

ROOMZ ASIA





**EXPERIENCE LIVING
IN THE HOSTELS!**

Why I chose the hostels

Moving to Malaysia from Zimbabwe was a daunting experience. I travelled alone for the first time in my life, and had to move my entire life by myself. I was terrified, to say the least. Due to a lack of knowledge about any facilities in Malaysia, I was encouraged to stay at the university accommodation. At the time of applying, I did not know that I was signing up for an overpriced, small living space that is filled with several rules and regulations, and completely lacks privacy.

HOSTEL RULES (1/2)

HEAD OF INVESTMENTS

- Upon checking in to the university hostels, I was presented with a contract to sign, listing the rules of the hostel, some of these rules are plastered on the doors all around the accommodation.



Hostel Rules (2/2)

Furthermore, our rooms were subject to spot checks. I did not mind the spot checks as I did not have anything that was not permitted, however, I was not present during the time of the spot check, which felt like a complete invasion of my privacy. I was not informed that my room had been entered, but had to figure it out myself as several objects were placed in different positions, including my passport folder which contains my money, and was kept in my suitcase which was initially kept closed. One of my male friends informed me that the female matron entered his room with no warning whilst he was changing his clothes.



CLEANLINESS

Upon opening the kitchen cabinets for the first time, I found them to be infested with cobwebs. Cleaning services are meant to be every second day, however there are times when the trash is full for about 5 days, but it is not taken out. The cleanliness, or lack thereof, of housemates also becomes an issue, as cleaning services are very rare, when a housemate makes a mess that they do not clean up, it is left up to you to clean it up.

COST

I have a single room with electricity and water, a shared kitchen and shared bathroom, for RM950. There is a fitted air conditioner in every room, however to use it, you must pay RM50 for a prepaid card that you can top up once it is finished, RM50 lasts about a month.

Using online platforms, average costs of a room similar to mine range between RM6-800 including utilities.



CONCLUSION

- 1. Living in the hostel accommodation ends up being more expensive, with less privacy and cleaning facilities. It is also inconvenient dealing with the rules and regulations set by the hostel.**
- 2. It may be worthwhile staying in the accommodation for a couple of months for international students who do not have any knowledge about the other platforms to rent out accommodation in a foreign country, however after a couple of months it is worthwhile to find another source and move.**

ADVANTAGES OF USING INTERNET SITE ON FINDING THE RIGHT HOSTEL

ROOMZ Asia

A1. Can easily access through online

A2. Easy to find the best hostel at the best location

A3. Know what the hostel provided

CAN EASILY ACCESS THROUGH ONLINE

**ATTRACT THE
BACKPAKERS**

**EASY TO
MULTITASK**



**MORE
INFORMATION
GATHER**

SAFE TIME

EASY TO FIND THE BEST HOSTEL AT THE BEST LOCATION



DAMANSARA



KUALA LUMPUR



SUNWAY

KNOW WHAT THE HOSTEL PROVIDE

By going through an online website like Roomz to find a hostel, usually they will display and mention what they provided for the people who is going to rent there. This is one of the big advantage finding hostel in online website. It helps people to know more about what they choose. In addition, they also provide the price that you have to pay monthly, and the information about the owner that who's going to rent it to them.



BLOG

Here I'm going to share my personal experienced staying in college hostel and after that I rent a room with my friend. My name is Danial Haqem, 20. I based in Damansara and study in Subang. Based on my experienced staying in a hostel, it was when my age was 17, it was quite tough for me because the place that I stayed was full of complication, I had no choice because that what my college provide to me. It was tough because the area that I stayed was surrounded with loud noise, crowded people, and a lot of entertainment. It is not suitable for students to stays there.

So one day, I decided to move out from there, but I don't know where to find. I was clueless and with no experience. On top of that, I don't even discuss with my parents about moving out. At first, I walk around the other side of that area and see all the banner that they put on the apartment and the side road. It takes a lot of time than I expected because I need to contact the owner and need to wait for the owner availability.

I rejected 3 out of 5 apartments and rooms that I found, due to the condition of the room, and the house. Some of them look like haunted houses. In the past few days I couldn't find the right one, until one day, my friend found an online website and it shows us everything; from condition, location, price, and every detail that we need. It was better, because what we see from the website, is what we get when we are there. I was happy because I don't have to go through bad experiences searching for it on the highway or roadside again.

There are a lot of good things about using an online website to find a suitable place for you to rent. Especially it saves a lot of time, the interior design is well designed, friendly housemates, and we have our peace with no more loud sounds. It is so good and I like it.

