

DEVELOPING INNOVATION AND CREATIVITY FOR BUSINESS ADVANTAGE

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Executive Summary

An innovative business idea that has the potential to completely transform the UK's home cleaning services sector is the idea of a robot house cleaner. This product can draw in new clients and keep existing ones by putting various marketing techniques into place and making sure that data privacy laws are followed. Protecting clients' sensitive information requires the safety of cloud service providers which will be discussed at the end of the report. The name of the business will be RoboClean. It will sell product to the target customer mainly via e-commerce platform. Different marketing tools will be used to promote the product. A dedicated cloud service provider will be used as most of the business will be done via e-commerce platform.

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Introduction

This report demonstrates the business idea of setting up a business named RoboClean that will provide robot household cleaning services to its customers. This report describes the business idea by identifying the target customers, sales strategy, competitors etc. Moreover, it also discusses some e-commerce platforms where the business can start its journey. The marketing plan and data protection for customers are also key points of discussion in this report. There will be 4 different sections of this report. First section will give the business idea where the key concept of the business will be discussed, second section will discuss the e-commerce plan to market the product through e-commerce platform, third section will discuss the marketing and promotion plan to sell the product to respective customer segment and lastly the data protection and privacy will be discussed accordingly.

Business Idea

Innovative Product Idea

An innovative business idea means generating new products/services/processes/ to meet the existing demand of the market that was not previously available (Abrams, 2020). Cleaners services and products in the UK have been around long enough that several companies have established themselves. But, if someone's selling robot cleaners in the UK, they might find a willing customer base. The robotic cleaner market in the United Kingdom was estimated at £135.8 million; forecasts for the years 2020–2027 indicate a CAGR (compound annual growth rate) of 20.1% (Jonas, 2019). An ageing population and the hectic schedules of working professionals are driving up the need for cleaning services in the United Kingdom. While there is an increasing demand for more effective and convenient cleaning solutions, the business plan of a robot house cleaner may prove fruitful. Clean-room robots are getting increasingly sophisticated and capable because of developments in artificial intelligence and robotics. The quality and dependability of the robots, the pricing level, and the advertising and distribution plan are just a few of the aspects that will determine how successful a robot house cleaning business model will be.

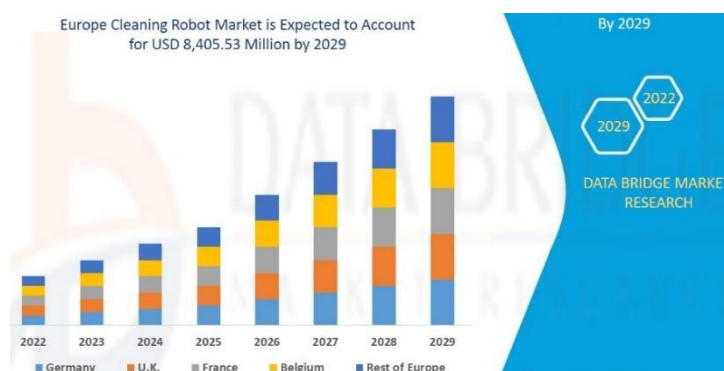


Figure 1: UK Market for Robot Cleaning Service | Source: (Vendale, 2023)

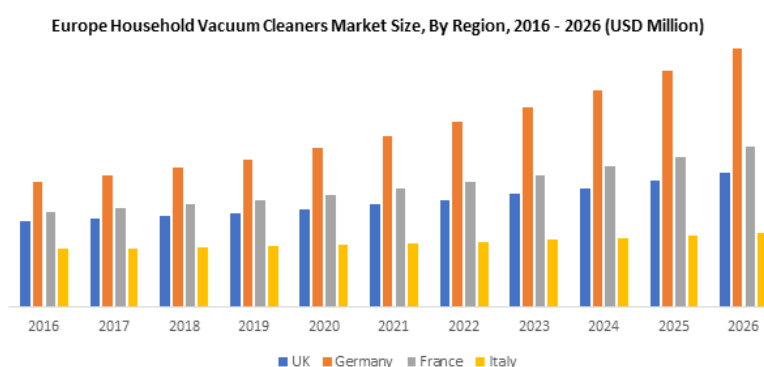


Figure 2: Percentage of Households Using Robot Cleaning Service | Source: (Rosee, 2022)

Targeted Customers

Without customers, a business will fail; therefore, robot cleaning businesses may target professionals with busy schedules, elderly people, homemakers with children etc.

