



FPT UNIVERSITY

GRADUATION THESIS REPORT



BUSINESS PLAN FOR ÉCOMAISON HOME ECO-CLEANING SERVICE



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ABSTRACT

This report outlines a comprehensive business strategy for ÉcoMaison, a pioneering brand in the eco-friendly home cleaning sector in North Vietnam. The approach was developed via thorough market research and analysis of consumer demands and preferences in the Vietnamese market, and it is intended to connect with homeowners' rising environmental consciousness. ÉcoMaison is committed to delivering meticulous cleaning solutions prioritizing its customers' well-being and the environment's health.

Targeting households in urban areas in North Vietnam, particularly in Hanoi, ÉcoMaison focuses on families and individuals females aged between 26 and 45, engaged in professional sectors, including administrative and governmental roles, with an income bracket of 6 to 20 million VND and a daily occupational commitment of 6-to 12 hours who value sustainability and health-conscious living. We aim to offer customized eco-cleaning plans that align with our customers' unique lifestyles, providing a safer and greener alternative to traditional home cleaning methods.

This report details ÉcoMaison's business plan, encompassing market analysis, value proposition, financial planning, and a strategic marketing plan. It also addresses the potential risks and challenges the brand may encounter, proposing pragmatic solutions and contingency plans. Emphasizing sustainability, safety, efficiency, integrity, and customer focus, ÉcoMaison aims to lead the shift towards eco-friendly home cleaning in Vietnam, creating cleaner homes and promoting a sustainable lifestyle.

The strategies and actions proposed in this report are designed to be practical and closely aligned with the current market dynamics, ensuring that ÉcoMaison's approach is innovative and grounded in reality.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	1
ABSTRACT	2
TABLE OF CONTENTS	3
LIST OF FIGURES.....	8
LIST OF TABLES.....	11
ABBREVIATION.....	14
I. INTRODUCTION.....	16
1. Market Overview	16
1.1. Overview of the Cleaning Services Industry in the World	16
1.2. Overview of the Cleaning Services Industry in Vietnam.....	18
2. The Story and The Reason for Starting an Eco-Cleaning Service....	19
3. Market Opportunity and Problem Identification.....	21
3.1. Market Opportunity	21
3.2. Identify the problem	23
4. Company Introduction	23
4.1. Company Description.....	23
4.2. Vision	25
4.3. Mission	25
4.4. Core Value.....	25
4.5. Legal and Permits	27
4.5.1. Business registration certificate	27
4.5.2. Copyright registration papers for trademarks, images, logos.....	27
4.5.3. ISO certification.....	27
4.5.4. The tax registration certificate	28
II. MARKET ANALYSIS AND VALUE PROPOSITION ...	28
1. Market Potential	28
1.1. After the COVID-19 pandemic, the cleaning industry exploded worldwide and Vietnam	28

1.2. Opportunities from the Past and Potential of the Cleaning Service Market in Vietnam in the Future.....	29
2. Market Trend Analysis.....	31
2.1. Trends in customer needs and behavior in the eco-cleaning services industry in the world.....	31
2.2. Trends in customer needs and behavior in the eco-cleaning services industry in VietNam	33
2.3. Shift in customer perception of value	37
2.3.1. Background.....	37
2.3.2. Changes in Consumer's Perception.....	37
2.3.3 Impact on the Industry	39
3. Customer Segmentation	40
3.1. Demographic	40
3.2. Geographic	40
3.3. Income	42
3.4. Behaviors.....	43
3.5. Customer Persona.....	44
4. Market Share Analysis	46
4.1. Competitors Analysis	46
4.2. Lessons and Practical Experiences.....	52
5. Swot of ÉcoMaison Eco-Cleaning Services	53
6. Value Proposition.....	54
6.1. Dedicated and professional Customer service attitude	54
6.2. The first company to provide eco-cleaning service for households.....	55
6.3. Integration of Digital Advancements in Operational Enhancement	56
6.4. Community-Centric Sustainability Initiatives.....	57
III. KEY ACTIVITIES.....	57
1. Key Activities.....	57
1.1. Partner Relationship Activities.....	57
1.2. Marketing Activities.....	57
1.3. Sales Activities	58
1.4. Customer Service Activities.....	58

1.5. Financial Activities.....	60
1.6. Human Resource Management	61
1.7. Professional Cleaning Staff Training	62
2. Company Structure and Human Resource Orientation	63
2.1. Founder.....	63
2.2. Company structure	66
2.3. Human resource orientation	68
2.3.1. <i>The board of members</i>	68
2.3.2. <i>CEO</i>	68
2.3.3. <i>Functional Department</i>	69
2.3.4. <i>Personnel Policy</i>	72
2.3.4.1. <i>Employee policy</i>	72
2.3.4.2. <i>Recruitment policy</i>	75
3. Key Partner	84
3.1. Chemical supplier partners	84
3.1.1. <i>Domestic supplier partners</i>	84
3.1.2. <i>Foreign supplier partners</i>	87
3.1.3. <i>Comprehensive Assessment</i>	88
3.2. Sanitary Wares’ supplier partners	89
3.3. Outsourcing of Cleaning Service	92
3.4. Logistics partners	93
3.5. Financial partners	94
4. Key Resource	95
4.1. Human resources	95
4.1.1. <i>Management Team</i>	96
4.1.2. <i>Employees who work directly with customers</i>	96
4.2. Financial resources	97
5. Key Channels.....	97
6. Marketing Mix 5ps.....	101
6.1. Product (Service)	101
6.1.1. <i>Core Customer Values</i>	101
6.1.2. <i>Actual Service</i>	102

6.1.2.1. Hourly Service.....	104
6.1.2.2. Monthly Service.....	105
6.1.2.3. Chemicals Selling.....	106
6.1.3. Additional Service.....	108
6.2. Price.....	110
6.2.1. Home Eco-cleaning service	110
6.2.1.1. Hourly Service.....	111
6.2.1.2. Monthly Service.....	111
6.2.2. Eco-Chemicals Selling	112
6.3. Process.....	113
6.3.1. Cleaning Service Provision Process when Customers Come to ÉcoMaison	113
6.3.2. The process of selling eco-friendly chemicals of ÉcoMaison Shop.....	114
6.3.3. Recruitment and training process.....	114
6.3.4. Payment Process.....	114
6.4. Physical Evidence.....	114
6.4.1. Logo	114
6.4.2. Uniform shirt.....	115
6.4.3. Card Visit.....	116
6.4.4. Employee's identification card	117
6.4.5. Physical Office.....	119
6.5. Promotion	125
6.5.1. Digital Marketing	125
6.5.2. Public Relations.....	130
6.5.3. Sales Promotion.....	131
7. Marketing Plan.....	132
7.1. Campaign Objective	132
7.2. Marketing Campaign.....	133
7.2.1. Media Message	133
7.2.2. Timeline Overview	133
7.3. Marketing budget	146
IV. FINANCIAL ANALYSIS & CONCLUSION	148
1. Initial Investment	148

1.1. Initial Cost	148
1.2 Depreciation	149
2. Revenue Stream.....	149
2.1 In Year 1	153
2.1.1. <i>Optimistic Case</i>	154
2.1.2. <i>Most Likely Case</i>	155
2.1.3. <i>Pessimistic Case</i>	157
2.1.4. <i>Total Revenue in year 1 (2024-2025)</i>	158
2.2 In year 2.....	159
2.2.1. <i>Optimistic Case</i>	161
2.2.2. <i>Most Likely Case</i>	163
2.2.3. <i>Pessimistic Case</i>	165
2.2.4. <i>Total Revenue in year 2 (2025-2026)</i>	167
2.3. In Year 3	168
2.3.1. <i>Optimistic Case</i>	169
2.3.2. <i>Most Likely Case</i>	171
2.3.3. <i>Pessimistic Case</i>	173
2.3.4. <i>Total Revenue in Year 3 (2026)</i>	175
2.4. In year 4.....	177
2.4.1. <i>Optimistic Case</i>	178
2.4.2. <i>Most Likely Case</i>	180
2.4.3. <i>Pessimistic Case</i>	182
2.4.4. <i>Total Revenue in Year 4 (2027)</i>	184
2.5. In year 5.....	186
2.5.1. <i>Optimistic Case</i>	187
2.5.2. <i>Most Likely Case</i>	189
2.5.3. <i>Pessimistic Case</i>	191
2.5.4. <i>Total Revenue in Year 5 (2028)</i>	193
3. Cost Structure & Expense.....	195
3.1. Fixed Cost.....	195
3.2. Variable Cost.....	195
3.3. Salary	199

3.4. Operating expenses.....	204
3.4.1. <i>Optimistic Case</i>	204
3.4.2. <i>Most Likely Case</i>	204
3.4.3. <i>Pessimistic Case</i>	205
4. Financial Analysis	207
4.1. Income statement.....	207
4.1.1. <i>Optimistic case</i>	207
4.1.2. <i>Most likely case</i>	209
4.1.3. <i>Pessimistic case</i>	211
4.2 Cashflow.....	213
4.2.1. <i>Optimistic case</i>	213
4.2.2. <i>Most likely case</i>	215
4.2.3. <i>Pessimistic case</i>	217
V. RISK MANAGEMENT.....	219
1. The Risk from Partners.....	219
2. The Risk from Customers	220
3. The Business Information Risks	221
4. The Risk From Competitors	222
5. The Financial Risks.....	223
VI. FUTURE.....	225
1. Product & Service	225
2. Marketing	225
3. Finance	225
4. Company Scale	226
VII. REFERENCES	226
VIII. APPENDIX.....	230

LIST OF FIGURES

<i>Figure 1: Cleaning Services Market Analysis 2023-2029.....</i>	<i>17</i>
<i>Figure 2: Consumers Shifting to Sustainable Products in the Past 5 Years in 2022 (Source: Statista, 2023).....</i>	<i>20</i>

Figure 3: Results of Google search #1	22
Figure 4: Results of Google search #2	22
Figure 5: The ratio of respondents' Eco-product expenditure (Source: ISPONRE survey results)	30
Figure 6: Age Group Distribution of Survey Participants	33
Figure 7: Monthly Income Levels of Respondents	34
Figure 8: Usage Frequency of Home Cleaning Services	34
Figure 9: Concerns Regarding the Use of Eco-Friendly Home Cleaning Services	35
Figure 10: Information Sources for Eco-Friendly Cleaning Services	36
Figure 11: Willingness to Use 'ÉcoMaison' Eco-Friendly Home Cleaning Services	37
Figure 12: Vietnam's GDP growth rate from Q1/2021 to Q3/2022 (Source: Statista 2022; General Statistics Office of Vietnam 2022)	38
Figure 13: Preferred Timing for Seeking Eco-Friendly Home Cleaning Services	43
Figure 14: Customer persona in the 26-35 age group	45
Figure 15: Customer persona in the 36-45 age group	45
Figure 16: Awareness of Eco-Friendly Home Cleaning Companies and Brands	46
Figure 17: Profile Picture of Vu Thi Hoai Nhi	64
Figure 18: Profile Picture of Nguyen Ha Thu	64
Figure 19: Profile Picture of Nguyen Son Tung	65
Figure 20: Profile Picture of Lo Duy Tung	65
Figure 21: Profile Picture of Le Duc Nam	66
Figure 22: ÉcoMaison's Company Structure (Source: Authors, 2023)	67
Figure 23: Ecosophy Cleaning	84
Figure 24: Stanhome Cleaning	85
Figure 25: Ecover Cleaning	87
Figure 26: Viet Tin Trading and Service Investment Company Limited	89
Figure 27: GreenSpace Corporation	90
Figure 28: Shopee - an e-commerce platform	91
Figure 29: Dai Duong Human Resources Supply Co.ltd	92
Figure 30: Viettel Post	93
Figure 31: Viettel Money	94
Figure 32: ÉcoMaison's Facebook	98
Figure 33: ÉcoMaison's Instagram account	98
Figure 34: ÉcoMaison's TikTok account	98
Figure 35: ÉcoMaison's Landing Page	99
Figure 36: ÉcoMaison's Customer Order on Facebook (Source: ÉcoMaison, 2023)	99
Figure 37: ÉcoMaison's Customer Payment (Source: ÉcoMaison, 2023)	100
Figure 38: ÉcoMaison's office left view from the outside	101
Figure 39: ÉcoMaison's office right view from the	101
Figure 40: ÉcoMaison's Core Customer Values	102
Figure 41: ÉcoMaison's Actual Service	103
Figure 42: Product of ÉcoMaison - Home Eco-cleaning Company	104
Figure 43: Distribution of Core Service	106
Figure 44: ÉcoMaison's additional Eco-chemical products lines	106

Figure 45: Distribution of Additional Service	108
Figure 46: Additional Service of ÉcoMaison Home Eco-Cleaning Service Company	109
Figure 47: The chart shows the percentage of respondents on how much they will pay for home cleaning services monthly on average.	110
Figure 48: Price of ÉcoMaison Home Eco-cleaning Service Company	111
Figure 49: Price of Ecover's product lines that ÉcoMaison will sell	112
Figure 50: Price of Stanhome product lines that ÉcoMaison will sell.....	112
Figure 51: Price of Ecosophy product lines that ÉcoMaison will sell.....	113
Figure 52: The process of Cleaning Provision when customers come to ÉcoMaison	113
Figure 53: The process of selling eco-cleaning chemicals of ÉcoMaison	114
Figure 54: Logo of ÉcoMaison.....	115
Figure 55: Uniform Shirt of ÉcoMaison.....	116
Figure 56: Card Visit of ÉcoMaison	117
Figure 57: Employee identification card of ÉcoMaison	118
Figure 58: ÉcoMaison's office view from the outside front	120
Figure 59: ÉcoMaison's office 3D design view from the top down and ÉcoMaison's Relaxation area in the lobby.....	120
Figure 60: ÉcoMaison's reception area from the entrance.....	121
Figure 61: ÉcoMaison's reception area viewed from the center front.....	122
Figure 62: ÉcoMaison's reception area viewed from the left corner.....	122
Figure 63: ÉcoMaison's employee workspace view from the front corner	123
Figure 64: ÉcoMaison's employee workspace view from the back corner	124
Figure 65: ÉcoMaison's director's office and corporate meeting room.....	125
Figure 66: Interact with customers through posts on the Facebook page	126
Figure 67: Interact with customers feedback through Facebook page	127
Figure 68: Trending Hashtag on TikTok Platform.....	127
Figure 69: Interact with customers through posts on the Facebook page	128
Figure 70: 'About ÉcoMaison' view on Landing Page.....	129
Figure 71: On the afternoon of November 2, in Hanoi, the Vietnam Association for the Protection of Nature and Environment held a press meeting to inform about the Program (Source: Congthuong).....	130
Figure 72: 20% Sales Promotion for all cleaning services example	131
Figure 73: Cleaning Tips posts via social media platform	136
Figure 74: Bumper Ads "Nhà mình Xanh Sạch, Gieo hạt giống Lành" (Source).....	137
Figure 75: Facebook's Puzzle Minigame.....	138
Figure 76: Example of ÉcoMaison's Grand Opening Invitation	140
Figure 77: "Dọn nhà Xanh, Sống trong Lành" Challenges on Tiktok (Source).....	141
Figure 78: "Dọn nhà Xanh, Sống Khỏe Mạnh" Challenge on Tiktok (Source).....	141
Figure 79: Example of collaboration with "Hà Nội Xanh" group	143
Figure 80: Introduction of "Hà Nội Xanh" group.....	143
Figure 81: ÉcoMaison's Workshop Poster Demo.....	145

LIST OF TABLES

<i>Table 1: Population area of 12 districts in Hanoi (Source: Hanoi Statistical Yearbook 2021)</i>	42
<i>Table 2: Competitor Analysis - TKT Clean</i>	48
<i>Table 3: Competitor Analysis - Việt Nhật</i>	49
<i>Table 4: Competitor Analysis - Dịch vụ Nhà Sạch</i>	50
<i>Table 5: Competitor Analysis - GFC Clean</i>	51
<i>Table 6: Competitor Analysis - Không Gian Sạch</i>	52
<i>Table 7: SWOT of ÉcoMaison Eco-cleaning Services</i>	54
<i>Table 8: The table shows the percentage distribution of investment capital (Source: Authors, 2023)</i>	66
<i>Table 9: ÉcoMaison’s partner position (Source: Authors, 2023)</i>	67
<i>Table 10: ÉcoMaison's Human Resource Orientation</i>	72
<i>Table 11: ÉcoMaison’s working hours and overtime policy (Source: Authors, 2023)</i>	75
<i>Table 12: ÉcoMaison’s Insurance policy (Source: Bảo Hiểm Xã Hội: Toàn Bộ Quy Định Cần Biết Năm 2023, n.d.)</i>	77
<i>Table 13: ÉcoMaison’s leave policy (Source: Authors, 2023)</i>	78
<i>Table 14: ÉcoMaison’s recruitment criteria (Source: Authors, 2023)</i>	83
<i>Table 15: ÉcoMaison Home Eco-Cleaning Marketing Objectives in Year 1 (2024-2025)</i>	133
<i>Table 16: ÉcoMaison Timeline Overview for Marketing Campaign in Year 1 (2024-2025)</i>	135
<i>Table 17: Social Media Activities on Phase 1 – Awareness</i>	136
<i>Table 18: ÉcoMaison’s Grand Opening</i>	139
<i>Table 19: Main Activities on Social Media Platforms in Phase 2 - Engagement</i>	142
<i>Table 20: Key activities in “Hà Nội Xanh” cleaning collaboration activities</i>	143
<i>Table 21: Plan for Workshop “Bước Đi Xanh”</i>	145
<i>Table 22: Main Activities in Phase 3-Amplify</i>	146
<i>Table 23: Marketing Budget Allocation for Marketing Campaign in Year 1 (2024-2025)</i>	147
<i>Table 24: Summarized initial investment of ÉcoMaison</i>	148
<i>Table 25: Depreciation cost of ÉcoMaison</i>	149
<i>Table 26: Structure estimated sales contribution of Core service</i>	151
<i>Table 27: Structure estimated sales contribution of Additional service</i>	152
<i>Table 28: Estimate Number of customers booking per month in year 1 (2024 – 2025)</i>	153
<i>Table 29: Estimate quantity of Selling Cleaning Chemical per month in year 1 (2024 – 2025)</i>	154
<i>Table 30: The table estimated revenue of ÉcoMaison’s Core Service in Optimistic Case in year 1 (by month)</i>	154
<i>Table 31: The table estimated revenue of ÉcoMaison’s Additional Service in Optimistic Case in year 1 (by month)</i>	155
<i>Table 32: The table estimated revenue of ÉcoMaison’s Core Service in Most Likely Case in year 1 (by month)</i>	156
<i>Table 33: The table estimated revenue of ÉcoMaison’s Additional Service in Most Likely Case in year 1 (by month)</i>	157

<i>Table 34: The table estimated revenue of ÉcoMaison’s Core Service in Pessimistic Case in year 1 (by month).....</i>	<i>157</i>
<i>Table 35: The table estimated revenue of ÉcoMaison’s Core Service in Pessimistic Case in year 1 (by month).....</i>	<i>158</i>
<i>Table 36: Estimate Total revenue of ÉcoMaison in year 1 (by month).....</i>	<i>158</i>
<i>Table 37: Estimate Total revenue of ÉcoMaison in year 1</i>	<i>159</i>
<i>Table 38: Estimate revenue contribution each month in year 1 (2024)</i>	<i>159</i>
<i>Table 39: Estimate Number of customers booking per month in year 2 (2025 – 2026).....</i>	<i>160</i>
<i>Table 40: Estimate quantity of Selling Cleaning Chemical per month in year 2 (2025 – 2026)</i>	<i>160</i>
<i>Table 41: The table estimated revenue of ÉcoMaison’s Core Service in Optimistic Case in year 2 (by month).....</i>	<i>161</i>
<i>Table 42: The table estimated revenue of ÉcoMaison’s Additional Service in Optimistic Case in year 2 (by month).....</i>	<i>163</i>
<i>Table 43: The table estimated revenue of ÉcoMaison’s Additional Service in Optimistic Case in year 2 (by month).....</i>	<i>164</i>
<i>Table 44: The table estimated revenue of ÉcoMaison’s Additional Service in Most Likely Case in year 2 (by month).....</i>	<i>165</i>
<i>Table 45: The table estimated revenue of ÉcoMaison’s Core Service in Pessimistic Case in year 2 (by month).....</i>	<i>165</i>
<i>Table 46: The estimated revenue of ÉcoMaison’s Additional Service in Pessimistic Case in year 2 (by month).....</i>	<i>166</i>
<i>Table 47: Estimate Total revenue of ÉcoMaison in year 2 (by month).....</i>	<i>167</i>
<i>Table 48: Estimate Total revenue of ÉcoMaison in year 2</i>	<i>167</i>
<i>Table 49: Estimate revenue contribution each month in year 2 (2025)</i>	<i>168</i>
<i>Table 50: Estimate Number of customers booking per month in year in year 3 (2026) ...</i>	<i>169</i>
<i>Table 51: Estimate quantity of Selling Cleaning Chemical per month in year 3 (2026) ...</i>	<i>169</i>
<i>Table 52: The table estimated revenue of ÉcoMaison’s Core Service in Optimistic Case in year 3 (by month).....</i>	<i>170</i>
<i>Table 53: The estimated revenue of ÉcoMaison’s Additional Service in Optimistic Case in year 3 (by month).....</i>	<i>171</i>
<i>Table 54: The table estimated revenue of ÉcoMaison’s Core Service in Most Likely Case in year 3 (by month).....</i>	<i>172</i>
<i>Table 55: The estimated revenue of ÉcoMaison’s Additional Service in Most Likely Case in year 3 (by month).....</i>	<i>173</i>
<i>Table 56: The estimated revenue of ÉcoMaison’s Core Service in Pessimistic Cases in year 3 (by month).....</i>	<i>174</i>
<i>Table 57: The table estimated revenue of ÉcoMaison’s Additional Service in Pessimistic Cases in year 3 (by month)</i>	<i>175</i>
<i>Table 58 Estimate Total revenue of ÉcoMaison in year 3 (by month)</i>	<i>176</i>
<i>Table 59: Estimate Total revenue of ÉcoMaison in year 3</i>	<i>176</i>
<i>Table 60: Estimate revenue contribution each month in year 3 (2024)</i>	<i>177</i>
<i>Table 61: Estimate Number of customers booking per month in year 4 (2027).....</i>	<i>178</i>
<i>Table 62: Estimate quantity of Selling Cleaning Chemical per month in year 4 (2027) ...</i>	<i>178</i>

Table 63: The table estimated revenue of ÉcoMaison’s Core Service in Optimistic Case in year 4 (by month).....	179
Table 64: The table estimated revenue of ÉcoMaison’s Additional Service in Optimistic Case in year 4 (by month).....	180
Table 65: The table estimated revenue of ÉcoMaison’s Core Service in Most Likely Case in year 4 (by month).....	181
Table 66: The table estimated revenue of ÉcoMaison’s Additional Service in Most Likely Case in year 4 (by month).....	182
Table 67: The estimated revenue of ÉcoMaison’s Core Service in Pessimistic Case in year 4 (by month).....	183
Table 68: The estimated revenue of ÉcoMaison’s Additional Service in Pessimistic Case in year 4 (by month).....	184
Table 69: Estimate Total revenue of ÉcoMaison in year 4 (by month).....	185
Table 70: Estimate Total revenue of ÉcoMaison in year 4	185
Table 71: Estimate revenue contribution each month in year 4 (2025).....	186
Table 72: Estimate Number of customers booking per month in year 5 (2028).....	187
Table 73: Estimate quantity of Selling Cleaning Chemical per month in year 5 (2028) ...	187
Table 74: The table estimated revenue of ÉcoMaison’s Core Service in Optimistic Case in year 5 (by month).....	188
Table 75: The estimated revenue of ÉcoMaison’s Additional Service in Optimistic Case in year 5 (by month).....	189
Table 76: The table estimated revenue of ÉcoMaison’s Core Service in Most Likely Case in year 5 (by month).....	190
Table 77: The estimated revenue of ÉcoMaison’s Additional Service in Most Likely Case in year 5 (by month).....	191
Table 78: The estimated revenue of ÉcoMaison’s Core Service in Pessimistic Case in year 5 (by month).....	192
Table 79: The estimated revenue of ÉcoMaison’s Additional Service in Pessimistic Case in year 5 (by month).....	193
Table 80: Estimate Total revenue of ÉcoMaison in year 5 (by month).....	194
Table 81: Estimate Total revenue of ÉcoMaison in year 5 (2028).....	194
Table 82: Estimate revenue contribution each month in year 5 (2028).....	195
Table 83: Fixed cost of ÉcoMaison Home eco-cleaning service during year 1 (2024-2025)	195
Table 84: Variable cost of ÉcoMaison Home Eco-cleaning service in year 1 (2024)	196
Table 85: Variable cost of ÉcoMaison Home Eco-cleaning service in year 2 (2025)	197
Table 86: Variable cost of ÉcoMaison Home Eco-cleaning service in year 3 (2026)	197
Table 87: Variable cost of ÉcoMaison Home Eco-cleaning service in year 4 (2027)	198
Table 88: Variable cost of ÉcoMaison Home Eco-cleaning service in year 5 (2028)	198
Table 89: Human resources and salaries in year 1 (2024)	199
Table 90: Human resources and salaries in year 2 (2025)	200
Table 91: Human resources and salaries in year 3 (2026)	201
Table 92: Human resources and salaries in year 4 (2027)	202
Table 93: Human resources and salaries in year 5 (2028)	203

<i>Table 94: Operating expense - Optimistic case</i>	204
<i>Table 95: Operating expense - Most Likely case</i>	205
<i>Table 96: Operating expense - Pessimistic case</i>	206
<i>Table 97: Income Statement of ÉcoMaison in Optimistic case</i>	208
<i>Table 98: Income Statement of ÉcoMaison in the Most Likely Case</i>	210
<i>Table 99: Income Statement of ÉcoMaison in Pessimistic case</i>	212
<i>Table 100: Cash Flow of ÉcoMaison in Optimistic case</i>	214
<i>Table 101: Cash Flow of ÉcoMaison in Most Likely case</i>	216
<i>Table 102: Cash Flow of ÉcoMaison in Pessimistic case</i>	218

ABBREVIATION

ABBREVIATION	DEFINITION
VND	Vietnam Dong
CAGR	Compound Annual Growth Rate
USD	United States dollar
GDP	Gross domestic product
HCMC	Ho Chi Minh City
ECJ	European Court of Justice
ISO	International Organization for Standardization
WHO	World Health Organization
FMCG	Fast Moving Consumer Goods
ISPONRE	Institute of Strategy, Policy on Natural Resources and Environment
SEO	Search Engine Optimization
VAT	Value-Added Tax
AI	Artificial intelligence
QA	Quality Assistant
HR	Human Resources
PR	Public Relations
5Ps	Product, Price, Process, Physical Evidence, Promotion

TA	Target Audience
KOL	Key Opinion Leader
KOC	Key Opinion Consumer
ADS	Advertising
CEO	Chief executive officer
JD	Job Description
LLC	Limited Liability Company
KPI	Key Performance Indicator
QR	Quick Response
TV	Television
NPV	Net Present Value
IRR	Internal Rate of Return
PRM	Partner Relationship Management
EBITDA	Earnings before Interest, taxes, depreciation
EBIT	Earnings before interest, taxes
EBT	Earnings before taxes

I. INTRODUCTION

1. Market Overview

1.1. Overview of the Cleaning Services Industry in the World

Cleaning homes, households, and the cleaning service industry has long been a worldwide concern due to its direct impact on human health and the surrounding environment. Ages ago, humans became aware of the invisible creatures carrying germs, none other than what we now call bacteria. As early as the 17th century, serious consideration was given to sanitation methods, although scientists believed that invisible factors were causing human illness. However, it was in the 19th century that the true causes of many new diseases were identified (*Zogics, 2020*).

Recently, the cleaning industry has become widespread and can be distinguished into three main types: commercial, residential, and specialized. Nevertheless, the development of this industry is highly susceptible to economic and demographic factors. A classic example is the impact of the two world wars, where labor constraints forced women to take on factory jobs, leading to a gradual decline in the available workforce for cleaning (*EuroMaids, 2022*). The responsibility for housekeeping has gradually become a driving force for the cleaning service industry. By the 20th century, advancements in technology led to the emergence of better tools for household cleaning.

In 2022, according to the Maximize Market Research newspaper, the market scale of the cleaning service industry was valued at USD 74.44 billion, with an expected total revenue growth rate based on the CAGR index of 6.3%. The forecast indicates that the industry has the potential to reach USD 114.16 billion between 2023 and 2029 (*Maximizemarketresearch, 2023*).

Cleaning Services Market

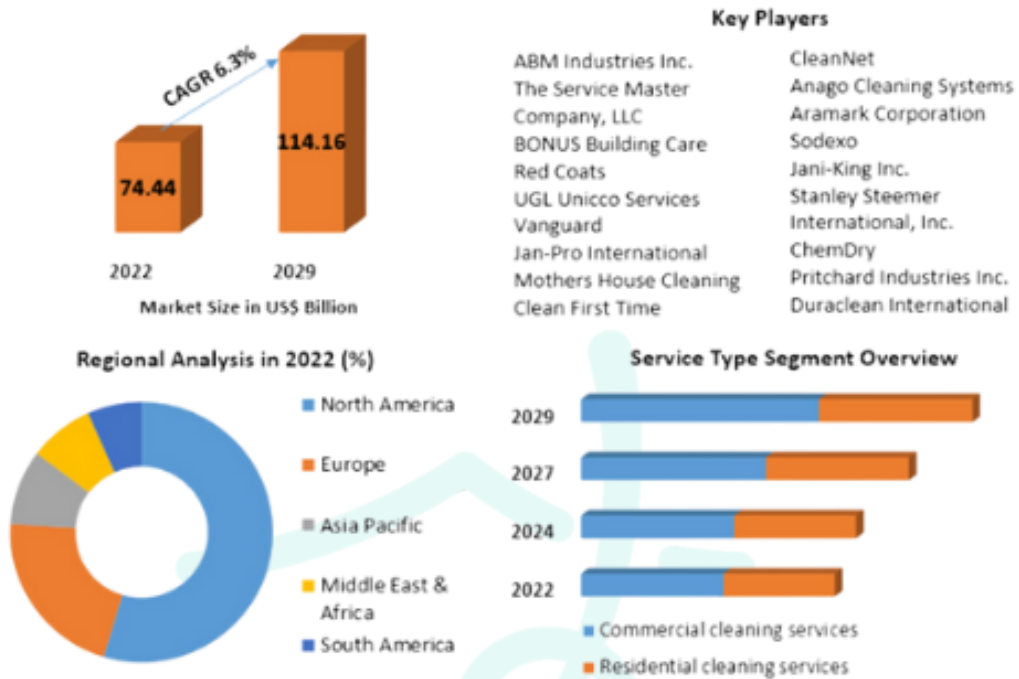


Figure 1: Cleaning Services Market Analysis 2023-2029

The abovementioned figures, particularly the projected growth until 2029, firmly establish the industry's future, with expectations for significant expansion. Examining the regional distribution and types of services, the data reveals a clear differentiation in the share of the industry in each global region. Specifically, the North American region accounts for the most significant proportion, representing over 55% of the supply of these services. Next is Europe, with approximately 20%; the Asia-Pacific region ranks third, with around 8% of the global market share (Maximizemarketresearch, 2023). While not an overwhelmingly attractive slice of the market, considering the current economic trends and demographics, including countries like Vietnam in the Asia-Pacific region, this remains a potentially thriving industry for future development.

There is a discernible but manageable segmentation regarding the two types of services catering to businesses and households. It is crucial to focus on the region's potential and the trends in economic transition for prospects.

1.2. Overview of the Cleaning Services Industry in Vietnam

In the context of the cleaning service industry, as reported by the European Cleaning Journal on January 14, 2019, there is a compelling affirmation regarding the future of the cleaning service industry in Vietnam. Analysts from Asia's most significant financial newspaper in Asia have highlighted Vietnam's outstanding GDP growth rate compared to other countries in the region. Consequently, the cleaning service industry benefits from this advantageous position when pitted against its regional competitors (*Vietnam - A Developing Cleaning Market - ECJ, n.d.*).

Euromonitor has also assessed the economic prospects of Vietnam for the year 2019 and beyond, particularly looking ahead to 2030. Urbanization and focusing on income improvement in Vietnamese cities, excluding Hanoi and Ho Chi Minh City, are rapidly expanding. By 2030, the ten largest cities will account for 43% of the country's urban population and 35% of total consumer spending. Similar to other places, urban households in Vietnam generally have higher purchasing power and accessibility. Furthermore, Euromonitor has pointed out that Vietnam's population is aging rapidly, directly impacting the overall economy and the cleaning service industry. In the long term, Euromonitor forecasts that by 2030, Vietnam's real GDP will increase by 91.4%, equivalent to an average annual growth rate of 6.1% (*Hodgson, 2023*).

Concurrently with these opportunities, there are several challenges to address. The European Cleaning Journal states, "In Vietnam, a significant challenge faced by the industry is the lack of investment in cleaning service technology and quality assurance over an extended period. This has increased non-professional services" (*Vietnam - A Developing Cleaning Market - ECJ, n.d.*). Therefore, keeping up with technology and continuously upgrading businesses is essential for them to thrive and endure in this industry. According to some cleaning service providers, like TKT Cleaning, labor costs are still relatively low, with the cleaning service prices being approximately 50% of labor costs.

Additionally, the machines used are mostly imported from China and are cost-effective. Machines contribute about 20% of the cleaning service price (*Nhu, 2020*). With these two main factors, the cleaning service industry is expected to have a price advantage. Given its potential for development, there are opportunities for new businesses to enter the market, as

stated by TKT Cleaning, a reputable player in the industrial cleaning service sector, which emphasizes Vietnam's economic growth of 6-8% annually and the increasing presence of buildings and apartments (*Nhu, 2020*).

Vietnam is gradually moving towards a greener and more environmentally friendly approach. Sustainability trends are becoming one of the factors that consumers consider in 2023. Specifically, in an article by Vietnamnews, Ms. Ha, the North Director of NielsenIQ Vietnam, stated, "Key factors when consumers choose a brand are reasonable prices, hygiene safety, health benefits, brand trustworthiness, sustainability, and environmental friendliness." According to NielsenIQ Vietnam's survey, 55% of consumers place a high value on sustainability in their consumption choices, 49% use reusable bags when shopping, 47% only buy essential items and avoid waste, 45% are conscious about saving electricity at home, and 45% practice waste separation for recycling purposes (*Vietnamnews, 2023*). All the factors in NielsenIQ's survey highlight the apparent trend of environmentally conscious consumer behavior and the demand for products and services that benefit the environment. The use of and support for eco-friendly products is a positive signal, as the green living trend of consumers will directly influence the cleaning service industry in Vietnam.

In conclusion, after providing an overview of the cleaning service industry and the environmental-friendliness trend among consumers, it is evident that aligning with this trend is imperative. Cleaning services utilizing environmentally friendly elements will become a fresh direction, contributing to the well-being of people and the environment.

2. The Story and The Reason for Starting an Eco-Cleaning Service

In today's fast-paced world, where our lives are inundated with endless responsibilities, the significance of maintaining a clean and healthy living environment is undeniable.

However, this necessity often comes at the cost of the environment due to the widespread use of harmful chemical cleaning products (*Hiem Hoa O Nhiem Tu Chat Tay Rua, n.d*).

Recognizing this issue and the increasing demand for a more environmentally friendly alternative, we embarked on the journey to establish ÉcoMaison, an eco-friendly home cleaning service with a mission to promote the happiness of families and the environment.

The ÉcoMaison business model focuses on the core principle of providing meticulous and sustainable cleaning solutions for households. According to a report on the shift in consumer behavior and purchasing choices towards more sustainable products over the past five years worldwide in 2022 published by Statista (2023), most global consumers have recognized that their shopping behavior has become more environmentally friendly. Specifically, 36% of surveyed shoppers noted a modest change, and nearly one-third of them reported purchasing sustainable products much more frequently than before.

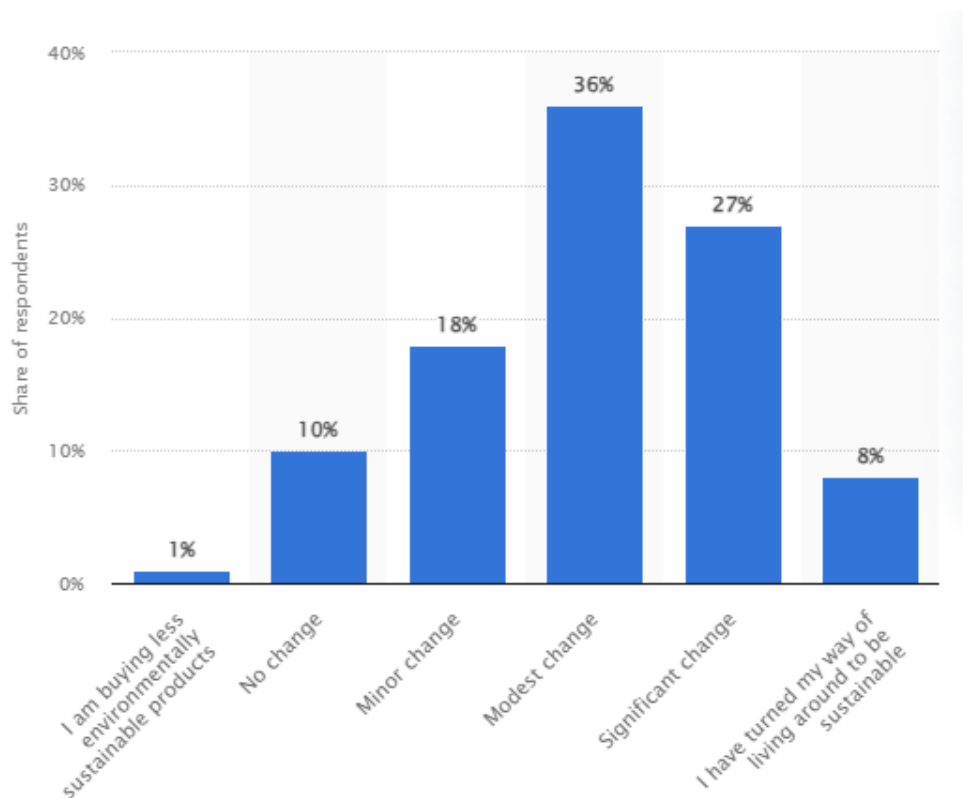


Figure 2: Consumers Shifting to Sustainable Products in the Past 5 Years in 2022 (Source: Statista, 2023)

From these statistics, we understand that the products we use inside our homes can deeply impact our health and the planet. Therefore, we prioritize environmentally friendly cleaning products. Our commitment to using natural, eco-friendly cleaning agents ensures the health of our customers' families is safeguarded while minimizing our ecological footprint.

Our dedication to environmental awareness is rooted in the fact that traditional cleaning products often contain harmful chemicals that can have adverse effects on our health and the planet. Dr. Hoang Tung Anh, a medical expert, stated, "There are around 70,000 chemicals used in household cleaning. If not used properly, cleaning agents can be harmful to the

digestive system, leading to digestive disorders, allergies, skin cancer, reproductive disorders, defects in pregnant mothers, poisoning, or cancer" (*Hiem Hoa O Nhiem Tu Chat Tay Rua, n.d*). Moreover, these chemicals seep into the ecosystem, causing water pollution and harm to aquatic life. Assoc. Prof. Dr. Tran Duc Ha, Director of the Institute for Wastewater and Environmental Research, said, "Phosphorus in excess food, dishwashing detergents, and household cleaning agents flow into the lake through wastewater. These substances alter water quality, such as color, and smell, and can be toxic. Some organisms immediately absorb it, and some sediment decays and re-enters the lake water" (*Vien, 2021*). At ÉcoMaison, we have decided to change this narrative.

Our range of services is not only comprehensive but also customizable to meet the unique needs and preferences of our customers. We believe that a clean and healthy home aligns with our customers' values. Therefore, our tailored cleaning plans are designed to focus not only on cleanliness but also on the health and environmental benefits of our services. This approach allows us to build a close relationship with customers by understanding their specific requirements.

ÉcoMaison represents our vision for a cleaner, healthier, and more sustainable future. Our journey is driven by the desire to make eco-friendly cleaning accessible to everyone while meeting the specific needs of our customers. As we embark on this endeavor, we are inspired by the changing societal motivations and the growing awareness of the environmental consciousness. We aspire to be a guiding light in the transition towards a cleaner and greener tomorrow, one household at a time.

3. Market Opportunity and Problem Identification

3.1. Market Opportunity

It is well-positioned to capitalize on the burgeoning demand for eco-friendly home cleaning services in the contemporary market, especially in Hanoi and Ho Chi Minh City - Vietnam's two representative big cities. As consumers become increasingly conscious of the environmental impact of traditional cleaning products and the potential health risks associated with their usage, there is a growing opportunity for businesses that align with sustainability and well-being ("Vietnamese Consumers Increasingly Embrace Sustainability," 2020c). A startup can tap into this evolving landscape with its unique proposition.

Firstly, the global shift toward sustainability and environmental responsibility has increased awareness of eco-friendly alternatives in various aspects of life, including home cleaning. Customers are now actively seeking services that offer eco-conscious solutions. With an emphasis on natural and environmentally friendly cleaning products, a startup can meet the demands of this discerning customer base. As more households prioritize eco-conscious choices, there is a substantial and expanding market for home eco-cleaning services.

Secondly, the health and well-being of customers and their families are paramount. Traditional cleaning products often contain harsh chemicals that can adversely affect indoor air quality and potentially lead to health issues. A significant market opportunity will be those committed to using non-toxic and safe cleaning products. Families seek ways to maintain a clean and healthy living environment, making a startup an ideal solution for those who prioritize their family's well-being.

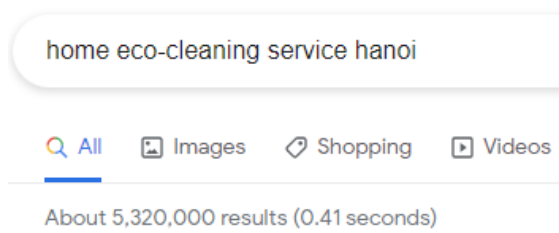


Figure 3: Results of Google search #1

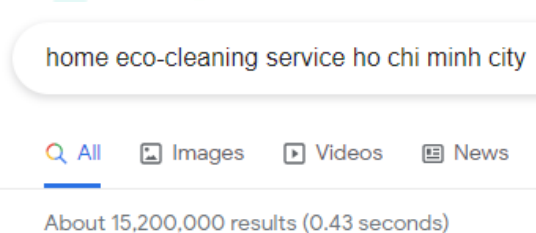


Figure 4: Results of Google search #2

Furthermore, according to Google search statistics and visits when searching: Home eco-cleaning service + location; It can be seen that the number of searches in Ho Chi Minh City (HCMC) is nearly 3 times higher than that of Hanoi, while the population of Ho Chi Minh City is only 18% larger than Hanoi. This gives a significant advantage to a startup looking to enter the market. A new company can quickly gain recognition by providing professional and reliable cleaning services, along with innovative touches on the use of environmentally friendly chemicals and personalization. The ability to customize cleaning plans to match each customer's unique needs and preferences is a distinguishing feature of a recent startup. In today's market, personalization is a crucial driver of customer satisfaction. A startup can cater to the specific cleaning requirements of individual households, ensuring that customers receive a tailored service that aligns with their eco-conscious values.

3.2. Identify the problem

The market opportunity in environmentally friendly home services for a company is very potential. Still, several conditions need to be addressed for the business to thrive, according to our survey:

- Market education: One of the critical formulas is the need to educate consumers about the benefits of environmentally friendly cleaning. Many potential customers may not be fully aware of the potential harm of ordinary cleaning products. This is where businesses must begin their following campaign market research and improve their awareness formula to inform the market about their service priorities.
- Cost considerations: Environmentally friendly products may cost more than conventional products. What's special is that this cost can deter some potential customers. Businesses can offer cost-effective drug package options or emphasize long-term savings for health and environmental benefits.
- Competition: The eco-friendly cleaning sector is becoming more competitive as more players enter the market. Creating a difference and staying competitive by consistently providing high-quality service, excellent customer care, and continuously innovating environmentally friendly cleaning solutions from the company.
- Staff training: To ensure a consistent and professional customer experience, investing in cleaning staff training is essential. A customer's first impression of a company is often through its employees, and a well-trained team can enhance its reputation.
- Supply chain management: Sourcing and maintaining a reliable supply of environmentally friendly cleaning products can involve a sophisticated formulation of products that can vary widely.

Addressing the identified formulas is essential to ensure a company's long-term success in this competitive and evolving market.

4. Company Introduction

4.1. Company Description

Type of company: Limited Liability

Company Name: ÉcoMaison Home Eco-Cleaning Limited Liability Company

Head Office: No.233 Hoang Cong Chat Road, Phu Dien Street, Bac Tu Liem District, Ha Noi, VietNam.

Description of business: *ÉcoMaison* epitomizes the essence of eco-friendly home cleaning. Our business is established on the principle of providing meticulous cleaning solutions, prioritizing the well-being of the customer's family and the environment. We specialize in natural and environmentally friendly cleaning products, offering homeowners a safer and more sustainable option. Our tailored cleaning plans, designed to focus on health and environmental benefits, can be customized to match customer's unique needs and preferences.

Services offered:

ÉcoMaison, a trailblazer in eco-friendly home cleaning services, is dedicated to making environmentally conscious cleaning accessible to a diverse audience. Our services, which include Rooted in cleanliness, sustainability, and well-being values, extend beyond traditional house cleaning to offer a holistic approach tailored to individual needs.

Our core services revolve around eco-friendly cleaning practices, emphasizing sustainability and environmental responsibility. With a focus on professionalism and trust, ÉcoMaison ensures reliable and trustworthy services, recognizing the impact of a clean-living environment on overall well-being. The service portfolio includes flagship Eco-Clean Home Services, deep cleaning procedures for comprehensive cleanliness, and specialized services such as organizing, decluttering, and pet-friendly cleaning. Customizable packages cater to specific client needs, covering essential tasks from cleaning various rooms to power washing outdoor spaces.

