Network of Mosque Bazar (NOMBazar) - Conceptual Online Platform for House Rental, Laundry and Cleaning Service, Halal Food Mart

[1]Muhammad FirhadMohdSuhimi, [2]Amirul Hakim Ajahar,
[3]Abdul Rahman Ahmad Dahlan

[1, 2, 3]Kulliyyah of Information and Communication Technology, International Islamic University Malaysia

Abstract: **With the technology arise in this era, most people love to do everything by online. Even now, there are many apps that can help in connecting people to something they want to buy and purchase. This conceptual paper proposes the NOMBazar Online Marketplace, which is to help people to do business in renting their properties through digital platforms, do business in selling halal food and offer maid, laundry and cleaning services. This paper will discuss the business model canvas and value proposition canvas.**

Keywords: **NOMBazar, Online marketplace,Digital platform,Web-based platform, BMC,VPC.**

I.   INTRODUCTION

This paper is about NOMBazar, where providing people with the house for rent, providing halal food, and providing maid and cleaning services are the main key activities. Those are the part of community holistic development project which aims to enhance the social life and economic well being of people in the long term. This project will have business models and plans with different priorities in different stages throughout the few years. To sustain this project, future business development such as setting up the chain of Muslim restaurants for travelers; developing maid services agencies; listing properties, selling halal food and providing maid services through official ICT based portal should be implemented to generate a new source of revenue.

II.   BACKGROUND

The problems faced by people nowadays are tenants sex for rent fees [1], websites available in the market is not developed specified to cater the needs of Muslims and people who own properties do not know where exactly the place for them to make business of their properties lead us towards the idea of developing this system. The aim of this project is to provide a systematic and user-friendly system as a platform for people to do business. Many organizations around the world have to do online house rent system but knowingly each organization has different objectives. For examples Airbnb, Trivago and Speedrent.com and many more.

III.   PROBLEM STATEMENT

The problems that people need to through while using online booking house or hotel system are the system not provide enough places so customer hard to make a survey. Besides that, most of the online booking system only focus on booking and do not have other services such as cleaning and laundry services and halal food online marketplace. Customers who are not familiar with the place have difficulty to find a place to eat especially Muslim communities. Moreover, the online booking hotel system does not have the link with airlines agencies.

IV.   METHODOLOGY

The methodology that used is the nine (9) blocks of Business Model Canvas (BMC) and value proposition canvas (VPC) is used in this paper which is to determine customer's desires. Moreover, interview and literature review also had been conducted to get a feedback from users about NOMBazar system and also to compare with other systems that have the same business model.

V.   LITERATURE REVIEW

A. Hotel, Accommodation, Break and Breakfast Industry:

NOMBazar is a house rent online booking system same as Airbnb. NOMBazar also does business in cleaning and laundry services and halal food online mart.

B. Industry 4.0 and Mega Trends:

The current and future trend is for people to conduct daily on-line transactions including shopping [2]. Based on the mega-trend study by, there is a major shift from "Connecting Subscribers to Connecting Devices", where there will be 80 billion of devices are connected by 2020. By 2025, the majority of the world's population will have access to all of the world's content through a device that fits in the palm of the hand. According to Eric Schmidt and Jared Cohen [3], if the current pace of technological innovation is maintained, most of the projected eight billion people on Earth will be online including in the developing countries. Through Internet, age-old limitations to human interaction, like geography, language, and limited and controlled information, are falling and a new wave of human creativity, innovation and potential is rising. Mass adoption of the Internet is driving one of the most exciting social, cultural and political transformations in history, and unlike earlier periods of change, this time the effects are fully global [3]. Never before in history have so many people, from so many places, had so much power at their fingertips. And while this is hardly the first technology revolution in our history, it is the first that will make it possible for almost everybody to own, develop and disseminate real-time content via online portal [4] or without having to rely on intermediaries.

C. Benchmarking:

i.   Airbnb

Airbnb uniquely leverages technology to economically empower millions of people around the world to unlock and monetize their spaces, passions and talents to become hospitality entrepreneurs[5]. Airbnb's accommodation marketplace offers access to millions of places to stay in more than 191 countries, from apartments and villas to castles, tree houses and B&Bs[6].Airbnb's mission is to help creating a world where you can belong anywhere and where people can live a place, instead of just travelling to it[7].

ii.   Speedrent

Speedrent.com provides a search box for customers to search their house for rent. It displays the houses ready to rent nearby the users so that users only need to enter their suitable place to rent the houses.