- *Career-oriented people:* Some people, especially those with demanding jobs or long work hours, simply don't have the spare time to keep their homes spotless on a daily basis (Milton, 2023). Cleaning their homes could be done quickly and easily with the help of a robot cleaner.
- *Older People:* Some people may not be able to do household chores on their own due to health or mobility concerns. If they had access to a robot cleaner, they wouldn't need to rely on outside help to keep their home tidy.
- *Homemakers:* Little children can make it difficult for parents to keep their houses neat and tidy. A robot cleaner could free up time for parents to spend with their kids by doing some of the housework.
- *Tech-Savvy People:* An increasing number of people are showing an interest in purchasing the most recent electronic devices and other forms of technological advancement (Jonas, 2019). This population would be interested in a robotic house cleaner since it represents a novel and forward-thinking approach to the chore of cleaning.
- *Homeowners who have dogs:* Individuals who have pets often have issues with hair, fur and other messes brought on by their pets. This group of potential customers would be interested in a home cleaning robot that comes with a variety of attachments designed specifically for the removal of pet hair.
- *Eco-Friendly People:* As more consumers become conscious of the negative environmental effects of common cleaning products and practices, there is a growing desire for eco-friendly alternatives (Karakaya and Shea, 2018). This group of consumers could appreciate a robot cleaning service that is mindful of environmental impact.

Sales Strategy

The robot house cleaner's best sales channels in the UK market will be determined by the product's intended buyers, the firm's marketing budget, and the firm's overall marketing strategy (WordStream, 2019). It's possible that using a mix of these strategies will be the most efficient way to reach the largest possible number of consumers in the UK. In the United Kingdom, many websites focus on selling electronics and appliances for the house. The product's visibility and availability to consumers in the UK could be improved through partnerships with these stores. In addition to online retailers, the United Kingdom is home to a number of physical locations that focus on kitchen and bathroom electronics (Wisman, 2017). RoboMatter as well as Active Robots are just two of the many robotics and automation-focused retailers in the United Kingdom. Joining forces with these stores could help reach a niche market of early adopters and tech aficionados. The organisation may also offer the item for sale on its own website. The corporation would have more say over the selling process and be able to connect with clients on a more personal level.

Business Name

The name of the business should be catchy, memorable, and reflective of the product's benefits and features. It should also be easy to pronounce and spell and not sound too similar to the names of existing businesses or products. **"RoboClean"** shall be the company's official title.



Figure 3: Business Logo | Source: Author

Sustainable Business Proposition

Multifaceted strategies are needed to keep a unique business concept like robot house cleaning afloat. Some approaches that could be taken are as follows:

- *Continual improvement of products:* They need to maintain a competitive edge in the industry by regularly updating and improving their robot vacuum cleaner. New features, enhanced usability, and the incorporation of cutting-edge innovation can all be part of this process.
- *Partnerships and collaborations:* Increasing the company's exposure and credibility in the market for home automation and robotics may be accomplished through the formation of partnerships with other businesses and organisations operating in these fields (Bingham, Gomes and Knowles, 2017). Also, it might open up whole new avenues for the creation of innovative products and processes.
- *Wider variety of goods and services:* The company could broaden its product line to include other types of household automation and robotics equipment in addition to the robot vacuum cleaner. Robotic mowers or programmable thermostats are only two potential applications.
- *Powerful advertising and branding:* Sustaining the company will depend critically on the efforts put into creating a memorable brand name and a successful marketing campaign (Vendale, 2023). Some ways to accomplish this goal include developing a memorable brand identity, launching focused commercial and social media efforts and fostering a committed customer base.
- *Agility in Business:* Sustaining the company will depend on its adaptability, or how well it can deal with shifting market conditions and customer preferences (Emily, 2021). Maintaining this state of readiness may include keeping abreast of new developments in the industry, listening carefully to consumer input and adjusting course as needed.

Last but not least, a mix of these tactics, together with continuous effort and dedication from the business's leadership and team members, will be necessary to sustain a unique business offer like a robot house cleaner.

