



A STUDY ON HOUSEHOLD APPLIANCE CLEANING UNDER
CONSTRUCTION AT SICHUAN, CHINA

BY
CHANGJIA FU

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

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Abstract

This research aim to study on household appliance cleaning under construction based on Jingerjia Cleaning, this study were qualitative methodology via in-depth interview, and content analysis. The study found that: 1) Market Segmentation were divided by consumer demand: individual appliance cleaning demand of ordinary families and community owners, which have all kinds of home appliances, such as air conditioners, washing machines, hoods, refrigerators, water dispensers, etc., target customers are the home appliance consumers in Guangyuan City, 2) Management Plan were employee share ownership, Coefficient income, Flat organizational structure two-eight principle accountability and accountability, 3) Financial projection for 5 years as Initial investment 100 (Ten thousand Yuan), ROI average per year 70.032 %, NPV 250.161(Ten thousand Yuan), IRR 41.6%, and Payback period on 2 years and 4 moths

Keywords: household, appliance, cleaning.

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Section 1

Introduction

1.1 Company Description

Jingerjia Cleaning Company Co. Ltd, is a proposed home appliance cleaning Service Company. It introduces independent innovative and efficient appliance cleaning technology, recruits professional appliance cleaning team, advocates the concept of "healthy use of home appliances, safe to enjoy life", and highly emphasizes the GNC green cleaning on the environment, no pollution, no damage to the cleaning object, to create a safe and healthy home environment for the people of Guangyuan City. Our professional technical team has a solid foundation in appliance cleaning, and our technical staff has gone to more cutting-edge appliance cleaning companies for training.

The services provided are quoted from foreign home appliance cleaning service standards and advanced cleaning equipment, unified charges, unified management, is now a new flag in the Chinese home appliance cleaning market, especially in Guangyuan, Sichuan Province, leading the market progress, benefiting consumers and creating a new situation in the home appliance cleaning market. Entrepreneurial team of independent innovation, research energy-saving, environmental protection, efficient home appliance cleaning program, to provide quality home appliance cleaning services for the majority of home appliance users to improve the health coefficient of home appliance use.

In ensuring the comprehensiveness of appliance cleaning, our company maximizes the professionalism and relevance of appliance cleaning, which in turn improves the cleaning standard of appliance cleaning.

1.2 Current Situation Analysis (PESTEL/SWOT/5Forces Analysis)

1.2.1 PEST

Political

China is focusing on promoting energy conservation, in the government and

the whole society's active efforts to advocate environmental protection and energy conservation in the hearts of all people has formed a culture.

Household appliances is a service industry that requires a high degree of attention to repair and maintenance, as a professional line, appliance cleaning is being separated from the appliance repair industry, will form a new independent industry. To properly guide the development of the cleaning service industry, the China Household Electric Appliance Repair Association will work with a number of well-known enterprises to jointly develop industry standards for deep cleaning services.

From the perspective of energy saving, the depth of cleaning services for appliances will provide consumers with multiple value-added effects, such as reducing the level of product power consumption, extending service life; by cleaning up dust, mold, etc., can improve air quality and ensure fresh air; in addition, it can also lead the market to shift to consumer value-oriented service transformation.

Economic

China's economy has put forward several requirements such as focusing on promoting high-quality development, improving the science and technology innovation system, and promoting a high level of openness to the outside world, and emphasizing the focus of economic development on the real economy and accelerating the construction of a strong manufacturing country. Appliance industry as a representative of the manufacturing industry, an important part of the real economy, in recent years, the continuous development of intelligent innovation, the rapid growth of new home appliances, key technology upgrades significantly, home appliance cleaning prospects are huge.

Sociocultural

In addition to some manufacturers in the home appliance "three packages" within the commitment to maintenance cleaning, a few home appliance repair department in the maintenance at the same time also undertake cleaning business, home appliance cleaning team is more engaged in domestic services, there are streets and alleys riding a bicycle yelling cleaning individual households, the technology failed, the charge confusion has become a major sticking point in this industry. Demand has given rise to the market. Most appliances need to be cleaned after a

period of time, and is a regular cycle. Professional cleaning presents a keen demand, a large market has given birth to another sunrise industry, and cleaning industry has become a new investment area. The future of home appliance cleaning field will be a piece of gold production area! Appliance cleaning industry is booming.

Technological

Appliances have become an indispensable part of people's lives, but the hazards of pollution from various electrical products are becoming more and more serious. A survey report from the Ministry of Information Industry on the pollution of domestic electronic products shows that after a period of use of home appliances, electrostatic particles in the environment, metal dust, soot, etc. will form a layer of dirt film on the electrical components and circuit boards, so that the heat generated by the appliances during operation is not easy to dissipate and affect the stability of operation, resulting in increased power consumption, shortened service life and even fire. And the strong static electricity generated by home appliances will adsorb a lot of dust and dirt, making its interior gradually become a breeding ground for bacteria. Regular cleaning and maintenance of home appliances can prevent breakdowns, reduce the probability of maintenance, extend service life, reduce radiation intensity, prevent explosions, reduce computer crashes, significantly improve the signal fidelity and the entire use of the effect, reduce electricity consumption, reduce the spread of bacteria and prevent disease, and more importantly, increase product safety. Due to improper maintenance methods and destroyed or caused by various types of accidents, the annual direct losses to the national economy caused by nearly 100 billion Yuan.

1.2.2 SWOT

STRENGTHS

1. Appliance cleaning industry is a new industry, the market existing competitive pressure is less.
2. Our company adopts professional cleaning method to clean, break through the tradition, no disassembly deep cleaning.
3. Our cleaning service inherits the concept of energy saving and environmental protection, which is supported by government policies.

4. High-quality after-sales service of appliance cleaning, the development of regular return visits to appliance cleaning system to improve the quality of appliance cleaning.

WEAKNESSES

1. The company itself is a service-oriented company, without core competencies such as patented technology, which can be easily imitated.

2. Not yet know whether to carry out appliance cleaning malfunction, thus causing unnecessary losses and forming quarrels with customers.

3. The appliance cleaning industry has no industry standard for the time being, it is difficult to achieve uniformity and efficiency, and it is easy to form vicious competition in the industry.

OPPORTUNITIES

1. Appliance cleaning inherits the concept of energy saving and environmental protection, which is conducive to building a modern society with ecological civilization, supported by government policies and has a large market potential.

2. The threshold of entry into the appliance cleaning industry is low, and the capital and technical requirements are not high.