Go to Malaysian #1 Room Rental for the best online website : <https://my.roomz.asia/>



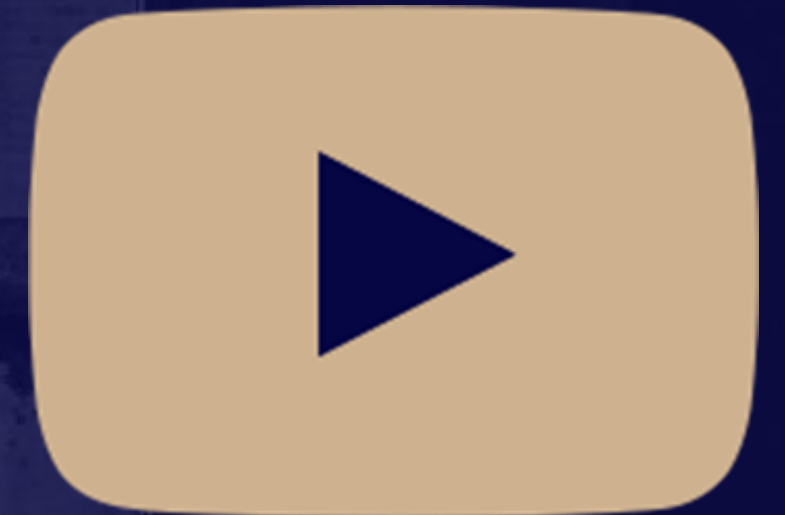
**GOOGLE ADWORDS
&
GOOGLE DISPLAY**



FACEBOOK



INSTAGRAM



YOUTUBE





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Facebook

75.73%

Twitter

8.12%

Pinterest

6.14%

Instagram

5.54%

YouTube

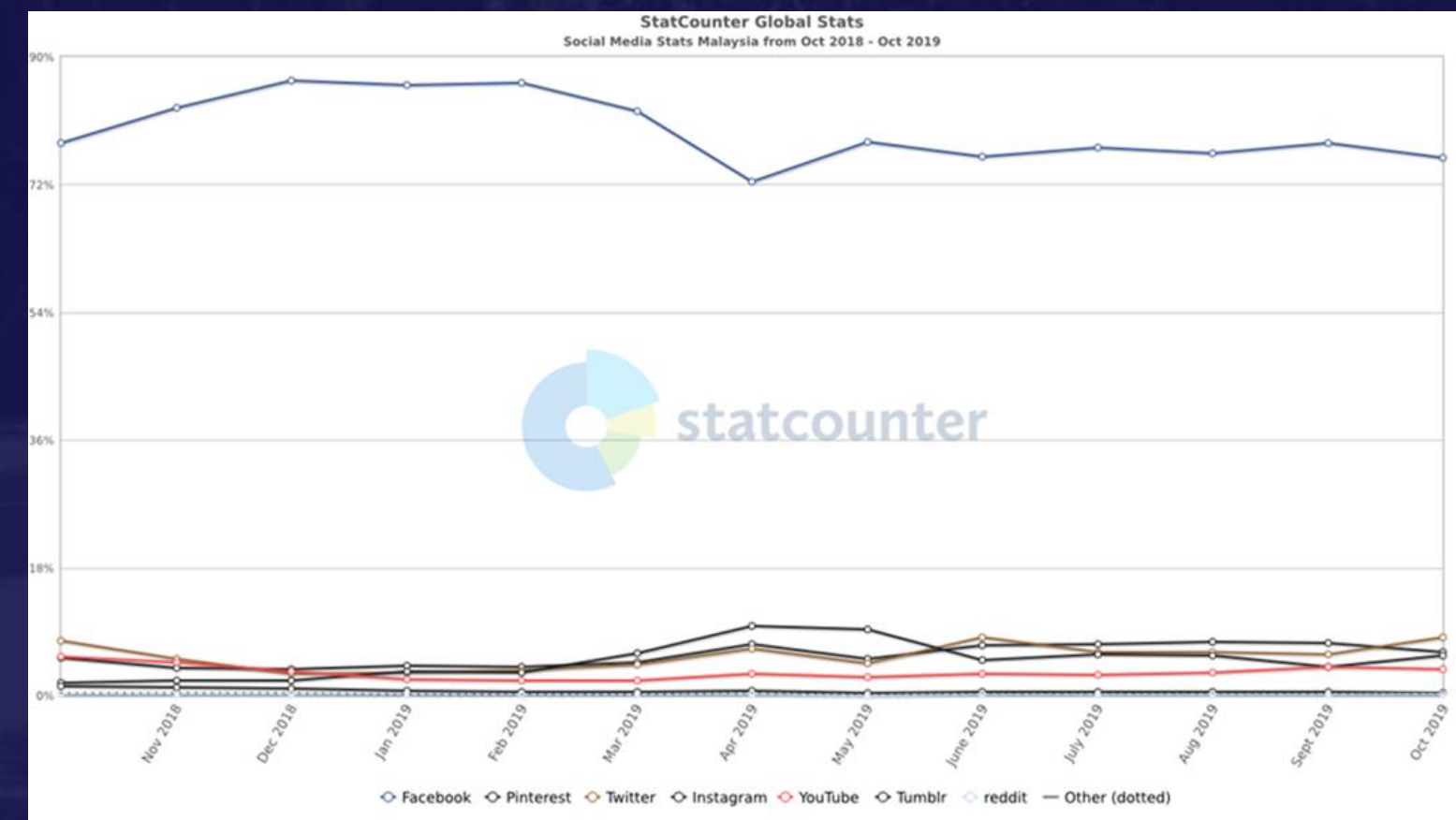
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Tumblr

