

# Market Segments

2022



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# INTRODUCTION

The cleaning industry is made up of a number of market segments and each market segments has particular characteristics which in turn means particular skills, techniques, equipment, and cleaning products may be required for the specific market segment. All market segments, as interpreted by Fenix, are listed alphabetically and briefly described below:

## AGED CARE

Aged care services are services delivered to owners, operators, managers, leases or managing agents of aged care facilities, the definition of which is also very clear. Aged care facilities have a number of very strict requirements, especially in regard to maintaining an infection free environment around elderly people who are more susceptible than the bulk of the population to the spread and detrimental effect of communicable diseases.

## CHILDCARE

Childcare services are services delivered to owners, operators, managers, leases or managing agents of childcare establishments, the definition of which is very clear. Childcare facilities have a number of very strict requirements, especially if cleaning needs to take place while children are present or nearby. Such requirements may include ensure ingress and egress points remain securely fastened, chemicals and dangerous equipment is not left unattended, toxic chemicals are not used to clean surfaces which small children may touch, lick or on which they may place food.

## COMMERCIAL

Commercial services are services delivered to owners, leases or managing agents of commercial establishments, for example, real estate agent offices, legal offices, accountant offices, the offices associated with a small business of any type, or warehouses. These jobs tend to be less complicated but often speed is of the essence, as there may be a lot of work to do in a given amount of time.

## CONSTRUCTION

Construction services are services delivered to owners, builders or managing agents of a recently constructed building, for example, a residential home, a group of townhouses, or a commercial office building. The services are intended to provide a highly detailed cleaning of a building with the intent of removing all signs of the construction activity prior to handing over to the new owner, leasee or managing agent.



## **EDUCATION**

Education services are services delivered to owners, leases or managing agents of educational establishments for example a primary or secondary school, a private education facility such as Bullseye Training, or a university. Education services have quite similar requirements to Commercial Services but differ in that the owner or leasee is more likely to be a government body which makes the administration of these jobs different to Commercial jobs.

## **INDUSTRIAL**

Industrial services are services delivered to owners, operators, managers, leases or managing agents of industrial establishments in the many and varied forms they can take. Also, the cleaning can vary greatly too, from relatively clean, onsite office buildings to workmen changing rooms which may be very muddy or greasy. Industrial sites often have specific requirements such as the wearing of hard hats, heavy boots, fully enclosed and high visibility clothing. Some sites even require any entrant to undertake a safety training course.

## **LOCAL GOVERNMENT**

There are a number of aspects of working with local town and city councils which make them unique and worthy of a domain of their own. Firstly, councils are generally constituted of a number of different sites, such as the council office headquarters and the local library which may in their own right appear as candidates to be known as commercial cleaning. Secondly there are outdoor sites such as a local swimming pool and a gymnasium which may appear to be Sports Cleaning. There are depots with machinery and waste disposal centres which may appear to be Industrial Cleaning. In addition, there are other cleaning activities which come under council's control, such as, council managed toilet blocks and public seating, sports ovals, children's parks with play equipment, public halls, public parking areas, public walking tracks and paths and more. Tenders issued by local councils may encompass some or many of these in a single tender.

## **MEDICAL**

Medical services are services delivered to owners, leases or managing agents of medical establishments, for example, a local medical centre, doctor's surgery, local pharmacy, a hospital, or a larger medical clinic. Depending on the situation, these jobs may require specific techniques, specific hospital-strength chemicals, and specific personal protective equipment (PPE) such as face masks, gloves, and disposable gowns.

## **REAL ESTATE**

Real estate agents and property managers are very busy people with many challenges to deal within their day-to-day business lives. Fenix aims to make their lives that bit easy by taking care of all their cleaning requirement.



## RELIGIOUS

There are 1230 registered churches in Melbourne all of which require a degree of cleaning. It is possible to imagine that a church has little funds and may solicit volunteers from its congregation to do the cleaning, but this is not always the case, especially with specialist services such as steam cleaning, window cleaning and oven deep cleaning to name a small few.

It should also be remembered that a church isn't just a weekend affair. Many if not most churches have functions during the week, children's creches, club meetings, social functions, rehearsals, etc, etc. All of these can lead to a need for cleaning.

## RESIDENTIAL

Residential services, as the name suggests, are services delivered to owners, lessees or managing agents of residential establishments. The level of detail required in a residential clean may vary from detailed to very detailed depending on the individual requirements. These jobs normally involve some more intricate cleaning tasks such as detailed cleaning of ovens, stoves and rangehoods in the kitchen and baths, showers, and toilets in the bathroom.

## RETAIL

Retail services are services delivered to owners, leases or managing agents of retail establishments, for example, a local IGA supermarket, an automobile retailer show room, or a local tyre retailer. Sometimes these services are performed out of hours but other times it may be necessary to inconspicuously work around workers and customers.

## SPORTS AND EVENTS

Sports services are services delivered to owners, leases or managing agents of sporting establishments, or managers or operators of events and festivals. This is not to be confused with sports-related retail outlets such as Rebel, which would fit under Retail. An example of Sports Cleaning may include a gymnasium, a social club, a changing facility or a stadium at a local football club, a golf course club room, or a Berwick Show. Depending on the particular job, sports and events cleaning can incorporate aspects of many if not all of the above market segments.