3. There are not many competitors in the industry, and the competition pressure is not high.

THREATS

1. Our company is a new industry with more uncertainties in the market.

2. Appliance cleaning industry has better prospects, facing the threat and impact of larger potential entrants.

3. Appliance cleaning charges are confusing, but also some appliance sales companies may have contracted the appliance cleaning after-sales service to form a competitive edge.

1.2.3 5 Forces Analysis

1. Industry competitors and the current rivalry

For Guangyuan City, home appliance cleaning project has barely occupied the market, Guangyuan City, Yalin Cleaning Service Co., Ltd. for the main object is the cleaning of some decorative supplies, not as good as exterior waxing, stone grinding,

with a little appliance cleaning project, such as hoods, professionalism is not strong, cleaning effect is not as good as our company. The home appliance housekeeper mainly cleans the hoods and does not involve other household appliances. Dibang Cleaning carries out high-altitude exterior wall cleaning, open cleaning and hood cleaning. The service tenet advertised by Jiamei Cleaning is "We are a professional cleaning service team, providing you with wholehearted domestic services, so that you do not need to worry about the family's mess". The service is only to keep the family hygiene, not to talk about professional appliance cleaning. Jiamei cleaning, appliance housekeeping, Yalin cleaning several cleaning companies, of which there are almost no professional appliance cleaning companies. And some other housekeeping services, cleaning companies, operating a wide range of services, completely belonging to some ordinary housekeeping services, cleaning furniture, cleaning houses and so on, and our home appliance cleaning project does not have any conflict, our company in Guangyuan City or a pretty big market, the industry competition is not big, the key is to play a good company cleaning brand, to highlight the quality of cleaning, to occupy a certain market share. As long as my company take care of their own cleaning technology, with 100% cleaning quality to win the hearts of consumers.

2. Potential New Entrants

Appliance cleaning new industry, the current market competition pressure is not much, which contains a huge business opportunity to attract many people's attention, the potential entrants are larger. However, our company has established a membership system and has a loyal group of consumers. Through the company's membership system, consumers leave their personal information with our company, and the company tailors its appliance cleaning services to suit the individual user. Our company wins the trust of consumers with professional and sincere appliance cleaning services. At this point, it is difficult for potential entrants to seize our existing market, and the threat is low.

3. Bargaining power of suppliers

In the early stages of a company's development, the company needs to purchase equipment from cleaning equipment manufacturers before providing

appliance cleaning services, and also needs to purchase cleaning agents from detergent manufacturers. There are many companies in the market that offer cleaning agents, which means that the company has a wide range of procurement. As the company grows, the company's cleaning agent purchases will become larger. Based on these two points, the company faces less threat from the bargaining power of suppliers in its competitive analysis.

4. Bargaining power of the buyer

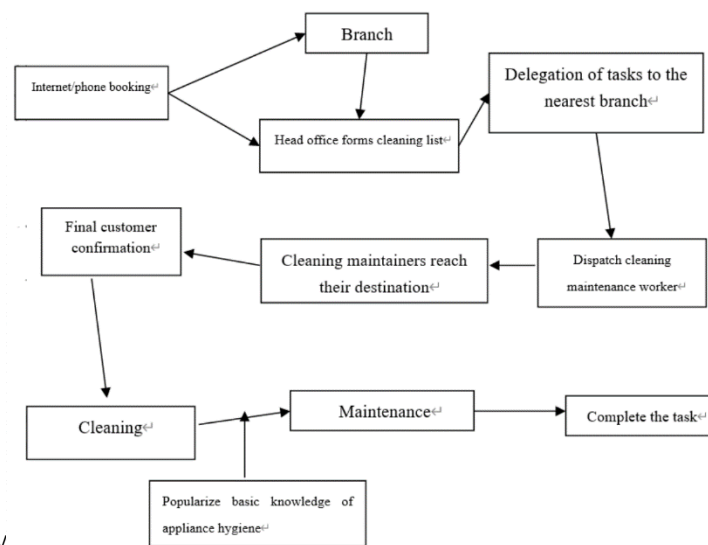
Customer demand has given rise to the appliance cleaning industry, and our company will establish a membership system for customers when they purchase cleaning services. By becoming a member of our company, you can regularly participate in special concessions for our services. We can say that the consumers are always enjoying the discounted price. And for these customer groups, we can suggest them to take collective appliance cleaning activities, thus reducing the cost of appliance cleaning. Netnifty adopts the strategy of multi-selling for profit, and uses different marketing strategies and pricing strategies for different customer groups within the scope of what consumers can pay. The threat of alternatives

5. Appliance cleaning consumers do not choose professional cleaning companies, but perform surface cleaning on their own; choose the traditional cleaning method of "scattered soldiers" method of cleaning, can pay less cleaning costs. We believe that the era of using the above two methods is over, this surface, unprofessional cleaning will only shorten the life of the appliances, it is difficult to provide a healthy and hygienic environment for the use of appliances. When consumers mean this, the threat of alternatives will no longer exist. In response to this situation, our company is still mainly to improve the brand awareness of home appliance cleaning, but also need to arouse the awareness of residents home appliance cleaning, adhere to provide consumers with first-class, professional and healthy home appliance cleaning services.

1.3 Feasibility Analysis (Product & Service, Marketing, Organizational & Financial)

1.3.1 Product & Service

The company's main business is appliance cleaning and maintenance services, including individual home appliances, unit appliances and commercial area appliances, providing guests with a safe and healthy environment for the hygiene of appliances.



Service Flow

1.3.2 Marketing

Our target market is aimed at two groups: the general public and the middle and high-end class. Everyone who values their own health, who values their own safety, who has an eye for market trends, who is open to new things and is willing to try, and who has a strong demand for hygiene are our target customers. These people, who are open-minded, receptive to new things and brave enough to try them, who value health and safety, who value and defend their own health and safety needs, and who have a certain financial ability to pay, will be the main and most stable part of our clientele.

1.3.3 Organizational & Financial

Our entrepreneurial team is both the drafter of the business plan and the front-runner for funding in the pre-start-up phase. The composition of this team is of

extraordinary significance, so choosing the right group of people is a difficult and careful task.

After several rigorous selections, our team has taken initial shape as follows.

One convener (president)

One person as PR director

One information director

Two people as finance director

Marketing and service director one person

One person director of technology research and development

When studying the market demand and market capacity, we establish a mathematical model for scientific calculation. In the study of market demand, we design a "market demand influence factor diagram" and give different weights to each influencing factor for calculation. According to our research, the market demand is unstable (it will change with the change of the reference coefficients in the model), but the future is very bright. In our study of market capacity, we proposed the concept of "health desirability cost" as a control system to estimate capacity, and our study shows that market capacity is also unstable (and will change with the change of reference coefficients in the model), but the outlook is also very exciting.

