

# Financial Overview and Transaction Summary Report of EcoKleen

- **Unit Name:** Introduction to Digital Entrepreneurship
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- **Instructor Name:** Ms. Farahezza Hairon Nizar
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- **Class Time:** 2PM – 4PM
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## 1 Introduction

### 1.1 Overview:

This comprehensive report outlines the financial and operational performance of EcoKleen, a student-led business providing eco-friendly cleaning solutions, including products and services, aimed at reducing environmental impact. Over the course of this project, EcoKleen achieved a 20% increase in sales by targeting eco-conscious consumers through both online and offline platforms. The report highlights the success of the business in achieving customer satisfaction while overcoming logistical and operational challenges.

### 1.2 Scope:

This report covers various aspects of EcoKleen's operations, including a detailed business overview, a thorough analysis of individual transactions, a financial breakdown, the challenges faced, and the solutions implemented to maintain smooth business operations. It will conclude with strategic recommendations for scaling the business and optimizing its operations for future growth.

## 2 Business Overview

### 2.1 Business Name:

"EcoKleen" combines "**Eco**" (eco-friendly, sustainable) and "**Kleen**" (a stylized version of *clean*). The name reflects the company's focus on environmentally-friendly cleaning solutions, with a modern twist that makes it memorable.

### 2.2 Type of Business:

EcoKleen is an environmentally conscious business operating in the retail and service sectors, specializing in providing sustainable cleaning products and services to both residential and commercial clients. The business's main offerings include biodegradable cleaning supplies and a variety of customizable cleaning services, positioning it as a leader in the local green economy.

### 2.3 Mission & Vision:

**Mission:** To provide eco-friendly cleaning solutions that promote environmental sustainability while delivering high-quality cleaning services that meet the unique needs of each customer. EcoKleen aims to elevate home environments through meticulous cleaning, refreshing scents, and quality disinfectant products

**Vision:** Becoming the leading provider of comprehensive home care solutions. Commitment to quality, customer satisfaction, and innovation

## 3 Products/Services:

### 3.1 Diffuser Reed:

The **EcoKleen Diffuser Reed** is an eco-friendly essential oil diffuser designed to create a calming, fragrant environment. Made from sustainable materials, it offers a natural, chemical-free way to purify your space while promoting relaxation and well-being.

### 3.2 Disinfectant Wipes:

EcoKleen Disinfectant Wipes are designed for consumers who prioritize both cleanliness and environmental responsibility. These wipes offer an effective cleaning solution while adhering to eco-friendly principles, making them a choice for those seeking to reduce their ecological footprint without compromising on performance.

### 3.3 Residential Cleaning Services:

EcoKleen proudly offers the leading room cleaning service for student dorms at Curtin University, designed specifically to meet the needs of university students. Our service combines meticulous attention to detail with a commitment to environmental responsibility, ensuring that students enjoy a clean, comfortable, and healthy living space.

### 3.4 Market Analysis:

EcoKleen focuses on customers with a concern towards the environment and Curtin University students in the age bracket of 18-25 years. Such people are conscious about sustainability and are willing to invest their money on sustainable products and services. Opportunities for the environmentally-friendly cleaners and services like diffuser reed, disinfection wipes, dorm cleaning, etc, are rapidly increasing. In particular, customer demand in non-toxic products that have no negative impact on the environment and awareness of the impact produced have been the main reasons for this hike. Consumer consciousness regarding the environment is rising as studies presented an uptick in the probability of 80% of urban families searching for safer products, and firms feeling the heat to go green. With high-quality and eco-friendly products on board, EcoKleen I believe will continue to thrive in this evolving industry.

### 3.5 Business Objectives:

1. Achieve a 20% increase in revenue within the next few year by expanding product lines and improving service efficiency.\*
2. Develop strategic partnerships with local suppliers to reduce procurement costs and improve profit margins by 15%.\*
3. Increase customer loyalty by launching an eco-points rewards program that incentivizes repeat purchases and referrals

## 4 Transaction Details

### 4.1 Transactions:

**Transaction Type:** Online Banking

**Date of Transaction:** 15 August 2024

**Place of Transaction:** Curtin Campus

**Parties Involved:** Denzel Tan (Product Delivery & Payment Collection)

**Description of Transaction:** The customer placed an order for 1 Diffuser Reed.

**Financials:**

Item	Cost	Revenue	Profit/Loss
Diffuser Reed (Jasmine Scent)	RM3.50	RM20	RM16.50

**Challenges and Solutions:** No issues.

2) **Transaction Type:** Cash

**Date of Transaction:** 22 August 2024

**Place of Transaction:** Curtin Campus

**Parties Involved:** Denzel Tan (Product Delivery & Payment Collection)

**Description of Transaction:** The customer placed an order for 1 Diffuser Reed.

**Financials:**

Item	Cost	Revenue	Profit/Loss
Diffuser Reed (Jasmine Scent)	RM3.50	RM20	RM16.50

**Challenges and Solutions:** No issues.

3) **Transaction Type:** Online Banking

**Date of Transaction:** 24 August 2024

**Place of Transaction:** Delivery to Kota Kinabalu, Sabah

**Parties Involved:** Denzel Tan (Product Delivery & Payment Collection)

**Description of Transaction:** The customer placed an order for 2 Diffuser Reed.

**Financials:**

Item	Cost	Revenue	Profit/Loss
Diffuser Reed (Jasmine Scent)	RM3.50	RM20	RM16.50
Diffuser Reed (Hilton Scent)	RM3.50	RM20	RM16.50
Shipping Fee	RM10	-	- RM10
Total:	RM7	RM40	RM23