iii.   Trivago

As a hotel price comparison website, Trivago makes money from advertising partners primarily using a cost-per-click (CPC) business model. Booking platforms, hoteliers, and other providers list rates and advertise on the Trivago site, paying for the clicks received from Trivago users. Trivago also offers free and fee-based versions of its Hotel Manager product, which hoteliers use to market their facilities on the Trivago site [8]. Trivago claims to be the world's largest online hotel search site, comparing rates from over 1 million hotels and more than 250 booking sites worldwide. The site includes over 190 million hotel ratings and 14 million photos, and reports over 120 million visitors per month [8]. Since their majority shareholder is Expedia, the effort is to direct bookings to their sites by way of various "adjustments" to how other sites' rates are perceived. They also offer rates through many sites reselling for travel wholesalers, where rooms may or may not be available at the time of booking.
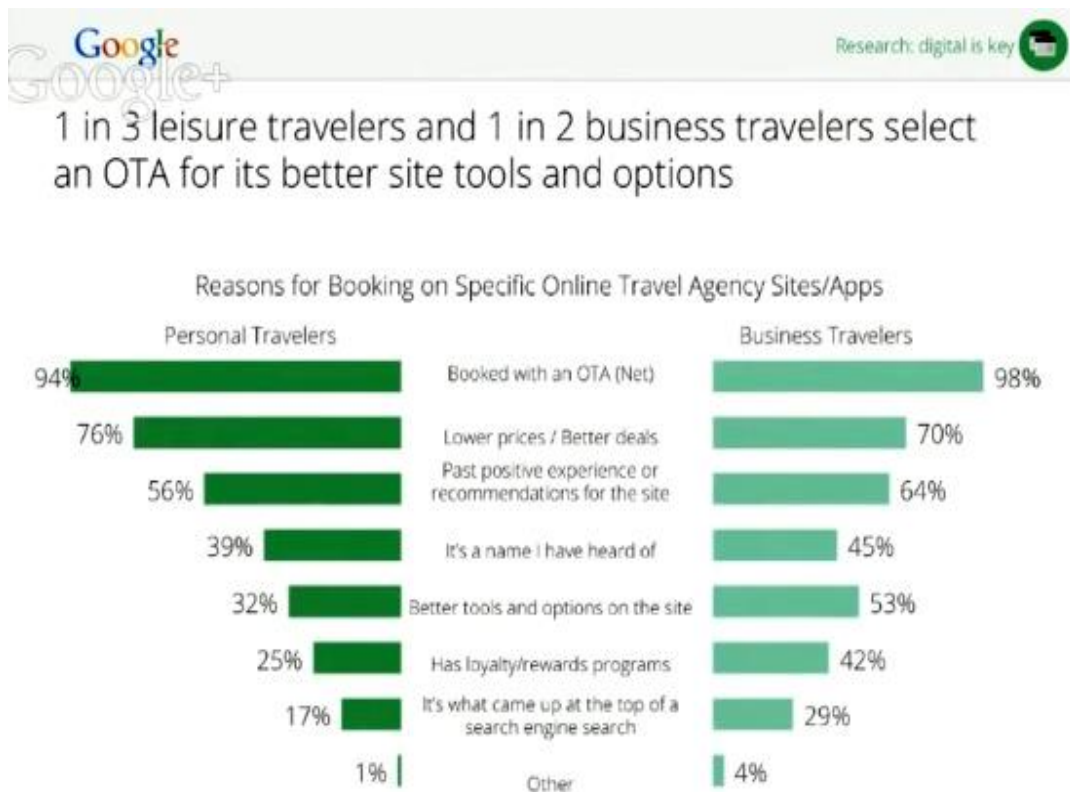
D. Market Demand

