



(ENT 300)

FUNDAMENTAL OF ENTREPRENEURSHIP

MEELLA LAUNDRY

MONICA ELIZABETH BT MICHAEL	2012621196
NURECCA MILIYANI BT ABDUL HAMID	2011179203
NUR LYANNA BT MOHAMAD TONI	2012484538
NOOR ASMIZA BT SE-AIE	2012848694
SHARIFAH RUHIZA BT WAN ZA'ABA	2012896094
ZULAIKHA BINTI LET	2012470176

Prepared for :

Madam Esfarina Amiza

Diploma in Civil Engineering

Mara University of Technology

Branch Campus 2, Kota Samarahan

Kuching Sarawak

23 March 2015

INTRODUCTION

Meella Laundry is a partnership business in the form of enterprise which consists of six members. We chose laundry business because it doesn't need any raw materials and our sources, for example, detergent does not expire quickly. Plus, this partnership is perfect for use, as we all share the same compassion, which is to give the best services to our customers.

NAME OF BUSINESS

All the shareholders agreed to name our shop as "MEELLA LAUNDRY". The name "MEELLA" is a combination of all the shareholders names and "LAUNDRY" is to let people know what kinds of business we are running.

NATURE OF BUSINESS

We have decided to set our business as a launderette that give an affordable payment and provides delivery to the customers.

COMPANY'S GOALS

- In terms of sales and profit, we target to achieve a high outcome; due to low competition around the area.
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COMPANY'S VISION AND MISSION

- Vision
 - To be the most reliable local launderette in Kuching.
- Mission
 - To tend and preserve our customer's garments.
 - To operate in the principle of "Customer's satisfaction is our first priority".

COMPANY'S OBJECTIVE

- Ensure good quality service package
- Ensure reasonable price for all the packages

DATE OF COMMENCEMENT

- 1st January 2016

FACTORS IN SELECTING THE PROPOSED BUSINESS

- Near to the residential and educational institution areas where laundry services are needed.
- Profitable.

FUTURE PROSPECTS OF THE BUSINESS

- We expect to have the most outstanding laundry services in Kuching Area.
- In the next 5 years we will expand our business in any way.

PURPOSE OF BUSINESS PLAN

- This business plan is prepared for the purpose of obtaining loan from Bank Rakyat. (RM283, 173)
 - To set up a business, the most important aspect is to consider the financial resources.

- To make research on the potential of the business that will be set up.
 - Entrepreneur can make measurement on their business, whether it is profitable or not. This can be done through business proposal by referring to the process of research and analysis that were made during the preparation of business plan.

- To allocate business resources efficiently
 - Resources of business need to allocate effectively to ensure no wastage happened. Through business proposal we have the opportunity to make a proper plan in terms of resources will be used. Thus efficient decision will produce optimum profits to the business.

INTRODUCTION

Marketing can be defined as activities that are carried out systematically to enhance sales of product as long as the activities are guided by religious and ethical practices. The customer can include individuals, other business entities and support organizations. Marketing is not simply a collection of specialist business communication skills. It is separate management practice which, when integrated with operational and finance management, forms the backbone of any business.

Besides that marketing is the management process for identifying and satisfying customer needs. Analysis on customer behavior is to be done on continually basis as consumer need and wants are constantly changing. It is important to ensure that customer are attracted and motivated to get our product and services. It is essential for the marketing people to identify the need and wants of consumers in order to create an effective marketing.

In order to keeps the business running for a long term it also important to bear in mind that the customer satisfaction come first, followed by profit, the main objective of marketing plan is to attract more customers to know about our services, location and business that we are provided to customer other than that to earn profit.

In additional, the concept of our marketing is based on the achievement and effectiveness of the marketing to increase our sales and services that referred on needs and wants on customer to achieve the high profit from our target market and in order to make MEELLA LAUNDRY more effective, we have come up with marketing plans for the next year. It is very important for our laundry as guideline for the future achievement. In the marketing plans, we also provide the promotion method such as advertising in the Internet. We also create banner and fliers to persuade customer to go to our laundry.