1.4 Research Objectives

To study on household appliance cleaning under construction based on Jingerjia Cleaning. detail as follow:

By analyzing the appliance cleaning market, we look at the future of the business in order to look at the business prospects of the industry, consolidate resources, focus our efforts, fix problems, and find opportunities. We are committed to creating a concrete vision and hope for the appliance cleaning business, specifying a plan of action and execution, and drawing a blueprint for the business so that the plan can be realized.

Section 2

Marketing Plan

2.1 Segmentation, Target and Positioning (STP)

2.1.1 Market Segmenting

Today, China's cleaning industry is growing rapidly with its unique advantages and has become a sunrise industry recognized by the society. In China, the cleaning industry started in the 1980s and 1990s, and with the improvement of living standards, the cleaning industry gradually showed its head. The expansion of sales of home appliances has led to the expansion of the home appliance cleaning market. In the vast appliance cleaning market of Guangyuan City, the appliance cleaning market is almost blank, which brings huge business opportunities to the net erga cleaning company.

Divided by consumer demand: individual appliance cleaning demand of ordinary families and community owners. Appliance cleaning consumers of ordinary families and small communities have all kinds of home appliances, such as air conditioners, washing machines, hoods, refrigerators, water dispensers, etc.. These consumers' appliance cleaning needs are characterized by a wide variety, fragmentation and diversity, large quantity and unqualified demand. Home appliance cleaning consumers are not unified in purchasing our cleaning services for certain appliances, and the demand is not fixed, so we need to provide the corresponding appliance cleaning services depending on the specific situation. Although the individual type of appliance cleaning is more decentralized, its huge number of groups should not be underestimated, the company can provide personalized and diversified appliance cleaning services for different individual appliance cleaning needs. Collective appliance cleaning needs of companies, state administrative units, public places and entertainment places. This kind of collective appliance cleaning needs of consumers has the characteristics of unity, uniform style, relative concentration and stable demand. Companies have installed a large number of air conditioners and computers and have a large number of water dispensers. This type of consumers have a single style of electrical appliance cleaning needs and a certain scale of quantity,

so the company can obtain the scale effect when serving these consumers, reduce the cost of service provision and make a considerable profit margin. The company can get the support of consumers by providing favorable, professional and reliable cleaning services for such consumers.

By urban and rural areas: urban families have better economic conditions, more and more types of household appliances, and the speed of home appliance renewal is faster, and the awareness of home appliance cleaning is strong. The consumer awareness of such consumers is obviously strong, for such consumers the company should increase the publicity of the company's professional appliance cleaning services, improve consumer awareness, so that consumers know a certain cleaning company, occupy the minds of urban appliance consumers. Correspondingly, the economic conditions of rural consumers are poor, the number of household appliances is small, the variety is small, the speed of home appliance renewal is slow, and the meaning of appliance cleaning is weak. For such consumers, the company should promote the disadvantages of not cleaning appliances and the benefits of cleaning and often cleaning appliances can extend the service life of appliances, so that rural consumers recognize the need for appliance cleaning.

2.1.2 Market Targeting

With the improvement of people's living standards and health awareness, the concept of "appliance cleaning" is gradually emerging. Appliance cleaning is still a new industry, the market is still in a blank state, who first took the first step, who is the first to seize the market. Our company is committed to providing consumers with professional and efficient appliance cleaning services.

Initially, our company's target market is Guangyuan City, because the professional appliance cleaning market in Guangyuan City is in a blank stage, with a large market gap, high market potential and weak competitors. The target customers are the home appliance consumers in Guangyuan City. By region, the target customers can be divided into urban and rural home appliance consumers. Urban families have high demand for quality of life and better economic conditions, so their demand for appliance cleaning will be stronger and they will regularly clean their appliances professionally and more frequently. Urban target customers will become the main

source of profit for our company. Rural customers and town comparison, rural customers of home appliance cleaning concept is not strong, because of economic factors, home appliance replacement is slow, the general appliances will only be replaced when completely obsolete, so for them, through home appliance cleaning to extend the service life of home appliances than replacement of home appliances more economical. Can seize the countryside consumers of this consumer psychology, by promoting their appliances are not often cleaned, the accumulation of impurities pollution in the use of home appliances will wear and tear appliances, which will lead to a significant shortening of the service life of home appliances, to stimulate and inform the countryside appliance users of the need for professional appliance cleaning. The huge number of appliances consumed by rural customers can also bring a considerable profit for the company. Therefore, the initial target market in Guangyuan City will bring huge profits to our company, which is just starting up.

In the middle and later stages, our target market will be gradually extended from Guangyuan market to Nanchong market and even the whole province market.

2.1.3 Market Positioning

Our company is a new appliance cleaning company, a service-oriented company that provides appliance cleaning services for customers. In line with the consistent "environmental protection, health, harmony" concept to carry out indoor pollution treatment projects, committed to every family in China to build a healthy living environment and efforts!

After market segmentation, the appliance market in Guangyuan area can be divided into individual appliance cleaning service needs of families and community owners and collective appliance cleaning service needs of companies and enterprises in public places and entertainment places, as well as urban appliance cleaning service consumers and rural appliance cleaning service consumers. According to our company's resources, a certain cleaning service company will target the market at home, community owners of home appliance cleaning service consumers and companies and enterprises in public places and entertainment places appliance cleaning service consumers.

The number of individual home appliance cleaning service and corporate

company public place appliance cleaning service consumers for families and community owners is huge. Guangyuan area in the appliance cleaning market, there are almost no professional appliance cleaning companies. There are only Dibang cleaning, Jiamei cleaning, appliance housekeeping, Yalin cleaning several cleaning companies in the market, they just provide some miscellaneous cleaning services, for professional appliance cleaning is not in the scope of business. Therefore, our company will position the market in the family, community owners home appliance cleaning services consumers and companies corporate public places and entertainment places appliance cleaning services consumers.

2.2 Marketing strategies (4Ps)

2.2.1 Products

After fully considering the price, quality, after-sales service, payment method and other factors, we first introduced the technology to cooperate with the large appliance cleaning organization Geke, and use the cleaning agent and cleaning equipment provided by them.

In the future, with the development of the company, we will certainly develop high-end cleaning agents and cleaning equipment on our own.

Given that the key to competition in this industry is the quality of service, we have strict requirements for our cleaning and maintenance staff to meet the needs of our customers.

2.2.2 Price

Price strategy.

