

PROJECT WORK

ON

ENTREPRENEURSHIP

TOPIC: HOUSEKEEPING

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CLASS: BBA 6TH SEM

ROLL NO: B1500015

ACKNOWLEDGEMENT

I would like to express my special thank of gratitude to the principal of Shillong college, Dr. KD Ramsiej as well as my teacher Miss. WCH Sohliya who gave me the golden opportunity to do this wonderful project on the topic HOUSEKEEPING. I would also like to thank our vice Principal professional course and vice Principal and all my teachers, for their guidance during the course of the project. Doing this project has helped me learn and experience so many new things which will benefit me in future.

Secondly, I would like to thank my parents who always support me and encouraging me in my studies and also my friends who helped me a lot in finalizing my project.

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EXECUTIVE SUMMARY

Housekeeping means performing all the duties towards cleaning, maintaining orderliness and running a hotel or a business property. In case of hotels the housekeeping duties involve maintaining the hotel to the best possible state in terms of cleanliness and keeping it at highly desirable ambience.

Housekeeping generates the first impression on a customer's mind. The housekeeping efforts clearly show how the hotel will take care of its customers.

Housekeeping should developed several ambitious objectives. The first is to always, with every customer, exceed his or her expectations. Exceedingly customer's expectations will ensure repeat business and word of mouth referrals.

While there is plenty of competition in the housekeeping industry, there are few competitors that are considered professional and trustworthy. We will target two distinct market segments to go after, middle class and lower class customer.

As mentioned earlier housekeeping is a cleaning service, they are able to handle all of sort housekeeping needs, from general cleaning to decorations etc. All the services are offered in the most professional manner as possible. Professionalism, trustworthiness and effectiveness are their character. By having the following characteristics, customer



immediately feel ease with the housekeeping service. This is indicated by the fact that it is not common in the market.

OBJECTIVES

- To maintain overall cleanliness of the entire hotel at all times.
- To use good quality, safe cleaning equipment and natural substances for cleaning.
- To manage laundry and linen.
- To keep up hotel with classy interior decoration.
- To maintain the building while contributing to a safe and healthy environment.

MISSION:

The cleaning authority will be the leading provider of hotel cleaning services by creating a positive impact on the quality of life of the customers we serve.

VISSION:

To be recognized by our clients, and employees as the leading provider of contract cleaning services for commercial and high hygienic facility.

GOAL:

Short term goal is to maintain the hotel clean and provide best service and to be recognized in market.

Long term goal is to be the leading provider of contract cleaning service in Meghalaya after five years.

MILESTONE:

Business plan completion. This will be done as the roadmap for the organisation.

Set up office and supply rooms. This will be done before starting the business.

