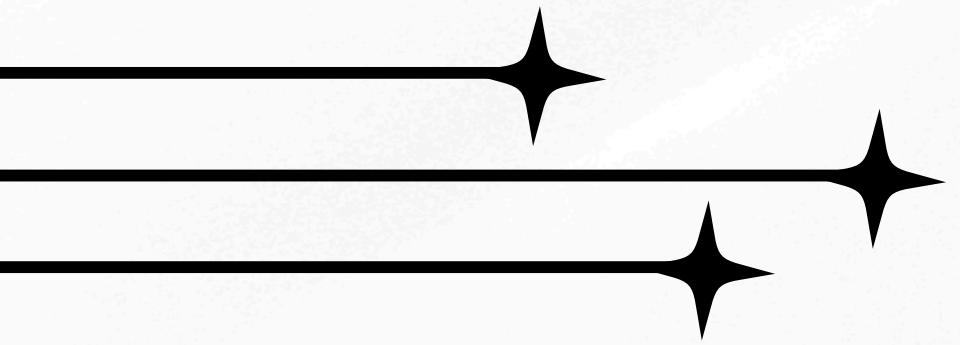




UNIVERSITY OF ASIA PACIFIC

BUSINESS PROPOSAL

IDEA: CARENEST



OUR TEAM

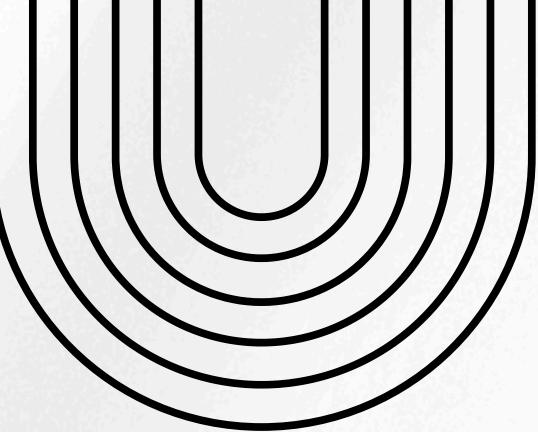
H.M.Tahsin Sheikh-22201243

Retu Islam-23101187

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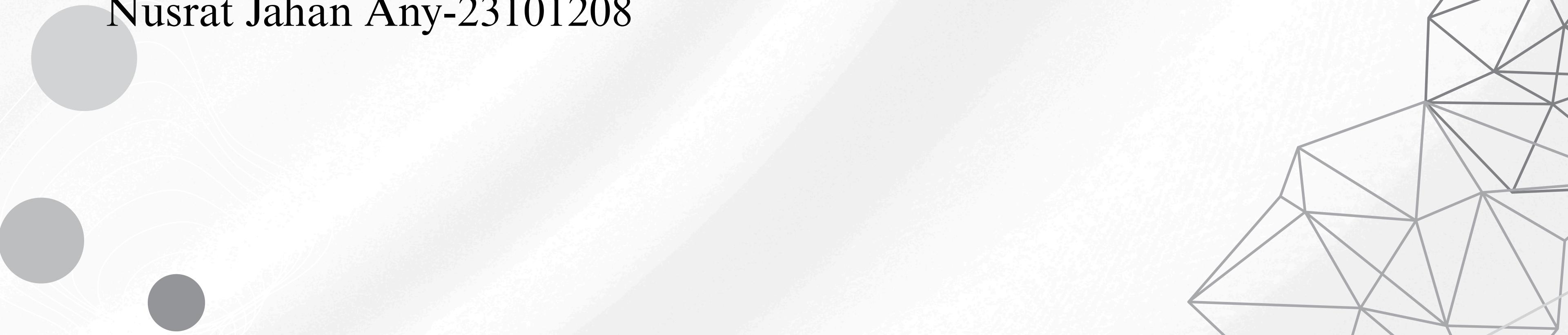
Nafisa Tasnim-23101205