ÉcoMaison's packages include Hourly Services, offering cost-effective solutions (Economy Package), fundamental services (Standard Package), and exclusive luxury cleaning (Luxury Package). Monthly Services provide flexibility with options for daily cleaning sessions tailored to different schedules. Augmented services enhance the ÉcoMaison experience with a responsive customer care support team, a rewards program fostering loyalty, and a refundable deposit policy to instill trust and financial assurance.

Our services are designed to blend efficiency with environmental consciousness, delivering pristine living spaces while nurturing the planet. ÉcoMaison goes beyond mere cleaning; it represents a comprehensive house care approach that integrates economic, environmental, and customer-centric perspectives. Our success lies in offering more than just a service - a holistic lifestyle choice harmonizing with modern values of eco-conscious living and personal well-being.

Tagline

“Eco cleaning, healthier living”

Eco cleaning, healthier living" is not just our tagline but our commitment and philosophy. As a team, a clean and eco-conscious home is the foundation for a healthier, more vibrant life. With "Eco cleaning," we take pride in our environmental responsibility. We employ sustainable cleaning practices and eco-friendly products, ensuring that every action we take has a minimal impact on the Earth. Nevertheless, our pledge goes beyond ecological care. "Healthier living" embodies our dedication to your well-being.

4.2. Vision

“Leading eco-friendly home cleaning for healthier homes and sustainable living.”

With the desire to bring customers the experience of leadership in eco-friendly home cleaning services, we aspire to create not just cleaner homes and healthier living environments while contributing to a more sustainable way of life. ÉcoMaison commits to leading the way toward a future where every home enjoys the benefits of eco-friendly cleaning practices.

4.3. Mission

“Delivering eco-friendly cleaning for well-being, sustainability, and customer satisfaction.”

ÉcoMasion is centered around customers. We exist to provide our customers with eco-friendly home cleaning services that are more than just cleaning - they are about enhancing our customers' well-being, supporting sustainability, and ensuring customer Satisfaction. We are dedicated to delivering the highest quality eco-cleaning services tailored to customer needs that enjoy a cleaner, greener, and safer home.

4.4. Core Value

ÉcoMaison Home Eco-Cleaning Company embodies four core values that resonate with our clientele: sustainability, safety, efficiency, integrity, and customer focus. These values are the bedrock of our operational philosophy. Our unwavering commitment is to deliver unparalleled eco-cleaning services distinguished by precision, punctuality, and a comprehensive approach that aligns seamlessly with your needs and expectations. These

values drive our customers' trust in us, making ÉcoMaison your top choice for eco-friendly home cleaning.

Sustainability - At ÉcoMasion, our unwavering commitment to sustainability is the foundation of our culture. We are committed to championing eco-friendly practices that minimize our ecological footprint and pave the way for a greener, more sustainable future. By utilizing natural cleaning products and implementing responsible business processes, we actively contribute to preserving and protecting our environment. Our dedication to sustainability resonates throughout every facet of our operations, embodying our vision for a world where environmental responsibility is crucial.

Safety - The priority at ÉcoMasion is the well-being of our valued customers and their cherished families. We hold ourselves to the most significant safety standards, guaranteeing the protection of our client's health. By exclusively employing non-toxic cleaning solutions, we minimize the risk of exposure to harmful chemicals, ensuring a safe and healthy living environment for all. Our commitment to safety reflects our enduring dedication to providing our customers with fantastic cleanliness and peace of mind.

Efficiency - Recognizing the precious value of time in the lives of our customers, ÉcoMasion stands as an emblem of efficiency. We appreciate the significance of expeditious service without compromising the excellence that defines our work. By delivering fast and efficient cleaning solutions, we empower our customers to reclaim their time, trusting us to maintain a high-quality standard in all our operations. Efficiency is not merely a goal but an integral aspect of our service that reflects our respect for the time and priorities of our clients.

Integrity - Integrity is the basis upon which ÉcoMasion was founded. We are obligated to the environment, our consumers, and the communities we serve. Our dedication to making responsible choices encompasses every aspect of our business operations. We uphold this commitment by adhering to our agreements with unwavering resolve. If circumstances dictate otherwise, we pledge to communicate any potential deviations from our agreements promptly and transparently, ensuring all parties involved remain informed. Furthermore, we approach challenges proactively, seeking solutions to ensure our operations consistently align with our values. Our unwavering dedication to integrity signifies our relentless commitment to a cleaner, safer, and greener future.

Customer Focus - Our unwavering pursuit of client satisfaction at ÉcoMasion demonstrates our dedication to excellence. We continually strive to increase internal and external client loyalty by prioritizing the requirements and preferences of our customers. We can exceed our clients' expectations by aggressively attempting to understand and comprehend the specific requirements of each case. This customer-centric approach illustrates our constant commitment to offering a service that not only meets but anticipates the needs of our valued customers. Our commitment to customer focus serves as the driving force behind our continued success and growth.

4.5. Legal and Permits

4.5.1. Business registration certificate

ÉcoMaison - Green home cleaning service oriented towards long-term operations. Therefore, according to the provisions of the Enterprise Law 2020 (Đức, 2022), to ensure and comply with state regulations on enterprise law, ÉcoMaison decided to apply for a business license with the content of name registration. The business is ÉcoMaison Co., Ltd., owned by Ms. Vu Thi Hoai Nhi along with four co-founders of the company located at 233 Hoang Cong Chat Street, Phu Dien Ward, Bac Tu Liem District, Hanoi, Vietnam. The estimated total cost for registration is about 200,000 VND.

4.5.2. Registration papers for trademarks, images, logos

ÉcoMaison, the orientation of registering a trademark at the National Office of Intellectual Property of **Vietnam** with two items on brand name and logo, is expected to be carried out after about one year of business operations. The estimated cost for trademark registration is about 3,000,000 VND - 4,000,000 VND for necessary procedures and licenses.

4.5.3. ISO certification

ISO 9001 Certificate: With the orientation of building an enterprise with comprehensive quality and management qualifications, ÉcoMaison plans to register for ISO 9001 certification to ensure outstanding quality and optimize processes. Service process, increasing customer reliability. The cost to own an ISO 9001 certificate can range from 16,000,000 VND to 20,000,000 VND (in addition, maintenance costs are about 6,000,000 VND/year).

ISO 14001 Certificate: As a business aiming at green services, the ISO 14001 environmental certificate is indispensable for ÉcoMaison to bring a green living environment

to everyone by focusing on minimizing the environmental impact of our operations. Furthermore, possessing an ISO 14001 is an ecological certificate and an orientation for a sustainable brand. The cost of consulting and training for this certificate ranges from 25,000,000 VND to 45,000,000 VND.

4.5.4. The tax registration certificate

To bring legitimacy to the business, ÉcoMaison will register a tax certificate according to state regulations at the Hanoi Tax Department. Accordingly, the Enterprise will be granted only 01 tax code throughout its operation until the tax code contract expires. In case the taxpayer has a branch office or dependent unit that directly performs tax obligations, it will be issued a dependent tax code (*“Regulations on Issuance of Certificate of Tax Registration and TIN Notification in Vietnam,” 2023*)

II. MARKET ANALYSIS AND VALUE PROPOSITION

1. Market Potential

1.1. After the COVID-19 pandemic, the cleaning industry exploded worldwide and Vietnam

Over the past three years, COVID-19 has posed a global threat to human health. As of the latest update on October 18, 2023, the World Health Organization (WHO) has recorded over 771 million confirmed cases and nearly 7 million deaths (*Coronavirus Disease (COVID-19) – World Health Organization, 2023*). The pandemic has significantly impacted the well-being and livelihoods of people worldwide. The origins of these repercussions can be traced back to December 2019 when an outbreak of an unidentified pneumonia was reported in Wuhan, Hubei Province, China. Epidemiologically linked pneumonia cases were associated with the Huanan Seafood Wholesale Market. Epidemiological issues related to Vero E6 and Huh 7 cell lines led to isolating a novel respiratory virus. Genomic analysis revealed it as a new type of coronavirus related to SARS-CoV, thus named Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) (*Ciotti et al., 2020*). The rapid global spread and the swift impact on health, as illustrated by the aforementioned WHO data, highlight the urgency of ensuring our living environment. The respiratory transmission of the disease is a clear testament to the pressing need for safeguarding our surroundings. The adverse effects of human interference with ecosystems directly contribute to environmental degradation and

human health concerns. In addition to the negative environmental and human health impacts, COVID-19 has also left significant repercussions on the global economy. Considering the Vietnamese market during the COVID-19 period, according to Vietnamnews on March 26, 2020, the outbreak affected businesses in the FMCG sector; however, not all industries had adverse consequences. Notably, consumers in four key cities, namely Hanoi, Ho Chi Minh City, Da Nang, and Can Tho, tended to spend more and stock up on items from three categories. They allocated more spending towards personal and household hygiene products to maintain cleanliness and eliminate bacteria. This demonstrates that Vietnamese consumers are increasingly conscious of environmental issues and human health, which is a crucial factor for ÉcoMaison to address and meet the growing demands of the market (*How COVID-19 Affects Vietnamese Consumers' FMCG Spend and Purchase Behaviours*, n.d.).

Considering the direct and indirect impacts of COVID-19 on the environment, human health, and the global economy, it is evident that there is a partial shift in human awareness toward the importance of sustainable and clean living. Alongside the general economic repercussions, the sanitation and cleaning service sector has experienced significant changes. ÉcoMaison recognizes that this presents opportunities and substantial challenges for the business and the industry.

1.2. Opportunities from the Past and Potential of the Cleaning Service Market in Vietnam in the Future

Regarding the overall opportunities and prospects in the global cleaning services industry, according to Expert Market Research, sanitation service markets in regions such as the Asia-Pacific and Latin America are expected to grow through 2032, with the Asia-Pacific region witnessing the fastest growth from 2021 to 2026. An increasing growth rate drives the anticipated surge in the Asia-Pacific market. The primary drivers for the market trend are the expanding healthcare sector driving global market growth. Outsourcing sanitation services is increasing compared to in-house services, even in an unstable global economy, further propelling the sanitation services market due to escalating international environmental regulations and the rising demand for sustainable cleaning solutions. Thus, green cleaning is an increasing trend within the industry. Anticipated green cleaning products and processes are expected to drive growth in the future as environmentally conscious consumers continue to rise (Global Cleaning Services Market Report and Forecast

2024-2032, n.d.). Below is a chart illustrating consumer interest in paying for clean food, clearly reflecting current and future market trends.

Hình 05: Tỷ lệ người trả lời có tiêu thụ các hàng hóa sinh thái

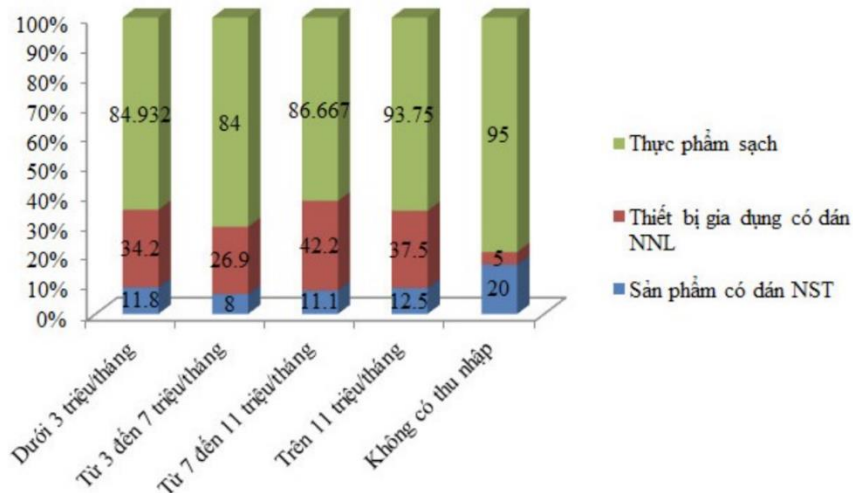


Figure 5: The ratio of respondents' Eco-product expenditure (Source: ISPONRE survey results)

In recent years, the opportunities for the cleaning service industry in general, and environmentally friendly cleaning services in particular, have become apparent through their impact on the global environmental and economic landscape. Specifically, the significant impact of the COVID-19 pandemic on the environment and human health has been a driving force. Recognizing this, consumers have become increasingly conscious and are gradually transitioning towards green consumption, prioritizing protecting health and the environment. Green consumption has been a part of the green growth strategy in the initial phase from 2011 to 2020 and is a long-term vision until 2050 (Vananh, 2023). With this strategy, the cleaning industry will directly benefit from using environmentally friendly chemical products, distinguishing ÉcoMaison from current competitors. For the sanitation service industry in Vietnam, there remains considerable potential for development in the future, primarily due to high social demand and the specifics of the socio-economic landscape. Businesses within the industry are currently experiencing diverse differentiations, with numerous small companies competing for market share. In reality, these smaller companies often have limited resources, skills, time, and managerial expertise. Small businesses tend to provide sanitation services for residential areas, small offices, and households. Some

larger companies in the industry exhibit high management capacity, providing sanitation services for factories, industrial zones, hospitals, and commercial centers in urban areas. Larger enterprises often can supply thousands of workers to meet the demands of customers and partners. Moreover, these large companies do not face as many concerns regarding personnel. However, within this clear differentiation, industrial sanitation companies have the opportunity to cater to various customer segments, opening up numerous potential opportunities to provide a variety of accompanying services. Currently, the industry has transitioned from its initial phase to becoming an integral part of the national economy and is pursued by numerous businesses (Suluck, 2022).

Based on the economic opportunities and the trend toward green living in the future, ÉcoMaison has accurately identified the industry's potential in the coming period as the economy gradually recovers and people's environmental awareness undergoes a shift. Integrating house cleaning services with environmentally friendly elements is set to become a trend in the industry.

2. Market Trend Analysis

2.1. Trends in customer needs and behavior in the eco-cleaning services industry in the world

In an increasingly environmentally conscious society, customers with high standards lead the eco-cleaning services in uncharted but promising territories. Global customer preferences and behaviors are weaving new trends that stress sustainability, health consciousness, and technological innovation. As this industry navigates through consumer preferences and global challenges, it not only unveils a new era of eco-conscious cleaning solutions but also sets the compass for other industries to embrace environmentally responsible practices. Through the lens of evolving customer needs, we delve into the heart of an industry that's becoming an indicator of sustainable commerce.

The contemporary emphasis on sustainability has profoundly impacted the eco-cleaning services sector. Entities like The Cleaning Authority are pioneering Green Clean Certified programs to underscore their commitment to eco-friendliness, responding robustly to consumer and regulatory impetus towards environmentally responsible practices (GVR, *n.d.*). Additionally, technological developments are orchestrating a significant change.

Innovations encompassing smart cleaning appliances and data analytics propel service efficiency and customer satisfaction to new heights, aligning adeptly with modern consumer expectations for technologically advanced service delivery (*Patel, 2022*).

The COVID-19 epidemic has carved a heightened awareness of health and cleanliness, fueling a perpetual demand for disinfection and deep cleaning services among these technological advancements. This paradigm shift underscores the evolving consumer priorities in maintaining stringent hygiene standards. Concomitantly, consumer-centric approaches are burgeoning as contemporary consumers yearn for more personalized, convenient, and flexible cleaning services. The proliferation of dual-income households underscores the need for convenient cleaning solutions, impelling the eco-cleaning sector to innovate assiduously in service delivery.

The commercial sector's ascent has engendered a burgeoning demand for specialized cleaning services. Services like floor care, carpet, and upholstery cleaning are in high demand because of their lasting influence on health, safety, and professional image. Quality assurance is reaching new heights thanks to certifications from respectable Organizations, which boost customer confidence while demonstrating a brand's everlasting commitment to community and environmental well-being.

On the economic front, pecuniary considerations drive a discerning preference for cost-effective cleaning solutions without compromising quality. This trend epitomizes a harmonious balance between affordability and quality, mirroring the consumer yearning for value-for-money services.

In summation, the eco-cleaning services industry is evolving to meet the exigencies of contemporary consumer needs and global challenges. The pronounced emphasis on environmental responsibility, technological innovation, heightened hygiene awareness, customer-centric approaches, and economic considerations drive this evolution. The industry's sagacious response showcases its adaptability and commitment to delivering unparalleled value, quality, and sustainability, which are indispensable in today's socio-economic tableau (*Crewcare, 2021*).

2.2. Trends in customer needs and behavior in the eco-cleaning services industry in VietNam

In an epoch where sustainable development and corporate social responsibility are increasingly permeating consumer consciousness, deciphering consumer motivations, behaviors, and anticipations is not merely elective but an indispensable cornerstone for perseverance and proliferation within a fiercely competitive marketplace. Contemporary enterprises, notably those trailblazing in the realm of eco-conscious home sanitation solutions in Vietnam, are compelled to perpetually innovate and meticulously cultivate their methodologies to satisfy the burgeoning consumer exigencies for services that are not solely superior in quality but also confer substantial environmental advantages. Here are delineated the outcomes of an exhaustive inquiry among urban dwellers in Vietnam, conducted meticulously by ÉcoMaison. Through rigorous analytical scrutinization, this endeavor aims to furnish profound insights into consumer awareness, predispositions, and behavioral dynamics regarding selecting service providers within the environmentally conscientious home cleaning sector. It is pointed out via a 660 respondents survey that the respondents predominantly comprised females aged between 26 and 45, engaged in professional sectors, including administrative and governmental roles, with an income bracket of 6 to 20 million VND and a daily occupational commitment of 6-to 12 hours. These individuals frequently hold principal authority in decisions about household services, driven by a substantial demand for proficient and eco-friendly cleaning services due to their hectic schedules and consistent income streams.

Which age group do you belong to?
660 câu trả lời

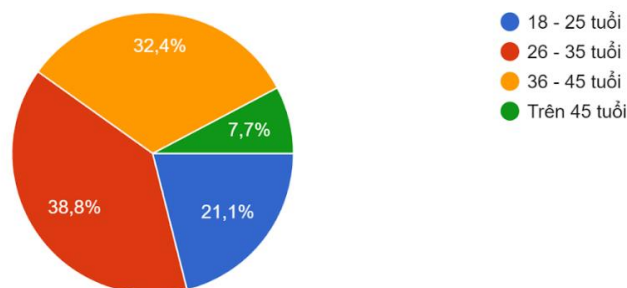


Figure 6: Age Group Distribution of Survey Participants

What is your monthly income level?

660 câu trả lời

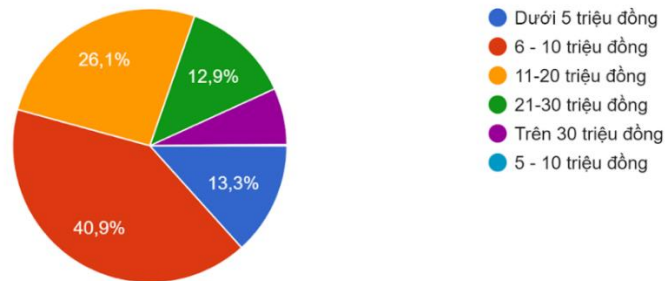


Figure 7: Monthly Income Levels of Respondents.

A significant 71.5% of participants acknowledged prior utilization of domestic cleaning services, albeit infrequently, with hesitations predominantly influenced by inconsistent service reliability and apprehensions regarding the safety of employed chemicals and equipment. Notably, an elevated interest was expressed towards services with an eco-friendly ethos. Nonetheless, an evident deficit in awareness and comprehension of these specialized services persists as a substantial impediment, particularly amongst demographics yet to experience such offerings. User concerns predominantly orbit around service quality (as cited by 86.4% of those surveyed), explicitly the employment of potentially hazardous chemicals and a deficiency in professional execution. This underscores the imperative of cultivating trust and transparency throughout the service provision continuum.

Have you ever used a house cleaning service?

660 câu trả lời

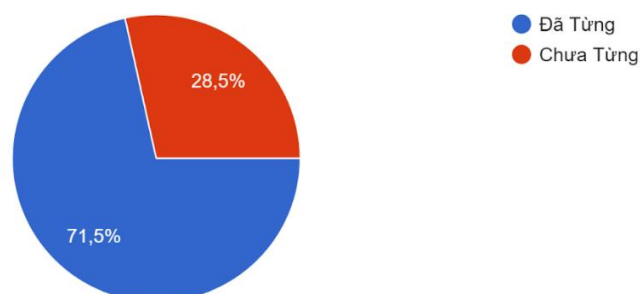


Figure 8: Usage Frequency of Home Cleaning Services

What makes you worried when using Green and Environmentally Friendly house cleaning services?

472 câu trả lời

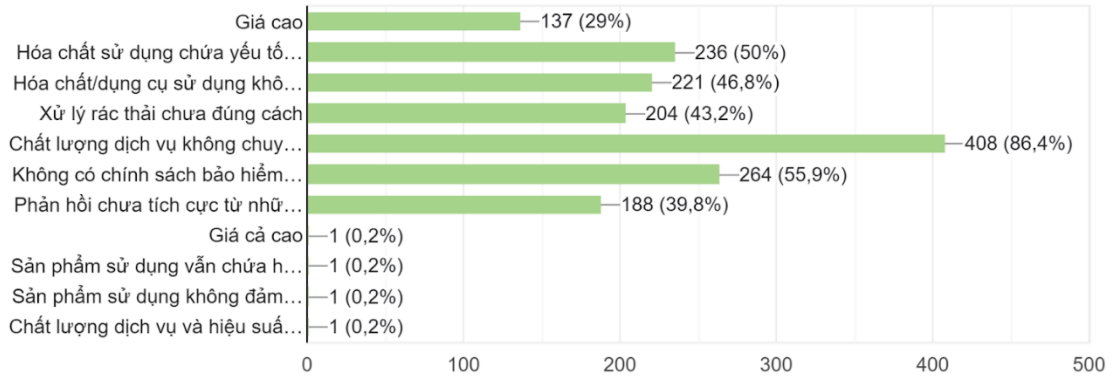


Figure 9: Concerns Regarding the Use of Eco-Friendly Home Cleaning Services

Insights derived from the survey indicate that while pricing remains a crucial consideration (influencing 55.9% of the participants), the paramountcy of service quality and professional personnel was overwhelmingly affirmed (by over 80% of respondents). This suggests a consumer propensity towards a higher financial outlay for services guaranteeing superior quality. Additionally, there is pronounced interest in promotional incentives and comprehensive insurance or restitution frameworks in response to potential contingencies. Environmental consciousness is a critical determinant in service selection, advocating for ÉcoMaison to strategically amplify its marketing endeavors, emphasizing the ecological advantages inherent in its services.

Digital conduits, especially the internet and social media, emerged as principal information repositories (for over 75% of participants), with a distinct reliance on online testimonials and peer feedback. This accentuates the necessity for robust digital strategies, encompassing online promotional initiatives, search engine optimization (SEO), and the generation of compelling content marketing.

When looking for Green & Environmentally Friendly home cleaning services, where do you usually look for information?

472 câu trả lời

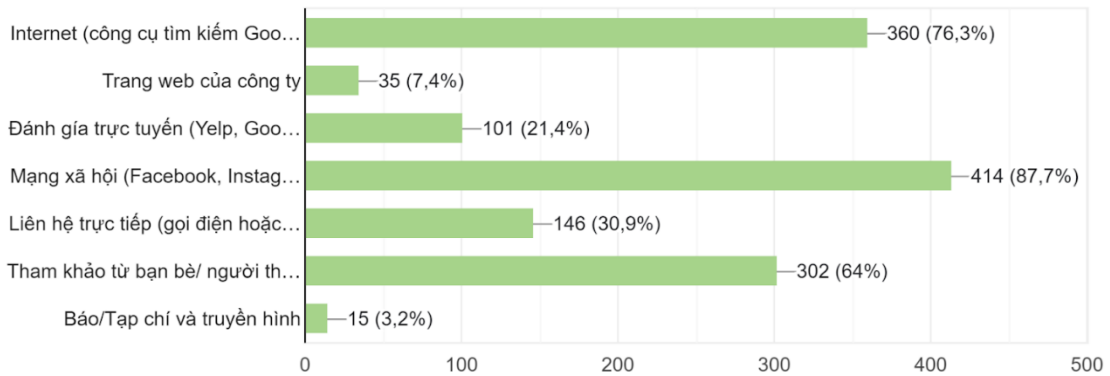


Figure 10: Information Sources for Eco-Friendly Cleaning Services

Clientele manifests elevated anticipations for impeccable service quality, using secure and environmentally friendly substances and tools, and professional acumen (as emphasized by 87.2% of participants). They further express preferences for flexible scheduling and exemplary customer service. Positive endorsements from prior patrons present ÉcoMaison with a lucrative opportunity to captivate prospective clientele via referral systems and online testimonials.

The overwhelming majority of poll respondents, encompassing both those who have previously engaged in and those who have abstained from such services, expressed a readiness to adopt the Green & Environmentally Friendly home cleaning service (ÉcoMaison) upon its introduction to the market (accounting for over 90% of all survey respondents). This underscores the imperative for us to orchestrate a service that meticulously aligns with customer requisites in the contemporary epoch of domestic sanitation, necessitating an environmentally conscientious approach alongside assurances of human health safety.

If we provide a Green & Environmentally Friendly home cleaning service brand (Éco Maison) that fully meets your needs, are you willing to use the service?

472 câu trả lời

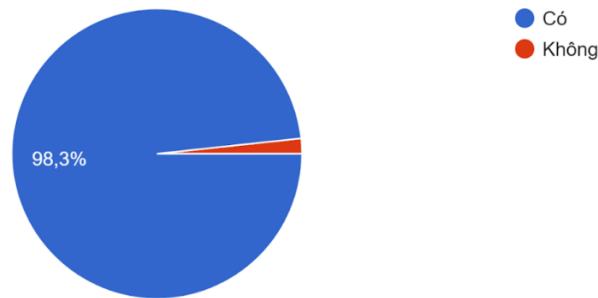


Figure 11: Willingness to Use 'ÉcoMaison' Eco-Friendly Home Cleaning Services

Collecting the previously stated information will not only strengthen ÉcoMaison's competitive position and levels of client satisfaction. However, it will also stimulate long-term growth in the eco-friendly residential cleaning services market.

2.3. Shift in customer perception of value

2.3.1. Background

In recent years, pollution has burgeoned as a grave concern due to rapid industrialization, particularly affecting urban areas in Vietnam. This escalating issue has driven businesses and consumers to contemplate resource conservation and environmental protection, with consumer behavior playing a vital role in this shift (*Trong et al., 2023*). Although still below the global average, Vietnamese consumers' burgeoning awareness of sustainability underscores a notable shift toward green consumption behaviors (*Vietnam News, 2020*).

2.3.2. Changes in Consumer's Perception

Vietnam's cleaning and housekeeping industry is experiencing significant growth. A notable trend in this sector is the increasing demand for services that utilize environmentally friendly cleaning agents and tools that prioritize safety. One driving factor behind this demand is the change in perception of house cleaning services. In the past, these services were viewed mainly as a luxury, primarily afforded by the affluent sections of society. However, in the contemporary setting, the dynamics have changed Substantially. Modern lifestyles, characterized by longer working hours and increased professional commitments, have left individuals with little time to devote to domestic chores. This has naturally led to a surge in

the demand for professional cleaning services, making them more of a necessity than a luxury (Market et al., 2023).

Coupled with the lifestyle changes, Vietnam's economic growth has also played a pivotal role in shaping consumer behavior. As the economy grows, people have become more cognizant of the value of their time, often preferring to spend it with family or on personal relaxation rather than domestic chores. This changing mindset has fueled the demand for residential cleaning services, as they offer a convenient solution to manage household tasks efficiently. The services have transformed into a means of improving the overall quality of life, allowing individuals to allocate time for activities they value more (Statista, n.d.).

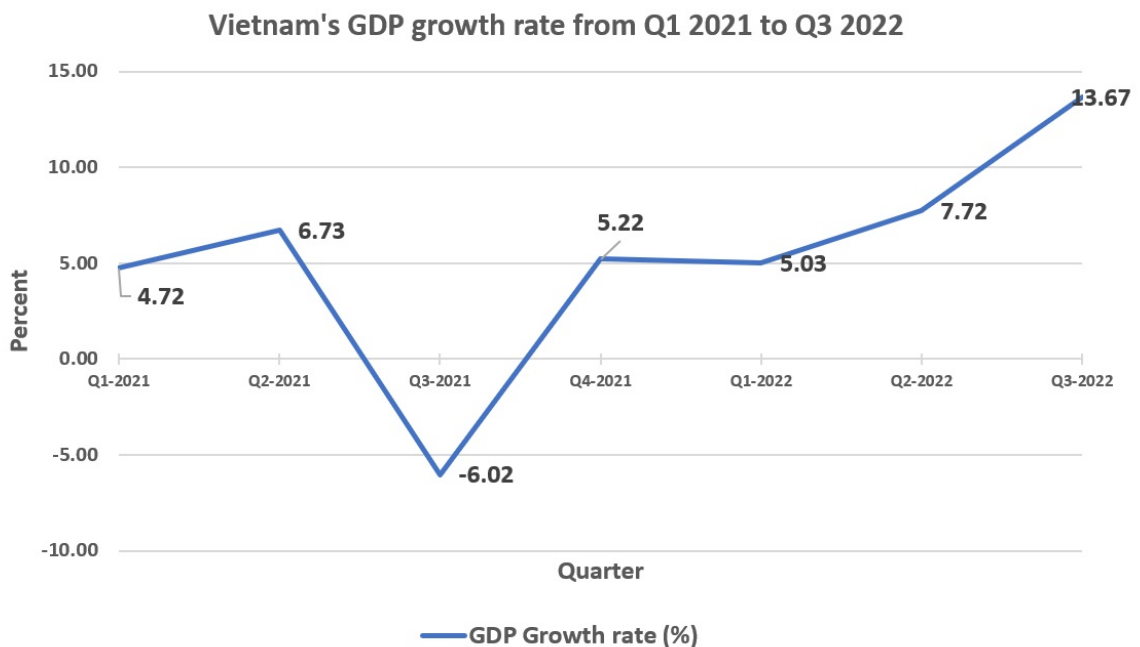


Figure 12: Vietnam's GDP growth rate from Q1/2021 to Q3/2022 (Source: Statista 2022; General Statistics Office of Vietnam 2022)

A specific segment of the population, young professionals and those with particularly hectic schedules, are prominently driving this demand. For many in this demographic, spending their limited free time on cleaning, such as on weekends, on cleaning could be more appealing. As a result, they are more inclined to hire professional services that can manage these tasks on their behalf, ensuring that their living spaces are clean and organized without them having to invest personal time and energy (TKT Company Info, 2014).

Another critical aspect influencing the growth of the eco-friendly cleaning service sector in Vietnam is the increasing awareness regarding health and environmental concerns. The modern Vietnamese consumer is more informed and conscious about the potential hazards posed by traditional cleaning agents. Chemicals present in many cleaning products have been linked to health issues such as respiratory problems, skin irritations, and even more severe health risks. This awareness has prompted a shift towards services that prioritize using safe, environmentally friendly cleaning agents. The move is not only beneficial for the health of the residents but also reduces the negative impact on the environment (*Global et al., 2023*).

2.3.3 Impact on the Industry

The industry will likely see a surge in demand for eco-friendly cleaning products and services as consumer awareness and preferences evolve. The preference for domestically branded eco-products could galvanize local eco-cleaning service providers and product manufacturers to innovate and expand their eco-friendly offerings. Moreover, the emphasis on government and manufacturers' roles in promoting green consumption hints at a prospective collaborative framework that could further propel the eco-cleaning industry in Vietnam.

It shows that this shift in perception and the evolving consumer behavior towards eco-consciousness present challenges and opportunities for the eco-cleaning services industry in Vietnam. Adhering to eco-friendly formulation safety standards and aligning with consumer preferences for effective cleaning products will be pivotal for businesses in this sector to thrive and foster a sustainable market ecosystem.

The analysis elucidates a notable shift in consumer perception, valuing eco-friendliness and sustainability in the eco-cleaning services industry in Vietnam. This shift, fueled by escalating environmental concerns and burgeoning awareness, is poised to impact the industry significantly. The collaborative efforts of government and manufacturers in promoting green consumption, coupled with innovation from local eco-cleaning service providers, are essential to cater to evolving consumer preferences and to drive the industry towards a sustainable future.

3. Customer Segmentation

We surveyed 660 samples regarding the demand for eco-friendly home cleaning services. The samples were primarily collected from residents in Northern Vietnam. With an age range of 18 to 45, this is the suitable age group for exploring and deciding to use home cleaning services. Below is our analysis of customer segments based on the survey.

3.1. Demographic

Following Figure 6, based on the feedback from survey participants in the Northern region, with the majority being female and aged between 26 to 35, these individuals are typically married with stable jobs. Most of them work in office settings or are government employees. With daily working hours ranging from 6 to 12 hours, they have limited time for household cleaning. Their primary jobs require focus and dedication, making cleaning a burden.

From this, it's evident that every hour in their day is precious. By focusing on this specific age group, ÉcoMaison can implement online marketing campaigns targeting a diverse age range, from 26 to 35 years old. These campaigns should include creating engaging content tailored to this age group on social media platforms. Additionally, ÉcoMaison can provide flexible service packages to help save valuable time for these busy individuals. By concentrating on the 26 to 35 age group, ÉcoMaison can capture a significant portion of the home cleaning service market in the Northern region.

3.2. Geographic

In recent years, urbanization in Hanoi has been rapidly increasing, which is a common trend in major cities. This is evident in the significant rise in the urban population, from 36.8% in 1999 to 41% in 2009 and 49,2% in 2019 (Hanoi: Preliminary Results of the Population and Housing Census, 2019). Urbanization continues to grow, and Hanoi has set a target to achieve an estimated urban population of around 60-62% by 2025 (Pl&Xh, 2023). ÉcoMaison's office is located in Bac Tu Liem district, Hanoi. It is the third-largest district in terms of area in Hanoi and serves as a hub for many major roadways in the city.

Furthermore, it's important to note that while Hanoi has a high population density, the distribution of population varies significantly across different areas. Among the districts, urban and rural regions, and even suburban areas, there remains a substantial population density with a continuing upward trend. According to the 2021 Statistical Yearbook of Hanoi, Dong Da district has the highest population density, reaching 37.869 people/km². Following

closely, Thanh Xuan district ranks second with 31.973 people/km². Districts like Hai Ba Trung, Hoan Kiem, and Ba Dinh also have relatively high population densities, ranging from 29.074 people/km², 26.093 people/km², to 24.462 people/km², respectively. On the other hand, despite being the most populous district in Hanoi, Hoang Mai district, due to its significantly larger area, only ranks seventh in terms of population density, with over 13.000 people/km².

By focusing on the northern region, ÉcoMaison can tailor its offerings to suit lifestyle influences and densely populated urban areas. This includes understanding lifestyles and the need for cleaning services similar to ÉcoMaison. Furthermore, the trend of Green living, Green consumption in these areas, and Services that ÉcoMaison can develop strong relationships with local product suppliers. It also allows ÉcoMaison to leverage its knowledge of the market to offer competitive prices and unique services that appeal to its target audience.

Through this customer segment approach, ÉcoMaison can position itself as a reliable home cleaning service provider in the Northern region, especially in densely populated urban areas. By understanding the nuances of this specific geographic segment, ÉcoMaison can create tailored marketing strategies, develop customized cleaning packages, and deliver a personalized experience that resonates with target market customer.

District	Municipality	Population	Area (km²)	Population Density
Ba Đình	Urban District	225.296	9.21	24.462
Bắc Từ Liêm	Urban District	320.414	45.32	7.377
Cầu Giấy	Urban District	292.772	12.32	23.764
Đống Đa	Urban District	376.796	9.95	37.869
Hà Đông	Urban District	198.7	49.64	4.149
Hai Bà Trưng	Urban District	298.299	10.26	29.074

Hoàn Kiếm	Urban District	138.031	5.29	26.093
Hoàng Mai	Urban District	533.191	40.32	13.224
Long Biên	Urban District	226.9	59.82	3.757
Nam Từ Liêm	Urban District	232.894	32.19	7.234
Tây Hồ	Urban District	130.6	24.39	5.442
Thanh Xuân	Urban District	290.534	9.09	31.973

Table 1: Population area of 12 districts in Hanoi (Source: Hanoi Statistical Yearbook 2021)

3.3. Income

Following Figure 7, based on the survey results, it is evident that among the participants, 42,6% fall within the age group of 26 to 35, and 32,4% belong to the age group of 36 to 45. Furthermore, when examining their income, a significant portion, particularly within the age range of 26 to 35, earns between 6 to 10 million VND monthly. For the age group of 36 to 45, 52,3% have incomes ranging from 11 to 20 million VND per month. There is a trend where individuals in both age groups have incomes between 6 and 20 million VND.

This data provides valuable information for ÉcoMaison to segment their customer base into different groups, helping ÉcoMaison gain a better understanding of their target customers. Furthermore, ÉcoMaison can adjust their services and service packages based on the income of different customers. They can provide pricing options that align with the diverse financial capabilities of their customers, ensuring that they cater to various financial abilities.

In addition, income data also helps ÉcoMaison determine how to approach and market to each target customer group. By customizing their marketing messages and offers based on income levels, ÉcoMaison can establish a deeper connection with each customer segment. This can help them create a personalized feel, enhance the value and benefits they offer each customer group, and drive engagement and interest in their services and products.

3.4. Behaviors

Following Figure 9 and based on the survey, user concerns primarily revolve around service quality (mentioned by 86,4% of survey participants), specifically regarding the use of potentially harmful chemicals and the lack of professionalism in service delivery. This underscores the importance of building trust and transparency throughout the entire service provision process.

The data collected from the number of searches and the hiring of Eco-Friendly Home Cleaning services has provided ÉcoMaison with an overview of market needs and characteristics. The most pronounced trend is the regular monthly or weekly hiring of cleaning services, accounting for a significant proportion of 76,7%. It indicates a strong demand among consumers for maintaining a clean and tidy living space.

Moving to a new home is also crucial, representing 50,6% of the market. It suggests that users often seek cleaning services to help them transition to a new living environment smoothly and efficiently. Before major holidays such as Tet and Christmas, up to 49,8% of users require home cleaning services to create a clean and cozy space, ensuring complete gatherings with family and friends.

Cleaning services after special events such as birthdays and anniversaries attract 39,8% of users. Users may want to keep their living space clean and comfortable after this joyous occasion. It clarifies the diversity of needs in using Eco-Friendly Home Cleaning services. It emphasizes the crucial role of these services in assisting users in maintaining a comfortable and clean-living environment.

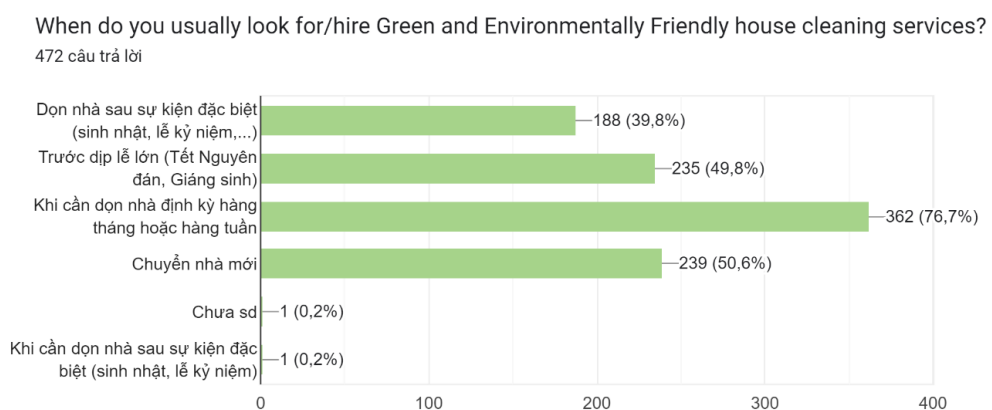


Figure 13: Preferred Timing for Seeking Eco-Friendly Home Cleaning Services

Following Figure 10 from the survey, Digital channels, especially the internet and social media, have become a primary source of information (for over 75% of survey participants), significantly relying on online reviews and user feedback. This highlights the necessity of implementing robust digital strategies, including online marketing initiatives, optimizing search engine tools (SEO), and creating engaging marketing content.

These insights propose valuable data for ÉcoMaison to identify customer segments. They show that a significant portion of the target audience lacks trust in the service and has concerns about the safety of the chemicals and equipment used. ÉcoMaison can develop a focus on educational content to help customers better understand the benefits of using eco-friendly cleaning services. ÉcoMaison will provide detailed information about the products and cleaning methods used and commitments to ensure customer and family safety, enhancing transparency and reliability in the chemicals and equipment used.

Furthermore, the data emphasizes the importance of service quality in customer satisfaction. Therefore, ÉcoMaison needs to invest substantially in employee training, not only in professional cleaning skills but also in work etiquette, communication, and effective problem-solving. To improve service and build trust, ÉcoMaison will collect customer feedback and use this information to adjust and enhance service quality, aiming to provide the best experience for each customer.

By analyzing behavior based on survey participants' familiarity levels, ÉcoMaison can adjust and customize its services to meet the specific needs and desires of the target market. ÉcoMaison can optimize its services and provide the best experience for its customers, driving brand growth and success.

3.5. Customer Persona

Based on the analysis from the above survey, ÉcoMaison focuses on two customer segment groups. Below, the portraits of those two segments will be listed by ÉcoMaison in this figure:



Figure 14: Customer persona in the 26-35 age group



Figure 15: Customer persona in the 36-45 age group

4. Market Share Analysis

4.1. Competitors Analysis

ÉcoMaison analyzes indirect competitors who provide hourly, periodic, and intensive cleaning services using safe chemicals or chemicals and cleaning supplies, including gross-sell services such as green area care. Despite differences in some materials and embroidery methods, products from those indirect competitors and ÉcoMaison strive to meet customers needs for clean cleaning services. ÉcoMaison considers several indirect competitors:

Which Green and Environmentally Friendly (Eco-cleaning) home cleaning service companies/brands (Eco-cleaning) do you know of?

472 câu trả lời

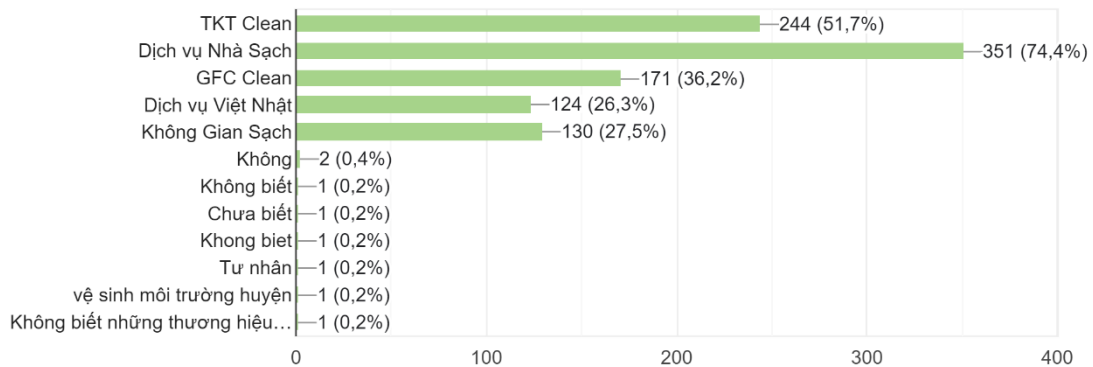


Figure 16: Awareness of Eco-Friendly Home Cleaning Companies and Brands

TKT CLEAN

Title	Detail
Product/service	<ul style="list-style-type: none"> - Provides hourly or scheduled cleaning services for businesses like offices, buildings, schools, and commercial areas. - Offers cleaning staff for hire. - Sells cleaning supplies and chemicals.
Target Customer	B2B customers, including office buildings, commercial areas, schools, hospitals, etc
Price	- Hourly cleaning service: VND 45,000 - VND 78,000/hour (there are three categories: Economy - Standard - Premium)

		<ul style="list-style-type: none"> - Per capita (employee): VND 6,800,000 - VND 7,400,000/person/month - Price does not include chemical/tool fees, VAT, and other surcharges.
	Location	<ul style="list-style-type: none"> - Head office in Ho Chi Minh City - Branches in 6 southern provinces
Social Media	Website	<u>TKT Clean</u>
	Facebook	<u>Dịch vụ vệ sinh Xanh</u>
	TikTok	None
	Others	<p>Instagram: <u>TKT Clean (@tktclean) • Instagram photos and videos</u></p> <p>Youtube: <u>TKT Clean - YouTube</u></p>
	Strengths	<ul style="list-style-type: none"> - Cleaning solutions using Green, Biological, and Environmentally Friendly technology. - Apply new, advanced cleaning processes in the world; and apply quality management according to Japanese processes transferred to technology. - Continuously research and innovate to bring more value to customers, helping customers save costs and time. - Top 10 most professional and reputable cleaning service providers for office buildings. - Diverse service packages - Always flexible for all customer needs, from small to large. - Public insurance for customers when problems occur.

Weaknesses	<ul style="list-style-type: none"> - Must register for service one month in advance (prepare personnel, best equipment, optimize costs). - Only has branches in the South (especially Ho Chi Minh City), has yet to expand to the Northern - Central provinces. - Only provides services to primarily business customers.
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Table 2: Competitor Analysis - TKT Clean

VE SINH VIET NHAT

Title	Detail	
Product/service	<p>Provides industrial, office, and residential hygiene services per square meter or unit.</p> <p>Employee hygiene services for hire.</p>	
Target Customer	<p>B2C: Individuals/households.</p> <p>B2B: Businesses, manufactories, etc.</p>	
Price	<p>Per square meter: VND 2,000 - VND 400,000 depending on the area.</p> <p>Per unit (average): VND 200,000.</p>	
Location	Two representative offices in Hanoi and Ho Chi Minh City.	
Social Media	Website	<u>Vệ sinh công nghiệp TPHCM</u>
	Facebook	<u>https://www.facebook.com/vesinhvietnhat247</u>
	TikTok	None

	Others	None
Strengths		<ul style="list-style-type: none"> - Professional staff, up to nearly 100 people serving customers throughout Ho Chi Minh City and neighboring provinces. - Modern machinery and equipment, ensuring safety. - Viet Nhat's cleaning services provide guaranteed reputation, quality, and low prices. - Fulfill customers' work requests quickly, cleanly, and on schedule. - Preferential service prices, most competitive in the market. <p>Ensuring reputation, Viet Nhat's cleaning services only pay when customers are satisfied.</p>
Weaknesses		<ul style="list-style-type: none"> - Service categories are not clear. - Few social networking platforms. - The core values of the business have not been clearly identified.