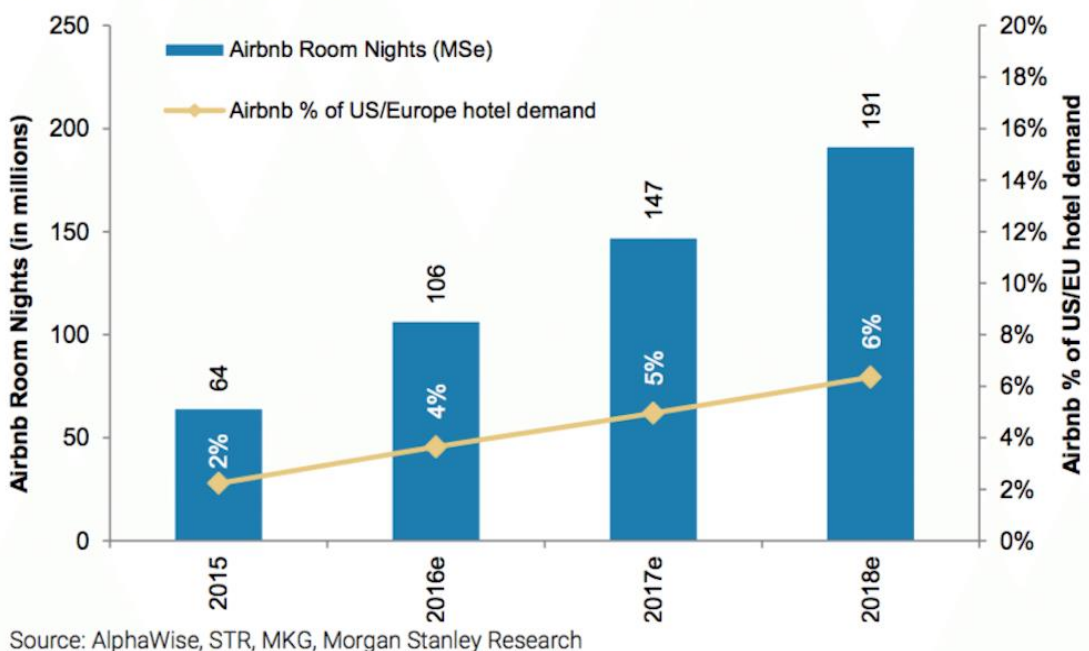**Fig 1: Statistic people use OTA**

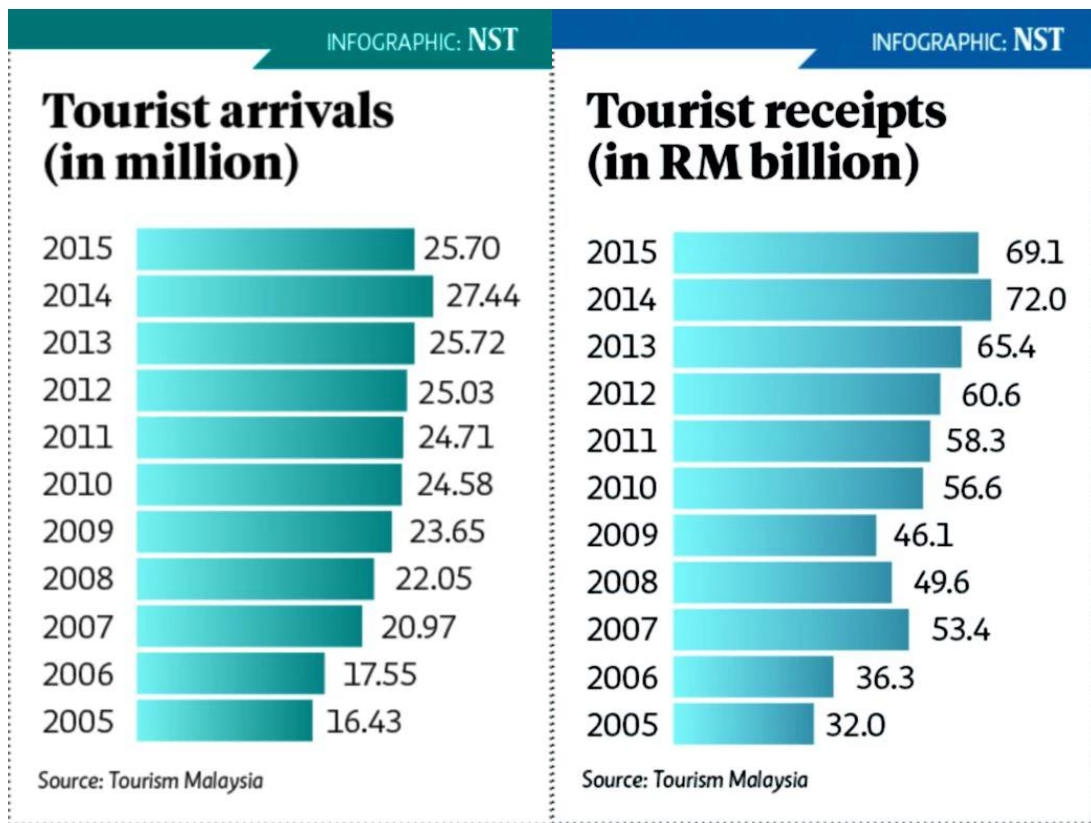**Fig 2: Statistic Airbnb profits and hotel demand**

Fig 3: Statistic tourists visit Malaysia   Fig 4: Statistic tourists visit Malaysia

From the statistic, we can see many people use the online travel agency to book hotels and the statistic tourists visit Malaysia increasing from year to year. Based on this statistic, we can conclude many tourists prefer to booking place by using online platform.

VI.   BUSINESS MODEL

NOMBazar only focus on booking and rent places in the first BMC and the customer segment is only two which is hosts (landlords) and guests (customers). The value proposition offers an online platform to the hosts to make an advertisement and provided an online place to the guests to make a booking house and survey.

Second BMC in focus on other services such as maid services and provide halal food online market. People can use NOMBazar system to hire a maid to do cleaning and laundry and also provide a halal marketplace to people who want to sell or buy a foods.

VII.   CHALLENGE 4 LENSES

Challenge the orthodoxies: Focus on the work and ignore what people said [9]. Believes that the ideas can generate profit and also can help people in term of financial and job vacancies.

Harnessing trends: Now, everyone can be an entrepreneur [9]. Everyone can sell products without owning a shop or stall site. Without having to pay for electricity and water supply, everyone can earn more money with this business. Furthermore, with this business, people can rent houses by just clicking on the website or apps. Property owners also can generate side income without having to do advertisement using papers like the old trend. Besides that, everyone also can generate more income by becoming a maid to clean and settle the laundry. People do not need to go to maid agencies to apply the job which consumes more money, they only need to register or sign up their details on the website and start to generate the income.

Leveraging the resources: From the current business model, NOMBazar will improve the system by adding other services that related to the business model such as car rental and courier. Besides, NOMBazar can be leading cleaning and laundry service provider.

Understanding needs: In this era, we already knew that many people are very busy with their working life. So, it is a need when it comes to a place-to-stay when these people travel for a business trip whether it is within the country or outside. The needs they may want are, hotels or home stays accommodation, foods, clothes, laundry and many more. These things somehow can make the customers feel appreciated and satisfied. And, it is a company's responsibility to cater the needs of the customers based on their age, religious, and gender.

Fig 5: 4 Lenses of Innovation

VIII.   INITIAL BMC

In focusing on NOMBazar website, it will make use of the Internet to provide user-friendly, engaging an attractive online marketplace with many useful functions and features. "The Internet" is a technology that they use to communicate, collaborate and share databases, information, and knowledge in creating value and improve societal well being [10]. It will include usability and navigation, usable form, secondary call-to-action, social button and contact info. The customer can book products or services such as booking and rent house or place to stay, buy and selling halal food, and pay for maid and cleaning services. Besides that, the customer also can become a landlord, halal food seller and become a worker of cleaning services. This will enhance people to earn more side income to develop their economic well being. All needed customer information will be included in the usable form. by leveraging on the nine (9) blocks of Business Model Canvas (BMC). The conceptual solution of NOMBazar is as follows:

Fig 6: Initial Business Model Canvas

A. Key Partnership:

The Key Partnership Building Block describes the network of suppliers and partners that make the NOMBazar online marketplace work. The key partners based on the collaborators namely the Government, Industry, and Citizen include the followings:

i. Ministry of Human Resources

The primary goal of the establishment of Ministry of Human Resources is responsible for skills development, labour, occupational safety and health, trade unions, industrial relations, industrial court, labour market information and analysis and social security [11].