Competitors

Several companies offer robot cleaners for the home in the UK. iRobot is a popular manufacturer of robotic cleaning appliances including vacuums and mops. Stores like John Lewis, Currys PC World and Amazon stock their products in the UK. The 360 Eye robot vacuum is Dyson's first foray into the consumer electronics sector. Ecovacs is a retailer that carries several brands of robotic cleaning appliances. The Shark Intelligence Robot is only one of many household gadgets available from SharkNinja (Colon,2016). Robot vacuum cleaners are available from Neato Robotics in a variety of configurations, such as the Botvac and D-series versions. Robotic sweeper manufacturers often use both online and offline distribution channels to promote their services. To market their goods, they make use of both online and physical outlets. Since the other robot house cleaners on the market offer identical functionality, the "RoboClean" must set itself apart in some way to be successful. Differentiating the new robot household cleaner company from the competition is crucial to its success (Emily,2021). The new company may distinguish itself from the competition and carve out a position in the market by emphasising its distinctive features, customisable options, competitive price, marketing approach and brand identification. The mapping and navigation system may be upgraded for instance, or it could come with a built-in air filter.

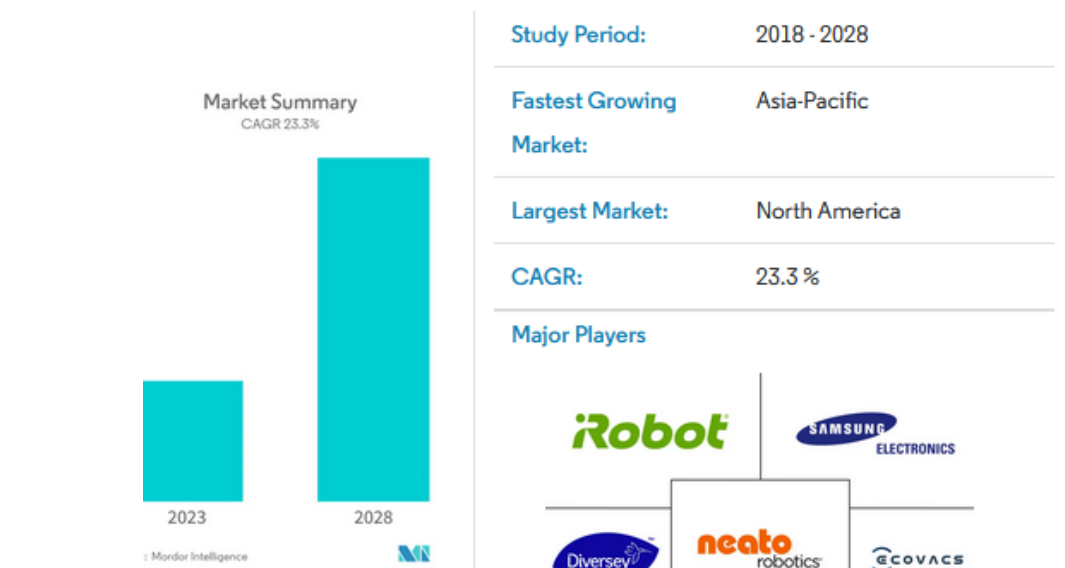


Figure 4: Competitors of Robot House Cleaning Service Market | Source: (Abrams, 2020)

E-Commerce

How to Set Up an Online Store

Using Shopify, Amazon, eBay and PayPal to establish an online storefront for a robot house cleaning company in the United Kingdom is a basic process. The following is a list of the stages that one can follow:

- *Choose an e-commerce platform:* Shopify is a well-known e-commerce platform that is intuitive to operate and provides access to a diverse set of services (Stapleton and Thomas, 2016). Business owners may also sell their merchandise on Amazon or eBay, which both have built-in marketplaces. Both of these platforms have a straightforward graphical user interface in addition to a comprehensive set of administration capabilities for online shops.
- *Make sure to open an account.* The first thing users need to do in order to set up an online shop is register for the platform they've selected (Karakaya and Shea, 2018). Typically, this entails entering fundamental information about the company, such as the name and address of the proprietor as well as their contact information.
- *Choose one template to use as a model:* Choose a format that will serve the company's requirements the best and then modify it so that it reflects the company brand. This will contribute to making the online business appear more inviting to customers and more professional in appearance.
- *Including items of business in the account:* Users need to upload their commodities to the online marketplace, complete with high-quality images and in-depth product descriptions. This will assist customers in understanding what they are acquiring and enable them to make decisions based on accurate information.
- *Establishing payment channels:* In the United Kingdom, one of the most well-known and extensively utilised payment gateways is PayPal (Miller and Press, 2017). Set up PayPal as a form of payment for an online marketplace, in addition to other payment methods the owner wishes to accept, including credit card payments, and then configure the store.