Table 3: Competitor Analysis - Việt Nhật

DICH VU NHA SACH

Title	Detail
Product/service	<p>Provides daily and deep cleaning services.</p> <p>Labor for hire.</p> <p>Additional services: Insect control, greenery care.</p>
Price	Per square meter: VND 10,000 - VND 25,000 depending on the area.
Target Customer	B2B for large multinational corporations' offices.
Location	Branches in Hanoi, Ho Chi Minh City, and Da Nang.
Website	https://www.dichvunhasach.com/ve-chung-toi.html

Social Media	Facebook	<u>Nhà Sạch</u>
	TikTok	None
	Others	None
Strengths	<ul style="list-style-type: none"> - Has headquarters and branches covering three regions: North Central - South, in major cities. - Companion with Multinational corporations: Samsung, CGV, Intel, Kinh Do... - Have ISO 9001:2015 certificate - Imbued with a culture of Dedication - Dedication communication on the page interacts well - Pioneer in bringing Robots to industrial cleaning. 	
Weaknesses	<ul style="list-style-type: none"> - Service prices are not published on social media platforms. - Not diversifying communication channels. 	

Table 4: Competitor Analysis - Dịch vụ Nhà Sạch

GFC CLEAN

Title	Detail
Main product/service	Provides industrial, office, and residential hygiene cleaning services. General and deep cleaning.
Price	By floor area: VND 10,000 - VND 17,000/m ² By time & labor: VND 57,000 - VND 80,000/person/time
Target Customer	B2C for individual/household residences. B2B for businesses, workshops, etc.

Location		Branches in Ho Chi Minh City, Hanoi, and 63 provinces nationwide.
Social Media	Website	GFC Clean
	Facebook	GFC Clean - Công ty vệ sinh hàng đầu Việt Nam Thi Nghè
	TikTok	None
	Others	Youtube: GFC Clean - YouTube
Strengths		<p>Branches are present in 63 provinces and cities and three offices nationwide</p> <p>Has many B2B customers, typically Vifon Kido Group,...</p> <p>ISO 9001:2000 certificate, certificate of occupational safety and hygiene</p> <p>Top 3 largest industrial cleaning companies in Vietnam</p> <p>Is the first and only company in the cleaning industry to purchase Public Liability Insurance to ensure customer safety, with a value of 1 million USD.</p>
Weaknesses		<p>There are no hourly cleaning service packages</p> <p>The social network platform is not operating effectively</p>

Table 5: Competitor Analysis - GFC Clean

KHONG GIAN SACH

Title	Detail
Product/service	<p>Provides general and deep cleaning services for homes and furniture.</p> <p>Renting aroma diffusers.</p>
Price	<p>House area less than 70M²: VND 3,900,000</p> <p>House area from 70M² - 100M²: VND 4,900,000</p>

		House area larger than 100M ² (Apply additional unit price for each additional 1m ² M ²): VND100,000
Target Customer		B2C for individuals/households. B2B for businesses, workshops, etc.
Location		28 Le Thuc Hoach, Phu Tho Hoa Ward, Tan Phu District, City. Ho Chi Minh.
Social Media	Website	<u>KHÔNG GIAN SẠCH</u>
	Facebook	<u>KGS - Giải pháp toàn diện cho không gian sống khỏe Ho Chi Minh City</u>
	TikTok	<u>Kgs Không Gian Sạch (@kgs18006248) TikTok</u>
	Others	Youtube: <u>KGS HCM - YouTube</u>
Strengths		<ul style="list-style-type: none"> - Clear brand positioning (Heart - Trust - Truc business philosophy) - There are a variety of up-selling services - Exclusive import and distribution of Rainbow® equipment system in Vietnam - Responsible for compensation according to the remaining depreciation value of the product - Refund if not satisfied or dissatisfied.
Weaknesses		<ul style="list-style-type: none"> - Only has a branch in Ho Chi Minh City, has not expanded to other provinces - The social network platform is not operating effectively.

Table 6: Competitor Analysis - Không Gian Sạch

4.2. Lessons and Practical Experiences

Establishing and growing a business in the eco-friendly home cleaning services industry, as ÉcoMaison illustrates, requires a deep understanding of the competitive landscape. By

conducting a thorough competitor analysis, ÉcoMaison gains valuable insights into its competitors' strengths and weaknesses. This approach allows them to adopt a strategic stance, taking advantage of the strengths gained from competitors such as TKT Clean, Khong Gian Sach, Dich Vu Nha Sach, GFC Clean, and Dich vu Viet Nhat while at the same time addressing potential weaknesses in their business model. Learning from the diverse strategies used by its competitors, ÉcoMaison can refine its marketing, service delivery, and customer engagement practices.

In the competitive market of eco-friendly home cleaning services, understand your competitors' strengths, such as applying advanced cleaning technologies, diverse service packages, and geographic coverage. Strategic management, providing ÉcoMaison with a blueprint for improvement and innovation. Conversely, recognizing your competitors' weaknesses, such as limited social media presence, unclear service classification or lack of diverse communication channels, or corporate customer segmentation, allows ÉcoMaison to differentiate and strengthen its position in the market. Competitor analysis equips ÉcoMaison with practical insights to enhance service quality, marketing strategies, and customer satisfaction, driving a flexible and competitive presence in the cleaning industry. Eco-friendly housing is developing.

5. Swot of ÉcoMaison Eco-Cleaning Services

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Revolutionizing Home Cleaning with Eco-friendly Chemicals. • Professional and trained cleaning staff. • Meet customer's needs. • Championing Environmental Responsibility. 	<ul style="list-style-type: none"> • The management team has a limited amount of experience in the cleaning industry. • The company is newly created, and we do not have a reputation. • Human resources are limited. • The price is higher than usual for the use of eco-friendly chemicals.
OPPORTUNITIES	THREATS

<ul style="list-style-type: none"> • Growing demand for Eco-friendly services. • Partnerships with eco-friendly brands/communities. • Expansion into Niche Markets • Innovation in Eco-friendly products. • Educational Campaigns on Eco-Living. 	<ul style="list-style-type: none"> • Intense competition from traditional established brands. • Stringent Environmental Regulations. • Limited Awareness and Market Education. • Adjust adaptable Services for Evolving Customer Needs. • Technological Advancements in Cleaning Automation.
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Table 7: SWOT of ÉcoMaison Eco-cleaning Services

6. Value Proposition

To position the brand, ÉcoMaison constantly focuses on the values the company wants to convey to customers to bring the best things to customers' living spaces. With the desire to help individuals/families have a clean-living space that is safe for health and friendly to protect the environment, ÉcoMaison constantly enhances its brand regarding service quality, expanding its influence at home. Hanoi in particular and the whole country in general. The value proposition that ÉcoMaison wants to convey to customers includes

6.1. Dedicated and Professional customer service attitude

At ÉcoMaison, our commitment extends beyond providing eco-friendly cleaning solutions — we pride ourselves on delivering a dedicated and professional customer service attitude. Our value proposition revolves around ensuring that every interaction with our customers is characterized by attentiveness, reliability, and a genuine dedication to exceeding expectations.

- **Personalized Customer Engagement:** ÉcoMaison values the unique needs of each customer. Our customer service team is trained to engage in personalized interactions, understanding our clients' specific requirements and preferences. We aim to build lasting relationships beyond the typical client-service provider dynamic by fostering a customized approach.

- **Proactive Communication:** We believe in transparent and proactive communication. ÉcoMaison's customer service team is readily available to address queries, provide information, and assist at every cleaning step. Whether it is scheduling, special requests, or inquiries about our eco-friendly practices, we are dedicated to keeping our customers informed and satisfied.
- **24/7 Timely Responsiveness:** ÉcoMaison recognizes the importance of timely responses. Our commitment to professionalism extends to ensuring that customer inquiries, feedback, and concerns are addressed promptly. By prioritizing timely responsiveness, we aim to instill confidence in our customers, assuring them that their needs are our top priority.
- **Problem Resolution with a Personal Touch:** In the rare instance of issues or concerns, ÉcoMaison takes a hands-on approach to resolution. Our customer service team is empowered to address challenges with empathy and efficiency, ensuring that any problems are resolved swiftly and to the satisfaction of our valued customers.
- **Customer Education and Empowerment:** ÉcoMaison believes in empowering our customers with knowledge. Our customer service team is well-versed in educating clients about the benefits of eco-friendly cleaning, the impact of our practices on the environment, and how they can actively contribute to sustainable living. By fostering awareness, we aim to create informed and empowered customers.
- **Continuous Improvement Based on Feedback:** Feedback is a crucial element in our dedication to professionalism. ÉcoMaison actively seeks customer feedback to understand their experiences better. This feedback loop allows us to continuously improve our services, ensuring that we evolve with our customers' expectations.

6.2. The first company to provide eco-cleaning service for households

As a pioneer in the environmentally friendly home cleaning industry, ÉcoMaison is proud to be the first to provide environmentally friendly home cleaning services exclusively for individual customers. This unique value proposition underlines our commitment to bringing sustainable living to households at the personal level. By focusing its expertise and eco-conscious operations directly on the residential market, ÉcoMaison brings the benefits of eco-friendly cleaning to the heart of every home. Our customized cleaning plans cater to customers' needs and preferences, ensuring a personalized and practical eco-cleaning

experience. This trailblazing project will establish ÉcoMaison as an industry leader and demonstrate our commitment to fostering a more environmentally friendly, healthier, and more sustainable living environment for individuals, families, and the entire planet.

6.3. Integration of Digital Advancements in Operational Enhancement

ÉcoMaison is dedicated to integrating digital transformation into its operational framework to enhance efficiency and streamline work processes. Notable examples of digital transformation applications within the company involve harnessing artificial intelligence (AI) for design creativity, employing machine learning and natural language technology like ChatGPT for content creation, and utilizing financial applications for comprehensive financial management.

In the realm of design, ÉcoMaison leverages AI technology, similar to Midjourney, to revolutionize the design process. By utilizing AI, the company can swiftly generate innovative design concepts aligned with customer preferences, fostering creativity and producing distinctive designs while significantly reducing manual effort and time investment.

Furthermore, ÉcoMaison utilizes ChatGPT, a machine learning-powered natural language technology in content creation. This tool aids in crafting high-quality content that resonates with ÉcoMaison's messaging and style. By leveraging ChatGPT, the company saves valuable time and resources on content creation and editing, ensuring a consistent and professional tone across company documents and communications.

In financial management, ÉcoMaison employs advanced financial applications to automate various processes. These applications facilitate tasks ranging from tracking and analyzing revenue and expenditures to managing contracts, economic forecasting, and generating reports. This comprehensive automation provides ÉcoMaison with a real-time overview of its financial landscape, enabling swift and accurate strategic decision-making.

Implementing digital transformation within ÉcoMaison's operations yields increased productivity, reduced errors, and time savings. Additionally, the company is a trailblazer in adopting cutting-edge technologies, delivering enhanced customer experiences, and promptly adapting to evolving market demands.

6.4. Community-Centric Sustainability Initiatives

ÉcoMaison is not just a service provider; we are deeply embedded in our communities. Our value proposition extends to community-centric sustainability initiatives that foster environmental awareness and responsible living. We actively engage with our communities through local partnerships, workshops, and outreach programs to promote eco-conscious habits. By choosing ÉcoMaison, customers become part of a more significant movement towards a greener and more sustainable lifestyle, positively impacting their homes and the broader community.

III. KEY ACTIVITIES

1. Key Activities

1.1. Partner Relationship Activities

By collaborating with partners such as **Ecover, Stanhome, Ecosophy or GreenSpace Corporation, and Viet Tin**, which are specialized partners that provide environmentally-friendly cleaning products and equipment, ÉcoMaison can ensure that they utilize the best technologies and solutions, enhancing efficiency and performance in their cleaning services. This demonstrates their commitment to environmental protection and meets the customer's desire for eco-friendly services.

Furthermore, collaborating with organizations and businesses that share the same values regarding environmental protection can help ÉcoMaison expand its business scope and reach new markets. This can create growth opportunities and enhance their recognition in the industry while contributing to building a strong environmental community.

1.2. Marketing Activities

ÉcoMaison's Marketing Department consists of three main divisions: Content, Design, and Media team. The Content team creates engaging and valuable content for customers, the Design team crafts creative brand imagery, and the Media team manages customer outreach through various communication channels. The collaboration of these departments enables ÉcoMaison to efficiently build, maintain, and grow customer relationships while ensuring consistent and impactful brand messaging.

Long-term customer relationships and maintaining the presence and reputation of the business are the core focus of marketing. It helps establish a connection with customers and drives sales. It is not just about advertising but also about building long-term relationships and commitments. Ultimately, marketing is an integral part of a business's overall strategy to ensure growth and success in the future.

1.3. Sales Activities

The sales activity of a home eco-cleaning service involves a series of steps and strategies aimed at attracting, acquiring, and retaining customers who are interested in environmentally friendly cleaning solutions. The sales department needs to advise the potential customers of the product and the process that ÉcoMaison is using. They also have to set the appointment and ensure the payment process is completed fully. To be detailed in what the sales teams of ÉcoMaison do, we must count:

- The offered service: Home cleaning service hourly and periodic
- The up-sell: service: Deep cleaning
- The gross-sell: Eco cleaning products and tools, babysitting, pet caring, taking care of the plants

Keeping in touch with customers is also important in sales activity to inquire, process, and respond to customer feedback, in addition, will provide useful information and other good services and the company's promotions for customers.

1.4. Customer Service Activities

At ÉcoMaison, our commitment to excellence extends beyond delivering eco-friendly house cleaning services; it includes an exceptional customer service experience. The Customer Service department assumes a pivotal role in ensuring our customers receive the utmost care, attention, and assistance. These include the positions of Sales team & QA specialist, customer care, and most importantly the cleaning staff. The Sales team & QA specialist and Customer Care team's main tasks are:

- Prompt and Comprehensive Support: Our Customer Service team stands ready to assist customers promptly and comprehensively. Whether through direct phone inquiries, emails, or messages on our digital platforms, such as Facebook and

Instagram, we maintain active channels of communication to address customer queries, concerns, and requests.

- **Proactive Feedback Collection:** We understand the value of our customers' opinions. The Customer Service team proactively collects feedback from our clients. This invaluable information guides our continuous improvement efforts, ensuring that we meet and exceed customer expectations.
- **Swift Resolution of Issues:** In the rare event that issues arise, our team is committed to swift issue resolution. We believe in addressing problems head-on and finding satisfactory solutions for our customers, fostering trust and confidence in ÉcoMaison's services.
- **Engaging with Our Community:** Beyond transactional interactions, we actively engage with our community. We maintain relationships with former customers, extend birthday wishes with exclusive vouchers, and celebrate special occasions with them. These efforts reflect our commitment to building lasting connections and demonstrating our appreciation.

The seamless client interactions are just the beginning, thanks to our proficient customer service team. However, the true heart of our operations lies with our dedicated cleaning staff — they don't just perform cleaning tasks; they're the living embodiment of our commitment to sustainability and service excellence within the sanctity of our customers' homes.

- **Eco-Friendly Cleaning Expertise:** Our cleaning staff are not only adept in eco-friendly cleaning practices but are also thoroughly trained in using environmentally responsible cleaning methods and products. This ensures that every home we tend to be left spotlessly clean while minimizing environmental impact.
- **Quality Service Delivery:** Adherence to a rigorous checklist is mandatory for every team member, guaranteeing a consistent and superior level of service that aligns with the ÉcoMaison promise of excellence.
- **Personalized Customer Experience:** Recognizing the uniqueness of each household, our cleaning professionals tailor their services to meet the distinct preferences and requests of our clients, ensuring a level of personalization that exceeds expectations.

- **Health and Safety Standards:** In keeping with our stringent health and safety protocols, our team ensures the safety of both our clients' homes and our staff, while staying abreast of the latest health guidelines through regular training sessions.
- **Effective Communication and Responsiveness:** Our cleaning professionals are also trained in effective communication, promptly addressing any additional customer needs or concerns, and ensuring feedback is efficiently communicated back to our customer service team for rapid resolution.
- **Sustainable Practices On-Site:** During their service, our staff actively participate in sustainable practices, including waste reduction, recycling, and water conservation — a true reflection of our eco-conscious values.
- **Continuous Improvement:** The journey towards perfection never ceases; our cleaning staff are constantly learning and adapting, staying informed about the latest in eco-cleaning technology and practices to continually elevate the quality of our service.

Ultimately, the cleaning staff at ÉcoMaison are the cornerstone of our brand, upholding our eco-friendly ethos with each service they provide and nurturing the trust and satisfaction of our clients, one impeccably clean home at a time."

1.5. Financial Activities

ÉcoMaison places great emphasis on meticulous financial activities to ensure the smooth operation of our eco-friendly house cleaning services business. Our financial department is responsible for a range of tasks, from financial transactions to strategic financial planning.

- **Customer Billing and Payment Processing:** The heart of our financial activities lies in efficient customer billing and payment processing. Our dedicated team of financial professional processes customer payments, generates accurate invoices, and ensures timely collection of payments for our services. This involves handling various payment methods and channels and facilitating hassle-free transactions for our valued clients.
- **Expense Management and Vendor Relations:** We maintain stringent control over expenses, carefully managing our financial resources to maximize efficiency. Our financial team monitors supplier relationships, tracks expenses, and evaluates pricing

strategies to optimize cost-effectiveness while maintaining the highest quality standards in our cleaning supplies and equipment.

- **Financial Reporting and Analysis:** We prioritize transparency and accountability through detailed financial reporting and analysis. Regular financial statements, including income statements and balance sheets, are prepared to provide a comprehensive overview of our financial health. In addition, our team conducts in-depth financial analysis to identify trends, assess performance, and make data-driven decisions.
- **Tax Compliance and Regulatory Adherence:** Adhering to tax regulations and compliance is paramount. Our financial experts ensure that we remain in full compliance with tax laws, meticulously calculating and submitting VAT declarations, and meeting all statutory requirements. This commitment to legal compliance safeguards our reputation and avoids any legal pitfalls.
- **Strategic Financial Planning:** Beyond day-to-day financial activities, our financial department plays a pivotal role in strategic financial planning. This includes budgeting, forecasting, and financial modeling to guide our long-term growth and sustainability. By proactively managing our financial resources, we ensure that ÉcoMaison remains financially resilient and well-positioned for future expansion and innovation.

1.6. Human Resource Management

Human Resource (HR) management is a crucial function within an organization that is responsible for managing the company's most valuable asset: its employees. HR management involves a wide range of tasks and responsibilities aimed at maximizing employee performance, ensuring compliance with employment laws and regulations, and fostering a positive work environment. Especially for ÉcoMaison - a home cleaning service, since cleaning the home means creating the lifestyle and environment of people living in the house. To do that, we need to take care of the management of many related departments.

First of all, the training of the staff. From the customer service departments to the department that directly contacts the customers: cleaning staff. We need to prepare and educate

employees to perform their cleaning duties in an environmentally responsible and sustainable manner. The staff also need the knowledge of the eco-friendly cleaning process as well as how the eco products work.

Moreover, the HR management is responsible for connecting people, which means that they have to care about the thoughts and ideas of the employees. When people are a part of the company, we will always want to listen to their ideas to promote and help the company run better and better.

1.7. Professional Cleaning Staff Training

To deliver on our promise of eco-friendly house cleaning services of the highest quality, ÉcoMaison places immense emphasis on the training and development of our professional cleaning staff. Our training programs adhere to rigorous standards, equipping our staff with the knowledge and skills necessary to excel in their roles.

- **Safety First:** Safety is paramount in our training programs. Our staff is trained in the safe use of cleaning equipment and environmentally friendly cleaning products, minimizing any potential risks to themselves, our clients, and the environment.
- **Comprehensive Training Curriculum:** ÉcoMaison's professional cleaning staff undergo a comprehensive training curriculum that covers various aspects of eco-friendly cleaning. This includes an in-depth understanding of environmentally friendly cleaning products, safe chemical handling, sustainable cleaning practices, and customer interaction etiquette.
- **Ongoing Skill Enhancement:** Training is not a one-time event; it's a continuous journey. Our staff receives ongoing training to stay updated on the latest eco-friendly cleaning techniques and products. This commitment to skill enhancement ensures that our team remains at the forefront of eco-conscious cleaning services.
- **Customer-Centric Approach:** In addition to technical skills, our staff is trained in customer service excellence. They understand the importance of professionalism, respect for clients' homes, and clear communication. Our professional cleaning staff are not just experts in cleaning; they are ambassadors of our commitment to exceptional service.

2. Company Structure and Human Resource Orientation

2.1. Founder

The founders of ÉcoMaison play a vital role in the company's development, shaping its direction and ensuring its continued growth. They are responsible for making critical decisions and managing the risks associated with the operational processes of ÉcoMaison. These individuals have an intimate understanding of the business, making them the driving force behind its success. They actively contribute to cultivating innovative business ideas, dedicating their efforts to transforming them into reality, securing investment sources, and raising capital to kickstart the company's operations. Moreover, they assume the mantle of leadership, steering the organization through significant challenges and opportunities.

The Les ÉcoAmis Team, composed of the visionary founders of ÉcoMaison, has made it their mission to bring eco-friendly cleaning services closer to users in the northern region of Vietnam. This dynamic team includes Vu Thi Hoai Nhi, Nguyen Ha Thu, Nguyen Son Tung, Lo Duy Tung, and Le Duc Nam; each member brings unique strengths and weaknesses. The diverse skill set within the team forms the essential building blocks for the creation and success of ÉcoMaison, with an unwavering commitment to realizing the vision of "Creating a successful ÉcoMaison."



Figure 17: Profile Picture of Vu Thi Hoai Nhi

VU THI HOAI NHI

D.O.B: 20/01/2002

Major: International Business

- An enthusiastic, creative, and caring person.
- Having a lot of experience organizing and leading events and activities while studying and working.
- Having two years of experience in a business development position at enterprises.

=> This helps ÉcoMaison operate systematically, ensures credibility in customer relationships, and constantly innovates to "Create success for ÉcoMaison".



Figure 18: Profile Picture of Nguyen Ha Thu

NGUYEN HA THU

D.O.B: 18/03/2002

Major: International Business

- An enthusiastic and intellectual person.
- Have experience organizing and working at events in the process of studying
- Have up to 1 year of experience in a marketing position at an enterprise.

=> This helps ÉcoMaison operate steadily, providing a sacrificial mind for the company's run.



Figure 19: Profile Picture of Nguyen Son Tung

NGUYEN SON TUNG

D.O.B: 16/10/2001

Major: International Business

-
- An individual with a keen intuitive sense and a robust analytical mind.
 - Possesses a unique talent for risk assessment and strategic planning.
 - Has three years of experience in learning risk management and strategic consulting in the business sector.

=> These skills empower ÉcoMaison to navigate complex business landscapes, ensuring strategic decisions lead to sustainable growth and align with the mission to "Create a successful ÉcoMaison."



Figure 20: Profile Picture of Lo Duy Tung

LO DUY TUNG

D.O.B: 20/02/2001

Major: International Business

-
- Good communication and problem-solving skills, high logical thinking, and problem analysis.
 - High sense of responsibility and organizational management ability.
 - One year of experience in a sales coordination position.

=> It will support Business management and development, internal business coordination, and working with partners is an advantage.



Figure 21: Profile Picture of Le Duc Nam

LE DUC NAM

D.O.B: 03/11/2001

Major: Digital Marketing

- Good knowledge of marketing, branding, PR, events, media, digital, SEO, Google ads, etc...
- Know how to manage time effectively and have the ability to multitask.
- Know how to update the latest marketing trends.

=> A vital connection between marketing and sales, fostering collaboration to turn marketing efforts into effective business strategies and boost sales performance.

ÉcoMaison - Home Eco-cleaning Limited Liability Company established a company with an investment capital contribution of 5 members.

No.	FULL NAME	PER % OWNERSHIP
1	Vu Thi Hoai Nhi	45
2	Nguyen Ha Thu	10
3	Nguyen Son Tung	20
4	Lo Duy Tung	15
5	Le Duc Nam	10

Table 8: The table shows the percentage distribution of investment capital (Source: Authors, 2023)

2.2. Company structure

ÉcoMaison uses a lean company structure to ensure profit and save expenditures to the maximum extent feasible when five partners unite in operating enterprises without adding

extra personnel, only hiring craftsmen to help product producers and designers for marketing campaigns.

<i>Partner</i>	<i>Job Position</i>
<i>Partner Nhi</i>	<i>CEO</i>
<i>Partner Son Tung</i>	<i>HR manager</i>
	<i>Accountant</i>
<i>Partner Duy Tung</i>	<i>Partner Relationship Manager</i>
<i>Partner Nam</i>	<i>Marketing Manager</i>
<i>Partner Thu</i>	<i>Customer Service Executive</i>

Table 9: ÉcoMaison’s partner position (Source: Authors, 2023)

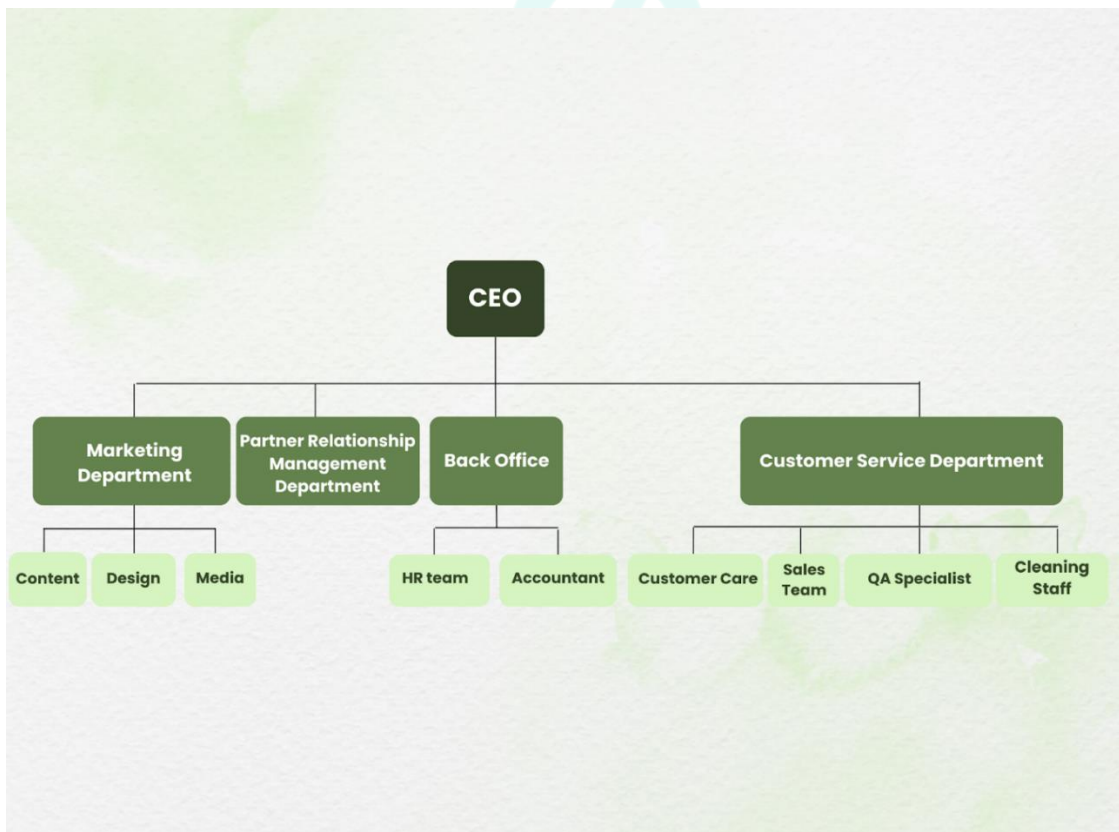


Figure 22: ÉcoMaison’s Company Structure (Source: Authors, 2023)

2.3. Human resource orientation

2.3.1. The board of members

The company's governing body consists of the five general partners, as outlined in the company's description. Additionally, Ms. Vu Thi Hoai Nhi, who serves as both the Chairperson of the Members' Council and the Chief Executive Officer during the initial stages of the company's operation, is an integral part of this board.

The Members' Council holds the authority to decide all aspects of the company's business activities. As for the company's legal representation, this role is assigned to the five partners, with the CEO not holding the position of legal representative. It's worth noting that in the early stages of the company's journey, Miss Nhi, a general partner and one of ÉcoMaison's legal representatives, temporarily assumed the CEO role.

Following Clause 2, Article 182 of the Enterprise Law 2020, critical matters such as determining the strategic direction, amending the company's charter, altering the composition of the board of members, making decisions on investment projects, transactions involving assets of significant value equal to or exceeding the company's charter capital, as well as actions related to borrowing, capital raising, approval of financial statements, and the dissolution or bankruptcy of the company require the approval of three-quarters of the total number of general partners. For decisions of a different nature, as stipulated in Clause 3 of the same Article, the approval of two-thirds of the total number of available partners is necessary.

2.3.2. CEO

In ÉcoMaison, the Chief Executive Officer (CEO) role is crucial for the company's success and sustainable development. The CEO plays a decisive role in shaping the brand's future and building a positive image in the eyes of customers and the public.

Mrs. Nhi is a crucial individual at ÉcoMaison and holds a pivotal role. With a deep commitment to sustainability and environmental values, Mrs. Nhi plays an essential role in building a positive image for the brand and establishing the company as a socially responsible entity.

Furthermore, Mrs. Nhi manages the company's finances and profitability, ensuring growth and optimizing risk. To address industry challenges and ensure sustainability, Mrs. Nhi must be an excellent manager, possess strong leadership abilities, and formulate effective strategies.

Mrs. Nhi not only takes on the responsibility of managing and ensuring compliance with legal aspects to adhere to state regulations but also plays a pivotal role in shaping the company's development. She manages and oversees the operations of all departments, ensuring that the entire organization operates efficiently. This contributes significantly to the success and sustainable growth of ÉcoMaison under his leadership.

2.3.3. Functional Department

<i>Department</i>	<i>Responsibility</i>
<i>Marketing</i>	<p><i>ÉcoMaison prioritizes building a transparent and genuine eco-conscious brand, reflecting the growing global demand for sustainability. The company aims to ensure all branding efforts resonate with its environmentally aware customers, enhancing trust and the brand's value. The Marketing Department is responsible for:</i></p> <ul style="list-style-type: none"> • <i>Developing a customer care system that aligns with sustainability and attentive service.</i> • <i>Creating eco-incentive programs that encourage customers to maintain sustainable practices.</i> • <i>Supporting community and environmental efforts to reinforce the brand's green commitment.</i>
<i>Partner Relationship Management</i>	<i>Strategic Alliances: Formation of beneficial partnerships with businesses and suppliers that focus on sustainability.</i>

	<p><i>Supplier Coordination: Ensuring supply chains meet ÉcoMaison’s environmental and ethical standards, guaranteeing high-quality eco-friendly products.</i></p> <p><i>Business Networking: Participation in environmental trade shows and networking events to foster collaboration and uncover new opportunities.</i></p> <p><i>Advocacy Partnerships: Collaboration with environmental organizations to support eco-friendly initiatives and lifestyle promotion.</i></p> <p><i>Quality Assurance: Regular assessment and management of product quality by maintaining close supplier relationships.</i></p> <p><i>Environmental Compliance: Verify that business partners comply with ÉcoMaison’s ecological principles, ensuring customer trust in product quality.</i></p> <p><i>Quality Assurance: Regular assessment and management of product quality by maintaining close supplier relationships.</i></p> <p><i>Environmental Compliance: Verify that business partners comply with ÉcoMaison’s environmental principles, ensuring customer trust in product quality.</i></p>	
<p><i>Back Office</i></p>	<p><i>HR team</i></p>	<p><i>Our Back Office Department is crucial for our company's financial health. It manages cash flow, secures resources for production, evaluates capital sources, creates budgets and forecasts, advises the board, prepares financial statements, and enhances long-term financial sustainability to maximize efficiency and profitability.</i></p>

	<p>Accountant</p>	<p><i>The Back Office Department advises and supports the board on organizational, personnel, administrative, legal, communication, and public affairs issues. It oversees personnel structure and deployment, analyzes personnel surveys, manages internal communication, and contributes to the growth and productivity of our human resources.</i></p>
<p>Customer Service</p>		<p><i>Client Inquiries: Respond to customer inquiries via the channel about the services offered, pricing, availability, and other questions. Offering customer support in multiple languages if serving a diverse customer base.</i></p> <p><i>Appointment Scheduling: Coordinating and scheduling cleaning appointments based on customer preferences, availability, and the cleaning team's schedule. Sending service reminders to customers.</i></p> <p><i>Service Quoting and Payment: Providing accurate and customized price quotes to potential customers based on the size of their home, cleaning requirements, and frequency. Handling customer payments, invoicing, and providing information about accepted payment methods.</i></p> <p><i>Service Customization: Assisting customers in tailoring cleaning services to their needs. Ensuring that all customer service activities align with company policies and legal regulations.</i></p> <p><i>Customer Retention: Implementing strategies to retain existing customers, including discounts, loyalty programs, and customer appreciation initiatives.</i></p>

	<p><i>Communication with Cleaning Teams: Liaising with cleaning teams to ensure they have the necessary information and supplies to provide exceptional service.</i></p> <p><i>Problem-solving: Handling critical and emergency customer situations, resolving any issues or discrepancies that may arise during the cleaning process, and ensuring customer satisfaction.</i></p> <p><i>Feedback Collection and Analysis: Gathering customer feedback on their cleaning experience. Analyzing customer feedback and trends to identify areas for improvement and enhance the overall customer experience. Keep the records of customer feedback.</i></p>
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Table 10: ÉcoMaison's Human Resource Orientation

2.3.4. Personnel Policy

2.3.4.1. Employee policy

Screening policy

In addition to the management team, which includes the founders of the project, ÉcoMaison places a great emphasis on the recruitment of cleaning staff; depending on the different stages of the company's development, the number of employees may vary. ÉcoMaison will have strict and appropriate recruitment methods that align with the company's development progress. Quality requirements are essential because the service industry highly values the attitude and expertise of its employees.

For office staff, ÉcoMaison has specific requirements for management skills, which are clearly outlined in the job description. The business can recruit office staff through TopCV, Vietnamworks, or CareerBuilder channels. Additionally, ÉcoMaison will have specific recruitment methods, including posting flyers, advertisements, and contacting human resource providers. Moreover, utilizing social media channels in digital technology can help businesses find quality human resources. Facebook is a particularly effective social media platform where people can easily find information about the company. Posting job announcements in employment-seeking groups and running recruitment ads are effective strategies.

Job description includes these elements

- Position needed
- Job description for the position being recruited
- Required education level and degree
- Advanced skill
- Experience required when applying
- Language requirements
- Highlight personal strengths

After identifying potential candidates, the business contacts them, checks certain input criteria, and begins specialized vocational training. ÉcoMaison emphasizes that the recruitment of basic cleaning staff will have more limited criteria than office staff. Therefore, recruiting from various sources is feasible for basic cleaning staff. However, ÉcoMaison is stringent in adhering to ethical work standards. As cleaning staff, the company will provide basic training in cleaning techniques. Due to the environmentally friendly nature of the work, there may be slight differences in the use of chemicals. The company allows new employees to undergo practical trials in households, obtaining evaluations and objective insights to make recruitment decisions.

Probation policy

For office staff, upon completing their tasks within three months, the corresponding probationary salary enjoyed is 50% of the official salary. After this period, the human resources department will conduct evaluations to make decisions regarding formal employment.

For cleaning staff, given the specific job requirements and customer demands, they will receive 70% of the official salary. The recruitment board will consider feedback based on factors ranging from professionalism to work ethics provided by customers to make informed decisions.

Training policy for new employees

The 3-month probationary period is a phase combined with vocational training for new employees; some items in this training session for office staff are:

- Communication skills: Effective communication skills through email, telephone, and face-to-face meetings with customers and colleagues.
- Time management skills: Ability to manage tasks and prioritize work to ensure high productivity.
- Information technology skills: Understanding how to use Microsoft Office software, database management systems, and other popular applications.
- Problem-solving skills: Ability to identify and resolve minor issues confidently and effectively.
- Teamwork skills: Ability to work efficiently with colleagues and customers in a diverse environment.
- Organizational skills: Ability to organize work and documents logically, creating an efficient information storage system.
- Self-learning skills: The ability to continuously learn and update knowledge effectively in a rapidly evolving technological environment.

For cleaning staff, the training policy will focus on specialized and basic skills taught during this time:

- Communication skills with colleagues and customers.
- Time management skills: Managing time effectively to complete cleaning tasks on schedule.
- Knowledge of cleaning agents and products, understanding how to correctly use different environmentally friendly cleaning agents and chemicals.
- Organizational and arranging skills: The ability to organize items and belongings neatly and logically.
- Attention to detail: Be careful during the work process to ensure no harm is caused to objects and the surrounding space.
- Surface differentiation skills: Understanding how to clean different surfaces effectively without damaging them.
- Coordination skills: The ability to work in a team or collaborate with others to maintain the cleanliness of the shared working environment.
- Evaluation and responsiveness skills: The ability to assess the cleanliness status of the environment and meet the required standards and regulations.

- Interpersonal skills: The ability to work politely and respectfully with everyone during work.
- Problem-solving skills: The ability to handle difficult situations or sudden issues related to cleaning and tidying efficiently.

2.3.4.2. Recruitment policy

Leave Policy

General Provisions	
<ul style="list-style-type: none"> • All employees are granted annual leave entitlement to rest and recharge • The number of leave days is calculated at 15 days per person per year (counted as work days and paid). This excludes available leave days and public holidays. • Any leave requests must be notified at least one day in advance to facilitate the best conditions for employees and must be approved by the direct supervisor. 	
Types of leave	<ul style="list-style-type: none"> • Annual leave: Employees are granted 15 days of annual leave per year, calculated based on the completed months of work. • Sick leave: Employees have the right to take sick leave if they or their relatives are ill, with the provision of necessary medical documents.
Leave request procedures	<ul style="list-style-type: none"> • All leave requests must be submitted through the leave management system or via the official leave request form. • The direct supervisor will review and approve the leave request according to the company's regulations.

Table 11: ÉcoMaison's working hours and overtime policy (Source: Authors, 2023)

Employee Performance Evaluation Policy

To create the most comfortable and efficient working environment, ÉcoMaison has specific criteria for evaluating and selecting the most suitable employees. The most important factor we want to address is people because job responsibility and professional ethics are essential qualities for those in the service industry. The office staff team must have a high work spirit, plan, and clear monthly and quarterly goals. Based on this, some criteria for office staff include:

- The Ability to plan work and development for individuals and the business.
- Implementing the set goals and plans effectively.
- High sense of responsibility towards both individuals and the business.
- Good compliance with company regulations.
- Progressive spirit and positive attitude in the working environment.

For the cleaning staff, they are the ones directly involved in and in contact with customers. Professional expertise, communication, and personal ethics are essential, so the evaluation will require the following criteria:

- Ability to communicate effectively with customers.
- High sense of responsibility in work.
- Good professional skills.
- Friendly to customers and good personal ethics.

Based on the evaluation criteria of both employee groups, the human resources department will have reports on each individual's strengths, weaknesses, or any mistakes made during work to provide the most appropriate commendation and disciplinary actions.

Insurance Policy

Implementing social insurance policies for each individual working for the company:

Purpose	<ul style="list-style-type: none"> • Ensure health and social security benefits for all employees in the company. • Create a positive working environment and ensure employee satisfaction.
Insurance coverage	<ul style="list-style-type: none"> • Basic health insurance, including healthcare, treatment, and emergency medical care. - Occupational accident and occupational disease insurance. - Unemployment insurance due to reasons not caused by the employee.
Insurance benefits	<ul style="list-style-type: none"> • Comprehensive and diverse health insurance schemes to meet the healthcare needs of employees and their dependents.

	<ul style="list-style-type: none"> • Occupational accident and occupational disease insurance include occupational safety training programs and compensation as prescribed by law. • Financial support and counseling services for employees who lose their jobs through no fault of their own.
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Table 12: ÉcoMaison's Insurance policy (Source: Bảo Hiểm Xã Hội: Toàn Bộ Quy Định Cần Biết Năm 2023, n.d.)

Reward policy

The payment of labor wages will be calculated and disbursed by the company based on the employee's basic salary, depending on the company's economy, the level of work, and the dedication of each individual. ÉcoMaison will ensure that individual benefits, health, and social insurance are fully provided. Employees' basic salary will be increased annually based on their contribution and performance.

In addition to the primary salary factor, the company proposes additional reward policies, including:

- KPI rewards for the sales department, where customer acquisition will be assessed monthly or quarterly for individuals or units with sales exceeding the set targets.
- Rewards for individual employees who perform exceptionally, receive positive customer feedback and show dedication and enthusiasm in their work.
- Monthly, quarterly, and yearly rewards for individuals.
- Support for the 13th-month salary, holidays, and various benefits.
- The annual salary increase policy applies to all company employees:
- Increase the basic wage by 7% for the first two years.
- Increase the basic salary by 10% annually from the third year onwards.

Work hours and overtime policy

Objective	Content
Work hours	Official working hours:
	From 8 a.m. to 5 p.m.
	From Monday to Friday each week.

	Lunch break: from 12 p.m. to 2 p.m.
Overtime work	Any overtime work needs to be approved in advance by the direct supervisor and will be included in the work settlement.
	Employees have the right to refuse overtime work if not previously agreed upon by the employee.
Days off	Saturday and Sunday each week are the company's official days off unless there are special requirements.
	National holidays and other designated days off according to the law will be observed by the company.
Leave schedule	Each employee is entitled to annual leave as prescribed by labor law and the company's leave policy.
	Leave requests must be notified at least 1 day in advance and approved by the direct supervisor.

Table 13: ÉcoMaison's leave policy (Source: Authors, 2023)

Job description and request

Title	Detail
CEO Position	
Job Description	Strategic Leadership: Develop and implement the company's overall strategy for growth and competitiveness. Identify and promote new opportunities, shape the vision, and build long-term sustainable development plans.
	Operations Management: Oversee all organization's daily activities, ensuring goals and targets are met. Build and maintain stakeholder relationships, including shareholders, partners, and key customers.
	Human Resources Leadership: Guide and develop an effective leadership team. Foster personal and professional development, promote

	<p>a positive organizational culture, and create a healthy working environment.</p> <p>Financial Management: Monitor the organization's finances for efficiency and risk management. Manage capital and assets, including capital resources and daily financial operations.</p> <p>Shaping Organizational Culture: Identify and promote a positive organizational culture, ensuring alignment with company values.</p>
Requirements	Leadership experience, strategic knowledge, comprehensive management skills, excellent communication abilities, and relevant educational background.
Number of Employees	1
Salary (Per Staff)	10,000,000 VND
Accountant Position	
Job Description	Financial Transaction Processing: Manage daily accounting entries, including invoices and cost documents. Monitor and verify receipts, expenditures, and cash flow.
	Financial Report Preparation: Prepare monthly, quarterly, and year-end financial reports. Analyze and explain financial fluctuations.
	Internal Control: Implement controls for accurate and reliable accounting data. Comply with accounting and tax regulations.
	Tax Management: Prepare and submit tax reports. Update and implement legal and tax regulation changes.
	Audit Support: Provide necessary information for internal and external audits. Assist in resolving accounting issues.
Requirements	Degree in Accounting/Finance/Financial Management, in-depth accounting and tax knowledge, software proficiency, and good communication skills.

Number of Employees	1
Salary (Per Staff)	7,000,000 VND
HR Manager Position	
Job Description	Financial Transaction Processing: Manage daily accounting entries, including invoices and cost documents. Monitor and verify receipts, expenditures, and cash flow.
	Financial Report Preparation: Prepare monthly, quarterly, and year-end financial reports. Analyze and explain financial fluctuations.
	Internal Control: Implement controls for accurate and reliable accounting data. Comply with accounting and tax regulations.
	Tax Management: Prepare and submit tax reports. Update and implement legal and tax regulation changes.
	Audit Support: Provide necessary information for internal and external audits. Assist in resolving accounting issues.
Requirements	Degree in Accounting/Finance/Financial Management, in-depth accounting and tax knowledge, software proficiency, and good communication skills.
Number of Employees	1
Salary (Per Staff)	7,000,000 VND
Marketing Position	
Job Description	Strategic Marketing Leadership: Develop and implement the company's overall marketing strategy, integrating it with business strategy.
	Marketing Campaign Management: Manage multi-channel marketing campaigns, including traditional and digital marketing.

	<p>Brand Management: Shape and manage long-term brand strategy, enhancing brand awareness.</p> <p>Resource Management: Allocate resources, budgets, and personnel efficiently in the marketing department.</p> <p>Coordination with Other Departments: Collaborate with Sales, Business Development, and R&D to align marketing strategies with market needs.</p> <p>Performance Evaluation and Reporting: Assess marketing campaign performance and report to leadership, suggesting strategy adjustments.</p>	
Requirements	Leadership experience in marketing, strategic knowledge, project management skills, excellent communication, and understanding of digital marketing.	
Number of Employees	2	
Salary (Per Staff)	7,000,000 VND	
Sales & QA Position		
Job Description	<p>Customer Search and Development: Identify new sales opportunities and build customer relationships.</p> <p>Consulting and Sales: Professionally consult customers on products or services and negotiate sales proposals.</p> <p>Sales Record and Reporting Management: Manage sales records and report sales figures and progress.</p> <p>Post-Sales Support: Address inquiries and resolve technical issues post-sale.</p> <p>Internal Collaboration: Work with other departments for smooth sales processes.</p>	
	Requirements	Good sales and communication skills, solid product knowledge, effective organizational skills, teamwork spirit.

Number of Employees	1
Salary (Per Staff)	5,000,000 VND
Cleaning Position	
Job Description	Performing Cleaning Tasks: Execute basic cleaning tasks and maintain cleanliness of public areas.
	Managing Sanitation Supplies: Ensure sufficient stock of sanitation supplies and manage inventory.
	Maintaining Sanitation Equipment: Keep cleaning tools in efficient working condition.
	Adhering to Safety Regulations: Follow safety rules during sanitation tasks.
	Reporting Issues: Report any sanitation-related issues for timely resolution.
Requirements	Basic hygiene skills, good organizational skills, good health, sense of personal responsibility.
Number of Employees	5
Salary (Per Staff)	5,000,000 VND
Customer Care Position	
Job Description	Customer Support: Handle requests, complaints, and inquiries efficiently.
	Problem Solving: Resolve customer queries and issues, ensuring satisfaction.
	Recording Information: Document interactions with customers in the data management system.