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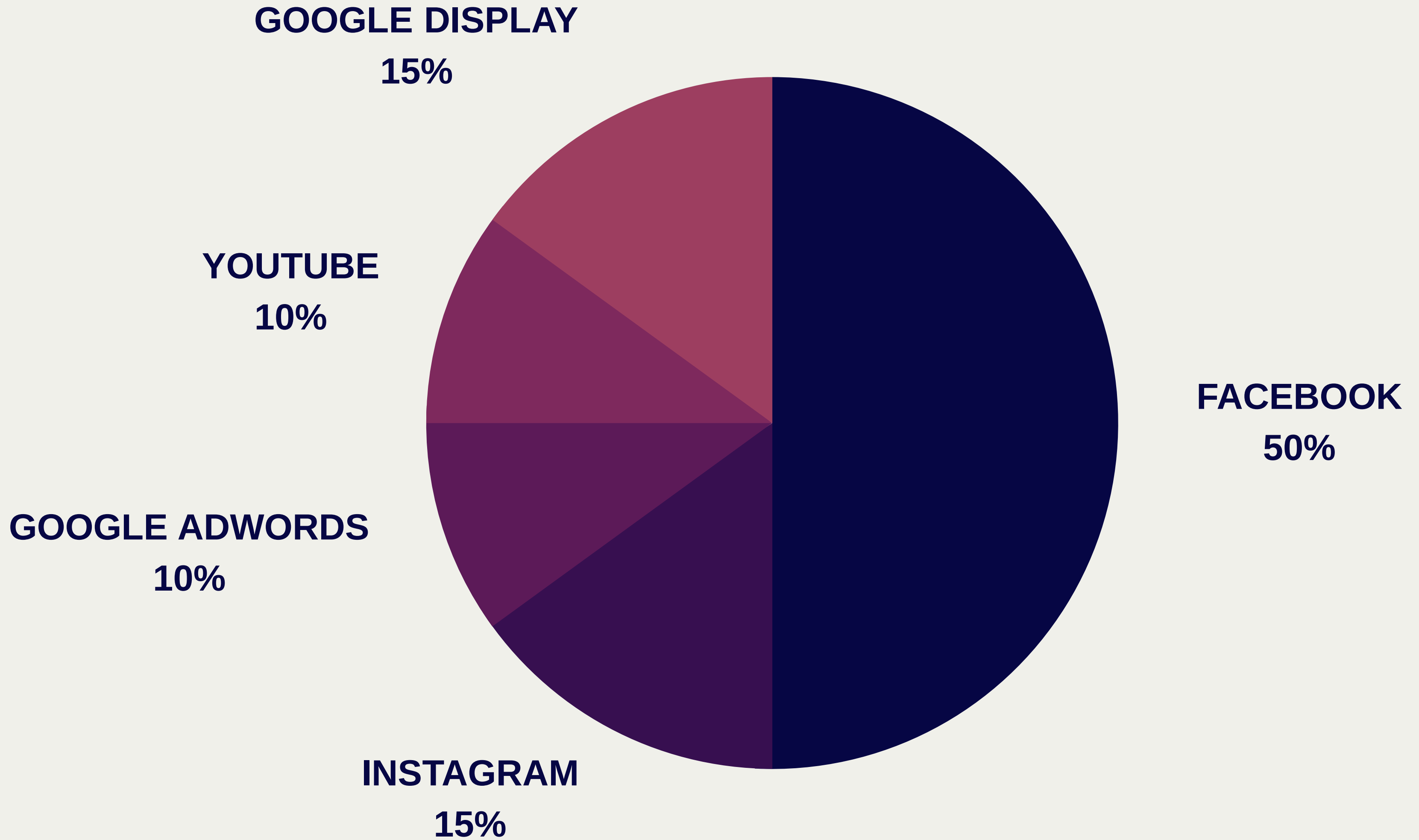
Social Media Stats in Malaysia - October 2019

SOCIAL MEDIA STATS IN MALAYSIA FROM OCT 2018 – OCT 2019



DATA FROM GOOGLE TRENDS





FACEBOOK

RM3/ perday

INSTAGRAM

RM3 – RM3000/ perday

RM 3 (52 – 140)

RM3000 (53,000 – 140,000)

**Google AdWords,
Google Display &
YouTube**

REASONS OF BUDGET ALLOCATION



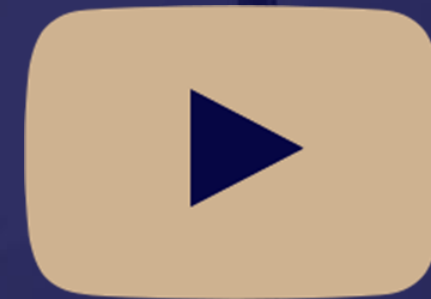
FACEBOOK

- Largest Malaysia social media platform
- Having the most community, engage back to company by message through Facebook platform.



INSTAGRAM

- Budget is lower to reach out most of the community.