ii. Ministry of Science, Technology and Innovation (Malaysia)

MOSTI is responsible for science, technology, innovation, space science, chemistry, nuclear, meteorological, standards, atomic energy, remote sensing, design, technology park, biotechnology, astronautics, cybersecurity, nanotechnology, venture capital, venture dept, AIDS and research [12]. This ministry is knowingly to provide fund and grant for the developers to develop the system.

iii. Takaful Employee-Employee Synergy (TEE)

Maybank2E is the insurer for these Takaful products. This takaful is designed to provide coverage for employees of Small Medium Enterprise in terms of financial protection due to death, total permanent disablement, accident, critical illness, hospital and surgical protection for your employees and their family. It plays as a financial security, welfare and social security for employees. It is designed under the takaful concept on the basis of mutual guarantee, caring, and cooperation between the participants [13].

iv. Tourism Malaysia or Malaysia Tourism Promotion Board (MTPB)

In 2016, Tourism Malaysia stated *'Besides mass tourists, we are also trying to focus on niche tourism products such as sports including motoring and others, golfing, bird watching, medical and wellness as well as shopping.'*[14] Shopping bringing in the highest revenue share at 30 percent of total tourism revenue in 2015.

v. Airlines (AirAsia)

AirAsia is one of the famous airlines in Malaysia; largest airlines in Malaysia by fleet size and destinations [15].To promote NOMBazar's products and services, this project needs to collaborate with potential airlines. This will help the growth and development of this project.

vi. Localmaid agencies

NOMBazar proposed to do business in providing places to rent with the maid and cleaning services. In order to make this project a success, NOMBazar needs to collaborate with local maid agencies to supply maid to clean the house rented by customers and also give a job opportunity to people who want to gain extra income by being a maid.

vii. Small entrepreneurs

NOMBazar will collaborate with small entrepreneurs who sell halal foods.

viii. Hosts (property owners)

People who own properties like houses, homestays, rooms, small hotels and many more. They can collaborate with NOMBazar to gain more money from the rent fees.

B. Key Activity:

The Key Activities Building Block describes the most important things NOMBazar must do to make its business model work. The key activities include:

i. Product development and management

The purpose of this development and management is, to achieve customer satisfaction in the first place and to improve the quality of the products served. In fact, to attract users, hosts, and sellers, the product must be solid in quality to meet customers' and users' expectations.

ii. Seminars and training program at the mosque

Seminars and training programs are to help new entrepreneurs to succeed in the business. Team building among the entrepreneurs is very important to build a company. "Sharing is caring" slogan must be a core in this program. Successful entrepreneurs will share their experiences, memories, bitter and sweet moments in this program to give more exposure to the new entrepreneurs.

iii. Advertisement and promotion upon every product

In the NOMBazar website or portal, the properties and products like houses, foods, drinks, and many more will be advertised. The thing goes the same to the maid and cleaning services, it also will be advertised on the NOMBazar website. Customers also can see the promotion when some discounts and priceless are applied to some products.

iv. Building hosts network and managing hosts

People who own properties like houses, homestays, apartments and many more will be hosts in this system. They will get to post and advertise their properties to be seen by the potential customers. Hosts also can manage their properties in terms of add property, delete a property, date rented, check in, check out, and many more. NOMBazar will set high security for this network to ensure all the information and databases are safe.

v. Building travelers and customers network and managing them

Customers who do not have a valid account of NOMBazar can access to the system and will only get to view the properties in the system. Only the customers who have valid account of NOMBazar can access into the system and can view the properties. The special about having a valid account of NOMBazar are, customers can rate the product, give comment to some products and hosts and many more.

vi. Building small entrepreneurs network and managing them

Small entrepreneurs who want to sell their products online in the system will only get to access the halal food features.

vii. Building maid agencies network and managing maid

Now all people can become a maid and earn side income. Maid agencies will be registered under NOMBazar with terms and conditions to be applied. Maid agencies can use NOMBazar platform to promote their business as NOMBazar will have a large amount of customers and crowds.

viii. Entrepreneurial Awareness

The entrepreneurial awareness is one of the value-added features in education. Inculcating entrepreneurial knowledge and value can enhance people's capabilities - through a holistic focus on education, and employment skills - can expand access to decent work and provide for the sustained progress of the community. It is never too early to educate children at the young age on entrepreneurship.

C. Key Resources

The Key Resources Building Block describes the most important assets required to make NOMBazarwork. The key resources include:

i. Skilled employees

All employees will be train in training program before start to work. Therefore,they will be professional in communicate with customer.

ii.Local hosts

The customer validation is important to achieve maximum customer satisfaction. In local hosts, the system developers can do much work to repair, edit and improve the Beta version of the system.

iii. Technology

As to do the programming and coding for the system, the developers need to use many software. For NOMBazar, the developers intend to use PHP to do the coding part, Bootstrap to make the system interface interesting, and Laravel for other frameworks. As to store and manage the users' databases, developers will use PHPMyAdmin for editing, deleting and many more.

iv. Takaful Employer-Employee Synergy

Basic plan group term takaful (TT) used Plan TT 1 which covers RM 10,000 for natural death, accidental death, total permanent death (TPD) natural and accidental. The age that was chosen is less than 35 years old which the annual contribution is RM 12 per person [16].