	<p>Suggest Improvements: Monitor feedback and suggest product or service enhancements.</p> <p>Building Customer Relationships: Maintain good relationships through professional service and support.</p>
Requirements	Good communication skills, understanding of company products/services, problem-solving skills, patience, and time management skills.
Number of Employees	1
Salary (Per Staff)	5,500,000 VND
Partnership Relationship Management Position	
Job Description	Developing Partner Relationships: Identify potential partners and build sustainable relationships.
	Managing Contracts and Agreements: Ensure efficient execution of contracts and adherence to terms.
	Supporting Business Strategies: Assist partners in implementing joint business strategies.
	Monitoring and Reporting: Assess the effectiveness of partner relationships and report to management.
	Negotiating and Resolving Conflicts: Handle negotiations and conflicts during collaborations.
Requirements	Good communication and negotiation skills, relationship management skills, organizational skills.
Number of Employees	1
Salary (Per Staff)	7,000,000 VND

Table 14: ÉcoMaison's recruitment criteria (Source: Authors, 2023)

3. Key Partner

ÉcoMaison strives to provide its valued customers with high-quality home cleaning services while creating a green and environmentally friendly living space through eco-friendly products. However, since ÉcoMaison is not a manufacturer of the necessary chemical materials for its services, the company must import these chemicals and equipment from various suppliers. In addition to two domestic suppliers, ÉcoMaison also collaborates with international suppliers to offer quality and competitively priced options.

3.1. Chemical supplier partners

3.1.1. Domestic supplier partners

ECOSOPHY



Figure 23: Ecosophy Cleaning

Website: <http://ecosophy.co.jp/index.html>

Company Name: Ecosophy

Address: 1-20-13 Higashiyotsugi, Katsushika-ku, Tokyo 124-0014

Phone: 03 5654 2266

Business Type: Manufacturing and sale of eco-friendly cleaning chemicals.

Company Introduction: Ecosophy, originating from Japan, is renowned for its top-notch carpet and office chair sanitizing chemical. The company name "Ecosophy" is a combination of "ECO", meaning "ecology" or "environment," and "SHOPHY," meaning "knowledge," and is a keyword representing "environmental intelligence." Designed with a completely neutral pH of 7, Ecosophy's products are non-corrosive and non-irritating to the skin, ensuring safety even for children. The company specializes in providing effective, safe, and eco-friendly cleaning solutions. The unique formulation of Ecosophy's cleaning chemical not only cleans but continues to protect carpets and chairs by leveraging beneficial microbes that consume organic dirt-causing substances post-cleaning.

Some typical products:

- Ecosophy Carpet Cleaning Chemical (5000ml): 360,000 VND
- Ecosophy Multipurpose Cleaning Chemical (5000ml): 499,000 VND

- Ecosophy Stone Floor Cleaning Chemical (5000ml): 399,000 VND

Advantages:

- **Safe and Eco-Friendly:** Ecosophy's products are 100% eco-friendly, non-irritating to the skin, and are formulated to be gentle on the environment, thus safeguarding both consumer health and the planet.
- **High Cleaning Efficiency:** Ecosophy products are not only effective in removing dirt and odor-causing bacteria but also offer long-term care for carpets and chairs, thanks to advanced biotechnology.
- **Pleasant Coconut Scent:** Ecosophy products have a pleasant coconut scent, providing users a fresh and comfortable feeling.
- **Ability to Clean All Stains:** Ecosophy effectively cleans all stains on carpets, helping maintain their beauty and longevity.
- **Economical and Cost-effective:** With competitive pricing and high cleaning efficiency, Ecosophy presents an economical choice for households and businesses aiming to keep their living and working spaces clean, safe, and comfortable.

STANHOME



Figure 24: Stanhome Cleaning

Website: <https://stanhome.vn>

Company Name: Stanhome

Address: 14 A26 Alley 367 Hoang Quoc Viet Street, Nghia Tan Ward, Cau Giay District, Hanoi City

Phone: 0914810009

Email: stanhomevietnam@gmail.com

Business Type: Manufacturing and sale of cleaning products, family, and beauty care items.

Company Introduction: Established in 1931, Stanhome is known for its products' quality and strong commitment to its consultants. Being a part of the globally renowned Yves Rocher group, Stanhome operates with a network of over 185,000 passionate consultants

across five countries, offering a unique selection of brands for home, family, and beauty care brands. The company is firmly oriented towards the future, with a robust Corporate Social Responsibility framework to reduce environmental impact and support children's causes through partnerships with local associations. This brand is present in Vietnam and specializes in providing cleaning and home care products. Stanhome Vietnam is a brand belonging to the world's leading Rocher group.

Some typical products:

- Organic Grease Remover Solution (750ml): VND 269,100
- Ceramic Hob Cleaning Cream (250ml): VND 206,100
- Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray): VND 242,100
- Drain Unblocker (1000ml): VND 254,320
- Multi Floor Ecolabel Cleaner (1000ml): VND 296,100.
- Glass Surface Cleaner (500ml): VND 175,120

Advantages:

- **Wide Product Range:** Stanhome offers an extensive range of cleaning products and family care items, including dishwashing liquids, detergents, degreasers, and laundry liquids, among others. Their offerings extend to deodorant, intimate hygiene products, cleansers, masks, and perfumes, ensuring a comprehensive solution for household and personal care needs.
- **Eco-Friendly Formulations:** Stanhome's products are designed to respect both family life and the environment, with at least 75% natural ingredients in their formulations. All products that come into contact with the skin are tested under dermatological supervision, ensuring safety and minimal environmental impact.
- **Effective and Easy-to-use Products:** The company provides various effective and easy-to-use products catering to various cleaning needs, from linens to furniture and floor to ceiling. Their commitment to ultra-concentrated products, a rigorous development charter, and a strict selection of raw materials ensures the effectiveness of their offerings.
- **Human-Centered Business:** Stanhome values trust, recognition, mutual support, and enthusiasm, creating a network that aims to make life easier for its customers. The company's approach reflects a human-centered business model, fostering a

community of consultants and customers that thrive on mutual support and recognition.

- **Affordable Pricing:** While the exact pricing details are unavailable, Stanhome, with its wide range of products, likely offers competitive pricing to cater to different customer segments, making cleaning and family care products accessible to a broader audience.

3.1.2. Foreign supplier partners

ECOVER



Figure 25: Ecover Cleaning

Website: <https://www.ecover.com>

Company Name: Ecover

Address: Malle, Belgium.

Phone: 0800 260 66 88

Email: ukpress@ecover.com

Business Type: Manufacturing and sale of eco-friendly cleaning products.

Company Introduction: Ecover, established in 1979 by Frans Bogaerts, is a leading manufacturer of environmentally friendly cleaning products committed to offering solutions that are benign to both human health and the planet. The company has been an S. C. Johnson & Son subsidiary since 2017. With over 40 years in the industry, Ecover aims to enact positive systemic change within everyday products, focusing on battling the plastic waste crisis and promoting sustainability.

Price range: 60,000 VND - 4,500,000 VND for a single product, applicable for bulk purchases or large orders.

Advantages:

- **Extensive Product Range:** Ecover offers various cleaning products categorized into laundry, dishwashing, household cleaning, personal care, and specific ranges like

Ecover Zero and refill options. It designs the products to cater to different cleaning needs, providing customers various choices.

- **Eco-Friendly Formulations:** It formulates the products using plant-based, biodegradable, and mineral ingredients, embodying the company's ethos of a cleaner clean that is gentle on the environment and human health.
- **Innovative Packaging:** Ecover is committed to fighting single-use plastic waste by aiming to make all its bottles from recycled plastic. Their packaging design is to impact consumers while minimizing their environmental footprint positively.
- **Local Sourcing:** Preferably sourcing ingredients and materials as locally as possible, Ecover reduces the transportation miles, thereby minimizing the carbon footprint associated with their products.

3.1.3. Comprehensive Assessment

- **Product Portfolio**

Stanhomes manifests a commendable breadth in its product portfolio, spanning multiple segments and varieties of eco-conscious cleaning commodities. This product diversification furnishes consumers with an expansive array of choices and epitomizes the brand's robust allegiance to environmental stewardship and public health preservation. Conversely, Ecover and Ecosophy exhibit a constrained spectrum of models and varieties, circumscribing consumer choice.

- **Quality Assurance**

All three brands fortify their quality proposition through accreditations from esteemed international bodies, thereby substantiating the safety of their products for both the environment and human health. This augments consumer trust and underscores the brand's accountability and long-range vision toward community welfare and planetary sustainability.

- **Pricing Strategy**

With a rich product portfolio, Stanhome is poised to proffer more competitive pricing structures, thereby broadening the accessibility of its products to a diverse consumer base with varying financial capacities. On the other hand, Ecosophy demonstrates lesser flexibility in its pricing segments, which may constrict customer choice. Lastly, the pricing paradigm for Ecover brand products skews higher, particularly when factoring in ancillary costs such as import duties and taxation.

- **Promotional Policies**

Ecover routinely orchestrates promotional endeavors, notably offering products in bundled packages at preferential prices, thus bequeathing consumers with enhanced savings prospects. In contrast, Stanhome circumscribes its sales events to specific product categories, which may fall short of the expectations of cost-conscious consumers.

Stanhome emerges as a premier choice for individuals seeking diversity in product selection, both segmentally and typologically. Ecosophy aligns well with the needs of businesses or individuals who prioritize ease in the dilution and measurement of detergents, given its propensity to market products in substantial quantities (5000ml or more).

The rationale behind electing Ecosophy as the principal cleaning chemical supplier is underpinned by the abovementioned criteria. Ecosophy furnishes high-caliber, environmentally friendly products but engenders significant convenience during utilization, especially for establishments requiring ample cleaning agents. Additionally, the brand evinces a sustainable vision, as illustrated by its provision of organic cleaning solutions, thereby catering to a market increasingly vigilant about environmental preservation and public health promotion.

3.2. Sanitary Wares' supplier partners

VIET TIN TRADING AND SERVICE INVESTMENT COMPANY LIMITED



Figure 26: Viet Tin Trading and Service Investment Company Limited

Address: 2/13/21 TL13 Street, Thanh Loc Ward, District 12, Ho Chi Minh City, Vietnam

Phone: 028 3977 8281

Hotline: 0911 023 247

Website: <https://dungcuvesinh247.com/gioi-thieu.html>

Business Type: Chemicals, industrial cleaning equipment, specialized equipment for construction companies, hotels, restaurants, etc.

Company Overview: Established in 2013, Viet Tin is one of the leading distributors of top international brands from Europe, the United States, and Asia in the field of industrial cleaning equipment in Vietnam.

The range price for the product:

- House cleaning tools such as Mop, Broom dustpan, etc: 10,000 VND to 300,000 VND.
- Industrial cleaning tools (vacuum cleaner, floor scrubber): 1,000,000 VND to 5,000,000 VND.

Advantages:

- Viet Tin offers a wide range of products, including machinery, tools, and specialized chemicals for cleaning and maintenance, allowing customers to choose the most suitable products for their specific needs.
- Viet Tin is particularly notable for its exclusive distribution of Granite and Marble floor care chemicals from the renowned chemical company Mcare Lab in Singapore.

GREENSPACE CORPORATION



Figure 27: GreenSpace Corporation

Address: A10 Trung Kinh, Cau Giay, Hanoi

Hotline: 0983344183

Website: <http://dungculamsach.vn/gioi-thieu.html>

Business Type: Industrial cleaning equipment

Company Overview: Founded in 2007, Greenspace Corporation is a pioneering company in manufacturing and distributing industrial cleaning equipment.

The range price for the product:

- House cleaning tools such as Mop, Broom, and dustpan: 10,000 VND to 700,000 VND.
- Industrial cleaning tools (vacuum cleaner, floor scrubber): 1,000,000 VND to 5,000,000 VND.

Advantages

- The company continually improves the design and quality of its products, ensuring they meet European standards and offer customers the best prices.
- Greenspace was honored as one of the Top 50 brands, products, and services 2017, receiving official certification for its excellence.
- Greenspace's products have established a strong reputation in the market and are available in numerous supermarkets and agencies across the country.

Shopee LLC



Figure 28:Shopee - an e-commerce platform

Address: Level 29, Lotte Center Hanoi, 54 Lieu Giai Street, Cong Vi Ward, Ba Dinh District, Hanoi

Website: <https://shopee.vn/>

Business Types: C2C (Customer to Customer), B2C (Business to Customer)

Company Overview: Shopee, established in 2015, is a subsidiary of the Sea Group and headquartered in Singapore. According to data from the research company Metric. Vn, Shopee achieved the highest market share in e-commerce in Vietnam in 2022, capturing 72.8% of the market, making it the most popular e-commerce platform in the Vietnamese market.

Advantages

- Numerous livestream sales programs and gamified reward systems encourage frequent user engagement.

- Various product categories include fashion, cosmetics, office supplies, electronics, and household goods.
- Regular discount promotions, special occasion sales, and free shipping offers attract customers keen on discounts and bargain hunting.

3.3. Outsourcing of Cleaning Service

DAI DUONG HUMAN RESOURCES SUPPLY CO.LTD



Figure 29: Dai Duong Human Resources Supply Co.ltd

Website: <https://www.nhanlucdaiuong.com.vn/>

Company Name: Nhan Luc Dai Duong - Dai Duong *Human Resources Supply Co.*

Address: No. 203 Van Phu Street, Phu La Ward, Ha Dong District, Hanoi City

Phone: (+84)829132999

Email: kinhdoanh@nhanlucdaiuong.com.vn

Business Type: Labor subleasing personnel recruitment.

Company Introduction

Dai Duong Human Resource Supply Company Limited is a leading enterprise that furnishes businesses with quality human resources. Engaged in human resource recruitment, Dai Duong has garnered a reputable stature, boasting collaboration with over 50+ customers over its 3-year journey. The company is renowned for delivering superior services at reasonable costs, a feat that has earned the trust of more than 20 partner companies. Right from its inception, Dai Duong carved out clear strategies and developmental trajectories, all aimed at achieving its paramount objective of becoming the foremost brand in Vietnam. It is steadfast in channeling its vigor, youth, creativity, and amassed experience toward offering businesses highly specialized and capable human resources.

Advantages

- Ability to provide a substantial workforce tailored to customer requirements in a brief timeframe.
- Offering a qualified labor pool across various domains.
- Assurance of quantity and quality in the labor force, aligning with diverse customer needs.
- Reputable enterprise adherence to labor subleasing contracts, ensuring prompt resolution of customer requests.

3.4. Logistics partners

VIETTEL POST JOINT STOCK COMPANY



Figure 30: Viettel Post

Website: <https://viettelpost.com.vn/>

Company Name: Viettel Post Joint Stock Company

Address: No. 1 Giang Van Minh - Kim Ma Ward - Ba Dinh District - City. Hanoi

Contact: 024-62660306 Fax: 024-69522490

E-mail: cskh@viettelpost.com.vn

Business Type: Logistics, transport

Company Introduction

Viettel Post is one of the leading companies in Vietnam in transportation and postal services. Established in 2008, Viettel Post is a part of the Military Industry and Telecommunications Group (Viettel Group) - one of the leading telecommunications groups in Vietnam. The company provides professional and high-quality transportation services, including express delivery, door-to-door delivery, and other postal services. Viettel Post has developed enormously over the years, gaining an excellent reputation in the transportation service industry. With a nationwide network, Viettel Post offers flexible and efficient transportation solutions for customers ranging from individuals to businesses. The company focuses on providing quality transportation services and invests in technology to improve the customer experience. Additionally, Viettel Post offers advanced digital services, including online

delivery solutions and e-commerce services, making it convenient for businesses and consumers to transport goods and conduct online transactions. It has helped Viettel Post become a reliable partner in addressing transportation and postal issues in Vietnam.

Advantages

- Extensive network: With a nationwide transportation and postal service network, Viettel Post is capable of providing reliable services to every region, even to remote areas.
- Technological investment: Viettel Post emphasizes investing in modern technology to streamline the delivery process and reduce delivery times, thereby enhancing the customer experience.
- Diverse services: Offering a range of services from express delivery, door-to-door delivery to e-commerce solutions, Viettel Post meets the diverse needs of businesses and individuals.
- Reputation and quality: With a commitment to meeting deadlines and ensuring the safety of goods, Viettel Post has built trust from customers by providing high-quality and reliable services.

3.5. Financial partners



Figure 31: Viettel Money

Website: <https://viettelmoney.vn/>

Company Name: Viettel Military Industry and Telecommunications Group

Address: Lot D26, New Urban Area, Cau Giay, Hanoi

Contact: 1800 8098 Fax: 024 6255 6789

E-mail: truyenthong@viettel.com.vn

Business Type: Telecommunications, mobile, e-wallet, comprehensive digital financial ecosystem

Company Introduction

Viettel is one of the largest telecommunications groups in Vietnam, with diversified business activities, including mobile telecommunications, fixed-line telecommunications, internet, network services, and various other information technology products and services. The Viettel Group has expanded widely across Vietnam and other international markets, holding a significant position in the international telecommunications market. *Viettel Pay* is a digital payment service developed by Viettel. It provides electronic payment solutions and online financial services, enabling users to conduct transactions conveniently and securely. *Viettel Money* is a comprehensive digital financial ecosystem that includes Viettel Pay, which facilitates money transfers, bill payments, online shopping, and several other financial and payment-related functions.

It is growing popular among Vietnamese users for completing online financial transactions. Users in Vietnam can perform financial transactions online.

Advantages

- **Security:** Viettel Pay prioritizes the security of financial transactions, employing advanced security protocols to protect users' sensitive data and financial information.
- **Convenience:** The program has a user-friendly layout that allows users to execute numerous operations, such as bill payments, money transfers, and online shopping, all from one platform.
- **Accessibility:** Viettel Pay is accessible to a large user base in Vietnam, catering to the diverse needs of both individuals and businesses and providing them with a comprehensive and efficient digital payment solution.
- **Integration:** The application seamlessly integrates with various services and platforms, allowing users to make payments across a wide range of merchants and services, contributing to its widespread adoption and popularity.
- **Innovation:** Viettel Pay continually introduces innovative features and updates, keeping pace with the latest technological advancements and user demands in the digital payment landscape, ensuring a cutting-edge and competitive service.

4. Key Resource

4.1. Human resources

Human resources are an incredibly significant aspect of ÉcoMaison's operations as a firm that specializes in home cleaning services. A start-up believed to need 15 permanent personnel to handle consumer house cleaning requests to run efficiently and financially. The Founder team will consist of 5 persons, with the remaining ten workers aged 18 to 45. It is a responsive and healthy age group, ideal for the ethos of ÉcoMaison.

4.1.1. Management Team

The management team of ÉcoMaison is playing a vital role in the company. They are the ones who run the company with enthusiasm and dedication. They turn the love for nature and the environment into action by keeping the spirit and the quality of the offered service.

The CEO is the person who is responsible for running the company. The CEO's work is making short-term and long-term tactics and plans, which also means that she has to work hard to understand the trends of both the company and the market to make the enterprise adaptable to the new needs of customers.

The Partner Relationship Manager oversees and nurtures relationships with business partners, affiliates, and collaborators. Their primary goal is to build mutually beneficial partnerships to drive business growth.

The Marketing Department Manager oversees all marketing activities within the organization and is responsible for developing and implementing effective marketing strategies to achieve the company's goals.

The Back Office Manager oversees the administrative and support operations that keep the organization running correctly. Both the HR team and the accountant are involved in this job.

The Customer Service Manager is in charge of supervising the customer service department and achieving a high level of client satisfaction. They are crucial to the ÉcoMaison's reputation.

4.1.2. Employees who work directly with customers

Sales & QA team

The sales team of ÉcoMaison was selected and trained carefully to deeply understand the meaning of eco-cleaning and the knowledge about our service. The sales team also knows the customer insight and is enthusiastic about helping them choose the best solution for their needs.

Cleaning staff

The cleaning staff are hard-working and well-trained and clean the house meticulously to meet customer satisfaction. They can even do special deep cleaning needs by being flexible and professional.

4.2. Financial resources

Financial resources are significant in shaping and sustaining the development of ÉcoMaison. The diversity and stability of these resources help the business remain resilient in the face of challenges and capitalize on market opportunities.

The enterprise's capital is one of the critical resources and pillars of all core business activities. For ÉcoMaison, the total initial cost amounts to 533.795.400 VND. This amount will be invested in all project categories, including equipment, chemicals, and the necessary documentation to initiate business operations.

Furthermore, we have established a financial reserve of 150.000.000 VND to address any unforeseen issues during business operations.

5. Key Channels

The Key Channels for ÉcoMaison encompass both online and offline strategies that ÉcoMaison employs to reach its target audience, enhance accessibility, and provide excellent service delivery.

Online Channels

ÉcoMaison recognizes the significance of a robust online presence in today's digital age. We leverage various online channels to connect with our audience effectively and provide eco-friendly house cleaning services that are easily accessible.

- **Social Media Engagement:** ÉcoMaison maintains an active presence on prominent social networking platforms, including Facebook, Instagram, and TikTok. These

platforms serve as dynamic spaces where we engage with our community, share valuable content about the benefits of our eco-friendly services, and foster a sense of belonging among our followers.

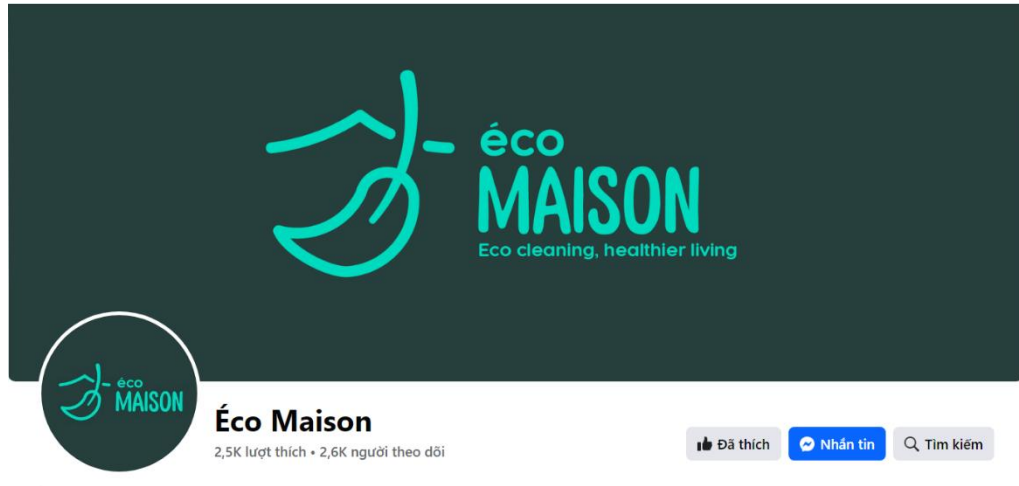


Figure 32: ÉcoMaison's Facebook

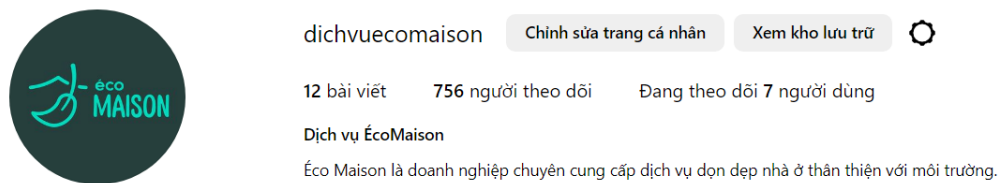


Figure 33: ÉcoMaison's Instagram account

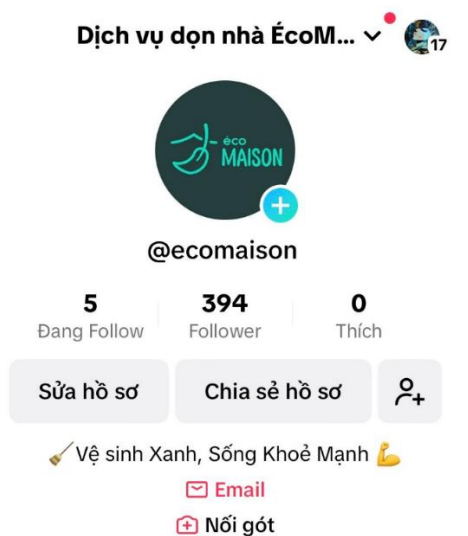


Figure 34: ÉcoMaison's TikTok account

- Landing Page for Comprehensive Information: Our dedicated landing page on the internet is a central hub for comprehensive information about our services. Visitors can explore detailed insights into our environmentally conscious cleaning solutions, read testimonials, and access booking options. This digital gateway optimizes our online visibility and accessibility.

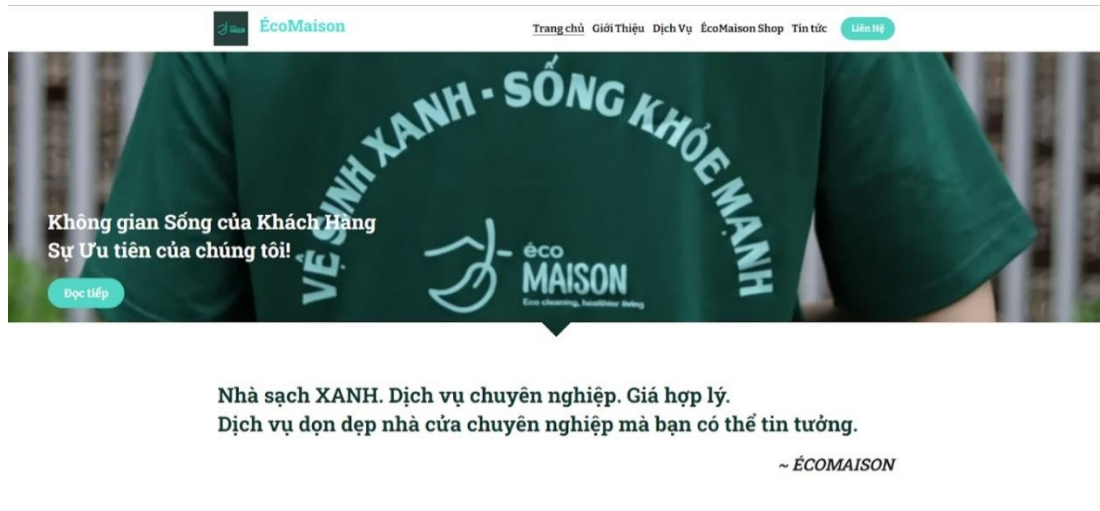


Figure 35: ÉcoMaison's Landing Page

- Online Booking Convenience: ÉcoMaison is committed to convenience. Customers can easily make online reservations for our eco-friendly house cleaning services through our user-friendly landing page. This feature empowers customers to book appointments at their convenience, 24/7, aligning with modern consumers' preferences.

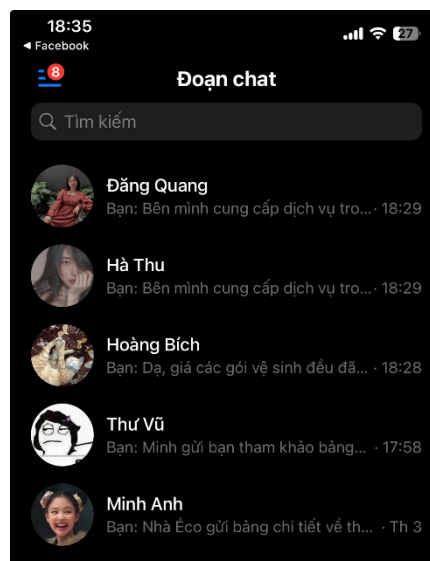


Figure 36: ÉcoMaison's Customer Order on Facebook (Source: ÉcoMaison, 2023)

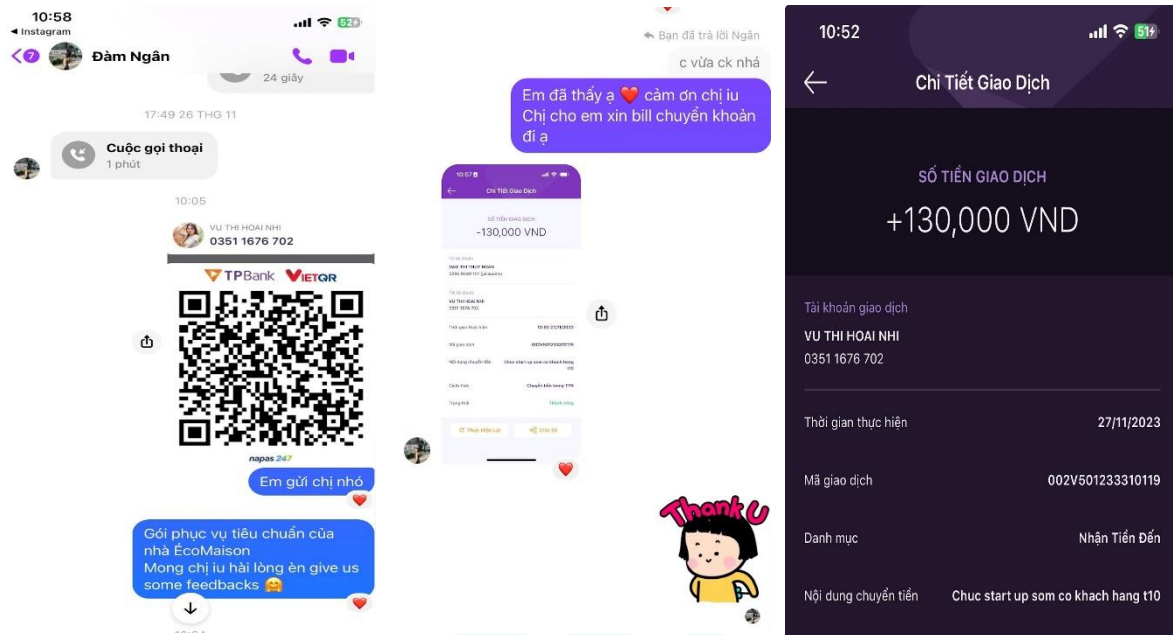


Figure 37: ÉcoMaison’s Customer Payment (Source: ÉcoMaison, 2023)

Offline Channels

While the digital realm is essential, ÉcoMaison recognizes that some customers value in-person interactions and consultations. To cater to diverse preferences, we maintain a physical presence in addition to our online channels.

Physical Office Near GoldMark City Urban Area: Our physical office, conveniently located near the GoldMark City urban area in Hanoi, offers customers an in-person avenue to engage with ÉcoMaison directly. It serves as a hub for inquiries, consultations, and face-to-face interactions. This offline channel ensures accessibility for those who prefer a more traditional, in-office experience.



Figure 38: ÉcoMaison's office left view from the outside outside



Figure 39: ÉcoMaison's office right view from the outside outside

We recognize the importance of a dynamic online presence to engage with a broader audience and facilitate convenient online bookings. Simultaneously, our strategically situated physical office caters to customers who prefer in-person interactions. This multi-channel approach allows us to accommodate diverse customer needs, ensuring that our eco-friendly house cleaning services are accessible to all.

6. Marketing Mix 5ps

6.1. Product (Service)

ÉcoMaison stands as a pioneer in the domain of eco-friendly home cleaning services. Our brand is rooted in the mission to make eco-conscious cleaning accessible to a broader audience, offering a wide spectrum of services that cater to diverse customer needs in home cleanliness and environmental responsibility.

6.1.1. Core Customer Values

Our services encompass the values of cleanliness, sustainability, and well-being, ultimately offering more than just a clean home. We recognize the importance of cleanliness and its

direct impact on the health and harmony of your living space. ÉcoMaison's core customer values underscore our unwavering commitment to our brand ethos:



Figure 40: ÉcoMaison's Core Customer Values

- **Eco-friendly Cleaning Practices:** Sustainability and environmental responsibility are at the core of our services, addressing the growing need for eco-conscious living.
- **Professionalism and Trust:** Our customers highly value the professionalism, reliability, and trustworthiness we bring into their homes.
- **Well-being and a Clean-Living Environment:** ÉcoMaison acknowledges the profound influence of a clean living environment on the residents' overall well-being. We prioritize the creation of a healthy living space.
- **Convenience and Accessibility:** ÉcoMaison ensures convenience and accessibility, making eco-friendly cleaning accessible to a broad demographic.

6.1.2. Actual Service

ÉcoMaison's service portfolio extends beyond standard house cleaning, reflecting a holistic approach to address the diverse needs of our clientele:



Figure 41: ÉcoMaison's Actual Service

Eco-Clean Home Services: Our flagship service embodies the essence of an eco-conscious lifestyle. We utilize environmentally friendly cleaning practices and safe, sustainable products to ensure a pristine and health-conscious living space.

Deep Cleaning: Going beyond surface-level tidiness, our comprehensive deep cleaning targets even the most hard-to-reach areas, ensuring every corner of your home reflects a truly spotless environment.

Specialized Services: At ÉcoMaison, we understand each customer's unique needs. Our specialized services include organizing, decluttering, and pet-friendly cleaning options, all customized to cater to your specific requirements.

Customizable Packages: We believe in a personal touch. That's why ÉcoMaison offers customizable cleaning packages, designed to adapt to the diverse needs of our clients, ensuring a perfect fit for every home.

Comprehensive Cleaning Solutions: ÉcoMaison prides itself on thoroughness. Our detailed cleaning process includes:

- Sanitizing wall and tile surfaces, effectively removing stains and buildup.
- Meticulously cleaning every interior aspect, from furniture to decorations, ensuring no spot is left untouched.

- Conducting an initial sweep to eliminate cobwebs, dust, and debris from all areas, including hard-to-reach ceilings.
- Assisting in the decluttering process by removing designated unused items.
- Extending our cleaning expertise to outdoor areas such as yards, patios, and drainage systems.
- Ensuring each room – whether it's the living room, bedroom, kitchen, or bathroom – is immaculately cleaned.
- Careful cleaning of window frames, doors, and partition systems.
- Additional services like dishwashing and utensil cleaning to complete the home care experience.

These essential services mentioned above will be included in our following packages:

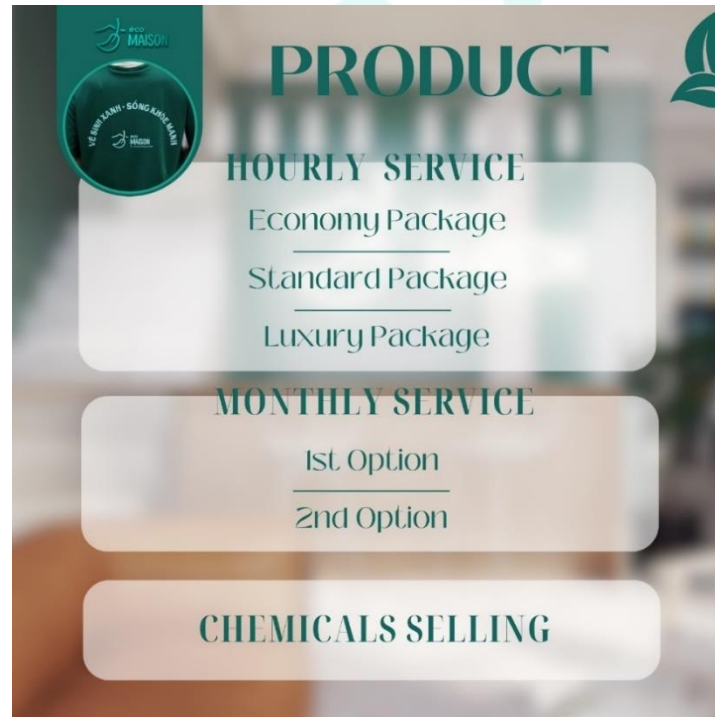


Figure 42: Product of ÉcoMaison - Home Eco-cleaning Company

6.1.2.1. Hourly Service

This category offers three primary packages:

- **Economy Package:** Perfect for customers seeking cost-effective solutions. This package is ideal for efficient, thorough cleaning, ensuring affordability and quality.

- **Standard Package:** Tailored for those who wish to experience ÉcoMaison's fundamental services and Deep cleanings (removing stains, grease, and grout lines). It balances comprehensive cleaning and value, offering a taste of our brand's quality.
- **Luxury Package:** The epitome of high-end cleaning services, this package is designed for luxury and detail-oriented customers. It features our most exclusive services, delivering unparalleled cleanliness and sophistication. (e.g., some complete services could be a more profound and thorough cleaning, pet-friendly organizing and tidying, plant care, or combined green lifestyle consulting, etc.)

6.1.2.2. *Monthly Service*

Comprising two flexible options:

- **First Option:** Provides 3 hours of service daily, three days a week. This package is perfect for regular cleaning, allowing customers to schedule services at their convenience, ensuring up to 3 hours of cleaning per day, three days a week.
- **Second Option:** Offers 2 hours of service daily, five days a week. Ideal for consistent cleaning, this package ensures that your space remains spotless throughout the week, with the flexibility of 2 hours of dedicated service each day for five days.

ÉcoMaison's services are thoughtfully designed to blend efficiency with environmental consciousness, delivering pristine living spaces while nurturing the planet.

The survey results revealed that over 71% of respondents, who have previously utilized home cleaning services, showed a deep interest in the service packages offered by ÉcoMaison. Notably, the 'Standard' package, chosen by 73.3% of these respondents, garnered exceptional interest. This inclination towards starting with basic services before exploring other options is attributed to the nature of the eco-friendly cleaning industry, which requires time to establish credibility and earn customer trust. Additionally, two monthly package options also attracted significant attention, with 50% and 45.6% of the respondents who had previously used home cleaning services showing interest in these packages respectively. This data underscores a growing trend among consumers to initially

opt for fundamental services as a stepping stone to more comprehensive cleaning solutions.

Which packages in the list of service packages above do you want to use to clean your house?
472 câu trả lời

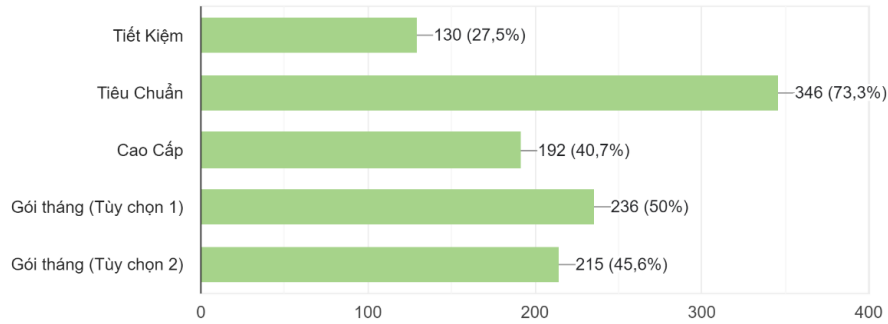


Figure 43: Distribution of Core Service

6.1.2.3. Chemicals Selling

In addition to our core eco-friendly cleaning services, ÉcoMaison proudly offers a selection of environmentally responsible cleaning products from renowned brands in the Vietnamese and international markets. These products are carefully chosen to align with our commitment to sustainability and efficacy. Below is a detailed overview of our additional product lines:



Figure 44: ÉcoMaison's additional Eco-chemical products lines

Ecover Product Line

- **Surface Cleaner for Windows & Glass:** This cleaner is specially formulated for streak-free cleaning of glass surfaces and windows, ensuring clarity and shine without harmful chemicals.
- **Multi-Action Surface Cleaner:** A versatile cleaner suitable for a wide range of surfaces, providing effective cleaning power while being gentle on the environment.
- **Surface Cleaner for Oven & Hob:** Designed to tackle tough grease and burnt-on food, this cleaner makes your cooking surfaces sparkle without harsh chemicals.
- **Bathroom Surface Cleaner:** This product is tailored for bathroom surfaces, effectively combating soap scum and limescale while maintaining eco-friendliness.
- **Fast-Action Toilet Cleaner:** A powerful cleaner for your toilet, offering fast and effective results, ensuring hygiene and freshness with minimal environmental impact.

Stanhomes Product Line

- **Anti Calc Stanhomes Standard Air Label Score (500ml):** A high-performance product designed to remove calcium deposits, ideal for bathrooms and kitchens.
- **Multi Floor Ecolabel Cleaner (1000ml):** This eco-certified cleaner is perfect for all types of flooring, delivering a thorough clean with a reduced ecological footprint.
- **Organic Grease Remover Solution (750ml):** Effectively cuts through grease and grime on various surfaces, using organic ingredients that are safe for the environment.
- **Ceramic Hob Cleaning Cream (250ml):** A specialized cream for ceramic hobs, gently but effectively cleaning without scratching the surface.
- **Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray):** Keep your refrigerator smelling fresh without harmful chemicals, using this natural and effective deodorizing solution.

Ecosophy Product Line

- **Carpet Cleaning Chemicals (500ml & 100ml):** Available in two convenient sizes, these carpet cleaners tackle stains and odors, leaving carpets refreshed and environmentally safe.

- Multipurpose Cleaning Chemicals (500ml & 100ml): Designed for a variety of cleaning tasks, these multi-use cleaners are effective yet gentle on the planet.
- Stone Floor Cleaning Chemicals (500ml & 100ml): Specially formulated for stone floors, these cleaners remove dirt and grime, preserving the natural beauty of your stone surfaces.

The survey results indicate that over 71% of the participants who have previously utilized home cleaning services expressed a keen interest in using specific product lines. Notably, products such as Ecosophy Multi-Purpose Cleaning Chemicals, Ceramic Stove Surface Cleaning Cream, and Stanhome's Anti Calc Super Descaler are highly favored due to their versatility and utility. These products are particularly sought after for their efficiency in dealing with various cleaning challenges commonly encountered in household settings. Their ability to provide effective cleaning solutions while being user-friendly makes them a top choice among consumers who prioritize both quality and convenience in their cleaning regimen.

Which products from the above product list do you want to buy to use for house cleaning?
472 câu trả lời

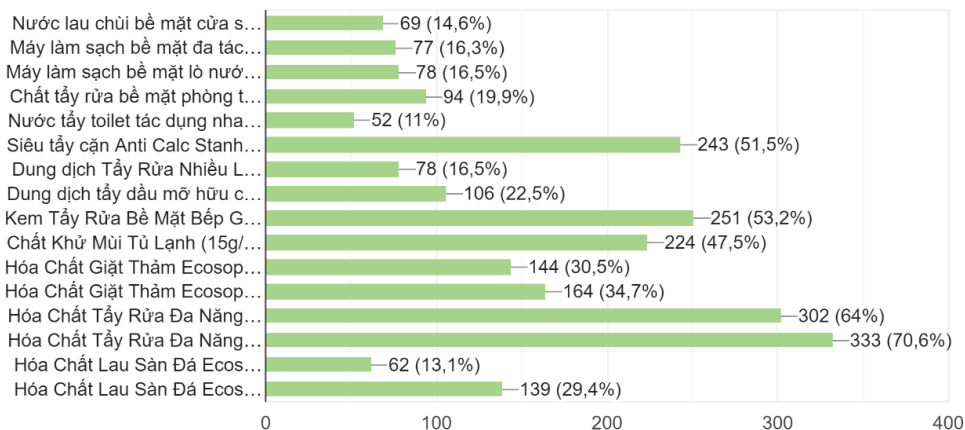


Figure 45: Distribution of Additional Service

At ÉcoMaison, we believe in providing our customers with sustainable choices that don't compromise on quality. Each product in our range is carefully selected to align with our eco-friendly philosophy, ensuring that our customers can maintain their homes in a way that is both effective and respectful of the environment.

6.1.3. Additional Service

Augmented services are a hallmark of ÉcoMaison's commitment to delivering exceptional customer experiences, firmly grounded in the field of economics:

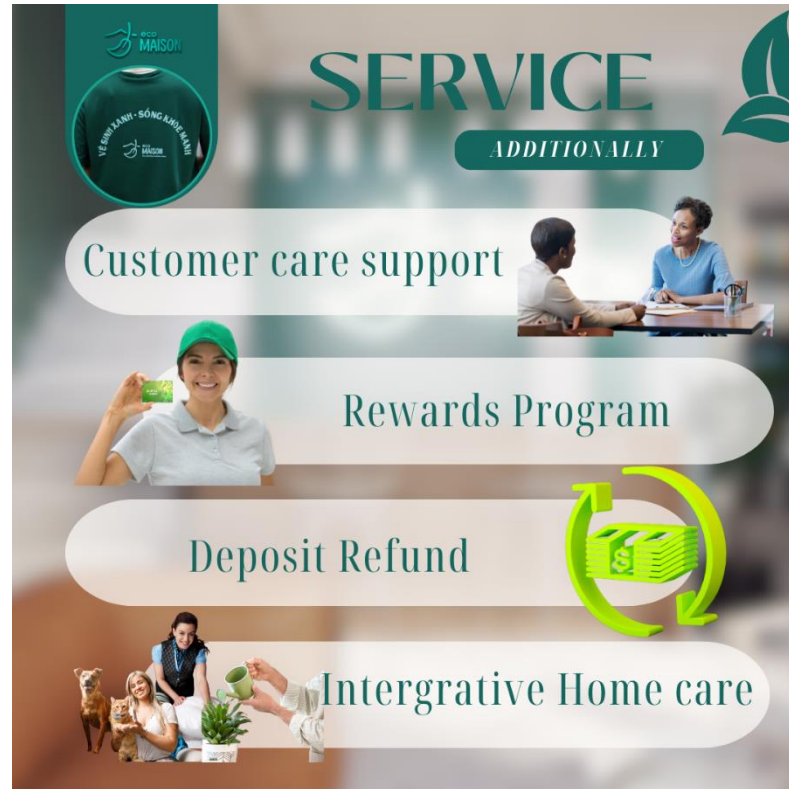


Figure 46: Additional Service of ÉcoMaison Home Eco-Cleaning Service Company

- **Customer Care Support:** The post-sales phase is pivotal to the customer journey. ÉcoMaison's responsive and professional customer service team efficiently addresses customer queries and concerns, heightening overall service quality.
- **Rewards Program:** Fostering customer loyalty, our rewards program entices returning clients with discounts, promotional offers, and benefits linked to client referrals, ultimately reinforcing the bond between customers and the brand.
- **Deposit Refund:** Our refundable deposit policy enhances trust and financial assurance for customers, reflecting our commitment to economic transparency and customer peace.
- **Space Organizing and Green Care Services:** Understanding the importance of a harmonious living environment, ÉcoMaison offers specialized services in organizing living spaces and caring for green areas. Our expert team can transform any space into an orderly, serene haven, while our green care services ensure that your plants

receive the attention they deserve. This service is ideal for customers who value a tidy, well-arranged home and the vibrancy of well-maintained plants.