Following that, one must decide on delivery costs and methods before configuring them in the online marketplace, which will get them started on shipment and fulfilment. One further

option for handling one's shipping and delivery concerns is to take advantage of the fulfilment services offered by Amazon and eBay. Finally, launch the online store; Once these stages have been accomplished, a person is ready to open their online marketplace and begin selling their goods to consumers in the United Kingdom and elsewhere. One can quickly and easily set up a reputable and user-friendly retail site for their robot household cleaner company by adhering to these procedures and making use of the facilities made available by Shopify, eBay and PayPal (Naggar, 2019).

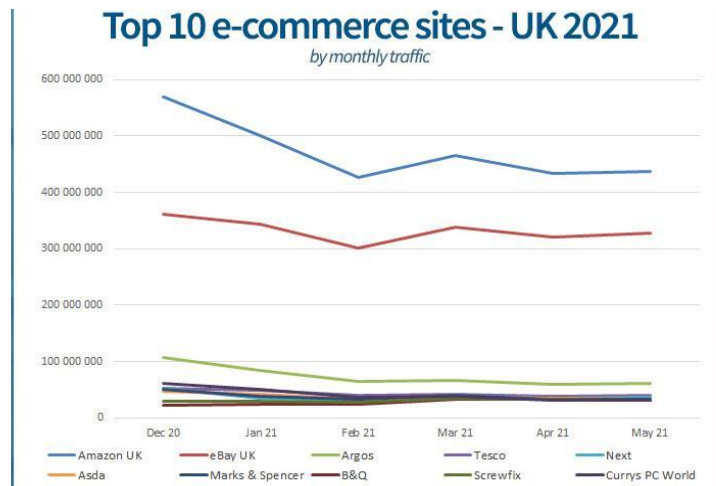


Figure 5: Famous E-commerce Platforms of the UK | Source: (Cocks and Murdock, 2022)

Regulations on Accepting Card Payments

Compliance with the Payment Card Industry's Data Security Standard, also known as PCI-DSS, is a set of security rules that companies are required to adhere to if they take payments via credit card or debit card (Rosee, 2022). The failure of a company to adhere to these standards may result in financial penalties and fines, in addition to the tarnishing of its reputation.

At all times, securing the information of cardholders is a crucial priority. This includes keeping the data of cardholders in a safe location, utilising encryption to protect the data while it is in transit and restricting access to the data of cardholders to only those individuals who have a legitimate need for it.

Moreover, it is imperative for companies to ensure that their information technology is both current and safe. This includes updating applications, operating systems, and devices on a regular basis and utilizing software such as anti-virus and firewall programs to defend against potential dangers.

Companies have a responsibility to make certain that their staff members receive training in the latest security best practices and are aware of the significance of PCI-DSS compliance (Colon, 2016). Companies are required to keep a close eye on their computer systems to detect any breaches in security and to report such incidents to the appropriate authorities. This involves contacting card issuers and users as well as law enforcement if it becomes essential to do so.

Businesses are obliged to undergo regular security audits in order to demonstrate that they are in compliance with the PCI-DSS regulations (Wisman, 2017). This involves both internal as well as external audits and companies are required to rectify any security flaws that are discovered during either type of audit.

Marketing

Promotional Plan

The ideal strategy will depend on the target market, financial constraints and marketing objectives. There are several approaches to promoting an item in the UK market. One can use the following techniques to market their robot house cleaning company:

- *Advertising on social media:* Sites like Instagram, Twitter, and Facebook provide tailored advertising solutions that can assist in locating the perfect clients. One can make advertisements that highlight their product's advantages and target them towards particular groups, interests and behaviours (Naggar, 2019).
- *Influencer marketing:* Collaborating with influencers on social media who have a sizeable following in the target market is known as "influencer marketing." With sponsored articles, reviews or product demonstrations, businesses can collaborate with influencers to market their goods.
- *Digital marketing:* content marketing entails producing educational and helpful content that highlights the advantages of the product (Bingham, Gomes and Knowles, 2017). One can release blog entries, movies, infographics and other kinds of content that show businesses and their target audiences the benefits of their robot house cleaner and provide guidance.
- *Marketing Through Email:* Sending marketing emails to clients or customers is known as "email marketing." Email may be used to advertise the company, send out special offers and cultivate relationships with the audience.
- *Website optimisation:* To rank better on search engine results pages, SEO entails optimising the website and content. One may improve business visibility in search results and increase traffic to the business website by employing pertinent keywords, producing high-quality content and optimising the website's layout (Karakaya and Shea, 2018).
- *Paid search marketing:* Paid search advertising comprises the placement of advertisements for pertinent keywords on search engine results pages. Owners may

develop, manage, and target their ads to particular audiences using platforms like Google AdWords.