D. Channels

The Channels Building Block describes how NOMBazar communicates with and reaches its Customer Segments to deliver the Value Proposition. The main channels include:

i. Portal

NOMBazar Portal – This attractive, engaging, and user-friendly online portal shall incorporate social network buttons for easy sharing of functionality. Entrepreneurs may upload latest products and services offerings. Customers can access the latest information through the Web and mobile devices. The Portal is linked to lead government agencies such as Tourism Malaysia, JAKIM, mosques, other popular portals and blogs with purpose, activities, products, and services offering.

ii. Social media network

NOMBazar will use social media network such as Facebook, Twitter and Instagram to promote the product and service.

iii. Network of Mosque

Network-of-Mosques (NoM) - The NoM members, spearheaded by JAKIM and digitally connected, function as the avenue in capturing and updating data on the sellers and hosts as well as encouraging active entrepreneurs [17][18].

E. Value Propositions

The Value Propositions Building Block describes the value in which the bundle of products and services that NOMBazar create for Customer Segments. This includes:

i. NOMBazar as One-Stop Centre for Guests

NOMBazar as an online marketplace serve a one-stop platform to accommodate people with certain products and services. NOMBazar will provide many choices of homestays, apartments, rooms, and many more. NOMBazar also will provide a platform for people to buy and sell halal food when they usually have this problem to deal with. For maid and cleaning services, NOMBazar will send the maid to customers' place when they pay for the services.

ii. Hosts

Hosts are those people who own properties like houses, homestays and many more. They can use NOMBazar platform to advertise their properties online. Food sellers also are considered as hosts. These food sellers can sell their halal foods and products on this platform. Life, health, and home insurance (for property owners) will be provided to the hosts for any accidental cause happen to them. The insurance also will be provided to the maid.

iii. IslamicValue Program

The most important objective of this program is to convey the message and beauty of Islam. The professional entrepreneurs play important role in showing good examples and virtue to the hosts and new entrepreneurs as well as teaching them the Islamic knowledge and values in doing business.

iv. Support the Government Call

As the year 2020, Tourism Malaysia play important role in realizing the mission of Visit Malaysia 2020. With the mission to promote Malaysia's cultural and brand, NOMBazar is willing to take the call to promote Malaysia's place globally.

v. Entrepreneur Program at the Mosques

The entrepreneurial education program is to educate and attract people to do business. The entrepreneurship awareness should start from an early age. One of the ways to encourage people is by training them to directly sell products using an online-based platform. Training and hands-on is an essential part of creating entrepreneurs. It will enhance and develop the skill of an entrepreneur from the small age. Moreover, at this stage of learning,people automatically will build the confidence and self-esteem to see the real world and get free from the comfort zone.

F. Customer Relationship

Customer relationship entails all aspects of interaction with hosts and their customers. The customer relationship is important in order to earn the loyalty and trust. A 24/7 customer service is needed to keep in touch with the NOMBazar developers, hosts, and customers. Furthermore, social media also play important role in order to make ease of customers when people nowadays majority have social media accounts. The products and services delivery is also one of the customer intact that provided by NOMBazar to ease them.

G. Customer Segment

The Customer Relationships Building Block describes the types of relationships NOMBazarestablishes with specific Customer Segments, the main aim is to acquire, develop and retain: hosts, guests, small entrepreneurs and service providers and customers and buyers.

H. Cost Structure

NOMBazar costs are divided into several parts which are, first, technological setup and running costs for developing the system, second, salaries to pay to the employees, third, web and apps maintenance cost in terms of software used, forth, payment to the mosque when conducting seminars and training programs.

I. Revenue Stream

The Revenue Streams Building Block represents the revenue of NOMBazar generates from each Customer Segment. This includes the provision from sponsors through government tax exemption of companies' participating in building this system. As stated in Bizspace.Asia, taxable individuals and companies that contribute to tax-exempt organizations are entitled to a tax relief of 7% to 10%. Advertising fees through NOMBazar portal; subscription fees by entrepreneurs and individuals; and donation and waqaf are included in the revenue structure. Other streams are, the commission from hosts upon every booking, the commission from guests upon every booking, the commission from buyers upon every halal food purchasing, the commission from sellers upon every halal food purchasing, the commission from customers upon every service.
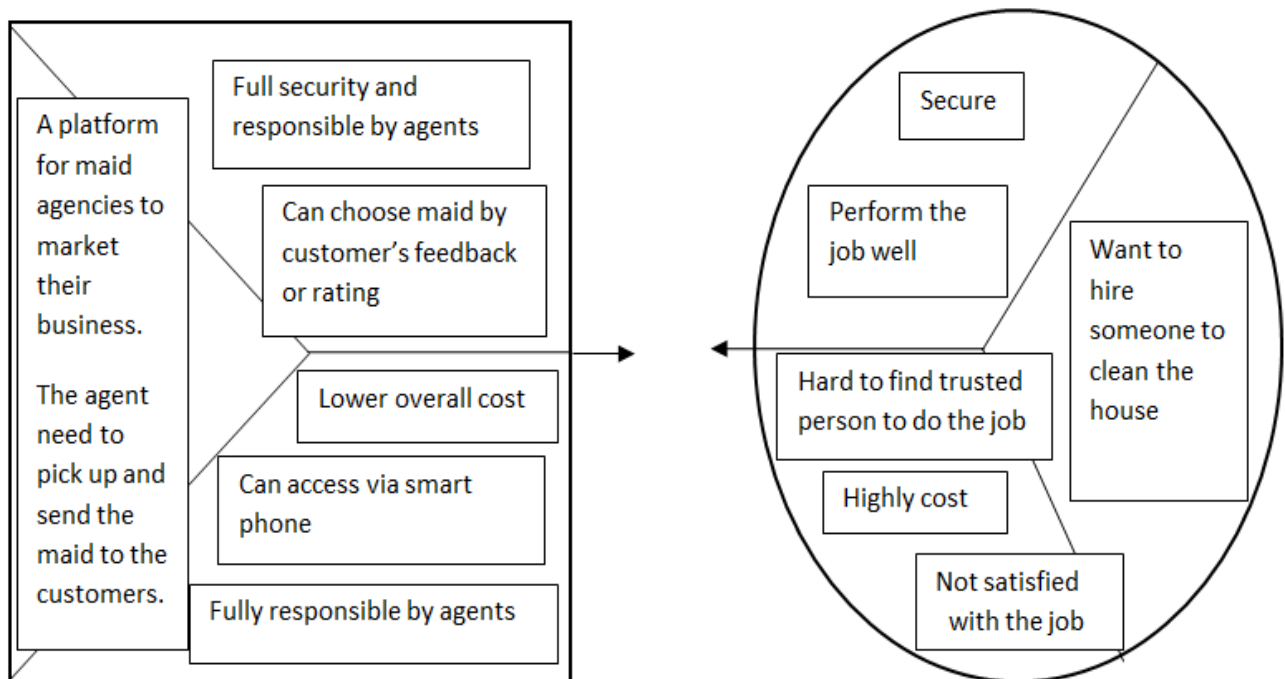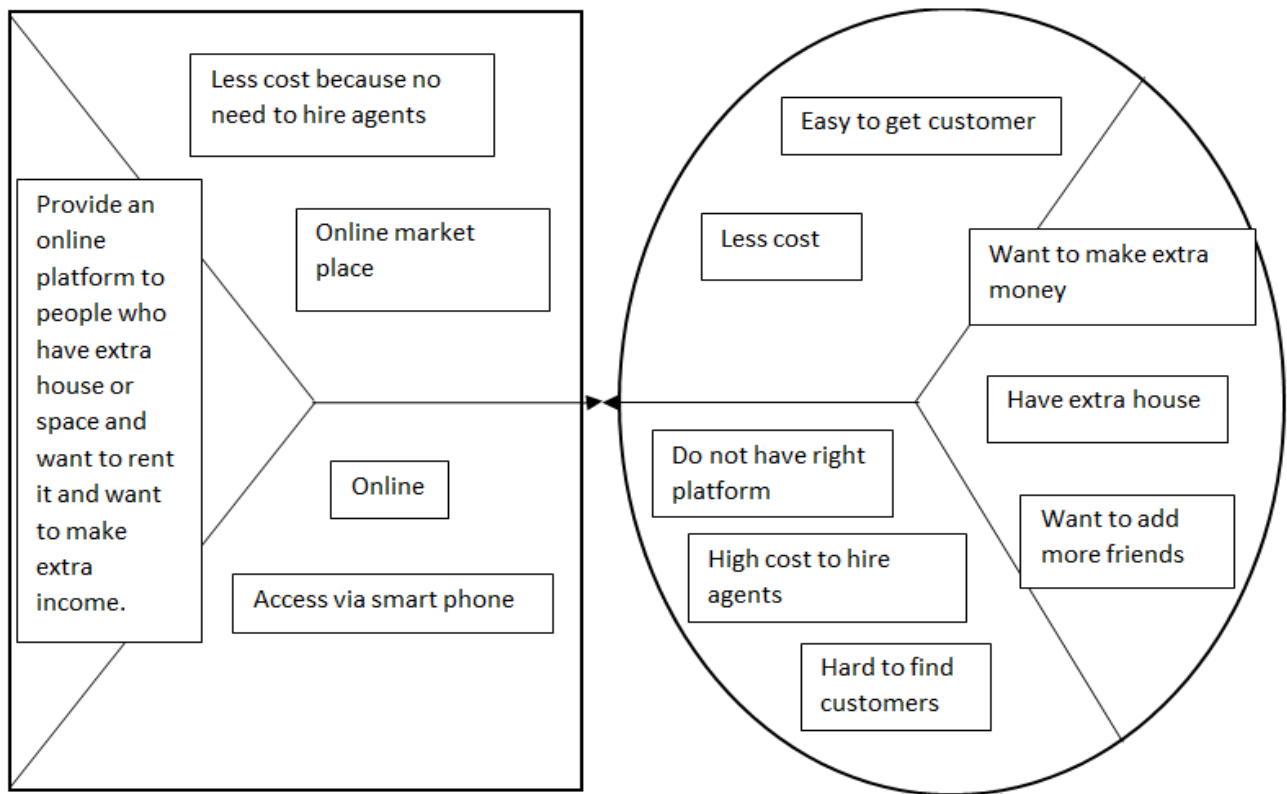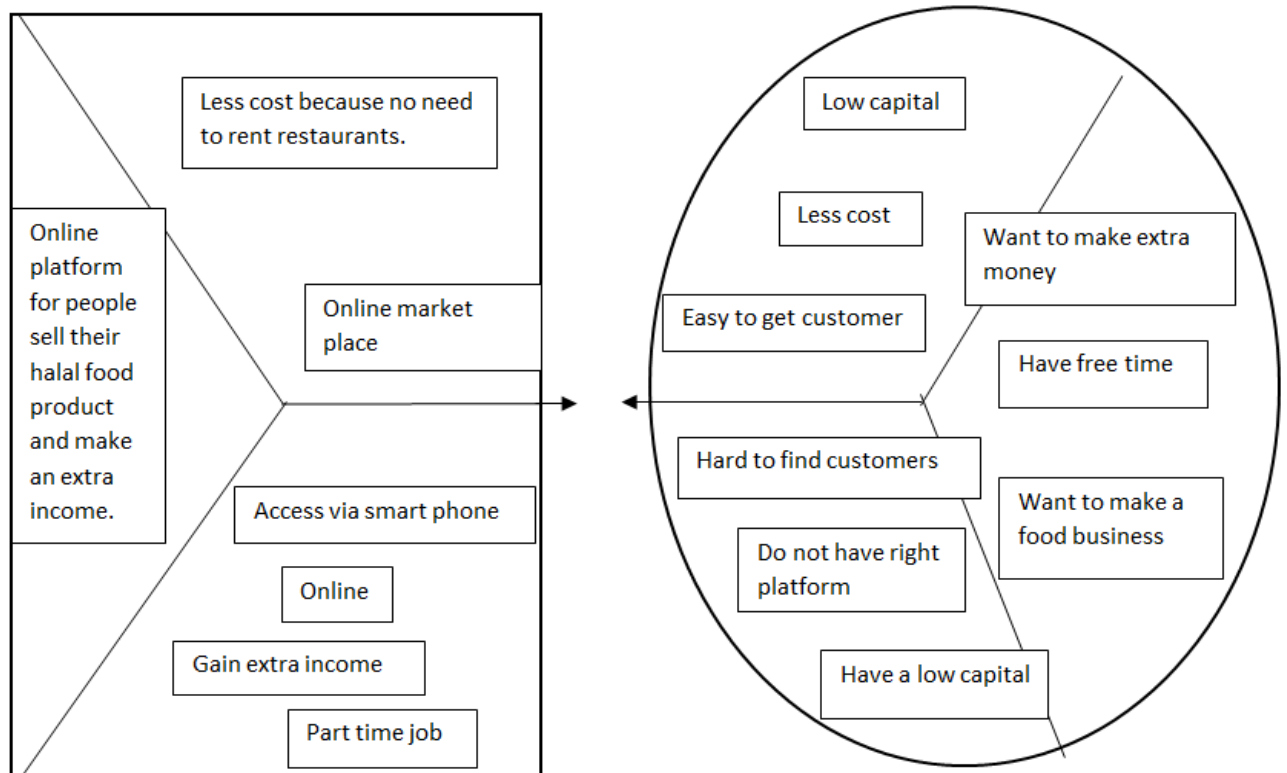
IX. VALUE PROPOSITION