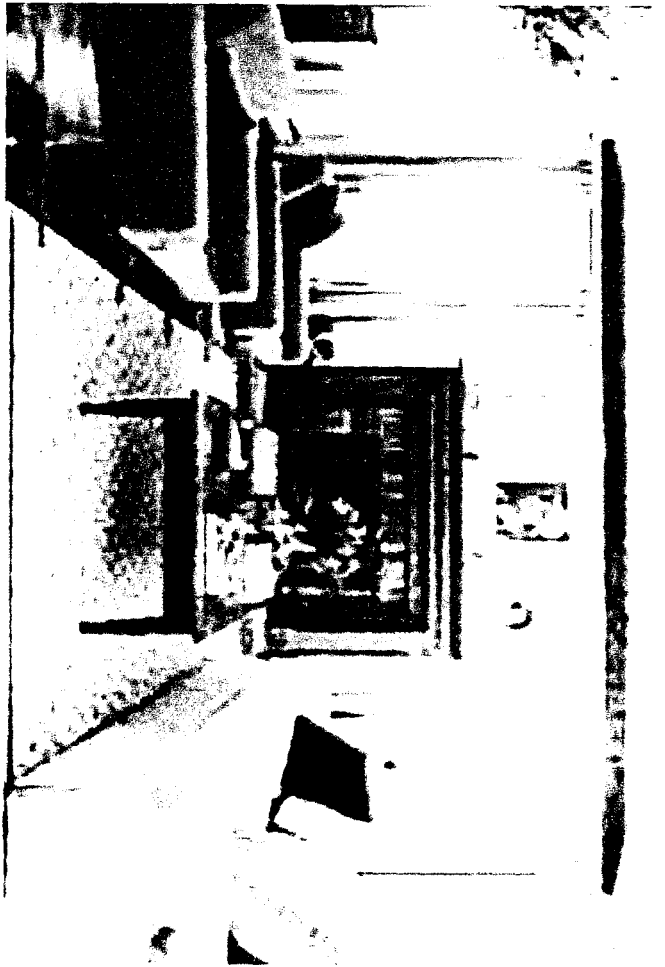
COMPANY SUMMARY

My business is tie up with Hotel Inn. It is situated in Sohnidan, in Ri-Bhoi district Meghalaya (Border Assam). It is use organic products and natural substances for cleaning purpose and to maintain cleanliness and healthy environment. We use natural substances and technology which is less harmful to human being and borax, baking soda to clean the fingerprint pet smudges and mysterious marks, and to clean the floor, hot water, olive oil and lemon juice etc.gs and environment like white vinegar and hot water to clean the carpet, to remove stain we use white vinegar.

The housekeeping department takes pride in keeping the hotel clean and comfortable, so as to create a 'Home away from home'. We aim of all accommodation establishment is to provide the customers with clean, attractive, comfortable and welcoming surrounding that is offer.

Nothing sends a stronger message than cleanliness in a hospitality operation. No level of service, friendliness or glamour can equal the sensation a guest has upon the entering a spotless, tidy and conveniently arranged room. Both management and guest consider the keeping of the place clean and in a good order a necessity for a hotel to command a fair price and get repeat business.

Cleaning Equipment: Brusher, Dustbin, Dusting cloths, Dustpans, Janitor's trolley, Mops, Mop wringer trolley, Spray, Bottles, and Scrubber etc.



We also take responsibility of laundry and it done with the people itself. Besides using product which contain chemicals we use natural laundry detergent, this detergent avoid of getting allergy and any skin harmful for those who have allergic to detergent and sensitive skin. It is the best way to use natural substances than using the product which contain chemicals.

The laundry management is carried out on daily basis. To maintain cleanliness one should collect the linen as soon as it becomes dirty, and then sort the linen and wash. After it get dry then iron or repair the linen then deliver to the rooms, dining area and banquet hall.



Besides cleaning, washing, maintaining all the areas it is also important and part of housekeeping to keep the garden green and clean and decorate the hall and other place which is require and when it is require. Some people get attracted by seeing the garden with different types of flowers, trees, and carpet grass where they can sit and have fun and get fresh air. We use the natural flower for decoration purpose in special occasion and artificial as daily basis.

EXECUTIVE BUSINESS PLAN

Every year million of entrepreneurs come up with great ideas. They spend countless hours creating and re-creating detailed business and strategic plans. The people process is more important than either the strategy or operations processes; after all it is the people of an organization who make judgments about how markets are changing, creating strategies based on that judgment, and translate the strategies into operational realities. The executives need to connect their strategy to the individual's goals of each customer.

We might fail in carrying out our strategy if we set too many priorities, so by setting clear priorities we establish only few priorities at time along with supporting initiatives. A key to ensuring execution is staying on top of results. The executives should evaluate what's working and continue these processes and enhance them to boost performance.

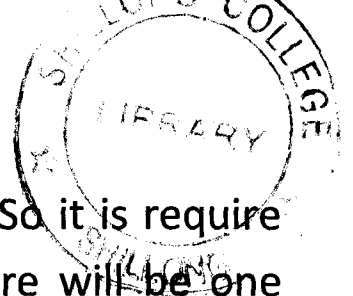
Without continuous communication, employees can lose touch with goals and objectives this may lead to poor results, which can have a disastrous effect on an organization. To avoid all this we gather the staffs for different types of updates meetings periodically.

We conduct 15 minutes meeting everyday for the operational groups to ensure that everyone is aware of important recent developments such as performance updates, price change, new product or services or media report. The daily huddle can provide rapid-fire updates specially tailored to the group. In this meeting it recommends with a view of what is decided to do, and whose responsible is that.

The entrepreneur should also meet with the executive team and key management personnel on monthly or quarterly basis to evaluate the progress with the strategy plan. This strategic plan is more in depth and designed to determine if changes are required. In this meeting we discuss the strengths, weaknesses, opportunities and threats so that they can help executives determine if the strategy's sound in light of changes within the organization. The meeting should aim to exploit strengths and opportunities while weaknesses and threats are less.