YOUTUBE

- Can be another great platform to advertise company brand awareness.



GOOGLE ADWORDS

- Requires lower budget, only charge when people click on it or 1,000 people view the ads.

GOOGLE DISPLAY

- Requires slightly higher budget because the speed of ads reach is fast.

FREE OF CHARGE TECHNIQUE

BLOG

- Write a lot of useful content which can be found at google without spending any cents on it.
 - For example, 3 things that you need to know before rent a room.

PARTNERSHIP

- Partnership with university or college
 - offer exclusive low price for particular university students.
- Partnership with bank
 - offer exclusive price for particular bank user with terms and conditions.



SURVEY QUESTIONS

1. What is your identity?
2. How old are you?
3. Which university / college are you from?
4. Are you currently living in a hostel / have you ever lived in hostel before?
5. What are the channels you have used to source for hostel?
6. Which rental website you have heard of?
7. Are you living in college's hostel?
8. Which type of room you are living in / prefer living in?
9. How much do you pay (monthly) for living in hostel?
10. What is your first priority in determining choices on hostel selection?
11. What type of problem you are facing / have faced when you are living in hostel?
12. Are you satisfied with your hostel?
13. How much would you rate your hostel?
14. What is your ideal type of hostel?

UOW Malaysia KDU University College

SEGI University

Xiamen University Malaysia

Heriot-Watt University

Universiti Tunku Abdul Rahman

Universiti Teknikal Malaysia Melaka

Oneworld Hanxin College

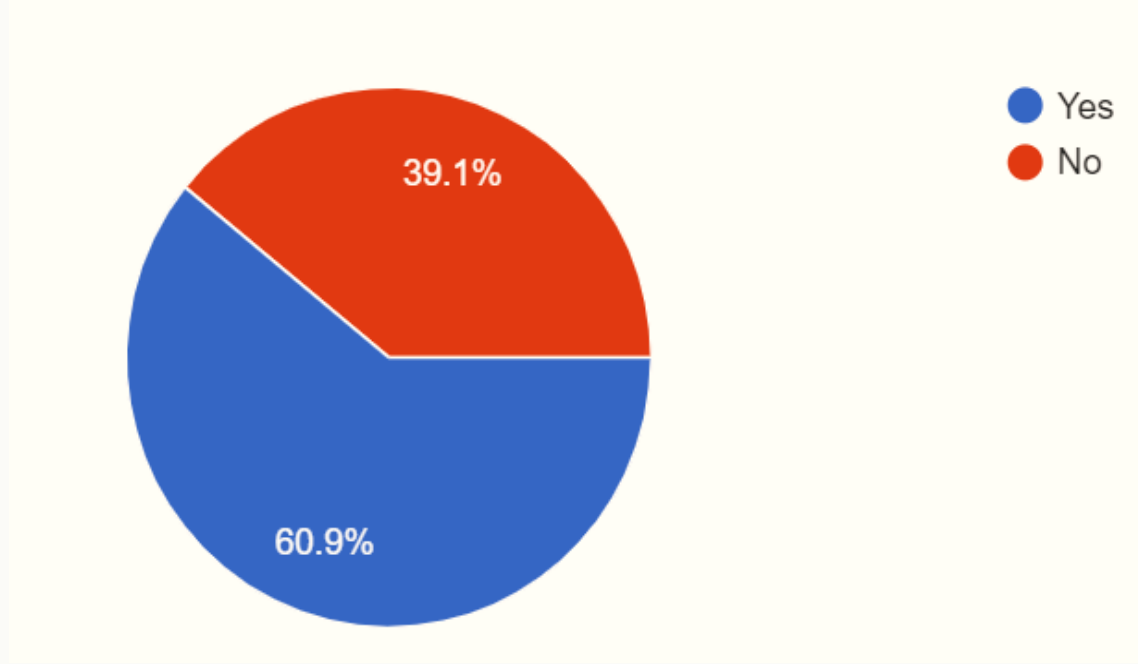
YTL International College

THE UNIVERSITY / COLLEGE'S HOSTEL PRICING (MONTHLY)

UNIVERSITY / COLLEGE	Pricing Range (RM)
UOW Malaysia KDU University College	800 - 1000
SEGI University	600 - 800
Xiamen University Malaysia	600 - 800
Oneworld Hanxin College	600 - 800