As our company is the first large professional appliance cleaning and maintenance company with Guangyuan as the base camp, so, in the short term, our competitors of those cleaning guerrillas, so the general public this market we use a thin profit strategy, with the guerrillas the same cleaning price to encroach on this market, while the high-salaried class this market is a monopoly price.

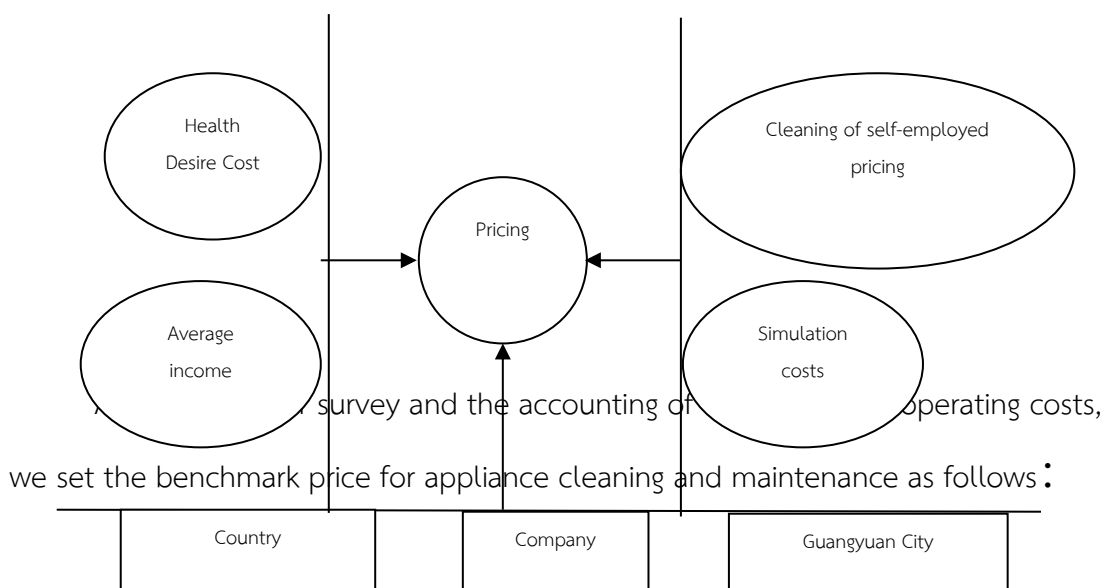
In the previous article, we introduced the concept of "Health Desire Cost", and our prices will be priced with reference to the "Health Desire Cost". The income level of our customers directly determines the acceptability of our prices,

so we will also take into account the average income of our target customers and set a strictly measured proportional line for pricing.

We will also consider large cleaning companies as a reference to simulate our cleaning costs and calculate their absolute costs. We will also refer to the pricing strategy of individual cleaning companies. In addition, national policies and the development prospects of Guangyuan city are important determinants of price.

We use the following diagram to represent the influence of the many factors that determine price:

Diagram of factors determining price



Appliance cleaning service price list (some appliances)

Types of appliance cleaning	General cleaning price	High-grade cleaning price
Disinfection of drinking fountains:	10 Yuan for one unit	50 Yuan for one unit
Drinking fountain cleaning:	15 Yuan for one unit	55 Yuan for one unit
Hood Cleaning:	35-70 Yuan for one unit	100-170 Yuan for one unit
Washing machine cleaning:	35-75 Yuan for one unit	120-180 Yuan for one unit
Solar water heater:	55-85 Yuan for one unit	110-180 Yuan for one unit
Electric water heater cleaning :	50-80 Yuan for one unit	120-280 Yuan for one unit
Air conditioner cleaning:	50-70 Yuan for one unit	120-270 Yuan for one unit

On this basis, we will implement price fluctuations up and down according to the cleaning and maintenance time, cleaning and maintenance difficulty and other aspects.

Notes.

Weekdays 8:00-11:40, 14:00-16:45, 19:45-22:00; Saturday and Sunday 8:00-11:40, 14:00-16:45.

According to the level of technological content of the appliances to be cleaned, the size of the appliances, the difficulty of cleaning fluctuates up and down 15%.

2.2.3 Place

Main marketing channels Cooperation with property management companies

According to the survey, Guangyuan city districts are through the property management company to provide life services, most families now take the district as a unit, and the property management company has an indispensable influence on the family. The company can get more customer base in the district by giving a certain commission to the property company or by cooperating with the property company to operate through the property company's promotion and introduction. Due to the different rules and regulations of property management companies, if some property management companies do not agree to cooperate and publicize the appliance cleaning activities, our company management can enhance communication and apply for the right to publicize in the community, so that we can independently publicize in the community.

Small areas I will take the group sales strategy, that is, the residents of the district can collectively home appliance cleaning activities, the more the number of group purchases, cleaning fees will have a corresponding trend of decreasing prices, while individual consumption to reach a certain number of points will enjoy free home appliance cleaning activities, you can also exchange points for a variety of home appliance cleaning agent, more services, more opportunities, more benefits.

Cooperation with the major appliance sales mall

By giving the mall a certain commission, and shopping malls according to the proportion of fees for the sale of services extracted way, for the mall sample appliances to provide free cleaning services and other ways to cooperate, so that the

home appliance mall for the company to expand the company's visibility to further open the company's market. Appliance mall sold a cleaning appliances, the company provides two free cleaning services for a year, the fourth time to start charging according to normal standards.

We can also use direct contract home appliance cleaning service business, direct cleaning business divided into the mall's after-sales service, improve the mall's brand and service personalization, cleaning for my home appliance company to provide profits. The mall only needs to give 0.35% of the sales of home appliances to enjoy our company's appliance cleaning after-sales service. I take a thin profit way to win the credibility of the home appliance mall, to enhance the brand and visibility of my company's home appliance cleaning.

Cooperation with the home appliance repair company

Guangyuan City, the number of large home appliance repair companies, home appliance repair market has been more mature, you can first lock a few of the most powerful maintenance companies, cooperate with them, profit sharing, by the decoration company to be responsible for appliance cleaning services recommended, or I directly arrange technical personnel for home appliance cleaning activities, direct home appliance repair + cleaning joint activities, by the home appliance maintenance company unified charges, and then I The company can take a certain amount of appliance cleaning cost from it. Because of the early my company need publicity effect, so the early cooperation way will adopt the thin profit way, Maintenance Company for my company to promote the appliance cleaning brand effect.

Then gradually find more maintenance partners, training more home appliance cleaning technicians, so there will be more home appliance cleaning technicians and home appliance repair staff for our company to promote home appliance cleaning activities.