TEAM

There is a huge workload on the hotel housekeeping staff. The work is carried out at various level such as managerial



level, supervisory level and operational level. So it is require around 20 people to start this business. There will be one supervisor, who will be the assistant housekeeper he or she will take respective responsibility which include-public area, linen room, floor supervisor, and what is required and instructed to do by the entrepreneur etc.

The housekeeper supervisor should be an expert in housekeeping so that he can manage to supervise his subordinates and he should have some skills and knowledge and qualification.

UNIQUENESS

We are unique from others as we use only the natural substances for cleaning purpose as other used the substances which are available in the market that contain chemicals.

As people are more conscious about the environment we also used such technology that is less harmful to the environment. We use the hygienic product for maintaining the hotels to a safe and healthy environment. We use different ways to achieve the maximum possible efficiency in ensuring the care and comfort of the guest.

The management of every housekeeping department requires the performance of occasional special projects. We keep some special program on special occasion like republic

day, valentine day, Christmas, like festival of light, and like the traditional festival of the states etc.

We also take responsibility of individual's special day if they want and came to celebrate with us. We will try to celebrate their special day accordingly what they want and how they want to make it special for them.

We also give offer on some special occasion to attract the tourist. We offer them by discount of price to certain percentage and sometimes offer them with decorations of rooms with flowers.

SWOT AND PEST ANALYSIS

The SWOT analysis is very important especially in the hotel housekeeping. When it comes to tourism, the housekeeping is very important. In fact, it is a supporting service that affects the presence of tourists in a certain place. The SWOT analysis is vital to determine if the industry is helping in the achievement of tourism goals.

When it comes to tourism, the hotel is very important and maintenance and cleanliness is required in hotel. How will tourists stay in a place if there is no hotel? If hotel is there but not clean and maintain properly then how are tourist suppose to stay. To attract the tourists we provide best service and make sure that they make and feel at home.

STRENGTH:

The strength of my business is that we use different products from others like we use all natural substances to clean the hotels and for decoration we try to do with natural flowers. While in most of the hotel they used artificial flower. We provide small gifts during special occasion. We use hygienic product and concept to be unique in market by using all natural substances.

WEAKNESSES:

Problems with housekeeping range from customer dissatisfaction to injuries on the job. A guest may complain about housekeepers over untidy room and broken or missing personal belongings. Housekeepers are required to clean many rooms per day and must often interact with guest, visitors and employees. The long hours and strenuous work required by housekeepers are quite demanding- making the job physically dangerous. Some housekeeper may not be able to communicate well with the customer this may create a misunderstanding between the customer and the housekeeper. Most housekeepers are required to restock rooms with fresh soap, linens and towels on a daily basis. Discontent can arise for customer if housekeepers cannot keep up with room demands or they may forget to stock rooms with certain items.

OPPORTUNITIES:

The opportunities are also promising in this state. The peak season is from September to March. As in this month many tourists travel and best season to come and visit Meghalaya. The heritage hotels are great and can provide tourists with a unique experience. Having an online presence like website or the option of online hotel booking can be beneficial.

THREATS:

Many housekeeping are there in Meghalaya. The trend for housekeeping is increasing and so the housekeeping can be greatly affected. There are so many competitors in the market so it is hard to reach at the top.

POLITICAL FACTOR:

A government intervenes in the economy specifically, political factor include areas such as tax policy, labor law, environmental law, trade restriction etc. it should follow the rule and law of the state that are require to follow .

ECONOMIC FACTOR:

Tourism industry is one of the fastest growing industries in the world. As it is the fastest growing industry there is inflation and exchange rates. The price should be set at moderate so that anybody can afford and it should change according to others price.

SOCIAL FACTOR:

As the social trend changes according to their lifestyle and cultural one should provide their demand till they get satisfaction as how they want and require.

TECHNOLOGY FACTOR:

Upgradation to the equipments is a must in a technology environment. We use advance technology which is eco-friendly. So that it won't harm the environment around us.

CRITICAL RISK:

Housekeeping practices are part of the work place quality program as well as the safety program. Good housekeeping practices generally reflect good management practices and pride in the workplace, signalling that the company cares about safety.

POTENTIAL PROBLEM:

Problem with housekeeping arise with the dissatisfaction of customers. Customer may complain about the housekeeper if the work done by the housekeeper could not meet the satisfaction of the customer.

