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MARA

cover page

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

BITSY CLEAN ENTERPRISE

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DIPLOMA IN COMPUTER SCIENCE (CSII0)

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Cover letter

LETTER OF SUBMISSION

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16 July 2014

Dear Miss,

SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, we would like to submit our business plan for Fundamentals of Entrepreneurship (ENT300) project, Bitsy Clean Enterprise for your analysis, evaluation and references.

Fundamentals of Entrepreneurship (ENT300) had given all the members the exposure and the clear picture on the fundamentals to start a business. Having the experience to prepare a business plan may as well give benefits to all the members especially after graduating from UiTM. It may also lead to self-employment which will give a lot of helps to the economy of the country to reduce the amount of unemployment rate especially the fresh graduate students.

We really hope that our business plan will satisfy all the requirement for the subject Fundamentals of Entrepreneurship (ENT300). We also are putting big hope that our

EXECUTIVE SUMMARY

After doing extensive research on the business opportunity in Matang, Kuching, our group has decided to specify our business to giving service which is cleaning service for house and office. Our group has come up with the business plan of partnership whereby our company's name will be known as Bitsy Clean Enterprise. Our main office will be located at 811, Lot 6961, Section 65, Mile 4 1/2, Jalan Matang, Kuching, 93050, Kuching, Sarawak.

Bitsy Clean Enterprise is a form of partnership business which consist of 5 shareholders. Each shareholders will need to contribute a certain amount of capital that has been agreed. The selection of partners are based on their personal skills, qualification, and their field of expert. Each shareholders are also allowed to involve in the management and daily operation of the business.

In other to make to business to become successful, we have set our objectives for the organization to maximize our profit, minimize the cost of production and achieve highly standards so that our company will be able to compete with other leading competitors. We also would set our company to be the leading company for giving the best cleaning service and be the number one customers' choice for cleaning service.

In addition, to establish and launched this business, we need total project implementation cost amounted from loan RM 39,433 from the SME Bank and contribution of RM10,000 from the shareholders.



1.0 Introduction to Business Plan

The name of our company is Bitsy Clean Enterprise. This business is partnership business in the form of enterprise which consist of five shareholders. Each shareholders of the business has contribute certain amount of capital that had been agreed as stated in the partnership agreement. The main activity of this business is providing cleaning services to house, and office specifically. We want to give the best cleaning service that will satisfy customer's demand to have a clean and tidy environment and workspace.

Our target customers are mainly the citizen of Kuching City, specifically in Matang area. This is because we are targeting on peoples that live in metropolitan city that may have the difficulty in terms of finding time to do all the cleaning jobs, especially those who live in a big house or big office. Our business operation will be from 8.00 a.m. to 6.00 p.m. everyday. The business will allow the customer to book for time that they will want us to do the services. We will also use the concept of packages to increase our sales. In term of value exchange, our business will use the concept of cash system.

1.0.1 Name of Business

The name of our company is Bitsy Clean Enterprise. We choose this name because its represents our business which are focusing on cleaning service, house and office cleaning specifically. The word 'Bitsy' means tiny, which can be practice in our company to especially to the employee to take care even tiny dust when performing our cleaning service. 232rform cleaning service and gain their trust to always use our service.

1.0.2 Nature of Business

- Provide high quality cleaning service that give the customer the full satisfaction.
- Consider offering natural cleaning products for customer who have allergies instead of using toxic products.
- Practice the good relationship with customers with the slogan "Customer comes first"
- Refining and improve the business increasingly to become the customer's first choice of cleaning service within Matang, Kuching.