Strengths (S)

- Customers can choose tailored services cleaning schedules that suit their needs.
- Security and reliability.
- Digital payment support.
- Security and Reliability.

Weaknesses (W)

- Internet dependency.
- Limited worker availability in certain areas
- Being a new company, we might face challenges in establishing a strong brand presence.

Opportunities (O)

- Introducing new features.
- Multi-Language support.
- Introducing a rewards & loyalty program.
- Geographical expansion.
- On-Demand & Instant booking.

Threats (T)

- Customer dissatisfaction.
- Strong competition.
- Platform technical failures.
- Customer fraud & cancellations.