- **Pet Care Services:** For customers with pets, ÉcoMaison extends its services to include pet care. Recognizing pets as beloved members of your family, our team provides engaging and compassionate care, ensuring your pets are happy and well-attended while we take care of your home.

ÉcoMaison's services are meticulously designed to align with the evolving economic landscape that champions sustainability, trustworthiness, and customer-centric experiences. Our commitment extends beyond cleaning to reflect a comprehensive house care approach that integrates economic, environmental, and customer-centric perspectives. ÉcoMaison's success resides in its ability to offer more than just a service; it provides a holistic lifestyle choice that harmonizes with the modern values of eco-conscious living and personal well-being.

6.2. Price

In ÉcoMaison 5Ps' marketing mix approach, price is a critical aspect. This is a crucial component for generating income. It also helps with other tasks, including distribution, promotion, and service promotion.

6.2.1. Home Eco-cleaning service

We developed particular rates based on the findings of a poll of 472 respondents on how much they spend on house cleaning services monthly. With 60% of survey respondents spending 2.000.000 - 5.000.000 VND per month for utilizing the house cleaning service, 25,8% are paying less than 2.000.000 VND per month, and 14,2% will pay more than 5.000.000 VND per month. We recognized and established appropriate pricing lists for the customers we are targeting.

Trung bình một tháng anh/chị chi ra bao nhiêu tiền cho các dịch vụ dọn dẹp vệ sinh nhà ở?
472 responses

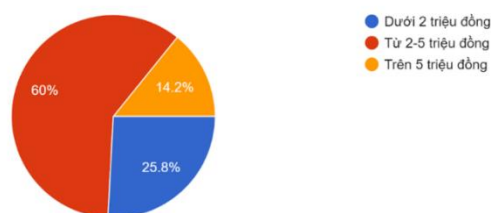
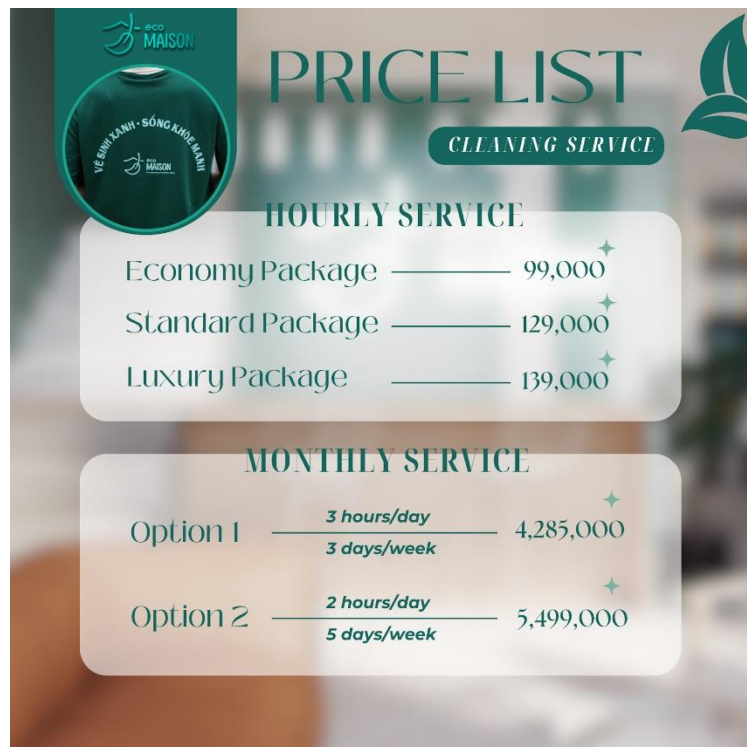


Figure 47: The chart shows the percentage of respondents on how much they will pay for home cleaning services monthly on average.

ÉcoMaison's pricing approach will be separated based on the service packages that consumers use, and the price may alter based on customer feedback and wants when utilizing the service. More precisely, at each request level, ÉcoMaison will provide the following prices:



PRICE LIST		
CLEANING SERVICE		
HOURLY SERVICE		
Economy Package	—————	99,000
Standard Package	—————	129,000
Luxury Package	—————	139,000
MONTHLY SERVICE		
Option 1	$\frac{3 \text{ hours/day}}{3 \text{ days/week}}$	4,285,000
Option 2	$\frac{2 \text{ hours/day}}{5 \text{ days/week}}$	5,499,000

Figure 48: Price of ÉcoMaison Home Eco-cleaning Service Company

6.2.1.1. Hourly Service

- Economy Package: VND 99,000 (Efficient and thorough cleaning, ensuring affordability and quality).
- Standard Package: VND 129,000 (fundamental and deep cleaning focusing on stains, grease, and grout lines).
- Luxury Package: VND 139,000 (exclusive, sophisticated experience with services like profound cleaning, pet-friendly organizing, and green lifestyle consulting).

6.2.1.2. Monthly Service

- Option 1 Package: VND 4,285,000 (3 hours/day, 3 days a week, ideal for regular cleaning and convenient scheduling).

- Option 2 Package: VND 5,499,000 (2 hours/day, 5 days a week, ensuring consistent cleanliness throughout the week with the flexibility of dedicated service each day).

6.2.2. Eco-Chemicals Selling

ÉcoMaison eco-chemicals portfolios comprise three main kinds of ÉcoMaison key partners. It included five types of Ecover, five types of StanHome, and three kinds of Ecosophy, each with its function. According to our survey, this price is based on the import price from the brand’s manufacturing and customers’ preferences. Especially, Ecosophy eco-products only have three main kinds, which contain 5000ml inside. Therefore, based on customer behaviors and convenience, ÉcoMaison offered two forms of extraction with smaller capacities of 500ml and 100ml, both convenient and affordable for customers.



Figure 49: Price of Ecover’s product lines that ÉcoMaison will sell



Figure 50: Price of Stanhome product lines that ÉcoMaison will sell



Figure 51: Price of Ecosophy product lines that ÉcoMaison will sell

6.3. Process

6.3.1. Cleaning Service Provision Process when Customers Come to ÉcoMaison

ÉcoMaison's service provision process is a well-defined and meticulous journey, ensuring exceptional eco-cleaning services with a focus on precision, punctuality, and an unwavering dedication to fostering a cleaner home and a greener planet. The step-by-step process is as follows:



Figure 52: The process of Cleaning Provision when customers come to ÉcoMaison

6.3.2. The process of selling eco-friendly chemicals of ÉcoMaison Shop



Figure 53: The process of selling eco-cleaning chemicals of ÉcoMaison

6.3.3. Recruitment and training process

ÉcoMaison will search for potential candidates on reputable groups and websites or job search platforms such as TopCV, LinkedIn, and Vietnam work, then check the candidates' certificates and qualifications to find suitable candidates. Consistent with company requirements.

6.3.4. Payment Process

Customers can pay using cash, scan QR codes, or use direct payment methods such as Napas and Visa/Mastercard. E-wallets such as Shopee Pay, Viettel Money (ViettelPay), and Momo are also accepted. After payment confirmation, an invoice will be sent to the customer.

6.4. Physical Evidence

Building a different and successful brand is crucial to affirm ÉcoMaison's positioning compared to competitors. ÉcoMaison focuses on building brand identity and image on social networks as a professional brand, aiming to provide high-quality, protective, and environmentally friendly services. That will show through creative and modern green tones, which are physical evidence that customers will welcome. ÉcoMaison's identity set includes a logo, uniform, business card, employee card, and physical office.

6.4.1. Logo

The ÉcoMaison logo is designed with two images of a roof covering a broom, the broom handle reaching up to the house, creating a simple but perfect picture. These two images

symbolize the company's home cleaning service and the spiritual value that ÉcoMaison wants to bring - becoming a dedicated companion to customers' homes, providing a clean and green living space, and protecting health and the environment.



Figure 54: Logo of ÉcoMaison

Above all, the company name is placed to the right of these two images to more strongly affirm that the company will always be the customer's 'right hand' in daily activities and during special holidays. With a simple, modern design and clear symbolic meaning, ÉcoMaison's Logo will become a familiar and recognizable brand symbol. It demonstrates the company's professionalism and reputation in providing cleaning services. In addition to being used on promotional materials, ÉcoMaison's logo is also printed on products such as business cards, uniforms, employee cards, and office cards to increase recognition and demonstrate the company's professionalism.

We intend to register the copyright of the ÉcoMaison brand logo at the Vietnam Intellectual Property Office after 3 to 5 years of operation.

6.4.2. Uniform shirt

ÉcoMaison's uniform shirt has an image and text logo and the tagline 'Eco Cleaning, Healthier Living' in the middle of the left chest on the front of the shirt. The logo is shown in striking mint green on a moss green shirt background, which is also the corresponding

color set on the logo. The shirt material is 100 cotton, stretchy, and cool to wear, suitable for performing our services.



Figure 55: Uniform Shirt of ÉcoMaison

The back of the shirt is embellished with our logo again, combining the circular arc above with the Vietnamese text - a translation of the tagline 'Về sinh Xanh - Sông khỏe mạnh.' It makes it easier for ÉcoMaison to position its brand with its target audience.

Furthermore, the material printed on the shirt is heat transfer technology combined with silk printing to ensure durability and not fade after washing.

With this iconic logo, ÉcoMaison's uniforms create a meaningful and professional image. When providing customer service, each employee wears this uniform to demonstrate commitment and prestige to a professional, dedicated, and environmentally friendly service experience.

6.4.3. Card Visit

ÉcoMaison business cards want to create professionalism for potential customers by orienting a simple style in the brand identity. A logo image on one side symbolizes a green, environmentally friendly cleaning service. Clear contact information on one side includes the company's phone number and address. This information helps customers quickly contact ÉcoMaison when needed.



Figure 56: Card Visit of ÉcoMaison

The back of the business card is the logo image with the brand tagline rounded in the diamond shape, showing unity and focusing on the best customer service.

The design of Card Visit is also created with two tone of moss green and mint on a white background, with a professional style, helping potential customers feel secure and decide to use ÉcoMaison's services. With beneficial information and beautiful design, Card Visit by ÉcoMaison will undoubtedly be an essential tool to help the company attract and retain many new customers.

6.4.4. Employee's identification card

ÉcoMaison - Home eco-cleaning service's employee card will have a simple yet professional design, suitable for the cleaning service industry, with the primary colors being blue and white - the colors of nature and freshness.

Front of employee card

Color scheme: The card will have a white background combined with moss green, creating a clean, green, and environmentally friendly feeling. Borders and details such as text and images will be designed in moss green, adding a sophisticated touch that complements ÉcoMaison's color theme.

Logo: ÉcoMaison's logo will be placed in the top center, using a moss green background that creates the effect of bolder text and images in the logo, emphasizing the services ÉcoMaison provides.

Employee name and title: The employee's full name will appear in the card's center, under the employee's circular frame image, using a basic moss green font similar to the logo background. Below the name will be the employee's job title, such as "Founder," "Design," or "Employee."



Figure 57: Employee identification card of ÉcoMaison

Back of employee card

The back of the card combines the leading color tone of ÉcoMaison's logo with a moss green background and mint letters with glossy highlights, maintaining uniformity and professionalism. In addition, mint green waves run through the image and brand name, showing ÉcoMaison's desire to develop continually.

Lanyard

Lanyards will be designed similarly to employee identification cards to achieve uniformity and aesthetics. It will be made from soft, comfortable fabric, highlighted in blue with the ÉcoMaison logo and the words "Home Eco-cleaning service" printed repeatedly on the laces.

6.4.5. Physical Office

ÉcoMaison will be the face of the entire central system. ÉcoMaison office meticulously invests in office design and brand identity to affirm its position in the market compared to competitors. ÉcoMaison's modern, sophisticated style creates a sense of professionalism, peace of mind, and trust for customers when visiting and consulting services. The office will be located at No.233 Hoang Cong Chat Road, Phu Dien Street, Bac Tu Liem District, Hanoi, which is a route leading to Hanoi's main traffic arteries such as Ho Tung Mau, Xuan Thuy, Cau Giay. In addition, there is also convenient transportation. This area also concentrates many houses and apartment complexes, where many households live and work. It is the main reason why we decided to choose this place.

ÉcoMaison was renovated and repaired from the existing premises with a total floor area of 2 floors of 72m² and an equivalent usable area of 72m². Because the characteristic of the cleaning service industry is to provide workers at customers' homes or apartments, offices will be invested to serve essential functions such as customer care, administration, and marketing.

To create an ideal space, we designed the office in a modern style with a green theme, creating a perfect working and consulting space, creating a sense of professionalism and peace of mind for customers. After careful calculations, we decided to design the interior outside the center according to the 3D simulation image below.



Figure 58:ÉcoMaison’s office view from the outside front

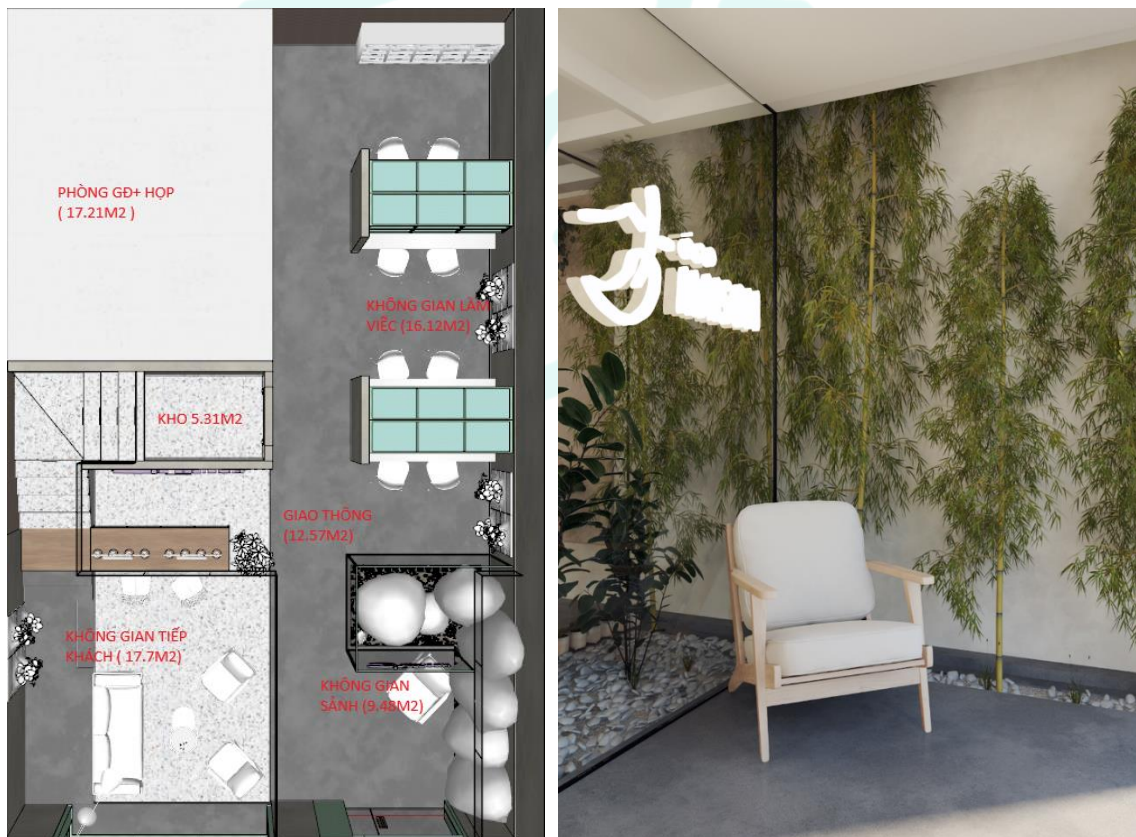


Figure 59:ÉcoMaison’s office 3D design view from the top down and ÉcoMaison’s Relaxation area in the lobby

A 2D design with a top-down perspective will show the layout and area of the working areas. There are six areas, including 1 for the director and a staff meeting room on the 2nd floor.



Figure 60:ÉcoMaison's reception area from the entrance

Upon entering the ÉcoMaison office, customers are welcomed by a spacious, elegant lobby area. Right in the entrance hall are seating arrangements for employees or clients to relax beside a transparent glass-encased greenery cultivated with stones. On the glass casing facing the entrance is an image of the ÉcoMaison logo and the company name.



Figure 62:ÉcoMaison's reception area viewed from the left corner



Figure 61:ÉcoMaison's reception area viewed from the center front

The reception desk is designed with an open layout resembling a café, adorned with meticulous decoration, featuring overhead spotlights that create an inviting and attentive customer atmosphere. In the middle of the reception area wall is an image of the ÉcoMaison logo and the company name.

In front of the reception desk, ÉcoMaison receives and provides customer service consultation. This area will feature an elegant, long leather sofa with two cushioned armchairs and a central table. The table will be adorned with small flower vases and water glasses.

To the reception desk's right is the departmental work area entrance. Separated by a straight line of translucent glass cabinets along the entrance, this elegantly designed feature caters to the working staff and visiting clients in the office.



Figure 63:ÉcoMaison's employee workspace view from the front corner



Figure 64:ÉcoMaison's employee workspace view from the back corner

Venturing into the working area of the Back Office, Partnership Relationship Management and Customer Service teams, two long tables arranged, each flanked by two chairs on either side, providing seating for approximately eight employees. This layout allows departmental staff to work in distinct clusters while maintaining an interconnectedness. To the right of each table, separation is achieved by walls and walkways, creating a workspace that is both open and enclosed, facilitating efficient and productive work. Additionally, ÉcoMaison has implemented sturdy document shelves above each workstation, contributing to space efficiency and accessibility.



Figure 65:ÉcoMaison's director's office and corporate meeting room

The second mezzanine floor serves as the working space for the director, incorporating a staff meeting room, arranged spaciouly and systematically with all necessary amenities, including air conditioning, a refrigerator, a TV, a clock, a coffee maker, and landscape paintings. The director's desk and chair are modernly designed, featuring the company's ÉcoMaison logo and name in neon green. In front of the director's desk is a circular area with multiple seats strategically arranged for effective information exchange and productive work discussions.

The most notable thing about the ÉcoMaison office is the friendly and professional atmosphere of the staff. They are always ready to listen to customers' opinions and give dedicated and professional advice. With beautiful space and dedicated staff, ÉcoMaison is a reliable address for those who want to experience home cleaning services that are exceptionally environmentally friendly.

6.5. Promotion

6.5.1. Digital Marketing

ÉcoMaison's Facebook page is vital in attracting customers and growing our business. To create an effective Facebook page, ÉcoMaison focuses on reaching a target audience of

people in two age groups, 26 - 35 and 36 - 45 years old, who need cleaning services. Professional and concerned about environmental protection, especially in a busy life and stable income.

ÉcoMaison will provide various educational content, helping customers better understand the benefits of using environmentally friendly cleaning services, including minimizing environmental impact and protecting families' health. We will also share stories from customers who have experienced ÉcoMaison's services.

ÉcoMaison's Facebook page will continually update the latest information on service packages, promotions, and discounts, helping customers easily grasp information and choose the appropriate service. To create more interaction on the site, ÉcoMaison can organize activities such as minigames, challenges, live streams, and gift-giving workshops for lucky customers. It helps increase customer engagement on the site and helps the company reach potential customers.

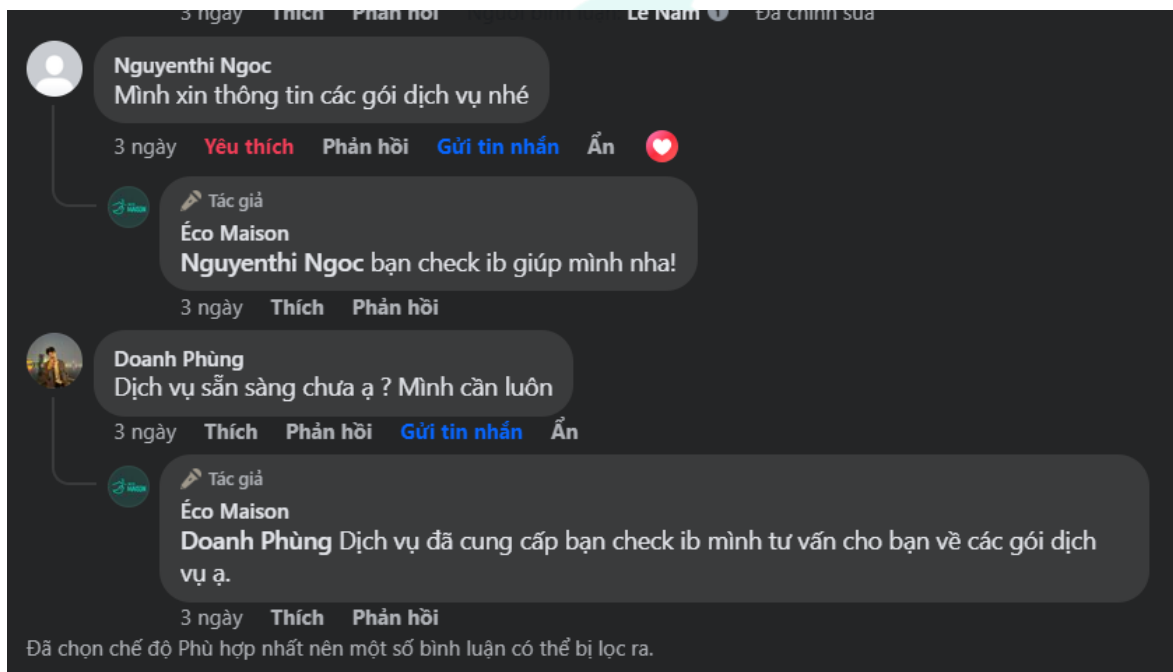


Figure 66: Interact with customers through posts on the Facebook page



Figure 67: Interact with customers feedback through Facebook page

TIKTOK

We have established an effective posting plan on the platform to attract customer interest. This plan includes posting short videos about cleaning methods, sharing information about ÉcoMaison's services, and introducing our unique products. This way, a short video or image with trending sound is made with a specific script and shaped with attractive images and sounds to make the content interesting and appealing to viewers.

We also use appropriate hashtags, like #ÉcoMaison, #dondep, #ecoclean, #clean, #dondephao, and #tips, to help our videos be easily found and shared widely on the TikTok platform (*Khám Phá Xu Hướng: Hashtag Phổ Biến Trên TikTok*, n.d.). These hashtags help elevate our presence and expose content to a large potential audience.

Xếp hạng	Hashtag	Bài đăng và lượt xem	Xu hướng	Nhà sáng tạo	Hành động
1	#dondep Giáo dục	0 Bài đăng 29K Lượt xem		Không có nhà sáng tạo liên quan	Xem phân tích

Figure 68: Trending Hashtag on TikTok Platform

We believe that through this posting plan, ÉcoMaison's TikTok account will attract the attention of many customers, helping us grow and succeed in the future.

INSTAGRAM

ÉcoMaison's Instagram page is built in the same spirit as the Facebook page, where we share unique stories and create a friendly exchange space with the community. The content on this page is a harmonious combination of sophisticated and realistic design images, creating a diverse and rich experience.

The photos posted are beautiful designs and real, authentic moments from events and projects ÉcoMaison has implemented. The interweaving of design images and actual images gives customers a comprehensive view of our work, from initial ideas to reality at the event. ÉcoMaison takes advantage of Instagram to share the stories behind each photo, telling about the creative process and the challenges we overcame. At the same time, we invite the community to participate by creating an open space for them to share opinions, send encouragement, and important suggestions.

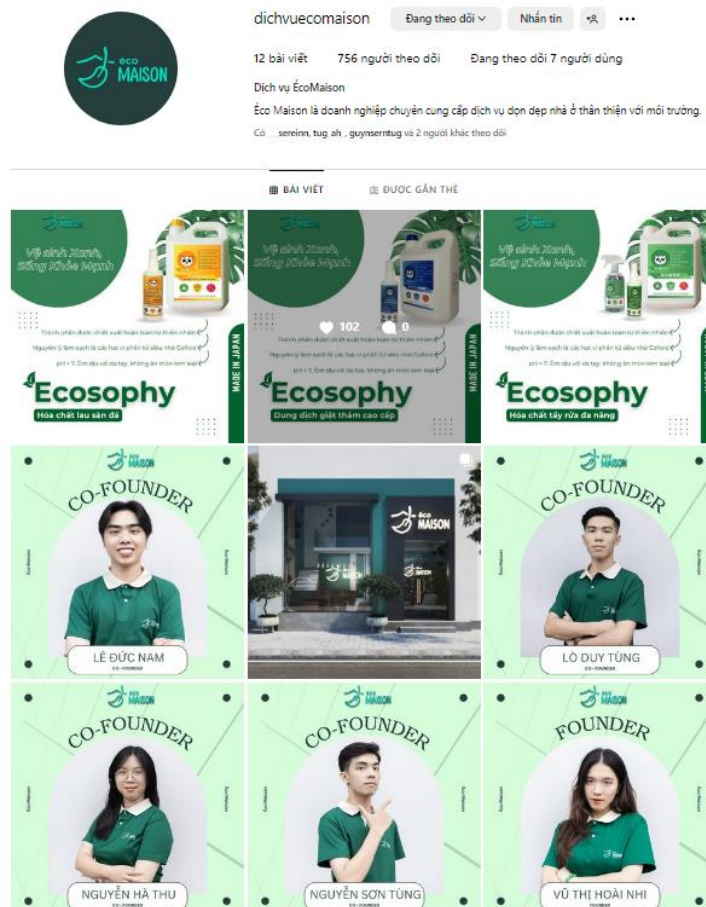


Figure 69: Interact with customers through posts on the Facebook page

ÉcoMaison's Instagram is a place to display products and projects and an exciting meeting and interaction space with customers. We believe the combination of beautiful images and authentic content will create a great online experience and contribute to building a unique community of fans on ÉcoMaison's Instagram.

WEBSITE

During our survey, we noticed a clear trend - users often choose Google as the leading search engine on the Internet. It makes the website an indispensable part of reaching and making customers better understand ÉcoMaison. A website is an information portal and an important tool to create a strong impression and increase customer interaction.

Our website will provide an overview of the services that ÉcoMaison offers. From high-quality cleaning services to unique cleaning packages, the website will help customers better understand our solutions to clean their living and working spaces.

Not only does it stop at promoting services, but the website is also a place to contain emotional stories and real experiences from our customers. These shares are a testament to service quality and a source of encouragement for those seeking quality cleaning solutions.

At the same time, the website will be a place to promote services and a valuable source of information on hygiene and environmental health. Articles, guides, and news on the latest trends and methods will help customers better understand what it means to maintain a clean-living environment.

We are committed to building a website that is a place to introduce services and a community of valuable and reliable information about ÉcoMaison's cleaning services.

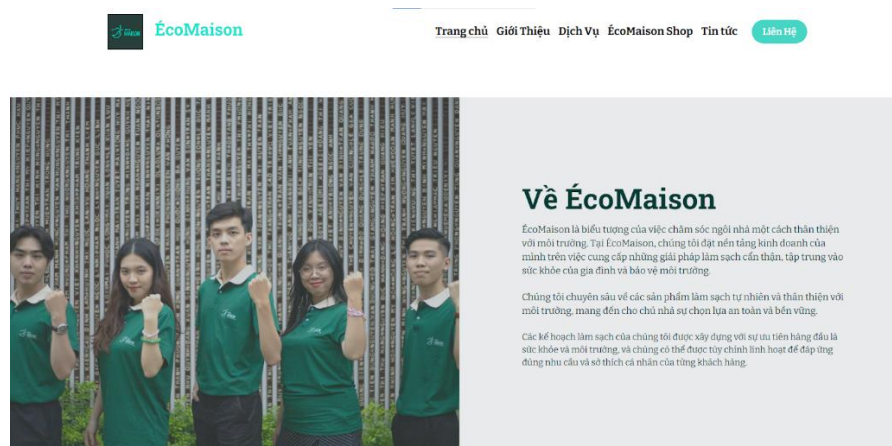


Figure 70: 'About ÉcoMaison' view on Landing Page

6.5.2. Public Relations

On November 18 and 19, at Dong Kinh Nghia Thuc Square, Hoan Kiem Walking Street, Hanoi, the Program "Vì Môi trường xanh Quốc gia 2023" will occur. This program is an essential event with many attractive activities to promote awareness of environmental protection and sustainable development (Congthuong, 2023).



Figure 71: On the afternoon of November 2, in Hanoi, the Vietnam Association for the Protection of Nature and Environment held a press meeting to inform about the Program (Source: Congthuong)

Within the program's framework, there will be a display of green models from students and booths promoting green products and services from units and businesses. Activities such as painting a giant picture with the theme "Hà Nội xanh - Thành phố vì hòa bình" will also take place to introduce and inspire the community about the goal of a clean and green national environment. The program also marks a significant opportunity for people to express their views and commitment to environmental protection and sustainable development.

This will help ÉcoMaison reach many new customers, especially young ones, and provide an opportunity to create a positive impression of ÉcoMaison's brand image. We hope this participation will also help share the message about protecting the environment and exploring clean, green solutions towards a sustainable future.

6.5.3. Sales Promotion

Sales promotion is a series of marketing and promotional activities designed to increase sales and attract customers through special offers, discounts, gifts, or other promotions.

When we introduce ÉcoMaison's services, we will launch a special promotion to encourage customers to refer their friends. Customers will receive special incentives when referring ÉcoMaison to friends and enjoy promotions the next time they use the service. New referrals are also welcomed with special offers, creating favorable conditions for them to experience the quality of our services. A simple tracking system helps capture each referral, and the program has a time limit to create positive momentum. The convenient onboarding process is a personal opportunity and an effective method to introduce ÉcoMaison to more people. We hope this program will provide an exceptionally positive and valuable experience for everyone involved.

In addition, ÉcoMaison also offers promotions for customers using the service for the first time. The first customers to use ÉcoMaison's services will receive free additional services, such as landscaping, babysitting, and pet care, to add value to their experience.



Figure 72: 20% Sales Promotion for all cleaning services example

7. Marketing Plan

7.1. Campaign Objective

SUBJECT	CONTENT
Goals	<ul style="list-style-type: none"> - Creating brand awareness and generating demand for ÉcoMaison's services/products among the target customers. - Focusing on educating the market: “Eco-cleaning, healthier living” benefits from ÉcoMaison's message by promoting the experience of Eco-cleaning services. - Attract interaction with target customers on social media channels. - Build the right brand image with the characteristics of the ÉcoMaison brand: professional Eco-cleaning services, inspiring a trend of green and healthy living for TA’s home.
Business Objective	ÉcoMaison’s sales reached 2,5 billion in 14 months of the project.
Marketing Objective	Convert 10% of potential customers into actual customers.
Target Customer	Individuals in two age groups, aged 26 to 35 and 36 to 45, who demand professional cleaning services and are interested in environmental conservation.
KPIs	<ul style="list-style-type: none"> - Achieve 100,000 potential customers by the end of the campaign, converted to 10,000 buyers. - Accounting for 15% market share of cleaning services of Ha Noi. - 70% of actual customers use Combo service. - 30% of actual customers use Hourly service. - Reach 50,000 followers on social media channels (Facebook, Instagram, TikTok). - Earn 4,000,000 views for campaigns on Facebook, Instagram, and TikTok platforms.

	<ul style="list-style-type: none"> - Gain 30,000 posts and 100,000 interactions with the campaign on Facebook platforms. - Earn 2,000,000 views and 1000 video with challenge “<i>Dọn nhà xanh, sống trong lành</i>” on Tiktok platform.
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Table 15: ÉcoMaison Home Eco-Cleaning Marketing Objectives in Year 1 (2024-2025)

7.2. Marketing Campaign

7.2.1. Media Message

‘Nhà mình Xanh sạch, gieo hạt giống lành’

In today's world, living green and clean does not stop at our living space but also spreads to every aspect of life. ÉcoMaison provides environmentally friendly house cleaning services and inspires a green, healthy lifestyle, helping each house be clean from the inside and contributing to environmental protection outside school. For us, each service is a cleaning and a step forward to building a sustainable future. Let us join ÉcoMaison in turning Target customers' homes into a mirror reflecting a green lifestyle, contributing to sowing healthy seeds into a cleaner, healthier world.

7.2.2. Timeline Overview

PHASE	AWARENESS	ENGAGEMENT	AMPLIFY
CAMPAIGN NAME	<i>Dọn nhà thật xanh, mình luôn khỏe mạnh</i>	<i>Dọn nhà xanh, sống trong lành</i>	<i>Nhà xanh mọi lúc, cả nhà thật vui</i>
TIME RANGE	30/10/2023 - 31/12/2023	01/01/2024 - 01/08/2024	02/08/2024 - 31/12/2024
TIME DURATION	2 months	8 months	4 months
KEY OBJECTIVES	<ul style="list-style-type: none"> - Make TA aware of a brand that provides Eco-cleaning services - Emphasizing that ÉcoMaison is a brand that provides Home 	<ul style="list-style-type: none"> - Building demand for Home Eco-Cleaning Services. - Convince the Target Audience of the ÉcoMaison lifestyle. 	Promote TA to use eco-cleaning service.

	Eco-Cleaning Services, helping bring TA a Clean, Safe space and lifestyle with health and environment.		
KEY ACTIVITIES	<ul style="list-style-type: none"> - Pre-launching ÉcoMaison ‘Eco-Cleaning, Healthier Living.’ - Bumper Ad ‘Nhà mình Xanh sạch, gieo hạt giống lành’ 	<ul style="list-style-type: none"> - Join ÉcoMaison to create a green lifestyle that is healthy and environmentally friendly. #LôisốngÉcoMaison #Dộnnhàxanh #Sốngtronglành #NhàminhXanh sạch Gieo hạt giống lành 	<ul style="list-style-type: none"> Spread ÉcoMaison's green and environmentally friendly lifestyle to Target Audience and the community #LantòalôisốngÉcoMaison #Nhàxanhmộilúc #Cảnhàcùngvui #NhàminhXanh sạch Gieo hạt giống lành
SUPPORT ACTIVITIES	<ul style="list-style-type: none"> - Create posts on social networking platforms. - Deploy Mini-game: Puzzle Quiz. - Run operating demo of cleaning services to TA - Run ads 	<ul style="list-style-type: none"> - Grand Opening ÉcoMaison “Eco Cleaning, Healthier Living.” - KOL/KOC shares before and after the Tet Holiday ‘Dọn nhà Xanh, sống trong lành.’ challenge while using ÉcoMaison service/product to promote a green and environmentally friendly lifestyle. - Sales Promotion program during the Tet holidays and Valentine's and International Women’s Day. 	<ul style="list-style-type: none"> - Participate in voluntary activities of the 'Hà Nội Xanh' group in polluted areas in Hanoi to clean up. - Workshop: experience eco-cleaning products/tools. - Offer incentive programs for target customers on Teachers' Day and Christmas holidays.

KEY CHANNEL	Website, Page Facebook, Instagram, TikTok		
OVERALL BUDGET	VND 86,000,000	VND 175,000,000	VND 147,500,000

Table 16: ÉcoMaison Timeline Overview for Marketing Campaign in Year 1 (2024-2025)

PHASE 1 - AWARENESS

Create posts on social networking platforms

ÉcoMaison is a fresh entrant in the northern Vietnam market, particularly within the home eco-cleaning sector. As a result, the awareness-raising activities play a pivotal role in ÉcoMaison's marketing strategy. These initiatives aim to acquaint potential customers with the eco-friendly cleaning industry, emphasizing the significance and advantages that eco-cleaning services offer. The goal is to generate curiosity and interest in home eco-cleaning.

Awareness		
Time: 30/10/2023 - 31/12/2023		
Target	Channel	Activities
Facebook's reach: 100 per post	Facebook	<ul style="list-style-type: none"> - Main activities on the Facebook page ÉcoMaison follow the list of posts, including an introduction about ÉcoMaison, the service and chemicals, benefits of home eco cleaning service, trends in greening lifestyle, a minigame, a series of pre-launching posts... - The total number of posts is 40 posts on Facebook - The Minigame is a puzzle about the name of the company ÉcoMaison - A video bumper ads with a length of 6 seconds - Livestreaming the actual cleaning process - Run Facebook Ads
Instagram's reach: 100 per post	Instagram	<ul style="list-style-type: none"> -The page will have up to 30 posts with a high focus on beautiful visual design with the selected content from the Facebook posts: Introduction about ÉcoMaison, the company

		office, the cleaning process, minigame, series of pre-launching posts... - Use the hashtags
Tiktok: more than 1000 views/video	Tiktok	- The videos on this platform are created with an eco-friendly theme the same opening and ending part. The content includes an introduction about the company, the timelapse of the cleaning process, and a series of pre-launching posts... - The page will have up to 20 videos - Livestreaming the cleaning process

Table 17: Social Media Activities on Phase 1 – Awareness

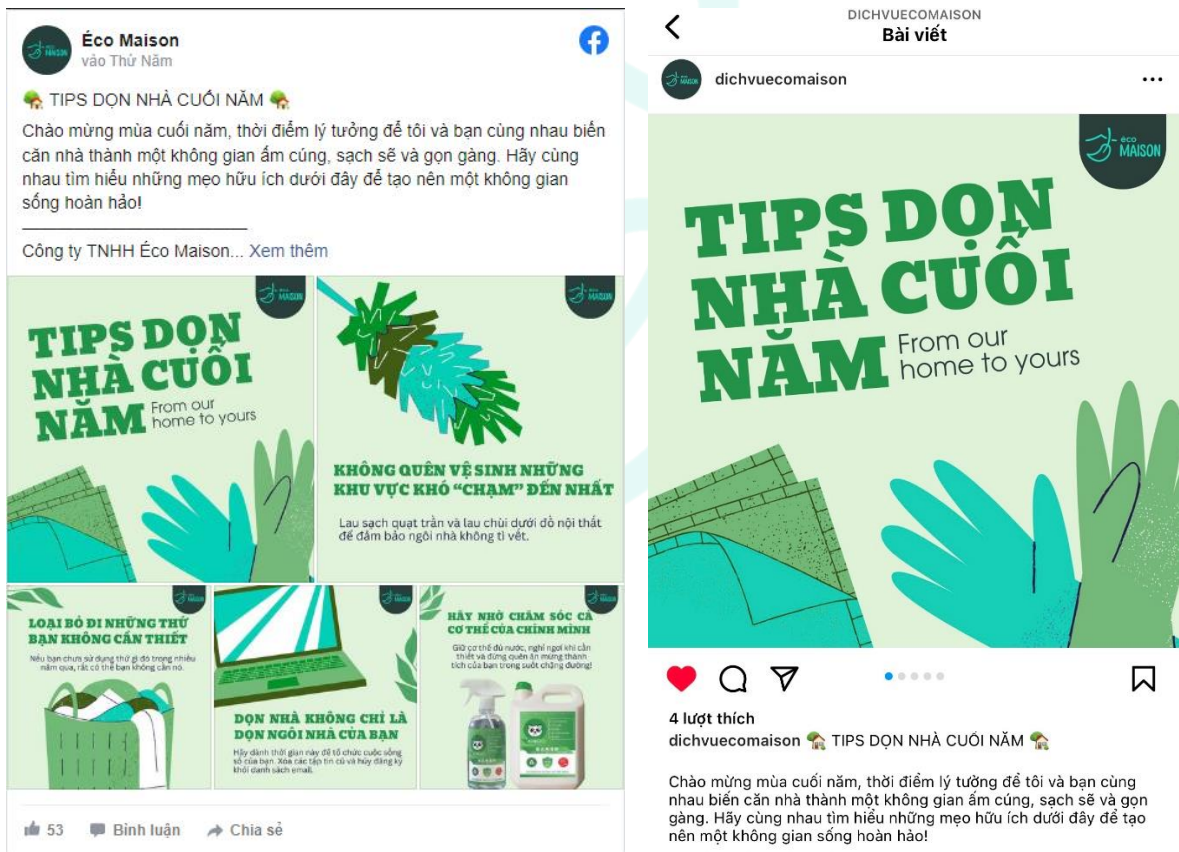


Figure 73: Cleaning Tips posts via social media platform

Bumper Ads “Nhà mình Xanh Sạch, Gieo hạt Giống Lành”

An important activity is to use Bumper Ads with the slogan "Nhà mình Xanh Sạch, Gieo hạt Giống Lành." A short promotional video is like a quick storytelling video where the content shows:

- A small tree grows from fertile soil, symbolizing vitality and new beginnings. The call "Chúng ta chiến đấu cho tương lai" serves as a reminder of our responsibility to the planet and future generations. ÉcoMaison will enhance your Green life!

This bumper ad features a close-up of a green plant in a glass vase. The text overlay reads "Nhà mình Xanh Sạch Hôm Nay...". The video player interface shows it is from Éco Maison, posted 1 hour ago, with 136 likes and 196 views. The ad includes a call to action: "★ 'Nhà Mình Xanh Sạch, Gieo Hạt Giống Lành' cùng ÉcoMaison! 🌱 Mỗi góc nhà sạch sẽ là một bước tiến cho tương lai xanh hơn 🌿 Hãy cùng chúng tôi...". The right sidebar shows the company profile for Éco Maison, including address, phone number, and email.

This bumper ad shows hands planting a small green seedling into a pot of soil. The text overlay reads "Gieo hạt giống Lành Ngày mai!". The video player interface is identical to the first ad, showing engagement metrics and the company profile for Éco Maison.

This bumper ad depicts a person in a green uniform cleaning a dark surface. The text overlay reads "Cùng vệ sinh Xanh, Xây dựng lối sống Sạch!". The video player interface is identical to the previous ads, showing engagement metrics and the company profile for Éco Maison.

Figure 74: Bumper Ads "Nhà mình Xanh Sạch, Gieo hạt giống Lành" (Source)

- Starting from the most straightforward task, "Nhà mình Xanh Sạch hôm nay," a clean, fresh living space, emphasizing ÉcoMaison's mission of bringing a clean, green, and healthy living environment to every home.

- Each of us who keeps our home Green and Clean means we are "Gieo Hạt Giống Lành ngày mai" in fertile soil, symbolizing the investment in the future and sustainable development that ÉcoMaison is committed to.

- Dedicated to ÉcoMaison not only taking care of healthy living space for your family but also contributing to environmental protection. This scene reflects the message "Cùng vệ sinh Xanh, Xây dựng lối sống Sạch!" raising awareness about green living and making a difference.

Minigame on Facebook (25/11 - 28/11)

To increase awareness of the ÉcoMaison brand, we have created a Mini-game to provide a unique and engaging experience. These experiences not only help you better understand the positive messages about environmental care through images, questions, and crossword puzzles but also aim to expand the community and share values about green and sustainable living.

Éco Maison
★ Yêu thích · 28 tháng 11 lúc 20:13 · 🌐

🌱 **MINIGAME - GIẢI Ô CHỮ - NHẬN QUÀ DZỬ** 🌱

🏆 Chinh phục Minigame độc đáo này để có cơ hội rinh liền phần quà trị giá 500k tiền mặt!
🌿 Hãy thể hiện kiến thức của bạn về môi trường và sinh sống thân thiện với Minigame Ô Chữ dưới đây cùng ÉcoMaison.

👉 Hãy giải đáp những câu hỏi sau, và điền vào ô trống:

1. Loại đồ uống nào được chế biến từ việc nghiền nhuyễn trái cây và rau củ để rút lấy nước?"
2. Loại cây nào thường được chọn để trang trí trong nhà hoặc văn phòng vì tính chất cảnh quan và dễ chăm sóc?
3. Nguyên tố hóa học nào có ký hiệu là O và thường tồn tại dưới dạng khí trong không khí?
4. Hiện tượng nào đặc trưng cho sự tồn tại của chất gây hại trong môi trường?"
5. Màu sắc nào thường liên kết với các khái niệm như môi trường, tái tạo, và bảo vệ?"
6. Khái niệm nào bao gồm tất cả các yếu tố tự nhiên và nhân tạo xung quanh chúng ta
7. Tình trạng nào của môi trường được mô tả là không có ô nhiễm, không gian được giữ gìn vệ sinh?
8. Lĩnh vực nào nghiên cứu và khám phá kiến thức về tự nhiên và vũ trụ, bao gồm cả lịch sử và phương pháp nghiên cứu?
9. Hoạt động nào giúp loại bỏ rác thải và duy trì sự sạch sẽ trong không gian sống hàng ngày?"

👉 **Cách thức tham gia:** Bạn hãy comment đúng đáp án của ô trống màu đỏ và hoàn thành đủ các bước sau đây:

- 👉 Bước 1: Like Fanpage của ÉcoMaison.
- 👉 Bước 2: Comment câu trả lời của bạn cho 9 ô chữ hàng ngang để tìm ra Keyword của trò chơi. Tag thêm 3 người bạn, kèm 1 số bất kỳ có 3 chữ số (từ 000 - 999) nữa nhé!
- 👉 Bước 3: Thả React và Share bài viết này ở chế độ công khai.

🕒 **Thời gian tham gia:** Minigame sẽ diễn ra từ thứ ba ngày 28/11

🏆 **Công bố kết quả:** Vào Thứ bảy ngày 2/12 tại Fanpage ÉcoMaison.

👉 **Người thắng cuộc** sẽ là người có Key word chính xác và có con số may mắn trong bình luận trùng với đuôi 3 số của kết quả xổ số Miền Bắc ngày 2/12

Lưu ý:

- 👉 Người chơi chỉ được tính là hợp lệ khi thực hiện đủ 3 bước trên.
- 👉 Mỗi người chơi chỉ được comment 1 lần duy nhất trên bài viết này và không được chỉnh sửa (Các hành động spam comment, ẩn comment sẽ bị huỷ kết quả).

👉 Trường hợp có các bình luận giống nhau, BTC sẽ chọn ra người bình luận sớm nhất để trao quà.
👉 Phần thưởng sẽ được chuyển khoản vào tài khoản của người thắng cuộc.
👉 Trong mọi trường hợp, quyết định của BTC là quyết định cuối cùng.