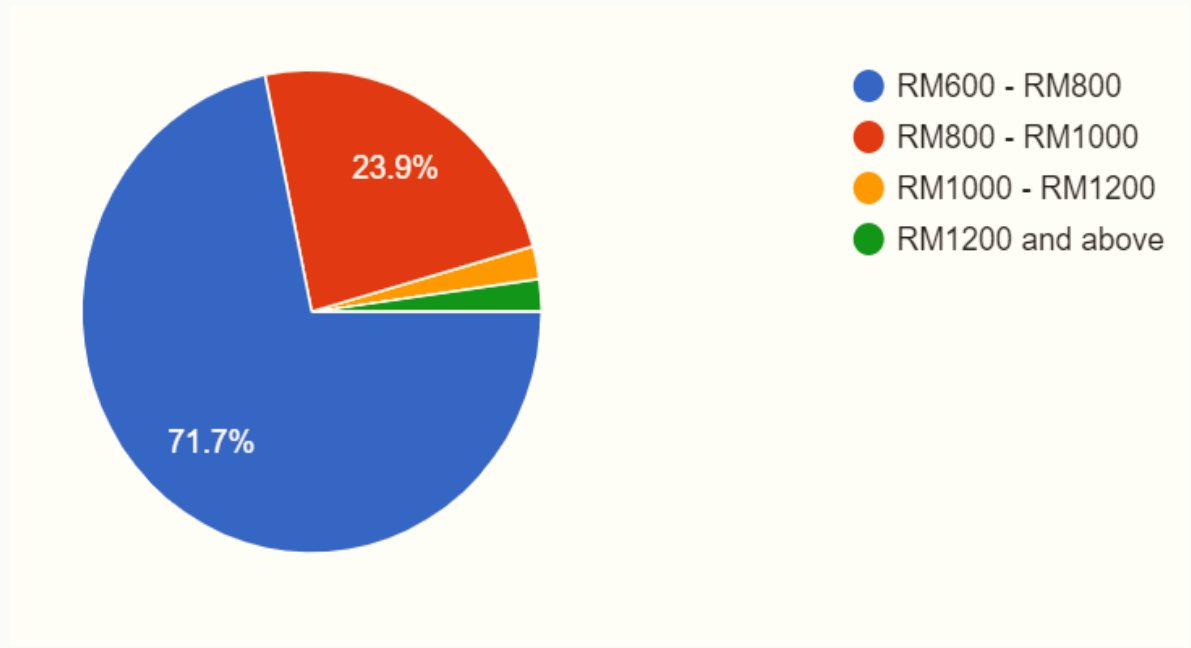
Are you living in college's hostel?

46 responses



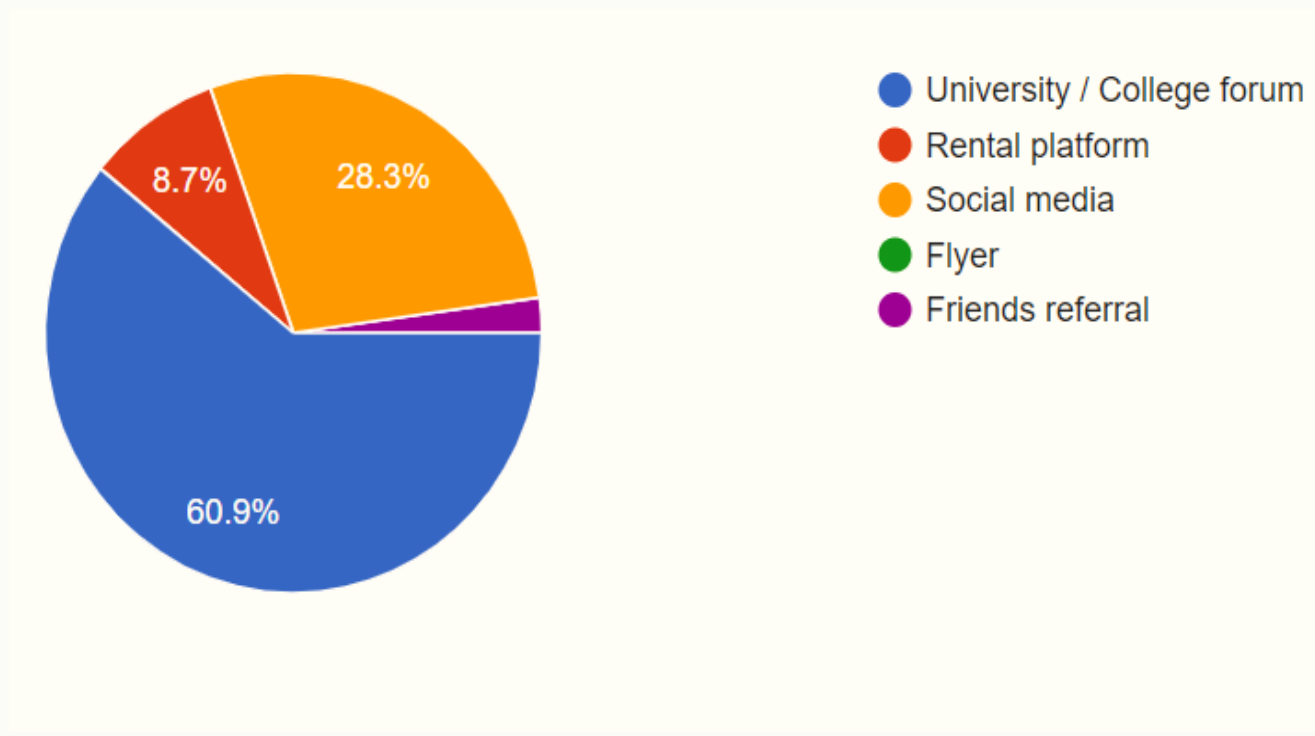
How much do you pay (monthly) for living in hostel ?