**Challenges and Solutions:** No issues.

4) **Transaction Type:** Cash

**Date of Transaction:** 21 August 2024

**Place of Transaction:** Curtin Campus

**Parties Involved:** Denzel Tan (Product Delivery & Payment Collection)

**Description of Transaction:** The customer placed an order for 1 Diffuser Reed.

**Financials:**

Item	Cost	Revenue	Profit/Loss
Diffuser Reed (Hilton Scent)	RM3.50	RM20	RM16.50

**Challenges and Solutions:** No issues.

5) **Transaction Type:** Online Banking

**Date of Transaction:** 22 August 2024

**Place of Transaction:** Delivery to Kahang, Johor

**Parties Involved:** Denzel Tan (Product Delivery & Payment Collection)

**Description of Transaction:** The customer placed an order for 1 Diffuser Reed.

**Financials:**

Item	Cost	Revenue	Profit/Loss
Diffuser Reed (Jasmine Scent)	RM3.50	RM20	RM16.50
Shipping	RM15	RM15	RM0
Total	RM18.50	RM35	RM16.50

**Challenges and Solutions:** No issues.

6) **Transaction Type:** Online Banking

**Date of Transaction:** 22 August 2024

**Place of Transaction:** Delivery to Ampang, Selangor

**Parties Involved:** Denzel Tan (Product Delivery & Payment Collection)

**Description of Transaction:** The customer placed an order for 4 Diffuser Reed.

**Financials:**

Item	Cost	Revenue	Profit/Loss
Diffuser Reed (Jasmine Scent)	RM7	RM40	RM33
Diffuser Reed (Hilton Scents)	RM7	RM40	RM33
Shipping	RM15	RM15	RM0
Total	RM29	RM95	RM66

**Challenges and Solutions:** No issues.

7) **Transaction Type:** TNG

**Date of Transaction:** 21 August 2024

**Place of Transaction:** Curtin Campus

**Parties Involved:** Denzel Tan (Product Delivery & Payment Collection)

**Description of Transaction:** The customer placed an order for 4 Diffuser Reed.

**Financials:**

Item	Cost	Revenue	Profit/Loss
Disinfectant Wipes	RM14	RM40	RM26

**Challenges and Solutions:** No issues.

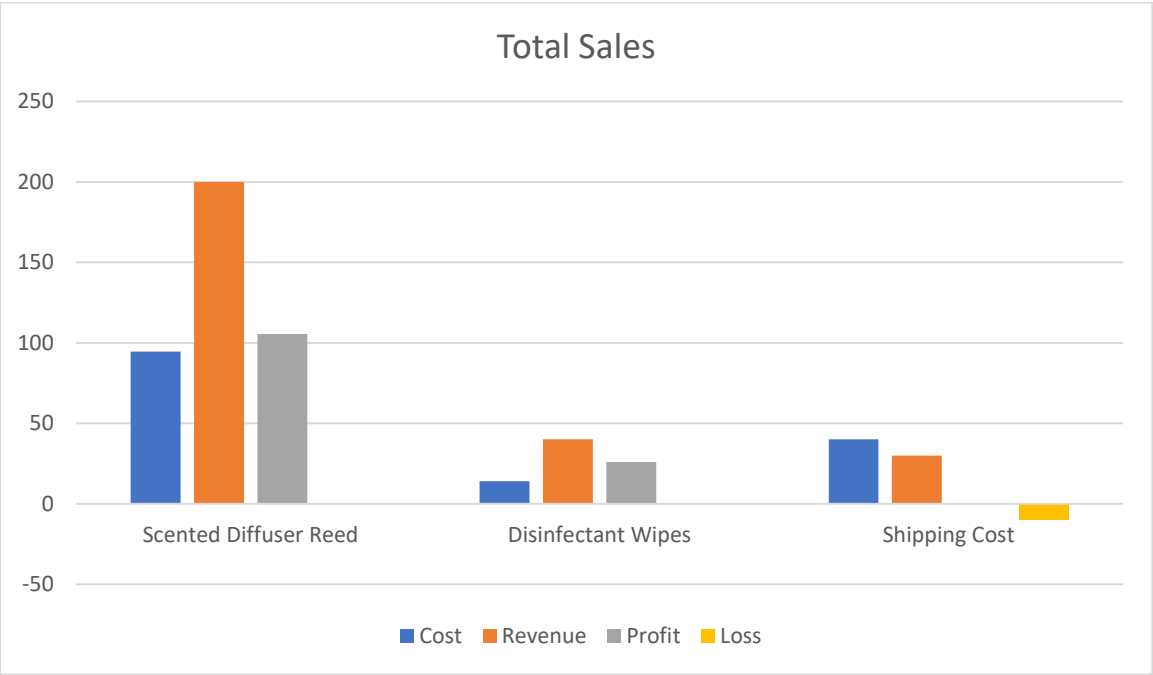
## 5 Conclusion

EcoKleen’s transactions, both online and offline, demonstrated solid growth and customer satisfaction. Despite challenges, such as logistical delays and fluctuating customer foot traffic at offline events, the business managed to

## 6 References (if applicable)

- **Books:**
  - *Murphy, J. (2024). The Power of Your Subconscious Mind. New York: Penguin.*
  - *Clear, J. (2024). Atomic Habits. Random House.*
- **Market Analysis:**
  - *Sustainable Living Research, 2023. “The Rise of Eco-Friendly Products in the Global Market.” Green Economy Journal, Vol. 5.*

## 7 Appendices



Customer Product Review Photos:

