

## **PRESS RELEASE**

### **Sustainable Livelihoods For Single Mothers In Need with Skim Ratu Rumah**

- *Young women with low to middle income at high risk post-MCO*
- *Open to those in need living near dobiQueen outlets throughout Klang Valley*
- *Neighbourhood initiative reduces transmission risks, supports local workforce in line with the government's Short-term Economic Recovery Plan*

**Kuala Lumpur, 16 June** – Reaching out to single mothers struggling with loss of employment or income following the Movement Control Order, dobiQueen has launched *Skim Ratu Rumah*, offering affected demographics sustainable livelihoods in the wake of the Covid-19 pandemic.

Available for Malaysian applicants staying in the vicinity of dobiQueen outlets, the initiative is open to underprivileged and retrenched women as well, along with sole breadwinners – those who need a source of income the most.

It also supports the Short-term Economic Recovery Plan (ERP) launched on 5 June, particularly its focus on social assistance support for vulnerable groups and emphasis on local products and services.

### **A helping hand for those in need**

“dobiQueen is a proudly Malaysian company, and as a local business, we feel we need to support the local community, especially when unemployment is at an all-time high. The government has acknowledged the plight of single mothers as well through financial assistance provisions in the ERP,” says dobiQueen founder Nini Tan.

“By opening *Skim Ratu Rumah* to women who live in the vicinity of our outlets, the need to travel around by car or bus is eliminated, while reducing risks of transmission – both crucial measures in our recovery as a nation. This also cuts carbon footprints and unnecessary travel expenses, while keeping them close to their families.”

The initiative comes as the nation moves toward a new norm following the introduction of the ERP and execution of the Recovery Motion Control Order from 10 June to 31 August, with businesses and the workforce adapting to a landscape forever changed by the Covid-19 outbreak.

A survey by the SME Association of Malaysia found that [more than 50% of domestic SMEs will downsize or restructure their operations](#) this year, while Bank Negara Malaysia [has revised its unemployment forecast to exceed 4%](#), amid the extended CMCO and weaker demand.

Against this backdrop, single women from low to middle-income backgrounds comprise the largest demographic of renters in the country, placing them at high risk of loss of home as Malaysia [moves into a projected recession](#).

“Success applicants will be the Queen of the House – both in their own households and in our outlets throughout Klang Valley. They will be our brand representatives, stationed at their neighbourhood dobiQueen. Responsibilities include providing good customer service, and maintaining outlet cleanliness and tidiness synonymous with the dobiQueen brand,” says Tan.



“We feel that the initiative is sustainable because what we’re offering is a livelihood – a chance to provide for themselves and their families. It’s not just a handout, but an opportunity at a time when opportunities are scarce.”

### **Guiding principles in action**

*Skim Ratu Rumah* is driven by dobiQueen’s core values, summarised as: improving people’s lives, doing the right thing, and owning up to responsibility. These values weren’t formulated as part of a marketing brainstorm, but grew organically from the conduct of dobiQueen’s longest-serving staff.

“The idea for the initiative itself started back in 2017, when we got to know one of our staff who was a single mother. She turned out to be one of the most hardworking team members we’ve ever had, because she appreciated the fact that she had a stable source of income, and the company supported her growth,” says Tan.

“At the moment, we have less than five single women/mothers working with us. We hope to hire continuously through this initiative, as we never stop looking for good people to grow with us, working to ensure expectations on both sides are met.”

Notably, while other businesses have resorted to dramatic pay cuts, retrenchment or closure in the wake of the Covid-19 crisis, dobiQueen has continued paying its staff in full. It has also avoided downsizing to reduce overhead expenses, despite being impacted by the Movement Control Order as well..

“Retail has been one of the most affected segments. We know that many are struggling, and would like to work together as we all try to get things back on track to a new norm,” says Tan.

As part of the initiative, dobiQueen is also providing monthly cash support of RM50 for successful single mother applicants with children under 7 years of age. Those interested in *Skim Ratu Rumah* are invited to send their details to [hr@fotozzoom.com](mailto:hr@fotozzoom.com). For more information, please call +6012 933 9980.

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### **About dobiQueen**

Founded in August 2015, dobiQueen aspires to be Malaysia’s preferred choice for self-service, coin-operated laundry services. With 67 outlets and more than 120 employees to date, the franchise’s business model has delivered a track record of up to 35% average annual returns per outlet since its establishment. It currently has branches in Ampang, Batu Caves, Kuala Lumpur, Petaling Jaya, Rawang, Shah Alam, Subang Jaya and Puchong.

For more information, please visit [www.dobiqueen.my](http://www.dobiqueen.my).