



# UNIVERSITI TEKNOLOGI MARA



PROJECT TITLE: AIR TERJUN LAUNDRY CASE STUDY

NAME: AISYAH WAHYUNA BINTI SALLEH

STUDENT ID: 2017282596

PROGRAMME: CS241 (BACHELOR OF SCIENCE (HONS.) STATISTICS)

GROUP: D2CS2416B

LECTURER: MADAM YUSRINA HAYATI BINTI MUHAMMAD NAZIMAN

SUBMISSION DATE: 11/5/2020

## **Acknowledgment**

Without the support, dedication, and assistance of so many people, the completion of this project would not have been possible. I couldn't call out one by one of their name, but I'm so happy to receive a lot of help. Their contributions are sincerely appreciated.

First of all, I would like to thank UiTM for giving such an opportunity for students to learn this subject. This course makes me realize that doing work by learning theories not giving so much help as we did it practically. All students might able to score in the examination but not everyone can survive in the world full of challenges. This subject also makes me realize that I need to prepare for strong mental and physical to overcome challenges waiting outside.

Special thanks to Madam Yusrina for her guidance, support, and understanding in completing my case study project. From the start till the end, she provides the study materials to us to understand the subject, especially during this COVID-19 outbreak. She also gave me an idea contribution to make my project looks more convincing.

I am also deeply thankful for Mr. Muhammad Salleh, the owner of the Air Terjun Laundry for helping me and gave so much information. Interview through Whatsapp and Phone calls might be hard and need a lot of trust to share the information with a stranger. For that, thanks for believing me.

Last but not least, I would like to express my gratitude to my family and friends for their support and willingness to help me complete my project. I have no valuable word to express my thanks but thank you once again.

## Table of Content

<b>ACKNOWLEDGMENT</b> .....	<b>2</b>
<b>1.0 INTRODUCTION</b> .....	<b>4</b>
1.1 Background of Study .....	4
1.2 Problem Statement .....	4
1.3 Purpose of Study .....	4
<b>2.0 EXECUTIVE SUMMARY</b> .....	<b>5</b>
<b>3.0 COMPANY INFORMATION</b> .....	<b>6</b>
3.1 Company Background .....	6
3.2 Sales Performance.....	7
3.3 Services/Product .....	8
3.4 Business, Marketing and Operational Strategy.....	10
<b>4.0 DATA COLLECTION</b> .....	<b>12</b>
<b>5.0 BUSINESS ANALYSIS</b> .....	<b>13</b>
5.1 Problem Identified.....	13
5.2 SWOT Analysis.....	14
<b>6.0 ALTERNATIVE</b> .....	<b>15</b>
<b>7.0 RECOMMENDATION AND IMPLEMENTATION</b> .....	<b>17</b>
<b>8.0 CONCLUSION</b> .....	<b>18</b>
<b>9.0 REFERENCES</b> .....	<b>19</b>

## List of Table

Table 3.1: The information on the washing machine and dryers.....	8
Table 3.2: The information on detergent and softener.....	9
Table 5.2: The SWOT analysis .....	14

## List of Figure

Figure 3.1: Air Terjun Laundry Logo.....	6
Figure 3.2: Air Terjun Laundry Map .....	7

# **1.0 Introduction**

## **1.1 Background of Study**

Education on entrepreneurship is becoming more popular. Therefore, this subject is offered by the university to students to learn about entrepreneurship. Entrepreneurship may be very challenging, but it allows a student to gain the necessary life skills by gaining hands-on experience.

To consider a good topic for a case study, I decide to do a laundry business research since this business is growing and has many products that have high potential to be innovated.

## **1.2 Problem Statement**

The problem of this business comes from the keeping image of the company by satisfying all the customer needs. The owner has to make sure everything moves smoothly from making the laundry clean and tidy all the time, taking care of the maintenance and good service customer. Good customer service is including work faster to ensure customers don't have to wait for a long time. Staff must don't job effectively to assure they don't disrupt their job. Thus, employee training is very important. Customer comfort is also important to keep them satisfied.

So, this study is to focus on how to help the company in keeping its customer satisfaction by creating solutions to the problems.

## **1.3 Purpose of Study**

The aim of doing a Case Study is to make students with real expertise and understanding. A case study helps in getting the knowledge of a specific problem or topic. From previous work, it will expand the expertise or contribute to existing information. It often reduces possible risks of biases by offering a way to obtain a deeper understanding of the topic under study.

## **2.0 Executive Summary**

The final year statistics students have to take the entrepreneurship course to get to how the world outside is working without only rely blindly on theories. Studying entrepreneurship gives many benefits for students because it teaches people to develop unique skills and high order thinking skills. Moreover, it creates confidence and opportunity for students. To complete this research, we first need to do a case study. I choose Air Terjun Laundry as the case study because I want to develop something for the laundry sector.

In the first part of the report, the general information of the business has been collected. Data collection is gathered through a personal interview with the owner, observation, and internet.

The objective of this study is to make the laundry shop running smoothly by easier the worker works. It starts to identify the problems faced by companies. From that problem, we can think of several solutions and choose the best solution to create a new product. This is the most crucial time as we need to find the uniqueness of our innovation and make it as different as possible from someone else so that the plagiarism issue won't appear.

Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and effective management. In this case study, we analyzed the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis.

The ability to think critically is essential to the success in the world of business because being aware of all the important factors and seeing how they affect each other is the foundation of a smart decision-making process.