030, the demand for comprehensive elderly care solutions is escalating. Traditional caregiving services in Malaysia tend to focus primarily on physical care, often neglecting the critical aspects of social, mental, and emotional well-being that are essential for promoting active aging. The JIWE Caregiving Platform was developed to address these shortcomings by offering a personalized, culturally sensitive, and Shariah-compliant approach to elderly care. This study explores the development of the JIWE platform and its strategic positioning in the competitive landscape. Direct competitors, such as Homage Care Concierge and Kiddo Care, provide similar home-based elderly care services, focusing on personal care and support in urban areas. Indirect competitors include retirement communities, nursing homes, and telemedicine services, which offer alternative care solutions but lack the home-based focus that JIWE provides. Developed using an agile, user-centered design process, JIWE engaged elderly individuals and caregivers to ensure the platform met their specific needs and preferences. Financial analysis shows the platform's potential for growth, particularly in high-demand regions like the Klang Valley, where income levels and an increasing elderly population suggest a significant market opportunity. JIWE's competitive advantage lies in its emphasis on active aging, its integration of cultural and religious values, and its support for freelance caregivers. These differentiators set JIWE apart from other solutions, offering families a flexible, on-demand platform that connects them with skilled caregivers. As a result, JIWE is poised to revolutionize home-based elderly care in Malaysia, improving the quality of life for seniors and providing peace of mind for their families.

Keywords: *Active Aging, Elderly Care, Personalized Caregiving, Caregiver Support.*

1. INTRODUCTION

The global population is aging rapidly, with the World Health Organization (2022) projecting that by 2030, 1 in 6 people worldwide will be 60 years or over. In Malaysia, it is anticipated that the nation will become an aging society by 2030, with approximately 5.3 million senior citizens (Malaysia Population Research Hub, 2017). As life expectancy increases, the demand for elderly care rises, but traditional caregiving often fails to meet the diverse needs of older adults and their families.

One of the primary issues is the inadequate support for active aging. Many elderly individuals lack access to resources and opportunities that promote a more engaged, healthy, and fulfilling lifestyle. Current caregiving services tend to focus solely on physical care, often neglecting the social, mental, and emotional aspects of aging, which are crucial for overall well-being (World Health Organization, 2022). Additionally, the services available today are typically one-size-fits-all, failing to cater to the wide variety of preferences and lifestyles of the elderly population. Moreover, there is a significant gap in caregiving options that respect and incorporate cultural and religious values, which are essential for many elderly individuals to maintain active participation in their community's cultural life. Caregivers also face considerable challenges in the current system. Issues such as inflexible working hours and low pay contribute to high levels of stress and burnout, leading to a high turnover rate among caregivers (Fakeye et al., 2023). The lack of support for caregivers not only affects their well-being but also impacts the quality of care provided to the elderly.

The impact of these problems is far-reaching. For elderly individuals, the limited opportunities for active engagement can lead to a reduced quality of life and increased risks of mental health issues like depression and anxiety, primarily due to social isolation (Donovan & Blazer, 2020). Families, on the other hand, experience stress and concern over the well-being and happiness of their elderly members, struggling to find caregiving options that align with both active aging principles and cultural or religious values. For society at large, there is a missed opportunity to harness the potential contributions of elderly individuals to the community, along with higher healthcare costs associated with the physical and mental decline of isolated and inactive elderly individuals.

There is a clear need for an innovative, personalized, and culturally sensitive caregiving platform that promotes active aging. Such a solution would support both the elderly and caregivers, ensuring a more holistic approach to elderly care and fostering a more inclusive society

2. MATERIALS AND METHODS

2.1 Materials

Table 1. Materials

Material Category	Material Element	Description
Technological Tools	Software Development Kits	SDKs like Android Studio and Xcode will be used for platform development.
	Cloud Services	Platforms like AWS or Google Cloud to host the application and ensure scalability.
Survey Instruments	Questionnaires	Questionnaires will assess the needs of elderly individuals, caregivers, and families, covering caregiving experiences, cultural needs, and active aging preferences.
	Assessment Scales	Standardized scales for measuring the quality of life, caregiver burden, and user satisfaction.
Pilot Study Resources	Participant Recruitment Materials	Flyers, consent forms, and information sheets to recruit participants for the pilot testing of the platform.
	Training Manuals	Documentation to train caregivers and elderly individuals on how to use the platform effectively.

2.2.Methods

Method Category	Methods	Description
Platform Development	Agile Development Methodology	The platform will be developed using an agile approach, allowing for iterative testing and refinement based on user feedback.
	User-Centered Design	Engaging elderly individuals and caregivers in the design process to ensure that the platform meets their needs and preferences.
Data Collection	Surveys	Administer surveys to a sample of elderly individuals and caregivers to gather baseline data on their needs and preferences.
	Pilot Testing	Deploy the platform with a small group of elderly users and caregivers, monitor usage, gather feedback, and adjust as needed.
Evaluation	Usability Testing	Assess the platform's usability through task completion rates, user satisfaction surveys, and observational studies.
	Effectiveness Measurement	Measure the platform's impact on active aging by tracking metrics like user activity engagement, quality of life improvements, and caregiver satisfaction.
Outcome Measures	User Satisfaction	Regularly survey users and caregivers to assess their satisfaction with the platform and its impact on their quality of life.
	Cultural and Religious Integration	Measure the extent to which the platform successfully integrates cultural and religious practices into daily activities.