Công ty TNHH Éco Maison
📍 Địa chỉ: 233 Đường Hoàng Công Chất, Phường Phú Diễn, Quận Bắc Từ Liêm, Hà Nội, Việt Nam.
📞 Hotline: 0397029817
✉ Email: dichvuecomaison@gmail.com
#Minigame #cleaning #dichvudondep

MINIGAME GIẢI Ô CHỮ - NHẬN QUÀ DZỬ

Figure 75: Facebook's Puzzle Minigame

PHASE 2 - ENGAGEMENT

Grand Opening ÉcoMaison “Eco Cleaning, Healthier Living.”

After marketing activities to attract attention and elicit customer empathy, ÉcoMaison enters a crucial phase – the grand opening ceremony. This stage holds particular significance as the initial impression always leaves a lasting mark in customers' minds. The organization of the opening day will be executed with utmost smoothness to create a positive impact and etch this deeply into the hearts of customers. The table below is a detailed overview of the events and activities that ÉcoMaison plans to undertake on the opening day:

Grand Opening	
Time	07/01/2024
Location	Office
Guests	Parents, friends, partners
Targets	30 guests
F&B	Tea and Cakes
Promotion	For the first five customers registering for ÉcoMaison's services, there will be a 20% discount, and customers reporting on the opening day will receive a 10% discount.
Gifts	For each customer attending the event, ÉcoMaison will gift them a 500ml bottle of Ecosophy Multipurpose Cleaning Chemical.

Table 18: ÉcoMaison’s Grand Opening

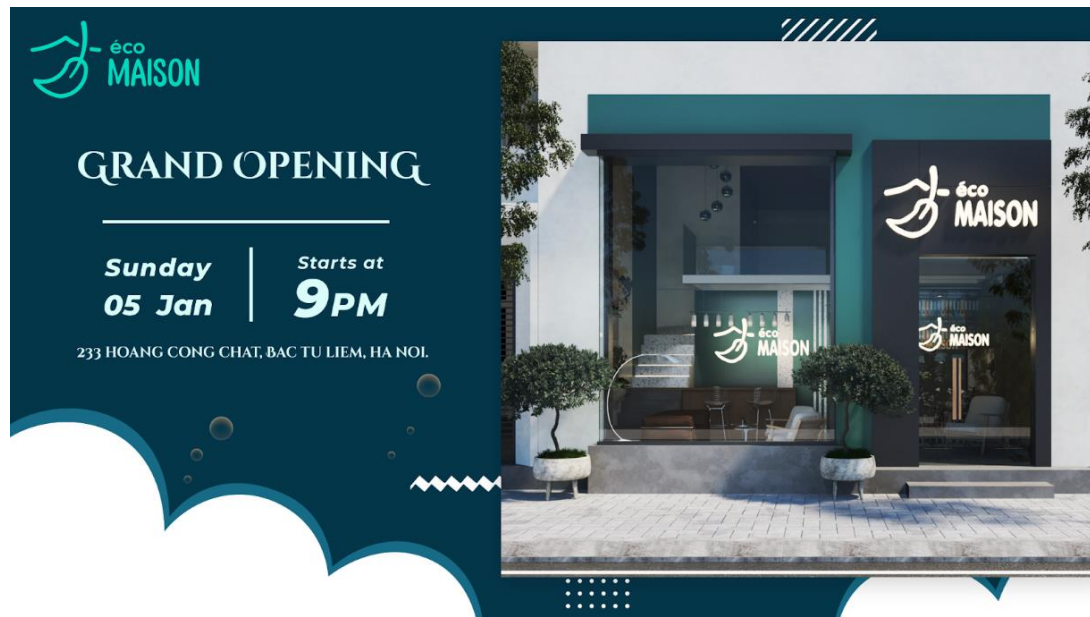


Figure 76: Example of ÉcoMaison's Grand Opening Invitation

Challenge 'Đọn nhà Xanh, sống trong lành' of Tet Holiday

ÉcoMaison will kick off the campaign "Green Cleaning, Healthy Living" with a focus on before-and-after images showcasing the use of our products and services. The goal is to clean and organize living spaces conventionally and create a "Green" and "Healthy" environment. ÉcoMaison is more than just a regular cleaning service; it is a collaborative partner in positively changing customers' daily lives. Through the challenge, they aim to share knowledge and experiences, helping people understand the benefits of a green and healthy living environment.

ÉcoMaison collaborates with social media influencers such as KOL Sui and Helly Tống to enhance interaction and spread the message about the importance of sustainable living. This helps transform the campaign into a shared experience, directly engaging the target audience.

It is hoped that the "Green Cleaning, Healthy Living" campaign will attract interest and active participation from the community, thereby contributing meaningfully to ÉcoMaison's sustainable goals and environmental protection efforts.

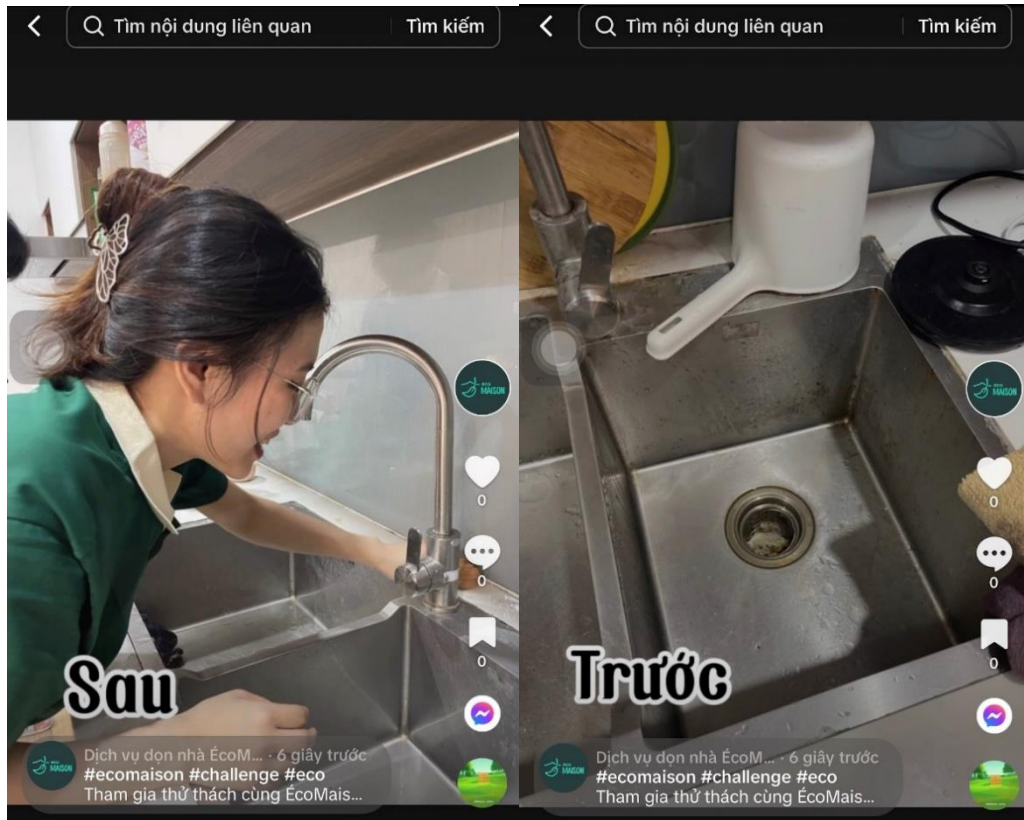


Figure 77: "Dọn nhà Xanh, Sống trong Lành" Challenges on Tiktok ([Source](#))



Figure 78: "Dọn nhà Xanh, Sống Khỏe Mạnh" Challenge on Tiktok ([Source](#))

Posts on social networking platforms

Engagement		
Time: 01/01/2024 - 01/08/2024		
Target	Channel	Activities
Facebook's reach: 100 per post	Facebook	<ul style="list-style-type: none"> - Main activities at the Facebook page ÉcoMaison follow the list of posts, including Continuing to create content about house cleaning tips, benefits of home eco cleaning service, trends in greening lifestyle, Types of knowledge about green living, environmental protection, awareness of green products, 3R lifestyle, etc - Sales Promotion program during the Tet holidays, Valentine's Day, and International Women's Day. - Total 200 posts on Facebook - Seeding on groups Facebook - Livestreaming the actual cleaning process - Run Facebook Ads
Instagram's reach: 100 per post	Instagram	<ul style="list-style-type: none"> - Post similar content as the ones on Facebook. - Use the hashtags
Tiktok: more than 1000 views/video	Tiktok	<ul style="list-style-type: none"> - Create Challenges '<i>Dọn nhà Xanh, sống trong lành.</i>' - Re-upload customer posts have an excellent quantity interaction - Total 70 videos on Tiktok (2 videos/per week) - Run Facebook and Tiktok Ads

Table 19: Main Activities on Social Media Platforms in Phase 2 - Engagement

PHASE 3 - AMPLIFY

Participation in 'Hà Nội Xanh' Group Activities

Hanoi Green is an independent group of enthusiastic young volunteers determined to contribute their efforts to restore the pristine beauty of the rivers flowing through the capital city. ÉcoMaison, with a profound understanding of the importance of environmental protection, clearly defines its role in the marketing plan to support and participate in the

volunteer activities of this group in areas affected by pollution in Hanoi. This plan is not only a marketing strategy but also a firm commitment to the common goal of the community. Here is a detailed overview of the event and activities that ÉcoMaison plans to undertake in this program.

Participation in 'Hà Nội Xanh' Group Activities	
Purpose	- Making customers perceive ÉcoMaison as a profit-driven business and an active member contributing to the community's common goal of environmental sustainability.
Key activities + Promotion in the workshop	- Participating in polluted areas' cleanup and garbage collection efforts. - Providing guidance and support to the 'Hanoi Green' group on eco-friendly environmental cleanup practices, including waste segregation, using environmentally friendly products, and implementing environmental protection measures.
Marketing plan	- Prepare posts introducing volunteer cooperation on social networking sites Facebook and Instagram. - Post information about Green Hanoi - Use Facebook ads to attract attention from the community.

Table 20: Key activities in “Hà Nội Xanh” cleaning collaboration activities



Figure 79: Example of collaboration with "Hà Nội Xanh" group



Figure 80: Introduction of “Hà Nội Xanh” group

Workshop

Workshop: "Bước Đi Xanh"	
Purpose	<ul style="list-style-type: none"> - Help attendees clearly understand the importance of a green living environment for personal and community health. - Create awareness about each person's important role in protecting the environment. - Provide detailed information on how ÉcoMaison's cleaning services support the environment. - Encourage using environmentally friendly products and services
Time and place	<p>Hanoi</p> <p>Time Friday 06/08/2024</p>
Participators	<ul style="list-style-type: none"> - Delegates: <ul style="list-style-type: none"> • Mrs. Vu Thi Hoai Nhi - a Guest who is a CEO and Co-founder of ÉcoMaison. • Mr. Le Duc Nam as a Host who is a Co-founder of ÉcoMaison. • Mr. Vu Thanh Ca - a speaker who is an environmental expert, lived in Hanoi. - Lives and works in Hanoi. - People who care about a green living environment. - Households & real estate management.
Key activities in the workshop	<ul style="list-style-type: none"> - Present information about the impact of the environment on health and spirit. - Presentation of environmentally friendly cleaning products and methods. - Instructions for using ÉcoMaison products and methods in natural environments. - 15% service promotion for the august.

Marketing Plan	<ul style="list-style-type: none"> - Use social networks and websites to announce the workshop. - Associate with environmental organizations, communities, and local businesses. - Run online ads on Facebook and Instagram.
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Table 21: Plan for Workshop “Bước Đi Xanh”



Figure 81: ÉcoMaison’s Workshop Poster Demo

Posts on social networking platforms

Amplify		
Time: 02/08/2024 - 31/12/2024		
Target	Channel	Activities
- Facebook's reach: 100 per post	Facebook	- Continue posting on the service and chemicals, benefits of home eco cleaning service, trends in greening lifestyle, etc

		<ul style="list-style-type: none"> - The total number of posts is 100 posts on Facebook - Information of Workshop - Voluntary activities of the 'Hà Nội Xanh' - Livestreaming the actual cleaning process - Run Facebook Ads
- Instagram's reach: 100 per post	Instagram	- Post similar content as the ones on Facebook.
- Tiktok: more than 1000 views/video	Tiktok	- Total 32 videos on Tiktok (2 video/per week)

Table 22: Main Activities in Phase 3-Amplify

7.3. Marketing budget

Marketing Budget				
No.	PROMOTIONAL TACTICS	Detail Activities	COST (VND)	% Contributions
PHASE 1	Cost of implementing Mini-game on Facebook Fanpage	Gifts for participants	1,000,000	0.22%
	Run ADS on social media	ADS on Facebook	35,000,000	7.71%
		ADS on Instagram	20,000,000	4.41%
		ADS on Tiktok	15,000,000	3.30%
	Reaction & Interaction Seeding	Facebook	8,500,000	1.87%
		Instagram	1,000,000	0.22%
		Tiktok	5,500,000	1.21%
Total Phase 1			86,000,000	18.95%
PHASE 2	Grand Opening	Grand Opening flower	600,000	0.13%
		Oganize event	4,000,000	0.88%
		Banner, standee	2,000,000	0.44%
		F&B	3,000,000	0.66%
		Confetti cannon	210,000	0.05%
		Banquet	1,000,000	0.22%
		Rent newspaper pages	12,000,000	2.64%

		Gift	2,000,000	0.44%
		Other cost	1,190,000	0.26%
	KOLs/KOCs rent costs	KOL 1	5,000,000	1.10%
		KOL 2	5,000,000	1.10%
	Run ADS on social media	ADS on Facebook	65,000,000	14.32%
		ADS on Instagram	20,000,000	4.41%
		ADS on Tiktok	35,000,000	7.71%
	Reaction & Interaction Seeding	Facebook	10,000,000	2.20%
		Instagram	2,000,000	0.44%
		Tiktok	7,000,000	1.54%
Total Phase 2			175,000,000	38.55%
PHASE 3	Voluntary activities	Transportation and Logistics Costs	5,000,000	1.10%
		Equipment	14,000,000	3.08%
		Banner, standee	2,000,000	0.44%
		Rent newspaper pages	15,000,000	3.30%
	Workshop	Speaker	40,000,000	8.81%
		F&B	3,000,000	0.66%
		Decor equipment	1,500,000	0.33%
		Banner, standee	5,000,000	1.10%
	Run ADS on social media	ADS on Facebook	25,000,000	5.51%
		ADS on Instagram	5,000,000	1.10%
		ADS on Tiktok	15,000,000	3.30%
	Reaction & Interaction Seeding	Facebook	9,000,000	1.98%
		Instagram	2,000,000	0.44%
Tiktok		6,000,000	1.32%	
Total Phase 3			147,500,000	32.50%
Total Expenses			408,500,000	90.00%
Back-up cost			45,400,000	10.00%
Total			453,900,000	100.00%

Table 23: Marketing Budget Allocation for Marketing Campaign in Year 1 (2024-2025)

IV. FINANCIAL ANALYSIS & CONCLUSION

1. Initial Investment

1.1. Initial Cost

No.	Name of capitals	Units	Quantity	Price	Total
1	Legal procedure	Set	1	5.000.000	5.000.000
2	Rent	Set	1	60.000.000	60.000.000
3	Renovation & Reconstruct fee	Set	1	16.987.000	16.987.000
4	Computer, Software	Set	1	120.740.000	120.740.000
5	Furniture	Set	1	58.549.000	58.549.000
6	Equipment	Set	1	94.274.400	94.274.400
7	Printing	Set	1	4.245.000	4.245.000
8	Marketing on Grand-opening	Set	1	24.000.000	24.000.000
9	Net working capital	Set	1	150.000.000	150.000.000
TOTAL					533.795.400
Category				Total	Percentage (%)
Capital Expenditure				383.795.400	71,90
Net working capital				150.000.000	28,10
TOTAL INITIAL INVESTMENT				533.795.400	100

Table 24: Summarized initial investment of ÉcoMaison

The total initial investment for ÉcoMaison is 533.795.400 VND, divided into Capital Expenditure and Net Working Capital.

Capital Expenditure to 383.795.400 VND account for 71,90% of the total capital and focus on crucial aspects such as legal procedures, rent, repairs and construction, computers and software, furniture, equipment, printing, and marketing for the opening ceremony. These are essential fixed investments to build the infrastructure and kickstart the business operations.

Net Working Capital to 150.000.000 VND, equivalent to 28,10% of the total capital, representing the necessary funds to sustain daily business operations and address unforeseen financial fluctuations. This is crucial to ensure flexibility and stability in financial management, enabling ÉcoMaison to face various situations and opportunities during the startup phase.

1.2 Depreciation

	Monthly	Yearly
Depreciation	2.005.800	24.069.600

Table 25: Depreciation cost of ÉcoMaison

The above amortization table includes assets & equipment with a depreciation period of 5 years and equipment depreciation of 5 years.

2. Revenue Stream

Our company's revenue is generated from two main core service categories: Hourly Service and Monthly Service. These services are further divided into subcategories, with prices ranging across different tiers. We have observed distinct preferences among our clients, as detailed in “*Figure: Distribution of Core Service*” and “*Table: Structure estimated sales contribution of Core service*”.

In the Hourly Service category, which accounts for 59,7% of our service portfolio, we offer three options: Luxury, Standard, and Economy. From a sample of 472 respondents, we found that approximately 192 people prefer the Luxury option, accounting for 17,20% of the estimated sales in this category. The Standard option is the most popular, with about 346 clients choosing it, representing 31,00% of estimated sales. The Economy option, preferred by approximately 130 clients, contributes 11,50% to the sales.

On the Additional hand, the Monthly Service category, making up 40,3% of our services, includes two options: Option 1 and Option 2. In this category, around 236 clients showed a preference for Option 1, which translates to 21,10% of the estimated sales. Option 2 is slightly less popular, with about 215 clients choosing it, accounting for 19,20% of the estimated sales.

These insights are crucial for understanding the distribution of preferences among our service offerings, helping us to strategize and tailor our services more effectively to meet client demands. These results above are the foundation for the estimated ratio among those categories, which is calculated Luxury had 17,20%, Standard had 31,00%, Economy 11,50%, Monthly option 1 had 21,10% and Monthly Option 2 had 19,20%.

For the Hourly Service category, which makes up a significant portion of our offerings, the Luxury option is tailored for high-end requirements, the Standard option caters to medium requirements, and the Economy option is designed for clients with lower budget considerations. Each of these options contributes differently to our revenue, with the Standard option being the most popular among our clients.

In the Monthly Service category, Option 1 and Option 2 are designed to meet different client preferences and requirements. These options, offer varied levels of service and customization, impacting their contribution to our overall revenue.

Which packages in the list of service packages above do you want to use to clean your house?
472 câu trả lời

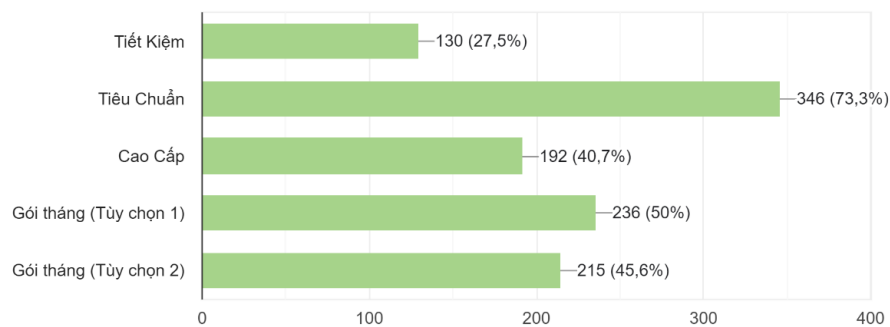


Figure 36: Distribution of Core Service

The estimated revenue contribution of each service option is a dynamic metric and is analyzed yearly to adapt to the evolving market trends and customer preferences. This structure is crucial as it reflects the varying preferences of our clients and is subject to change annually due to shifts in customer needs. Detailed analysis of each year's performance will be provided in respective sections, allowing us to continuously refine and enhance our service offerings.

Name of Capitals		% Est. Sales contribution
Hourly service (59,7%)	Luxury	17,20%
	Standard	31,00%
	Economy	11,50%
Monthly service (40,3%)	Option 1	21,10%
	Option 2	19,20%

Table 26: Structure estimated sales contribution of Core service

Our product portfolio includes a diverse range of cleaning chemicals from three distinguished brands: Ecover, Stanhome, and Ecosophy, each offering unique products that cater to specific cleaning needs. We have categorized these products based on their estimated revenue contributions, as detailed in “*Table: Distribution of Additional Service*”.

Among the Ecover products, which account for 15,32% of our estimated total sales, the "Surface cleaner bathroom" is the most favored, contributing 3,89% to the sales. This product's popularity indicates a strong customer preference for effective bathroom cleaning solutions. Additional Ecover products like "Surface cleaner oven & hob" and "Surface cleaner multi-action" also receive considerable attention, contributing 3,22% and 3,18% to the sales, respectively. These figures highlight the varied needs of our customers in different cleaning domains.

Stanhome, representing a significant 37,35% of our sales, is particularly notable for its specialized surface care products. The "Ceramic Hob Cleaning Cream" and "Anti Calc Stanhome Standard Air Label Score 500ml" stand out, accounting for 10,39% and 10,06% of the estimated sales, respectively. The high preference for these products underscores the demand for specialized cleaning solutions in the market.

Finally, Ecosophy, which occupies the largest share of our sales at 47,33%, is prominent with its "Ecosophy Multipurpose Cleaning Chemical" available in both 500ml and 100ml sizes. These products contribute 12,50% and 13,79% to the sales, reflecting a growing trend towards multipurpose and environmentally friendly products among our customers. The diverse range of Ecosophy products, each with its unique contribution to our revenue, highlights the increasing consumer inclination towards eco-friendly and versatile cleaning solutions.

The estimated revenue contribution of each cleaning chemical is a dynamic metric and is analyzed yearly to adapt to changing customer preferences and market conditions. This ensures that our product offerings remain relevant, effective, and aligned with the latest market trends. Detailed analysis of each year's performance will be provided in respective sections, enabling continuous improvement and adaptation of our product range.

Name of Cleaning Chemical		% Est. Sales contribution
Ecover (15,32%)	Surface cleaner window & glass	2,85%
	Surface cleaner multi-action	3,18%
	Surface cleaner oven & hob	3,22%
	Surface cleaner bathroom	3,89%
	Fast-action toilet cleaner	2,17%
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml	10,06%
	Multi Floor Ecolabel Cleaner (1000ml)	3,22%
	Organic Grease Remover Solution 750ml	4,40%
	Ceramic Hob Cleaning Cream (250ml)	10,39%
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray)	9,28%
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml)	5,96%
	Ecosophy Carpet Cleaning Chemical (100ml)	6,78%
	Ecosophy Multipurpose Cleaning Chemical (500ml)	12,50%
	Ecosophy Multipurpose Cleaning Chemical (100ml)	13,79%
	Ecosophy Stone Floor Cleaning Chemical (500ml)	2,56%
	Ecosophy Stone Floor Cleaning Chemical (100ml)	5,74%

Table 27: Structure estimated sales contribution of Additional service

The estimated revenue contribution of each service option is a dynamic metric and is analyzed yearly to adapt to the evolving market trends and customer preferences. This structure is crucial as it reflects the varying preferences of our clients and is subject to change annually due to shifts in customer needs. Detailed analysis of each year's performance will be provided in respective sections, allowing us to continuously refine and enhance our service offerings.

Looking at these two tables above, it can be seen that ÉcoMaison's revenue focuses quite strongly on Standard Pack and Monthly Option 1 in Core Service and Stanhome and

Ecosophy Product Lines in Additional Service. Based on the scenario analysis, we separate our project financials into 3 cases: Optimistic, Most Likely, and Pessimistic during 5 years.

2.1 In Year 1

After conducting a detailed scenario analysis, we've stratified our projections into three categories: Optimistic, Most Likely, and Pessimistic. Under the Optimistic scenario, we anticipate welcoming as many as 1.021 customer bookings within a single month, reflecting a highly favorable market response. Transitioning to the Most Likely scenario, we expect a moderate adjustment, with customer bookings projected at 729 per month, aligning more closely with our standard market expectations. However, in the Pessimistic scenario, where market conditions might be less favorable, we're preparing for a conservative estimate of 438 bookings monthly.

In Year 1 (2024)			
Est. Number of customers booking (per month)	Optimistic	Most Likely	Pessimistic
Hourly service	1003	716	430
Monthly service	18	13	8
TOTAL (Customers)	1021	729	438

Table 28: Estimate Number of customers booking per month in year 1 (2024 – 2025)

In the first year, ÉcoMaison has observed varying customer interest in our environmentally friendly Ecosophy product line, based on different market scenarios. In an Optimistic scenario, we've attracted 592 customers to this product line, demonstrating a strong market appeal. In the Most Likely scenario, the number is a solid 423 customers, indicating steady interest. However, in a Pessimistic scenario, we anticipate a more conservative figure of 250 customers. It's important to note that this first year marks the beginning of our partnership with Ecover and Stanhome. We have yet to introduce products from these brands in our lineup, prioritizing brand-building and market recognition. Our strategy is to firmly establish ÉcoMaison as a recognizable and trusted name in eco-friendly cleaning solutions, paving the way for introducing Ecover and Stanhome products in our second year.

In Year 1 (2024)			
Estimate quantity of Selling (per month)	Optimistic	Most Likely	Pessimistic

Ecover	0	0	0
Stanhome	0	0	0
Ecosophy	592	423	250
TOTAL	592	423	250

Table 29: Estimate quantity of Selling Cleaning Chemical per month in year 1 (2024 – 2025)

2.1.1. Optimistic Case

Delving into the most favorable revenue scenario for ÉcoMaison, we observe an impressive sales volume, peaking at 1.021 customers per month. This translates to a maximum of 1.680 service hours within the month, marking a robust start in the first year. A meticulously conducted survey on service preferences has informed this projection, unveiling the highest revenue potential in this scenario: an outstanding 215.901.943 VND per month. This table not only demonstrates the strong market appetite for our services but also underscores ÉcoMaison's capacity to achieve significant financial success in an optimistic market environment.

OPTIMISTIC CASE (1680 hours/month)				
Name		Unit price	Number of customers booking (Quantity)	Revenue
Hourly service (59,7%)	Luxury (17,20%)	149.000	289	43.055.040
	Standard (31,00%)	129.000	521	67.183.200
	Economy (11,50%)	99.000	193	19.126.800
Monthly service (40,3%)	Option 1 (21,10%)	4.285.000	10	42.192.967
	Option 2 (19,20%)	5.499.000	8	44.343.936
TOTAL			1021	215.901.943

Table 30: The table estimated revenue of ÉcoMaison's Core Service in Optimistic Case in year 1 (by month)

In our additional services segment, informed by our prior customer surveys, we estimated that approximately 30% of our service users would be interested in purchasing eco-friendly cleaning products. This projection proved to be insightful, as we estimated sold a total of 592 products in this category. Notably, the Ecosophy Multipurpose Cleaning Chemical line, available in both 100ml and 500ml sizes, emerged as the standout choice among our clientele. These products have captured a significant share of our sales structure, with the 100ml size accounting for 32% and the 500ml size for 20% of total purchases, unveiling the highest revenue potential in this scenario: an outstanding 29.962.000 VND per month. This strong

customer preference reflects a growing trend towards eco-conscious purchasing decisions and highlights Ecosophy's role in meeting this emerging market demand.

OPTIMISTIC CASE (306 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (100,00%)	Ecosophy Carpet Cleaning Chemical (500ml) (10,00%)	89.000	31	31	2.759.000
	Ecosophy Carpet Cleaning Chemical (100ml) (20,00%)	35.000	61	122	4.270.000
	Ecosophy Multipurpose Cleaning Chemical (500ml) (20,00%)	105.000	61	61	6.405.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (32,00%)	40.000	98	293	11.712.000
	Ecosophy Stone Floor Cleaning Chemical (500ml) (8,00%)	99.000	24	24	2.376.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (10,00%)	40.000	31	61	2.440.000
TOTAL			306	592	29.962.000

Table 31: The table estimated revenue of ÉcoMaison's Additional Service in Optimistic Case in year 1 (by month)

2.1.2. Most Likely Case

In our assessment of the most likely scenario for the project, we note a noticeable reduction in bookings, declining from an initial forecast of 1.021 to 729. This change is primarily attributed to the operational capacity, with a maximum of 1.200 workable hours per month. Despite this adjustment in service capacity, our projected revenue stands at an impressive 154.215.673 VND. This figure, while reflective of the recalibrated booking numbers, underscores our effective management and operational efficiency, ensuring robust revenue generation within the practical constraints of work hours.

MOST LIKELY CASE (1200 hours/month)

Name		Unit price	Number of customers booking (Quantity)	Revenue
Hourly service (59,7%)	Luxury (17,20%)	149.000	206	30.753.600
	Standard (31,00%)	129.000	372	47.988.000
	Economy (11,50%)	99.000	138	13.662.000
Monthly service (40,3%)	Option 1 (21,10%)	4.285.000	7	30.137.833
	Option 2 (19,20%)	5.499.000	6	31.674.240
TOTAL			729	154.215.673

Table 32: The table estimated revenue of ÉcoMaison's Core Service in Most Likely Case in year 1 (by month)

In the Most Likely Case scenario of our project, specifically focusing on our supplementary services category, we've observed a recalibration in our monthly sales forecasts for our Cleaning Chemical line. Originally estimated at 592 units per month, this figure has been adjusted to 423 units. Despite this revision, we remain optimistic, as our projected revenue from this segment is anticipated to reach 21.428.200 VND. This revenue projection, although aligned with the revised sales volume, still reflects a healthy demand for our eco-friendly cleaning products and our brand's solid position in the market.

MOST LIKELY CASE (218 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (100,00%)	Ecosophy Carpet Cleaning Chemical (500ml) (10,00%)	89.000	22	22	1.958.000
	Ecosophy Carpet Cleaning Chemical (100ml) (20,00%)	35.000	44	87	3.052.000
	Ecosophy Multipurpose Cleaning Chemical (500ml) (20,00%)	105.000	44	44	4.620.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (32,00%)	40.000	70	209	8.371.200
	Ecosophy Stone Floor Cleaning Chemical (500ml) (8,00%)	99.000	17	17	1.683.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (10,00%)	40.000	22	44	1.744.000

TOTAL	218	423	21.428.200
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Table 33: The table estimated revenue of ÉcoMaison’s Additional Service in Most Likely Case in year 1 (by month)

2.1.3. Pessimistic Case

Delving into our data, the Pessimistic case scenario for our core services reveals a conservative estimate of 438 customer bookings per month. Correspondingly, this level of engagement is projected to generate a revenue of approximately 92.529.404 VND. This number, while cautious, provides us with a realistic baseline to manage and strategize under less favorable market conditions.

PESSIMISTIC (720 hours/month)				
Name		Price	Number of customers booking (Quantity)	Revenue
Hourly service (59,7%)	Luxury (17,20%)	149.000	124	18.452.160
	Standard (31,00%)	129.000	223	28.792.800
	Economy (11,50%)	99.000	83	8.197.200
Monthly service (40,3%)	Option 1 (21,10%)	4.285.000	4	18.082.700
	Option 2 (19,20%)	5.499.000	3	19.004.544
TOTAL			438	92.529.404

Table 34: The table estimated revenue of ÉcoMaison’s Core Service in Pessimistic Case in year 1 (by month)

Turning our attention to the supplementary services, the Pessimistic case scenario paints a modest picture as well. With an estimated 131 customers per month, resulting in the sale of 253 products, we anticipate generating revenues in the vicinity of 12.789.400 VND. This projection, though on the lower end, is instrumental in our comprehensive understanding of market dynamics and helps in fine-tuning our strategies for these services.

PESSIMISTIC CASE (131 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (100,00%)	Ecosophy Carpet Cleaning Chemical (500ml) (10,00%)	89.000	13	13	1.157.000
	Ecosophy Carpet Cleaning Chemical (100ml) (20,00%)	35.000	26	52	1.834.000

Ecosophy Multipurpose Cleaning Chemical (500ml) (20,00%)	105.000	26	23	2.730.000
Ecosophy Multipurpose Cleaning Chemical (100ml) (32,00%)	40.000	42	126	5.030.400
Ecosophy Stone Floor Cleaning Chemical (500ml) (8,00%)	99.000	10	10	990.000
Ecosophy Stone Floor Cleaning Chemical (100ml) (10,00%)	40.000	13	26	1.048.000
TOTAL		131	250	12.789.400

Table 35: The table estimated revenue of ÉcoMaison's Core Service in Pessimistic Case in year 1 (by month)

2.1.4. Total Revenue in year 1 (2024-2025)

Upon aggregating the estimated unit sales for both our core and additional services, we can delineate the total monthly sales. In an optimistic market scenario, our total sales are projected to reach 245.863.943 VND. In a more balanced, most likely scenario, we anticipate sales of 175.643.873 VND, while in a cautious, pessimistic case, sales are expected to be around 105.003.804 VND.

TOTAL REVENUE PER MONTH IN YEAR 1 (2024)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	129.365.040	92.403.600	55.442.160
	Monthly service	86.536.903	61.812.073	37.087.244
Additional service		29.962.000	21.428.200	12.474.400
TOTAL		245.863.943	175.643.873	105.003.804

Table 36: Estimate Total revenue of ÉcoMaison in year 1 (by month)

These monthly figures allow us to project the total revenue for the first operational year (2024). In an optimistic climate, we foresee our total sales reaching an impressive 2.907.186.923 VND. The most likely scenario predicts a substantial 2.076.883.345 VND, and in the event of a pessimistic market, we're prepared for a total of 1.245.319.767 VND.

TOTAL REVENUE IN YEAR 1 (2024)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	1.526.507.472	1.090.362.480	654.217.488

	Monthly service	1.021.135.451	729.382.465	437.629.479
Additional service		359.544.000	257.138.400	149.692.800
TOTAL		2.907.186.923	2.076.883.345	1.245.319.767

Table 37: Estimate Total revenue of ÉcoMaison in year 1

Our data further indicates a significant fluctuation in customer demand aligned with major Vietnamese holidays and climatic patterns. Particularly during the Lunar New Year in January & February, Doan Ngo Tet in June, Independence Day on September 2nd, and the humid months like April, we observe a spike in service bookings. Conversely, the period from July to November traditionally experiences a lower volume of customer bookings. This seasonal trend is crucial for our strategic planning and resource allocation throughout the year.

ESTIMATED REVENUE DURING YEAR 1 (2024)						
Month	Optimistic		Most likely		Pessimistic	
	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated
Jan	610.509.254	21	436.145.503	21	260.723.351	21
Feb	407.006.169	14	290.763.668	14	173.815.567	14
Mar	203.503.085	7	145.381.834	7	86.907.784	7
Apr	232.574.954	8	166.150.668	8	99.323.181	8
May	174.431.215	6	124.613.001	6	74.492.386	6
Jun	290.718.692	10	207.688.335	10	124.153.977	10
Jul	145.359.346	5	103.844.167	5	62.076.988	5
Aug	58.143.738	2	41.537.667	2	24.830.795	2
Sep	203.503.085	7	145.381.834	7	86.907.784	7
Oct	145.359.346	5	103.844.167	5	62.076.988	5
Nov	145.359.346	5	103.844.167	5	62.076.988	5
Dec	290.718.692	10	207.688.335	10	124.153.977	10
TOTAL	2.907.186.923	100	2.076.883.345	100	1.241.539.767	100

Table 38: Estimate revenue contribution each month in year 1 (2024)

2.2 In year 2

In Year 2 (2025), ÉcoMaison is entering an exciting phase of growth and expansion, as evidenced by our encouraging sales projections and strategic business decisions. Delving

into our data, we see a promising upward trend in monthly sales compared to the first year. Optimistically, we are poised for a substantial increase in customer engagement, expecting around 1.279 bookings per month, a clear indicator of a positive market response and an expanding customer base. In the Most Likely scenario, the projection shows a healthy growth to 1.137 monthly bookings, and even in the Pessimistic outlook, we forecast a respectable 853 bookings per month, surpassing our Year 1 performance and demonstrating sustained demand for our services.

In Year 2 (2025)			
Est. Number of customers booking (per month)	Optimistic	Most Likely	Pessimistic
Hourly service	1255	1116	837
Monthly service	24	21	16
TOTAL (Customers)	1279	1137	853

Table 39: Estimate Number of customers booking per month in year 2 (2025 – 2026)

Complementing this growth, we've strategically enhanced our product range by incorporating eco-friendly cleaning products from Ecover and Stanhome, aligning with our commitment to sustainability and responding to customer demand for environmentally responsible options. This initiative has led to a noticeable increase in product engagement, with approximately 35% of our core service clients opting to purchase these additional products, a significant rise from the 30% rate in the first year. Notably, the Ecosophy brand has still shown remarkable stability in sales, resonating well with our customer base. Across all scenarios, our total product sales have exceeded the first year's numbers, with the Optimistic case achieving 672 units sold, the Most Likely case reaching 557 units, and even in the Pessimistic scenario, we've seen an increase to 421 units.

In Year 2 (2025)			
Estimate quantity of Selling (per month)	Optimistic	Most Likely	Pessimistic
Ecover	68	61	47
Stanhome	213	148	112
Ecosophy	391	348	262
TOTAL	672	557	421

Table 40: Estimate quantity of Selling Cleaning Chemical per month in year 2 (2025 – 2026)

2.2.1. Optimistic Case

In our evaluation of the optimal revenue scenario, ÉcoMaison has demonstrated a notable surge in its second-year performance, achieving an impressive sales volume of 1.279 customer bookings per month. This achievement stems from an insightful survey on service selection, which helped us construct a revenue model. In this best-case scenario, ÉcoMaison is poised to reach a peak monthly revenue of 277.720.650 VND.

Additionally, we foresee a dynamic shift in the usage patterns of our service packages, influenced by an evolving customer awareness and deepening trust in the ÉcoMaison. Our data indicates a preference distribution with the Luxury package being chosen by 17,30% of our clientele, the Standard package by 30,40%, and the Economy option by 10,40%. Regarding our monthly service offerings, Option 1 is projected to attract 23,40% of our users, while Option 2 is estimated to appeal to 18,50%.

This shift not only reflects our customers' growing confidence in the ÉcoMaison brand but also signifies their willingness to invest in more premium services, indicating a healthy market position and a strong customer relationship with our brand.

OPTIMISTIC CASE (2160 hours/month)				
Name		Unit price	Number of customers booking (Quantity)	Revenue
Hourly service (58,1%)	Luxury (17,3%)	149.000	374	55.678.320
	Standard (30,4%)	129.000	657	84.706.560
	Economy (10,4%)	99.000	225	22.239.360
Monthly service (41,9%)	Option 1 (23,40%)	4.285.000	14	60.161.400
	Option 2 (18,50%)	5.499.000	10	54.935.010
TOTAL			1279	277.720.650

Table 41: The table estimated revenue of ÉcoMaison's Core Service in Optimistic Case in year 2 (by month)

In our additional services sector, we've witnessed a remarkable interest in eco-friendly cleaning products, with up to 35% of our clientele opting for these sustainable options. On a monthly basis, this translates to approximately 447 customers making purchases, resulting in a total of 672 products sold. Notably, the Ecosophy Multipurpose Cleaning Chemical range, available in both 500ml and 100ml sizes, has emerged as the most popular choice

among our customers. In this best-case scenario, ÉcoMaison is poised to reach a peak monthly revenue of 102.921.138 VND.

Furthermore, we've observed significant customer interest in other product lines, such as the Stanhome brand's Ceramic Hob Cleaning Cream (250ml) and Anti Calc Stanhome Standard Air Label Score (500ml). These products, too, are experiencing high sales, which is a testament to their effectiveness and quality. The popularity of these specific products not only reflects the discerning preferences of our customers but also underscores the growing trend towards environmentally conscious choices in cleaning solutions. This shift towards eco-friendly products is an encouraging sign, indicating both a successful expansion of our product range and a positive response from our customer base to our commitment to sustainability.

OPTIMISTIC CASE (447 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	168.504	13	13	2.190.552
	Surface cleaner multi-action (3,18%)	104.784	14	14	1.466.976
	Surface cleaner oven & hob (3,22%)	168.504	14	14	2.359.056
	Surface cleaner bathroom (3,89%)	113.280	17	17	1.925.760
	Fast-action toilet cleaner (2,17%)	94.872	10	10	948.720
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	409.960	45	45	18.448.214
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	419.136	14	14	5.867.904
	Organic Grease Remover Solution 750ml (4,40%)	380.904	20	20	7.618.080
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	291.696	46	93	27.101.573
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	342.672	41	41	14.049.552

Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	27	27	2.403.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	30	61	2.121.045
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	56	56	5.880.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	62	185	7.397.898
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	11	11	1.089.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	26	51	2.053.807
TOTAL			447	672	102.921.138

Table 42: The table estimated revenue of ÉcoMaison's Additional Service in Optimistic Case in year 2 (by month)

2.2.2. Most Likely Case

In our evaluation of the Most Likely Case for the project, we've observed a slight decrease in customer bookings, from 1.279 to 1.137. However, this figure notably surpasses the optimistic case of our first year, underscoring a positive trend in customer engagement. Despite the reduction in numbers, our revenue forecast remains robust, with an expected revenue of 246.862.800 VND. This projection not only reflects a healthy demand for our core services but also highlights the continued growth and appeal of ÉcoMaison in the market.

MOST LIKELY (1920 hours/month)				
Name		Price	Number of customers booking (Quantity)	Revenue
Hourly service (58,1%)	Luxury (17,3%)	149.000	332	49.491.840
	Standard (30,4%)	129.000	584	75.294.720
	Economy (10,4%)	99.000	200	19.768.320
Monthly service (41,9%)	Option 1 (23,40%)	4.285.000	12	53.476.800
	Option 2 (18,50%)	5.499.000	9	48.831.120
TOTAL			1137	246.862.800

Table 43: The table estimated revenue of ÉcoMaison’s Additional Service in Optimistic Case in year 2 (by month)

Turning our attention to our supplementary services, we notice a decrease in the number of products sold compared to the optimistic case of the previous year, dropping from 672 to 557 products. However, the anticipated revenue from these sales is still substantial, expected to reach 79.600.434 VND. While this represents a modest downturn from our previous high, it continues to illustrate a strong market presence for our additional product offerings. This revenue estimate reaffirms our success in diversifying our services and meeting the evolving needs of our customer base with eco-friendly solutions.

MOST LIKELY (398 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	168.504	11	11	1.853.544
	Surface cleaner multi-action (3,18%)	104.784	13	13	1.362.192
	Surface cleaner oven & hob (3,22%)	168.504	13	13	2.190.552
	Surface cleaner bathroom (3,89%)	113.280	15	15	1.699.200
	Fast-action toilet cleaner (2,17%)	94.872	9	9	853.848
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	409.960	40	40	16.398.413
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	419.136	13	13	5.448.768
	Organic Grease Remover Solution 750ml (4,40%)	380.904	17	17	6.475.368
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	291.696	41	41	11.959.536
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	342.672	37	37	12.678.864
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	24	24	2.136.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	27	54	1.888.537
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	50	50	5.250.000

	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	55	165	6.586.943
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	10	10	990.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	23	46	1.828.670
TOTAL			398	557	79.600.434

Table 44: The table estimated revenue of ÉcoMaison's Additional Service in Most Likely Case in year 2 (by month)

2.2.3. Pessimistic Case

In our Pessimistic Case scenario for the project, we've noted a more significant reduction in customer bookings for our core services, decreasing to 853 from the earlier forecast of 1.137. While this number is lower than the Most Likely Case, it's important to recognize that it still indicates a stable demand for ÉcoMaison's services in challenging market conditions. The average monthly revenue, in this scenario, is projected to be 185.147.100 VND. Despite being a conservative estimate, this revenue figure affirms the resilience and appeal of our core services, even in less favorable market circumstances, and underscores the strength and adaptability of ÉcoMaison in the face of market fluctuations.

PESSIMISTIC (1440 hours/month)				
Name		Price	Number of customers booking (Quantity)	Revenue
Hourly service (58,1%)	Luxury (17,3%)	149.000	249	37.118.880
	Standard (30,4%)	129.000	438	56.471.040
	Economy (10,4%)	99.000	150	14.826.240
Monthly service (41,9%)	Option 1 (23,40%)	4.285.000	9	40.107.600
	Option 2 (18,50%)	5.499.000	7	36.623.340
TOTAL			853	185.147.100

Table 45: The table estimated revenue of ÉcoMaison's Core Service in Pessimistic Case in year 2 (by month)

Regarding our supplementary services, the Pessimistic Case presents a decrease in product sales, with a total of 421 products sold, compared to 557 in the Most Likely scenario. This downturn reflects the cautious spending behavior typically observed in challenging economic environments. However, the revenue generated from these sales is still noteworthy, with an estimated average monthly revenue of 60.277.378 VND. This figure, while lower

than in more optimistic scenarios, demonstrates the sustained interest in our eco-friendly product range and the viability of our additional services portfolio.

PESSIMISTIC CASE (299 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	168.504	9	9	1.516.536
	Surface cleaner multi-action (3,18%)	104.784	10	10	1.047.840
	Surface cleaner oven & hob (3,22%)	168.504	10	10	1.685.040
	Surface cleaner bathroom (3,89%)	113.280	12	12	1.359.360
	Fast-action toilet cleaner (2,17%)	94.872	6	6	569.232
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	409.960	30	30	12.298.810
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	419.136	10	10	4.191.360
	Organic Grease Remover Solution 750ml (4,40%)	380.904	13	13	4.951.752
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	291.696	31	31	9.042.576
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	342.672	28	28	9.594.816
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	18	18	1.602.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	20	41	1.418.775
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	37	37	3.885.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	41	124	4.948.482
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	8	8	792.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	17	34	1.373.800
TOTAL			299	421	60.277.378

Table 46: The estimated revenue of ÉcoMaison's Additional Service in Pessimistic Case in year 2 (by month)

2.2.4. Total Revenue in year 2 (2025)

In our meticulous assessment of ÉcoMaison's projected monthly sales for the second year (2025), we've crystallized our revenue expectations across varying market scenarios. In an optimistic outlook, we're aiming for total monthly sales of 380.641.788 VND. This figure slightly moderates to 326.463.234 VND in our most likely scenario, reflecting a balanced yet promising market response. In the event of a pessimistic market environment, we still anticipate a robust performance with total monthly sales projected at 245.424.478 VND.