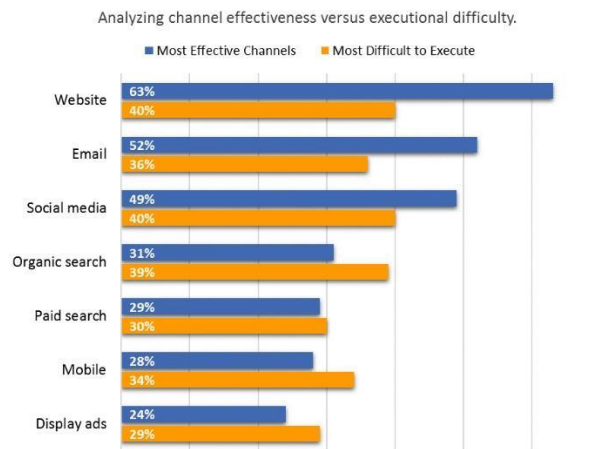


Figure 6: Effective Promotional Strategy | Source: (WordStream, 2019)

Usage of Social Media

Promoting a company that sells robots that clean houses in the U.K. using social media can be an extremely efficient and fruitful approach to doing so. One needs to generate material that is high in quality and engagement if one wants to interact with followers through social networks (Laudon, 2019). This content should highlight the qualities and advantages of the product. Companies have the ability to generate content such as videos demonstrating how the robot works, before-and-after pictures of homes that have been cleaned, and testimonials from clients who are pleased with the service. In social media, businesses are able to diversify in on particular subsets of users based on characteristics such as their demographics, hobbies and activities (Scott, 2019). One may, for instance, target individuals who have just moved or working employees who lack the opportunity to tidy their homes themselves because they are busy. This makes it possible to interact with individuals who might be most likely to have an interest in the product or service that the business offers.

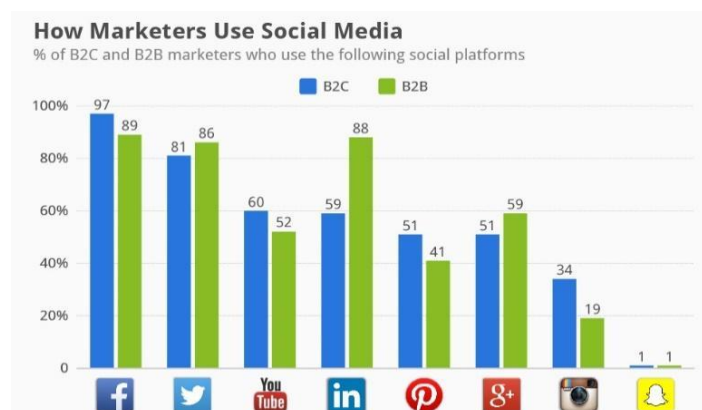


Figure 7: Top Social Media Platforms | Source: (Prighter; J, 2020)

Usage of Search Engine

Search engine marketing, also known as SEM, is a digital advertising approach that incorporates the use of paid advertising on search engines to increase website traffic, as well as the number of leads and sales, for a company that sells robots that clean houses in the UK. Picking the appropriate keywords to concentrate on is essential in order for one's search engine marketing strategy to be successful. One may do research on keywords and determine how often people look for them as well as the amount of competition by using tools like Google's Keyword Planner (Miller and Press, 2017). In order to make decisions that are informed by facts, one needs to monitor the effectiveness of search engine marketing initiatives, just like with social media advertising. Owners can measure the performance of their efforts with the assistance of apps like Google Analytics, discover areas that may use some improvement, and adjust accordingly to further maximise their results.

The Role of Customer Journeys

Customer journeys have an essential role in a robot household cleaning service by helping to deliver a positive experience, gain trust, and boost repeat purchases.