Fig 7: VPC Maid

Fig 8: VPC Host
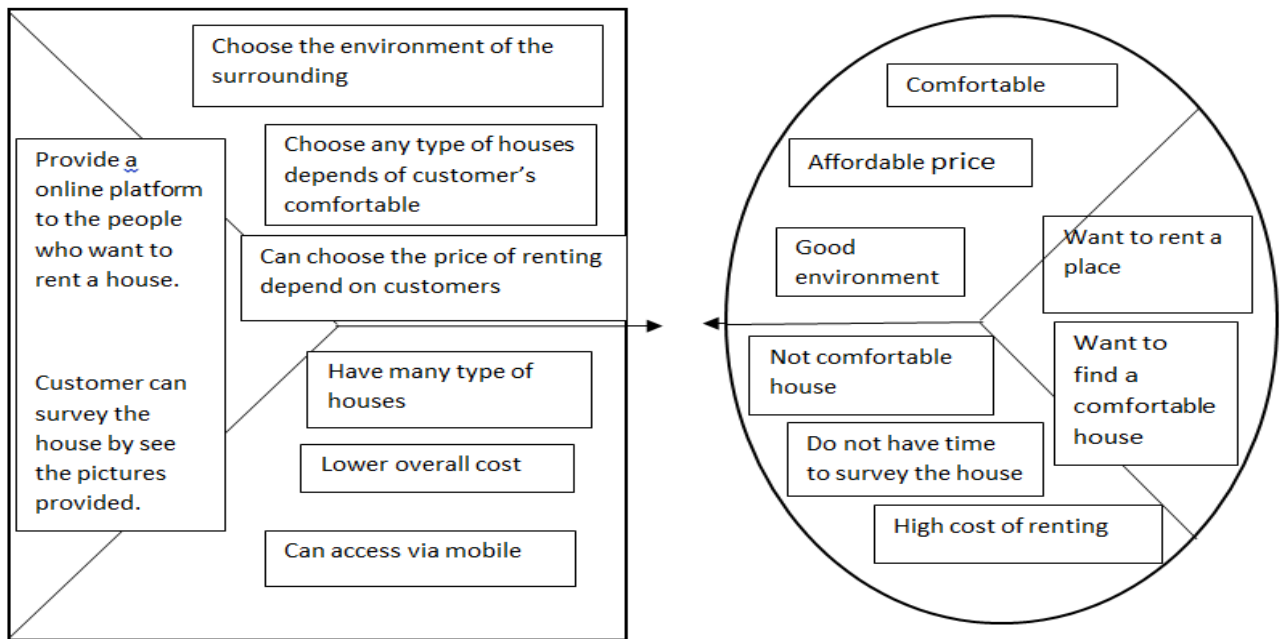

Fig 9: VPC Halal food

Fig 10: VPC Customers
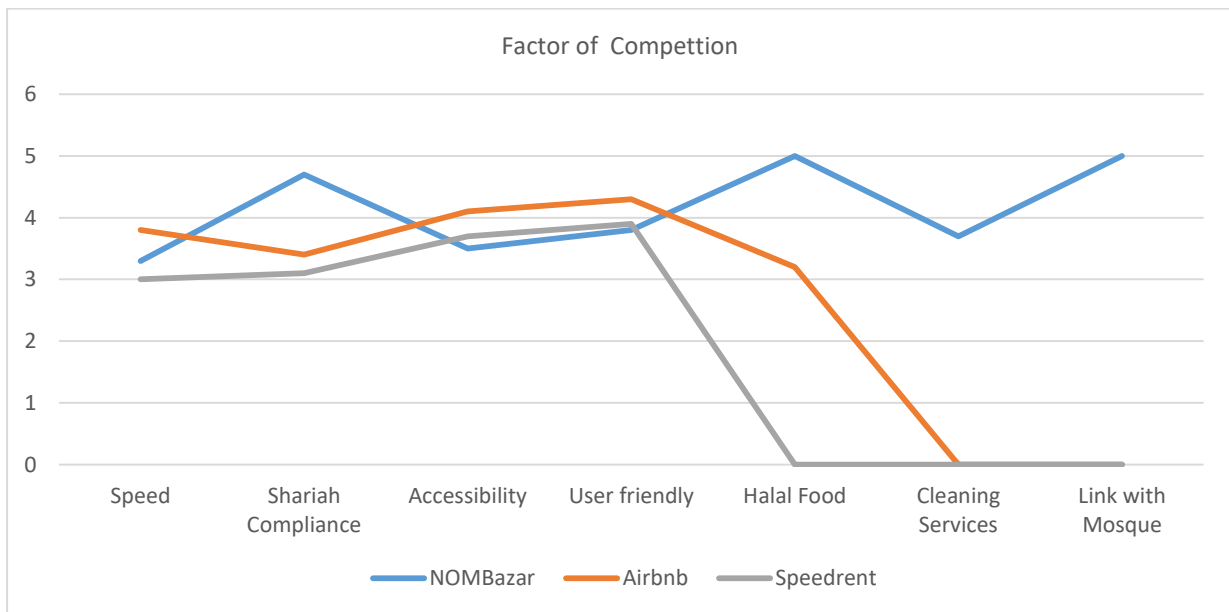
X.   STRATEGIC CANVAS

Fig 11: Strategic Canvas

XI.   CUSTOMER VALIDATION

The interviews were made to know what kind of problems that customers have been through before and what kind of system that they want to solve their problems. Based on the interview, the customers said that this system will help them to solve their problems. Customers have difficulty to find a place to rend and hard to do a survey. By using this system, customers can make the survey and also can compare the price. For the maid problems, customers need to go to the maid agencies offices to hire a maid. This system will collaborate with maid agencies and customers can hire a maid by using this platform. Besides that, NOMBazar also provides a halal food online market which is customers can order a halal food by using this platform. Moreover, this system also gives an opportunity to people to make an extra money by selling their halal food products. NOMBazar is following the Mega Trends in Malaysia which create a job to other person and will produce competitive woman in the business world or she-economy [19].

XII.   FINDING

There are many social problems that occur in the home system rental such as the landlord want sexual as a cost to pay the rent. There are many of these online adverts for rooms across the UK that come at a sexual, not financial cost [20]. Besides that, there is one article show the landlord who is racist. In this article, an Indian student wanted to rent a house but the landlord only accepted a Chinese people only. Moreover, this issues also happened to one of African student that took about a year to get an apartment. Most of the landlord refused to rent a house to her because she is African [21]. Another problem that tenants need to face is the landlords refuse to give back the tenant's deposits. Tenants have a right to get back the deposits from their landlords. Most of the landlords give many excuses not to refund the deposits to their tenants [22]. Lastly, the problem that landlord need to face is to find new tenants. The landlords use a lot of money to make advertisements. This situation may occur a financial problem of the landlords.

XIII.   ENHANCHED BUSINESS MODEL

Enhanced business model is a combination of two business models. Before this, we have two business model canvases which are house rental and halal food market and house rental and maid services. We are combining this two business models into one business model because all the services are related. For the customers who want to rent the house and if the customers not familiar with the place, they can order halal foods by using this platform. This NOMBazar also provides maid services which the owner of the home stay can use the maid services after their customers check out from the house.

XIV.   SUMMARY

This NOMBazar system is giving solutions to the person that are wanted to find a place to rend, a person wants to hire a maid and also provide a market place to the person that willing to buy and sell the halal food products. In the era of IOT, people want to use a system that will reduce or solve their problems without hard efforts. If the people use the previous system which is go from house to house, they already waste their time, energy and money to find a place to rent. Besides, NOMBazar also provides a marketplace to the people that are wanted to run a business without the need for large capital. According to the MOHE blueprint, the Ministry wants to produce graduates that can be a job creator and not a job seeker.

XV.   CONCLUSION AND FUTURE WORK

In conclusion, this paperis to propose a conceptual business model to develop systematic and user friendly system as a platform for people to do business. Future works include developing a business plan and mobile application and online portal for NOMBazar. Later, NOMBazar also can collaborate with local maid agencies and insurance agencies to expand the business. This means NOMBazar will take care of their safety and rights. Then, NOMBazaralso can provide a halal food platform to make sure Muslim travelers to get halal products and foods easily. This business model and business plan will evolve on different priorities and over different stages throughout the next few years. To sustain this business model, future business development such as setting up a chain of Muslim restaurants for travelers; developing own maid services agencies; listing properties, selling halal food and providing maid services through official ICT based portal should be implemented to generate new sources of revenue. Another way of branding NOMBazar is by giving free food to people on Fridays where priority will be given to the homeless, poor and the needy regardless religion and ethnicity. Free food will be operated bypartner restaurants that will offer a basic menu like drinks, vegetables, meat or fish or chicken, served with rice. Furthermore, for future development of this business, NOMBazar will provide a place to stay such as dormitories for homeless people in this country.

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