TOTAL REVENUE PER MONTH IN YEAR 2 (2025)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	162.624.240	144.554.880	108.416.160
	Monthly service	115.096.410	102.307.920	76.730.940
Other service		93.761.937	72.752.649	55.077.057
TOTAL		380.641.788	326.463.234	245.424.478

Table 47: Estimate Total revenue of ÉcoMaison in year 2 (by month)

Expanding this analysis to the annual scale, our revenue calculations for Year 2 present an optimistic scenario with total sales amounting to 4.567.701.453 VND. Under the most likely scenario, we expect a commendable total of 3.917.558.809 VND, while in the pessimistic scenario, our projections stand at 2.945.093.741 VND. These figures indicate not only a sustained growth trajectory but also an enhanced revenue generation compared to Year 1, specially in Pessimistic Case.

TOTAL REVENUE IN YEAR 2 (2025)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	1.951.490.880	1.734.658.560	1.300.993.920
	Monthly service	1.381.156.920	1.227.695.040	920.771.280
Other service		1.125.143.249	873.031.791	660.924.682
TOTAL		4.567.701.453	3.917.558.809	2.945.093.741

Table 48: Estimate Total revenue of ÉcoMaison in year 2

Delving deeper, we have analyzed the contribution of each month's revenue to the total annual earnings. The trend observed in Year 2 aligns with that of Year 1, yet with a notable increase in overall revenue. This trend underscores the successful expansion and scaling of

our operations, further solidifying ÉcoMaison's position in the market as we continue to build on our first year's achievements and stride confidently into the second year of business.

ESTIMATED REVENUE DURING YEAR 2 (2025)						
Month	Optimistic		Most likely		Pessimistic	
	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated
Jan	959.217.305	21	822.687.350	21	618.469.686	21
Feb	639.478.203	14	548.458.233	14	412.313.124	14
Mar	319.739.102	7	274.229.117	7	206.156.562	7
Apr	365.416.116	8	313.404.705	8	235.607.499	8
May	274.062.087	6	235.053.529	6	176.705.624	6
Jun	456.770.145	10	391.755.881	10	294.509.374	10
Jul	228.385.073	5	195.877.940	5	147.254.687	5
Aug	91.354.029	2	78.351.176	2	58.901.875	2
Sep	319.739.102	7	274.229.117	7	206.156.562	7
Oct	228.385.073	5	195.877.940	5	147.254.687	5
Nov	228.385.073	5	195.877.940	5	147.254.687	5
Dec	456.770.145	10	391.755.881	10	294.509.374	10
TOTAL	4.567.701.453	100	3.917.558.809	100	2.945.093.741	100

Table 49: Estimate revenue contribution each month in year 2 (2025)

2.3. In Year 3

In the upcoming fiscal year (2026), ÉcoMaison is embarking on an exciting phase of expansion, underscored by promising sales forecasts and strategic business decisions. A detailed analysis of our data reveals a notable upward trajectory in monthly sales compared to the previous year. With optimism, we anticipate a significant surge in customer engagement, projecting approximately 1.705 bookings per month. This indicates a favorable market response and the continual expansion of our customer base. In the Most Likely scenario, our projections indicate robust growth, with an expected 1.421 monthly bookings. Even with the pessimistic outlook, we forecast a respectable 1.137 monthly bookings. This surpasses our Year 2 performance and underscores the sustained demand for our services.

In Year 3 (2026)			
Est. Number of customers booking (per month)	Optimistic	Most Likely	Pessimistic

Hourly service	1673	1394	1116
Monthly service	32	27	21
TOTAL (Customers)	1705	1421	1137

Table 50: Estimate Number of customers booking per month in year 3 (2026)

It is worth highlighting that the Ecosophy brand has maintained impressive sales stability, resonating positively with our customer base. Across all scenarios, our overall product sales have surpassed the figures from the inaugural year. We achieved 898 units sold in the Optimistic scenario, while the Most Likely case saw 697 units sold. Even in the Pessimistic scenario, we observed an increase to 557 units, demonstrating the resilience and appeal of our product offerings.

In Year 3 (2026)			
Estimate quantity of Selling (per month)	Optimistic	Most Likely	Pessimistic
Ecover	91	76	61
Stanhome	284	186	148
Ecosophy	523	435	348
TOTAL	898	697	557

Table 51: Estimate quantity of Selling Cleaning Chemical per month in year 3 (2026)

2.3.1. Optimistic Case

In our assessment of the optimal revenue scenario, ÉcoMaison has exhibited a noteworthy surge in its third-year performance, achieving an impressive sales volume of 1.705 monthly customer bookings. This accomplishment results from a comprehensive survey of service preferences, enabling us to construct a robust revenue model. In this best-case scenario, ÉcoMaison is positioned to attain a peak monthly revenue of 387.915.480 VND.

We predict that the percentage of customers using it will remain stable between different service packages, demonstrating increased trust in the ÉcoMaison brand. Our data reveals a preference distribution with the Luxury package chosen by 17,30% of our clientele, the Standard package by 30,40%, and the Economy option by 10,40%. Concerning our monthly service offerings, Option 1 is expected to attract 23,40% of our users, while Option 2 is estimated to appeal to 18,50%.

OPTIMISTIC CASE (2880 hours/month)					
Name		Price	Number of customers booking (Quantity)	Revenue	
Hourly service (58,1%)	Luxury (17,30%)	156.000	498	77.725.440	
	Standard (30,4%)	135.000	876	118.195.200	
	Economy (10,4%)	103.000	300	30.850.560	
Monthly service (41,9%)	Option 1 (23,4%)	4.499.000	19	84.221.280	
	Option 2 (18,5%)	5.775.000	13	76.923.000	
TOTAL			1705	387.915.480	

Table 52: The table estimated revenue of ÉcoMaison's Core Service in Optimistic Case in year 3 (by month)

Monthly, the percentage of customers buying our product is approximately 597, resulting in 898 products sold. Notably, the Ecosophy Multipurpose Cleaning Chemical range, available in 500ml and 100ml sizes, has emerged as the preferred choice among our customers. In the best-case scenario, ÉcoMaison is positioned to achieve a peak monthly revenue of 137.423.767 VND.

Additionally, we've observed considerable customer interest in other product lines, such as Stanhome's Ceramic Hob Cleaning Cream (250ml) and Anti Calc Stanhome Standard Air Label Score (500ml). These products, too, are experiencing robust sales, a testament to their efficacy and quality. The popularity of these specific items not only mirrors the discerning preferences of our customers but also underscores the growing inclination toward environmentally conscious choices in cleaning solutions. This shift towards eco-friendly products is an encouraging indication, signaling a successful product range expansion and a positive response from our customer base to our commitment to sustainability.

OPTIMISTIC CASE (597 customers/month)						
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue	
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	168.504	17	17	2.864.568	
	Surface cleaner multi-action (3,18%)	104.784	19	19	1.990.896	

	Surface cleaner oven & hob (3,22%)	168.504	19	19	3.201.576
	Surface cleaner bathroom (3,89%)	113.280	23	23	2.605.440
	Fast-action toilet cleaner (2,17%)	94.872	13	13	1.233.336
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	409.960	60	60	24.597.619
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	419.136	19	19	7.963.584
	Organic Grease Remover Solution 750ml (4,40%)	380.904	26	26	9.903.504
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	291.696	62	124	36.196.060
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	342.672	55	55	18.846.960
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	36	36	3.204.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	40	81	2.832.805
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	75	75	7.875.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	82	247	9.880.414
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	15	15	1.485.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	34	69	2.743.004
TOTAL			597	898	137.423.767

Table 53: The estimated revenue of ÉcoMaison's Additional Service in Optimistic Case in year 3 (by month)

2.3.2. Most Likely Case

In our analysis of the Most Likely Case for the project, we've noted a modest decline in customer bookings, moving from 1.705 to 1.421. Nevertheless, this figure significantly exceeds the optimistic case in our first year, emphasizing a positive trajectory in customer engagement. Despite the numerical decrease, our revenue forecast remains robust, projecting an anticipated revenue of 323.262.900 VND. This forecast signifies a strong demand for our core services and underscores the ongoing growth and attractiveness of ÉcoMaison in the market.

MOST LIKELY (2400 hours/month)					
Name		Price	Number of customers booking (Quantity)	Total hours	Revenue
Hourly service (58,1%)	Luxury (17,30%)	156.000	415	415	64.771.200
	Standard (30,4%)	135.000	730	730	98.496.000
	Economy (10,4%)	103.000	250	250	25.708.800
Monthly service (41,9%)	Option 1 (23,4%)	4.499.000	16	562	70.184.400
	Option 2 (18,5%)	5.775.000	11	444	64.102.500
TOTAL			1421	2400	323.262.900

Table 54: The table estimated revenue of ÉcoMaison's Core Service in Most Likely Case in year 3 (by month)

Shifting our focus to our additional services, we observe a reduction in the number of products sold compared to the optimistic case of the preceding year, declining from 898 to 697 products. Nevertheless, the projected revenue from these sales remains considerable, expected to reach 99.777.002 VND. Although this indicates a slight downturn from our previous peak, it still underscores a robust market presence for our supplementary product offerings. This revenue projection reaffirms our accomplishment in diversifying our services and addressing the changing needs of our customer base with environmentally friendly solutions.

MOST LIKELY (497 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	168.504	14	14	2.359.056

	Surface cleaner multi-action (3,18%)	104.784	16	16	1.676.544
	Surface cleaner oven & hob (3,22%)	168.504	16	16	2.696.064
	Surface cleaner bathroom (3,89%)	113.280	19	19	2.152.320
	Fast-action toilet cleaner (2,17%)	94.872	11	11	1.043.592
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	409.960	50	50	20.498.016
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	419.136	16	16	6.706.176
	Organic Grease Remover Solution 750ml (4,40%)	380.904	22	22	8.379.888
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	291.696	52	52	15.168.192
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	342.672	46	46	15.762.912
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	30	30	2.670.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	34	67	2.358.298
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	62	62	6.510.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	69	206	8.225.403
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	13	13	1.287.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	29	57	2.283.540
TOTAL			497	697	99.777.002

Table 55: The estimated revenue of ÉcoMaison's Additional Service in Most Likely Case in year 3 (by month)

2.3.3. Pessimistic Case

In our Pessimistic Case scenario for the project, we've observed a more substantial decrease in customer bookings for our core services, dropping to 1.421 from the earlier projection of 1.137. Although this figure is lower than the Most Likely Case, it's crucial to acknowledge that it still signifies a consistent demand for ÉcoMaison's services amidst challenging market conditions. The anticipated average monthly revenue in this scenario is 258.610.320 VND. Despite being a cautious estimate, this revenue figure validates the resilience and appeal of our core services, even in less favorable market circumstances. It underscores the strength and adaptability of ÉcoMaison in the face of market fluctuations.

PESSIMISTIC (1920 hours/month)					
Name		Price	Number of customers booking (Quantity)	Total hours	Revenue
Hourly service (58,1%)	Luxury (17,30%)	156.000	332	332	51.816.960
	Standard (30,4%)	135.000	584	584	78.796.800
	Economy (10,4%)	103.000	200	200	20.567.040
Monthly service (41,9%)	Option 1 (23,4%)	4.499.000	12	449	56.147.520
	Option 2 (18,5%)	5.775.000	9	355	51.282.000
TOTAL			1137	1920	258.610.320

Table 56: The estimated revenue of ÉcoMaison's Core Service in Pessimistic Cases in year 3 (by month)

Regarding our supplementary services, the Pessimistic Case reveals a drop in product sales, totaling 557 products compared to 697 in the Most Likely scenario. This decline reflects the cautious spending tendencies often observed in challenging economic environments. Nonetheless, the revenue generated from these sales remains significant, with an estimated average monthly income of 79.574.544 VND. While this amount is lower than in more optimistic scenarios, it highlights the enduring interest in our eco-friendly product range and confirms the feasibility of our additional services portfolio.

PESSIMISTIC CASE (397 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	168.504	11	11	1.853.544

	Surface cleaner multi-action (3,18%)	104.784	13	13	1.362.192
	Surface cleaner oven & hob (3,22%)	168.504	13	13	2.190.552
	Surface cleaner bathroom (3,89%)	113.280	15	15	1.699.200
	Fast-action toilet cleaner (2,17%)	94.872	9	9	853.848
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	409.960	40	40	16.398.413
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	419.136	13	13	5.448.768
	Organic Grease Remover Solution 750ml (4,40%)	380.904	17	17	6.475.368
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	291.696	41	41	11.959.536
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	342.672	37	37	12.678.864
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	24	24	2.136.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	27	54	1.883.792
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	50	50	5.250.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	55	164	6.570.393
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	10	10	990.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	23	46	1.824.075
TOTAL			397	557	79.574.544

Table 57: The table estimated revenue of ÉcoMaison's Additional Service in Pessimistic Cases in year 3 (by month)

2.3.4. Total Revenue in Year 3 (2026)

We have clarified our revenue projections under different market scenarios in our thorough analysis of ÉcoMaison's anticipated monthly sales for the third year (2026). From an optimistic perspective, our target is a total monthly sales figure of 525.339.247 VND. This number slightly adjusts to 423.039.902 VND in our most likely scenario, indicating a measured yet encouraging market response. Even in a pessimistic market environment, we foresee a strong performance, with total monthly sales projected at 338.184.864 VND.

TOTAL REVENUE PER MONTH IN YEAR 3 (2026)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	226.771.200	188.976.000	151.180.800
	Monthly service	161.144.280	134.286.900	107.429.520
Additional service		137.423.767	99.777.002	79.574.544
TOTAL		525.339.247	423.039.902	338.184.864

Table 58 Estimate Total revenue of ÉcoMaison in year 3 (by month)

Broadening this examination to an annual perspective, our revenue estimation for Year 3 depicts an optimistic scenario with total sales reaching 6.304.070.969 VND. In the most likely scenario, we anticipate a commendable total of 5.076.478.820 VND, and in the pessimistic scenario, our projections stand at 4.058.218.371 VND. These figures signify a continued growth trajectory and an improved revenue generation compared to Year 2, especially in the Pessimistic Case.

TOTAL REVENUE IN YEAR 3 (2026)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	2.721.254.400	2.267.712.000	1.814.169.600
	Monthly service	1.933.731.360	1.611.442.800	1.289.154.240
Additional service		1.649.085.209	1.197.324.020	954.894.531
TOTAL		6.304.070.969	5.076.478.820	4.058.218.371

Table 59: Estimate Total revenue of ÉcoMaison in year 3

Going into more detail, we've examined the monthly revenue contributions to the overall annual earnings. The pattern observed in Year 3 aligns with that of Year 2, albeit with a significant uptick in total revenue. This trend highlights the prosperous expansion and

scaling of our operations, strengthening ÉcoMaison's standing in the market as we build upon the successes of our first year and confidently enter the second year of business.

ESTIMATED REVENUE DURING YEAR 3 (2026)						
Month	Optimistic		Most likely		Pessimistic	
	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated
Jan	1.323.854.903	21	1.066.060.552	21	852.225.858	21
Feb	882.569.936	14	710.707.035	14	568.150.572	14
Mar	441.284.968	7	355.353.517	7	284.075.286	7
Apr	504.325.678	8	406.118.306	8	324.657.470	8
May	378.244.258	6	304.588.729	6	243.493.102	6
Jun	630.407.097	10	507.647.882	10	405.821.837	10
Jul	315.203.548	5	253.823.941	5	202.910.919	5
Aug	126.081.419	2	101.529.576	2	81.164.367	2
Sep	441.284.968	7	355.353.517	7	284.075.286	7
Oct	315.203.548	5	253.823.941	5	202.910.919	5
Nov	315.203.548	5	253.823.941	5	202.910.919	5
Dec	630.407.097	10	507.647.882	10	405.821.837	10
TOTAL	6.304.070.969	100	5.076.478.820	100	4.058.218.371	100

Table 60: Estimate revenue contribution each month in year 3 (2024)

2.4. In year 4

In the forthcoming fiscal year (2027), ÉcoMaison is poised to undergo an exciting phase of growth, backed by optimistic sales forecasts and strategic business decisions. A comprehensive analysis of our data unveils a notable upward trend in monthly sales compared to the prior year. With confidence, we predict a significant increase in customer engagement, estimating around 1.891 monthly bookings. This indicates a clear sign of a positive market response and the ongoing expansion of our customer base. Our projections show strong growth in the Most Likely scenario, expecting 1.756 monthly bookings. Even in the Pessimistic scenario, we anticipate a respectable 1.486 bookings per month. This exceeds our Year 4 performance and underscores the consistent demand for our services.

In Year 4 (2027)			
Est. Number of customers booking (per month)	Optimistic	Most Likely	Pessimistic
Hourly service	1851	1719	1455
Monthly service	40	37	31
TOTAL (Customers)	1891	1756	1486

Table 61: Estimate Number of customers booking per month in year 4 (2027)

Notably, the Ecosophy brand has demonstrated remarkable sales stability, resonating positively with our customer base. In all scenarios, our total product sales have exceeded the figures from the first year. In the Optimistic scenario, we accomplished sales of 1.137 units, while the Most Likely case recorded 984 units sold. Even in the Pessimistic scenario, we observed an increase to 832 units, showcasing the resilience and attractiveness of our product offerings.

In Year 4 (2027)			
Estimate quantity of Selling (per month)	Optimistic	Most Likely	Pessimistic
Ecover	115	107	91
Stanhome	360	263	222
Ecosophy	662	614	519
TOTAL	1.137	984	832

Table 62: Estimate quantity of Selling Cleaning Chemical per month in year 4 (2027)

2.4.1. Optimistic Case

In our evaluation of the optimal revenue scenario, ÉcoMaison has displayed a significant upswing in its performance during the fourth year, achieving an impressive sales volume of 1.891 monthly customer bookings. This achievement stems from a thorough survey of service preferences, allowing us to develop a robust revenue model. In this best-case scenario, ÉcoMaison is poised to reach a peak monthly revenue of 474.318.873 VND.

OPTIMISTIC CASE (3360 hours/month)				
Name	Price	Number of customers booking (Quantity)	Total hours	Revenue

Hourly service (55,1%)	Luxury (16,3%)	163.800	548	548	89.709.984
	Standard (27,4%)	141.750	921	921	130.500.720
	Economy (11,4%)	108.150	383	383	41.425.776
Monthly service (44,9%)	Option 1 (23,40%)	4.723.950	22	786	103.171.068
	Option 2 (21,50%)	6.063.750	18	722	109.511.325
TOTAL			1891	3360	474.318.873

Table 63: The table estimated revenue of ÉcoMaison's Core Service in Optimistic Case in year 4 (by month)

Monthly, the percentage of customers purchasing our product translates to about 756 customers, resulting in 898 products sold. ÉcoMaison is poised to achieve a peak monthly revenue of 174.198.635 VND. The popularity of these specific items not only reflects the discerning preferences of our customers but also underscores the growing inclination towards environmentally conscious choices in cleaning solutions. This shift towards eco-friendly products is an encouraging sign, indicating a successful product range expansion and a positive response from our customer base to our commitment to sustainability.

OPTIMISTIC CASE (756 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	168.504	22	22	3.707.088
	Surface cleaner multi-action (3,18%)	104.784	24	24	2.514.816
	Surface cleaner oven & hob (3,22%)	168.504	24	24	4.044.096
	Surface cleaner bathroom (3,89%)	113.280	29	29	3.285.120
	Fast-action toilet cleaner (2,17%)	94.872	16	16	1.517.952
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	409.960	76	76	31.156.984
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	419.136	24	24	10.059.264
	Organic Grease Remover Solution 750ml (4,40%)	380.904	33	33	12.569.832

	Ceramic Hob Cleaning Cream (250ml) (10,39%)	291.696	79	157	45.896.847
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	342.672	70	70	23.987.040
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	45	45	4.005.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	51	103	3.592.016
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	95	95	9.975.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	104	313	12.528.431
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	19	19	1.881.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	43	87	3.478.148
TOTAL			757	1.137	174.198.635

Table 64: The table estimated revenue of ÉcoMaison's Additional Service in Optimistic Case in year 4 (by month)

2.4.2. Most Likely Case

In our examination of the Most Likely Case for the project, we've observed a slight dip in customer bookings, decreasing from 1.891 to 1.756. However, this figure notably surpasses the optimistic case in our first year, highlighting a positive trend in customer engagement. Despite the numerical decrease, our revenue forecast remains robust, projecting an expected revenue of 419.465.670 VND. This forecast indicates a strong demand for our core services and underscores the continual growth and appeal of ÉcoMaison in the market.

MOST LIKELY (3120 hours/month)				
Name	Price	Number of customers booking (Quantity)	Total hours	Revenue

Hourly service (55,1%)	Luxury (16,3%)	156.000	509	509	79.335.360
	Standard (27,4%)	135.000	855	855	115.408.800
	Economy (11,4%)	103.000	356	356	36.635.040
Monthly service (44,9%)	Option 1 (23,40%)	4.499.000	20	730	91.239.720
	Option 2 (21,50%)	5.775.000	17	671	96.846.750
TOTAL			1756	3120	419.465.670

Table 65: The table estimated revenue of ÉcoMaison's Core Service in Most Likely Case in year 4 (by month)

Shifting our focus to our additional services, we observe a reduction in the quantity of products sold compared to the optimistic case of the preceding year, declining from 1.136 to 984 products. Nevertheless, the projected revenue from these sales remains considerable, expected to reach 141.090.038 VND. Although this indicates a slight downturn from our previous peak, it still underscores a robust market presence for our supplementary product offerings. This revenue projection reaffirms our achievement in diversifying our services and addressing the changing needs of our customer base with environmentally friendly solutions.

MOST LIKELY (702 customers/month)					
Cleaning Chemical Name		Unit price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	168.504	20	20	3.370.080
	Surface cleaner multi-action (3,18%)	104.784	22	22	2.305.248
	Surface cleaner oven & hob (3,22%)	168.504	23	23	3.875.592
	Surface cleaner bathroom (3,89%)	113.280	27	27	3.058.560
	Fast-action toilet cleaner (2,17%)	94.872	15	15	1.423.080
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	409.960	71	71	29.107.183
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	419.136	23	23	9.640.128

	Organic Grease Remover Solution 750ml (4,40%)	380.904	31	31	11.808.024
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	291.696	73	73	21.293.808
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	342.672	65	65	22.273.680
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	42	42	3.738.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	48	95	3.331.037
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	88	88	9.240.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	97	290	11.618.175
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	18	18	1.782.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	40	81	3.225.442
	TOTAL			702	984

Table 66: The table estimated revenue of ÉcoMaison's Additional Service in Most Likely Case in year 4 (by month)

2.4.3. Pessimistic Case

In our Pessimistic Case scenario for the project, there's been a more substantial reduction in customer bookings for our core services, declining to 1.486 from the earlier projection of 1.756. While this figure is lower than the Most Likely Case, it's essential to recognize that it still signifies a sustained demand for ÉcoMaison's services amid challenging market conditions. The expected average monthly revenue in this scenario is 354.932.490 VND. Despite being a conservative estimate, this revenue figure validates the resilience and appeal

of our core services, even in less favorable market circumstances, highlighting the robust and adaptable nature of ÉcoMaison.

PESSIMISTIC (2640 hours/month)					
Name		Price	Number of customers booking (Quantity)	Total hours	Revenue
Hourly service (55,1%)	Luxury (16,3%)	156.000	430	430	67.129.920
	Standard (27,4%)	135.000	723	723	97.653.600
	Economy (11,4%)	103.000	301	301	30.998.880
Monthly service (44,9%)	Option 1 (23,40%)	4.499.000	17	618	77.202.840
	Option 2 (21,50%)	5.775.000	14	568	81.947.250
TOTAL			1486	2640	354.932.490

Table 67: The estimated revenue of ÉcoMaison's Core Service in Pessimistic Case in year 4 (by month)

About our supplementary services, the Pessimistic Case discloses a decrease in product sales, amounting to 832 products compared to 984 in the Most Likely scenario. This decline indicates the prudent spending behaviors typically witnessed in challenging economic environments. Nevertheless, the revenue derived from these sales remains substantial, with an estimated average monthly revenue of 119.041.190 VND. While this figure is lower than in more optimistic scenarios, it underscores the persistent interest in our eco-friendly product range and affirms the viability of our additional services portfolio.

PESSIMISTIC CASE (594 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	168.504	17	17	2.864.568
	Surface cleaner multi-action (3,18%)	104.784	19	19	1.990.896
	Surface cleaner oven & hob (3,22%)	168.504	19	19	3.201.576
	Surface cleaner bathroom (3,89%)	113.280	23	23	2.605.440
	Fast-action toilet cleaner (2,17%)	94.872	13	13	1.233.336

Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	409.960	60	60	24.597.619
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	419.136	19	19	7.963.584
	Organic Grease Remover Solution 750ml (4,40%)	380.904	26	26	9.903.504
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	291.696	62	62	18.085.152
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	342.672	55	55	18.846.960
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	35	35	3.115.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	40	81	2.818.570
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	74	74	7.770.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	82	246	9.830.764
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	15	15	1.485.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	34	68	2.729.221
TOTAL			594	832	119.041.190

Table 68: The estimated revenue of ÉcoMaison's Additional Service in Pessimistic Case in year 4 (by month)

2.4.4. Total Revenue in Year 4 (2027)

In our comprehensive examination of ÉcoMaison's projected monthly sales for the fourth year (2027), we've elucidated our revenue forecasts across various market scenarios. In an optimistic context, our aim is a total monthly sales figure of 648.517.508 VND. This figure modestly adjusts to 560.555.708 VND in our most likely scenario, reflecting a calculated yet promising market response. Even in a pessimistic market environment, we anticipate a robust performance, with total monthly sales projected at 473.973.680 VND.

TOTAL REVENUE PER MONTH IN YEAR 4 (2027)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	261.636.480	231.379.200	195.782.400
	Monthly service	212.682.393	188.086.470	159.150.090
Additional service		174.198.635	141.090.038	119.041.190
TOTAL		648.517.508	560.555.708	473.973.680

Table 69: Estimate Total revenue of ÉcoMaison in year 4 (by month)

Expanding this analysis to an annual outlook, our revenue forecast for Year 4 illustrates an optimistic scenario with total sales reaching 7.782.210.093 VND. In the most likely scenario, we anticipate a commendable total of 6.726.668.495 VND, and in the pessimistic scenario, our projections stand at 5.687.684.155 VND. These figures indicate a sustained growth trajectory and an enhanced revenue generation compared to Year 3, particularly in the Pessimistic Case.

TOTAL REVENUE IN YEAR 4 (2027)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	3.139.637.760	2.776.550.400	2.349.388.800
	Monthly service	2.552.188.716	2.257.037.640	1.909.801.080
Additional service		2.090.383.617	1.693.080.455	1.428.494.275
TOTAL		7.782.210.093	6.726.668.495	5.687.684.155

Table 70: Estimate Total revenue of ÉcoMaison in year 4

Delving deeper, we have scrutinized the monthly revenue contributions to the overall annual earnings. The pattern witnessed in Year 5 aligns with that of Year 4, though with a notable increase in total revenue. This trend underscores the flourishing expansion and scaling of our operations, fortifying ÉcoMaison's position in the market as we build upon the achievements of our first year and confidently progress into the second year of business.

ESTIMATED REVENUE DURING YEAR 4 (2027)			
Month	Optimistic	Most likely	Pessimistic

	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated
Jan	1.634.264.120	21	1.412.600.384	21	1.194.413.673	21
Feb	1.089.509.413	14	941.733.589	14	796.275.782	14
Mar	544.754.707	7	470.866.795	7	398.137.891	7
Apr	622.576.807	8	538.133.480	8	455.014.732	8
May	466.932.606	6	403.600.110	6	341.261.049	6
Jun	778.221.009	10	672.666.850	10	568.768.416	10
Jul	389.110.505	5	336.333.425	5	284.384.208	5
Aug	155.644.202	2	134.533.370	2	113.753.683	2
Sep	544.754.707	7	470.866.795	7	398.137.891	7
Oct	389.110.505	5	336.333.425	5	284.384.208	5
Nov	389.110.505	5	336.333.425	5	284.384.208	5
Dec	778.221.009	10	672.666.850	10	568.768.416	10
TOTAL	7.782.210.093	100	6.726.668.495	100	5.687.684.155	100

Table 71: Estimate revenue contribution each month in year 4 (2025)

2.5. In year 5

In the approaching fiscal year (2028), ÉcoMaison is set to enter a thrilling phase of expansion, propelled by promising sales forecasts and strategic business decisions. A detailed examination of our data reveals a substantial upward trend in monthly sales compared to the previous year. We confidently foresee a significant uptick in customer engagement, estimating approximately 2.432 monthly bookings. This signifies a clear indication of a favorable market response and the ongoing enlargement of our customer base. Our projections indicate robust growth in the Most Likely scenario, with an anticipated 2.161 monthly bookings. Even with the pessimistic outlook, we predict a commendable 1.891 bookings per month. This surpasses our Year 4 performance and underscores the sustained demand for our services.

In Year 5 (2028)			
Est. Number of customers booking (per month)	Optimistic	Most Likely	Pessimistic
Hourly service	2380	2116	1851

Monthly service	51	46	40
TOTAL (Customers)	2432	2161	1891

Table 72: Estimate Number of customers booking per month in year 5 (2028)

Notably, the Ecosophy brand has demonstrated remarkable sales stability, resonating positively with our customer base. In all scenarios, our total product sales have exceeded the figures from the first year. In the Optimistic scenario, we accomplished sales of 1.647 units, while the Most Likely case recorded 1.363 units sold. Even in the Pessimistic scenario, we observed an increase to 1.073 units, showcasing the resilience and attractiveness of our product offerings.

In Year 5 (2028)			
Estimate quantity of Selling (per month)	Optimistic	Most Likely	Pessimistic
Ecover	168	149	129
Stanhome	522	363	317
Ecosophy	957	851	627
TOTAL	1.647	1.363	1.073

Table 73: Estimate quantity of Selling Cleaning Chemical per month in year 5 (2028)

2.5.1. Optimistic Case

In our evaluation of the optimal revenue scenario, ÉcoMaison has displayed a significant upswing in its performance during the fifth year, achieving an impressive sales volume of 4.320 monthly customer bookings. This achievement stems from a thorough survey of service preferences, allowing us to develop a robust revenue model. In this best-case scenario, ÉcoMaison is poised to reach a peak monthly revenue of 609.838.551 VND.

OPTIMISTIC CASE (4320 hours/month)					
Name		Price	Number of customers booking (Quantity)	Total hours	Revenue
Hourly service (55,1%)	Luxury (16,3%)	163.800	704	704	115.341.408
	Standard (27,40%)	141.750	1184	1184	167.786.640
	Economy (11,40%)	108.150	492	492	53.261.712
	Option 1 (23,40%)	4.723.950	28	1011	132.648.516

Monthly service (44,9%)	Option 2 (21,50%)	6.063.750	23	929	140.800.275
TOTAL			2432	4320	609.838.551

Table 74: The table estimated revenue of ÉcoMaison’s Core Service in Optimistic Case in year 5 (by month)

Monthly, approximately 1.094 customers are buying our product, resulting in a total of 898 products sold. In the best-case scenario, ÉcoMaison is positioned to achieve a peak monthly revenue of 212.330.061 VND. The popularity of these specific items not only mirrors the discerning preferences of our customers but also underscores the growing trend towards environmentally conscious choices in cleaning solutions. This shift towards eco-friendly products is an encouraging indication, signaling a successful product range expansion and a positive response from our customer base to our commitment to sustainability.

OPTIMISTIC CASE (1094 customers/month)					
Cleaning Chemical Name		Price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	161.364	31	31	5.002.284
	Surface cleaner multi-action (3,18%)	100.344	35	35	3.512.040
	Surface cleaner oven & hob (3,22%)	161.364	35	35	5.647.740
	Surface cleaner bathroom (3,89%)	108.480	43	43	4.664.640
	Fast-action toilet cleaner (2,17%)	90.852	24	24	2.180.448
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	392.589	110	110	43.184.803
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	401.376	35	35	14.048.160
	Organic Grease Remover Solution 750ml (4,40%)	364.764	48	48	17.508.672
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	279.336	114	227	31.844.304
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	328.152	102	102	33.471.504

Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	65	65	5.785.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	74	148	5.191.104
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	137	137	14.385.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	151	453	18.105.818
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	28	28	2.772.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	63	126	5.026.544
TOTAL			1094	1.647	212.330.061

Table 75: The estimated revenue of ÉcoMaison's Additional Service in Optimistic Case in year 5 (by month)

2.5.2. Most Likely Case

In our analysis of the Most Likely Case for the project, we've noticed a modest reduction in customer bookings, transitioning from 2.432 to 2.161. Nevertheless, this figure significantly outpaces the optimistic case in our first year, emphasizing a positive trend in customer engagement. Despite the numerical decline, our revenue forecast remains strong, anticipating revenue of 542.078.712 VND. This projection reflects a robust demand for our core services and underscores the sustained growth and attractiveness of ÉcoMaison in the market.

MOST LIKELY (3840 hours/month)					
Name		Price	Number of customers booking (Quantity)	Total hours	Revenue
Hourly service (55,1%)	Luxury (16,3%)	163.800	626	626	102.525.696
	Standard (27,40%)	141.750	1052	1052	149.143.680
	Economy (11,40%)	108.150	438	438	47.343.744
	Option 1 (23,40%)	4.723.950	25	899	117.909.792

Monthly service (44,9%)	Option 2 (21,50%)	6.063.750	21	826	125.155.800
TOTAL			2161	3840	542.078.712

Table 76: The table estimated revenue of ÉcoMaison's Core Service in Most Likely Case in year 5 (by month)

Turning our attention to our supplementary services, we note a decrease in the number of products sold compared to the optimistic case of the previous year, dropping from 1.647 to 1.363 products. Nonetheless, the anticipated revenue from these sales remains substantial, expected to reach 188.621.037 VND. While this signals a slight decline from our previous peak, it still emphasizes a strong market presence for our supplementary product offerings. This revenue projection reaffirms our success in diversifying our services and catering to the evolving needs of our customer base with environmentally friendly solutions.

MOST LIKELY CASE (972 customers/month)					
Cleaning Chemical Name		Unit price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	161.364	28	28	4.518.192
	Surface cleaner multi-action (3,18%)	100.344	31	31	3.110.664
	Surface cleaner oven & hob (3,22%)	161.364	31	31	5.002.284
	Surface cleaner bathroom (3,89%)	108.480	38	38	4.122.240
	Fast-action toilet cleaner (2,17%)	90.852	21	21	1.907.892
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	392.589	98	98	38.473.734
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	401.376	31	31	12.442.656
	Organic Grease Remover Solution 750ml (4,40%)	364.764	43	43	15.684.852
	Ceramic Hob Cleaning Cream (250ml) (10,39%)	279.336	101	101	28.212.936

	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	328.152	90	90	29.533.680
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	58	58	5.162.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	66	132	4.612.206
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	122	122	12.810.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	134	402	16.086.704
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	25	25	2.475.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	56	112	4.465.997
TOTAL			973	1.363	188.621.037

Table 77: The estimated revenue of ÉcoMaison's Additional Service in Most Likely Case in year 5 (by month)

2.5.3. Pessimistic Case

In our Pessimistic Case scenario for the project, we've observed a more significant decrease in customer bookings for our core services, falling to 1.891 from the earlier projection of 2.161. Although this figure is lower than the Most Likely Case, it's crucial to acknowledge that it still represents a sustained demand for ÉcoMaison's services amid challenging market conditions. The anticipated average monthly revenue in this scenario is 474.318.873 VND. Despite being a conservative estimate, this revenue figure reaffirms the resilience and appeal of our core services, even in less favorable market circumstances. It highlights the strength and adaptability of ÉcoMaison in navigating market fluctuations.

PESSIMISTIC CASE (3360 hours/month)				
Name	Price	Number of customers booking (Quantity)	Total hours	Revenue

Hourly service (55,1%)	Luxury (16,3%)	163.800	548	548	89.709.984
	Standard (27,40%)	141.750	921	921	130.500.720
	Economy (11,40%)	108.150	383	383	41.425.776
Monthly service (44,9%)	Option 1 (23,40%)	4.723.950	22	786	103.171.068
	Option 2 (21,50%)	6.063.750	18	722	109.511.325
TOTAL			1891	3360	474.318.873

Table 78: The estimated revenue of ÉcoMaison's Core Service in Pessimistic Case in year 5 (by month)

In our examination of supplementary services, the Pessimistic Case reveals a reduction in product sales, totaling 1.073 products compared to 1.363 in the Most Likely scenario. This decline mirrors the cautious spending tendencies commonly observed in challenging economic environments. However, the revenue generated from these sales remains noteworthy, with an estimated average monthly revenue of 156.628.115 VND. Although this amount is less than in more optimistic scenarios, it underscores the enduring interest in our eco-friendly product range and affirms the viability of our additional services portfolio.

PESSIMISTIC CASE (851 customers/month)					
Cleaning Chemical Name		Unit price	Number of customers buying	Total selling quantity	Revenue
Ecover (15,32%)	Surface cleaner window & glass (2,85%)	157.080	24	24	3.769.920
	Surface cleaner multi-action (3,18%)	97.680	27	27	2.637.360
	Surface cleaner oven & hob (3,22%)	157.080	27	27	4.241.160
	Surface cleaner bathroom (3,89%)	105.600	33	33	3.484.800
	Fast-action toilet cleaner (2,17%)	88.440	18	18	1.591.920
Stanhome (37,35%)	Anti Calc Stanhome Standard Air Label Score 500ml (10,06%)	382.166	86	86	32.866.310
	Multi Floor Ecolabel Cleaner (1000ml) (3,22%)	390.720	27	27	10.549.440
	Organic Grease Remover Solution 750ml (4,40%)	355.080	37	37	13.137.960

	Ceramic Hob Cleaning Cream (250ml) (10,39%)	271.920	88	88	23.928.960
	Refrigerator Deodorizer (15g/piece x 3 pieces & 1 tray) (9,28%)	319.440	79	79	25.235.760
Ecosophy (47,33%)	Ecosophy Carpet Cleaning Chemical (500ml) (5,96%)	89.000	51	51	4.539.000
	Ecosophy Carpet Cleaning Chemical (100ml) (6,78%)	35.000	58	115	4.038.052
	Ecosophy Multipurpose Cleaning Chemical (500ml) (12,50%)	105.000	106	106	11.130.000
	Ecosophy Multipurpose Cleaning Chemical (100ml) (13,79%)	40.000	117	235	9.389.428
	Ecosophy Stone Floor Cleaning Chemical (500ml) (2,56%)	99.000	22	22	2.178.000
	Ecosophy Stone Floor Cleaning Chemical (100ml) (5,74%)	40.000	49	98	3.910.045
TOTAL			851	1.073	156.628.115

Table 79: The estimated revenue of ÉcoMaison's Additional Service in Pessimistic Case in year 5 (by month)

2.5.4. Total Revenue in Year 5 (2028)

In our in-depth analysis of ÉcoMaison's expected monthly sales for the fifth year (2028), we have expounded upon our revenue projections across diverse market scenarios. From an optimistic standpoint, we are targeting a total monthly sales figure of 822.168.612 VND. This amount slightly adjusts to 730.699.749 VND in our most likely scenario, indicating a prudent yet encouraging market response. Even in an adverse market environment, we envision a robust performance, with total monthly sales projected at 630.946.988 VND.

TOTAL REVENUE PER MONTH IN YEAR 5 (2028)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	336.389.760	299.013.120	261.636.480
	Monthly service	273.448.791	243.065.592	212.682.393

Additional service	212.330.061	188.621.037	156.628.115
TOTAL	822.168.612	730.699.749	630.946.988

Table 80: Estimate Total revenue of ÉcoMaison in year 5 (by month)

Extending this assessment to an annual context, our revenue estimate for Year 5 outlines an optimistic scenario with total sales reaching 9.866.023.341 VND. In the most likely scenario, we foresee a commendable total of 8.768.396.988 VND, and in the pessimistic scenario, our projections stand at 7.571.363.860 VND. These numbers denote a continuous growth trajectory and an improved revenue generation compared to Year 4, especially in the Pessimistic Case.

TOTAL REVENUE IN YEAR 5 (2028)				
		Optimistic	Most likely	Pessimistic
Core service	Hourly service	4.036.677.120	3.588.157.440	3.139.637.760
	Monthly service	3.281.385.492	2.916.787.104	2.552.188.716
Additional service		2.547.960.729	2.263.452.444	1.879.537.384
TOTAL		9.866.023.341	8.768.396.988	7.571.363.860

Table 81: Estimate Total revenue of ÉcoMaison in year 5 (2028)

Going into more granular detail, we have analyzed the monthly revenue contributions to the overall annual earnings. The pattern observed in Year 5 aligns with that of Year 4 but with a significant upswing in total revenue. This trend underscores the thriving expansion and scaling of our operations, solidifying ÉcoMaison's standing in the market as we build upon the successes of our first year and confidently embark on the second year of business.

ESTIMATED REVENUE DURING YEAR 5 (2028)						
Month	Optimistic		Most likely		Pessimistic	
	Revenue	% Estimated	Revenue	% Estimated	Revenue	% Estimated
Jan	2.071.864.902	21	1.841.363.367	21	1.589.986.411	21
Feb	1.381.243.268	14	1.227.575.578	14	1.059.990.940	14
Mar	690.621.634	7	613.787.789	7	529.995.470	7
Apr	789.281.867	8	701.471.759	8	605.709.109	8

May	591.961.400	6	526.103.819	6	454.281.832	6
Jun	986.602.334	10	876.839.699	10	757.136.386	10
Jul	493.301.167	5	438.419.849	5	378.568.193	5
Aug	197.320.467	2	175.367.940	2	151.427.277	2
Sep	690.621.634	7	613.787.789	7	529.995.470	7
Oct	493.301.167	5	438.419.849	5	378.568.193	5
Nov	493.301.167	5	438.419.849	5	378.568.193	5
Dec	986.602.334	10	876.839.699	10	757.136.386	10
TOTAL	9.866.023.341	100	8.768.396.988	100	7.571.363.860	100

Table 82: Estimate revenue contribution each month in year 5 (2028)

3. Cost Structure & Expense

3.1. Fixed Cost

No.	Name of capitals	Units	Quantity	Fixed cost in year 1 (2024) (VND)		
				Optimistic	Most likely	Pessimistic
1	Internet fees	Month	1	545.000	545.000	545.000
2	Sanitation fees	Month	1	100.000	100.000	100.000
3	Rental Fee	Month	1	10.000.000	10.000.000	10.000.000
4	Depreciation cost	Month	1	2.005.800	2.005.800	2.005.800
Total one month				12.650.800	12.650.800	12.650.800
Total one year				151.809.600	151.809.600	151.809.600

Table 83: Fixed cost of ÉcoMaison Home eco-cleaning service during year 1 (2024-2025)

The fixed cost is consistent at 12.650.800 every month and 151.809.600 per year for all three scenarios: optimistic, most likely, and pessimistic. This fixed cost will be constant for the next five years.

3.2. Variable Cost

Variable costs within our business encompass salary expenditures, social insurance, health insurance, unemployment insurance, marketing expenditures, electricity and water expenses, commission fees, product purchase costs, and other costs. In the first year, the aggregate variable costs amount to 2,304,277,036 VND in the optimistic scenario, 2,033,312,986 VND in the most likely scenario, and 1,677,818,880 VND in the pessimistic case. This reduction

is attributed to a decrease in the workforce, leading to diminished salary, commission, insurance, and other related costs.

No.	Name of capitals	Units	Quantity	Variable cost in year 1 (2024) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	1.020.000.000	840.000.000	594.000.000
2	Social insurance	Year	1	178.500.000	147.000.000	103.950.000
3	Health insurance	Year	1	30.600.000	25.200.000	17.820.000
4	Unemployment insurance	Year	1	10.200.000	8.400.000	5.940.000
5	Electricity & Water expense	Year	1	68.047.690	64.498.818	59.312.892
6	Commission expense	Year	1	145.359.346	103.844.167	62.265.988
7	Marketing expense	Year	1	453.900.000	453.900.000	453.900.000
8	Other costs	Year	1	40.800.000	33.600.000	23.760.000
9	Product Purchase cost	Year	1	356.870.000	356.870.000	356.870.000
TOTAL				2.304.277.036	2.033.312.986	1.677.818.880

Table 84: Variable cost of ÉcoMaison Home Eco-cleaning service in year 1 (2024)

In the following year, the total variable cost is 3.521.015.767 VND in the optimistic case, 3.095.084.506 VND in the most likely case, and 2.425.900.993 VND in the pessimistic case.

No.	Name of capitals	Units	Quantity	Variable cost in year 2 (2025) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	1.392.000.000	1.206.000.000	942.000.000
2	Social insurance	Year	1	243.600.000	211.050.000	164.850.000
3	Health insurance	Year	1	41.760.000	36.180.000	28.260.000
4	Unemployment insurance	Year	1	13.920.000	12.060.000	9.420.000
5	Electricity & Water expense	Year	1	73.767.439	68.901.805	64.498.818
6	Commission expense	Year	1	228.385.073	195.877.940	147.254.687
7	Marketing expense	Year	1	502.447.160	446.601.704	323.960.312
8	Other costs	Year	1	55.680.000	48.240.000	37.680.000

9	Product Purchase cost	Year	1	969.456.096	870.173.056	707.977.176
TOTAL				3.521.015.767	3.095.084.506	2.425.900.993

Table 85: Variable cost of ÉcoMaison Home Eco-cleaning service in year 2 (2025)

Following year three, the total variable cost grows spark by over one billion VND, accounting for 4.789.268.240 in the optimistic case, 3.991.055.779 VND in the most likely case, and 3.203.243.240 VND in the pessimistic case.