46 responses



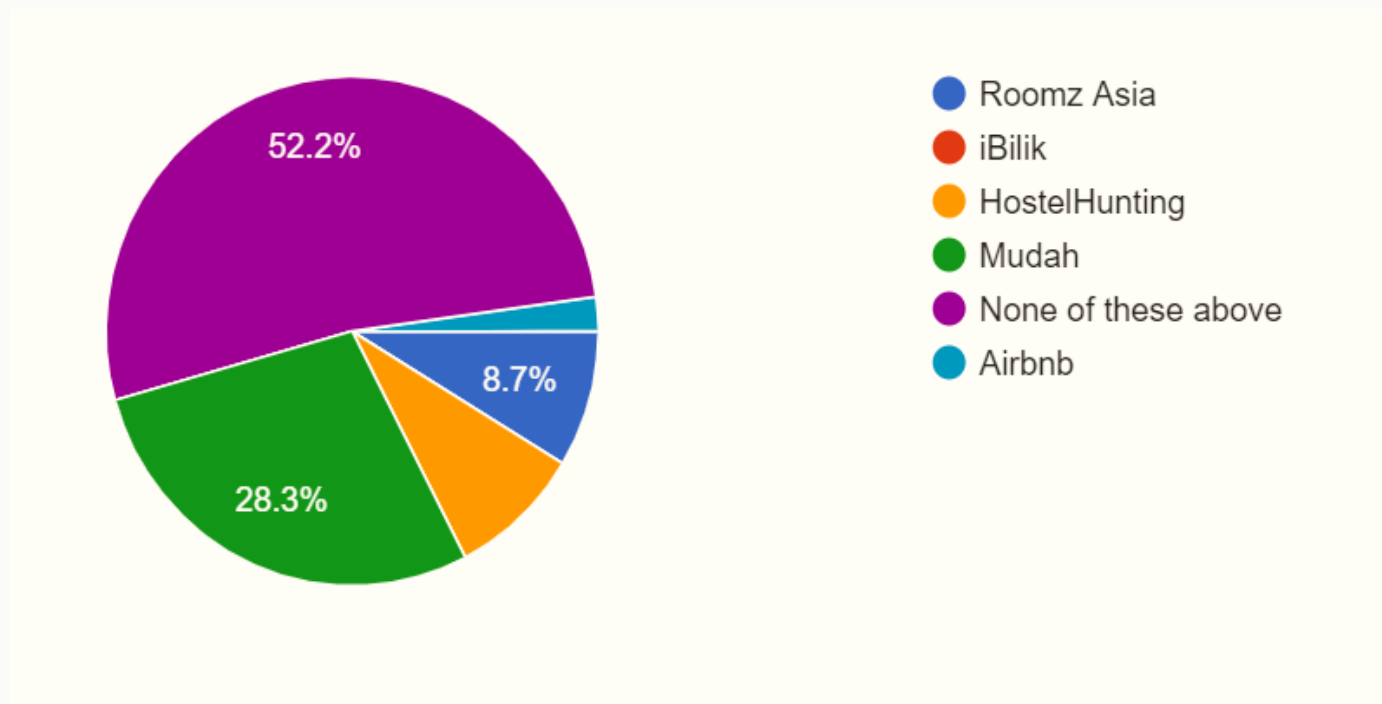
What are the channels you have used to source for hostel ?