Language barriers: language barrier are often a major problem in the hotel housekeeping. Because hotel housekeeping are physical labour positions that can easily be filled by women. Many hotel housekeepers are Khasi women who speaks khasi and English where as Hindi is

Require but most of them are not able to talk properly.

Job completion: housekeeper are require to keep the rooms fresh, linens etc. if they forget to keep certain items customer may complain. To avoid all this circumstances supervisors should always supervise and remind the housekeepers.

Physical Injuries: Injuries on the job are another problem with hotel housekeeping. To provide luxurious amenities for their customer, housekeepers are expected to deliver more demanding tasks in the same amount of time. Supervisor should institute open door policy to allow housekeepers to freely admit physical difficulties and request assistance whenever necessary.

CRITICAL RISK

Housekeeping practices are part of the workplace quality program as well as the safety. Poor housekeeping practices such as inadequate cleaning of work areas and equipment may lead to a bad surrounding.

Potential problem:

Problem with hotel housekeeping range from guest dissatisfaction this will lead the customer complain about the housekeepers. A guest may complain for the lost of his or her belongings and untidiness of the rooms.

Alternative course of action:

My alternative courses of action are:



1. Laundry business and
2. Decoration

RESEARCH AND ANALYSIS

The research was planned so as to accomplish the objectives in two phases. The first phase developed the research idea into a research concept and involve extensive literature review with hospitality experts, as in general manager, HR manager and executive housekeepers, as well as housekeeping employees, which finally translated into testable proposition and development of a conceptual framework of suggestions. The second phase was about identifying of the measurement tools used to measure the variables, analysis of data collected from various sources, to achieve the objectives.

TARGET MARKET:

Housekeeping service will be focusing the tourists. It might be of the state itself or India and foreigners. It targets all type of tourist. We have several housekeeping on the state, as other company is already recognized in the market we would need more time to achieve them. We set a target of maximum 3 to 5 years to reach them as we are taking a conservative and sustainable approach to defeat them. In order to achieve these target we will have to:

- Build the brand and provide best service to the customers

- Improve the service activities and provide less cost with best facilities.

MARKET SIZE AND TREND:

Meghalaya has many tourist spot and many tourist travelers to Meghalaya. India is the most digitally- advance traveler nation in terms of digital tools being used for planning, booking and experiencing a journey.

Domestic tourist in Meghalaya has also grown phenomenally in this past 3 years. As the tourist is increasing in state more hotels are also require with best housekeeping facilities or services.

Even foreign tourist arrivals to the state have increase, as their living habit and style even hotel should also provide with such housekeeping facilities to attract more foreign tourist. To make them feel at home we provide them such facility at reasonable price so that they can stay safe and enjoy their trip happily.

The executive housekeeper needs to be very flexible and spontaneous in dealing with guest or customer. With so many website coming up, this has eased the process of making reservations. The hotel needs to maintain their standards. With increase market competition even small mistakes could lose guest or customer. Since the appearance and cleanliness is the first thing guest's talk about, the housekeeping department needs to be on their toes.

COMPETITION:

Housekeeping teams are a vital part of any hotel and are often the unsung heroes. There are many competitors in the market, to be the best they have to maintain their duties well and create a brand name with high value services to be recognized by 4 star or 3 starts hotels in Meghalaya. To overcome other competitors one should try different ways and thought and creatively reach to the same level and defeat the competitors in a very short period of time.

MARKET PLAN

Housekeeping business can provide a good source of income for us with a talent for organization as we are looking for a quick return on investments. It is require hard work, attention detail, and good time management skills, as well as the ability to acquire and maintain clients.

MARKET STRATEGY:

There are many ways to differentiate from others. Target market are chosen because these customers appreciate a professional, reliable, trustworthy, an immaculate house cleaning service, and are more than willing to pay for this.

We will be marketed through different ways-

One is the distribution of colour brochure detailing our services. The distribution of this document will be targeted to hit the chosen segment up strategic relationship with

organization whose members fit the targeted customer profile.

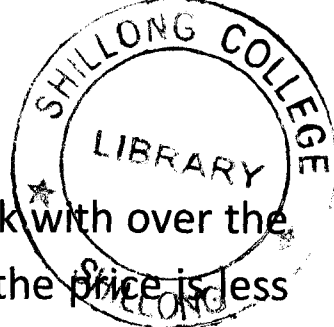
The other ways will be through word-of-mouth referrals. Housekeeping will offer an economic incentive (such as free visit) to customers if they bring in new business. This will be effective because the financial incentive will motivate their behaviour and people naturally like to share good deals with their friends.