- *Awareness:* At this point, customers have learned about the presence of such robot house cleaning companies (Wisman, 2017). The most efficient methods of brand exposure, be they digital networking, internet sites or targeted advertising, may be determined with the aid of a clearly defined customer journey.
- *Consideration:* At this point, prospective clients are giving serious thought to whether or not they want to hire the robot house cleaner. Customers can learn about the time and money savings offered by the company's robot cleaning company and have any questions or concerns answered with the help of a well-defined customer journey.
- *Decision:* The consumer makes a purchase decision to engage the company's robot household cleaning service. Providing a user-friendly booking site or a straightforward mobile app are just two examples of how a business may facilitate a seamless and convenient customer journey and thereby increase sales (Naggar, 2019).
- *Post-purchase:* Now that the consumer has utilised the robot cleaning service at home, the company is in a position to encourage repeat customers and establish customer loyalty. With a clear understanding of the customer's journey, the company

can more effectively provide continuing assistance and engagement, such as service reminders and surveys.

All things considered, a robot residential cleaning company needs a clearly defined customer path in order to deliver a great experience, earn trust and boost repeat sales. Businesses may boost satisfaction levels, loyalty, and revenue by mapping out their customer journey and then improving on each touch point.

Usage of Email-Marketing

Email marketing is a great way for a robot residential cleaning business to stay in touch with consumers, advertise their services, and increase the likelihood that they will hire their robot again. In this article, we will discuss some of the most efficient applications of email marketing.

- *Pre-Launch:* The robot household cleaning service can start collecting email addresses from interested clients before it even opens for business by running a pre-launch campaign. Businesses can entice customers to sign up for their email lists by offering free consultations or reduced rates for initial cleaning services.
- *Greeting Email:* After a customer signs up for the robot household cleaning service, the company can send them a welcome email explaining the service and answering any questions they may have (Woodall, 2017). A call to action to schedule the first cleaning appointment can be included in this email.
- *Reminders of Appointment:* Email is an effective way to send clients appointment reminders, which has been shown to increase the rate of on-time attendance and decrease the number of appointments that go unattended (Vendale, 2023). In addition, the company might highlight any time-sensitive discounts or deals that are valid throughout the consultation.
- *Feedback Email:* Sending a follow-up email after a cleaning session is a great way to check in with customers and ensure they're satisfied with the service (Laudon, 2019). In addition to informing recipients about the company's other offerings, this email can serve as a tool for gaining their loyalty and trust.

In general, email marketing is a great way for a robot residence cleaning company to stay in touch with consumers, spread the word about what they have to offer, and boost the likelihood that those customers will come back for more. An organisation may boost client happiness, loyalty and sales by collecting email addresses, sending personalised messages and delivering valuable content.

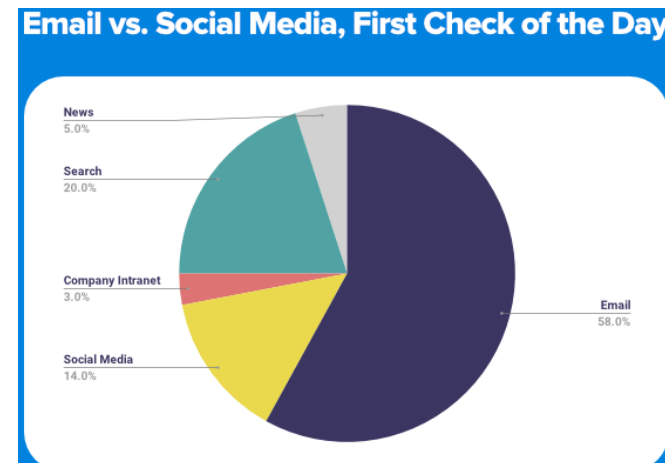


Figure 8: Effectiveness of Email Marketing | Source: (Stapleton and Thomas, 2016)

Privacy and Data Protection

Data Protection Act

Businesses in the United Kingdom that collect, process or store personal data are required to comply with the General Data Privacy Regulation (GDPR) and the Data Protection Act 2018 (DPA 2018). This includes enterprises that utilise robots to clean houses. Individuals are required to grant their explicit consent to the collection and processing of their personal data in accordance with the GDPR (Boardman, 2018). Before collecting any personally identifiable information from its consumers, the robot house cleaning company is required to first acquire their approval and then provide an explanation of how the information will be used. Personal information must be stored in a manner that is both safe and protected from being accessed by unauthorised parties or lost, as required by the GDPR (Laudon, 2019). The business that uses robots to clean houses needs to have proper precautions in place to guarantee the safety of any personal information that is gathered and processed by the company. The company is able to put in place adequate safety precautions, that will protect the availability, integrity and confidentiality of consumer information. This includes taking precautions such as routine data backups, access limits and encryption of sensitive data. In order to comply with the General Data Protection Regulation (GDPR), businesses are required to notify any security breaches to the appropriate authorities within three days of becoming conscious of the breach. The company that makes robots that clean houses need to have a system in place for spotting, investigating and notifying any data leakage that might take place.