Network marketing

Construction of the home appliance cleaning company's website home page, through this way, to give users an intuitive understanding of the home appliance service platform, in-depth promotion of peace of mind, the concept of a healthy home. At the same time will also upload some pictures of home appliance cleaning

on our homepage to ensure the authenticity of the pictures, open to the majority of consumers, professional home appliance cleaning technology, to ensure that the national home appliance cleaning standards, to improve the health coefficient of home appliance use, so that consumers are more comfortable using home appliances.

The company designed the order as convenient and easy to operate as possible, for example, only set up an online "submit order" and "return" button, easily help consumers to complete the task of ordering or returning products. Since there are still many problems with online direct payment in China, the company offers a variety of flexible payment methods for customers to choose from in order to maximize the convenience and security of both parties in the transaction, thus facilitating a smooth transaction. Establishing close partnership with some specialized logistics companies through the interconnection network The Company and the logistics company synchronize the distribution information through the interconnection network. When the company has an order that requires distribution service, the order is sent to the logistics company at the same time, and the logistics company will deliver the order directly to the customer from the place of production according to the needs of the order.

2.2.4 Promotion

Event Promotion Strategy

For home users

In the time of special significance, such as legal holidays, double 11, company anniversary, etc., for new and old customers on the basis of the original price discount concessions.

Establishment of members' accumulated points preferential measures, whoever consumes a certain amount in our company, can get the corresponding amount of points, the accumulated points reach a certain amount, can enjoy the shopping coupons provided by our company in Wal-Mart, Guoguang and other large supermarkets, more points, more benefits, more enjoyment.

Every May Day, National Day and other golden holidays, our company will pay a return visit to the majority of consumers system, telephone or text message to

inform consumers to participate in free lottery activities, to extract three lucky customers, you can enjoy the free travel offers provided by our company.

For community users

Every single weekend our company will arrange staff to go to the community for free appliance cleaning assessment activities, our company each single weekend free appliance cleaning for two hours, the community users can not miss the opportunity to seize the opportunity.

In every double weekend my company will arrange staff to the community to engage in large-scale promotional activities, set up a stage to introduce the company's appliance cleaning services, live demonstration of the process of appliance cleaning, so that more people understand the hazards of not cleaning appliances, while my company will have professional staff to home appliance cleaning health knowledge lectures.

For enterprises, schools, hotels, hotels users

Every week our company will arrange staff to go to the enterprises, schools, hotels, hotels for market research, free of charge for their home appliance cleaning activities, the first five home appliance cleaning belongs to free cleaning, if the enterprises, schools, hotels, hotels are interested in home appliance cleaning activities, you can order.

For enterprises, schools, hotels, hotels users, our company can use the home appliance cleaning payment monthly, reducing the trouble of consumers to pay in installments, more conducive to humane management.

Our company will adopt the archiving policy, for these customers we use the points exchange system, when the points reach a certain amount, you can exchange the points for a variety of home appliances, so that consumers affordable, satisfactory.

Cooperation promotion

And some mall cooperation, give the mall certain preferential measures, our company will provide after-sales service for the mall home appliance cleaning. The first year of cooperation with the company according to the standard price to the mall to charge service fees, the second to the fourth year according to the standard cost of 90% discount on service fees, the fifth year to the tenth year to charge 20%

discount on service fees.

And some large supermarkets to cooperate, in front of these large supermarkets to hold special events, where shopping in the supermarket reached a certain amount, you can participate in a free lottery, the prizes drawn on-site exchange, but also the option of free cleaning appliances to improve the company's brand.

For some home appliance repair companies, our company can randomly arrange half an hour every day for the repair of home appliances for free appliance cleaning activities, to help promote the brand effect of home appliance cleaning services, so that consumers enjoy quality and preferential services.

Preferential promotions

Welcome the majority of group purchases of appliance cleaning services, our company for the number of group purchases, there will be different price range, the number of more, more preferential, enjoy more.

Every Tuesday our company will be in the net good company homepage for a limited time snatch activity, snatch the successful consumers can get 50% discount home appliance cleaning services, snatch the successful can contact with customer service with the order number, you can experience the preferential services of home appliance cleaning with the order number.

Personnel promotion

Our company will arrange promotional staff to go to the various cooperative electrical sales mall, so that home appliance sales staff directly for us to promote appliance cleaning services, from the source to attract more potential consumers for appliance cleaning services.

Our company will arrange for promotional personnel to go to each cooperative home appliance repair company, directly for home appliance repair consumers to promote home appliance cleaning services, so that more consumers already enjoy our home appliance cleaning services.

In front of the large supermarkets to set up stalls, home appliance cleaning services to promote the distribution of home appliance cleaning leaflets, so that more potential consumers understand the benefits of home appliance cleaning, to further

improve the brand degree of home appliance cleaning.

Section 3 Management & Operation Plan

3.1 Management Plan

For the management plan, our team's main planning includes the following.

Employee share ownership

Coefficient income

Flat organizational structure two-eight principle accountability and accountability

Below, we make a specific explanation.

Full shareholding: In layman's terms, it means that the entire staff, from the chairman down to the ordinary staff, each holds shares of the company. In addition to the shares held by shareholders, we divide the remaining shares into two parts: management shares and staff shares. In addition to the reserved shares, the entrepreneurial team will be allocated to hold management shares according to the proportion.

Employee shares, will be sold to employees according to a certain percentage. The proceeds will be used to repurchase the shares held by the venture capitalist. The shares held by the venture team are as follows.

40% of the shares are characterized as negotiable shares to be exchanged to obtain investment.

Of the remaining 60% of the non-negotiable shares, 60% are held by management. Of the 60% held by management, the Venture Team allocates 60% of the shares, with a specific allocation plan of

40% of which is held by Yu X Quan

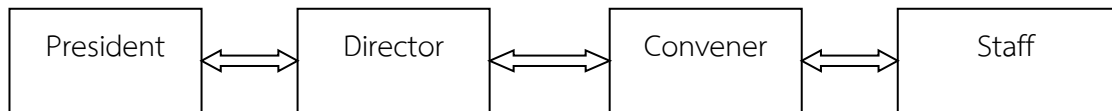
The rest of the entrepreneurial staff each holds 15% of the shares in equal shares.

Coefficient income: According to a set of scientific calculation method, set coefficients for all staff including the chairman and president, and obtain salary income, reward income, and reward stock distribution according to the coefficients. And according to the performance of each person, adjust the coefficient.

Two-eight principle: 80% of the revenue generated by the industry is provided

by 20% of the customers, and we will focus our attention mainly on this customer group.