46 responses



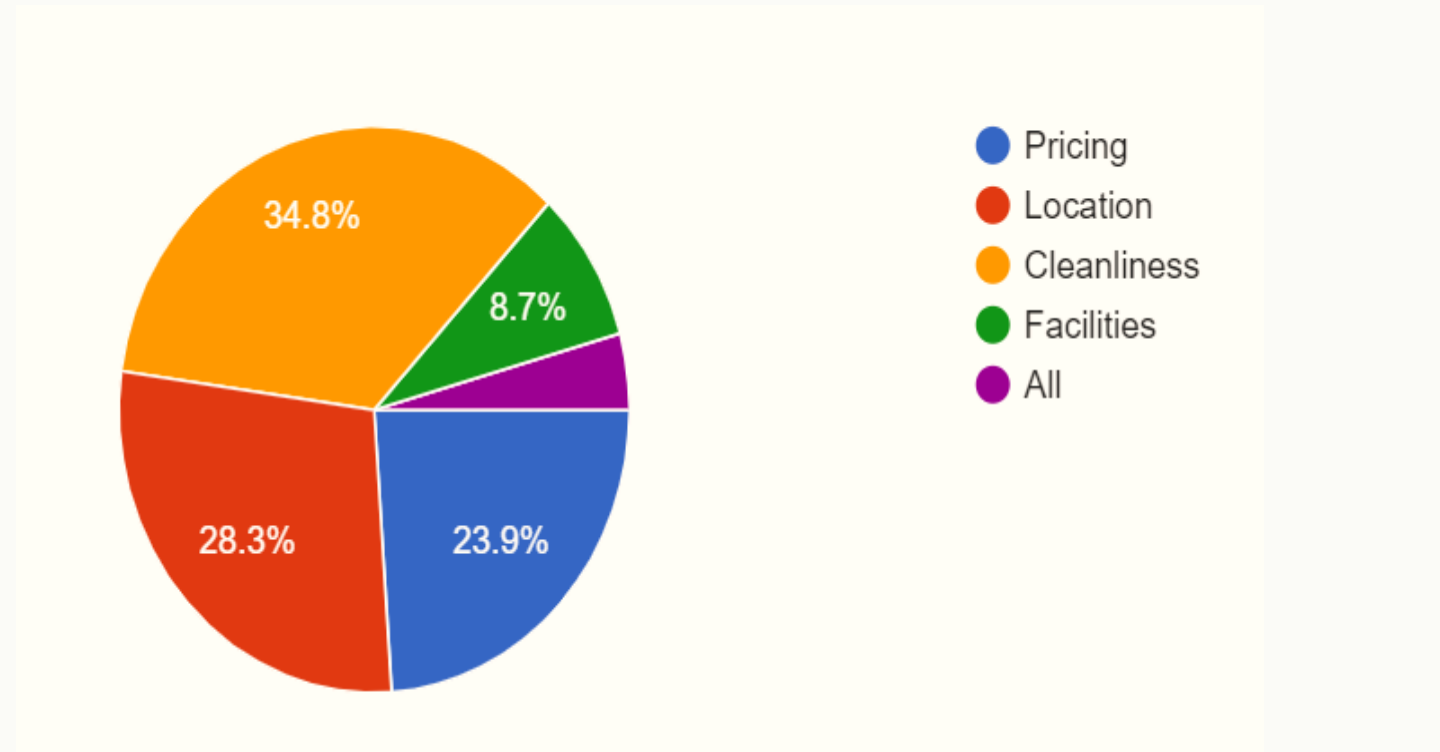
Which rental website you have heard of ?

46 responses



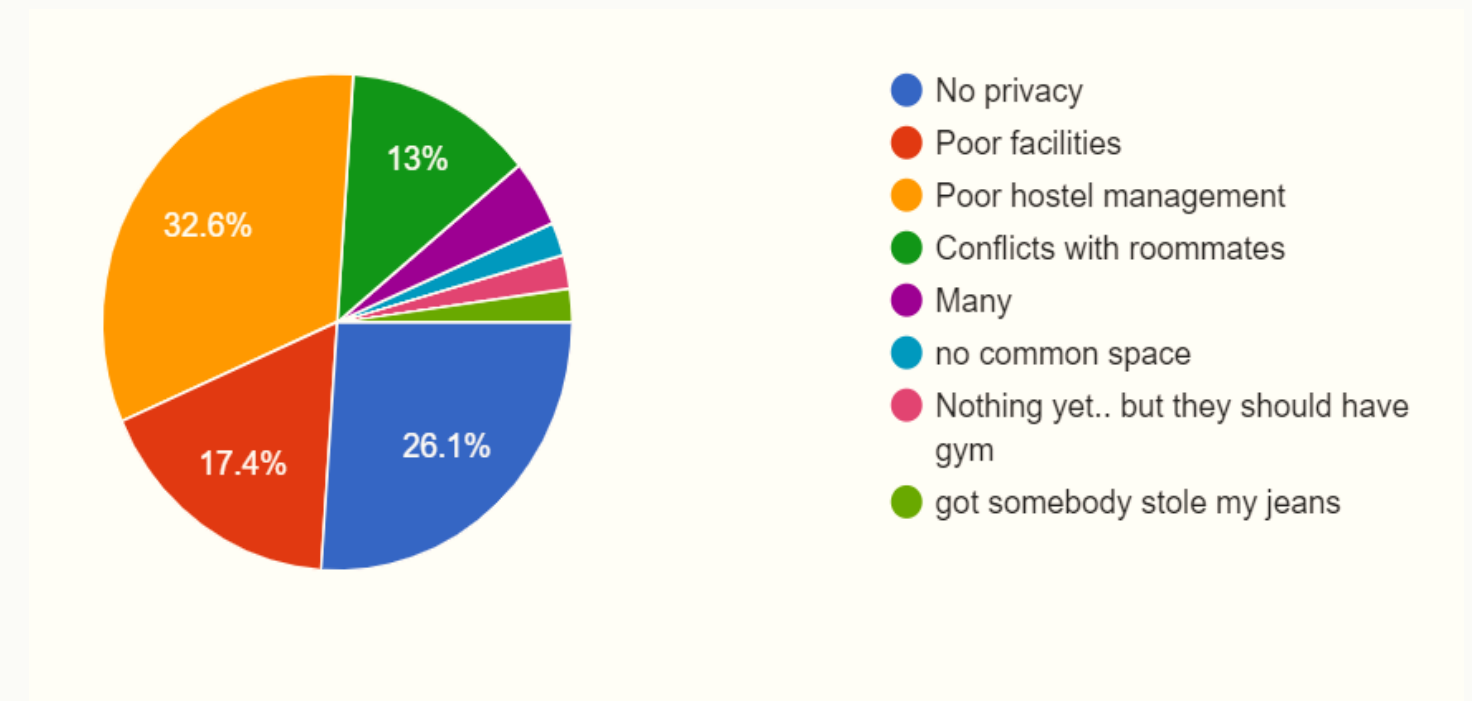
What's your first priority in determining choices on hostel selection?