3. RESULTS AND DISCUSSION

3.1. Direct Potential Competitors

JIWE's direct competitors are platforms like Homage Care Concierge and Kiddocare, offering similar home-based elderly care services in Malaysia. These platforms focus on personalized care, including assistance with daily activities and medication management, particularly in urban areas.

3.2. Indirect Potential Competitors

Indirect competitors include retirement communities, nursing homes, telemedicine services, and freelance caregiver networks. While these alternatives serve the elderly demographic, they don't exclusively focus on home-based care.

3.3. Competitive Analysis

JIWE faces competition from established platforms like Homage and Kiddocare, but its Shariah-compliant approach and emphasis on active aging set it apart. Unlike indirect competitors, JIWE offers a holistic, culturally relevant solution for families seeking home-based elderly care.

4. FINANCIAL ANALYSIS

4.1. Cost Analysis

The cost structure for the JIWE Caregiving Platform is designed to support its initial market entry and growth.

Table 3. Cost Analysis

	Year 1	Year 2	Year 3
Fixed Cost (RM)	8,000	6,000	6,000
Operation Cost (RM)			
- Technology Infrastructure	9,000	13,000	13,000
- Salaries	147,600	175,200	235,200
- Marketing	9,000	15,000	15,000
- Rent & Utilities	37,000	39,000	39,000
Total Operation Cost (RM)	202,600	242,200	302,200
Total Expenses (RM)	210,600	248,200	308,200

4.2 Financial Projection

JIWE's financial projections indicate a steady growth trajectory, driven by an expanding customer base and a flexible pricing model.

Table 4. Financial Projection

	Year 1	Year 2	Year 3
Total Sales	1,200,000	1,560,000	2,471,100
Total Revenue	241,380	312,000	405,600
Expenses			
- Fixed Cost	8,000	6,000	6,000
- Operation Cost	202,600	242,200	302,200
Total Expenses (RM)	210,600	248,200	308,200
Net Profit Before Taxes (RM)	30,750	63,800	97,400

5. MARKET AND POTENTIAL CUSTOMER ANALYSIS

5.1. Market Analysis

The statistics provided by the Department of Statistics Malaysia (2022) highlighted potential customer segments across three key areas: care providers, the elderly, and family members, particularly in regions within the Klang Valley, Kuala Lumpur, and adjacent areas.

- Kuala Lumpur: With a mean income of RM 13,325 and expenditure of RM 7,823, Kuala Lumpur's low poverty rate (1.4%) and an elderly population of 402.3K suggest a strong market for premium elderly care services.
- Klang, Petaling: Mean income of RM 11,519, expenditure of RM 7,172, and a 1.9% poverty rate, along with 823.7K elderly residents, highlight a significant market for elderly care.
- Putrajaya, Gombak, Kuala Langat, Sepang, Ulu Langat: Mean income of RM 13,021, low expenditure (RM 6,891), and a 0.66% poverty rate, with 693.7K elderly residents, make this region ideal for high-quality care services.

5.2. Potential Customer Analysis

- Care Providers: In these regions, there is a demand for skilled care providers who can cater to the large elderly population, particularly those in higher-income areas who can afford premium care. The expanding elderly population necessitates increased recruitment and training of care providers to meet the growing need.
- Elderly: The elderly population in these regions, particularly in Klang, Petaling, and Putrajaya, represents a substantial market. With a significant portion of the population aged 60 and above, there is a growing need for services that offer not only basic care but also specialized services for managing chronic illnesses, mobility issues, and mental health support.
- Family Members: Family members, especially those in the 20-59 age group, are likely to be the decision-makers for elderly care services. Their financial capability, indicated by the income statistics, suggests a readiness to invest in quality care for their elderly relatives. Marketing efforts should focus on this demographic, emphasizing convenience, reliability, and the emotional well-being of their elderly family members.

JIWE Caregiving Platform excels with its comprehensive and personalized elderly care services, offering on-demand flexibility, Shariah compliance, and active aging promotion. This innovative app connects families with freelance caregivers, ensuring high-quality, accessible care. Supported by a dedicated team of experts in elderly care, technology, and business development, JIWE aims to revolutionize home-based care, setting new standards of excellence and improving the quality of life for the elderly.

6. ACKNOWLEDGEMENT

We sincerely thank Universiti Teknologi MARA for providing the resources and support that enabled the development of our business idea. The university's environment and guidance were essential in shaping our understanding in launching our home-based care and active aging services. We also deeply appreciate our advisor, Dr. Rogayah Binti Abdul Majid, for her invaluable guidance and encouragement in refining our vision

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