Flat organizational structure: Through the store manager system, the hierarchy of the organization can be greatly compressed, from the most junior staff, to the president, there are only three levels.



There is responsibility: Whether it is management staff or ordinary staff, penalties will be imposed according to the severity of the mistakes made and the damage and impact caused.

1. Administrative punishment
2. Financial penalties.
3. Reduction of the number of shares they hold.
4. Adjustment of their coefficients.
5. Demotion.
6. Suspension from work for reflection.
7. Dismissal.
8. Pursuing legal responsibility.

3.2 Production Plan

First year.

Positioned in the middle and high-end, the whole line into a certain market. The service concept penetrates deeply into the home appliance industry and improves service visibility. Establish product image and occupy a certain market by creating a model home appliance service company

Second year.

Develop to the surrounding cities of so-and-so, take a firm foothold in Nanchang, Ganzhou and other local cities initially, and strive to reach 1.16% of the market share of so-and-so appliance cleaning services.

Conduct research work on cleaning agent products, preliminary development of cleaning agent products.

The third year:

Enhance the brand image of appliance cleaning services, increase intangible assets and brand awareness. Prepare to expand new markets, occupy 2.75% of the market share of appliance cleaning in so-and-so province.

We can move from home appliance cleaning market to industrial cleaning market and expand the scope of cleaning.

3.3 Operation Plan

Initial period

Guangyuan City professional home appliance cleaning company but not many, segmentation of the appliance cleaning industry is still a new industry, the market potential is large, industry competitors are relatively small. In the initial stage, our company will focus on home appliance cleaning business, do our best to promote the work and actively develop the market. At this stage, our company should win the trust of consumers through first-class, professional, enthusiastic and considerate appliance cleaning services and occupy a certain market. The main goal of the initial company is to occupy the market with affordable and quality services, profitability will be reduced and profit margin is small.

Medium-term

The initial company has already achieved a certain scale of market through low-priced preferential services and has a certain market share, so the medium-term company should focus on profit and development of new markets as the main goal. Medium-term companies to upgrade the quality of service, you can further improve the standard of appliance cleaning services, the use of more advanced cleaning technology, the use of more durable and effective decontamination products, as an entry point, compared to the initial service quality, service charges can be appropriate to improve the standard of appliance cleaning services, in order to obtain greater profit margins. On the one hand, the medium-term company can reduce the company's cost through the market scale and customer loyalty achieved in the early stage; on the other hand, the company can obtain more income through the upgraded quality service; combining these two aspects, the profit target of the medium-term company's service can be achieved. Develop new markets, additional

investment in publicity, increase publicity, expand market share, and strive to occupy 1.68% of the appliance cleaning market in the market. Further improve and improve the quality of home appliance cleaning services, and increase scientific research efforts to home appliance cleaning products, further research and development of cleaning agents, to maintain a certain number of new markets to develop each year. Enter the Internet platform, with this platform to sell home appliance cleaning services.

Long-term

Long-term phase to break through the company's stable situation, to stimulate the company's internal vitality and the sense of competition among all staff, the company can implement a vertical integration strategy. Vertical integration strategy is a growth strategy that expands the existing business operations of the company in both forward and backward directions. Forward integration refers to the expansion of the organization's business to the industries that consume its products or services, while backward integration refers to the expansion of the company to the products or industries that provide as raw materials for its current products.

The company at this stage pursues a forward integration strategy and a vertical integration strategy, a combination of both strategies for development. In forward integration, the company can expand from professional appliance cleaning services to other parallel cleaning service industries, such as household hygiene cleaning services, post house renovation cleaning services, and industrial cleaning in factories. Expanding to parallel industries, because the cleaning service business is more similar, so the company can obtain a larger market and win a larger profit margin under the guarantee of low cost and low risk when expanding to parallel industries. Expanding the cleaning market, gradually moving to the industrial machinery cleaning market to further expand the scope of cleaning. Further develop the market, to the province's market for expansion, and strive to implement the province's networked appliance cleaning services in 0.195% of the province's appliance cleaning market, the network encompasses the type of cleaning services in the province.

Section 4

Financial Projections

Based on the analysis of the market for Cleaner Joy, the corresponding cost estimates and sales forecasts were made. Based on the data of these forecasts, detailed analysis and forecasts of the company's financial situation in the next five years are made through three major statements: income statement, balance sheet and cash flow statement, which provide effective data to support the future business activities of this business plan for investors' reference.

4.1 Funding Structure and Sources

The company was established with a registered capital of RMB 1 million and the share capital structure and size are as follows.

Table 4 -1 registered capital of RMB 1 million

Source of equity Size of share capital	risk investment	Jingerjia Cleaning Co., Ltd.		Business Loan
		Team shares	technology appraised as capital stock	
sum of money	30	45	15	10
proportion	35%	45%	15%	10%

1. The Company is organized as a limited liability company, with a registered capital of 1 million Yuan.

2. the entrepreneurial team invested 450,000 Yuan, accounting for 45% of the registered capital; the team's technical shareholding of 150,000 Yuan, accounting for 15% of the registered capital.

3. venture loans of 100,000 Yuan, accounting for 10% of the registered capital.

4. intends to attract a venture capital contribution, financing 300,000 Yuan, accounting for 30% of the registered capital.

4.2 Capital Operating Plan

The initial registered capital of the company is RMB 1 million, of which the venture capital is 300,000. The main financing method is to borrow from banks and attract venture capitalists, followed by cooperation with other cleaning companies. The estimated useful life of the fixed assets is 8 years, and the accumulated annual depreciation cost is 24,000 RMB. The use of funds is mainly the company's home appliance cleaning brand publicity costs 60,000 Yuan, cleaning equipment and office equipment purchase 239,000 Yuan, other expenses totaling about 205,000 Yuan.

Table 4-2 the fixed assets are shown in the following.