46 responses



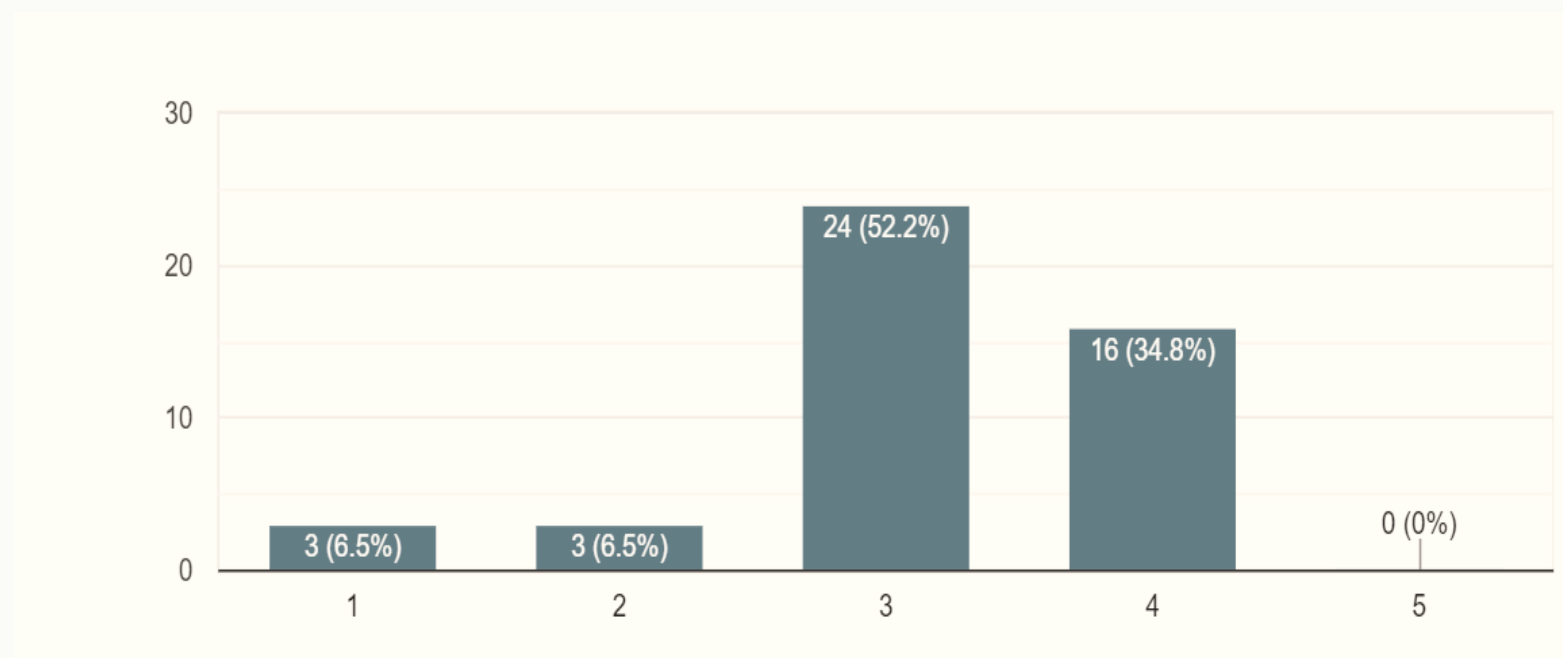
What type of problems you are facing / have faced when you are living in hostel?

46 responses



How much would you rate your hostel?

46 responses



WHAT'S YOUR IDEAL TYPE OF HOSTEL?

Cheap, Clean, Good Facilities	Clean and have own personal space
Clean	Vintage
Clean and Cheap	Nice location with affordable price
Facilities is good and hostel is clean and hygienic	Require a living room
Spacious	Single room and no roommate
Home	A larger room with 4 ppl
Single room, Good sound insulation, Space Large, Equipment is complete	Warm
Free Wi-Fi	Having refrigerator in my hostel or I can cook in the dorm
Same as drama	Efficient space of room area and good quality of facilities
A cozy room	Good facility and good location
Convenient	Clean and tidy

A hostel with fewer limitations and more privacy	Clean and Cozy
Cleaned one	Buy my own house
Cleanliness and there are enough facilities	Clean and comfortable
Clean with good facilities and friendly people	Single room
Clean rooms leniency and proper management	Clean and safety
Eco-Hostel	Donno
KDU University is good	Budget and Minimalist decoration. With nice facilities
Good price and good facilities	Eco Hostels
Clean	Great facilities, near to my college and clean
By the Sea	Huge room
Single room with air conditional	Studio
Like university in China	

THANK

YOU!