The third way will be advertising campaign in two of the local newspapers. The advertisement will appear in the weekly home section of the newspapers.

The fourth way is through social website like face book. This will be effective as many people will see and read the website.

Sale and Distribution

The sale process will begin through the qualification of leads generated from our marketing campaign. The marketing campaign will primarily generate from our brochures. Someone will call to receive more information about our service, while we will be able to give them an estimate over the phone. We would prefer to be able to get into their hotel and talk with them. On one hand we would be able to offer them more accurate estimate. More importantly however, it provides us an opportunity to impress them with our company.



For that client whom we are only able to speak with over the phone, we will initially quote them a price. If the price is less than them or high than them, we will generally detail them why our service is priced is low or a bit higher than them. We will explain the different among other and us and training system and methodologies that each employee goes through, and what expectations are reasonable for the customer to form about our superior service. This conversation will leave the prospective customer that impression that our service is different from other service and that the price differentiate id justified. We are setting up an expectation for the customer that they can indeed expect more with our service.

PRICING:

The best way to offer our service is the best way by setting the price at moderate where the different can afford the price. We provide the best housekeeping service at a reasonable price neither to high nor low so that it will be equal with the service provided and the price should match. If the price is set too high then your client may tend to search housekeeping services.

ADVERTISEMENT AND PROMOTION:

We will use different media to advertise our service like social media, local newspaper and small posters etc. we will try post in different areas like public areas and other place like near hotels etc.

OPERATIONAL PLAN

Managerial team:

The supervisors of the housekeeping services manages all the subordinates and supervised them and keep them united. All the instruction will be given by the supervisor to the housekeepers and instruct them what to do. Supervisor helps the team to finish their task at the right time.

The personal development will be another attraction for the high employee. The need for the higher class housekeeper is necessitated because of the upper end client that we serve. In order to exceed the customer's expectations of our services, we need to have the right housekeeper that has been properly trained and feels a sense of empowerment to the service.

Legal structure or employment agreement and ownership:

Within any hotel that provides lodging, the housekeeping department plays an integral role. Employees from this department keep the establishment clean and help to improve the overall guest experience. Housekeepers also collectively represent the biggest labour expense that a lodging business must factor into its budget. Lodging properties both large and small must utilized a particular structure for this department in order for it to function optimally.

We also offer a full list of service contracts for service providers. Other name for this document: house cleaning Service. Use the housekeeping agreement document if:

- You are hiring a housekeeper for the hotel or business
- You are being hired as a housekeeper by an individual or business.

The exact structure of housekeeping department varies depending on the size of the property, most have similar overall organisation. Most hotel housekeeping departments are led by an executive housekeeper. The employee is typically a member of the executive team. The executive housekeeper is responsible for managing housekeeping personnel, planning budgets, identifying cleaning needs, buying supplying and coordinating with other departments to ensure excellent their services.

Housekeeping services will be a sole proprietorship, owned by Joplin Khyndeit

Board of Directors, advices, consultants:

Directors are primarily differentiated on the basis of whether or not they are considered independent. We should take advice from the senior executive as they have experience and achieved that so they can be as our advisor, support, and guide and direct in the right way. We should have advisors with start up. For the first time entrepreneur, initiating this search is very hard so we should rely on guidance from friends, family members, mentors and other

entrepreneurship is highly recommended. We should be under our senior executive consultant.



FINANCIAL PLAN

Fund is raised through borrowing loan from State Bank of India (SBI).

Budget Profile

Deep cleaning	Rs. 5000
Sofa cleaning	Rs. 300
Carpet cleaning cost	Rs. 500
Mattress cleaning for single mattress	Rs. 250
Sanitation cost	Rs. 250
Decoration the entire hotel	RS. 6000
Laundry weekly	Rs. 1000
Gardening weekly	Rs. 300 per day



CONCLUSION

The housekeeping services we provide to our customer are best service at reasonable price, best cleaning service and to make them feel at home and comfortable. We used natural substances for cleaning purpose and eco-friendly so that the environment will not get affected.

I will provide best quality service and try to make my customer satisfaction. By providing good services I will win the heart of the customer provide good services to the customer in order to make good customer relation.