Fixed assets table

project	unit price	quantity	total
Cleaning machine for range hood	1080	3	3240
Cleaning machine for heating pipes	1280	3	3840
Air conditioning cleaning machine	19500	4	78000
Water dispenser, water purifier cleaning machine	1480	5	7400
Central air conditioner air duct cleaning robot	35000	1	35000
Water heater washing machine	950	4	3800
cleanser			15000
Office computer	3000	2	6000
air conditioner	2000	1	2000
fixed-line telephone	150	2	300
fax machine	600	1	600
Printers, copiers			4000
servicer	15000	5	75000
Other office equipment	500		500
total			239180

4.3 Financial statement

Table 4 – 3 Key Financial Assumptions

Item	Basic assumptions
Sales	Based on the analysis of the competitiveness, marketing capability and market demand of the Company's products, the sales revenue in X years increased by X% year by year to reach X in X years. Then enter the market mature period, net profit keeps the growth rate of X every year.
depreciate	Assuming that the service life of office and home appliance cleaning equipment is six years, the annual depreciation of the company's office and home appliance cleaning equipment in the first two years is 24,000 yuan, and will increase to 56,000 yuan in the future.
tax rate	According to the national tax rate for small and medium-sized enterprises is 15%
Accounts receivable	Considering the characteristics of the general consignment, it is estimated that 80% of the sales revenue in the current year will be cash sales, 20% will be accounts receivable, and 15% will be recovered in the second year, and the remaining 5% will be bad debts.
reserve for bad debts	Provision is made at 5% of the sales for the current year.
growth rate	It is estimated that the sales volume of the Company will increase by 50%, 50%, 30%, 30% and 30% within five years. Five years later, the Company entered a period of steady development, with the growth rate of various financial indicators fixed at 10%.
Technology development costs	In order to maintain its technological competitiveness, the Company intends to allocate 2.5% of the current sales as investment in technological development.
distribution of profits	Before the second year, 20% of the profit of the current year will be distributed and 80% will be retained, regardless of the profit distribution.

be in debt	Only commercial receivables liabilities are considered prior to the second year, with accounts payable at the end of each year representing 10% of the current year's sales. From the second year onwards, cash will be channeled through debt and repaid in the current year.
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4.3.2 Projected period costs

Tale 4 - 4 Projected period costs

project	Monthly amount (Yuan)	quantity	Total years (Yuan)
Company store rent	1000		12000
office supplies	100		1200
cost of living	500		6000
Managing labor wages	3000	6	192000
Training fees for technical and customer service staff	100	8	9600
Part-time staff		10	60000
Ordinary staff salaries	2000	8	192000
financial expenses			10000
Cost of sales	700		8400
advertising expense			60000
Diplomatic expenses			30000
total			581200

Note: Diplomatic expenses are expenses for cooperation with property management companies, large supermarkets and shopping malls.

4.3.3 Forecast profit statement

The following is an analysis of the profit forecast for the next five years for Netelka Cleaning Co., Ltd. by estimating the income statement, which involves sales forecast, cost estimates, non-operating income, and non-operating expense costs for the next five years.

Table 4 – 5 Expected profit statement unit: RMB10,000

Item	2023	2024	2025	2026	2027
I. Income from Main Businesses	42.44	83.66	131.49	209.14	289.38
Less: cost of main business	19.48	31.20	41.37	68.14	81.55
II. Profit from Main Business	22.96	52.46	90.12	141.00	207.83
Plus: other business profits	2.00	3.50	3.80	5.50	7.80
Less: operating expenses	2.24	2.24	2.24	3.36	4.48
Management cost	23.51	29.43	36.79	44.57	56.41
financial expenses	2.00	2.00	3.00	4.00	6.00
Cost of sales	0.84	1.24	1.83	2.41	2.52
III. Operating profit	-1.63	21.05	50.06	92.16	150.7
IV. Total Profit	-1.63	21.05	50.06	92.16	150.7
Less: income tax	0	3.16	7.51	13.82	22.61
V. net profit	-1.63	17.89	42.22	78.34	128.09

4.3.4 Forecast Balance Sheet

The balance sheet, also known as the statement of financial position, is the main accounting statement that presents the financial position of an enterprise at a certain date, usually at the end of each accounting period. The following table provides a forecast of the balance sheet of Jurga Cleaning Co.

Table: Forecast Balance Sheet Unit: RMB10,000

property; assets	2023	2024	2025	2026	2027
Current assets:					
monetary capital	0.00	41.81	78.42	112.58	176.47
Accounts receivable	0.00	9.85	14.77	22.16	33.24
goods in stock	0.00	0.00	0.00	0.00	0.00
total of current assets	30.00	51.66	93.19	134.74	209.73
Fixed assets:					
original value of fixed assets	23.92	28.54	34.67	42.47	55.27
Less: accumulated depreciation	0.00	2.4	3.9	3.9	5.3
total fixed assets	14.45	12.05	16.8	19.2	28.01
Total assets	54.45	68.33	109.99	161.74	250.54
Liabilities:					
current liabilities	0.00	1.72	2.58	3.87	5.81
long-term liabilities	0.00	5.67	8.77	18.31	25.53
Total Liabilities	0.00	7.39	11.25	22.18	31.34
Shareholders' equity:					
capital stock	30.00	30.00	30.00	50.00	50.00
retained earnings	0.00	22.17	56.32	90.63	143.29
Total shareholders' equity	24.45	56.32	98.74	131.76	206.30
Liabilities and shareholders' equity	54.45	68.33	109.99	161.74	250.54

4.4 Cash Flow

Profit is the root of business development, while cash flow is the medicine to solve the problem of business survival. Ltd. is a medium to long-term investment, relatively large investment, the project cash flow statement projections are detailed in the table below.

Table 4 - 6 Statement of Estimated Cash Flows

Unit: ten thousand Yuan

Item	2023	2024	2025	2026	2027
cash inflow					
Selling household appliance cleaning agents	5.85	11.97	23.75	37.44	51.58
Household appliance cleaning service Cash received	39.40	66.48	99.73	149.60	197.80
Cash received to absorb investments	30.00	30.00	50.00	50.00	50.00
Interest received on deposits	0.09	0.66	1.50	3.57	4.97
Cash received from loans	0	0	0	0	0
Other cash inflows	0	0	0	0	0
Total cash inflows	69.49	106.11	169.98	232.61	294.35
Cash outflow					
Cash paid for cleaning supplies	1.50	2.50	3.75	5.28	7.14
Cash paid to employees	28.8	28.8	34.6	34.6	38.4
Taxes paid	3.62	7.30	11.6	17.94	25.69
Cash for daily expenses	1.94	1.94	2.31	2.31	3.20
Cash for repayment	0	0	0	0	0
advertising expense	6.00	6.00	9.00	9.00	12.00
training cost	0.96	1.20	1.44	1.44	1.92
Distribution of dividends and payment of interest	0	0	8.73	13.32	17.43
Cash paid for purchase and construction of fixed assets	1.00	2.00	2.00	2.00	2.00
Other cash outflows	5.93	7.89	8.31	8.31	12.42
Total cash outflows	49.75	57.63	81.74	94.2	120.20
Cash net flow	25.59	51.48	93.24	146.41	184.15

4.5 NPV, IRR, ROI and Payback Period.

Table 4 - 6 Cash flow statement of Jingerjia Cleaning Company Co. Ltd projection for 5 years

