

UNIVERSITI TEKNOLOGI MARA KAMPUS SABAH

FUNDAMENTALS OF ENTREPRENEURSHIP ENT 300

'DADDY'S GLEANING SERVICE"

PREPARED BY:

DIONYSIA JIMMY EDDY SHAFIE MOHD NORAMIN BIN SAIBAN SHARIF HAFIFY ISMAIL

2010802842 2010804204 2010657042 2010228456

TABLE OF CONTENT

ACKNOWLEDGEMENT					
PREFACE					
COMPANY LOGO					
BUSINESS PLAN PURPOSE					
1.0	СОМ	PANY BACKGROUND	3-4		
	1.1	INITIAL CAPITAL	4		
2.0	PAR	TNERS BACKGROUND	5-12		
	2.1	PARTNERSHIP TERM AGREEMENT	9-12		
3.0	ADM	INISTRATION PLAN	13-22		
	3.1	Introduction to organization	13-14		
	3.2	Organization structure	14		
	3.3	List of management staff	15		
	3.4	Job description	15		
	3.5	Workers incentive	16		
	3.6	Remuneration Table	17		
	3.7	List of office equipment and fixed asset	17		
	3.8	Administration budget	18		
	3.9	Office Layout	19		
	3.10	Office Location	20-22		
4.0	MARI	KETING PLAN	23-33		
	4.1	Market Analysis	23-27		
		4.1.1 Service provided	23		
		4.1.2 Market size	23-24		
		4.1.3 Competitors	24-26		

		4.1.4 Market Share	26
		4.1.5 Sales Forecast	27
	4.2	Marketing Strategy	28-30
		4.2.1 Product Strategy	28-29
		4.2.2 Price Strategy	29
		4.2.3 Distribution Strategy	29
		4.2.4 Promotion Strategy	30
	4.3	Marketing Activities	31-33
		4.3.1 Daddy's Cleaning Service Gantt Chart	31
		4.3.2 Marketing Personnel	31-32
		4.3.3 Schedule of remuneration	32
		4.3.4 Marketing Budget	33
5.0	OPE	RATION PLAN	34-42
	5.1	Introduction	34
	5.2	Objectives	35
	5.3	Operation Plan Strategy	35
	5.4	Operation Flowchart	36
	5.5	Operations process	37
	5.6	Schedule of Task and Responsibilities	38
	5.7	Labour Requirement	38
	5.8	Working Hours	39
	5.9	Material Requirement Perpustakaan Universiti Teknologi MARIA	39-40
	5.10	Operation budget	41
	5.11	Operation Space Layout	42

6.0	FINANCIAL PLAN	43-51
7.0	FUTURE PROSPECT	52
CONCLUSION		53
APP	ENDICES	

PREFACE

This business plan is prepare for the DADDYS cleaning service for the better management and as the document to refer with during the business operation. Future more, this business plan are prepare for the planning and establishment for this business. In addition, this business plan also prepare for the guideline of this business for the current and future prospect of this business and the service industry.