No.	Name of capitals	Units	Quantity	Variable cost in year 3 (2026) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	1.996.620.000	1.643.520.000	1.290.420.000
2	Social insurance	Year	1	349.408.500	287.616.000	225.823.500
3	Health insurance	Year	1	59.898.600	49.305.600	38.712.600
4	Unemployment insurance	Year	1	19.966.200	16.435.200	12.904.200
5	Electricity & Water expense	Year	1	86.818.349	76.828.020	72.140.328
6	Commission expense	Year	1	315.203.548	253.823.941	202.910.919
7	Marketing expense	Year	1	567.366.387	507.647.882	405.821.837
8	Other costs	Year	1	79.864.800	65.740.800	51.616.800
9	Product Purchase cost	Year	1	1.314.121.856	1.090.138.336	902.893.056
TOTAL				4.789.268.240	3.991.055.779	3.203.243.240

Table 86: Variable cost of ÉcoMaison Home Eco-cleaning service in year 3 (2026)

Following year four, the total variable cost rises steadily by more than 700 million VND, accounting for 5.435.490.741 VND in the optimistic case, but over one billion VND in the most likely case and the pessimistic case account for 5.033.118.160 VND, and 4.362.453.644 VND respectively. It witnesses the growth of all capitals based on the up-scale company.

No.	Name of capitals	Units	Quantity	Variable cost in year 4 (2027) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	2.214.900.000	2.060.820.000	1.797.600.000
2	Social insurance	Year	1	387.607.500	360.643.500	314.580.000

3	Health insurance	Year	1	66.447.000	61.824.600	53.928.000
4	Unemployment insurance	Year	1	22.149.000	20.608.200	17.976.000
5	Electricity & Water expense	Year	1	94.627.855	79.156.950	73.899.847
6	Commission expense	Year	1	389.110.505	336.333.425	284.384.208
7	Marketing expense	Year	1	661.487.858	618.853.502	511.891.574
8	Other costs	Year	1	88.596.000	82.432.800	71.904.000
9	Product Purchase cost	Year	1	1.510.565.024	1.412.445.184	1.236.290.016
TOTAL				5.435.490.741	5.033.118.160	4.362.453.644

Table 87: Variable cost of ÉcoMaison Home Eco-cleaning service in year 4 (2027)

In year 5, the total variable cost is continuously estimated up to 6.361.045.279 VND in the optimistic case, 5.819.055.230 VND in the most likely case, and the pessimistic case accounts for 5.132.179.993 VND.

No.	Name of capitals	Units	Quantity	Variable cost in year 5 (2028) (VND)		
				Optimistic	Most likely	Pessimistic
1	Salary expenses	Year	1	2.713.413.000	2.479.853.400	2.129.514.000
2	Social insurance	Year	1	474.847.275	433.974.345	372.664.950
3	Health insurance	Year	1	81.402.390	74.395.602	63.885.420
4	Unemployment insurance	Year	1	27.134.130	24.798.534	21.295.140
5	Electricity & Water expense	Year	1	109.234.699	96.254.965	87.083.165
6	Commission expense	Year	1	493.301.167	438.419.849	378.568.193
7	Marketing expense	Year	1	690.621.634	657.629.774	605.709.109
8	Other costs	Year	1	108.536.520	99.194.136	85.180.560
9	Product Purchase cost	Year	1	1.662.554.464	1.514.534.624	1.388.279.456
TOTAL				6.361.045.279	5.819.055.230	5.132.179.993

Table 88: Variable cost of ÉcoMaison Home Eco-cleaning service in year 5 (2028)

3.3. Salary

The table outlines our year 1 personnel costs and salaries, varying with the business scenario. Under optimistic conditions, we'll employ 15 staff, costing 1.02 billion VND, while the most likely scenario predicts 12 employees at 840 million VND, and the pessimistic case estimates 8 employees with salaries totaling 594 million VND.

2024		Optimistic (15 employees)				Most Likely (12 employees)				Pessimistic (8 employees)			
		By month				By month				By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO	1	flexible	10.000.000	10.000.000	1	flexible	10.000.000	10.000.000	1	flexible	10.000.000	10.000.000
2	Accountant	1	8	7.000.000	7.000.000	1	8	7.000.000	7.000.000	0	8	7.000.000	0
3	HR	0	8	7.000.000	0	0	8	7.000.000	0	0	8	7.000.000	0
4	Marketing	2	8	7.000.000	14.000.000	2	8	7.000.000	14.000.000	2	8	7.000.000	14.000.000
5	Partnership Relationship Management	1	4	3.500.000	3.500.000	1	4	3.500.000	3.500.000	0	4	3.500.000	0
6	Sales & QA	2	8	5.000.000	10.000.000	1	8	5.000.000	5.000.000	1	8	5.000.000	5.000.000
7	Customer Service	1	8	5.500.000	5.500.000	1	8	5.500.000	5.500.000	1	8	5.500.000	5.500.000
8	Cleaning staff	7	8	5.000.000	35.000.000	5	8	5.000.000	25.000.000	3	8	5.000.000	15.000.000
TOTAL (1 month)		15			85.000.000	12			70.000.000	8			49.500.000
TOTAL (1 year)					1.020.000.000				840.000.000				594.000.000

Table 89: Human resources and salaries in year 1 (2024)

In year 2, employee count will rise with unchanged salaries, except for doubled working hours for the PRM role. Expected staff numbers are 20, 17, and 13 in optimistic, likely, and pessimistic scenarios, with total salaries of 1.392 billion, 1.206 billion, and 942 million VND, respectively.

2025		Optimistic (20 employees)				Most Likely (17 employees)				Pessimistic (13 employees)			
		By month				By month				By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO	1	flexible	10.000.000	10.000.000	1	flexible	10.000.000	10.000.000	1	flexible	10.000.000	10.000.000
2	Accountant	1	8	7.000.000	7.000.000	1	8	7.000.000	7.000.000	1	8	7.000.000	7.000.000
3	HR	1	8	7.000.000	7.000.000	1	8	7.000.000	7.000.000	0	8	7.000.000	0
4	Marketing	2	8	7.000.000	14.000.000	2	8	7.000.000	14.000.000	2	8	7.000.000	14.000.000
5	Partnership Relationship Management	1	8	7.000.000	7.000.000	1	8	7.000.000	7.000.000	1	8	7.000.000	7.000.000
6	Sales & QA	3	8	5.000.000	15.000.000	2	8	5.000.000	10.000.000	1	8	5.000.000	5.000.000
7	Customer Service	2	8	5.500.000	11.000.000	1	8	5.500.000	5.500.000	1	8	5.500.000	5.500.000
8	Cleaning staff	9	8	5.000.000	45.000.000	8	8	5.000.000	40.000.000	6	8	5.000.000	30.000.000
TOTAL (1 month)		20			116.000.000	17			100.500.000	13			78.500.000
TOTAL (1 year)					1.392.000.000				1.206.000.000				942.000.000

Table 90: Human resources and salaries in year 2 (2025)

In year three, we anticipate 27 employees in the optimistic case, 22 in the most likely case, and 17 in the pessimistic scenario. According to ÉcoMaison's policy, there will be a 7% compensation rise every two years compared to the basic salary for all roles. As a consequence, in year 3, the total salary is 1.996.620.000 VND in the optimistic scenario, 1.643.520.000 VND in the most likely scenario, and 1.290.420.000 VND in the pessimistic scenario.

2026		Optimistic (27 employees)				Most Likely (22 employees)				Pessimistic (17 employees)			
		By month				By month				By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO	1	flexible	10.700.000	10.700.000	1	flexible	10.700.000	10.700.000	1	flexible	10.700.000	10.700.000
2	Accountant	1	8	7.490.000	7.490.000	1	8	7.490.000	7.490.000	1	8	7.490.000	7.490.000
3	HR	1	8	7.490.000	7.490.000	1	8	7.490.000	7.490.000	1	8	7.490.000	7.490.000
4	Marketing	3	8	7.490.000	22.470.000	2	8	7.490.000	14.980.000	2	8	7.490.000	14.980.000
5	Partnership Relationship Management	2	8	7.490.000	14.980.000	2	8	7.490.000	14.980.000	1	8	7.490.000	7.490.000
6	Sales & QA	4	8	5.350.000	21.400.000	3	8	5.350.000	16.050.000	2	8	5.350.000	10.700.000
7	Customer Service	3	8	5.885.000	17.655.000	2	8	5.885.000	11.770.000	1	8	5.885.000	5.885.000
8	Cleaning staff	12	8	5.350.000	64.200.000	10	8	5.350.000	53.500.000	8	8	5.350.000	42.800.000
TOTAL (1 month)		27			166.385.000	22			136.960.000	17			107.535.000
TOTAL (1 year)					1.996.620.000				1.643.520.000				1.290.420.000

Table 91: Human resources and salaries in year 3 (2026)

In year four, we anticipate 30 employees in the optimistic case, 28 in the most likely case, and 24 in the pessimistic scenario. Our compensation stayed at the primary level in year four compared to year three because wage increases were expected every two years according to the policy. Consequently, in year 4, the total salary is 2.214.900.000 VND in the most optimistic scenario, 2.060.820.000 VND in the most optimistic scenario, and 1.797.600.000 VND in the pessimistic scenario.

2027- 2028		Optimistic (30 employees)				Most Likely (28 employees)				Pessimistic (24 employees)			
		By month				By month				Theo tháng - By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO	1	flexible	10.700.000	10.700.000	1	flexible	10.700.000	10.700.000	1	flexible	10.700.000	10.700.000
2	Accountant	1	8	7.490.000	7.490.000	1	8	7.490.000	7.490.000	1	8	7.490.000	7.490.000
3	HR	1	8	7.490.000	7.490.000	1	8	7.490.000	7.490.000	1	8	7.490.000	7.490.000
4	Marketing	4	8	7.490.000	29.960.000	3	8	7.490.000	22.470.000	3	8	7.490.000	22.470.000
5	Partnership Relationship Management	2	8	7.490.000	14.980.000	2	8	7.490.000	14.980.000	2	8	7.490.000	14.980.000
6	Sales & QA	4	8	5.350.000	21.400.000	4	8	5.350.000	21.400.000	3	8	5.350.000	16.050.000
7	Customer Service	3	8	5.885.000	17.655.000	3	8	5.885.000	17.655.000	2	8	5.885.000	11.770.000
8	Cleaning staff	14	8	5.350.000	74.900.000	13	8	5.350.000	69.550.000	11	8	5.350.000	58.850.000
TOTAL (1 month)		30			184.575.000	28			171.735.000	24			149.800.000
TOTAL (1 year)					2.214.900.000				2.060.820.000				1.797.600.000

Table 92: Human resources and salaries in year 4 (2027)

In the fifth year, the anticipated workforce comprises 35 employees under optimistic circumstances, 32 in the most likely case, and 27 in the pessimistic case. Salary raises of 7% for each position, relative to the third year, are projected for the fifth year. Consequently, the total salary expectations for the optimistic, most likely, and pessimistic cases amount to 2.713.413.000 VND, 2.479.853.400 VND, and 2.129.514.000 VND, respectively.

2028		Optimistic (35 employees)				Most Likely (32 employees)				Pessimistic (27 employees)			
		By month				By month				By month			
No.	Name of capitals	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total	Quantity	Working hour	Salary	Total
1	CEO	1	flexible	11.449.000	11.449.000	1	flexible	11.449.000	11.449.000	1	flexible	11.449.000	11.449.000
2	Accountant	1	8	8.014.300	8.014.300	1	8	8.014.300	8.014.300	1	8	8.014.300	8.014.300
3	HR	1	8	8.014.300	8.014.300	1	8	8.014.300	8.014.300	1	8	8.014.300	8.014.300
4	Marketing	4	8	8.014.300	32.057.200	3	8	8.014.300	24.042.900	3	8	8.014.300	24.042.900
5	Partnership Relationship Management	2	8	8.014.300	16.028.600	2	8	8.014.300	16.028.600	2	8	8.014.300	16.028.600
6	Sales & QA	5	8	5.724.500	28.622.500	5	8	5.724.500	28.622.500	3	8	5.724.500	17.173.500
7	Customer Service	3	8	6.296.950	18.890.850	3	8	6.296.950	18.890.850	2	8	6.296.950	12.593.900
8	Cleaning staff	18	8	5.724.500	103.041.000	16	8	5.724.500	91.592.000	14	8	5.724.500	80.143.000
TOTAL (1 month)		35			226.117.750	32			206.654.450	27			177.459.500
TOTAL (1 year)					2.713.413.000				2.479.853.400				2.129.514.000

Table 93: Human resources and salaries in year 5 (2028)

3.4. Operating expenses

3.4.1. Optimistic Case

As outlined in the aforementioned activities, ÉcoMaison involves a total of 11 cost-incurred activities. In an optimistic case, the estimated costs for these 11 items are 2.075.147.036 VND in year 1, 2.679.299.671 VND in year 2, 3.602.886.384 VND in year 3, 4.052.665.717 VND in year 4, and 4.826.230.815 VND in year 5.

Name	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries	1.020.000.000	1.392.000.000	1.996.620.000	2.214.900.000	2.713.413.000
Internet fees	6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees	1.200.000	1.200.000	1.200.000	1.200.000	1.200.000
Social insurance	178.500.000	243.600.000	349.408.500	387.607.500	474.847.275
Health insurance	30.600.000	41.760.000	59.898.600	66.447.000	81.402.390
Unemployment insurance	10.200.000	13.920.000	19.966.200	22.149.000	27.134.130
Rental Fee	120.000.000	120.000.000	120.000.000	120.000.000	120.000.000
Marketing cost	453.900.000	502.447.160	567.366.387	661.487.858	690.621.634
Electricity & Water expense	68.047.690	73.767.439	86.818.349	94.627.855	109.234.699
Commission expense	145.359.346	228.385.073	315.203.548	389.110.505	493.301.167
Other costs	40.800.000	55.680.000	79.864.800	88.596.000	108.536.520
TOTAL EXPENSES	2.075.147.036	2.679.299.671	3.602.886.384	4.052.665.717	4.826.230.815

Table 94: Operating expense - Optimistic case

3.4.2. Most Likely Case

The anticipated operating expenses in the most likely case are VND 1.804.182.986 in year 1, VND 2.352.651.450 in year 2, VND 3.028.657.443 in year 3, VND 3.748.412.976 in year 4, and VND 4.432.260.606 in year 5. We can observe that the variation between years is equal and not excessive.

Name	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries	840.000.000	1.206.000.000	1.643.520.000	2.060.820.000	2.479.853.400
Internet fees	6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees	1.200.000	1.200.000	1.200.000	1.200.000	1.200.000
Social insurance	147.000.000	211.050.000	287.616.000	360.643.500	433.974.345
Health insurance	25.200.000	36.180.000	49.305.600	61.824.600	74.395.602
Unemployment insurance	8.400.000	12.060.000	16.435.200	20.608.200	24.798.534
Rental Fee	120.000.000	120.000.000	120.000.000	120.000.000	120.000.000
Marketing cost	453.900.000	446.601.704	507.647.882	618.853.502	657.629.774
Electricity & Water expense	64.498.818	68.901.805	76.828.020	79.156.950	96.254.965
Commission expense	103.844.167	195.877.940	253.823.941	336.333.425	438.419.849
Other costs	33.600.000	48.240.000	65.740.800	82.432.800	99.194.136
TOTAL EXPENSES	1.804.182.986	2.352.651.450	3.028.657.443	3.748.412.976	4.432.260.606

Table 95: Operating expense - Most Likely case

3.4.3. Pessimistic Case

In the most likely case, the projected operational costs are forecasted to amount to VND 1.448.688.880 in the first year, VND 1.845.663.817 in the second year, VND 2.428.090.184 in the third year, VND 3.253.903.628 in the fourth year, and VND 3.871.640.537 in the fifth year.

Name	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries	594.000.000	942.000.000	1.290.420.000	1.797.600.000	2.129.514.000
Internet fees	6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees	1.200.000	1.200.000	1.200.000	1.200.000	1.200.000
Social insurance	103.950.000	164.850.000	225.823.500	314.580.000	372.664.950
Health insurance	17.820.000	28.260.000	38.712.600	53.928.000	63.885.420
Unemployment insurance	5.940.000	9.420.000	12.904.200	17.976.000	21.295.140
Rental Fee	120.000.000	120.000.000	120.000.000	120.000.000	120.000.000

Marketing cost	453.900.000	323.960.312	405.821.837	511.891.574	605.709.109
Electricity & Water expense	59.312.892	64.498.818	72.140.328	73.899.847	87.083.165
Commission expense	62.265.988	147.254.687	202.910.919	284.384.208	378.568.193
Other costs	23.760.000	37.680.000	51.616.800	71.904.000	85.180.560
TOTAL EXPENSES	1.448.688.880	1.845.663.817	2.428.090.184	3.253.903.628	3.871.640.537

Table 96: Operating expense - Pessimistic case



4. Financial Analysis

4.1. Income statement

4.1.1. Optimistic case

INCOME STATEMENT OPTIMISTIC CASE					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Hourly service	1.526.507.472	1.951.490.880	2.721.254.400	3.139.637.760	4.036.677.120
Monthly service	1.021.135.451	1.381.156.920	1.933.731.360	2.552.188.716	3.281.385.492
Additional service	359.544.000	1.235.053.653	1.649.085.209	2.090.383.617	2.547.960.729
Total Sales	2.907.186.923	4.567.701.453	6.304.070.969	7.782.210.093	9.866.023.341
Cost of service (Direct costs)					
Salary for cleaning staff	420.000.000	540.000.000	770.400.000	898.800.000	1.236.492.000
Product Purchase cost	356.870.000	969.456.096	1.314.121.856	1.510.565.024	1.662.554.464
Total Cost of service (Direct costs)	776.870.000	1.509.456.096	2.084.521.856	2.409.365.024	2.899.046.464
Gross Profit = Total Sales - Total Cost of service	2.130.316.923	3.058.245.357	4.219.549.113	5.372.845.069	6.966.976.877
Operating Expenses (Indirect costs of service)					
Internet fees	6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees	1.200.000	1.200.000	1.200.000	1.200.000	1.200.000
Salary expenses (Except cleaning staff)	600.000.000	852.000.000	1.226.220.000	1.316.100.000	1.476.921.000
Social insurance	178.500.000	243.600.000	349.408.500	387.607.500	474.847.275
Health insurance	30.600.000	41.760.000	59.898.600	66.447.000	81.402.390
Unemployment insurance	10.200.000	13.920.000	19.966.200	22.149.000	27.134.130

Rental Fee	120.000.000	120.000.000	120.000.000	120.000.000	120.000.000
Electricity & Water expense	68.047.690	73.767.439	86.818.349	94.627.855	109.234.699
Commission expense	145.359.346	228.385.073	315.203.548	389.110.505	493.301.167
Marketing cost	453.900.000	502.447.160	567.366.387	661.487.858	690.621.634
Other costs	40.800.000	55.680.000	79.864.800	88.596.000	108.536.520
Total Operating Expenses	1.655.147.036	2.139.299.671	2.832.486.384	3.153.865.717	3.589.738.815
Earnings before Interest, taxes, depreciation, and amortization (EBITDA)	475.169.888	918.945.686	1.387.062.728	2.218.979.352	3.377.238.062
Depreciation cost & A (D&A)	24.069.600	24.069.600	24.069.600	24.069.600	24.069.600
Earnings before interest, taxes (EBIT) = EBITDA - D&A	451.100.288	894.876.086	1.362.993.128	2.194.909.752	3.353.168.462
Earnings before taxes (EBT)	451.100.288	894.876.086	1.362.993.128	2.194.909.752	3.353.168.462
Taxes (20%)	90.220.058	178.975.217	272.598.626	438.981.950	670.633.692
NET INCOME	360.880.230	715.900.869	1.090.394.503	1.755.927.801	2.682.534.769
Gross profit margin %	73%	67%	67%	69%	71%
Net profit margin %	12,41%	15,67%	17,30%	22,56%	27,19%

Table 97: Income Statement of ÉcoMaison in Optimistic case

4.1.2. Most likely case

INCOME STATEMENT MOST LIKELY					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Hourly service	1.090.362.480	1.734.658.560	2.267.712.000	2.776.550.400	3.588.157.440
Monthly service	729.382.465	1.227.695.040	1.611.442.800	2.257.037.640	2.916.787.104
Additional service	257.138.400	955.205.209	1.197.324.020	1.693.080.455	2.263.452.444
Total Sales	2.076.883.345	3.917.558.809	5.076.478.820	6.726.668.495	8.768.396.988
Cost of service (Direct costs)					
Salary for cleaning staff	300.000.000	480.000.000	642.000.000	834.600.000	1.099.104.000
Product Purchase cost	356.870.000	870.173.056	1.090.138.336	1.412.445.184	1.514.534.624
Total Cost of service (Direct costs)	656.870.000	1.350.173.056	1.732.138.336	2.247.045.184	2.613.638.624
Gross Profit = Total Sales - Total Cost of service	1.420.013.345	2.567.385.753	3.344.340.484	4.479.623.311	6.154.758.364
Operating Expenses (Indirect costs of service)					
Internet fees	6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees	1.200.000	1.200.000	1.200.000	1.200.000	1.200.000
Salary expenses (Except cleaning staff)	540.000.000	726.000.000	1.001.520.000	1.226.220.000	1.380.749.400
Social insurance	147.000.000	211.050.000	287.616.000	360.643.500	433.974.345
Health insurance	25.200.000	36.180.000	49.305.600	61.824.600	74.395.602
Unemployment insurance	8.400.000	12.060.000	16.435.200	20.608.200	24.798.534
Rental Fee	120.000.000	120.000.000	120.000.000	120.000.000	120.000.000

Electricity & Water expense	64.498.818	68.901.805	76.828.020	79.156.950	96.254.965
Commission expense	103.844.167	195.877.940	253.823.941	336.333.425	438.419.849
Marketing cost	453.900.000	446.601.704	507.647.882	618.853.502	657.629.774
Other costs	33.600.000	48.240.000	65.740.800	82.432.800	99.194.136
Total Operating Expenses	1.504.182.986	1.872.651.450	2.386.657.443	2.913.812.976	3.333.156.606
Earnings before Interest, taxes, depreciation, and amortization (EBITDA)	-84.169.640	694.734.303	957.683.040	1.565.810.335	2.821.601.758
Depreciation cost & A (D&A)	24.069.600	24.069.600	24.069.600	24.069.600	24.069.600
Earnings before interest, taxes (EBIT) = EBITDA - D&A	-108.239.240	670.664.703	933.613.440	1.541.740.735	2.797.532.158
Earnings before taxes (EBT)	-108.239.240	670.664.703	933.613.440	1.541.740.735	2.797.532.158
Taxes (20%)	0	134.132.941	186.722.688	308.348.147	559.506.432
NET INCOME	-108.239.240	536.531.762	746.890.752	1.233.392.588	2.238.025.726
Gross profit margin %	68%	66%	66%	67%	70%
Net profit margin %	-5,21%	13,70%	14,71%	18,34%	25,52%

Table 98: Income Statement of ÉcoMaison in the Most Likely Case

4.1.3. Pessimistic case

INCOME STATEMENT PESSIMISTIC CASE					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Hourly service	654.217.488	1.300.993.920	1.814.169.600	2.349.388.800	3.139.637.760
Monthly service	437.629.479	920.771.280	1.289.154.240	1.909.801.080	2.552.188.716
Additional service	153.472.800	723.328.541	954.894.531	1.428.494.275	1.879.537.384
Total Sales	1.245.319.767	2.945.093.741	4.058.218.371	5.687.684.155	7.571.363.860
Cost of service (Direct costs)					
Salary for cleaning staff	180.000.000	360.000.000	513.600.000	706.200.000	961.716.000
Product Purchase cost	356.870.000	707.977.176	902.893.056	1.236.290.016	1.388.279.456
Total Cost of service (Direct costs)	536.870.000	1.067.977.176	1.416.493.056	1.942.490.016	2.349.995.456
Gross Profit = Total Sales - Total Cost of service	708.449.767	1.877.116.565	2.641.725.315	3.745.194.139	5.221.368.404
Operating Expenses (Indirect costs of service)					
Internet fees	6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees	1.200.000	1.200.000	1.200.000	1.200.000	1.200.000
Salary expenses (Except cleaning staff)	414.000.000	582.000.000	776.820.000	1.091.400.000	1.167.798.000
Social insurance	103.950.000	164.850.000	225.823.500	314.580.000	372.664.950
Health insurance	17.820.000	28.260.000	38.712.600	53.928.000	63.885.420
Unemployment insurance	5.940.000	9.420.000	12.904.200	17.976.000	21.295.140
Rental Fee	120.000.000	120.000.000	120.000.000	120.000.000	120.000.000

Electricity & Water expense	59.312.892	64.498.818	72.140.328	73.899.847	87.083.165
Commission expense	62.265.988	147.254.687	202.910.919	284.384.208	378.568.193
Marketing cost	453.900.000	323.960.312	405.821.837	511.891.574	605.709.109
Other costs	23.760.000	37.680.000	51.616.800	71.904.000	85.180.560
Total Operating Expenses	1.268.688.880	1.485.663.817	1.914.490.184	2.547.703.628	2.909.924.537
Earnings before Interest, taxes, depreciation, and amortization (EBITDA)	-560.239.113	391.452.749	727.235.131	1.197.490.511	2.311.443.867
Depreciation cost & A (D&A)	24.069.600	24.069.600	24.069.600	24.069.600	24.069.600
Earnings before interest, taxes (EBIT) = EBITDA - D&A	-584.308.713	367.383.149	703.165.531	1.173.420.911	2.287.374.267
Earnings before taxes (EBT)	-584.308.713	367.383.149	703.165.531	1.173.420.911	2.287.374.267
Taxes (20%)	0	73.476.630	140.633.106	234.684.182	457.474.853
NET INCOME	-584.308.713	293.906.519	562.532.425	938.736.729	1.829.899.414
Gross profit margin %	57%	64%	65%	66%	69%
Net profit margin %	-46,92%	9,98%	13,86%	16,50%	24,17%

Table 99: Income Statement of ÉcoMaison in Pessimistic case

4.2 Cashflow

4.2.1. Optimistic case

CASH FLOW OPTIMISTIC CASE						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flow from Operating Activities						
Cash inflows:						
Revenue						
Hourly service		1.526.507.472	1.951.490.880	2.721.254.400	3.139.637.760	4.036.677.120
Monthly service		1.021.135.451	1.381.156.920	1.933.731.360	2.552.188.716	3.281.385.492
Additional service		359.544.000	1.235.053.653	1.649.085.209	2.090.383.617	2.547.960.729
TOTAL CASH INFLOWS		2.907.186.923	4.567.701.453	6.304.070.969	7.782.210.093	9.866.023.341
Cash outflows:						
Cash operating expense						
Internet fees		6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees		1.200.000	1.200.000	1.200.000	1.200.000	1.200.000
Salary expenses		1.020.000.000	1.392.000.000	1.996.620.000	2.214.900.000	2.713.413.000
Social insurance		178.500.000	243.600.000	349.408.500	387.607.500	474.847.275
Health insurance		30.600.000	41.760.000	59.898.600	66.447.000	81.402.390
Unemployment insurance		10.200.000	13.920.000	19.966.200	22.149.000	27.134.130
Rental Fee		120.000.000	120.000.000	120.000.000	120.000.000	120.000.000
Electricity & Water expense		68.047.690	73.767.439	86.818.349	94.627.855	109.234.699

Commission expense		145.359.346	228.385.073	315.203.548	389.110.505	493.301.167
Marketing expense		453.900.000	502.447.160	567.366.387	661.487.858	690.621.634
Other costs		40.800.000	55.680.000	79.864.800	88.596.000	108.536.520
Product Purchase cost		356.870.000	969.456.096	1.314.121.856	1.510.565.024	1.662.554.464
Taxes expense		90.220.058	178.975.217	272.598.626	438.981.950	670.633.692
TOTAL CASH OUTFLOWS	-533.795.400	2.522.237.093	3.827.730.984	5.189.606.866	6.002.212.692	7.159.418.971
Net Cash Flow from Operating Activities		384.949.830	739.970.469	1.114.464.103	1.779.997.401	2.706.604.369
Cash Flow from Investment Activities						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
Cash Flow from Financing Activities						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
Net Cash Flow	-533.795.400	384.949.830	739.970.469	1.114.464.103	1.779.997.401	2.706.604.369
NPV						3.446.503.395,31 đ
IRR						125%
Payback Period (years)						1,20

Table 100: Cash Flow of ÉcoMaison in Optimistic case

4.2.2. Most likely case

CASH FLOW MOST LIKELY						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flow from Operating Activities						
Cash inflows:						
Revenue						
Hourly service		1.090.362.480	1.734.658.560	2.267.712.000	2.776.550.400	3.588.157.440
Monthly service		729.382.465	1.227.695.040	1.611.442.800	2.257.037.640	2.916.787.104
Additional service		257.138.400	955.205.209	1.197.324.020	1.693.080.455	2.263.452.444
TOTAL CASH INFLOWS		2.076.883.345	3.917.558.809	5.076.478.820	6.726.668.495	8.768.396.988
Cash outflows:						
Cash operating expense						
Internet fees		6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees		1.200.000	1.200.000	1.200.000	1.200.000	1.200.000
Salary expenses		840.000.000	1.206.000.000	1.643.520.000	2.060.820.000	2.479.853.400
Social insurance		147.000.000	211.050.000	287.616.000	360.643.500	433.974.345
Health insurance		25.200.000	36.180.000	49.305.600	61.824.600	74.395.602
Unemployment insurance		8.400.000	12.060.000	16.435.200	20.608.200	24.798.534
Rental Fee		120.000.000	120.000.000	120.000.000	120.000.000	120.000.000
Electricity & Water expense		64.498.818	68.901.805	76.828.020	79.156.950	96.254.965
Commission expense		103.844.167	195.877.940	253.823.941	336.333.425	438.419.849

Marketing expense		453.900.000	446.601.704	507.647.882	618.853.502	657.629.774
Other costs		33.600.000	48.240.000	65.740.800	82.432.800	99.194.136
Product Purchase cost		356.870.000	870.173.056	1.090.138.336	1.412.445.184	1.514.534.624
Taxes expense		0	134.132.941	186.722.688	308.348.147	559.506.432
TOTAL CASH OUTFLOWS	-533.795.400	2.161.052.986	3.356.957.447	4.305.518.468	5.469.206.307	6.506.301.661
Net Cash Flow from Operating Activities		-84.169.640	560.601.362	770.960.352	1.257.462.188	2.262.095.326
Cash Flow from Investment Activities						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
Cash Flow from Financing Activities						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
Net Cash Flow	-533.795.400	-84.169.640	560.601.362	770.960.352	1.257.462.188	2.262.095.326
NPV						2.204.847.367,31 đ
IRR						77%
Payback Period (years)						2,07

Table 101: Cash Flow of ÉcoMaison in Most Likely case

4.2.3. Pessimistic case

CASH FLOW PESSIMISTIC CASE						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flow from Operating Activities						
Cash inflows:						
Revenue						
Hourly service		654.217.488	1.300.993.920	1.814.169.600	2.349.388.800	3.139.637.760
Monthly service		437.629.479	920.771.280	1.289.154.240	1.909.801.080	2.552.188.716
Additional service		153.472.800	723.328.541	954.894.531	1.428.494.275	1.879.537.384
TOTAL CASH INFLOWS		1.245.319.767	2.945.093.741	4.058.218.371	5.687.684.155	7.571.363.860
Cash outflows:						
Cash operating expense						
Internet fees		6.540.000	6.540.000	6.540.000	6.540.000	6.540.000
Sanitation fees		1.200.000	1.200.000	1.200.000	1.200.000	1.200.000
Salary expenses		594.000.000	942.000.000	1.290.420.000	1.797.600.000	2.129.514.000
Social insurance		103.950.000	164.850.000	225.823.500	314.580.000	372.664.950
Health insurance		17.820.000	28.260.000	38.712.600	53.928.000	63.885.420
Unemployment insurance		5.940.000	9.420.000	12.904.200	17.976.000	21.295.140
Rental Fee		120.000.000	120.000.000	120.000.000	120.000.000	120.000.000
Electricity & Water expense		59.312.892	64.498.818	72.140.328	73.899.847	87.083.165
Commission expense		62.265.988	147.254.687	202.910.919	284.384.208	378.568.193

Marketing expense		453.900.000	323.960.312	405.821.837	511.891.574	605.709.109
Other costs		23.760.000	37.680.000	51.616.800	71.904.000	85.180.560
Product Purchase cost		356.870.000	707.977.176	902.893.056	1.236.290.016	1.388.279.456
Taxes expense		0	73.476.630	140.633.106	234.684.182	457.474.853
TOTAL CASH OUTFLOWS	-533.795.400	1.805.558.880	2.627.117.623	3.471.616.346	4.724.877.827	5.717.394.846
Net Cash Flow from Operating Activities		-560.239.113	317.976.119	586.602.025	962.806.329	1.853.969.014
Cash Flow from Investment Activities						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
Cash Flow from Financing Activities						
Cash inflows:		-	-	-	-	-
Cash outflows:		-	-	-	-	-
Net Cash Flow	-533.795.400	-560.239.113	317.976.119	586.602.025	962.806.329	1.853.969.014
NPV						1.161.503.653,74 đ
IRR						42%
Payback Period (years)						3,20

Table 102: Cash Flow of ÉcoMaison in Pessimistic case

V. RISK MANAGEMENT

1. The Risk from Partners

In the eco-friendly home cleaning service industry, managing partner risk is pivotal for ÉcoMaison. Our reliance on a network of suppliers and collaborators for eco-friendly cleaning products and tools means that the quality of our services is intricately tied to their reliability and performance. Here's a closer look at the risks posed by our partners and our strategies to mitigate them:

- **Supply Chain Reliability:** A significant risk involves the potential failure of our partners to deliver high-quality, eco-friendly products on time. This could disrupt our cleaning schedules and impact the overall satisfaction of our clients. Delays or lapses in product quality can significantly tarnish ÉcoMaison's reputation for excellence and reliability.
- **Consistency in Product Quality:** We depend on our partners to provide products that meet our stringent eco-friendly standards. Consignations in product quality can lead to consistent cleaning results, affecting the uniformity of service we promise our clients. Such inconsistency can potentially harm the trust and loyalty we've built with our customer base.
- **Cost Fluctuations:** Another potential risk is our partners' unexpected increase in product prices, which could impact our service pricing structure and budgeting. Such fluctuations can challenge maintaining competitive pricing for our services without compromising quality.

Solution

- **Rigorous Partner Vetting:** To combat these risks, ÉcoMaison implements a thorough vetting process for all partners. This includes evaluating their track record, sustainability credentials, and reliability. We also assess their ability to meet our product quality and delivery standards consistently.
- **Well-Defined Contracts:** We establish clear and detailed contracts with each partner, outlining service expectations, product quality standards, delivery timelines, and cost agreements. This helps in ensuring clarity and accountability.
- **Regular Quality Checks and Communication:** Maintaining open lines of communication and conducting regular quality checks with our partners ensures that

we promptly address any issues. This also helps in reinforcing a mutually beneficial relationship.

- **Diversifying Supplier Base:** To reduce over-reliance on a single supplier, ÉcoMaison strategically diversifies its supplier base. This mitigates risks associated with supply chain disruptions and allows us to explore and integrate innovative eco-friendly products into our offerings.

By proactively managing these risks, ÉcoMaison ensures the seamless delivery of top-notch eco-friendly cleaning services, reinforcing our commitment to environmental sustainability and customer satisfaction.

2. The Risk from Customers

In the eco-friendly home cleaning service, customer-related risks are significant and can directly impact ÉcoMaison's reputation and business sustainability. Understanding and addressing these risks are vital to maintaining and enhancing customer trust and satisfaction.

- **Customer Satisfaction Risks:** At ÉcoMaison, we acknowledge that our clients have high expectations for eco-friendly cleaning services. Any shortfall in meeting these expectations - whether in service quality, punctuality, or the effectiveness of cleaning products - can lead to customer dissatisfaction. This dissatisfaction can quickly escalate into negative word-of-mouth and adversely affect our brand reputation.
- **Risks of Public Feedback:** The digital age has empowered customers to share their experiences widely and rapidly, primarily through social media and online review platforms. If not addressed promptly and effectively, negative feedback can damage our brand image and deter potential customers. The challenge is magnified by online narratives skewed by a few dissatisfied voices, which might not accurately represent the overall customer experience.
- **Miscommunication and Misunderstandings:** Miscommunication with clients about service specifics or expectations can lead to misunderstandings. This risk is particularly prevalent in bespoke services where each client's needs and preferences are unique.

Solution

- **Exceeding Customer Expectations:** To mitigate the risk of dissatisfaction, ÉcoMaison strives to exceed customer expectations. This includes ensuring high

service standards, using only the best eco-friendly products, and maintaining clear communication throughout the service process.

- **Active Response to Feedback:** We actively monitor customer feedback across various channels and respond promptly. Addressing concerns and resolving issues quickly demonstrates our commitment to customer satisfaction and can often turn a dissatisfied customer into a loyal advocate.
- **Clear Communication and Education:** We ensure all service details are communicated to the client to prevent miscommunication. Additionally, educating clients about the benefits and limitations of eco-friendly cleaning practices helps set realistic expectations.
- **Continuous Improvement Based on Feedback:** Client feedback is invaluable for continuous improvement. By incorporating customer insights and suggestions, ÉcoMaison constantly evolves its service offerings to meet our client's changing needs and expectations.

Through these strategies, ÉcoMaison aims to build and maintain a strong, positive relationship with our clients, ensuring long-term success in the eco-friendly home cleaning industry.

3. The Business Information Risks

In eco-friendly home cleaning services, managing business information risks is crucial for maintaining ÉcoMaison's competitive edge and ensuring the confidentiality of sensitive data.

- **Leakage of Proprietary Information:** ÉcoMaison's innovative cleaning techniques and eco-friendly product formulations are vital assets. Unauthorized disclosure of this proprietary information could lead to a loss of competitive advantage, as competitors might replicate our unique services or products.
- **Customer Data Security:** We handle sensitive customer information, including personal details and preferences. Any breach in data security could lead to a loss of customer trust and potential legal ramifications. Protecting this data is a legal obligation and a cornerstone of our customer relationship.
- **Internal Data Mismanagement:** The risk of mismanaging internal business data, such as financial records, strategic plans, and employee information, can have profound implications. More accurate and well-managed data can improve business decisions and operational inefficiencies.

- **Technology-Related Risks:** As ÉcoMaison relies on various software for customer relationship management and internal operations, risks associated with technological failures or cyberattacks become significant. Such events could disrupt our services and compromise customer data.

Solution

- **Robust Data Protection Measures:** Implementing strong data protection measures, including secure databases and encryption technologies, is vital to safeguarding customer and business information.
- **Employee Training and Policies:** Regular training sessions on data security and confidentiality and transparent data handling and access policies help minimize internal risks.
- **Investment in Cybersecurity:** Recognizing the importance of cybersecurity, ÉcoMaison invests in advanced security software and systems to protect against cyber threats and technological failures.
- **Regular Audits and Updates:** Regular audits of our data management systems and updating them as needed ensures that we stay ahead of potential risks and vulnerabilities.

By proactively addressing these business information risks, ÉcoMaison reinforces its commitment to data security and operational integrity, which is essential for sustaining trust and confidence among our clients and stakeholders in the eco-friendly cleaning industry.

4. The Risk From Competitors

In the eco-friendly home cleaning service industry, competition is intense and dynamic, posing significant risks to ÉcoMaison's market position and growth potential.

- **Market Saturation:** The increasing number of competitors in the eco-friendly cleaning space can lead to market saturation. This intensifies the competition for customer attention and can drive down prices, affecting profitability.
- **Innovation and Differentiation Challenges:** Staying ahead and differentiating our services from competitors is crucial. Competitors introducing similar or superior eco-friendly cleaning methods or products could diminish ÉcoMaison's market uniqueness and appeal.
- **Competitive Marketing Strategies:** Competitors might use aggressive marketing strategies or promotional offers to attract potential ÉcoMaison customers. Keeping

up with these marketing tactics without compromising service quality or business ethics is challenging.

- **Price Wars:** Competitors may initiate price wars to capture market share, compelling ÉcoMaison to reconsider its pricing strategy. This could potentially impact our profit margins and overall financial stability.

Solution

- **Continuous Market Research:** Keeping a constant eye on market trends and competitor activities helps ÉcoMaison stay informed and responsive. This enables us to adapt our strategies proactively rather than reactively.
- **Focus on Unique Selling Propositions (USPs):** Emphasizing our unique aspects, such as exclusive eco-friendly cleaning formulations or specialized services, distinguishes ÉcoMaison in the crowded market.
- **Innovative Service Development:** Regularly innovating and improving our services ensures that ÉcoMaison remains ahead of competitors, consistently offering customers something new and better.
- **Value-based Pricing Strategy:** Rather than engaging in price wars, ÉcoMaison focuses on providing exceptional value for our services. This helps in maintaining customer loyalty and justifies our pricing.
- **Building Strong Customer Relationships:** Creating a loyal customer base through exceptional service, customer engagement, and trust can shield ÉcoMaison against the impacts of competitive maneuvers.

By effectively managing these competitive risks, ÉcoMaison can sustain its growth and reputation as a leading eco-friendly home cleaning service provider, even in a highly competitive market environment.

5. The Financial Risks

Financial risks are inherent in the eco-friendly home cleaning service sector, and managing them effectively is critical for ÉcoMaison's long-term stability and growth.

- **Fluctuating Demand and Revenue:** The demand for home cleaning services can vary due to seasonal changes, economic conditions, and consumer trends. This fluctuation directly impacts revenue, making financial planning challenging. During low-demand periods, maintaining operational efficiency without compromising service quality is crucial.

- **Cost Management:** The cost of eco-friendly cleaning products and supplies can be higher than conventional ones, impacting our profit margins. Managing these costs while maintaining our commitment to sustainability and quality is a balancing act.
- **Cash Flow Management:** Effective cash flow management is vital for smooth operations. Delays in receivables, unexpected expenses, or investing in new business ventures can strain cash flow, necessitating prudent financial management.
- **Dependency on Key Clients:** Relying heavily on a few key clients for a significant portion of revenue poses a risk. Losing one or more such clients can substantially impact our financial health.
- **Market Competition and Pricing Pressure:** Intense market competition can lead to pricing pressures. Aligning prices competitively while ensuring profitability requires strategic financial planning.

Solution

- **Diversified Client Base:** Cultivating a broad and diverse client base reduces dependency on a few key clients and spreads revenue risk.
- **Dynamic Pricing Strategies:** Implementing flexible pricing strategies based on market research and cost analysis helps maintain profitability without compromising competitiveness.
- **Rigorous Cost Management:** Regularly reviewing and optimizing operational costs, including sourcing eco-friendly products at competitive prices, enhances financial efficiency.
- **Strong Financial Planning:** Robust financial planning, including contingency funds and cash flow management strategies, prepares ÉcoMaison for unforeseen economic challenges.
- **Adaptability to Market Changes:** Staying adaptable to market dynamics enables ÉcoMaison to pivot strategies in response to changing demand patterns or economic shifts, ensuring financial resilience.

By addressing these financial risks with proactive and strategic measures, ÉcoMaison can navigate the challenges inherent in the eco-friendly home cleaning service industry, ensuring financial stability and fostering sustainable growth.

VI. FUTURE

1. Product & Service

- In the future, ÉcoMaison will focus on enhancing the quality of service work processes and emphasizing customer psychology.
- ÉcoMaison will make suitable plans to optimize service packages to enable ÉcoMaison to reach a broader range of new customer segments.
- Additionally, ÉcoMaison will conduct collaborative activities with partners in the sanitation service industry to optimize communication and provide better support for sanitation services.
- There will be an increased emphasis on updating news about the market, proactively expecting green trends to improve service quality and address customer needs at specific times.

2. Marketing

- Continue to maintain and conduct talk shows to raise awareness about current environmental issues and environmental protection methods.
- Implement professional marketing team training to quickly apply communication trends for expanding media coverage.
- Research new markets to broaden the reach to a more extensive customer base.
- Cooperate with media agencies, KOLs, and KOCs mainly operating in green living and environmental protection such as Helly Tong, Jang Keu, Giang Oi, Do Viet Anh, Chau Bui, The Present Writer, etc.
- Continue to collaborate with Ha Noi Xanh for environmental volunteer activities. Besides, form new partnerships with environmental advocacy groups such as Viet Nam Sach & Xanh, Let's do it in the Northern Area. Moreover, enhanced the scale and scope of the southern area with the cooperation of Saigon Xanh group.

3. Finance

- Concerning ÉcoMaison's financial goals, we always ensure a reserve fund for the company's most challenging situations.
- Throughout our operations, we must outline short-term and long-term strategies that align with the company's financial situation and the market.

- ÉcoMaison aims for the best long-term growth within the five years from 2024 to 2029, with a revenue target in year five of approximately 9.8 billion VND estimated for a growth rate rise of 29% compared to the 1st year.

- Presenting various financial scenarios is crucial to helping the business adapt during the most challenging times.

4. Company Scale

- From 2023 to 2025, the focus is on maintaining effective operations with the current team's structure.

- Looking towards the future business scale, ÉcoMaison aims to expand its workforce in specific areas as follows:

- Build and train a team of professional cleaning staff.
- Establish a professional marketing team to enhance the company's image.
- Form a professional customer care team.
- Expand ÉcoMaison by establishing additional branches in key neighboring areas.

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VIII. APPENDIX

Here is the link to the project details "ÉcoMaison - Home Eco-cleaning service." Here, we will show the most complete and detailed of each stage of the project implementation and data tables for financial calculation:

Appendix 1: ÉcoMaison's Demo Employment of Eco-cleaning Service for the campaign "Dọn nhà thật Xanh, Mình luôn khỏe mạnh":

https://drive.google.com/drive/folders/1mj_pJhFmuUT3rvE5cCLLb1hZ6IaL9YGu?usp=drive_link

Appendix 2: Excel of the finance report

<https://docs.google.com/spreadsheets/d/1KOIXLb4iSSO6AAuH0u8zPF5nhU9IurGz-kGourrEx38/edit#gid=0>

Appendix 3: Excel of survey response

<https://docs.google.com/spreadsheets/d/1Uv1CjlkL2kGSOre-aTknLN55qUFqRCU2bd0mShR9yf8/edit?usp=sharing>

Appendix 5: ÉcoMaison's Facebook fan page

<https://www.facebook.com/ÉcoMaisonCleaning>

Appendix 6: ÉcoMaison's Instagram

<https://www.instagram.com/dichvuÉcoMaison/>

Appendix 7: ÉcoMaison's Tiktok

<https://www.tiktok.com/@ÉcoMaison>

Appendix 8: ÉcoMaison's Landing Page

<https://dichvudonnaÉcoMaison.mystrikingly.com/>