Ten thousand Yuan	2023	2024	2025	2026	2027
Turnover	25.59	51.48	93.24	146.41	184.15
Discount factor 10%	0.909	0.826	0.751	0.683	0.621
Cash flow PV 10 %	23.261	42.522	70.023	99.998	114.357
Accumulate	23.261	65.783	135.806	235.804	350.161

Initial investment 100 (Ten thousand Yuan)

ROI average per year = $350.161/5=70.032$ (Ten thousand Yuan)

ROI = $70.032/100 \times 100 = 70.032\%$

NPV = $350.161 - 100 = 250.161$ (Ten thousand Yuan)

IRR = 41.6%

Payback period on 2 years and 4 months

4.6 Interview Result Feasible

According to the questionnaire survey combined with the results of home visits to towns, our company's main market is urban areas: First, the profitability of large appliances such as large air conditioners, range hoods and other urban areas are more. And in towns and cities, although in recent years with the government's home appliance policy to support the use of home appliances has risen significantly, but the cleaning of these appliances is not much profit space; Second, urban consumers live a faster pace of life, relatively high disposable income, and the deteriorating environment because of economic development and the use of home appliances on the health of the more profound awareness. Therefore, the appliance cleaning will be more recognized and support; Third, appliance cleaning in a certain actually belongs to the new industry, township consumers and urban consumers than the new things accepted more slowly, and our company is just listed, to obtain their trust has some difficulty. But the township is also we will not give up the market, but the

company listed in the early stage will focus on developing the urban market.

In the survey on the market effect of existing appliance cleaning, it can be seen that most of the customers think that the current appliance cleaning effect is very good, basically can work; some customers think the effect is general.

According to the above data we can understand that the market now exists in the home appliance cleaning, most of the effect is not ideal, there is a lot of room for progress, which has a great advantage to our company's products, our company is based on the existing shortcomings of home appliance cleaning, the service products to improve. Therefore, we can see that the prospect of our products in the market is very promising.

Overall, the results of this study show that there is a broad market demand for home appliance cleaning and that there are certain shortcomings in the quantity and quality of the home appliance cleaning market, so we can make good use of this market gap and do a good home appliance cleaning business project. The data from the survey of the company's understanding and sales of appliance cleaning shows that most people in the market know about appliance cleaning; the number of people who buy it is not a lot; because there are fewer companies in appliance cleaning and less publicity and promotion. We can focus on promoting the core advantages of our products, and strive to attract more consumers. Overall, the current market for appliance cleaning there is a lot of space for our new appliance cleaning, the market outlook is very broad.

Section 5

Conclusion and Suggestion

5.1 Conclusion

In developed countries, the professional appliance cleaning industry has a history of decades of development, after decades of integration, reform and innovation, has now formed a meticulous industrial chain and a large industrial army. As a developing country, China, with the improvement of people's living standards in recent years, the awareness of home appliance cleaning is also gradually climbing, the Chinese home appliance cleaning industry is also slowly starting. But because the state in this area of home appliance cleaning policy is less, there are not too many clear provisions. If the future does not promulgate effective provisions, the market for appliance cleaning industry will be greatly restricted. The appliance industry is still in disorder for a long time, there is no relevant appliance cleaning standards. The people's awareness is not enough, did not understand the significance of appliance cleaning.

5.2 Suggestion

Through active and effective public relations behavior, gain government support and contribute to the government's development of home appliance cleaning terms. Effectively do preliminary market research, set up stores flexibly according to local demand for the appliance cleaning industry, and adopt flexible pricing measures to maximize customer benefits. Through various ways, hire excellent appliance cleaning maintainers. Make great efforts to do a good job of appliance cleaning services, to do care about the interests of customers, for the sake of customers. Implement job competition means to improve the management ability of management. Strive to create an industry standard for appliance cleaning and make it standardized and popularized.

Appendix

(Interview form, List of interviewees)

Interview form

Dear Sir/Madam: Hello! In order to further understand the market demand and prospects of today's appliance cleaning market, but also to further improve the quality of appliance cleaning services. Please fill out the following information accurately, the information we promise to keep confidential and not to disclose. We would like to express our sincere gratitude for your cooperation!

1、 What is your gender?

A. Female B. Male

2、 Your place of residence.

A. City and county city B. Town C. Country

3、 Have you heard of the company about appliance cleaning?

A. have heard of and have been served by them B. have heard of, but have not been served by them

C. Don't know anything

4、 Do you think easy home appliances dirty will cause harm to your physical and mental health that is your family?

A. Will B. Won't C. Not sure

5、 Have you ever received the service of appliance cleaning?

A. Yes B. No

6、 You think it is easy to dirty and need to clean which of the following appliances?

A. TV B. Range hood C. Refrigerator D. Washing machine E. Air conditioning

F. Computer G. Microwave oven H. Water dispenser I. Water heater

7、 What way do you take now to clean home appliances?

A. their own cleaning B. find the community "cleaning guerrilla" cleaning

C. Find professionals to clean D. Other

8, you think cleaning appliances should first consider what factors?

A. Whether to save money B. Whether to clean clean C. Whether to damage the performance of home appliances

D. Whether to extend the service life of appliances E. Other.

9、 If you do not use the appliance cleaning service, what do you think is the reason?

A. Price is too expensive, economic conditions do not allow B. Cleaning is too troublesome C. There is no need to clean

10、 How often do you generally clean your appliances?

A. About half a year B. About a year C. About two years D. More than two years

11、 What do you think the cleaning store is more important (multiple choice, according to the importance of the bottom of the list from high)?

A. Technology B. Credibility C. Service D. Visibility

F. Charge high or low E. Size

12, if you ask professionals to clean, you think the cost of cleaning an appliance should be in which range is more appropriate?

A.50 yuan or less (excluding 50) B.50 to 99 yuan C.100 to 149 yuan D.150 yuan or less

13、 In order to ensure the quality of appliance cleaning, the user should choose the company with the following conditions?

A. cleaning company's large scale, formal B. cleaning staff quality

C. solve the company whether to handle a variety of related procedures D. Other

List of interviewees

Leiyi Wang	Jie Bai	Han Xiao	Qiang Tian
Taiyue Zhao	Shizhen Li	Chuanyan Li	Huizun Zhou
Jiangmeng Xi	Wangpeng Yuan	Fan Wang	Xian Cui
Jang Shi	Dafa Chen	Baobao Feng	Guichuan Huang
Danian Sun	Yuan Zhen	Huoqiang Hu	GanXiang Yang

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CERTIFICATE

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THIS IS TO CERTIFY THAT

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