Privacy and Electronic Communication Regulations

The Privacy and Electronic Communications Rules (PECR) in the UK provide extra guidelines on how companies can communicate with customers using electronic means such as email and SMS (Prighter, J, 2020). These regulations govern the privacy of electronic communications between businesses and their customers. In the context of a company that sells robots that clean houses, the Privacy and Electronic Communications Regulation (PECR) can lend a hand in the protection of consumer privacy by supplying instructions on how to acquire and utilise contact details for customers for marketing purposes. When sending promotional emails or text messages, firms are required to get the prior approval of their clients in order to comply with PECR (Scott, 2019). This indicates that the company should provide adequate information about the reason for obtaining the customer's contact details, the kinds of promotional messages the client will receive, and the ability for the customer to opt out of receiving further messages in the future. In addition, the company needs to provide a means for customers to opt out of receiving advertising

messages at any time, and this mechanism needs to be simple and straightforward to use. In addition, PECR mandates that firms have adequate security protocols in order to prevent illegal access to or utilisation of client information. This includes taking precautions such as routine data backups, access limits and encryption of sensitive data. To guarantee that it is in compliance with the PECR requirements, the company ought to preserve documents pertaining to client consent and preferences for opting out. A firm that uses robots for house cleaning can demonstrate its dedication to protecting the privacy of its customers and ensure its compliance with UK laws regarding data protection by adhering to the regulations established by PECR (Boardman, 2018). Building confidence with customers and avoiding potential penalties and fines for non-compliance are both possible benefits of doing so.

Security and the Importance of Cloud Providers

Security is an essential component of every business, but it is of utmost significance for a company that sells robots to clean houses and depends on cloud service providers to safeguard and analyse sensitive client data. The connection to the cloud service needs to have a secure connection in order to safeguard the company as well as its clients from having unauthorised data accessed or from having their data compromised (Laudon, 2019).

- *Access by default:* Access by default ought to be restricted, and it ought to be supplied only to authorised workers who have a requirement to use the cloud provider.
- *Alterations on a regular basis:* The computer system used by the company ought to have frequent upgrades with the most recent cybersecurity patches and updates installed in order to eliminate vulnerabilities and guard against cyber threats.
- *Encrypting traffic:* Every packet that is in transit should be encoded using a secure transmission control protocol (TCP) such as TLS in order to defend against man-in-the-middle attacks and prevent unwanted access (Scott, 2019).
- *Encrypting Remaining Data:* It is important to encrypt data while it is at remainder, such as customer's information kept in the cloud service, to guarantee that it is safeguarded in the event that there is a security violation or unauthorised access.

It is absolutely necessary, in order to guarantee the safety of the cloud provider, to pay close attention to the vulnerability of default entries and make frequent modifications to the business system. It is necessary to have suitable access controls in place and access to the

cloud platform should be restricted to just those individuals whose job obligations require them to have access to it (Rosee, 2022). Because of this, the likelihood of illegal access as well as information breaches is decreased. The company's data receives an additional degree of safety when it is encrypted both while in transit and while being stored. It assures that information is not available in the event that it is intercepted or accessed without authorisation and even if the information is stolen, it will remain illegible without the decoding key even if it is taken.

In conclusion, securing access to a cloud provider is absolutely necessary for preserving the confidential data of a company that specialises in robot house cleaning. Important steps that must be taken to protect the company's information system include encrypting data both while it is in motion and while it is stored, limiting access to the system by default and adopting regular software updates and patches.

Conclusion

In the UK market, the business model for robot house cleaning has enormous potential. This company can draw in new consumers and keep existing ones by implementing a variety of marketing techniques and making sure that data protection laws are followed. In order to safeguard customers' sensitive data, cloud provider security must be given high priority. Robotic housecleaners, for example, could change the residential cleaning services sector as technology develops, making it more effective, efficient and easy for customers.

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