Nusrat Jahan Any-23101208



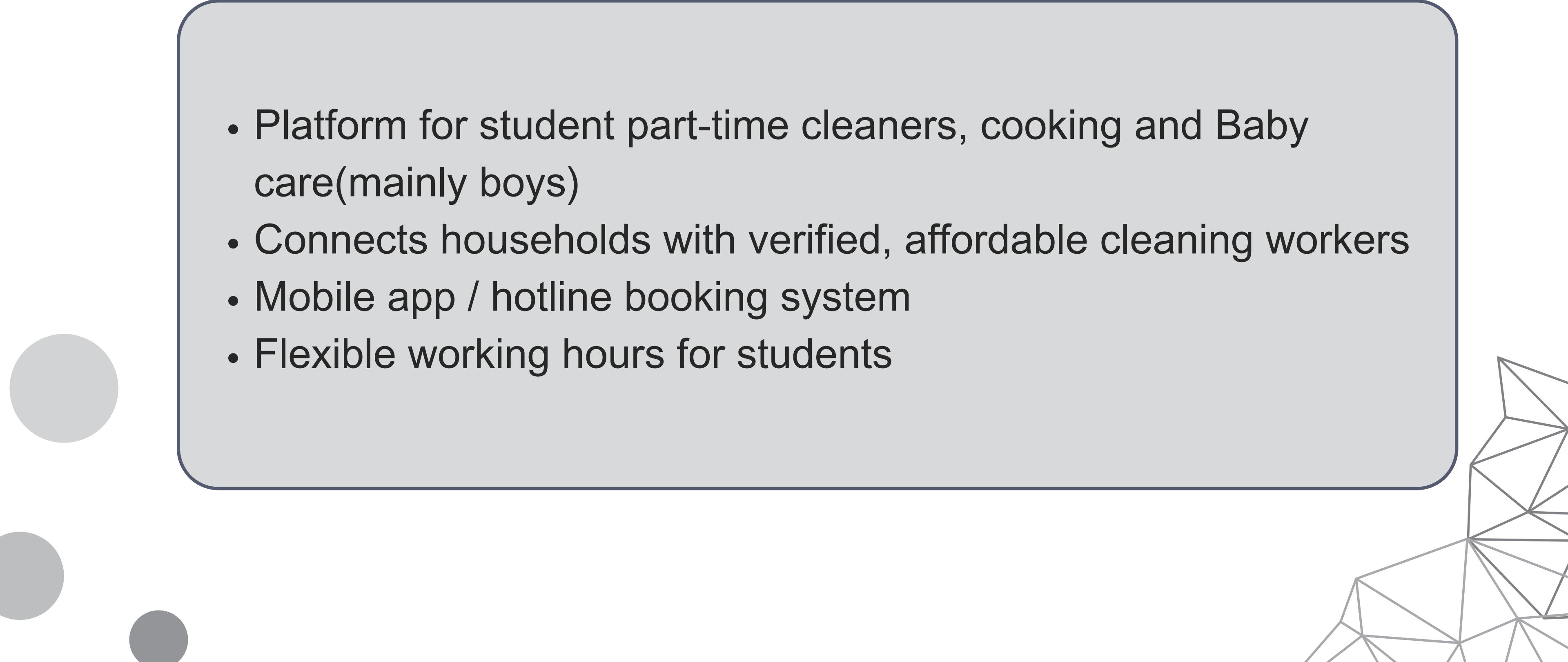
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BUSINESS PLAN

- Platform for student part-time cleaners, cooking and Baby care(mainly boys)
 - Connects households with verified, affordable cleaning workers
 - Mobile app / hotline booking system
 - Flexible working hours for students
- 

PROBLEM STATEMENT

- Busy families and professionals have less time for house cleaning
- Traditional cleaners are often unavailable, irregular, or untrustworthy
- Lack of affordable & safe cleaning services in local areas
- Students often need extra income opportunities but don't find flexible jobs

MARKET GAP

- No structured platform linking students with households
- Existing services focus only on professional maids/cleaners, not students
- Middle-income households want low-cost but trusted services
- Lack of verified, educated part-time workers in the cleaning sector

COMPETITORS



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- Local housemaids (unregistered, informal)
- Cleaning service startups (limited, urban-focused)
- Online platforms (like Sheba.xyz, HandyMama in Dhaka)

**None of the platforms directly target
student part-time workers**

ADVANTAGES

- Affordable: Lower cost than professional cleaners
- Trustworthy: Verified students (ID & background check)
- Flexible: Students work part-time, households book as needed
- Digital & Easy: Mobile booking, transparent pricing
- Win-Win Model: Income for students + service for households

CONCLUSION

- **CARENEST** creates a bridge between students seeking part-time work and households needing affordable cleaning.
- It offers a win-win model: income opportunities for students + trusted service for families.
- By focusing on flexibility, affordability, and safety, **CARENEST** can fill a unique gap in the Bangladeshi service market.
- With proper training, verification, and digital support, this idea has the potential to grow into a sustainable business.

**THANK
YOU**

