

## **SELSA HOME SERVICE AGENCY**

### **1. Description of Business**

Everyday, families, individuals, business people are the brink of breaking due to the need to meet up with work and family demands. The pressure of cleaning a home and ensuring the safe care of children heightens this pressure. Finding one who can accurately deliver this service is easy, but the need for safety and security calls for meticulousness. Hence Selsa Home Service Agency will provide civil, trained, learned and descent live -in or live - out nannies and maids with no questionable background records to ensure the cleaning of homes and the safe care of children for families, individuals, business people with tight schedules and the Aged. This will afford individuals to achieve a comfortable and stress-free life.

### **2. Business Canvas Model**

<b>Key Partners</b>	<b>Key Activities</b>	<b>Value Propositions</b>	<b>Customer Relationships:</b>	<b>Customer Segments</b>
1.Security Agencies  2.Gardening Agencies.	Professional Cleaning and Maid Services (live-in or live-out nannies)	To provide trained and decent live-in and live-out nannies and maids for individuals and families	To encourage customer relationship:  1.Selsa Home Service Agency will have a physical and online space	1.Working class families.  2. Aged Individuals  3. Individuals

3. Plumbing Agencies.		with tight schedules.	<p>for enquiries, documentation and booking.</p> <p>2. Selsa Home Service Agency will offer discounts to clients who refer the company to other clients for patronage.</p> <p>3. Selsa Home Service will also provide a 5% discount off the regular fee as a welcome package for the new clients.</p> <p>4. The company will afford clients to lay complaints or express dissatisfaction wherever possible. However, the company will frown at the ill-treatment</p>	with tight schedules
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			and abuse of staff and will withdraw their services or take legal actions in severe cases as domestic and sexual abuse.	
	<b>Key Resources</b> <ol style="list-style-type: none"> <li>1. Employees</li> <li>2. Working Equipment</li> </ol>		<b>Channels</b> <p>Clients can visit the organization's physical store or reach online for enquiries and booking of appointments.</p>	
<b>Cost Structure</b> <ol style="list-style-type: none"> <li>1. Salaries</li> <li>2. Rent</li> <li>3. Working tools and equipment</li> </ol>		<b>Revenue Streams</b> <ol style="list-style-type: none"> <li>1. Provision of service</li> <li>2. The provision of training on professional cleaning and child care course to other organizations.</li> <li>3. Rent of cleaning machines to organizations they may want to hire.</li> </ol>		