



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Diploma in Microbiology
Faculty of Applied Science

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT300

BUSINESS PLAN
BIOCLEANZE DETERGENT

Group members:

ARISSA SAFFIYA BINTI MOHD ROSYIDI (2022831842)

CASSANDRA YAP XIN LIN (2022833682)

IRFAN AYISY BIN ABDUL RAHIM (2022853004)

NISHA SHAHIRA BINTI MOHD HISHAM (2022838308)

NUR FARHANA BINTI AMRAN (2022698866)

Group: AS1145A1

TABLE OF CONTENTS

1.0	EXECUTIVE SUMMARY	4
2.0	BUSINESS BACKGROUND	5
3.0	PARTNERS BACKGROUND	7
4.0	ADMINISTRATION PLAN	12
4.1	Business Mission, Vision, and Objectives	12
4.2	Business logo and descriptions	12
4.3	Organizational Chart	14
4.4	Administration Personnel Schedule	14
4.4.1	List of Administration Personnel	14
4.4.2	List of roles and responsibilities of administration personnel	15
4.5	Remuneration Schedule	18
4.6	Office Equipment	18
4.7	Fixture & Fittings	19
4.8	Office Supplies	19
4.9	Administration Budget	20
5.0	MARKETING PLAN	21
5.1	Product Description	21
5.2	Target Market	22
5.3	Market Size	25
5.4	Competitors Analysis	26
5.5	Market Share	27
5.6	Sales Forecast	28
5.7	Marketing Mix	28
5.7.1	Product	28
5.7.2	Pricing	29
5.7.3	Place	29
5.7.4	Promotion	30
5.8	Marketing Budget	31
6.0	OPERATIONAL PLAN	32
6.1	Process Planning	32
6.2	Operation Layout	34
6.3	Production/ Capacity Planning	35
6.4	Material Requirement Planning	36

1.0 EXECUTIVE SUMMARY

BioCleanze partnership is an innovative, eco-conscious company based in Selangor, Malaysia, specializing in providing eco-friendly and sustainable detergents. Our mission is to create eco-friendly detergent solutions that ensure effective cleaning and promote environmental sustainability. With a vision to become the leading provider of biodegradable cleaning products in Southeast Asia, BioCleanze is set to revolutionize the detergent industry with its sustainable approach. Our product is a customizable, eco-certified detergent made entirely from plant-based ingredients and natural enzymes. Free from phosphate and harsh chemicals, the detergent is safe for the skin, dermatologist-tested, and packaged using recyclable materials. It has obtained notable certifications from MyHIJAU and SIRIM Eco-Labelling, ensuring credibility and alignment with global sustainability standards.

We primarily target residential customers and small businesses that prioritize sustainability. The eco-conscious market in Malaysia offers a significant growth opportunity, with a potential market size of RM22,167,360.00 annually based on current demand trends. BioCleanze is well-positioned to capture this market by addressing key customer points: delivering safe, effective, and eco-friendly cleaning solutions while helping consumers reduce their environmental footprint. BioCleanze will adopt a multi-channel distribution strategy, leveraging e-commerce platforms, online marketplaces, retail stores, social media campaigns, and billboards to build brand recognition and reach diverse customer segments. Our experienced leadership team comprises talented professionals:

- General Manager: Leads the team with expertise in management, marketing, and public relations.
- Admin Manager: Excels in planning, scheduling, and communication.
- Finance Manager: Oversees production planning and ensures operational efficiency.
- Market Manager: Brings creativity and a deep understanding of consumer behaviour.
- Operation Manager: Provides data analysis expertise to drive informed decision-making.

BioCleanze projects robust financial growth, with forecasted revenue of RM3,210,698 in Year 1, increasing to RM3,447,335 by Year 3. This demonstrates our ability to scale sustainably while meeting customer needs. With a growing demand for eco-friendly products, BioCleanze is ready to lead the market transformation. We are committed to creating impactful solutions for a cleaner, greener future.

2.0 BUSINESS BACKGROUND

Our business is called BioCleanze partnership, located in Shah Alam Premier Industrial Park, 40400 Shah Alam, Selangor, Malaysia. This company specialized in manufacturing and selling cleaning product that aims to revolutionize the cleaning products industry by introducing biodegradable, eco-friendly, cost-effective, and high-quality cleaning solutions. Our product provides a cleaning solution that are non-toxic, biodegradable and achieve the same level of cleaning as conventional solutions without compromising the integrity of the environment.

Customer who are interested in adopting more environmentally friendly habits but also concerned about the efficiency and cost-effectiveness of the solutions that are accessible are directly alleviated by this solution. Thus, by concentrating on cleaning products that are safe to be used and safe for the environment, we hope to fill the need that exists for environmentally concerned customers who are looking for alternatives that are dependable and affordable cleaning products in the Malaysian market.

We decided to pursue this business because of the common problems related to the usage of cleaning products that are used in customer's daily life routine. By producing an environmentally safe and sustainable cleaning products, it helps on scaling down the impact of usage of traditional cleaning solutions which frequently contain harsh chemicals that harmful to the environment and health problems which become more apparent to a growing number of families and small companies. Most common problems experienced by users are the cleaning product such as detergent contains harmful chemicals which are carcinogenic contaminant which has ability to cause cancer and some of chemicals may cause allergic reactions to the users as well as causing the colour of the clothes fading and fabrics damage and detergent residue buildup on clothes because of the undissolved materials in the detergent. Another common problem related to the usage of liquid dishwasher which most users with sensitive skin will be experienced with skin peeling-off, dryness and irritation because of the harsh chemicals in the solution.

4.0 ADMINISTRATION PLAN

4.1 Business Mission, Vision, and Objectives

Mission: To create eco-friendly detergent solutions that ensure effective cleaning and promote environmental sustainability.

Vision: To become the leading provider of biodegradable cleaning products in Southeast Asia.

Objectives:

Achieve a 10% market share within three years.

Launch new product variants every year.

Maintain a customer satisfaction rate of 95%.

4.2 Business logo and descriptions



Figure 1 BioCleanze logo

In an organised and eye-catching manner, the logo blends components that symbolise the brand's eco-friendly and efficient cleaning features. The spray bottle is the key element of the design, while the colours and symbols around it highlight freshness, sustainability, and cleanliness. The product's useful and ecological characteristics are highlighted by the thoughtful colour balancing.

1. Spray Bottle Icon:

The primary component that symbolises the brand's mission and the cleaning product. A stylised spray bottle should be centred in the middle of the logo. To guarantee brand identification, the bottle might have an attractive, modern look with the "Bio Clean" label clearly displayed.